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frictionless licensing with

# ImageRC

# The **ImageIRC** is a technology platform that stands for **Index, Registry** and **Connection**



## **Index**

Image  
Recognition



## **Registry**

Image  
Metadata



## **Connection API**

### **Fingerprinting Index:**

- Image fingerprinting technology for creative and editorial imagery
- The index currently includes ~140MM image fingerprints

### **Image metadata:**

- Rich metadata associated with registry images
- Metadata includes licensor(s), Image ID, Caption, photographer + more

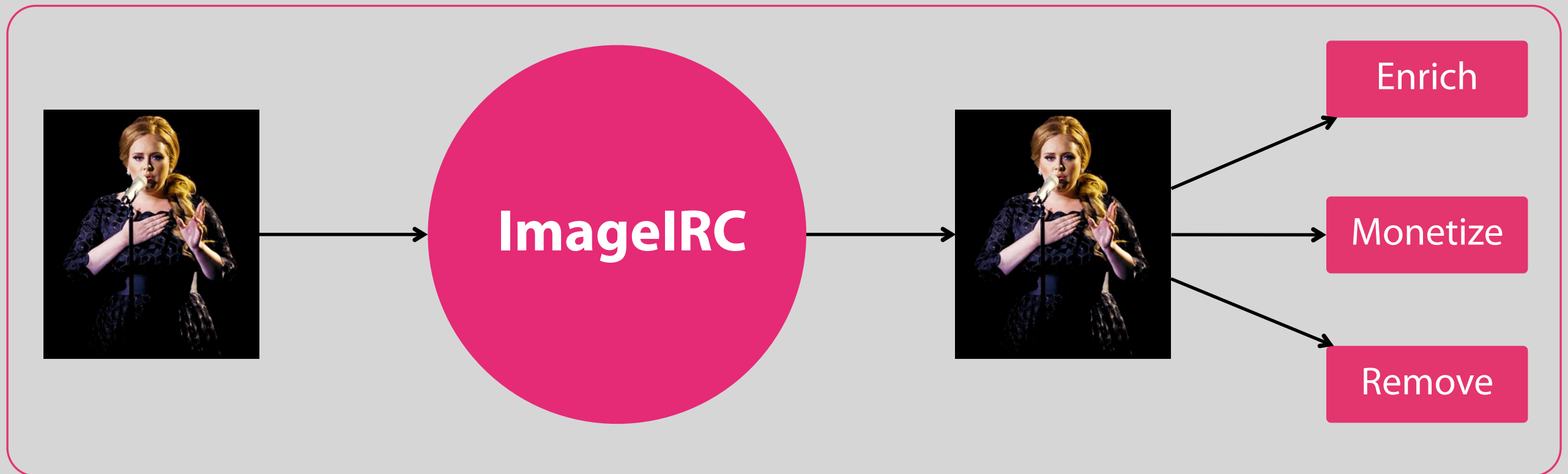
### **API:**

- Powers the ImageIRC product suite
- Also available as a stand-alone service

# ImageRC ...

- removes friction and makes it easy to license imagery
- adds value by adding missing information to imagery
- lowers risk by helping to remove unlicensed premium imagery from image-rich ecosystems

**On *any* image-rich platform**



The  
**ImageRC**  
Product Suite

1

**ImageTracker**

2

**Post-Usage Billing**

3

**Metadata Service**

4

**Search by Image**

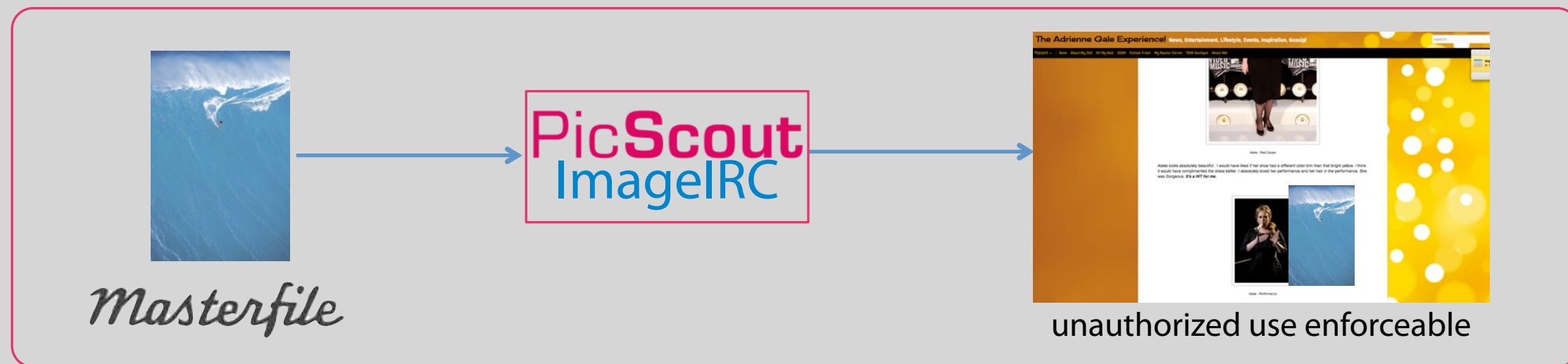
5

**ImageRC API**

# ImageTracker

An image analytics service that **tracks the usage** of content stored in the ImageRC **across the web**.

