



# IPTC Mirror

## Initial Approval

Following formal approval of the News Architecture structure specification attention is now being concentrated on the first of the new standards based on it - NewsML-G2 and EventsML-G2. At the same time development of the new-generation Subject NewsCodes is well under way, while there is also considerable activity in the photo metadata area.

Formal approval was given to the News Architecture structure at the Annual General Meeting in Tokyo at the end of May. Following established practice, work to finalise the structure had been carried out using a combination of weekly teleconferences and extensive exchanges on the Yahoo development group.

### Objects

The News Architecture has a set of managed objects to handle different aspects of news content:

- NewsItem - for a single piece of news content.
- PackageItem for structured packages of news content.
- ConceptItem for information about concepts and named entities used in the news environment.
- KnowledgeItem for handling maps of concept related information in a compact way - mainly used for distribution of controlled

vocabularies.

Steps are being taken to register MIME types for each of these Items,

### Conformance

There are two conformance levels - core and power - and it took some time to establish which features belong in each profile. Overall the aim was to make the core profile as simple as possible to provide an easy first step that can be implemented rapidly, while the power profile will meet the needs of high profile news providers. The design also makes it possible for an application to evolve from the core to the power level.

### Framework

It is important to remember that the News Architecture is the framework for the new generation of IPTC G2-Standards, and that users will see the individual G2-Standards, but not the underlying News Architecture.

Development of these standards is now well under way and it is anticipated that it may be necessary to develop a NAR v1.1 to take in additional requirements identified by the G2-Standards Working Groups. In addition there are some areas - such as rights management and publication metadata - that still have to be dealt with.

The NAR structure specification has been made publicly available on [www.iptc.org/NAR](http://www.iptc.org/NAR). As work on the G2-standards has continued a number of errata have been identified in the NAR specification, and an errata page has been included in the specifications folder. Work on the processing model is continuing, with the aim of having it available for consideration at the Autumn Meeting.

### Documentation

A technical author - Scott Meltzer - has been engaged to work on the specification documentation with

#### News Architecture

News Architecture (NAR) specification approved - **Page 1** - further work continuing - **Page 1**. NewsCodes for NAR released - **Page 2**.

#### News Content

Early applications for NewsML-G2 developed by Reuters, AFP, EBU and Hina - **Page 2**. Initial test phase for NewsML-G2 - **Page 2**. SportsML 2.0 planned with optional use of G2-standards - **Page 2**. EventsML-G2 structure refined, and test package issued - **Page 3**. First application for ProgramGuideML - **Page 3**.

#### NewsCodes

Operating procedures for use of SchemaLogic taxonomy system - **Page 3**. Maintenance of existing Subject NewsCodes to continue - **Page 4**. Updated Subject NewsCodes released - **Page 4**.

#### NITF

Work under way for a NITF 4.0 which will offer core and power profiles **Page 4**. New Chairman appointed - **Page 5**.

## Summary

#### NewsML 1

Further efforts to resolve namespace problems with the NewsML 1.2 XML Schema - **Page 5**. New Working Party Chairman - **Page 5**.

#### Photo Metadata

White Paper adopted - **Page 5**. Roadmap for future activities - **Page 5**.

New Look IPTC logo - **Page 3**.

Photo Metadata Conference report - **Page 6**.

Asahi Shimbun ATOM integrated multimedia system - **Page 3**.

NTT next Generation Network - **Page 4**.

The IPTC Mirror has hyperlinks for **web addresses** and for **page references**.



To help reinforce the close relationship between the G2-Standards it was agreed that they would have a common logo design, and the Management Committee subsequently decided that the IPTC logo should be modified to give a design that would be consistent.

The new IPTC logo is shown above. A design for the G2-Standards logo has also been approved, and can be applied to the standards as a family and to the individual standards, which will be differentiated by the use of different colours.

the initial aim being to produce a NAR specification that can be used for creation of the NewsML-G2 and EventsML-G2 specifications.

### NewsCodes

Metadata handling is an important feature with the use of QCodes to provide specific (controlled) values where appropriate. During the NewsCodes Working Party session at the AGM it was decided that development and management of the NewsCodes specifically required for operation of NAR based standards (as QCodes) should be undertaken by the News Architecture Working Party.

