IPTC Standard

Photo Metadata

(July 2010)

IPTC Core (Version 1.1)

IPTC Extension (Version 1.1)

Adobe CS5 File Info Panels User Guide

Document Revision 6

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Acknowledgments

This document is the result of a team effort by members of the International Press Telecommunications Council, with input and assistance from other contributors.

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About the IPTC Photo Metadata Standard

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About this Document

- This document provides guidelines for users of the IPTC Photo Metadata properties using the IPTC and the IPTC Extension metadata panels of File-Info in Adobe CS5 products.
- This document is based on the IPTC Photo Metadata Standards specification of July 2010. The specification document can be obtained from http://www.iptc.org/std/photometadata/specification/IPTC-PhotoMetadata-201007.pdf

Status of this Document

This document is under the governance of the IPTC Photo Metadata Working Group of the IPTC Standards Committee.

Public comments should be sent to the forum and mailing list at:
http://tech.groups.yahoo.com/group/iptc-photometadata

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Introduction

This document is designed to familiarise photographers with the use of the IPTC Core and IPTC Extension schemas. For more in-depth information, including the complete schema, please visit www.iptc.org/photometadata or http://ns.usePLUS.org

The IPTC panels in CS5

If you are using Adobe Photoshop CS5, the installed IPTC Core + IPTC Extension panels should appear as seen in the screen capture below or on the following pages (note, this user guide may alternate between screen captures for Mac and Windows operating systems). The panels are already delivered with CS5 products from Adobe, they cannot be installed on earlier versions!

If you are using earlier versions of the Adobe Creative Suite such as CS3 or CS4 you can install the IPTC-PLUS Metadata panels. For details visit www.iptc.org/photometadata.

Two Tabs for Nine Key Sets of Properties

The IPTC Core 1.1 XMP schema uses properties from the older IIM standard in addition to new metadata properties, and it specifies XMP and IIM to store metadata in files. The IPTC Extension properties are new and not found in previous IPTC photo metadata standards and it specifies only XMP to store metadata in files. The IPTC custom panels provide a view of metadata that is labelled and organized so it is easier for those entering data to use the IPTC Core and IPTC Extension schemas. These panels concentrate all key sets of properties into two tabs.

The first tab contains the **IPTC Core** properties, **Contact Information**, which holds basic information about the **Content** of the photograph, more abstract **Image** information relating to the photograph, and the **Status** information which relates to image management, workflow and copyright.

The second tab contains the **IPTC Extension** properties; such as **Description of the Image**, detailed information about any **Artwork or Object in the Image**, more details **About models in the Image**, as well as other specific **Administrative Information**, and **Rights Related Information** that will be of interest to those in the stock photography, and cultural heritage fields. A number of rights related properties in the IPTC extension are derived from the PLUS standards.

These tabs for IPTC Core and IPTC Extension should already be installed in your version of Adobe Photoshop CS5. For information on a set of panels that can be used with older Windows or Mac versions of Adobe Bridge (CS3 and higher), see the companion PDF document "IPTC-PLUS-Metadata-Panel-UserGuide".

Brief Background of IPTC Metadata

The IPTC's older standard for metadata, the Information Interchange Model (IIM), defined a large set of metadata properties. In the early nineties a subset of this IIM was adopted as the well known "IPTC Fields" supported in JPEG, TIFF and PSD files by Adobe Photoshop.

The IPTC Core 1.1 is the latest revision of an International Press Telecommunications Council IIM based schema and in 2008 the IPTC has developed the complementary IPTC Extension schema (now at version 1.1), both are designed to use the Extensible Metadata Platform (XMP) developed by Adobe in 2001. XMP was first introduced in Adobe Photoshop 7.0 and Adobe Acrobat 5.0. With XMP, legacy IPTC IIM metadata, new and customized metadata and metadata from other standards (such as EXIF camera data) can be recorded using a common data format based on XML (Extensible Markup Language http://www.w3.org/XML/). This information can be stored inside JPEG, TIFF, PSD and DNG files as well as other file types including PDF; in addition to XMP sidecar files used for some file types like proprietary Raw camera images. Since its introduction a large number of software vendors have added XMP support in their products. Please check for more information http://www.iptc.org/cms/site/photometadatasupportlist.html and http://www.adobe.com/products/xmp/partners.html

Backward Compatibility Issues

The same information can appear multiple times within Adobe Photoshop's Custom panels/tabs. The data is not duplicated. It is stored only once, and all the panels, tabs or schemas that read or write to that field use it as a "shared property." Some IPTC Core properties already appear as part of Adobe's Description, Origin and Categories in the File Info panels as well as the Adobe Photoshop File Browser's Metadata panel. As an example, enter the name "John Doe" in the "Creator" field of the "IPTC Contact" section of the IPTC tab, then switch to the Adobe Photoshop "Description" tab — notice that the name "John Doe" automatically appears in the "Author" field in that panel. Change that "Author" entry to "Jane Doe" and it will appear in the "Creator" field in the IPTC Contact section using the new name. Both tabs simply provide two different views of the same metadata.

When image files are opened and saved by Adobe Photoshop (version 7.01 or higher), the "IPTC Fields" stored within those files are synchronized with the stored XMP metadata. To maintain compatibility with older versions of Adobe Photoshop, no pre-existing mappings have changed.

Workflow interoperability is another reason why some metadata appears shared. For example, many types of documents need a "Title" (technical specifications, tax forms, blueprints), but only news items need an IPTC Subject Code. If another metadata standard has already defined a useful property, such as the PLUS schema (http://www.useplus.org/), it is adopted in one of the IPTC schemas. In many cases (title and keywords are two examples) this mapping was already established by Adobe Photoshop's mapping of binary IPTC IIM metadata to XMP. Likewise, metadata entered using the IPTC Core panels will continue to appear in other locations. The IPTC Core, IPTC Extension, and PLUS fields that are shared are noted in the descriptions of each field that follow.

Legend to the User Guide

The description of any field is formatted like this:
Label shown next to a field   [IPTC Core/Ext XMP Schema property name]
(PLUS) next to the label indicates that this field was initially specified by the PLUS schema
Description of field and how it should be used.
Note(s): on where the data will be shared by other fields in the standard Adobe "File Info" panel or other schemas.

IPTC Core 1.1 Contact section
(use this section to record the photographer's contact information)

Creator   **[Creator]**

This field should contain the name of the person who created the photograph. If it is not appropriate to add the name of the photographer (for example, if the identity of the photographer needs to be protected) the name of a company or organisation can also be used. Once saved, this field should not be changed by anyone. This field does not support the use of commas or semi-colons as a separator.
Note: This field is "shared" with the "Author" field in the Description Panel of the Adobe File Info.

Creator's Job Title   **[CreatorJobtitle]**

This field should contain the job title of the person who created the photograph. Examples might include titles such as: Staff Photographer, Independent Commercial Photographer, or staff writer. Since this is a qualifier for the Creator field, the Creator field must also be filled out.
Note: This field is "shared" with the "Author Title" field in the Description Panel of the Adobe File Info field.

Contact Info

The Contact Info fields provide a generic structure for storing information which should make it easy to get in contact with the person or organisation that created this image.

Address (Contact info)   **[CiAdrExtadr]**

The address field is a multi-line field. Enter the street name and number or postbox to which mail should be sent, and a company name or location (building name, floor number) if necessary.

City (Contact info)   **[CiAdrCity]**

Enter the name of the city in which the primary contact's business is located.

State/ Province (Contact info)   **[CiAdrRegion]**

Enter the name of the State or Province in which the primary contact's business is located. Since the abbreviation for a State or Province may be unknown to those viewing your metadata internationally, consider using the full spelling of the name.

Postal Code (Contact info)   **[CiAdrPcode]**

Enter the local postal code (such as ZIP code) in which the primary contact's business is located.

