Presentation of CEPIC

Who we are?

- Picture agencies

... for photographers, illustrators, videographers

- Historical picture archives
- Museums and Galleries

Which fields?

- Press
- Stock
- Heritage

How many?

- Approx. 900 in 20 European countries

(national associations and individual members)

- Over 150.000 visual authors in direct licensing
- Network of affiliates all over the world

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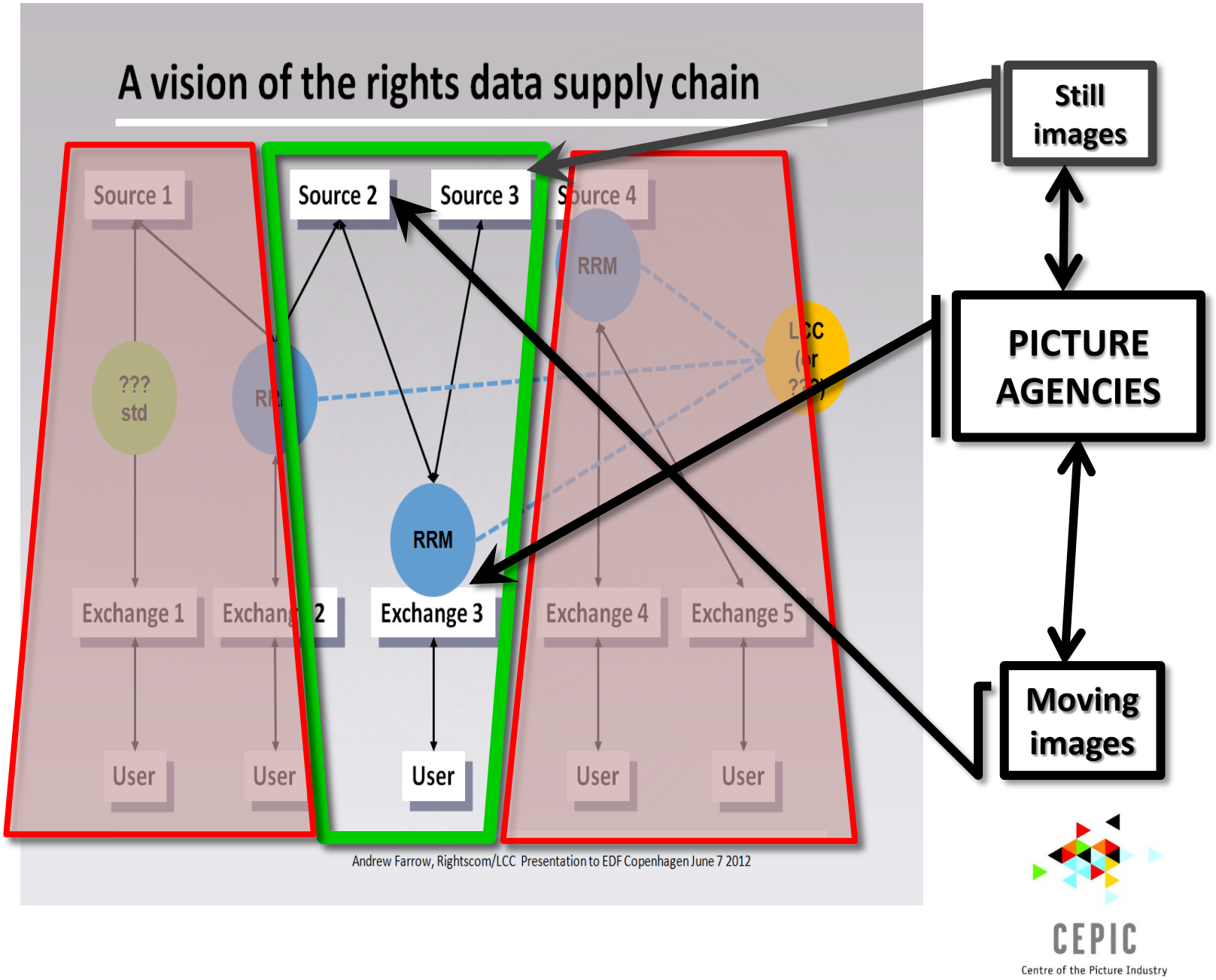
Centre of the Picture Industry


