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

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

• 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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We are open to any questions and suggestions:
go to iptc.org → About IPTC → Contact us

OR: join this public forum:
https://groups.io/g/iptc-photometadata/