Draft sets of these NewsCodes have been produced, and made available for comment, and for test purposes with the initial set including:

- NewsCodes: Identifier for the structure of the item and the nature of its content.
- Media type: Identifier for the mediatype - for example used for a specific distribution channel.
- Concept Type NewsCodes: The concept type of the element's value.
- Description Role NewsCodes: The role this specific instance of a description takes among all descriptions.
- Editorial Role NewsCodes: The role this item takes in an editorial workflow.
- Item-relation NewsCodes: The relationship between the current item and the target resource.
- Item Representation NewsCodes: The way the target item is represented at this location.

- Packagegroup Mode NewsCodes: Whether the children of the group are complementary or alternative and whether their order is relevant.
- Publication Status NewsCodes: The publishing status of the item.
- Rendition NewsCodes: The content rendition this component supports.
- Title Role NewsCodes: The role this specific instance of a name takes among all names. Name Part News Codes: Indicates the part of a name.
- Why-present NewsCodes: Why the metadata has been included.
- Infosource Role: The role of this information source.
- Language Role News Codes: The role of the language among all languages used by the content.

## News content

### NewsML-G2

Most of the structure of NewsML-G2 comes directly from the NAR, with the NewsItem being extended to allow more detailed representation of media objects (such as text, images, audio and video). Many of the specific requirements for these extensions had been considered in detail prior to approval of the NAR specification.

### Applications

Although the NewsML-G2 specification was only approved at the 2007 AGM, a number of organisations - mainly ones directly involved in the development group - had started work on implementations before the formal approval, with the following applications reported during the AGM.

#### Reuters

With Reuters the intention is to apply NewsML-G2 across different business areas within Reuters, replacing a series of different systems. NewsML-G2 will be used as a standard exchange structure, which will be effectively independent of the content being handled.

Output will be in the form of NewsML-G2, but reformatted for delivery to legacy customers, with NewsML-G2 feeds being supplied when customers are ready to take them.

NewsML-G2 editorial is already being produced, and a new system has been commissioned for the automatic packaging of NewsML-

G2. The next generation production system will be native NewsML-G2.

### Agence France Presse

A different approach has been adopted by Agence France Presse (AFP) who are transforming the existing NewsML 1 output to NewsML-G2 and offering it the customers. AFP intend to use NewsML-G2 as their internal model for news, and/or provide NewsML-G2 products, as soon as the standard is formally approved (this is expected to be at the Autumn Meeting in Prague).

### EBU

The EBU have been strongly supportive of NewsML-2 and have said that while they are happy to see that AFP and Reuters will be producing NewsML-G2, they would like to see other news organisations - such as AP - adopting it.

A first implementation was undertaken to test interoperability with Eurovision users. Significant progress has been made in NewsML-G2 implementation in recent months (since the AGM) and they have started to produce Eurovision news item metadata in the NewsML-G2 format. The EBU training group - who are involved with various aspects of updating newsrooms, and developing new ones - has also been working with NewsML-G2.

### Hina

A major newspaper digitisation and categorisation project has been started at Hina and the underlying model is compatible with NewsML-G2. It is intended that this will make it possible to undertake the extension of ontology relationships using NewsML-G2 features.

### Testing

The initial efforts described above have continued - and been extended - and are providing valuable input to the test programme for the standard.

A formal experimental test phase 1 started in early July, with results being requested at the end of August. Results from the test phase will be assessed, and any appropriate modifications made to the specification, with the aim of having it available for consideration at the Autumn Meeting.

### SportsML

The next planned release for SportsML is version 2.0, which will

offer optional use of G2-Standards packaging mechanisms as well as a series of improvements to the sports data.

Sports-specific enhancements will include expansion of the baseball and American football statistics, a plug-in for rugby and improved wagering statistics. Overall the guiding principle is to "enable SportsML attributes to describe play for top-level play events that are worthy of searching". There are also continuing efforts to make the datatypes more specific - for example time played has to be an ISO time, and the events played an integer.

SportsML 2.0 will offer optional compatibility, allowing publishers to take advantage of additional packaging and rights management functionality, cleaner metadata

structures and the potential for content-neutral platforms for permissioning and distribution.

Sample examples have been produced and tested against the NAR, and an XLS file created to allow conversion of SportsML 1.8 to SportsML-G2.

## EventsML-G2

Second of the initial G2-Standards, EventsML-G2 is intended to provide markup for both planned and unplanned events. A show of hands during the AGM session showed that several organisations were involved in processing events information, however, there has only been limited involvement in the development process for EventsML, with much of the recent work being undertaken by IPTC Managing Di-

rector Michael Steidl.

