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# Finally

## **Supplier Wishes and IPTC Plans**

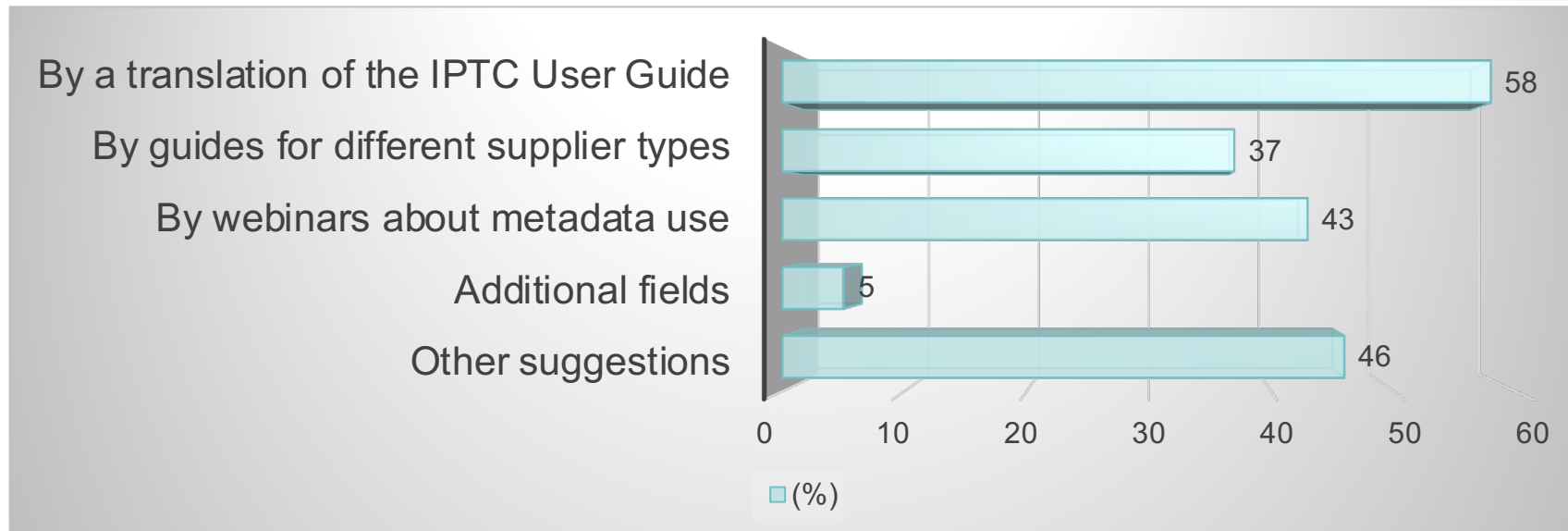
IPTC Photo Metadata Conference 2019

Michael Steidl, Lead Photo Metadata group

6 June 2019, Paris (France)



# How could IPTC help suppliers



## Other suggestions:

- How-to videos – also for amateur photographers
- “Copyright education” webinar/video ... showing a proper use of rights metadata
- Translations: into German and French
- Open source software supporting the use of IPTC Photo Metadata
- Prevent stripping out metadata by technical means



# Conclusions → IPTC Plans

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## Translations:

- IPTC will take this seriously, first steps French, German and Spanish
- IPTC may test automated translations
- IPTC needs native speakers of these languages with a deeper photo metadata knowledge at least as proof-reader.

## Webinars:

- IPTC will consider this – webinars also need a good educational layout

## Additional fields:

- IPTC is working on expressing a region in an image and its metadata

## More:

- IPTC will continue crawling online news websites for embedded metadata
- IPTC tests auto-tagging of images with Artificial Intelligence systems



## Conclusions → what IPTC can't do

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- Detailed guides for using rights metadata
  - rights are different in different countries, IPTC can't list all variations.  
(We recommend consulting a local lawyer or rights expert.)
- Stopping the removal of embedded metadata at a technical level
  - metadata are in a wrapper defined by the technical standard of the image file format (JPEG, DNG, PNG, ...). Such standards could try to stop removing such wrappers – but our technical knowledge tells us: this is very hard.



# Communicate with IPTC

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