Country (Contact info)   **[CiAdrCtry]**

Enter the name of the country (or ISO Country Code) in which the primary contact's business is located. For ease of the end user you might consider using a combination of country name and code - e.g. "Germany - DE" or "Great Britain - UK"

Phone(s) (Contact info)   **[CiTelWork]**

Enter the primary contact's business or work telephone number here. Multiple numbers can be given, separated by a comma. Be sure to include the complete international format of a phone number which is: +{countrycode} ({regional code}) {phone number} - {extension if required}
e.g. +1 (212) 1234578

Email(s) (Contact info)   **[CiEmailWork]**
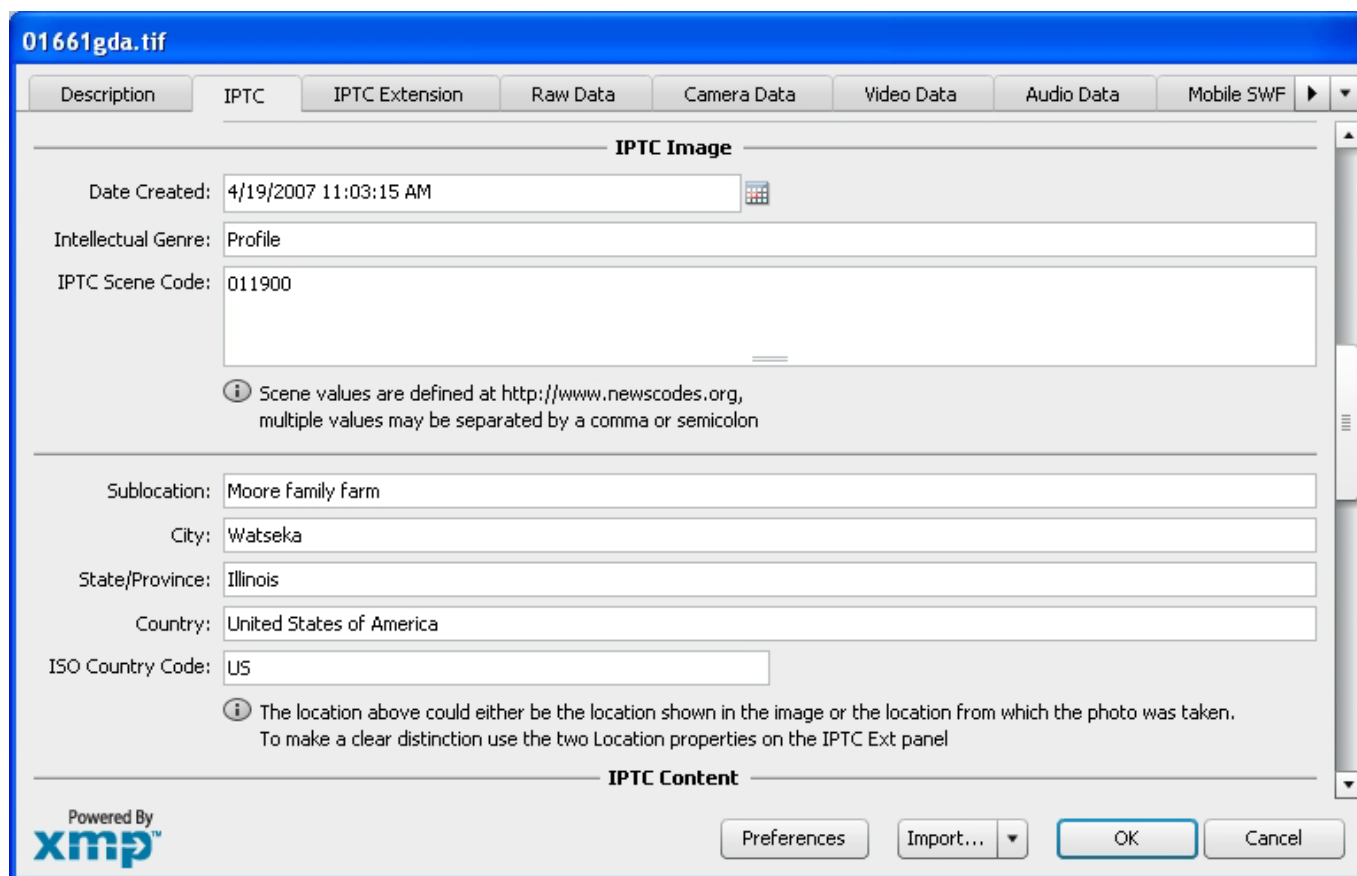
Enter the primary contact's business or work email address, such as name@domain.com. Multiple email addresses can be given, separated by a comma.

Website(s) (Contact info)   **[CiUrlWork]**

Enter the URL or web address for the primary contact's business. Multiple addresses can be given, separated by a comma.

IPTC Core 1.1 Image Section

(use this section for formal descriptive information about the image)

Date Created   **[DateCreated]**
Use this field to record the date (and optionally, the time) the photograph was created, not the date when you scanned or edited the image. If you use a digital camera, you can look at the EXIF data for the date stamp. If no time is given the value should default to empty time fields. If only a date is given, no time zone or time information needs to be added. If you are entering a time, you should include the time zone as well.
Note: This field is "shared" with the "Date Created" field in the Origin panel of the Adobe File Info field.

Intellectual Genre   **[IntellectualGenre]**
Use this field to describe the "type" of use that a photograph fulfils in terms of its intellectual or journalistic characteristics. For example, at a newspaper, Intellectual Genre labels might include terms like daybook, obituary, press release, or transcript. A magazine might use terms like actuality, interview, background, feature, summary, or wrap-up. For best results, organizations should use a set of terms from a controlled vocabulary that they have developed. A sample taxonomy of "Intellectual genre" terms developed by the IPTC is available from http://cv.iptc.org/newscodes/genre . The PRISM working group of the IDEAlliance has also developed a set of terms that can be referenced at http://prismstandard.org/.

IPTC Scene Code   **[Scene]**
This field is used to describe the scene of a photo using one or more terms from the IPTC "Scene-NewsCodes". You should only enter values from the IPTC Scene controlled vocabulary (available from http://www.newscodes.org/ and http://cv.iptc.org/newscodes/scene). Each IPTC Scene term is represented as a 6 digit numerical string in an unordered list.

Geographic Fields

Previous descriptions of geographic fields contained within the IPTC Core Image section did not clearly distinguish whether the value should be the actual location shown in the image, or the location where the photo was taken. Because most GPS systems, by default, indicate where the photographer was standing, you may wish to use the new set of fields that are within the IPTC Extension to explicitly indicate that you are noting the Sublocation, City, State, Country, etc. from which the image was taken and/or use a second set of fields to note the locations which are "Shown" in the Image. To save time, there are two buttons: *Copy 'Location Shown' details* and *Copy 'Location Created' details*, which can copy the metadata from the respective sets of fields in the IPTC Extension.

Sublocation (legacy)   [Location]

Enter the name of the location shown in the image. This sublocation name could be the name of a specific area within a city (Manhattan) or the name of a well-known location (Pyramids of Giza) or (natural) monument outside a city (Grand Canyon). Sublocation is the most specific term, at the fourth level of a top-down geographical hierarchy.

City (legacy)   [City]

Enter the name of the city that is pictured in the image. If there is no city, consider using the Sublocation field alone to specify where the photograph was taken. All City locations should have a sublocation, but not all sublocations have to have a City associated with them. City is at the third level of a top-down geographical hierarchy.
Note: This field is "shared" with the "City" field in the Origin panel of the Adobe Photoshop File Info field.

State/Province (legacy)   [Province-State]

Enter the name of the subregion of a country–usually referred to as either a State or Province – that is pictured in the image. Since the abbreviation for a State or Province may be unknown to those viewing your metadata internationally, consider using the full spelling of the name. Province/State is at the second level of a top-down geographical hierarchy.
Note: This field is "shared" with the "State/Province" field in the Origin panel of the Adobe Photoshop File Info field.

Country (legacy)   [Country]

Enter the full name of the country pictured in the photograph. This field is at the first level of a top-down geographical hierarchy. The full name should be expressed as a verbal name and not as a code, the ISO country code should be placed in the field titled Country Code.
Note: This field is "shared" with the "Country" field in the Origin panel of the Adobe Photoshop File Info field.

Country Code (legacy)   [CountryCode]

Enter the Country Code of the country pictured in the photograph. This field is at the top/ first level of a top-down geographical hierarchy. Country codes should be displayed as upper-case letters (US not us), and may be either two- or three-letter codes as defined by the ISO 3166 standard. The two-letter code (3166-2) is freely available from the http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/list-en1.html site. The full name of a country should go to the "Country" field. If both the Country and Country Code fields are used, the Country Code is the authoritative reference.

IPTC Core 1.1 Content section

(use this section to describe the visual content of the image)

Headline   [Headline]
A headline is a brief publishable synopsis or summary of the contents of the photograph. Like a news story, the Headline should grab attention, and telegraph the content of the image to the audience. Headlines need to be succinct. Leave the supporting narrative for the Description field. Do not, however, confuse the Headline term with the Title term.
Note: This field is "shared" with the "Headline" field in the Origin Panel of the Adobe Photoshop File Info field.

Description   [Description]
The Description field, often referred to as a "caption" is used to describe the who, what (and possibly where and when) and why of what is happening in the photograph. If there is a person or people in the image, this caption might include their names, and/or their role in the action that is taking place. If the image is of a location, then it should give information regarding the location. Don't forget to also include this same "geographical" information in the **Image** panel (location, city, state/province, country) of the IPTC Core. The amount of detail you include will depend on the image and whether the image is documentary or conceptual. Typically, editorial images come with complete caption text, while advertising images may not.
Note: This field is "shared" with the "Description" field in the Description panel of the Adobe Photoshop File Info field.

Keywords   [Keywords]
Enter keywords (terms or phrases) used to express the subject of the content seen in the photograph. Keywords may be free text (i.e. they are not required to be taken from a controlled vocabulary). You may enter (or paste) any number of keywords, terms or phrases into this field, simply separate them with a comma or semi-colon. To maintain backwards compatibility no single value (keyword term or phrase) should exceed 64 characters. Values from the controlled vocabulary IPTC Subject Codes must be placed into the "Subject Code" field.

Note: This field is "shared" with the "Keyword" field in the Description panel of the Adobe File Info field.