Events information may be included in news items as structured content, and in concept items to provide structured knowledge about an event. Specific extensions to the NAR framework include:

- definition of the eventDetails structure (which may be used for both news content and knowledge applications);
- extension of the ConceptItem to provide identification and management, and relationships to other concepts;
- creation of a structure for use with a NewsItem to handle event listings and "current" events.

A particular consideration has been the provision of a flexible way of dealing with dates - which may be exact, approximate, or recurring.

A set of draft NewsCodes has been released to meet specific EventsML-G2 requirements, covering the following: Event date confirmation; Event occurrence status; Event registration role; Event participant role; Event organiser role; Event contact info role.

Due to the limited current involvement in development consideration of Assignment (coverage planning) and Resource features has been deferred.

As with NewsML-G2, a full test package was made publicly available at the start of July, with feedback on results requested for the end of August to allow preparation of a release version for consideration at the Autumn Meeting.

## ProgramGuideML

ProgramGuideML was approved as a Release Candidate for implementers to test. NEC have recently announced that they have used it to provide program information in a media and contents exchange system for the "OTTAVA" digital radio service launched by TBS Radio and Communications.

## NewsCodes

A decision to adopt the SchemaLogic taxonomy management system for development and maintenance of the new generation NewsCodes was taken at the end of 2006. Some initial problems were encountered with the web user interface (which could only support Microsoft Internet Explorer 6) but a new version of the interface has now been made available and the system put into use. An initial revi-

## Asahi ATOM system

The Asahi Shimbun was established in 1879 and has a daily circulation of over 8 million, while the asahi.com web site (started in 1995) has nearly 300 million page views and 8 million unique users a month.

Since the "NELSON" production system had been in use for around twenty five years, and problems with legacy systems, were becoming apparent, it was decided to start development of new integrated system ATOM - Asahi Total system of Multimedia at the end of 1999. Migration to the new system was completed by June 2006.

ATOM has four main domains: ATOM-News for news gathering, editing and production; ATOM-Business for administration, sales and marketing, human resources and IT infrastructure; ATOM-Network for the communication structure and a secure authentication environment; and ATOM-Opera for integrated operations management of all ATOM systems.

ATOM News is designed to allow information sharing - which breaks down walls between departments - and to give a multimedia oriented data flow. The systems architecture is centred on the contents database, giving a "one source, multi-use environment".

Extensive use is made of XML, with specific reasons for this choice including: the need to handle content that is continually changing; a requirement to offer different views of the same content; use of standard XML middleware; and provision of a standard data structure for use by the many vendors involved in system development.

Use areas include the communications interface between the contents database and subsystems, the structure of messages between systems and production information, and the structure of the contents metadata and the content itself. A unified data format is employed for the content with incoming material converted using appropriate mapping tables. Article structure is expressed in XML, as are revisions and layouts.

*Takuji Amamori, Yutaka Machida, and Yasuhide Makino described the ATOM system at the AGM, with particular reference to the news system.*



sion of the current Subject NewsCodes is under way, though this has proved rather time consuming.

### Operating procedures

Proposals for operating procedures were presented the AGM, and discussion resulted in a modified proposal which is being implemented on a trial basis.

A core group, who are actively involved in editing the NewsCodes, will have "Administrator" permissions on the SchemaLogic system while "User" permissions will be available to members who want to propose additions and changes, or comment on them. In addition all members will be able to use the system to view the published sets of NewsCodes and make comments.

When an addition or alteration has been proposed the appropriate changes are made on the SchemaLogic system, with interested parties being informed of the changes (by e-mail). This will start a voting period, during which delegates will be able to post comments and vote to approve or reject the proposal. Delegates will have voting privileges in line with their organisation's IPTC membership.

If substantial comments are made the proposal may be modified and re-submitted. Approved changes will be published in the form of updated NewsCode sets. A period of one month is allowed for the internal process, from initial submission to approval, with the overall process to publication taking up to two months.

With this system all codes will be treated as being at the same level, so the "Fast Track" jury will no longer be required. However, an ad-hoc group will be needed to oversee the change process.

Current efforts are concentrated on the Subject NewsCodes, but the system will also handle the other NewsCode sets. Formal responsibility for individual NewsCode sets will be with the "Owners" (normally Working Parties or Groups), though these may not have Administrator permissions.

