

Rights data embedded in photos and social media systems

Machine Readable Rights day

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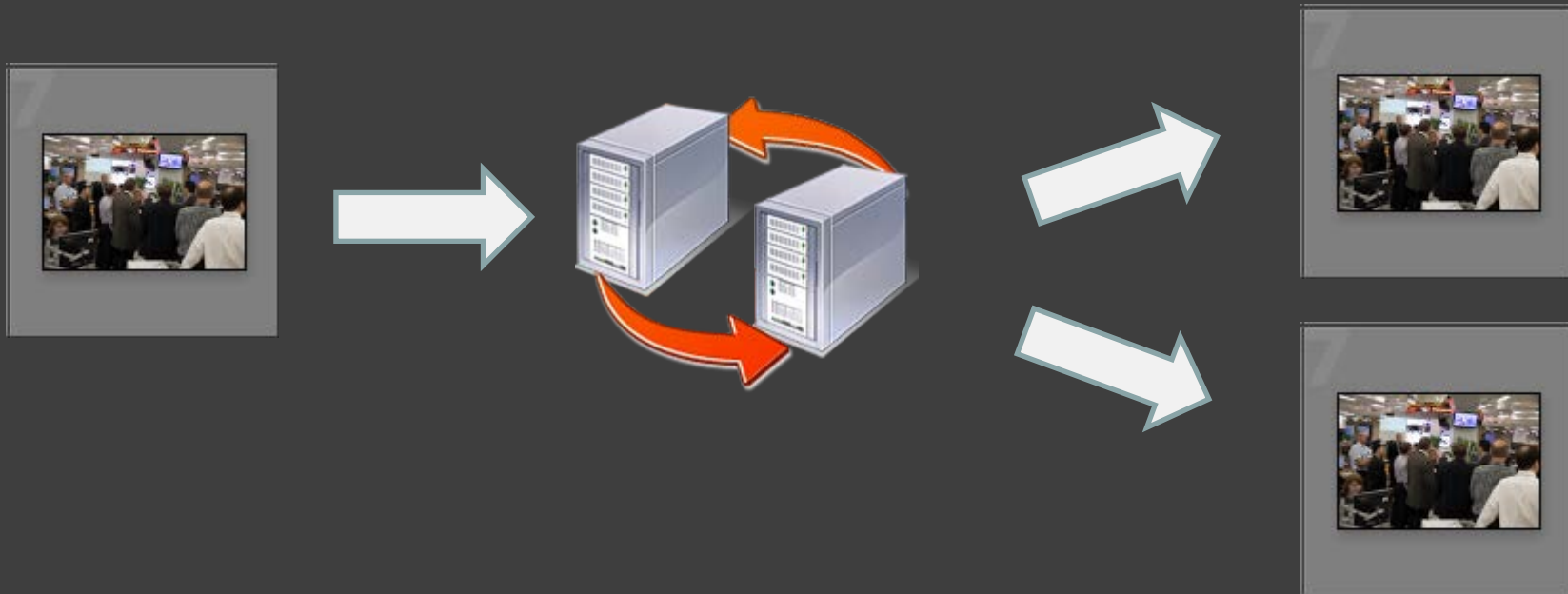
A typical photo metadata workflow



- Taking a photo
 - A digital camera embeds the date and time when the picture was taken into the image file
- Adding metadata by software: this may include the fields
 - Creator
 - Copyright Notice and optionally Credit
 - Description (of the content of the image)
- Saving the edited image = embedding the metadata values to the image file
- Distributing the image to other persons/parties
- Other parties can see the embedded metadata = they know the copyright notice, creator, etc.

