

# Use of IPTC Photo Metadata by photo suppliers (companies and photographers) in 2019 The survey results

Conducted and published by IPTC Photo Metadata Working Group

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### Do we still need photo metadata? Ask the suppliers!

IPTC provides standards for photo metadata since 1995 and raised the question: is there still a need for it?

To find that out IPTC ran a survey among photo suppliers in spring 2019. CEPIC\* strongly supported it in Europe, BVPA\* in Germany and DMLA in the USA. (\* CEPIC and BVPA are IPTC members)

135 persons started to fill in, about 100 completed it. (We did a similar survey in 2010: 80 started it ...)

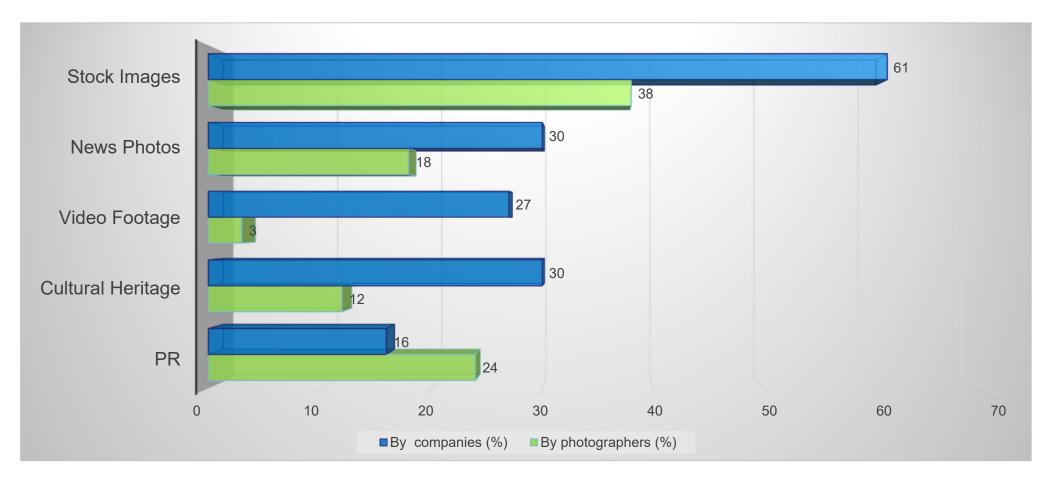
Two types of suppliers participated:

- Companies (55%)
- Individual photographers (45%)