### Maintenance

At the Spring Meeting the Working Party had agreed a motion to continue maintenance of the existing NewsCodes for a period of five years after release of the new generation NewsCodes. However serious objections were raised to this motion in the Standards Committee and it was postponed for considera-

tion at the AGM.

At that Meeting Hiroshi Shinotsuka explained the reasons why Kyodo News was oppose to the proposal. Kyodo have been distributing NewsML 1, with the current Subject NewsCodes, since 2002, and with the limited information currently available it would not be possible for their subscribers to agree a timeline for migration to NewsML-G2 with the new Subject NewsCodes.

He also said that before discussing maintenance deadlines he would like to see a total taxonomy for the new Subject NewsCodes, with a specific XML instance as a KnowledgeItem.

During discussion it was also pointed out that consideration would have to be given to how the new Subject NewsCodes would be used with the NITF. The importance of ensuring that all users were fully aware of the implications of introducing the new generation of NewsCodes was stressed, while it would probably be easier for all users to fully appreciate the advantages of the new system once the codes were available.

It was agreed that there was no urgency to set a time limit on maintenance of the existing codes, and the motion proposing to set a time

limit was withdrawn.

### G2-Standards QCodes

Specific sets of NewsCodes are needed for operation of the G2-Standards (as QCodes) and a formal mechanism for transferring the governance of appropriate NewsCode sets to other Working Parties will be proposed at the Autumn Meeting. However, due to the urgent requirement for codes to allow operation of NAR-based standards, work has already been started in this area, as described in the News Architecture section.

### Subject NewsCodes

Some minor additions to the Subject NewsCodes were approved at the AGM, and the latest update to the current Subject NewsCodes - version 18 - was released at the end of August. At the moment this version is only available in English, but a number of translations of version 17 are also available on the site - [www.newscodes.org](http://www.newscodes.org).

### NITF

Work towards a NITF v4.0 is under way with the aim of having a proposal ready for consideration at the Autumn Meeting. It is not anticipated that the new version will in-

## NTT Next Generation Network

As a major supplier of communications services and mobile multimedia services, NTT (Nippon Telegraph and Telephone) sees the development of a next generation network as a major objective.

There has been heavy investment in fibre capacity to deliver broadband to homes (with some six million fibre customers), but the question is how to make a profit from home fibre. With the next generation network the aim is to combine features of the telephone network and the internet. Services to be provided include optical IP telephony, video delivery and a series of applications from both the NTT group and other service providers.

Work in this area started in 2004, with field trials starting at the end of 2006 aimed as verifying the technologies and assessing user needs prior to full roll-out. A IPv4/v6 dual-based network is being built with end to end quality of service control, IP multicasting, security functions, multiple service integration and open connectivity functions.

Protection of personal information is seen as an important consideration, and the approach being is to use a "Thin Client System" where customer data is held on a central server, with customer terminals holding little or no data. For this to be effective a high speed and secure connection - as provided by the next generation network - is essential.



*Kazuhiko Ogawa outlined measures being taken for the Next Generation Network to delegates at the AGM in Tokyo.*

clude any substantial additions, with the main aim being a structural redesign that was initially seen as providing two profiles.

### Profiles

One profile - provisionally known as the power profile - will offer the full feature set, while the other - core profile - will be slimmed down with a reduced element set with removal of some of the metadata.

The idea behind the slimmer version is to concentrate on the inline and structural markup, while removing any metadata (such as that in the NITF <head>) which could conflict with metadata carried by the G2-standards, making it particularly suitable as a text format for the new standards. It is also believed that a lightweight version might find more general application beyond the news industry.

A spreadsheet showing a possible split is available at <http://tinyurl.com/ywzawr>. Some suggestions on the split have been made (via the NITF discussion group) and further comments would be welcome.

During discussions on this proposal at the AGM session it was pointed out that the profile for use with G2-standards would probably need to have both "core" and "power" versions for compatibility, with the stand-alone version then being called the "complete" profile. However, it is important to have a consistent naming convention across IPTC standards so the Public Relations Committee will be giving the matter further consideration.

### Metadata mapping

A related effort to establish a mapping between the NITF metadata elements and attributes to NewsML-G2 is also under way. A spreadsheet for this is available on <http://tinyurl.com/2rgfx6>, and it is anticipated that this information could be used to create a XSLT style sheet for conversion between the standards.