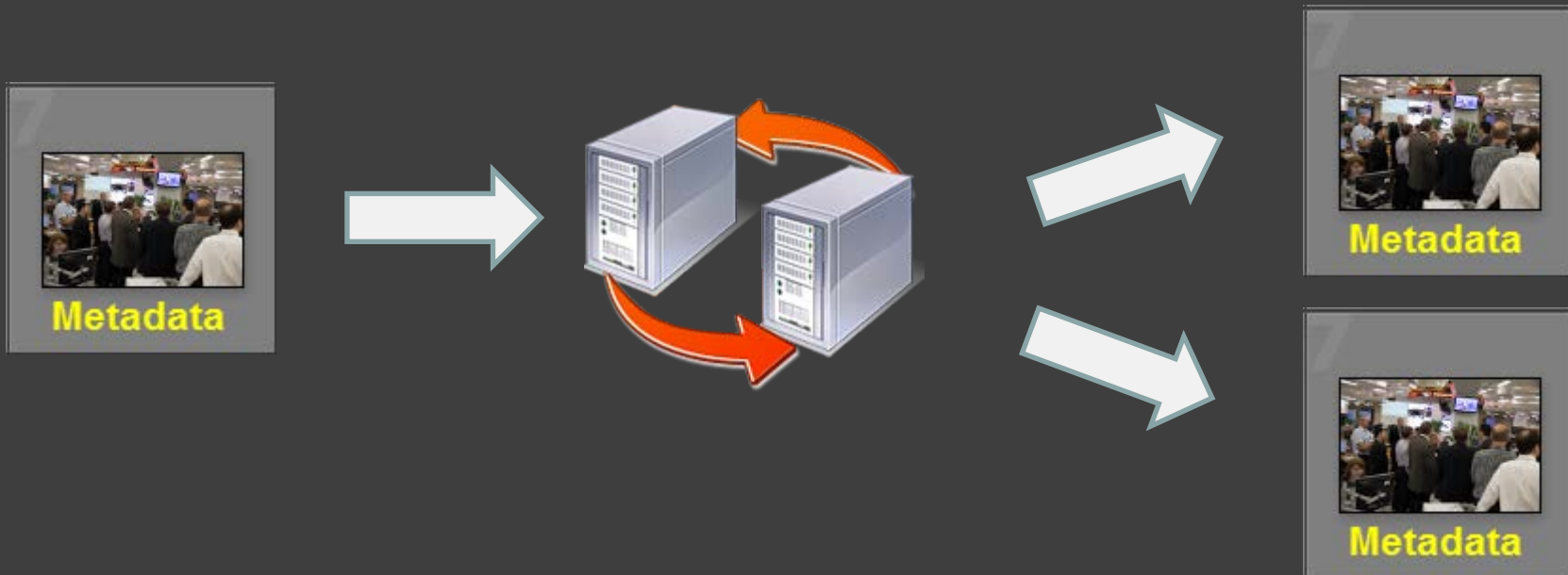


Distribution of photos



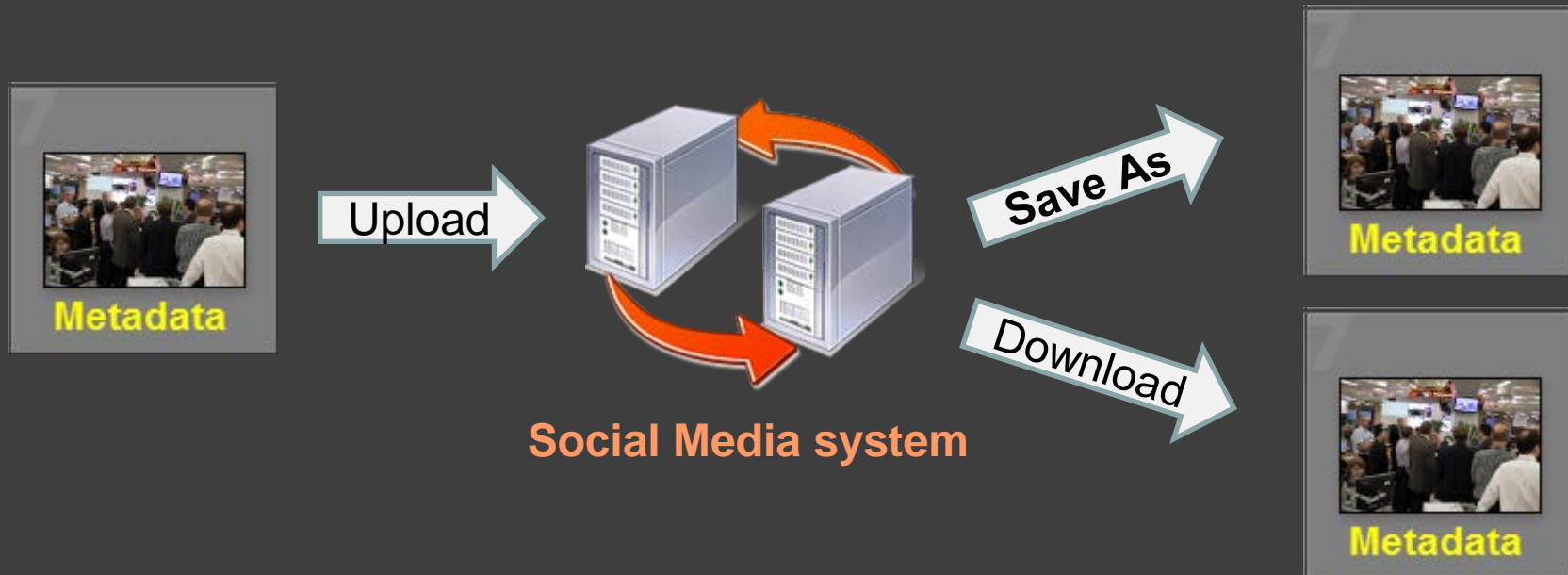
- A photo is forwarded to a computer system
- The computer system forwards the photo to viewers.