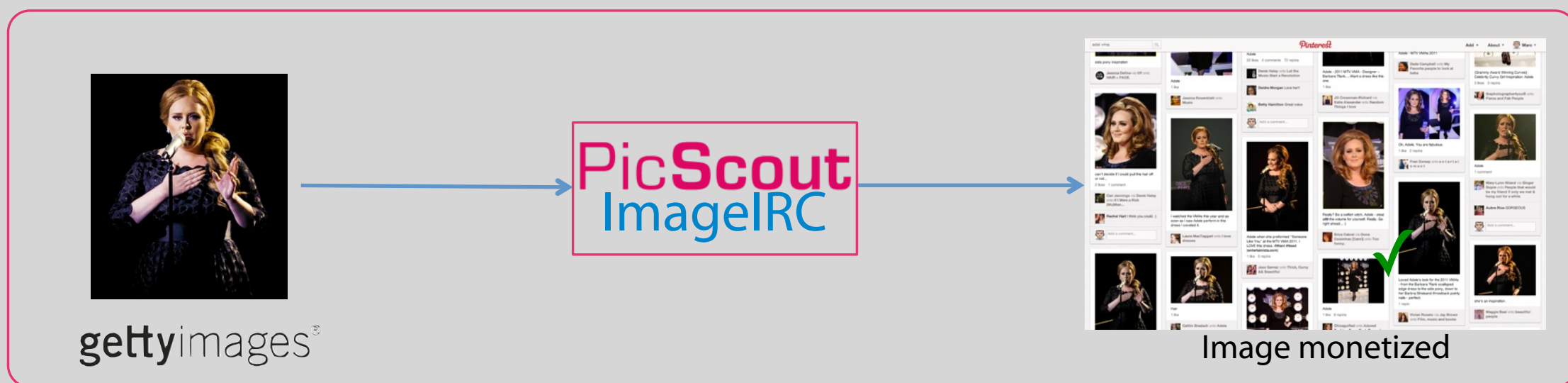
For many customers, primarily for RM creative stock photo imagery, this enables **unauthorized use enforcement**.



# Post-Usage Billing

This service allows content in the ImageIRC to be **identified and licensed** as it is **shared on social platforms**.

Enables platforms to be **rights compliant** while **retaining premium content**. This supports monetization opportunities.






# Metadata Service

ImageRC can provide image **metadata** to app builders and publishers to enable **image-specific contextual awareness**. This results in **new monetization opportunities** for publishers and rights holders.

Existing examples include building interactivity into images, monetized by e-commerce and affiliate models.

## Traditional contextual awareness:

Angelina Jolie's Carefully Orchestrated Image



The screenshot shows a news article from the New York Times. The main image is a photo of Angelina Jolie smiling, surrounded by a large crowd of photographers holding cameras. Below the image, there is a caption: "Pictures of Angelina Jolie, above at the Cannes Film Festival in 2008, with her companion Brad Pitt and their twin babies were sold for an estimated \$14 million this year. More Photos >". The article is by Brooks Barnes and was published on November 20, 2008. The text of the article begins: "LOS ANGELES — When Angelina Jolie and Brad Pitt negotiated with People and other celebrity magazines this summer for photos of their newborn twins and an interview, the stars were seeking more than the estimated \$14 million they received from the deal. They also wanted a hefty slice of journalistic input — a promise that the winning". To the right of the article, there is a sidebar with "More Articles in Business", "Today's Headlines Daily E-Mail" (with a sign-up button), and "MOST POPULAR - BUSINESS" (with a list of three articles).