### New Chairman

During the Standards Committee session at the AGM a change was announced to the Chair of the NITF Working Party. The new Chairman is Stuart Myles (Dow Jones) - who was previously Vice-Chair, while the previous Chairman Alan Karben (XML Team Solutions) has become the Vice-Chairman.

It was pointed out that Alan had been the Chairman since May 2000

and had been responsible for an extensive series of changes and improvements to the standard during this period.

## NewsML 1

Efforts to produce a XML Schema for NewsML 1.2 have been under way for some time, but extensive testing - mainly carried out by Japanese companies at the request of Takahiro Fujiwara (East Co) - has identified a significant problem relating to the use of XML namespaces.

If a database schema has been generated using the NewsML 1.2 XML Schema with a namespace errors are generated when documents created without the namespace are imported to the database. This is particularly the case with documents that have been produced using NewsML DTDs, and is seen as a major compatibility issue.

Because of the problem the NewsML 1.2 XML schema was not adopted at the AGM (as had been hoped) but will be put forward for adoption at the Autumn Meeting if an effective solution has been developed.

Three possible ways of dealing with this problem have been identified:

- Release the NewsML 1.2 XML Schema without a namespace;
- Release the Schema with its namespace;
- Release the Schema with its namespace and provide an XSL Template to add the namespace to instances that do not have one.

An appropriate XSL template has been developed to implement the third option, but initial tests showed there were a number of problems.

Further efforts are under way to try and resolve these problems, but it is considered important that any template provided should be trouble free before it is released - and this does not seem to be a simple matter.

Accordingly the Standards Committee (at the AGM) suggested it might be appropriate to seek specialist assistance.



Jayson Lorenzen  
(Business Wire) has been appointed Chairman of the NewsML 1 Working Party

## Photo Metadata

Photo metadata has become a major work area, with a very active Working Group. The Photo Metadata White Paper developed by the group was formally adopted at the AGM in Tokyo for public release. It provides a guide to the photo metadata requirements for professional applications, explaining the importance of metadata, metadata semantics and technical implementation, and summarising typical photo workflows - see [www.iptc.org/goto?phmdwp2007](http://www.iptc.org/goto?phmdwp2007).

At the same time the Working Group were involved in organising the 1<sup>st</sup> International Photo Metadata Conference, held in Florence in early June in conjunction with the CEPIC Congress 2007 ([www.phmdc.org](http://www.phmdc.org)). This Conference proved very successful, and a report is given on page 6.

Feedback from the Conference, along with consideration of open issues identified in the White Paper resulted in the production of a IPTC Photo Metadata Roadmap, which has been approved by the Management Committee.

### Future activities

Planned activities are as follows:

- Work on the specification of metadata properties outlined in the White Paper.
- Resolving open issues from the White Paper, including: Well defined mapping between metadata properties of different schemas; Write-Once metadata values; Versioning of metadata values; Easy-to-preset metadata values in cameras; Cameras should deliver more than Exif metadata; Improved support for controlled vocabularies (CV); Consistent implementation and use of photo metadata standards; Appreciation that imaging devices are no longer restricted to cameras; Globally unique identifiers as a key metadata feature for digital assets.
- Discussions with camera makers and CIPA (Camera & Imaging Products Association). As a first step contact has been made with the representatives of Canon, Nikon and Hasselblad who took part in the Conference.
- Consideration of photo workflow standards or guidelines to minimise the risk of deleting metadata in the photo workflow.
- Collaboration with other standardisation bodies and interested parties.

# Photo Metadata Conference in Retrospect

Angela Murphy, *The Image Business*

In a ground-breaking move the European organisation of picture agencies Cepic hosted the first international Photo Metadata Conference entitled 'Working Towards A Seamless Photo Workflow' at the Cepic Congress 2007. The conference was jointly organised by the standards organisation IPTC and media organisation IFRA, and sponsored by Adobe with the aim of bringing together the many and varied parties that have an interest in improving the application of metadata standards to digital images

The conference attracted a heavyweight audience of 130 delegates most of whom represented leading organisations concerned with the creation and dissemination of digital imagery.

