



# Marksta

Photography copyright in the  
social media age



**I make pictures, therefore I am.**

Founder and CEO of Marksta, but definitely a photojournalist first.



Marksta created out of experience and frustration



AP stringer

AFP staff

Reportage by Getty Images freelance

IPTC is ingrained in every news photographer



I am a visual storyteller

It's a simple concept, but takes a lot of sacrifice





Afghanistan takes its toll



Photography transcends language



Social media is reaching the farthest parts of the planet





There is now a huge appetite for photography  
But the money has not followed



Copyright infringement, or theft, is rampant.



IPTC used to help me protect my intellectual property  
It also helped with marketing and accounting

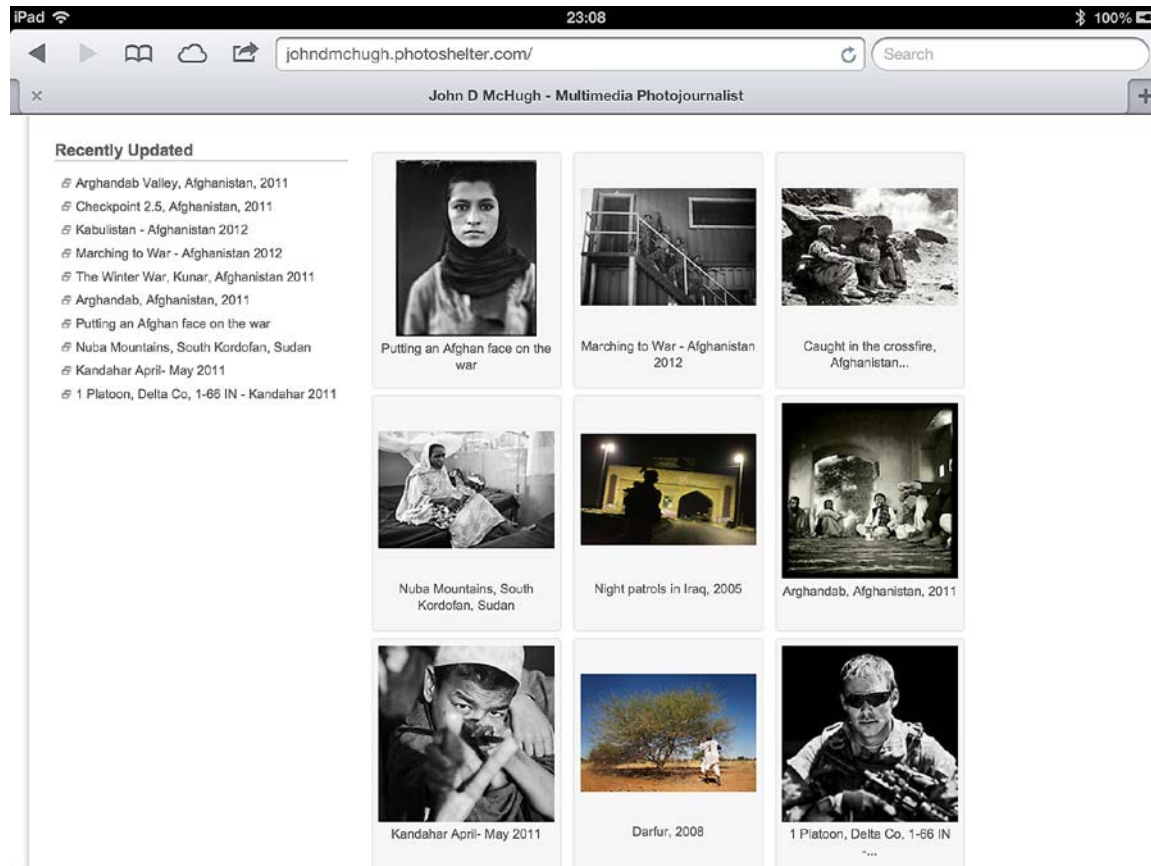


The internet can feel like a Dystopian reality, where IPTC is very unloved





Sharing, or stealing, photography has never been so easy



Photographers HAVE to be online – we can't opt out



I decided to stop fighting the theft, and just watermark my images



Watermarking doesn't have to be ugly





Instagram scared off a lot of users when it appeared to claim rights over all the the images it hosts



Shooting on an iPhone can be very useful  
And editing and sending from a mobile device is also  
very convenient



Marksta allows a user to add a text or image watermark from their iPhone or iPad before sharing online

iPad 23:43 100%

Marksta IPTC ⓘ

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Author's title  
**PHOTOJOURNALIST**

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Title

Description  
**Erin and Cara are seen in the garden in London, 17 February 2013. This photo was shot on a Speed Graphic and Aero Ektar 2.5 lens, and has not been digitally altered.(John D McHugh)**

Keywords (separated by commas)  
**AERO EKTAR, CARA, ERIN, SPEED GRAPHIC**

Description writer  
**JOHN D MCHUGH**

Date created  
**17 February 2013**

Time created

Sub-location

City

IPTC Exit ⓘ Save as ...



Marksta version 2 is about to launch – with full IPTC functionality integrated into the app





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