Marksta

Photography copyright in the social media age
I make pictures, therefore I am.

Founder and CEO of Marksta, but definitely a photojournalist first.
Marksta created out of experience and frustration
AP stringer
AFP staff
Reportage by Getty Images freelance

IPTC is ingrained in every news photographer
I am a visual storyteller

It’s a simple concept, but takes a lot of sacrifice
Afghanistan takes its toll
Photography transcends language
Social media is reaching the farthest parts of the planet
There is now a huge appetite for photography
But the money has not followed
Copyright infringement, or theft, is rampant.
IPTC used to help me protect my intellectual property
It also helped with marketing and accounting
The internet can feel like a Dystopian reality, where IPTC is very unloved
Sharing, or stealing, photography has never been so easy
Photographers HAVE to be online – we can’t opt out
I decided to stop fighting the theft, and just watermark my images
Watermarking doesn’t have to be ugly
Instagram scared off a lot of users when it appeared to claim rights over all the images it hosts.
Shooting on an iPhone can be very useful
And editing and sending from a mobile device is also very convenient
Marksta allows a user to add a text or image watermark from their iPhone or iPad before sharing online.
Marksta version 2 is about to launch – with full IPTC functionality integrated into the app

<table>
<thead>
<tr>
<th>Author</th>
<th>JOHN D MCHUGH</th>
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<tbody>
<tr>
<td>Author’s title</td>
<td>PHOTOJOURNALIST</td>
</tr>
<tr>
<td>Author’s contact</td>
<td><a href="http://www.johndmchugh.com">www.johndmchugh.com</a></td>
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<tr>
<td>Description</td>
<td>Erin and Cara are seen in the garden in London, 17 February 2013. This photo was shot on a Speed Graphic and Aero Ektar 2.5 lens, and has not been digitally altered. (John D McHugh)</td>
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