IPTC /Machine Readable Rights

US Photographer Perspective

Eugene Mopsik, Executive Director ASMP
Image marketplace is fluid and international
Holy Grail

Persistent Identifiers

Connect Images to the Marketplace
Enormous Economic Pressure

Perfect Storm in Marketplace

Expanded Rights Positions Without Compensation
More Images used than ever before, but business models still not in place.
Need New Models...

Frictionless Licensing

Currently, easier to steal than to license!
Identifiers

Dynamic

Universal

Globally Unique

Machine Readable

Actionable

Persistent
The Time Has Come

Professional Responsibility

Need to supply information to effectively manage rights
Providing Solutions

The PLUS Coalition

Agnostic Coalition for the management of rights information.
Make Part of Workflow

Integrate with DAM

Need to make use of systems easy.
Facilitate Licensing

Connect Images to Rights Holders

Machine Readable Identifiers are a key element to future success in the world market.
thank you
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