IPTC Subject Code   **[SubjectCode]**
This field can be used to specify and categorize the content of a photograph by using one or more subjects as listed in the IPTC "Subject NewsCode" taxonomy (available from http://www.newscodes.org/ or http://cv.iptc.org/newscodes/subjectcode). Each subject term is represented as a string of 8 digits in an unordered list. Only subjects from a controlled vocabulary should be used in this field, free-choice text should be entered into the Keyword field.

Description writer   **[DescriptionWriter]**
Enter the name of the person involved in writing, editing or correcting the description of the photograph in this field. For individual photographers this will typically be their own name, as the person entering the image metadata.
Note: This field is "shared" with the "Description Writer" field in the Description panel of the Adobe File Info field

IPTC Core 1.1 Status Section

(use this section to record workflow and copyright information)

Title   **[Title]**
This field can be used as a shorthand reference for the image or "photograph" — primarily for identification. The title of an image should be a short, human-readable name — text and/or numeric reference —and may take several forms; for photographers this might be the filename of their original scan or digital camera file, for news organizations it might be the name of the story for which it's to be used. (Note that there are new terms in the IPTC Extension which can also be used as image ID's, if you are concerned about this field being overwritten later in the workflow). The Title term should not be confused with the Headline term, which is a short synopsis of the content of the photograph. There is a button in the panel which can be used to add the current file name to the Title field; however this will not work with a selection of images.

Note: This field is "shared" with the "Document Title" field in the Description panel of the Adobe File Info field, and the Licensor Image Title of the PLUS schema.

Job Identifier   **[JobID]**
You can enter a number or identifier that was created or issued for the purpose of improving workflow handling and image tracking. This ID is typically added by the creator or image provider for transmission and routing purposes and related to the job for which the image is supplied (please note that this same field was labelled as the "transmission reference" in previous versions of Adobe Photoshop).
Note: This field is "shared" with the "Transmission Reference" field in the Origin panel of the Adobe File Info field.

Instructions   **[Instructions]**
The Instructions field is a simple text field that can be used to include any of a number of instructions from the provider or creator to the receiver of the photograph. Any of the following could be included: embargoes (News Magazines OUT) and other restrictions not covered by the "Rights Usage Terms" field (or new PLUS rights related fields); information regarding the original means of capture (scanning notes, colourspace info) or other specific text information that the user may need for accurate reproduction; additional permissions or credits required when publishing.
Note: This field is "shared" with the "Instructions" field in the Origin panel of the Adobe File Info field.

Credit Line   **[Credit]**
The Credit Line is a free-text field used by the supplier of the item to specify how the person(s) and/or organisation(s) should be credited when the image is published. More formal identifications of the creator or the owner of the copyright to this image can be indicated in other rights specific fields. In the IIM metadata this property was called "Credit" and was renamed to "Provider" in IPTC Core 1.0. It has been renamed to "Credit Line" in this latest version of the IPTC Core 1.1. as this is how the field has continued to be used.
Note: This field is "shared" with the "Credit" field in the Origin panel of the Adobe File Info field.

Source   **[Source]**
The Source field should be used to identify the original owner or copyright holder of the photograph. The value of this field should never be changed after the information is entered following the image's creation. While not yet enforced by the custom panels, you should consider this to be a "write-once" field. The source could be an individual, an agency, or a member of an agency. To aid in later searches, it is suggested to separate any slashes "/" with a blank space. Use the form "photographer / agency" rather than "photographer/agency." Source may also be different from Creator and from the names listed in the Copyright Notice.
Note: This field is "shared" with the "Source" field in the Origin panel of the Adobe Photoshop File Info field.

Copyright Notice   **[CopyrightNotice]**
The Copyright Notice should contain any necessary copyright notice for claiming the intellectual property, and should identify the current owner(s) of the copyright for the photograph. Other entities like the creator of the photograph may be added in the corresponding field. Usually, the value for this copyright notice would be the photographer, but if the image was done by an employee or as work-for-hire, then the agency or company should be listed. Use the form appropriate to your country.

For the United States you would typically follow the form of ©<date of first publication> name of copyright owner, as in "©2010 John Doe." Note, the word "copyright" or the abbreviation "copr" may be used in place of the © symbol. In some countries only the copyright symbol is recognized and the abbreviation does not work. Furthermore the copyright symbol must be a full circle with a "c" inside; using something like (c) where the parentheses form a partial circle is not sufficient. For additional protection worldwide, use of the phrase, "All Rights Reserved" following the notice above is encouraged.

In Europe you would use: Copyright {Year} {Copyright owner}, all rights reserved.

In Japan, for maximum protection, the following three items should appear in the copyright field of the IPTC Core: (a) the word, Copyright; (b) year of the first publication; and (c) name of the copyright holder. You may also wish to include the phrase "all rights reserved."

Notes on usage rights should be provided in the "Rights Usage Terms" field.

Note: This field is "shared" with the "Copyright Notice" field in the Description panel of the Adobe File Info field.

Rights Usage Terms   **[RightsUsageTerms]**
The Rights Usage Terms field should include free-text instructions on how this photograph can be legally used. For example, if you are submitting the image(s) for consideration only, you can indicate that, and stipulate that no reproduction is allowed without permission being negotiated in advance. The PLUS fields of the IPTC Extension can be used in parallel to express the licensed usage in more controlled terms. In addition, a PLUS "Media Summary Code" may be entered in this field to more accurately describe any permissions and constraints associated with the image. It is strongly encouraged that you use a standardised set of terms or controlled vocabulary when populating this field.

IPTC Extension 1.1
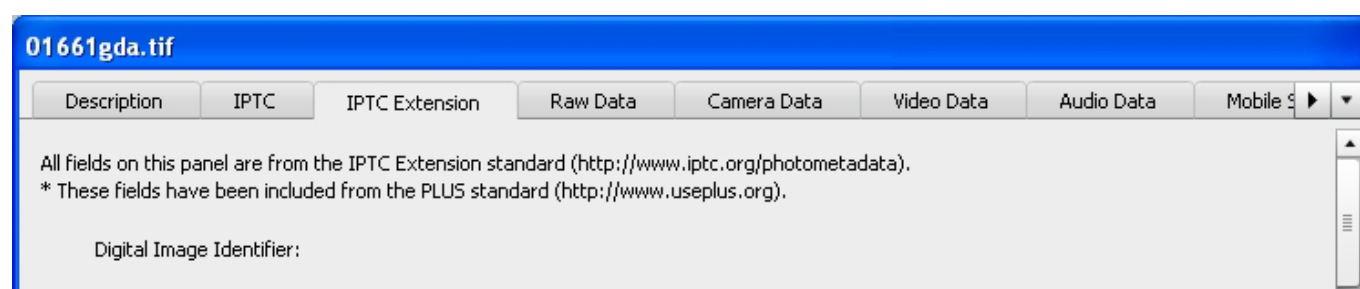
Digital Image GUID   **[DigImageGUID]**
The Digital Image GUID is a globally unique identifier for this digital image. You cannot change this input manually via this panel, this value can only be modified by authorised systems.
It is created and applied by software at the time of its creation, at exactly what point in a photo workflow this is done has to be decided by the company managing the images as it has to provide the software for generating appropriate IDs. This value shall not be changed after that time.
For more information about this field and its technical requirements please check the IPTC Photo Metadata Standards specification file which can be obtained from http://www.iptc.org/photometadata/

IPTC Extension 1.1 Description of the Image
(use this section to record descriptive information about the image)

Person Shown in the Image   **[PersonInImage]**
Use this field to note the name of a person or persons shown in the image. Typically these would be recorded as they would be typed in a query, first name / last name (given name / surname). If indicating more than one name, you can use commas, or semicolons to separate the names.

Geographic Fields

This set of geographic location information notes where you were standing at the time the image was taken as well as the location that is seen in the image (which may be different). Both Location Created and Location Shown consist of a series of fields showing the sequence from narrow to broad, starting with the Sublocation details, such as the name of a building or even room number and expanding outward to the World Region.

Location in which the image was created

Use this set of fields to record the location where the photo was taken. If the location depicted in the image is different from the location where the photo was taken then the IPTC Extension field *"Location Shown in the Image"* should be used to note the difference. For example, if you are photographing a mountain with a telephoto lens from a distance, it is possible that you may be standing on the other side of a state or even country border.

Sublocation   [LocationCreated/Sublocation]

Use this field to record the name of the sublocation of the location where the image was created. This sublocation name could be the name of a specific area within a city (Manhattan) or the name of a well-known location (Pyramids of Giza) or (natural) monument outside a city (Grand Canyon). This might be, for example, the street address of a building, the name of a stadium, or other structure within a city. Since sublocations are something more specific than a city this narrowest element is at the fifth level of a top-down geographical hierarchy.

City   [LocationCreated/City]

Use this field to record the name of the city of the location where the image was created. This element is at the fourth level of a top-down geographical hierarchy.

Province/State   [LocationCreated/ProvinceState]

Use this field to record the name of a subregion of a country – such as a province or state - of the location where the image was created. This element is at the third level of a top-down geographical hierarchy.