Find the results on the next pages →

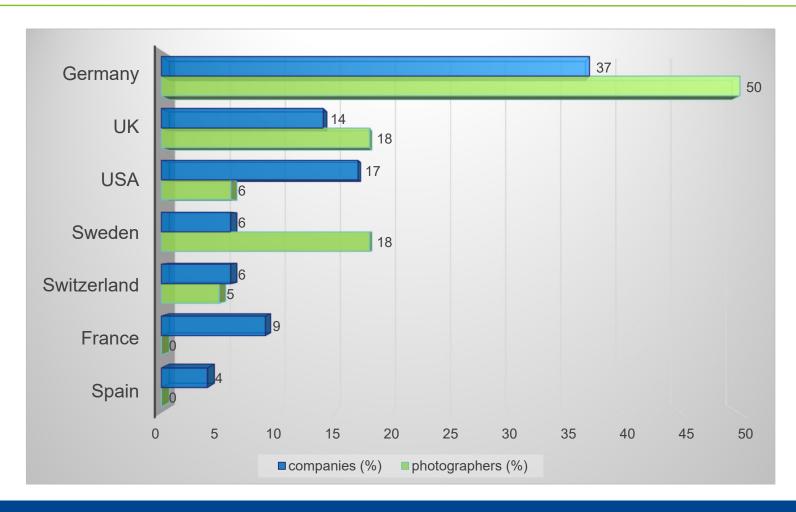


# What kinds of images are supplied



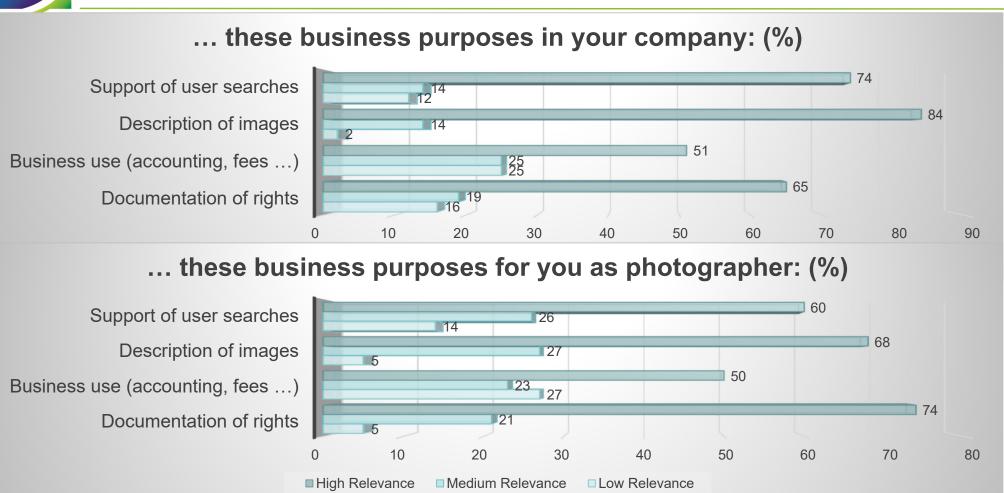


# Suppliers submitting a survey are from ...





### How relevant is IPTC Photo Metadata for ...





# Note on grouping metadata fields

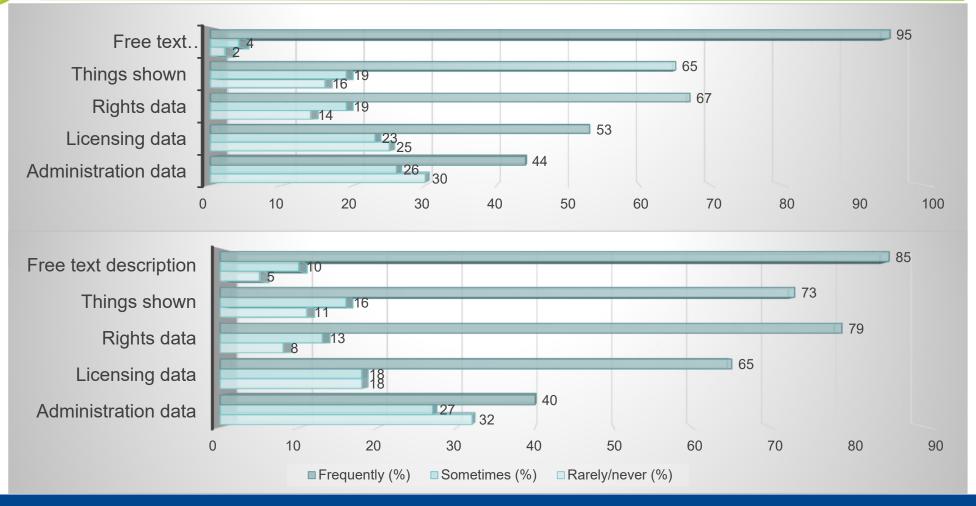
The IPTC Photo Metadata Standard has many fields and they can be split into groups:

- Free text description of the content: Description/caption, Headline, Keywords
   + categorization terms from CVs ...
- Things shown: locations, persons, companies, events, products, artwork, objects
- Rights data: Creator, Copyright Notice, Credit, Copyright Owner, Web Statement of Rights, ...
- Licensing data: Usage Terms, Image Supplier, Licensor
- Administrative data: Date Created, Instructions, Job ID, Image Registry Entry ...

