

Google x IPTC

Meaningful Metadata

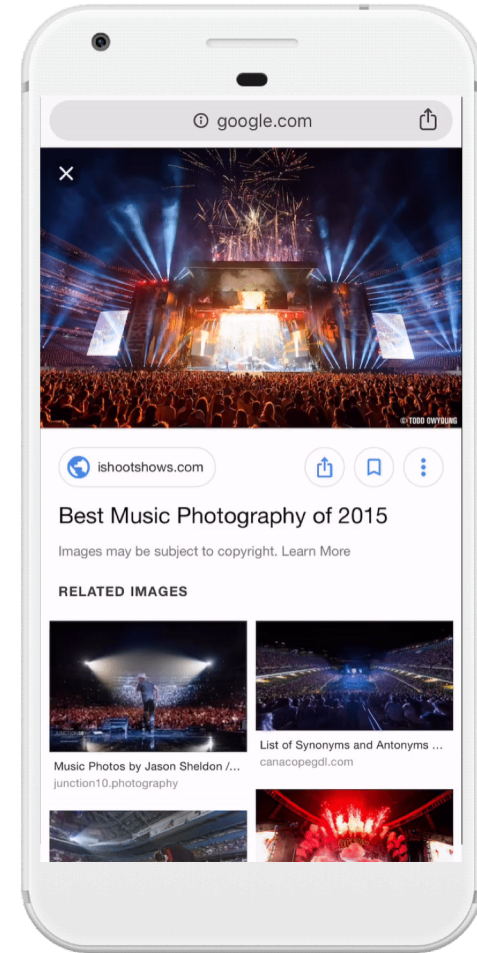


IPTC Analysis & Challenges

- Lack of consist usage of IPTC fields

- Changing and/or removal of metadata

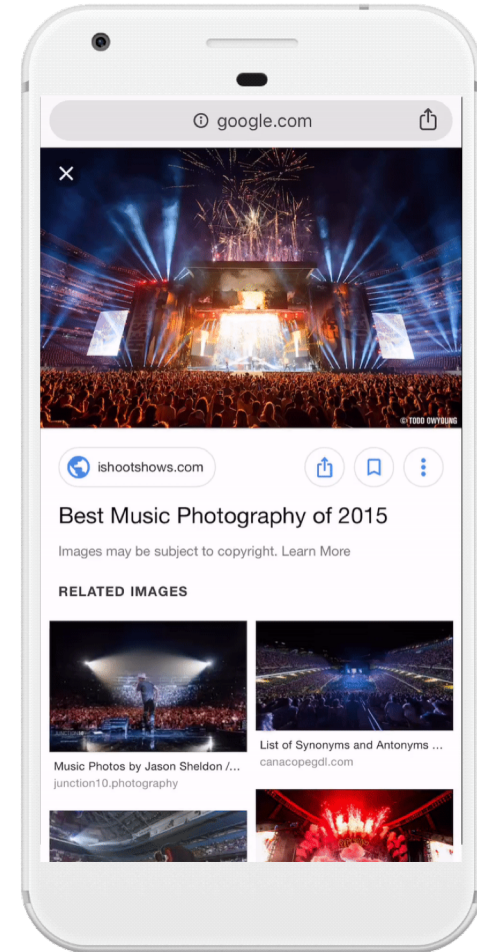
- Many images lack IPTC data



IPTC x Google Images

● Increase public awareness of
Copyright holders

● Promote metadata adoption



Thank You