Country Name   [LocationCreated/CountryName]

Use this field to record the full name of the country of the location where the image was created. The full name should be expressed as a verbal name and not as a code, the ISO country code should be placed in the field titled Country Code. This element is at the second level of a top-down geographical hierarchy.

Country Code   [LocationCreated/CountryCode]

Use this field to record the ISO country code of the location where the image was created. This element is at the second level of a top-down geographical hierarchy.
Country codes should be displayed as upper-case letters (US not us), and may be either two- or three-letter codes as defined by the ISO 3166 standard. The two-letter code (3166-2) is freely available from the http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/list-en1.html site. The full name of a country should go to the "Country Name" field.

World Region   [LocationCreated/WorldRegion]

Use this field to record the name of the world region of the location where the image was created. Note, the relationships established by the built-in list are only offered as "suggestions" and the user is free to enter another World Region if they choose. This element is at the first (top) level of a top-down geographical hierarchy.

Location Shown in the Image

This field provides a means to record structured data regarding the location shown in the image. This field should contain a set of values different from those in the "Location in which the image was created" section in situations where the subject shown in the image is different from the location depicted in the image. If the locations are the same you can use the "Copy this location into 'location shown'" button to automate the data entry. If needed you can remove an entire row using the minus "-" button to the right of the row, and the row below will be lifted up to replace the entire entry. Note: there is a button which repeats Location Created in the Location Shown field.

Sublocation   **[LocationShown/Sublocation]**

Use this field to record the name of the sublocation which is shown in the image. This could either be the name of a borough or territorial division of a city or the name of a well known location or (natural) monument outside a city. This might be, for example, the street address of a building, the name of a stadium, or other structure within a city. Since sublocations are something more specific than a city this narrowest element is at the fifth level of a top-down geographical hierarchy.

City   **[LocationShown/City]**

Use this field to record the name of the city of the location which is shown in the image. This element is at the fourth level of a top-down geographical hierarchy.

Province or State   **[LocationShown/ProvinceState]**

Use this field to record the name of a subregion of a country –such as a province or state - of the location which is shown in the image. This element is at the third level of a top-down geographical hierarchy.

Country Name   **[LocationShown/CountryName]**

Enter the full name of the country which is shown in the photograph. The full name should be expressed as a verbal name and not as a code, the ISO country code should be placed in the field titled Country Code. This element is at the second level of a top-down geographical hierarchy.

Country Code   **[LocationShown/CountryCode]**

Use this field to record the ISO country code of the location which is shown in the image. This element is at the second level of a top-down geographical hierarchy.

Country codes should be displayed as upper-case letters (US not us), and may be either two- or three-letter codes as defined by the ISO 3166 standard. The two-letter code (3166-2) is freely available from the http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/list-en1.html site. The full name of a country should go to the "Country Name" field.

World Region   **[LocationShown/WorldRegion]**

Use this field to record the name of the world region of the location that is shown in the image. Note, the relationships established by the built-in list are only offered as "suggestions" and the user is free to enter another World Region if they choose. This element is at the first (top) level of a top-down geographical hierarchy.

Organisation (including companies) featured by the image

IPTC Extension provides two fields for this purpose. They can be used to identify an organisation by its name and/or by a code (or identifier) used by e.g. a stocks exchange. But these two fields are not strictly linked, that means one cannot indicate "this company has the name ACME **and** its stock exchange ID NACME" in a single input row, these values can only be input independently. However, searching for photos of a company will work in any case, one need only decide whether to search by name or by code.

Featured Organisation Name   **[OrganisationInImageName]**

Use this field to indicate the full name of the organisation or company which is featured in the image. You may wish to supplement this information using values from a controlled vocabulary which are stored in the Organisation Code field (see below).

Featured Organisation Code   **[OrganisationInImageCode]**

Use this field to note a Code from a known controlled vocabulary for identifying the organisation or company which is featured in the image. As one example, you could list the stock ticker symbol such as MSFT (Microsoft) or ADBE (Adobe).

Event   **[Event]**

Use this field to name or describe the specific event at which the photo was taken. Rather than use generic terms such as: press conference, race or festival; be specific and write, Archimedes press conference, The Great Steamboat Race, or Maui Classical Music Festival. This could make it easier to locate the image later. If this is a

sub-event of a larger event both can be provided in the field: e.g. XXXIX Olympic Summer Games (Beijing): opening ceremony.

IPTC Extension 1.1 Artwork or Objects in the Image

(use this section to record descriptive information about the image)

Art Object/Cultural Heritage Metadata

Artwork or Object in the Image   [ArtworkOrObject]

You can use this structured set of metadata fields to record information about artwork or other objects in the image that may have intellectual property rights of their own such as paintings, sculptures, and other forms of artwork.

Title   [ArtworkOrObject/AOTitle]

Use this field if the artwork or object in the image has been given a reference name or title (such as an accession number/name). Do not confuse this with the Title field that is part of the IPTC Core and IPTC-IIM metadata.

Date Created   [ArtworkOrObject/AODateCreated]

Use this date field to designate the date (and optionally the time) that artwork or objects in the image were created. This option should only be used when you need to identify paintings, sculptures or other artwork or objects that have associated intellectual property rights of their own. Please note that historical dates can be handled differently by different operating systems. For historical dates it may be advisable to enter the date also in the description field. Also note that partial dates, e.g. just the year, may also read differently. Do not confuse this field value with the Date Created field that is part of the IPTC Core and IIM metadata.

Creator   [ArtworkOrObject/AOCreator]

Use this field to record the name of the artist who has created artwork or others objects that are in the image and may have associated intellectual property rights. In cases where the artist cannot or should not be identified, the name of a company or organisation may be used if appropriate.

Source   [ArtworkOrObject/AOSource]

If you know the name of the organisation or body that holds or has registered the artwork or object in the image for inventory purposes, you can indicate that in this field.

Source Inventory Number   [ArtworkOrObject/AOSourceInvNo]

If there is an inventory number that was issued by the organisation or body holding and registering the artwork or object shown in the image, you can indicate that inventory number in this field.
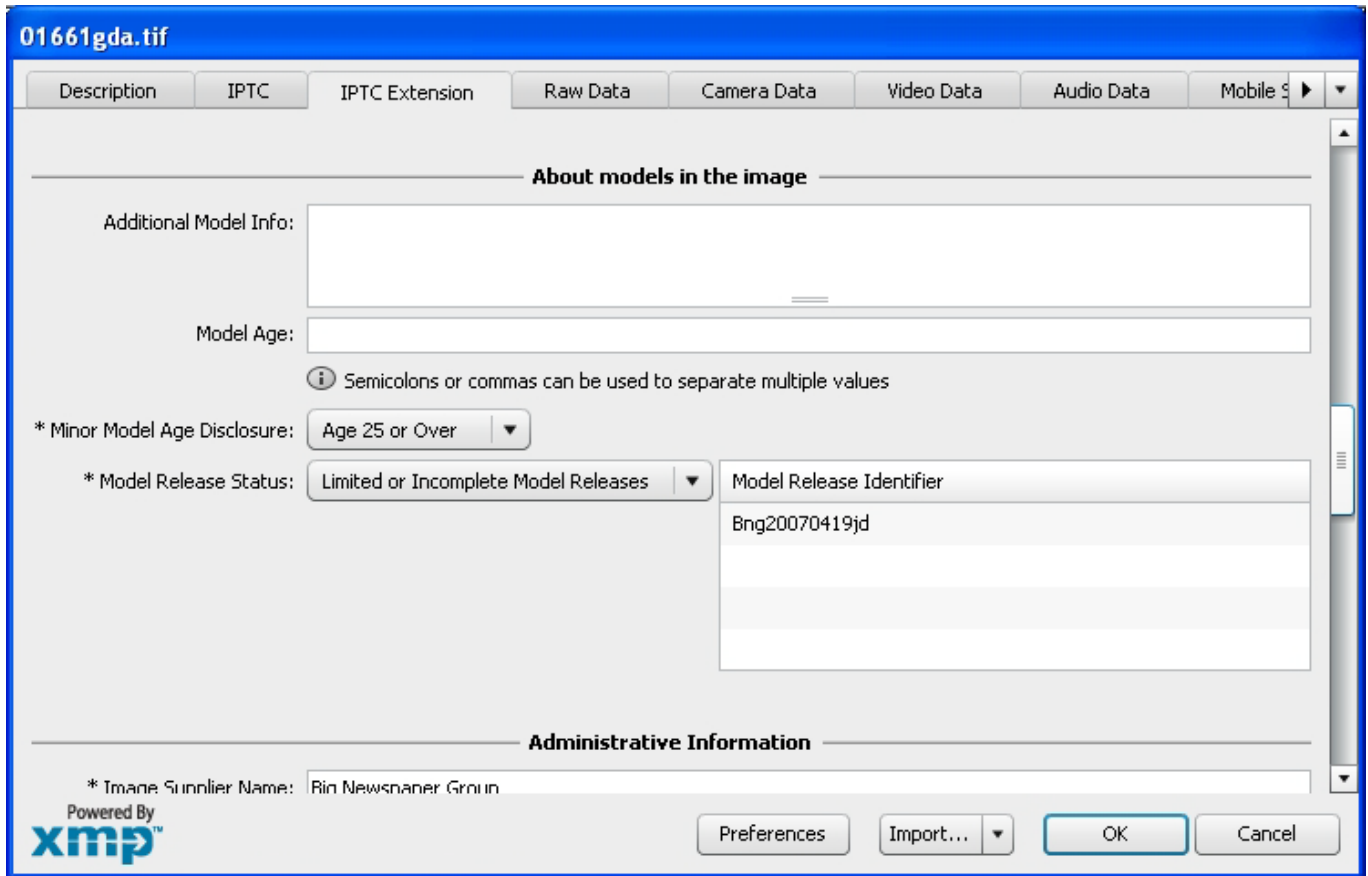
Copyright Notice   [ArtworkOrObject/AOCopyrightNotice]

Contains any necessary copyright notice for claiming the intellectual property for artwork or an object in the image and should identify the current owner of the copyright of this work with associated intellectual property rights.

