Do we still need photo metadata?

What suppliers say

IPTC Photo Metadata Conference 2019

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IPTC Photo Metadata (PMD) …

- … is a set of fields bound to an image (file):
  - → primarily by embedding
  - → can be used with a DAM/MAM system
  - → can be used for inline HTML metadata (keyword "schema.org")
- … fields focus on **describing the content** of the image, setting **rights data** and providing **administrative data** – NO technical data (covered by Exif)

IPTC Photo Metadata exist:

- ➢ Since 1995 as feature of Adobe Photoshop, then of other image software
- ➢ Since 2005 as Photo Metadata Standard defining use of fields publicly
- ➢ Since 2008 the set of fields is extended by user requirements
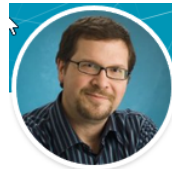
IPTC's **Photo Metadata Working Group**

- **Objectives:**
  * The goal of this WG is to act as a special interest group regarding all photo metadata issues of the IPTC.

… a group of persons nominated by IPTC members – current regulars are

Sarah Saunders, CEPIC   David Ricks, PLUS   Karl Csoknyay, Keystone-SDA   Brendan Quinn, IPTC MD

Michael Steidl, IPTC (Lead)   Annette Feldman, AP   Linda Burman, LB Assoc

Do we still need PMD? Ask the suppliers!

IPTC ran a survey among photo suppliers in spring 2019.

CEPIC* strongly supported it in Europe, BVPA* in Germany and DMLA in the USA.

(* CEPIC and BVPA are IPTC members)

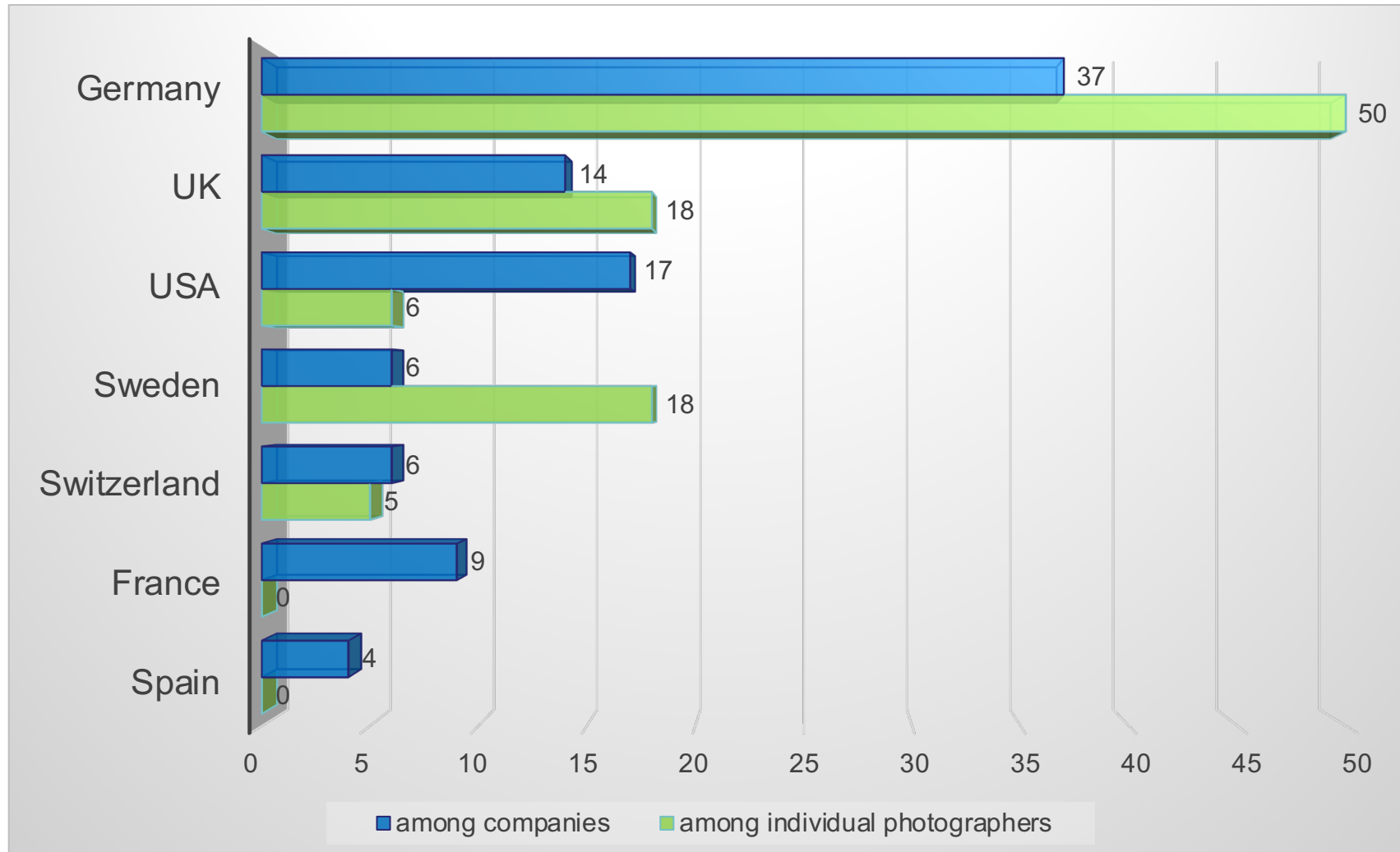135 persons started to fill in, about 100 completed it.