A vision of the rights data supply chain
Source 1
Source 2
Source 3
Source 4
RRM
??? std
RRM
Exchange 1
Exchange 3
Exchange 4
Exchange 5
User
User
User
User
User
Still images
PICTURE AGENCIES
Moving images
Andrew Farrow, Rightscom/LCC Presentation to EDF Copenhagen June 7 2012
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The aim of CEPIC is to provide a long term solution to the specific case of image rights management within the framework of the Rights Data Information (RDI) project proposed by the Linked Content Coalition (LCC). CEPIC intends to support the creation of standards for identification and automated rights management for still images based on the data transformation system and the related 'Common Rights Format' (CRF) of RDI.

However, in this context CEPIC emphasizes the ***necessity to contain and reduce the number of 'orphan works'*** *in the domain of still images and to address and possibly solve this key-issue when developing a general 'Common Rights Format' within RDI.*

Transformations needed to accomplish the RRD schema

ws who owns the rights,
s info about the rights.
sers and rightholders
ould be in touch to
e a licensing transaction

CHALLENGES IN IMAGE IDENTIFICATION

High number of « orphans »
(images with seemingly no information)

Control the existence of Duplicates

SOLUTIONS

Visual Recognition Technology

Develop a Universal Identifier Number (UIN) for still images

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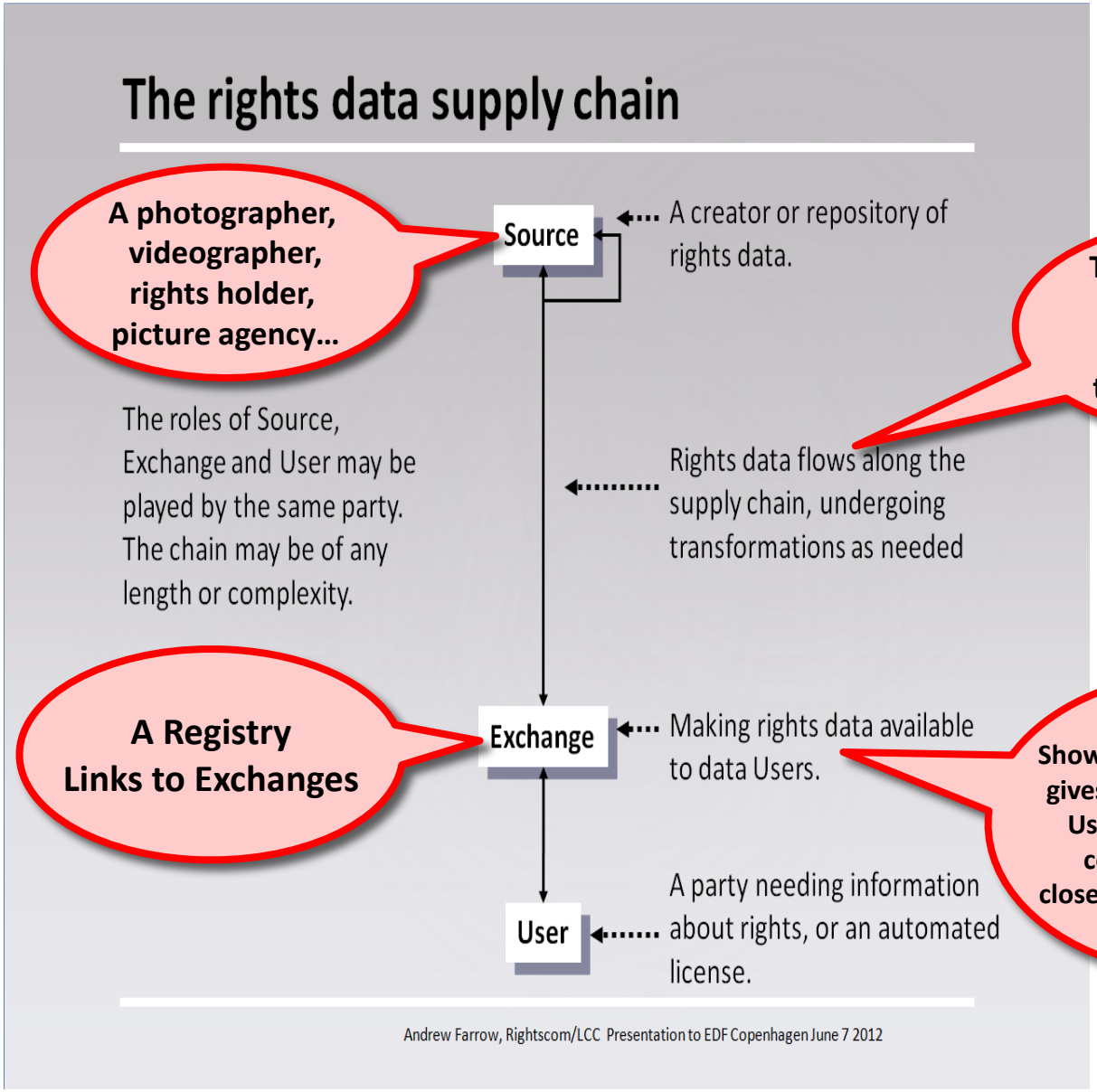