IPTC Extension 1.1 About Models in the Image
(use this section to record descriptive information about the image)

Models in the Image

Additional Model Information   **[AddlModelInfo]**
The Additional Model Information field can be used to record information about the ethnicity and other facets of the model(s) in a model-released image. Use the Model Age field to note the age of model(s).

Model Age   **[ModelAge]**
Age of the human model(s) at the time this image was taken in a model released image. As the information in this field is primarily to aid in searches, there is no requirement regarding the order of the ages if there is more than one model in the image. Adding age information is optional, and we recommend that you do not guess at the age(s) of the models, but only enter that information if the age of the model is known. The user should be aware of any legal implications of providing ages for young models. Ages below 18 years should not be included.

Minor Model Age Disclosure (PLUS)   **[MinorModelAgeDisclosure]**
Age of the youngest model pictured in the image, at the time that the image was made. This age should not be displayed to the public on open web portals and the like. But it may be used by image repositories in a B2B (Business to Business) environment, to facilitate compliance with applicable laws governing the use of the likeness of minors. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

Model Release Status (PLUS)   **[ModelReleaseStatus]**
This field summarises the availability and scope of model releases authorizing usage of the likenesses of persons appearing in the photograph. There are four possible values: *None* (no release is available), *Not Applicable* (there are no recognizable people in the image), *Unlimited Model Releases* (releases are available for all people in the image), and *Limited or Incomplete Model Releases* (there are releases for some of the people in the image). We recommend that the PLUS controlled value *Unlimited Model Releases* (MR-UMR) be used sparingly, and

encourage you to check the wording of the model release thoroughly before choosing this value. *This is a PLUS version 1.2 property that is included in the IPTC Extension schema.*

Model Release Identifier(s) (PLUS)   **[ModelReleaseID]**
Use this field to indicate the ID for each Model Release. Be sure to give a unique number or name to all releases (both model and property), and record that information in this field. If you don't already include an ID name/number on your releases, consider adding one as this will make it easier to cross reference. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

IPTC Extension 1.1 Administrative Information

(use this section to record administrative information about the image)

General note: some fields in this section were adopted from the PLUS picture licensing standard (www.useplus.org) – to avoid having metadata fields for the same purpose from different standardisation bodies.

Image Supplier Name (PLUS)   **[ImageSupplier]**
Use this field to identify the most recent supplier of the image by name (this may not necessarily be its owner or creator. It could be a stock agency, library, or other distributor). For identifying the supplier please use a well known and/or registered company name. This property inherits the semantics of the previous "Provider" field (IPTC Core 1.0), which was renamed "Credit line.

Image Supplier ID (PLUS)   **[ImageSupplierID]**
Use this optional field to identify the most recent supplier of the image by a recognized ID such as a PLUS ID or Company URL (this may not necessarily be its owner or creator. It could be a stock agency, library, or other distributor). If the PLUS-ID being stored in this field is registered with the PLUS Coalition, it should be expressed

as a URL. For example: http://plus-id.org/PLUS-ID. This property succeeds the Provider property of IPTC Core 1.0 by its semantics as that Provider was renamed to Credit Line.

Supplier's Image ID (PLUS)   **[ImageSupplierImageID]**

This optional identifier may be assigned by the Image Supplier to an image in order to facilitate management of the image in Image Supplier systems.

Registry Identification Metadata

Image Registry Entry   **[RegistryID]**

This entry area contains both a Registry Organisation Identifier and a Registry Item Identifier to record any registration of this digital image with a registry. Typically an ID from a registry is negotiated and applied after the creation of the digital image. Any user interface implementation must show both sub-properties - Item ID and Organisation ID - as corresponding values. Further an input to both fields should be made mandatory.

Registry Organisation Identifier {registry entry detail}   **[RegistryID/RegOrgID]**

Use this field to enter an identifier for the registry which issued the corresponding Registry Image ID used in the field above. As one example, if the identifier for the image was issued by the PLUS Registry this field takes an identifier for this registry as whole, such as http://www.plus-id.org.

Registry Item Identifier {registry entry detail}   **[RegistryID/RegItemID]**

A unique identifier created by a registry and applied by the current manager of the digital image. This value should not be changed after being applied. This identifier is linked to a corresponding Registry Organization Identifier, see above. This identifier may be globally unique itself, but it must be unique for the issuing registry.

Max Avail Width/Height   **[MaxAvailWidth] [MaxAvailHeight]**

Use this field to record the maximum available width and height in pixels of the original photo from which this photo has been derived by downsizing (enter the highest available resolution for the original).

Digital Source Type   **[DigitalSourceType]**

This field is a controlled value list that can be used to indicate from what type of source the digital image was created. The corresponding vocabulary, provided by the IPTC, includes these values:

Original digital capture of a real life scene – should be used for all shots of real-life, including at photo studios

Digitised from a negative on film – should be used with b&w or colour negatives from film scanners

Digitised from a positive on film – should be used with slides or transparencies from film scanners

Digitised from a print on non-transparent medium – should be used with flat-bed scanners or any special document capturing cameras.

Created by software –should be used for all kinds of computer generated images (CGI), such as images composited from several different photos and/or graphic elements, or images created entirely in the computer.

The reference for this CV can be found at this Web address = http://cv.iptc.org/newscodes/digitalsourcetype/

IPTC Extension 1.1 Rights Related Metadata
(use this section to record rights related information)

General note: All fields in this section were adopted from the PLUS picture licensing standard (www.useplus.org), as the result of ongoing close collaboration between the IPTC and the PLUS Coalition, in the interest of avoiding duplicate, redundant or conflicting metadata fields, and to ensure that standardisation of rights metadata fields (in particular) represents the result of consensus between creators, distributors and users.

Image Creator (PLUS)   **[ImageCreator]**
This field can be used to indicate the creator or creators of the image by both name and identifier. The creator can be expressed in free-text using the IPTC Core Creator field additionally. In many countries, the Image Creator must be attributed in association with any use of the image. The Image Creator, Copyright Owner, Image Supplier and Licensor may be the same or different entities. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

Copyright Owner (PLUS)   **[CopyrightOwner]**

This field can be used to indicate the owner or owners of the copyright in the licensed image by name and identifier. This serves to identify the rights holder/s for the image. The Copyright Owner, Image Creator, Image Source and Licensor may be the same or different entities. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

Licensor (PLUS)   **[Licensor]**

This set of fields should include information used to identify the persons or companies authorised to grant a license to use the image, or who has granted such a license for usage of the image. You can include: name, identifier, phone number, fax number, email address, and web address, for up to three licensors. For more details, see the Parties section in the PLUS schema discussed later in this guide. Note: clicking on any of the delete buttons (the "minus" button to the right of each row of the field) will remove all of the six columns in that particular row. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

Property Release Status (PLUS)   **[PropertyReleaseStatus]**

This field summarises the availability and scope of property releases authorising usage of the properties appearing in the photograph. There are four possible values: None (no release is available), Not Applicable (there are no items requiring a property release in the image), Unlimited Property Releases (releases are available for all property shown in the image), and Limited or Incomplete Model Releases (there are releases for some property shown in the image). We recommend that the PLUS controlled value Unlimited Property Releases (PR-UPR) be used sparingly, and encourage you to check the wording of the property release thoroughly before choosing this value. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

Property Release Identifier(s) (PLUS)   **[PropertyReleaseID]**

Use this field to indicate the ID for each Property Release. Be sure to give a unique number or name to all releases (both model and property), and record that information in this field.   *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

IPTC Core and IPTC Extension field samples for various types of photography

On the following pages are three examples showing how you might fill out the IPTC Core and IPTC Extension metadata fields depending on the type of photography you do, and whom you are working for or with.