(We did a similar survey in 2010: 80 started it …)
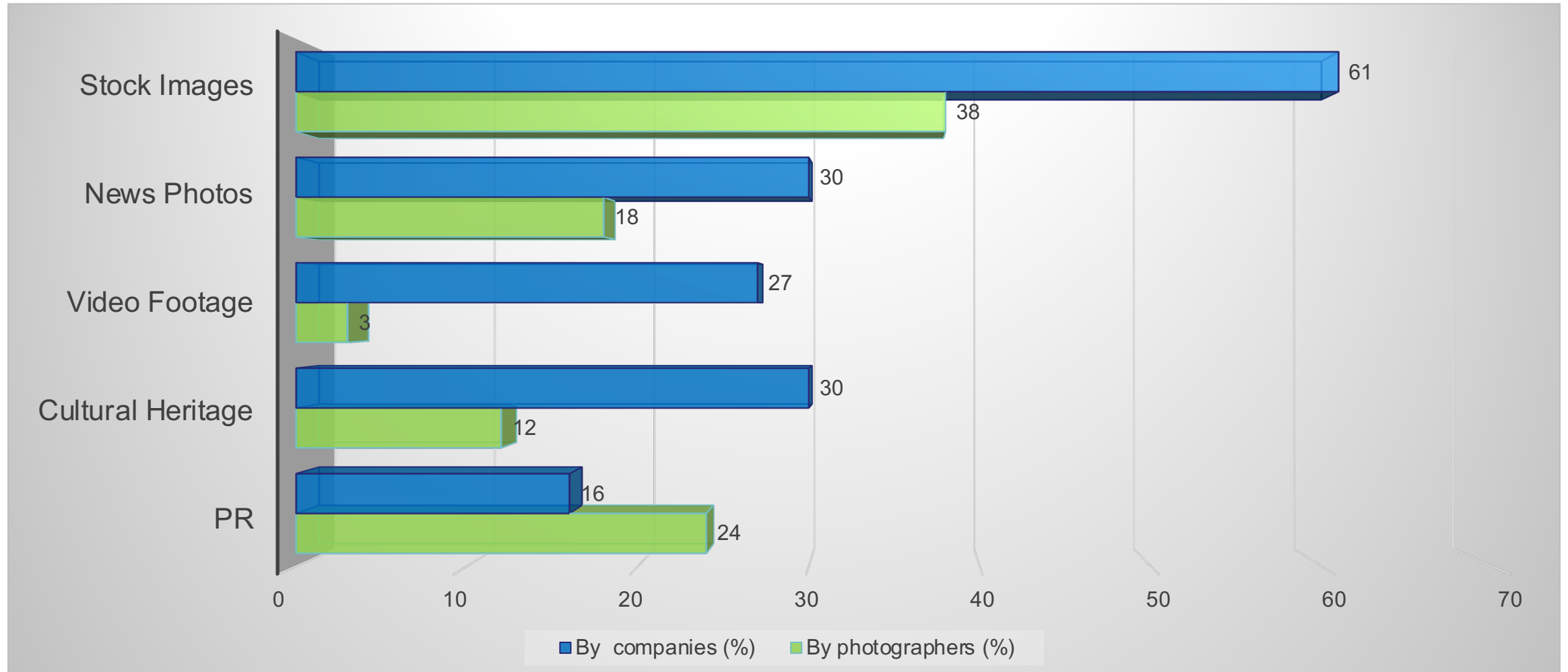
Two types of suppliers participated:

- Companies (55%)

- Individual photographers (45%)

What else did we learn →

Suppliers submitting a survey are from … (%)

Chart data:

Country	among companies	among individual photographers
Germany	37	50
UK	14	18
USA	17	6
Sweden	6	18
Switzerland	6	5
France	9	0
Spain	4	0

What kinds of images are supplied

Stock Images — By companies (%): 61, By photographers (%): 38
News Photos — By companies (%): 30, By photographers (%): 18
Video Footage — By companies (%): 27, By photographers (%): 3
Cultural Heritage — By companies (%): 30, By photographers (%): 12
PR — By companies (%): 16, By photographers (%): 24
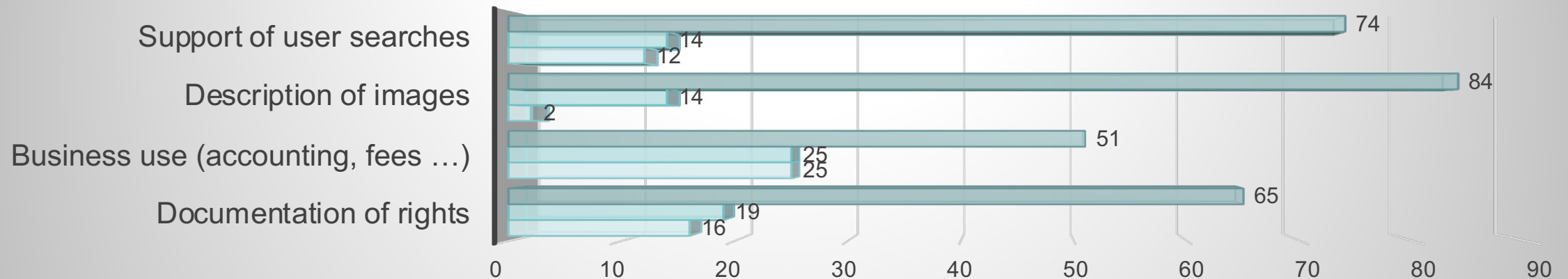
Legend: ■ By companies (%) ■ By photographers (%)

IPTC wanted to learn …

a)   How relevant is IPTC Photo Metadata for your business

b)   What metadata fields do you use in practice

c)   How has your use changed over the past 3 to 5 years
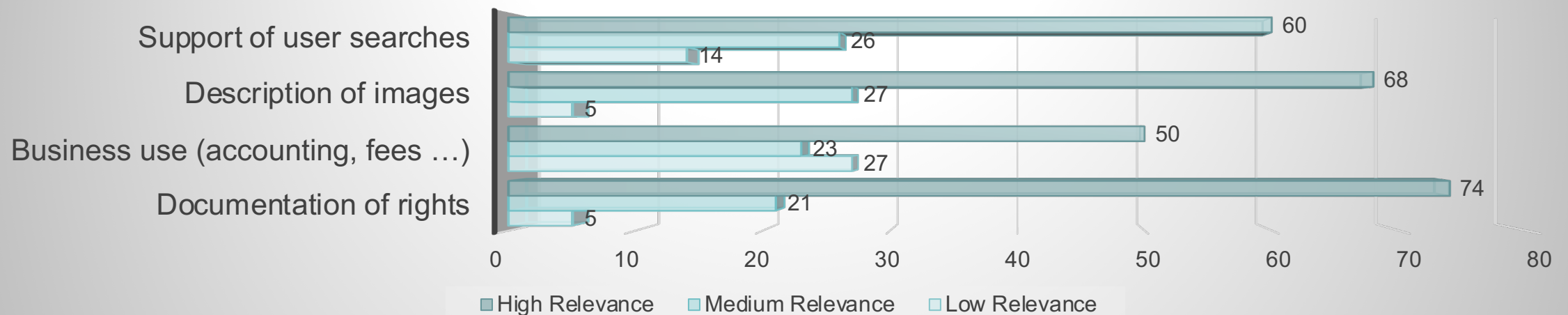
d)   What drives decisions to use IPTC Photo Metadata