## Creating a Metadata Network

Images may go through many different stages in their progress from origination to publication. The digital image workflow may also involve many different actors, all with slightly different priorities – from the photographer taking the shot or the imaging technician scanning the copy, through the news and stock agencies, to the final published product in print or on screen. In addition, the need to archive and reuse images may have a very different role in different organisations. Nevertheless, in today's increasingly mature and sophisticated marketplace, concern with data integration, interoperability and metadata standards is no longer just the concern of museum curators. It is now seen to be of vital importance to the entire media industry.

As a result, IPTC and IFRA, and the other standards bodies, found that this year their work has attracted more interest than ever before. The resulting programme for the Conference read like a Who's Who of the image business – and attracted a similarly informed audience.

## A Stellar Cast

Among the image creators were two photographers well known for representing the interests of freelance photographers in search of better standards, David Riecks and Peter Krogh. Among the picture users were the Head of the Stern Photodesk, Andrea Trampe, Roger Bacon of Reuters, Simon Span of Trinity Mirror and – in the audience – seasoned picture researchers and editors, Veneta Bullen and Charlotte Lippmann.

Representatives of the professional and standards bodies included Harald Löffler of IFRA, Michael Steidl of IPTC, Jeff Sedlik of PLUS and, in the audience, Staffan Teste of Cepic and IPTC, Linda Royles and



Catherine Draycott from BAPLA, and Angela Murphy from the Museums Copyright Group. Also in the audience were people notable in the picture library world, including Andrea de Polo from Alinari, Jessica Tier from the Bridgeman Art Library's MILE project and many others.

Finally, the conference looked to the manufacturers and software developers for presentations of some potential solutions to the problems aired earlier in the day – namely Gunar Penikis of Adobe Systems Inc; Joe Schorr of Apple Inc.; Clemens Molinari of Fotoware; and Josh Weisberg of Microsoft, with Peter Stig of Hasselblad and Hiroshi Maeno of Canon representing the camera manufacturers – and several representatives from Nikon, speaking from the audience.

## Searching for Images

A common theme of the presentations from picture users related to the practice of batch keywording by photographers whereby individual images taken on a particular project may be keyworded with words that relate to a whole project. Picture editors searching for particular topics may then find that their searches bring up many individual images unconnected with their search. One potential solution emerging from discussion of this issue pointed to the need for keywords to be contained within two distinct keyword fields – one related to batch keywords – and the other

*Keynote speaker Andreas Trampe (right), head of the photodesk of Stern magazine took the theme **When the picture tide rises - how to get grips on quick selection and processing of photos.***

*IPTC Chairman Stéphane Guérillot (left) acted as chair for the Conference.*



to keywords relating solely to individual images.

Also dominating these presentations were the issues arising from the picture desk and agency software that stripped out metadata (even exif metadata!) when migrating images from one system to another – difficulties highlighted by both Reuters and Trinity Mirror. It was also clear that out in the field, many users were not conforming to IPTC guidelines and definitions. One clear result from the conference was the heightened awareness of the self-imposed issues that arose from this practice – and the need for camera manufacturers and software developers to take account of the needs of picture users all the way through the digital workflow. Clearly, the ramifications of these problems will run and run – but all agreed that the only solution was to keep on talking and to carry out some retrospective reconciliation within all our image management systems.

### Discovering issues

It was clear that in order to make life easier for picture users, picture suppliers – whether internal or external – need to work hard to find cost-effective ways of moving their own working practices closer in line with emerging standards. Photographers and agencies, submitting images to a picture desk like Stern that is searching through 12000 images a day to use just over 200 images, could easily see the advantages of adopting consistent standards within the images they are submitting.

Users talked about the frequently incorrect use of IPTC fields and the imposition of an 'orgy of keywords' to try and get their pictures used. Particularly important within this area is the need for our industry to pay particular attention to the way in which we allocate dates and locations. As Roger Bacon of Reuters pointed out, dates and locations that are perfectly adequate for topical images submitted for news stories will often be totally inadequate for archived and historic pictures.

Another major issue is the importance of ensuring that copyright information stays with digital images throughout the image workflow – a particular concern for photographers and agencies with the advance of 'orphan works' legislation. Although picture users cautioned against putting individual bank details into IPTC headers that may migrate into many different databases !

As David Riecks pointed out, it is vital that high quality metadata is put into image headers as early as possible in the chain of supply so that it also appears in low resolution images. Digital images are particularly vulnerable to loss and misuse and photographers need to have a clear idea of what happens to their metadata after their images leave them. Above all, both suppliers and users need to avoid getting embroiled in the 'culture of blame' that can prevail – and work together to resolve these issues.