Example: Independent photographer
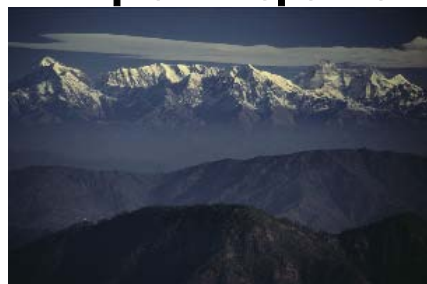
Example photo provided by ©David Riecks

-IPTC Core Contact	
Creator:	David Riecks
Creator's Jobtitle:	Photographer
Address:	2701 W Washington
City:	Champaign
State/Province:	Illinois
Postal Code:	61822
Country:	USA
Phone(s):	+1 (217) 6661376
Email(s):	infor@riecks.com
Website(s):	www.riecks.com
-IPTC Core Content	
Headline:	Southern Himalayan Mountains
Caption/Description:	Southern Himalayan Mountains, from Snow Peak, Nainital, Uttarakhand, India longitude: 79.444542 latitude: 29.39805
Keywords:	environment, ecology, ecosystem, environmentalism, scenery, nature, land, mountains, mount, Himalayans, sky, skies, cloud, clouds, concepts, concept, conceptual, summit, peak, weather, snow, snowing, snowfall, outdoors, outdoor, outside
Subject Code:	06006005 (mountains)
Caption/Description writer:	David Riecks
-IPTC Core Image	
Date Created:	November 25, 1985
Intellectual genre:	Feature
IPTC Scene:	0011000 (general view)
Sublocation:	Snow Peak
City:	Nainital
State/Province:	Uttarakhand
Country:	India
ISO Country Code:	IN
-IPTC Core Status	
Title:	drpin075402
Job ID:	Sacred India
Instructions:	Original RAW capture Nikon D2X, Adobe RGB 1998.
Credit Line:	©1985 David Riecks: www.riecks.com
Source:	David Riecks Photography
Copyright Notice:	©1985 David Riecks, All Rights Reserved
Rights Usage Terms:	Licensed to Big Larch Publishing, For Placement on Any Interior Page in Traveling India Today book, all other rights reserved.
-IPTC Ext Description	
Person Shown:	
Location Created:	Snow Peak, Nainital, Uttarakhand, India, IN, Asia
Location Shown:	Nanda Devi, Nainital, Uttarakhand, India, IN
Featured Organisation (name):	
Featured Organisation (code):	
Event:	

-IPTC Ext Artwork/Object	
Title:	
Date Created:	
Creator:	
Source:	
Source Inventory Number:	
Copyright Notice:	
-IPTC Ext Models	
Additional Model Info:	
Model Age:	
Model Age Disclosure:	
Model Release Status:	Not Applicable
Model Release Identifier:	
-IPTC Ext Adminstrative	
Image Supplier Name:	David Riecks
Image Supplier ID:	http://plus-id.org/riecks
Image Suppliers Image ID:	http://plus-id.org/B01-9C8-7BD-65G
Registry organisation ID:	http://www.plus-id.org
Registry image ID:	Z07-3M7-9JJ-834
Max. available Width:	5600
Max available Height:	3800
Type of Source:	Original digital capture of a real life scene
-IPTC Ext Rights	
Image Creator name:	David Riecks
Image Creator Identifier:	http://plus-id.org/riecks
Copyright Owner Name:	David Riecks
Copyright Owner Identifier:	http://plus-id.org/riecks
Licensor Name:	David Riecks
Licensor Identifier:	http://plus-id.org/riecks
Licensor Telephone 1:	+1 (217) 6661376
Licensor Telephone 2:	
Licensor Email address:	info@riecks.com
Licensor Web address:	http://www.riecks.com/
Property Release Status:	Limited or Incomplete Property Releases
Property Release Identifier:	Not Applicable

Example: Agency photographer

Example photo provided by ©David Riecks

-IPTC Contact	
Creator:	Julie Doe
Creator's Jobtitle:	Mugwum contract photographer
Address:	Mugwum Press, 123 Broadway
City:	New York
State/Province:	New York
Postal Code:	10006
Country:	USA
Phone(s):	+1 (877) 9876543
Email(s):	j.doe@mugwum.com
Website(s):	www.mugwum.com
-IPTC Content	
Headline:	Lincoln Memorial
Caption/Description:	This statue of the 16th President of the United States depicts a 19 foot high seated Abraham Lincoln in contemplation inside the Lincoln Memorial. It was carved of Georgia white marble by the Piccirilli Brothers under the supervision of the sculptor, Daniel Chester French and took four years to create, and completed in 1920.
Keywords:	North America, United States of America, America, U.S., United States, US, USA, Washington DC, District of Columbia, Washington D.C., Lincoln Memorial, environment, ecology, ecosystem, environmentalism, scenery, nature, land, monument, morning, seasons, Summer, summertime, sky, skies, sun, sunlight, art, fine art, artistry, sculpture, statuary, statue, stone sculpture
Subject Code:	01002000, 01015001, 08005005 (architecture, sculpture, memorial)
Caption/Description writer:	Jacques Brown
-IPTC Image	
Date Created:	June 24, 2009
Intellectual genre:	Feature
IPTC Scene:	010100, 011700 (headshot, Interior view)
Sublocation:	Lincoln Memorial
City:	Washington
State/Province:	District of Columbia
Country:	United States
ISO Country Code:	US
-IPTC Status	
Title:	drp2091169d
Job ID:	Honest Abe
Instructions:	Newsmagazines Out
Credit Line:	Mugwum Press
Source:	Julie Doe / Mugwum Press
Copyright Notice:	©2009 Julie Doe / Mugwum Press, all rights reserved
Rights Usage Terms:	Image to be used One-time only, non-exclusive use in English Language Edition Magazine as inside image, to be used no larger than a full page in color. Additional third party rights to be negotiated with Julie Doe / Mugwum Press in advance. All other rights are reserved except those

	specifically granted.
-IPTC Ext Description	
Person Shown:	
Location Created:	Lincoln Memorial, Washington, District of Columbia, United States, US, North America
Location Shown:	Lincoln Memorial, Washington, District of Columbia, United States, US, North America
Featured Organisation (name):	
Featured Organisation (code):	
Event:	
-IPTC Ext Artwork/Object	
Title:	Abraham Lincoln
Date Created:	1920
Creator:	Daniel Chester French
Source:	National Park Service U.S. Department of the Interior
Source Inventory Number:	
Copyright Notice:	Public Domain
-IPTC Ext Models	
Additional Model Info:	
Model Age:	
Model Age Disclosure:	Not Applicable
Model Release Status:	
Model Release Identifier:	
-IPTC Ext Adminstrative	
Image Supplier Name:	Mugwum Press
Image Supplier ID:	http://www.plus-id.org/mugwum
Image Suppliers Image ID:	G18-7U8-4DB-23Y
Registry organisation ID:	http://www.plus-id.org
Registry image ID:	C03-7D7-5EF-66H
Max. available Width:	4312
Max available Height:	2868
Type of Source:	Original digital capture of a real life scene
-IPTC Ext Rights	
Image Creator name:	Julie Doe
Image Creator Identifier:	http://plus-id.org/mugwum
Copyright Owner Name:	Mugwum Press
Copyright Owner Identifier:	http://plus-id.org/mugwum
Licensor Name:	Mugwum Press
Licensor Identifier:	http://plus-id.org/mugwum
Licensor Telephone 1:	+1.877.646.5375
Licensor Telephone 2:	
Licensor Email address:	Licensing@mugwum.com
Licensor Web address:	
Property Release Status:	Limited or Incomplete Property Releases
Property Release Identifier:	

Example: Staff photographer

Example photo provided by ©David Riecks

-IPTC Contact	
Creator:	John Doe
Creator's Jobtitle:	Staff photographer
Address:	Big Newspaper, 123 Main Street
City:	Boston
State/Province:	Massachusetts
Postal Code:	02134
Country:	USA
Phone(s):	+1 (800) 1234567
Email(s):	johndoe@bignewspaper.com
Website(s):	www.bignewspaper.com
-IPTC Content	
Headline:	Farmer planting onions
Caption/Description:	After digging the furrows another ten yards with the tractor, Jim Moore hops off to hand-set more leeks and onions.
Keywords:	agriculture, farm laborer, farmer, field hand, field worker, humans, occupation, people, agricultural, agronomy, crops, onions, vegetable crops, plants, vegetables, outdoors, outside, agricultural equipment, tractor, gender, male, men
Subject Code:	04001000, 04001001 *3(see page 17)
Caption/Description writer:	Susan Brown
-IPTC Image	
Date Created:	April 19, 2007
Intellectual genre:	Profile
IPTC Scene:	011900 (action)
Sublocation:	Moore family farm
City:	Watseka
State/Province:	Illinois
Country:	USA
ISO Country Code:	US
-IPTC Status	
Title:	01661gdx
Job ID:	CSA farms
Instructions:	Newspapers Out, Original Artixscan 4000 of color negative file, 160 ISO (frame 35a) is 7.6 x 11.2 at 500ppi, in Colormatch RGB.
Credit Line:	Big Newspaper
Source:	John Doe / Big Newspaper
Copyright Notice:	©2007 Big Newspaper, all rights reserved
Rights Usage Terms:	For consideration only, no reproduction without prior permission
-IPTC Ext Description	
Person Shown:	Jim Moore
Location Created:	Moore family farm, Watseka, Illinois,United States, US, North America
Location Shown:	Moore family farm, Watseka, Illinois,United States, US, North America
Featured Organisation (name):	Prairieland Community Sponsored Agriculture
Featured Organisation (code):	http://www.prairielandcsa.org/