## Analysis of the content associated with the page

## Image-specific contextual awareness:



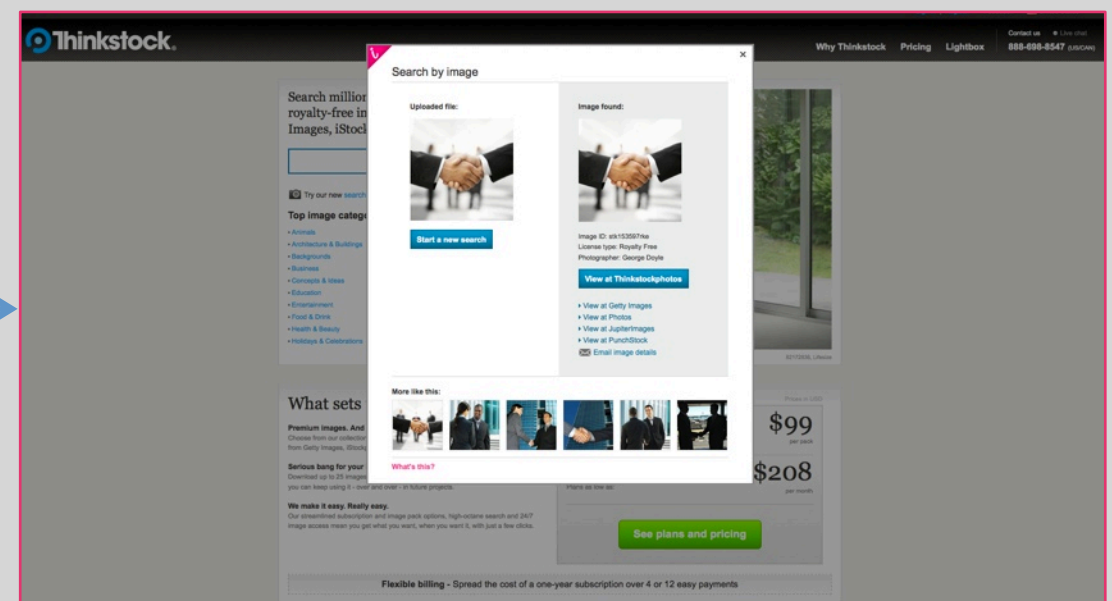
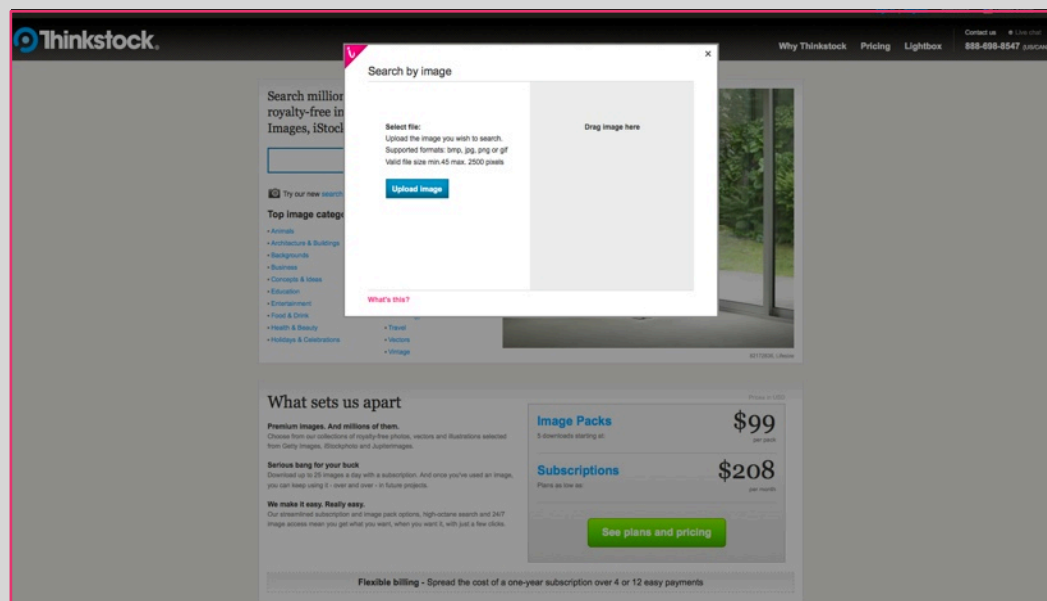
## Analysis of image metadata from Getty Images

- US actress Angelina Jolie smiles as she poses during a photo call at the 61st Cannes Film Festival.
- Cannes, Southern France
- 15 May 2008, Horizontal, Pregnant, Smiling

# Search by Image

A widget, available to any ImageRC participant, that allows individual images to be identified and subsequently licensed by image buyers.

Also a **key component** in the ongoing dialog around **image copyright** and **orphan works**.



# ImageIRC API

Our **stand-alone API** enables image recognition and metadata retrieval features to be **embedded into third party platforms**. This allow management of premium content directly within those image-rich platforms.

For example, you could either **exclude premium content** from your platform or you could enable **automatic licensing** of premium content for your customers.





# These...



Who's using  
**ImageRC**  
already?

# ...and lots more.

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