These groups were used for options of survey answers.

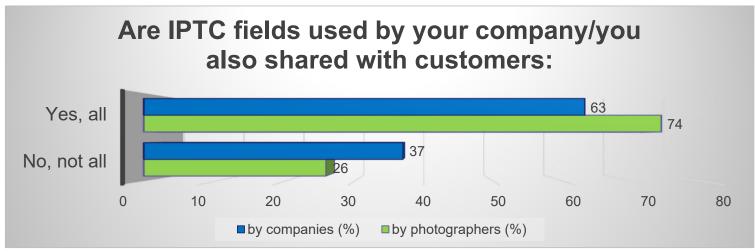
Find more about these groups in the IPTC Photo Metadata User Guide

### What kinds of fields are used ...





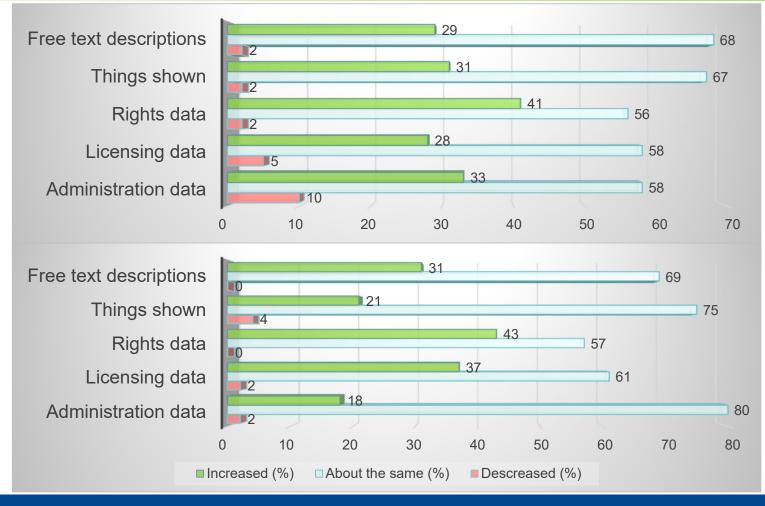
### Are fields shared with customers?



What is not shared

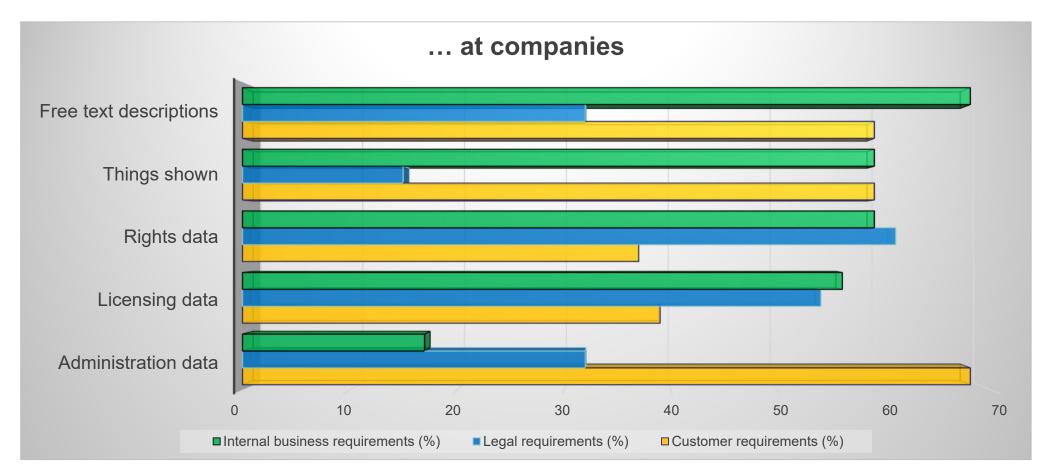
Companies: internal administration (accounting, fees, licensing rule), info about the source