The rights data supply chain
A photographer, videographer, rights holder, picture agency…
Source
A creator or repository of rights data.
Transformations needed to accomplish the RRD schema
The roles of Source, Exchange and User may be played by the same party. The chain may be of any length or complexity.
Rights data flows along the supply chain, undergoing transformations as needed
A Registry Links to Exchanges
Exchange
Making rights data available to data Users.
Shows who owns the rights, gives info about the rights. Users and rightholders could be in touch to close a licensing transaction
User
A party needing information about rights, or an automated license.
Andrew Farrow, Rightscom/LCC Presentation to EDF Copenhagen June 7 2012

CEPIC NA's Members and other external sources...

Source A

Source B

Source C

Source D

.....

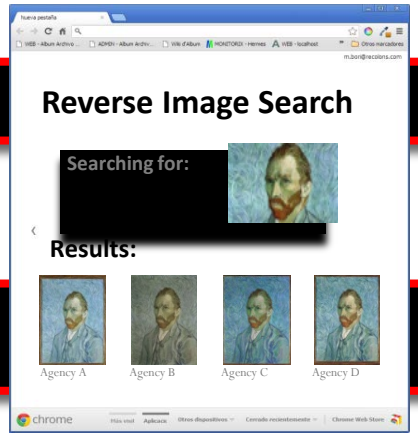
Source X

Searches by:
- Author
- UIN*
- Caption
- Keywords
- Reverse... Image Search
- etc.