Distribution of photos with metadata



- A photo with embedded metadata is forwarded to a computer system
- The computer system forwards the photo to viewers.

Distribution of photos via social media



- A photo with embedded metadata is uploaded to a social media system
- The social media system delivers the photo to viewers – ready for a Save As action or a controlled download

IPTC tested the metadata persistence

- Action: upload an image file with embedded metadata
- Test 1: are metadata values displayed as embedded?
- Test 2: are metadata values relevant for claiming ownership displayed? (Copyright Notice, Credit, Creator, Caption/Description)
- Test 3: try to Save As the image by the browser, check the saved file for embedded metadata
- Test 4: try to download the image by a user interface item, check the downloaded file for embedded metadata.



Test Results 1

Social Media site/system	Displays correctly?	Displays 4Cs?	Save As embedded?	Download embedded?
500px - www.500px.com Tested in March 2013	Exif	IPTC	IPTC	Exif IPTC IIM IPTC XMP
Dropbox - www.dropbox.com Tested in March 2013	Exif	IPTC	IPTC	Exif IPTC IIM IPTC XMP
Facebook - www.facebook.com Tested in March 2013	Exif	IPTC	IPTC	Exif IPTC IIM IPTC XMP
Flickr FREE account- www.flickr.com Tested in March 2013	Exif	IPTC	IPTC	Exif IPTC IIM IPTC XMP
Google+ - plus.google.com Tested in March 2013	Exif	IPTC	IPTC	Exif IPTC IIM IPTC XMP
















































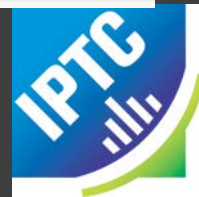
Test Results 2

Social Media site/system		Displays correctly?	Displays 4Cs?	Save As embedded?	Download embedded?
Img.ly - www.img.ly Tested in October 2012	No pre...	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Joomeo - www.joomeo.com Tested in October 2012	Some em...	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Photobucket - www.photobucket.com Tested in October 2012	No pre...	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Pictify - www.pictify.com Tested in March 2013	No pre...	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Pinterest - www.pinterest.com Tested in March 2013	No pre...	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP



Test Results 3

Social Media site/system		Displays correctly?	Displays 4Cs?	Save As embedded?	Download embedded?
Tumblr - www.tumblr.com Tested in March 2013	No pres	are	 Exif  IPTC  IPTC	 Exif  IPTC IIM  IPTC XMP	 Exif  IPTC IIM  IPTC XMP
Twitpic - twitpic.com Tested in March 2013	No are	ids	 Exif  IPTC  IPTC	 Exif  IPTC  IPTC XMP	 Exif  IPTC IIM  IPTC XMP
Twitter - www.twitter.com Tested in March 2013	No strip	data	 Exif  IPTC  IPTC	 Exif  IPTC IIM  IPTC XMP	 Exif  IPTC IIM  IPTC XMP
Via.me - www.via.me Tested in October 2012	No pres	are	 Exif  IPTC  IPTC	 Exif  IPTC IIM  IPTC XMP	 Exif  IPTC IIM  IPTC XMP
Yfrog - www.yfrog.com Tested in November 2012	No pres	are	 Exif  IPTC  IPTC	 Exif  IPTC IIM  IPTC XMP	 Exif  IPTC IIM  IPTC XMP



The results can be found ...

... at

www.embeddedmetadata.org/testresults

The pages include a detailed description of the test procedure and the criteria for the ranking.

