Improving Metadata Creation and Editing

The Survey of Image Suppliers and Software Producers

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How photographers handle metadata

... from previous sources

- ... use embedded metadata ...
  - Yes: 11
  - No: 89

- ... use metadata handed over ...
  - Yes: 33
  - No: 67

- ... delete metadata ...
  - Yes: 5
  - No: 95

- ... edit metadata ...
  - Yes: 44
  - No: 56

I add my own metadata
  - Yes: 100
  - No: 0
How companies handle metadata

... from previous sources

- ... use embedded metadata ...
  - Yes: 82
  - No: 18

- ... use metadata handed over ...
  - Yes: 69
  - No: 31

- ... delete metadata ...
  - Yes: 59
  - No: 41

- ... edit metadata ...
  - Yes: 71
  - No: 29

- We add our own metadata
  - Yes: 98
  - No: 2

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Who works with metadata?

... in companies →

... for photographers →

Artificial Intelligence systems
Automated rule-based software
External human editor(s)
Our human metadata editor(s)
What software is used by image suppliers?

Preferred software
- Adobe Lightroom
- Adobe Photoshop
- Photo Mechanic
- Fotostation
- Adobe Bridge
- Capture One
Image Supplier Survey Conclusions

• The results reflect the different positions in the workflow of photographers and image supply companies
  – Photographers are the starting point and are the principle creators of metadata
  – Companies heavily use metadata from previous sources but also edit and add metadata

• Humans are still the principle producers and editors of metadata
• 1 in 3 companies uses rule based software to create metadata
• 1 in 8 companies uses Artificial Intelligence systems to create metadata
• Single user desktop is still the most widely used type of software – for photographers (of course) but also for companies (those who answered the question)
• Multi-user server-based software is used mostly by companies
• … some companies use software created or adapted for them
Software

From the Software producer survey
- Categories of software covered by the results
- Support for IPTC photo metadata
- How image software systems import and export photo metadata
The 13 survey results cover:

- 65% single user desktop software
- 30% multi-user server-based software
- 5% software library (can be integrated in software products)
### IPTC Photo Metadata support

#### Visible on a user interface

- Supported set of fields
  - IPTC Core (%): ~85%
  - IPTC Extension (%): ~15%

#### Used behind the user interface curtain but highly relevant

- Description of image content
  - Rights fields: ~90%
  - Licensing fields: ~92%
  - Administration fields: ~94%

- Supported metadata format
  - IPTC IIM (%): ~86%
  - ISO XMP (%): ~100%

- Sync metadata values between
  - IIM, XMP, Exif (%): ~42%
  - IIM, XMP only (%): ~52%
Can users decide which IPTC metadata fields are used?

- **Import: yes, they can**
  - 65%

- **Import: no, a fixed set is used**
  - 35%

- **Export: yes, they can**
  - 72%

- **Export: no, a fixed set is used**
  - 35%

- **Export: use of rewriting rules**
  - 65%
Software Support Conclusions

• All software used by photo businesses supports IPTC Photo Metadata.
• IPTC Core fields are fully supported, IPTC Extension fields less so.
• Highest level of support (100%) is for fields describing the content of the image and rights data.
• Most software synchronises metadata values between IIM and XMP formats.
• 65% of image software allows users to select which IPTC fields are imported, 75% allow selection of exported fields …