… and more in other presentations

How relevant is IPTC Photo Metadata for …

… these business purposes in your company: (%)

Support of user searches	74 / 14 / 12
Description of images	84 / 14 / 2
Business use (accounting, fees …)	51 / 25 / 25
Documentation of rights	65 / 19 / 16

Axis: 0 10 20 30 40 50 60 70 80 90

… these business purposes for you as photographer: (%)

Support of user searches	60 / 26 / 14
Description of images	68 / 27 / 5
Business use (accounting, fees …)	50 / 23 / 27
Documentation of rights	74 / 21 / 5

Axis: 0 10 20 30 40 50 60 70 80

■ High Relevance   ■ Medium Relevance   □ Low Relevance

Conclusions a): purposes for using IPTC PMD

Supplier companies rated all business purposes for using metadata as being of **High Relevance** – and ranked the purposes:
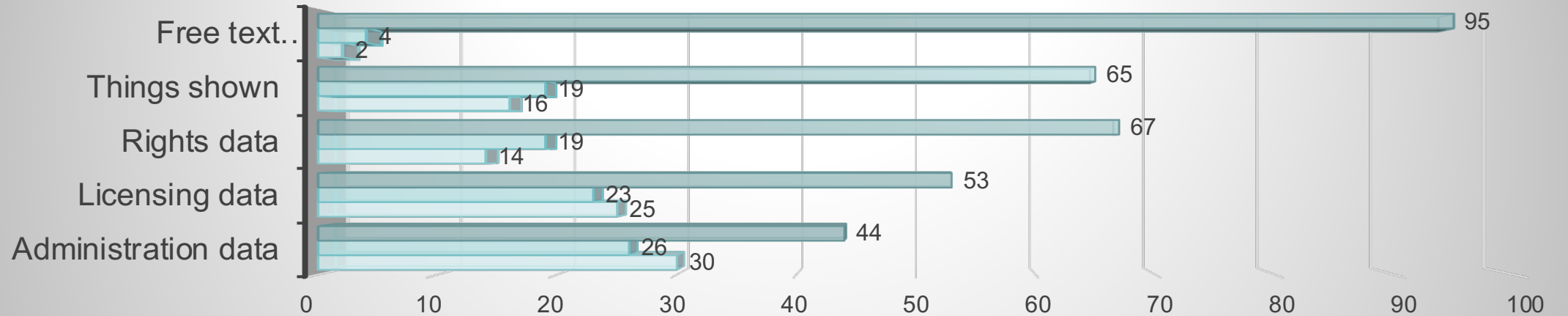
1. The description of the content
2. The support of users searches
3. The documentation of rights

Also photographers rated all business purposes for using metadata as being of **High Relevance** – and ranked the purposes:
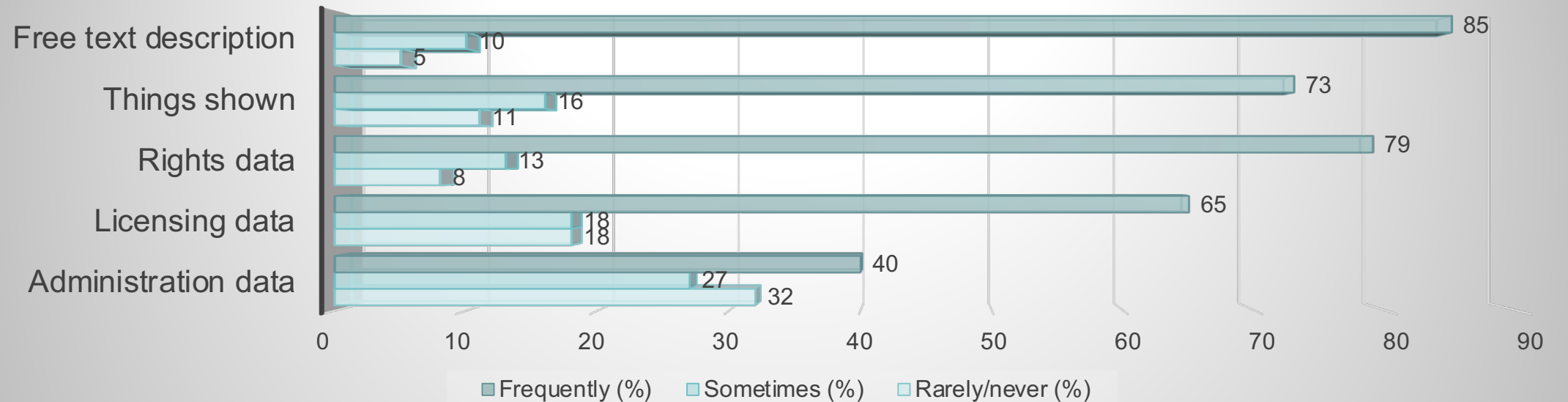
1. The documentation of rights
2. The description of the content
3. The support of users searches