Photographers: internal administration data, GPS data and other technical details, "depending on user requirements"



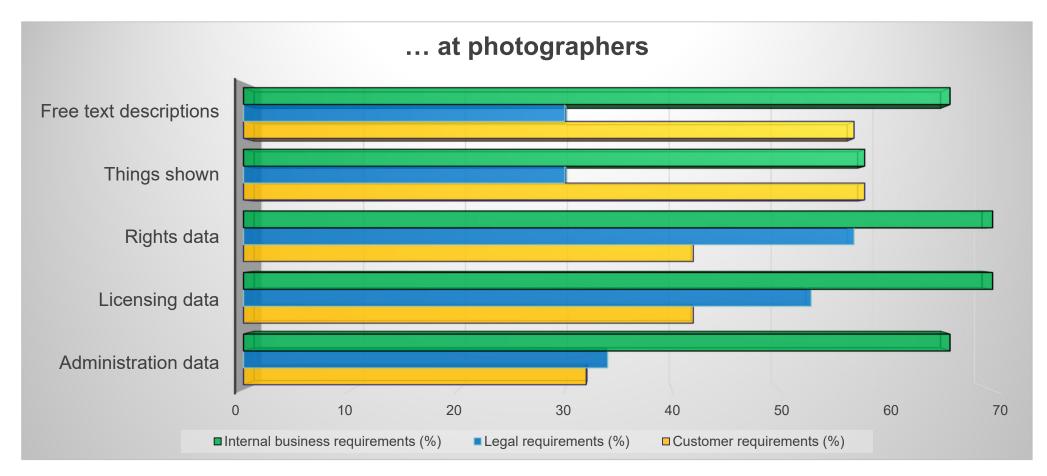


### What drives decisions to use ...



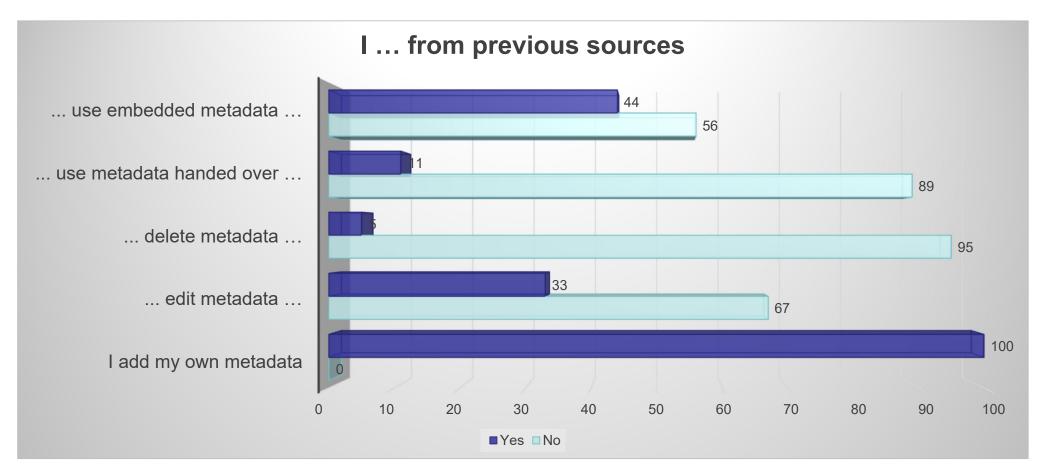


### What drives decisions ...



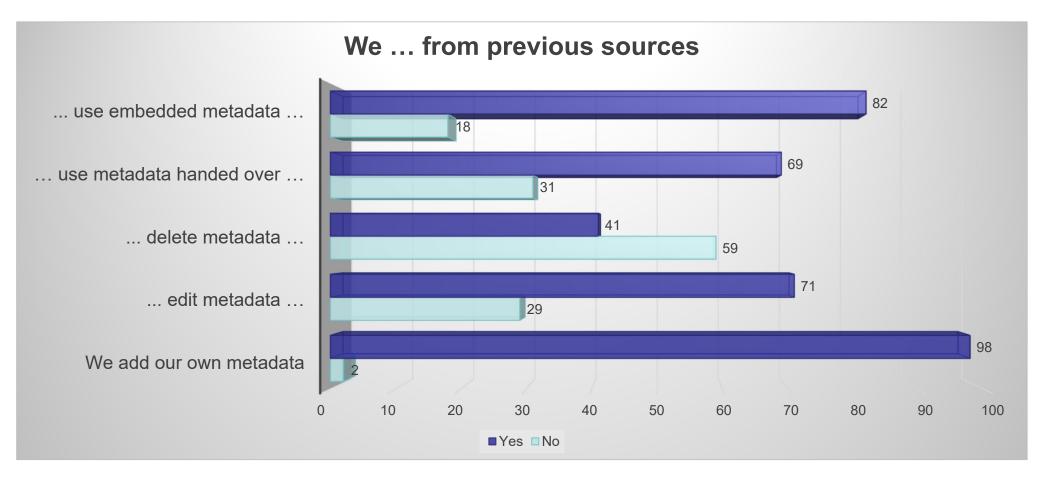


# How photographers deal with metadata





## How companies deal