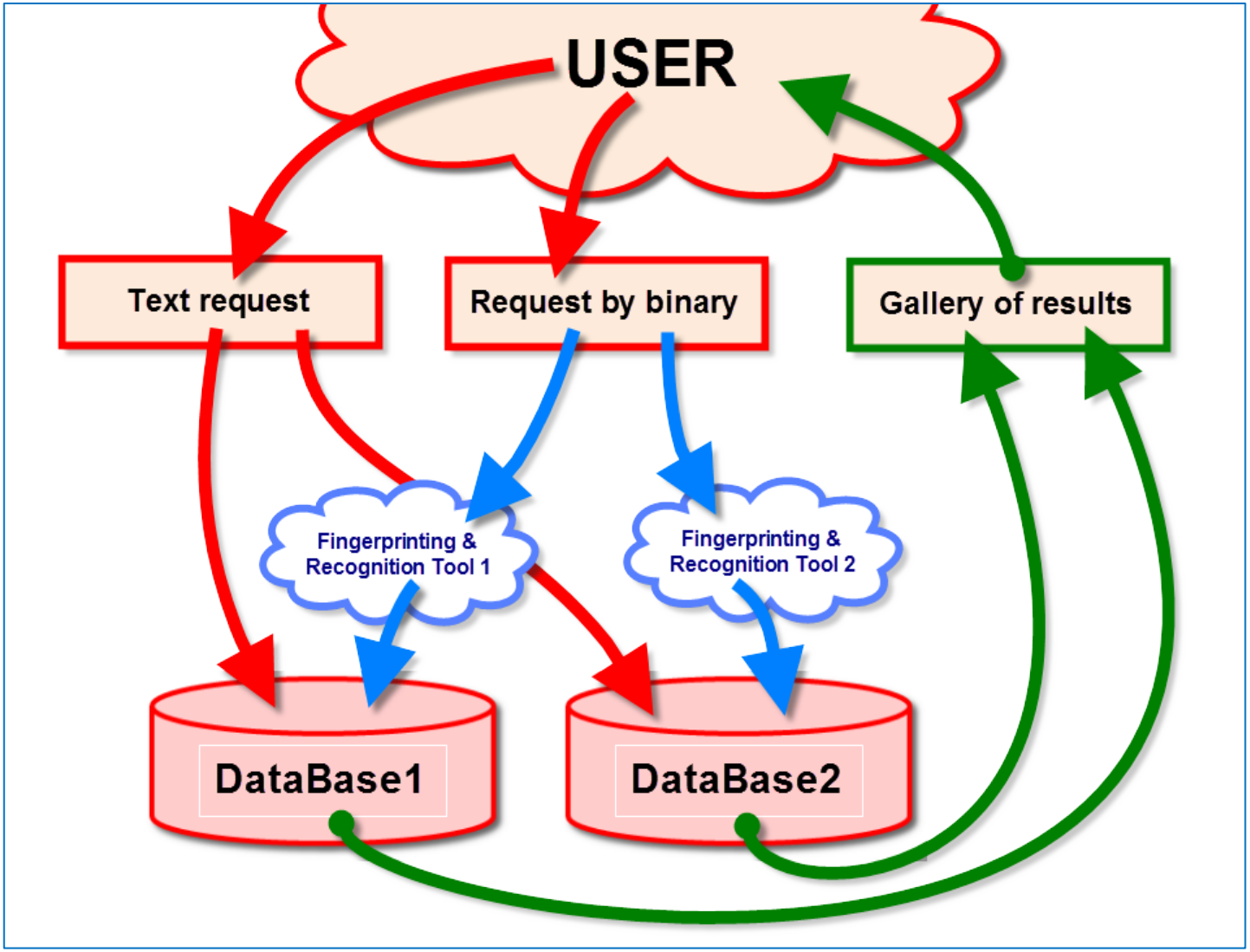
IMAGES DATA BASE

+

Reverse Image Search Engine



Users:
- ARROW
- CMOs
- Museums
- Libraries
- Publishers
- Authors
- etc.


USER
Text request
Request by binary
Gallery of results
Fingerprinting & Recognition Tool 1
Fingerprinting & Recognition Tool 2
DataBase1
DataBase2

- The picture industry is at this time a fragmented industry
- All the components and the contents are effectively available within the images industry: CEPIC is putting them together
- CEPIC has adopted a “grass root” approach

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GRASS ROOT APPROACH

- Using existing systems
- Federate Ids into a « UIN », CEPIC adopted model
- CiR is a an exchange but only a registry: will not issue licenses like picture agencies do

CONDITION OF PARTICIPATION

- Have content (pictures, metadata, right information)
- Use Visual Recognition Software
- Propose binary AND text search

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PARTNERS

Work Package Head

✓ CEPIC

Technology Partners: Technology-Source ; Rights Data

✓ ALBUM RIS/ THP-Age – Supplier of technology, images and rights data

→ Album (Spain): A recognised Fine Arts, Historical Imagery and movies
Has developed the Reverse Visual Search engine (RIS) for the still images industry

→ Age Fotostock (Spain, France, USA), administrator of the **THP** platform with 25 million images, 117 agents around the world, 500 different collections , 370 agencies, 82.742 photographers

✓ PICSCOUT/ Getty Images - Technology supplier and images

Picscout: The world leader in Visual Search Recognition, 120 million images in the platform
Getty Images: Global player, 125 million images, 70 million digitized images, 33 million images on-line, 7.500 hours of video etc.

✓ PLUS Rights DataRegistry

Recognized world leader on images Rights Data Management and licensing expressions
PLUS is an essential player on any project that requires administering still images standards