What kinds of fields are used …

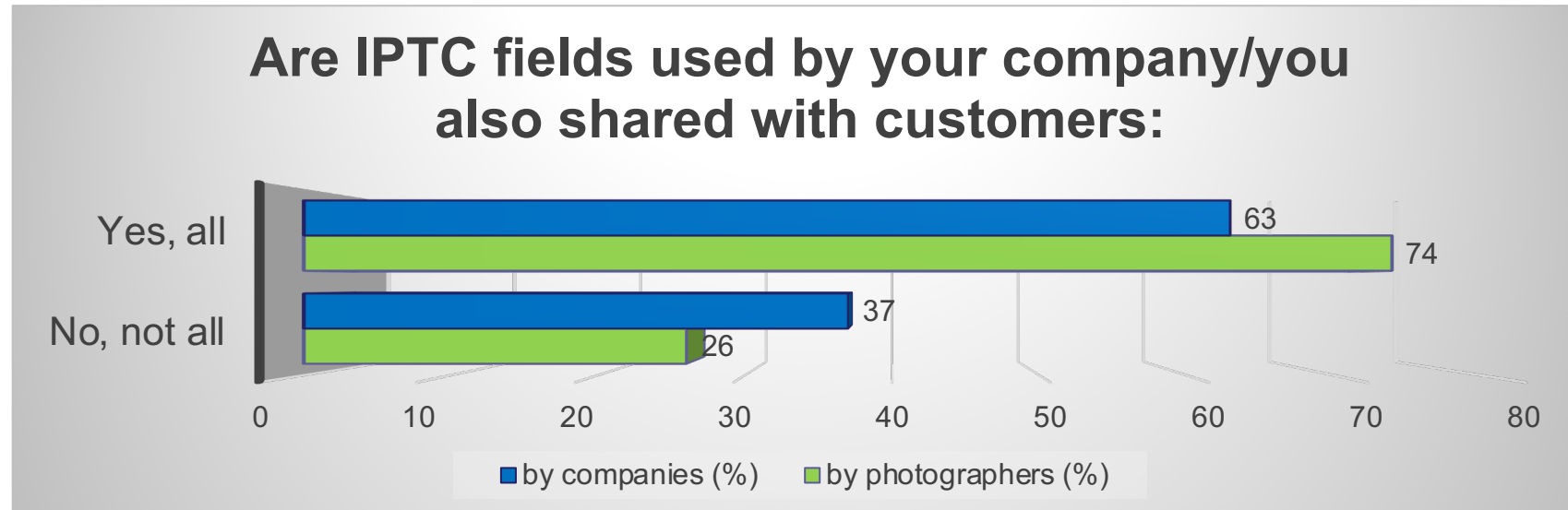# Conclusions b): ranked use of fields

The use of fields is ranked as

1. Free text description of the content (Description/caption, Keywords, Headline)

2. Rights data (Creator, Copyright Notice, Credit, Copyright Owner …)

3. Things shown (locations, persons, objects …)

4. Licensing data (Usage Terms, Web links to rights document, Licensor …)

5. Administrative data (Date Created, Instructions, Job ID, …)

… the same ranking was expressed by companies and photographers, with slightly different rates.

Are fields shared with customers?