with metadata

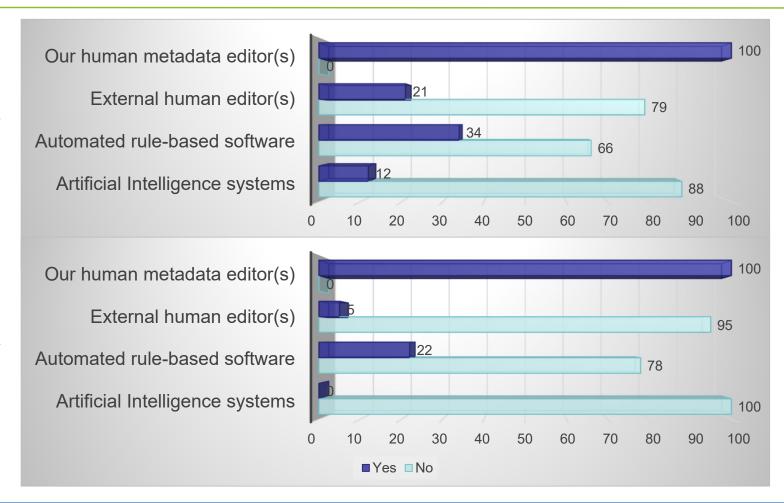




### Who takes care of metadata at ...

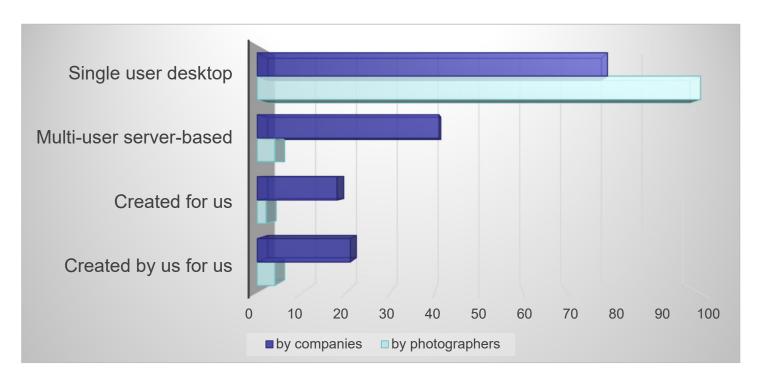
... companies →

... photographers →





# What software is used by suppliers

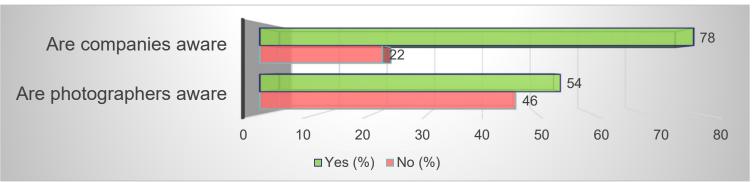


### Preferred software

- Adobe Lightroom
- Adobe Photoshop
- Photo Mechanic
- Fotostation
- Adobe Bridge
- Capture One