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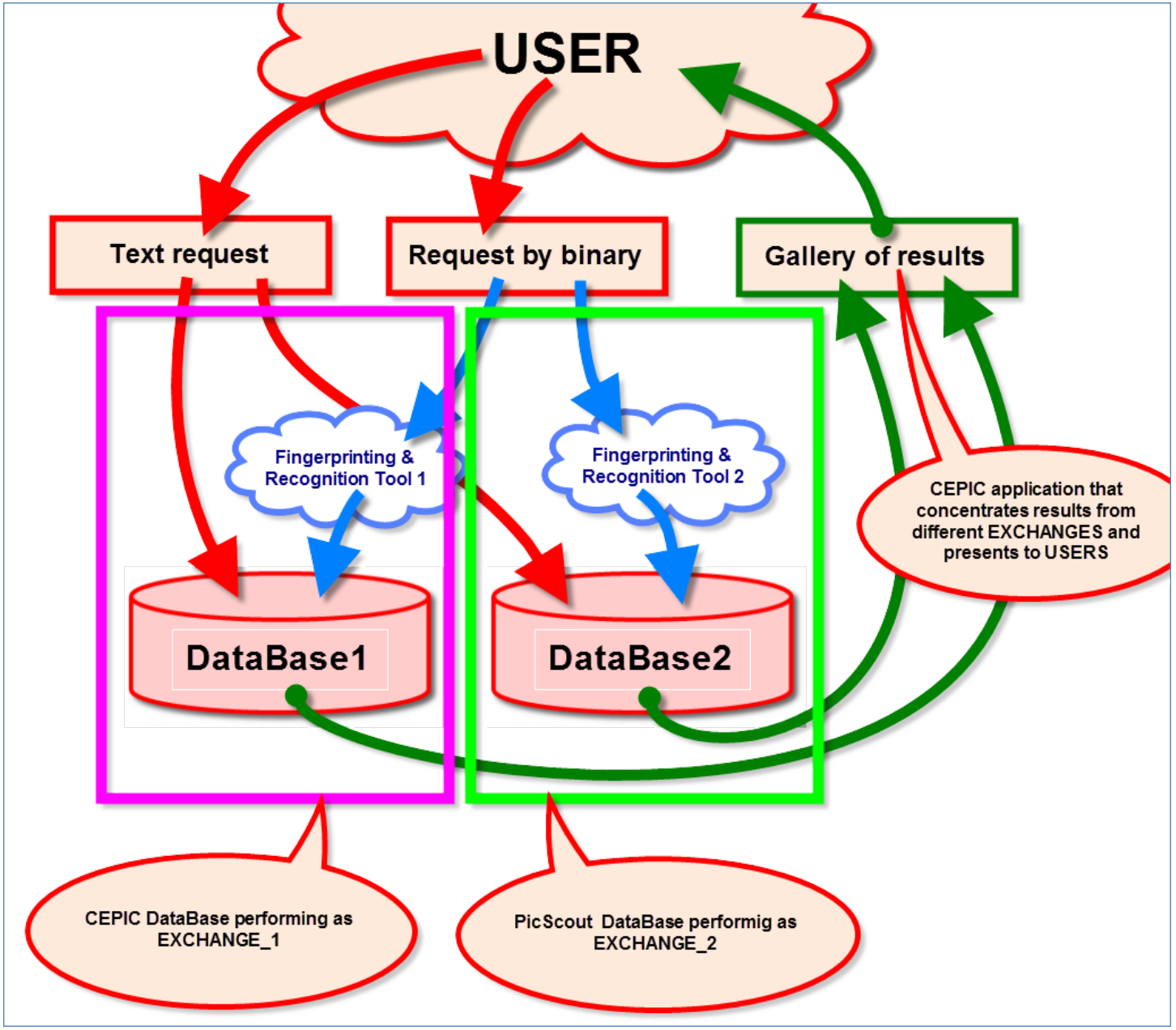
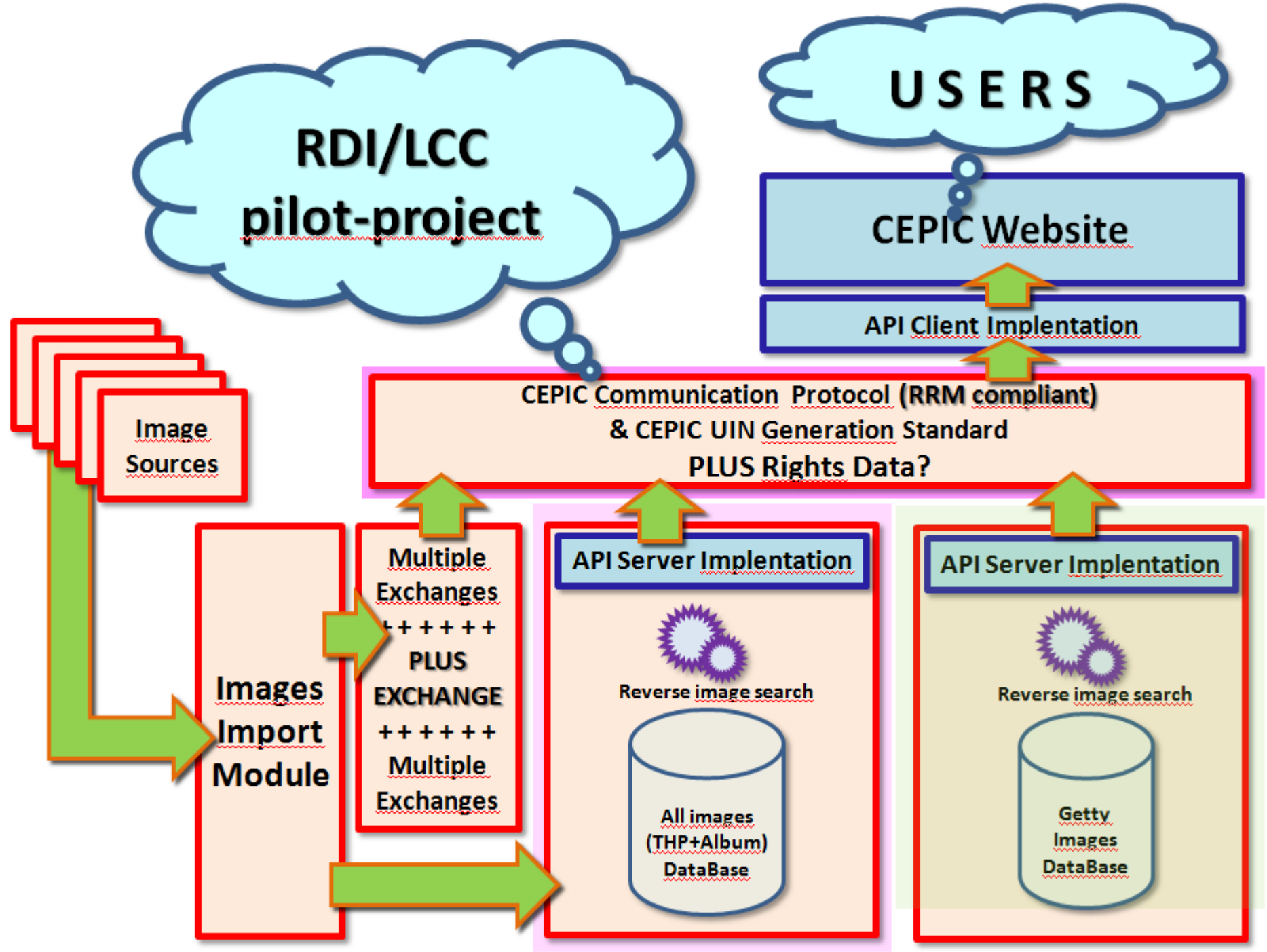

USER
Text request
Request by binary
Gallery of results
Fingerprinting & Recognition Tool 1
Fingerprinting & Recognition Tool 2
DataBase1
DataBase2
CEPIC application that concentrates results from different EXCHANGES and presents to USERS
CEPIC DataBase performing as EXCHANGE_1
PicScout DataBase performig as EXCHANGE_2


RDI/LCC
pilot-project
USERS
CEPIC Website
API Client Implentation
CEPIC Communication Protocol (RRM compliant)
& CEPIC UIN Generation Standard
PLUS Rights Data?
Image
Sources
Images
Import
Module
Multiple
Exchanges
++++++
PLUS
EXCHANGE
++++++
Multiple
Exchanges
API Server Implentation
Reverse image search
All images
(THP+Album)
DataBase
API Server Implentation
Reverse image search
Getty
Images
DataBase

Deliverables and other requirements

- Specify and implement Registry
- Specify the scope of rights data services
- Agree mappings
- Design and build user interface
- Ingest, process and query transformer data
- Governance
- … tbd …

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THANK YOU!

Sylvie Fodor (s.fodor@cepic.org), IPTC meeting, Amsterdam, 12 March 2013