Are IPTC fields used by your company/you also shared with customers:

Yes, all — by companies (%): 63, by photographers (%): 74

No, not all — by companies (%): 37, by photographers (%): 26
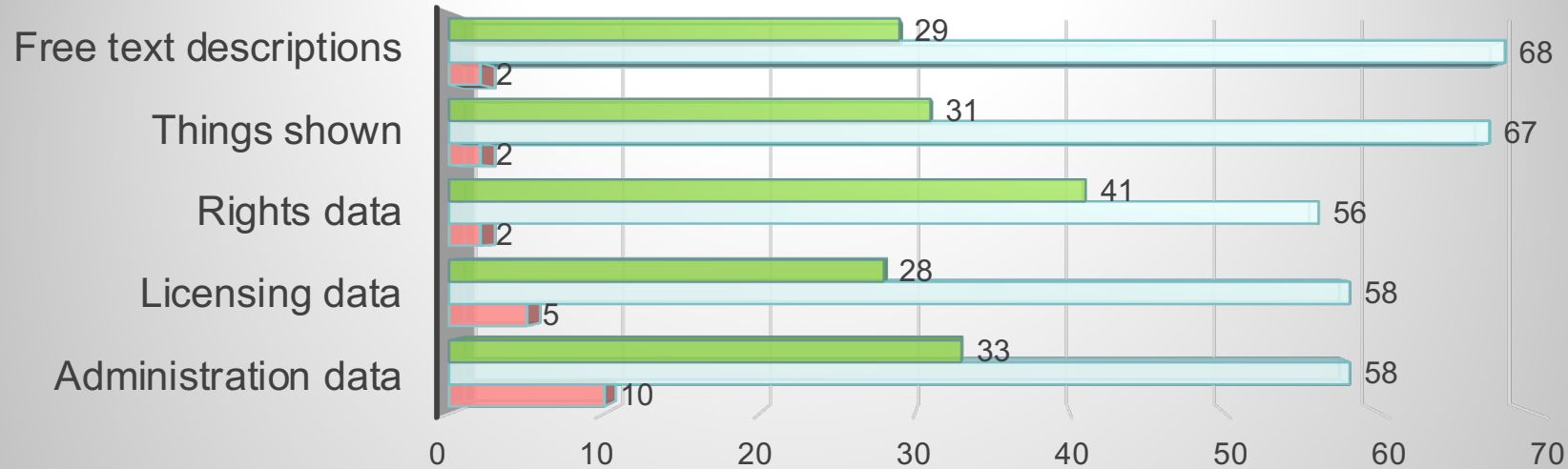
Legend: ■ by companies (%) ■ by photographers (%)

What is
not shared

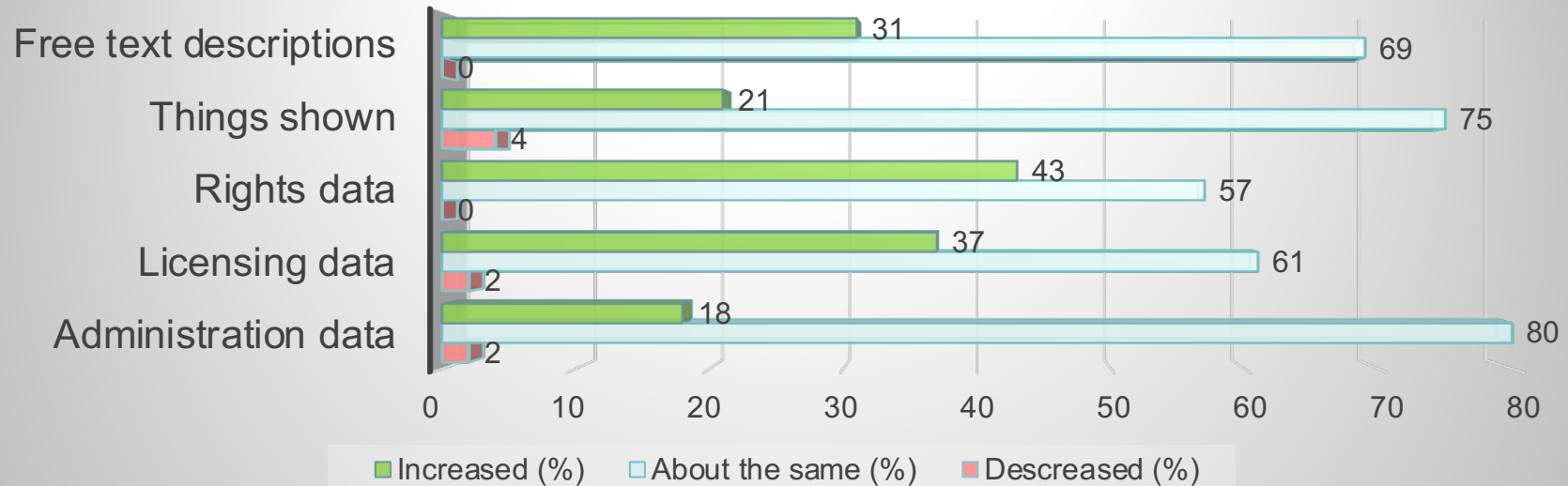Companies: internal administration (accounting, fees, licensing rule), info about the source