Event:	
-IPTC Ext Artwork/Object	
Title:	
Date Created:	
Creator:	
Source:	
Source Inventory Number:	
Copyright Notice:	
-IPTC Ext Models	
Additional Model Info:	
Model Age:	
Model Age Disclosure:	Age 25 or Over
Model Release Status:	Limited or Incomplete Model Releases
Model Release Identifier:	Bng20070419jd
-IPTC Ext Adminstrative	
Image Supplier Name:	Big Newspaper Group
Image Supplier ID:	http://plus-id.org/77-B5-H2W
Image Suppliers Image ID:	bng01661gda
Registry organisation ID:	http://www.plus-id.org
Registry image ID:	B01-9C8-7EC-65F
Max. available Width:	5600
Max available Height:	3800
Type of Source:	Original digital capture of a real life scene
-IPTC Ext Rights	
Image Creator name:	John Doe
Image Creator Identifier:	http://plus-id.org/99-G5-H2W
Copyright Owner Name:	Big Newspaper Group
Copyright Owner Identifier:	http://www.bignewspapergroup.com/
Licensor Name:	Big Newspaper Group
Licensor Identifier:	http://plus-id.org/99-G5-H2W
Licensor Telephone 1:	+1 (800) 1234567
Licensor Telephone 2:	
Licensor Email address:	info@bignewspaper.com
Licensor Web address:	http://www.bignewspapergroup.com/
Property Release Status:	Limited or Incomplete Property Releases
Property Release Identifier:	Bng20070420jd

Appendix

Appendix section 1: Creating metadata templates
How to create metadata templates and batch apply them using Adobe Photoshop CS5.

Creation
1. Start with a fresh, new document in any Adobe Creative Suite application.
2. Locate the **File Info** option under the **File** menu and enter the information you want in the template.
3. Save the template by clicking on the downward-pointing arrow beside the **Import/Export** button in the bottom right of the File Info dialogue, choose **Export** from the resulting menu, give it a memorable name and choose **Save**.
4. Cancel File Info.
5. Discard the new document.

Apply to Single Image
1. Open a file and select **File Info** from the **File** menu.
2. Select the template you want to use.
Choose the template using the downward-pointing black arrow beside the Import button, and select **Import** from the resulting pop-up menu. Another dialogue box will appear asking whether you want to *"Clear existing properties and replace with template properties;" "Keep original metadata, but replace matching properties from template;"* or *"Keep original metadata, but append matching properties from template."* Make the appropriate choice for your situation.
3. Apply the template.

Batch Apply
1. Select multiple files in Adobe Bridge
2. Select **Tools** > **Append Metadata** or **Tools** > **Replace Metadata**

About Append and Replace
Append will add values from the template to empty fields. Existing information is not replaced.

Replace adds values from the template to empty fields AND replaces existing values in fields.

You can also **Delete** various metadata fields and values using the Advanced Panel of the File Info dialogue.

Appendix section 2, Mapping IPTC IIMv4 to IPTC Core

IPTC - IIMv4 & IPTC Core XMP Schema v1.0 Fields mapped to Imaging Program Labels

IIM Field	IPTC IIMv4 field name	size §	IPTC Core (XMP) Label	Adobe Photoshop CS2-5	Apple Aperture v2
*05	Object Name (Title)	64	Title	Document Title (or Titl	Object Name
10	Urgency	1	**deprecated**	Urgency	Urgency
15	Category	3	**deprecated**	Category	Category
20	Supplemental Categories	32	**deprecated**	Supplemental Categor	Supplemental Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Instructions	Instructions	Special Instructions
55	Date Created	8	Date Created	Date Created	Date Created
80	By-line (Author)	32	Creator	Author / Creator	Byline
85	By-line Title(Author position)	32	Creator's Jobtitle	Author Title	Byline Title
90	City	32	City	City	City
95	Province/State	32	State/Province	State/Province	Province/State
101	Country/Primary Location Name	64	Country	Country	Country Name
103	Original Transmission Reference	32	Job Identifier	Transmission Reference/Job	Original Transmission
105	Headline	256	Headline	Headline	Headline
110	Credit	32	Provider	Credit / Provider	Credit
115	Source	32	Source	Source	Source
116	Copyright Notice	128	Copyright Notice	Copyright Notice	Copyright Notice
120	Caption/Abstract	2000	Caption/Description	Description	Caption
122	Writer/Editor	32	Caption/Description Writer	Description Writer	Writer/Editor
			Creator's Contact Info (CCI):City	City	
			CCI:Country	Country	
			CCI: Address	Address	
			CCI: Postal Code	Postal Code	
			CCI: State/Province	State/Province	
			CCI: Email(s)	Contact Email(s)	
			CCI: Phone(s)	Contact Phone(s)	
			CCI: WebURL(s)	Contact Web URL(s)	
			ISO Country Code	Country Code	
			Intellectual genre	Intellectual Genre	
			Location	Location	
			Rights Usage Terms	Rights Usage Terms	
			Subject Code	IPTC Subject Code	
			IPTC Scene	IPTC Scene	
7	Edit Status	32			Edit Status
22	Fixture Identifier	32			Fixture Identifier
27	Content Location Name	64			Contact Location Name
118	Contact	128			
				Copyright Info URL	Version Name
				Copyright Status	Contact Location Code
					Editorial Update
					Expiration Date
					Image Orientation

Fields in bold + magenta = fields "deprecated" (removed) from the IPTC Core Schema

olive = new fields introduced in the IPTC Core schema

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

* Field number as denoted in the Information Interchange Module version 4 by IPTC

§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

latest version at: http://www.controlledvocabulary.com/imagedatabases/iptc_core_mapped.pdf

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IIM Field	IPTC IIMv4 field name	size §	Breeze Browser v 1.6 / 1.7	Image Info Toolkit 2.0 **	iView MediaPro v3.1x
*05	Object Name (Title)	64	Document Title	Object Name	Title
10	Urgency	1	Urgency	Urgency	Urgency
15	Category	3	Category	Category	Category
20	Supplemental Categories	32	Supplemental Categories	Suppl. Categories	Supplemental Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Instructions	Special Instructions	Instructions
55	Date Created	8	Date Created	Date Created	Date Created
80	By-line (Author)	32	Author	By-line Author	Creator
85	By-line Title(Author position)	32	Author Title	By-line Title	Creator's Job Title
90	City	32	City	City	City
95	Province/State	32	State/Province	State	State/Province
101	Country/Primary Location Name	64	Country	Country	Country
103	Original Transmission Reference	32	Transmission Ref	Transmission	Job Identifier
105	Headline	256	Headline	Headline	Headline
110	Credit	32	Credit	Credit	Provider
115	Source	32	Source	Source	Source
116	Copyright Notice	128	Copyright Notice	Copyright	Copyright Notice
120	Caption/Abstract	2000	Caption	Caption/Abstract	Description
122	Writer/Editor	32	Description Writer	Writer/Editor	Description Writer
			City		City
			Contact Country		Country
			Address		Address
			Postal Code		Postal Code
			Contact State		State/Province
			Email(s)		E-Mail(s)
			Phone(s)		Phone(s)
			Website(s)		Website(s)
			Code		Country Code
			Intellectual Genre		Intellectual Genre
			Location		Location
			Rights Usage Terms		Rights Usage Terms
			iPTC Subject Code		Subject Codes
			IPTC Scene		Scenes
7	Edit Status	32	Edit Status		Edit Status
22	Fixture Identifier	32			Event
27	Content Location Name	64			Location (for IIM only)
118	Contact	128			People
			Copyright Info URL		
			Copyright Status		
			Job Id		
			Program		
			Object Cycle		
			Date Released / Time Released		

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

* Field number as denoted in the Information Interchange Module version 4 by IPTC

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** handles IPTC in TIF and Jpeg files

This info is only displayed if "Also store IPTC data in legacy IPTC IIM format" is selected in prefs. Apps that only support XMP data may not be able to access these fields.