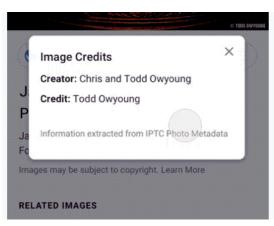


# Are suppliers aware of **Google's Image Credits**



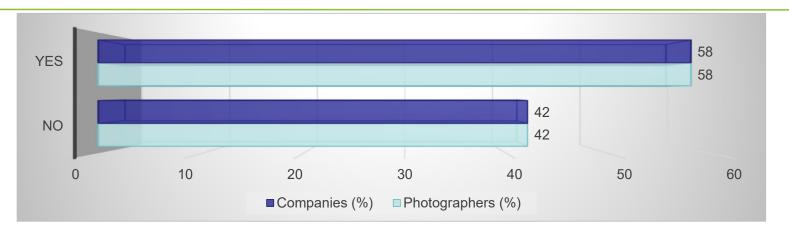
# Does your company/do you embed the (three) required rights fields? We embed already We plan to embed We have to consider this O 10 20 30 40 50 60 70 80 90 100 Companies (%) Photographers (%)

### Example:





## Do you want to see more embedded fields?

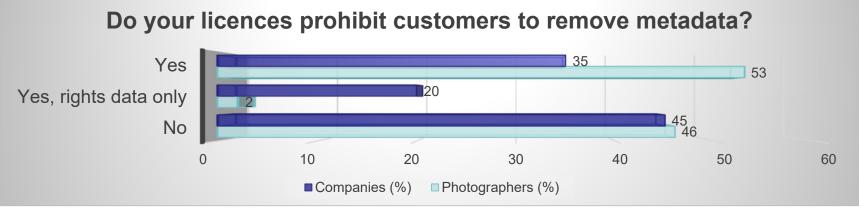


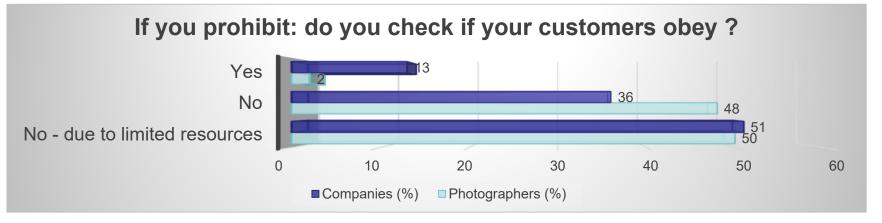
What else: (was an open ended question, ranking by counting occurrences)

- 1. Caption/description / Headline
- 2. Shown locations
- 3. Shown persons
- 4. Usage terms/licence



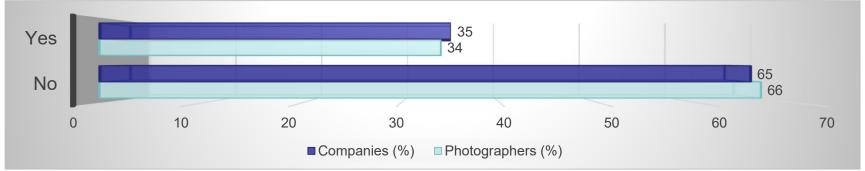
# Are suppliers strict on persistence of metadata