Photographers: internal administration data, GPS data and other technical details, "depending on user requirements"

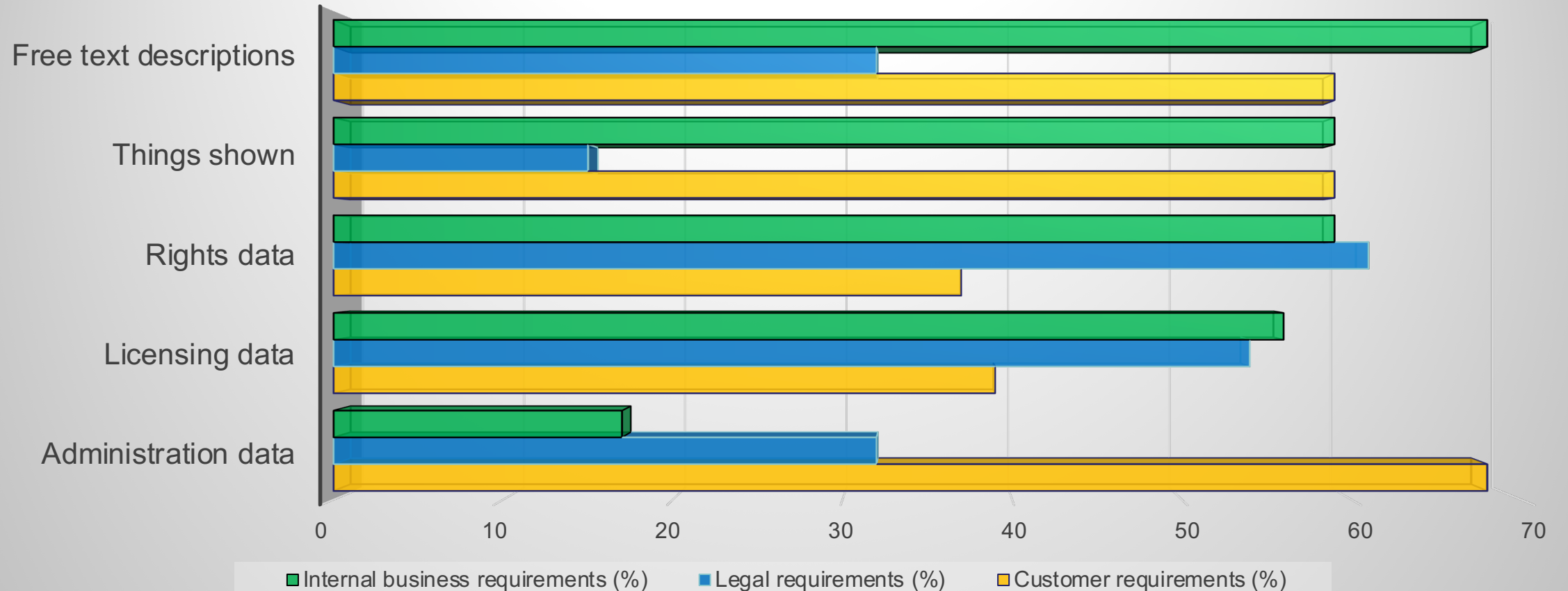# Did the metadata use change in the past years?

Conclusions c): sharing fields and change over time

- 2 out of 3 fields are shared with customers, 1 out of 3 is held back.