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IIM Field	IPTC IIMv4 field name	size §	Adobe Lightroom v 2	PhotoMechanic v4.6	HindSight's StockView**
*05	Object Name (Title)	64	Title	Object Name	Title
10	Urgency	1	Label	Urgency*	Urgency
15	Category	3	Category	Category	Ignored
20	Supplemental Categories	32	Other Categories	Supp Cat1/Cat2/Cat3	Ignored
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Instructions	Special Instructions	Instructions
55	Date Created	8	Date Created	Date Created*	Date
80	By-line (Author)	32	Creator	Photographer	Author
85	By-line Title(Author position)	32	Creator Job Title	Title	Ignored
90	City	32	City	City	City
95	Province/State	32	State/Province	State	Province/State
101	Country/Primary Location Name	64	Country	Country	Country
103	Original Transmission Reference	32	Job Identifier	Transmission Ref	Reference
105	Headline	256	Headline	Headline	Headline
110	Credit	32	Provider	Credit	Credit
115	Source	32	Source	Source	Source
116	Copyright Notice	128	Copyright	Copyright	Copyright
120	Caption/Abstract	2000	Caption	Caption	Caption
122	Writer/Editor	32	Description Writer	Caption Writers	Caption Writer
			Creator City	Contact City	
			Creator Country	Contact Country	
			Creator Address	Contact Address	
			Creator Postal Code	Contact Zip	
			Creator State/Province	Contact State	
			Creator E-Mail	Contact Email(s)	
			Creator Phone	Contact Phone(s)	
			Creator Website	Contact Web URL(s)	
			ISO Country Code	Code	
			Intellectual Genre	Intellectual Genre	
			Location	Location	
			Rights Usage Terms	Rights Usage Terms	
			IPTC Subject Code	iPTC Subject Code	
			Scene	IPTC Scene	
7	Edit Status	32			
22	Fixture Identifier	32			
27	Content Location Name	64			
118	Contact	128			
			Copyright Info URL	*Copyright Info URL*	URL stored in "Keywords"
			Copyright Status	*Copyright Status*	
			copy name		
			filename		

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

* Field number as denoted in the Information Interchange Module version 4 by IPTC

§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

apparently for jpeg only

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IIM Field	IPTC IIMv4 field name	size §	Photoshop 7.01	PhotoMechanic v4.433	iView Media Pro 2.6
*05	Object Name (Title)	64	Title	Object	Product
10	Urgency	1	Urgency	Urgency*	Color Label
15	Category	3	Categories	Category	Genre
20	Supplemental Categories	32	Suppl. Categories	Suppl. Categories	Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Instructions	Special Instructions	Instructions
55	Date Created	8	Date Created	Date Created*	Event Date
80	By-line (Author)	32	Author	Photographer	Author
85	By-line Title(Author position)	32	Authors Position	Title	author title
90	City	32	City	City	City
95	Province/State	32	State/Province	State	State
101	Country/Primary Location Name	64	Country	Country	Country
103	Original Transmission Reference	32	Transmission Reference	Transmission Reference	Transmission
105	Headline	256	Headline	Headline	Title
110	Credit	32	Credit	Credit	Credit
115	Source	32	Source	Source	Source
116	Copyright Notice	128	Copyright Notice	Copyright	Copyright
120	Caption/Abstract	2000	Caption	Caption	Caption
122	Writer/Editor	32	Caption Writer	Writer	Writer
7	Edit Status	32			Status
22	Fixture Identifier	32	*Job Name*		Event
27	Content Location Name	64			Location
118	Contact	128			People
			Owner URL		
			Copyright Status		

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

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§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

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IIM Field	IPTC IIMv4 field name	size §	Photoshop 6	Apple Aperture v1.0.1	Thumbsplus
*05	Object Name (Title)	64	Object Name	Object Name	Object Name
10	Urgency	1	Urgency		Urgency
15	Category	3	Categories	Category	Suppl. Categories
20	Supplemental Categories	32	Suppl. Categories	Supplemental Categor	Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Special Instructions	Special Instructions	Special Instructions
55	Date Created	8	Date Created	Date Created *	Date Created
80	By-line (Author)	32	Byline	Byline	Byline
85	By-line Title(Author position)	32	Byline Title	Byline Title	Title
90	City	32	City	City	City
95	Province/State	32	Province-State	Province/State	Province-State
101	Country/Primary Location Name	64	Country name	Country Name	Country
103	Original Transmission Reference	32	Original Transmission Ref.	Original Transmission Refer	Xmit ref
105	Headline	256	Headline	Headline	Headline
110	Credit	32	Credit	Credit	Credit
115	Source	32	Source	Source	Source
116	Copyright Notice	128	Copyright Notice	Copyright Notice	Copyright Notice
120	Caption/Abstract	2000	Caption	Caption	Caption
122	Writer/Editor	32	Caption Writer	Writer/Editor	Writer/editor
7	Edit Status	32			
22	Fixture Identifier	32			
27	Content Location Name	64			
118	Contact	128			
			Image URL		
			Mark as Copyrighted		

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

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§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

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IIM Field	IPTC IIMv4 field name	size §	Image Info Toolkit 1.5 **	Irfanview †	Photoshop Elements 3
*05	Object Name (Title)	64	Object Name	Object Name	Document title
10	Urgency	1	Urgency	Urgency	
15	Category	3	Category	Categories	Categories
20	Supplemental Categories	32	Suppl. Categories	Suppl. Categories	Suppl. Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Special Instructions	Special Instructions	
55	Date Created	8	Date Created	Date Created	
80	By-line (Author)	32	By-line Author	Byline	Author
85	By-line Title(Author position)	32	By-line Title	Byline Title	
90	City	32	City	City	
95	Province/State	32	State	Province-State	
101	Country/Primary Location Name	64	Country	Country	
103	Original Transmission Reference	32	Transmission	Original Transmission Ref.	
105	Headline	256	Headline	Headline	
110	Credit	32	Credit	Credit	
115	Source	32	Source	Source	
116	Copyright Notice	128	Copyright	Copyright	Copyright Notice
120	Caption/Abstract	2000	Caption/Abstract	Caption	Description
122	Writer/Editor	32	Writer/Editor	Caption Writer	Description Writer
7	Edit Status	32			
22	Fixture Identifier	32			
27	Content Location Name	64			
118	Contact	128			
					Copyright Info URL
					Copyright Status

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

* Field number as denoted in the Information Interchange Module version 4 by IPTC

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** handles IPTC in TIF and Jpeg files

† handles IPTC in Jpeg files only

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IIM Field	IPTC IIMv4 field name	size §	Idimager	MetadataXMP Getty v1.1	Adobe Photoshop CS
*05	Object Name (Title)	64	Title		Document title
10	Urgency	1	**not available**		Urgency
15	Category	3	**not available**		Categories
20	Supplemental Categories	32	**not available**		Suppl. Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Instructions		Instructions
55	Date Created	8	Date Created	Date	Date Created
80	By-line (Author)	32	Author / Creator	Contributor	Author
85	By-line Title(Author position)	32	Creator Job Title		*(not seen in file info)*
90	City	32	City		City
95	Province/State	32	State/Province		State/Province
101	Country/Primary Location Name	64	Country		Country
103	Original Transmission Reference	32	Job Identifier		Transmission Reference
105	Headline	256	Headline		Headline
110	Credit	32	Provider / Credits	Credit Line	Credit
115	Source	32	Source Original Copyright		Source
116	Copyright Notice	128	Copyright Notice		Copyright Notice
120	Caption/Abstract	2000	Description		Description
122	Writer/Editor	32	Description Writer		Description Writer
			Creator's Contact Info (CCI):City		
			CCI:Country		
			CCI: Address		
			CCI: Postal Code		
			CCI: State/Province	*Not linked to IPTC*	
			CCI: Email Address(es)	Location	
			CCI: Phone Number(s)	Notes	
			CCI: WebURL(s)	Description	
			ISO Country Code	Technique	
			Intellectual genre	Time of Day	
			Location	Release Status	
			Usage Terms	Release References	
			IPTC Subject Code(s)	Similars	
			IPTC Scene(s)	Restrictions	
7	Edit Status	32			
22	Fixture Identifier	32			
27	Content Location Name	64			
118	Contact	128			*Copyright Info URL*
					Copyright Status
	Fields in bold + magenta = fields "deprecated" (removed) from the IPTC Core Schema				
	Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format				
	Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins				
	* Field number as denoted in the Information Interchange Module version 4 by IPTC				
	§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility				
	** handles IPTC in TIF and Jpeg files				
	† handles IPTC in Jpeg files only				
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IIM Field	IPTC IIMv4 field name	size §	BAPLA Proposed**	MetadataXMP Getty v1.1	Adobe Photoshop CS
*05	Object Name (Title)	64	Image Reference		Document title
10	Urgency	1			Urgency
15	Category	3			Categories
20	Supplemental Categories	32			Suppl. Categories
25	Keywords	64		Keywords	Keywords
40	Special Instructions	256			Instructions
55	Date Created	8	Date Created	Date	Date Created
80	By-line (Author)	32	Creator	Contributor	Author
85	By-line Title(Author position)	32			*(not seen in file info)*
90	City	32			City
95	Province/State	32			State/Province
101	Country/Primary Location Name	64			Country
103	Original Transmission Reference	32	Job Reference		Transmission Reference
105	Headline	256	Headline		Headline
110	Credit	32	Credit	Credit Line	Credit
115	Source	32			Source
116	Copyright Notice	128	Copyright Notice		Copyright Notice
120	Caption/Abstract	2000	Description		Description
122	Writer/Editor	32			Description Writer
				Not linked to IPTC	
			Licensing Contact	Location	
				Notes	
				Description	
				Technique	
				Time of Day	
				Release Status	
			Rights+Restrictions	Release References	
				Similars	
				Restrictions	
7	Edit Status	32			
22	Fixture Identifier	32			
27	Content Location Name	64			
118	Contact	128			*Copyright Info URL*
					Copyright Status
			Copyright Status		

** Best guesstimate based on picture of custom panel

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Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

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§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

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