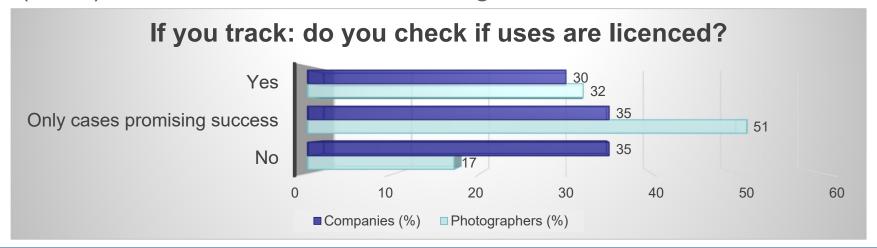




# Do suppliers track the use of their images



If Yes: "We are tracking for" finding unlicensed images (90%!), kind of use, count use of images





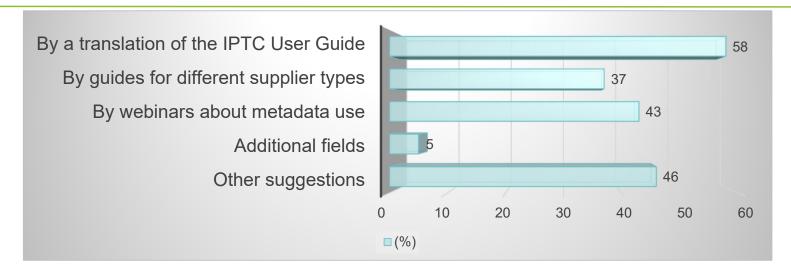
### Does your company need more metadata fields

### This was an open ended question:

- 60% said explicitly No
- Suggested additional metadata fields covered:
  - More details of existing fields, like more about shown models or fields with prices for licensing
  - The need to secure embedded values against being changed or removed by others.



# How could IPTC help suppliers



### Other suggestions:

- How-to videos also for amateur photographers
- "Copyright education" webinar/video ... showing a proper use of rights metadata
- Translations: into German and French
- Open source software supporting the use of IPTC Photo Metadata
- Prevent stripping out metadata by technical means



# IPTC response (presented on 6 June)

### **Translations:**

➤ IPTC will take this seriously, first steps in French, German and Spanish

### Webinars:

➤ IPTC will consider this – webinars also need a good educational layout this make take some time

### **Additional fields:**

>IPTC sees no wider need for a specific field.

### What IPTC can't do:

Stopping the removal of embedded metadata at a technical level

 → metadata are in a wrapper defined by the technical standard of the image
 file format (JPEG, DNG, PNG, ...). Such standards could try to stop removing
 such wrappers – but technical knowledge tells: this is very hard.



# Dear supplier companies and photographers having filled in our survey,

thank you for sharing your use of IPTC Photo Metadata



### Background: what exactly is IPTC Photo Metadata

### IPTC Photo Metadata (PMD) ...

- ... is a set of fields bound to an image (file):
  - → primarily by embedding
  - → can be used with a DAM/MAM system
  - → can be used for inline HTML metadata (keyword "schema.org")
- ... fields focus on **describing the content** of the image, setting **rights data** and providing **administrative data** NO technical data (covered by Exif)

### IPTC Photo Metadata exist ...

- > Since 1995 as set of fields of Adobe Photoshop, then of other image software
- ➤ Since 2005 as Photo Metadata Standard defining the best use of each field
- ➤ Since 2008 with an extended set of fields based on user requirements

  For embedding the data into image files the technical formats IPTC IIM and ISO XMP are used.



### Who takes care of IPTC Photo Metadata

### IPTC's Photo Metadata Working Group

### Objectives:

\* The goal of this WG is to act as a special interest group regarding all photo metadata issues of the IPTC.

... a group of persons nominated by IPTC members – current regulars are







David Ricks, PLUS



Karl Csoknyay, Keystone-SDA



Brendan Quinn, IPTC MD



Michael Steidl, IPTC (Lead) Annette Feldman, AP





Linda Burman, LB Assoc