### Looking for solutions

There are now many plug-ins that can resolve issues like the loss of UIDs. If an agency needs to impose their own UID, they just need to ensure that the original filename is retained in another field. (NB Photographers need to note that using 'Save for Web' indiscriminately may wipe out image metadata.)

The need to widen the field structure of image headers was a theme taken up by both photographer, Peter Krogh, and Jan Leidecke of BVPA/Keystone in

## Speakers

David Riecks  
*Metadata - a stock  
photographers view*



Peter Krogh  
*Next Steps in  
Metadata  
Standards - a  
User's  
perspective*



Simon Span  
(The Mirror, UK)  
*The use of EXIF metadata in a  
newspaper workflow*



Jan Leidicke  
(BVPA, Germany)  
*Stock photo agencies and  
photo archives*



Roger Bacon  
(Reuters)  
*Does Meta  
matter to  
Reuters?*



Harald Löffler  
(IPTC)  
*The IPTC Photo Metadata  
White Paper*



Germany. Both had strong views on the areas that needed developing, particularly in relation to complex rights information and structured vocabulary.

One of the most important new initiatives to emerge from the conference was Canon's announcement that it is working to develop a permanent image ID that is created at the time the image is created and cannot be removed. This was universally hailed as a major step forward – and one that many hope will be followed by the other major manufacturers.

Among the initiatives demonstrated during the day were the simple data-entry screen presented by Sarah Saunders of BAPLA – an initiative designed to encourage BAPLA members to start using IPTC headers. This also demonstrated the flexibility of the Adobe structure. As Gunar Penikis of Adobe pointed out, the new release of the Adobe's XMP toolkit is open-source and therefore freely available for adaptation by specialist users. Its capacity to hold business information is also likely to become more important as more users build XMP-based solutions into their workflows.

This XMP extensibility was also central to the developments within both camera and image management software as was clear from the presentations given by Hasselblad's Peter Stig who focused particularly on Hasselblad's enhanced raw file processing and the automated metadata handling demonstrated by Fotoware's Clemens Molinari.

The focus maintained by Apple's Joe Schorr was on providing 'tools that photographers will really use' – and it was clear that Apple's ability to address photographers' needs was endorsed by this partisan audience. Joe demonstrated the ways that Apple's Aperture software enabled easy metadata input using 'drag and drop' and buttons to make the process simpler. Certainly, Microsoft's Josh Weinberg, was eager to demonstrate that Microsoft too have woken up to the fact that improvements in image management is key to the development of their own new applications.

### Conclusions and the way forward

In all this was a fascinating and deeply stimulating conference day leaving delegates with much to think about – and with plenty of work still to be done. As Michael Steidl of IPTC and Harald Löffler of IFRA both emphasised, the image business is now showing signs of much greater unity than ever before and the White paper that they have now produced should prove to be a significant milestone along the way.

All delegates left with a copy of IPTC's new White Paper published to coincide with the meeting – and highlighting the core issues that still need to be resolved by the world's professional bodies, software developers, camera manufacturers and standards organisations as the image business moves forward in this rapidly changing world. containing most of the core information. Most importantly, the delegates showed their renewed willingness to work together to achieve those goals.

A full schedule of the conference and copies of all the presentations that available for download are on [www.phmdc.org](http://www.phmdc.org).

<p>Jeff Sedlik (Plus) <b>PLUS - International Metadata Standards for Expressing Image Rights</b></p> <p>Gunar Penikis (Adobe Systems Inc) <b>Overview of XMP and how Adobe products make use of it</b></p>	
	<p>Joe Schorr Apple Inc <b>How Apple photo applications and Mac OS manage photo metadata</b></p>
<p>Hiroshi Maeno (Canon) <b>How professional Canon cameras generate and manage metadata</b></p>	
	<p>Clemens Molinari (Fotoware) <b>How Fotoware manages and processes metadata</b></p>
<p>Peter Stig Hasselblad) <b>Hasselblad cameras and photo metadata</b></p>	
	<p>Josh Weinberg (Microsoft) <b>How Microsoft photo applications and latest Windows versions manage metadata</b></p>
<p>Other speakers were: Sarah Saunders (BAPLA) <b>Where's the Label - Metadata for Picture Libraries and Publishers</b> Michael Steidl (IPTC) <b>IPTC "Headers " and the IPTC Core</b></p>	

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