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
  
  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 /1

- 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 /2

• 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