AP

THE PHOTO RIGHTS METADATA CHALLENGE

Annette Feldman Warsaw, June 2015



WHY START WITH RIGHTS?

- Fundamental for interchange
- Getting it wrong costs \$\$\$
- It's complicated

WE HAVE EXCELLENT METADATA

- Q: So, what's the problem?

- A: We're not in the metadata business

AP'S PHOTO BUSINESS GOALS

- Maximize photo sales
- Lower our cost/risk
- Support findability



EARLY PHOTO METADATA

105 Coast 22 4 2 5: 90. 4-6. Sel. St. 9- 75 19 41/2 ft × 6 ft. Rug, "Dogwood" Designed by Morris Kantor Hand-made by the Crawford Rug Shop of the A.I.C.P. anici - 17000 Back ground your blue, flowers in pale yellow, center manue and golden C. 8. S. ARCHIVE COPY NOT TO DE TAKEN FROM OFFICE Photographed for The Museum of Modern Art by Soichi Sunami. If reproduced, credit .st be given The Museum of Modern Art.

EVOLVING SCHEMA STANDARDS

– IIM in JPG (1990s)

– XMP (2002)

- Core (2005)
- Extension (2008, 2014)

- Wrappers

HOW STANDARDS PROLIFERATE: (SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC.)

SITUATION: THERE ARE 14 COMPETING STANDARDS.

14?! RIDICULOUS! WE NEED TO DEVELOP ONE UNIVERSAL STANDARD THAT COVERS EVERYONE'S USE CASES. YEAH!



SITUATION: THERE ARE 15 COMPETING STANDARDS.

RIGHTS METADATA

"May I use this?"

If not, don't give it to meAnything I need to know/do?

CHALLENGE #1



REDUNDANT METADATA (ALMOST)

• IIM – JPG Header

- \circ Instructions
- \circ CopyrightNotice
- \circ Caption

• XMP - Extension

- o PLUS fields
- \circ Embedded Encoded
- Linked Encoded
- o "Charms"
- XMP Core Wrapper
 - Rights Usage Terms (free text)
 BYOM

CHALLENGE #2



WHAT HAPPENS IN THE KNOT?



CHALLENGE #3



GROWING PAINS

- End of the honor system?
- Rights that change with time or transactions
- Rights that differ by client
- How much "legalese" ?

PRACTICAL CHALLENGES

- Defining and integrating workflows
- Provider capabilities
- Customer capabilities
- Speed, Volume
- Resources

THE ROI SWEET SPOT