- The use of IPTC Photo Metadata is highly stable over time

- Increased use of metadata is a trend

- This trend is lead by an increase of about 40% of rights metadata

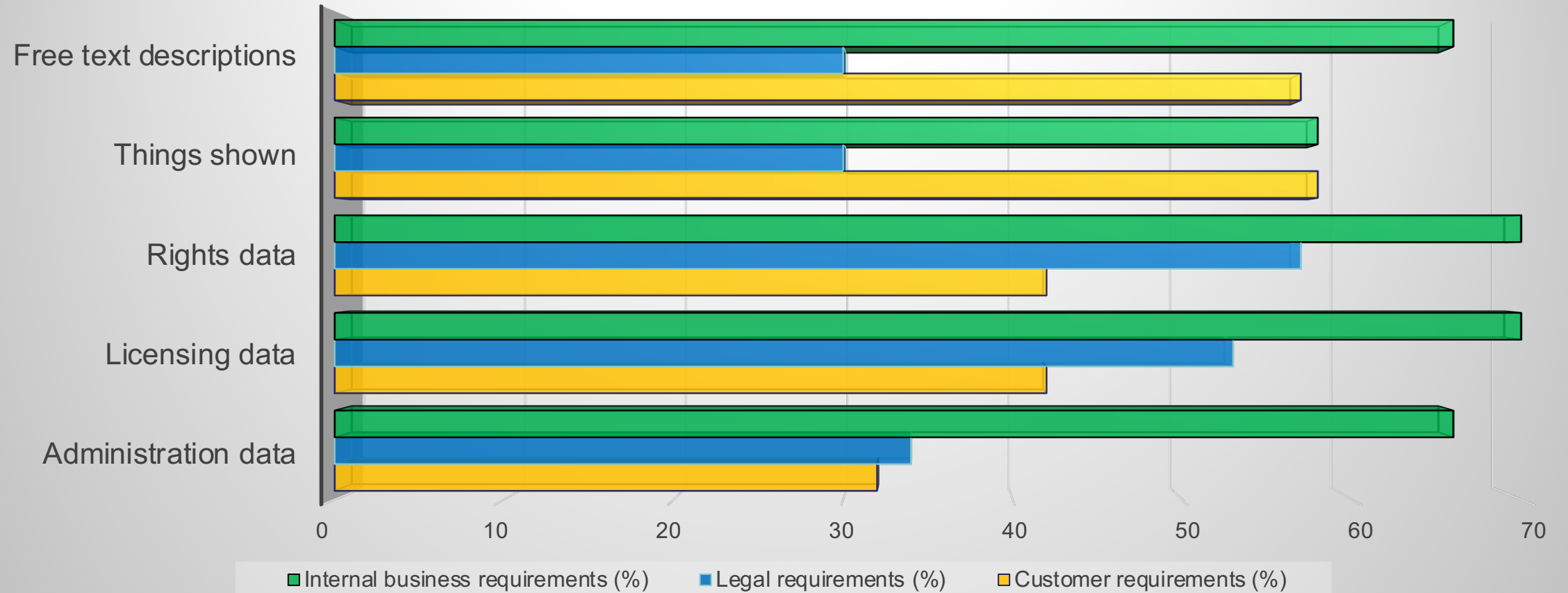This was expressed by companies and photographers.

What drives decisions …

… at companies

| | Internal business requirements (%) | Legal requirements (%) | Customer requirements (%) |

What drives decisions …

… at photographers

Chart categories (top to bottom): Free text descriptions, Things shown, Rights data, Licensing data, Administration data

Legend:
- Internal business requirements (%)
- Legal requirements (%)
- Customer requirements (%)

X-axis: 0, 10, 20, 30, 40, 50, 60, 70

Conclusions d): what drives decisions

❖ To use **free text descriptions** and/or things shown
is driven by 1. business requirements, 2. customer requirements

❖ To use **rights data**
is driven by legal requirements & business requirements

❖ To use **licensing data**
is driven by 1. business requirements, 2. legal requirements

❖ To use **administration data** (by companies)
is driven by 1. customer requirements, 2. legal requirements

❖ To use **administration data** (by photographers)
is driven by 1. business requirements, 2. legal requirements

Dear supplier companies and photographers

Thank you for sharing your use of IPTC Photo Metadata