

# IPTC and video metadata

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# “Should I stay or should I go”

- **pre-2014**: IPTC has e.g. NewsML-G2 as multimedia exchange format – including video
- **June 2014** – CEPIC Congress / IPTC Photo Metadata Conference: “*Moving Images - Moving Metadata?*” → „We would like to have something like the IPTC Photo Metadata“
- **October 2014** – IPTC Autumn Meeting: long discussion → should we adopt/adjust something existing (buy) OR → should we create something on our own (build).
- **Conclusion**: define requirements and match existing standards against them, then decide how to proceed.



# Development Experience <sup>/1</sup>

- Video has a role in many businesses: broadcasting, (net) streaming, movies, education & news, of course
- Many existing video format standards have only a lean set of metadata properties to describe the content (focus on the technical ones)
- For the expression of metadata two standards are widely used:
  - EBU Core for stand-alone metadata documents
  - XMP for embedded metadata documents



# Development Experience <sup>1/2</sup>

- IPTC created 3 public drafts and invited many in general and ~ 30 explicitly to review
- Not all invited responded ...
- ... many responses reflected the different businesses of the reviewers with different preferences
- **Conclusion 1: Common Ground** is a challenging goal.
  - IPTC doesn't want to go in areas of other organisations
- **Conclusion 2: Profile** of the Video Metadata Hub
  - Leave technical properties to the existing format standards
  - Define properties with wider semantics and optional qualifiers
  - Mapping to other standards: overlapping or empty space?
- **Conclusion 3: we can't make everybody happy**
  - but as many as possible



# Next Steps

- Creating documents of a standard is only the first step
- Next:
  - Talk to potential user about adopting it
  - Talk to system vendors about implementation
  - Create guideline documents as required or requested

