Do we still need metadata?

Lúí Smyth, 6 June 2019
CEPIC Paris
1. Use the font weight, type, and sizes described in the templates. If you're pasting text from another doc, choose, edit > paste without formatting.

2. Respect the whitespace. Use the templates in this doc for sizing of spreadsheets and imagery.

Template aspect ratio:
This deck is a 16:9 ratio so it will display full screen on HD displays.

3. Imagery:
Use only authentic imagery. You can find here.

Collections Master List
Some Numbers

1.9 million active customers across 150 countries

650,000 contributors in 100 countries

260 million creative images with 1.7 million new images added every week

40 million editorial images with over 700,000 new images published every month

15 years since the company was founded - a technology teenager!

21 languages supported and many more to follow

1 billion downloads so far, with over 6 downloads every second

$650 million paid to contributors since 2003, thousands of lives changed
Over the past four years, our editorial offering has expanded dramatically. In addition to building our team of award-winning photographers, we’ve teamed up with over **30 global partners**, including:

|--------------|-----------|--------------|------------|-----------|----------------|--------------|------------|----------|
Every Year: Over 6,500 Events with Shutterstock Editorial Photographers

2,500 - UK Sport
1,400 - UK Entertainment
1,400 - US East Coast
550 - US West Coast
750 - Europe Entertainment
Key Metadata Workflows

- **Desk Editing**: Teams of photo editors in London and in Dublin review thousands of incoming images, determine which of the images will be selected for sale, do light photo edit and augment metadata with detailed keywords. Content delivered to customers in 5+ minutes (depending on the content).

- **Field Editing**: During live events, we have team in the field that edits and uploads content, delivering it to the customer in under 5 minutes.

- **Trusted Partners**: Ingestion of selected contributors’ content is automated, uploaded and delivered to customer (with metadata mapped) in under 2 minutes.
Editorial Metadata Flows

- Own Production
- Contributor Production
- Trusted Partners
- Picture Editors Desk
- Automated Parsers
- Master Database
- Customers

IPTC IIM / XMP input

IPTC IIM / XMP output
Not Just a Website - Additional Delivery Channels

**FTP Feeds**
The industry standard for delivery of editorial content.

**Email**
Used for targeted delivery of curated content to known customers.

**APIs**
Used by resellers, market aggregators, and some high-volume customers who want our content to be directly visible in their CMS.

**Sneakernet**
We find ourselves shipping hard-drives of content with surprising regularity, especially when kicking off a major partnership.

**Physical Prints**
We have one high-profile customer which still gets a physical printout delivered weekly with content of interest.

**Physical Archive**
We maintain a substantial warehouse in East London with an archive of 12-15 million negatives and transparencies going back decades - accessible to customers and researchers.
What do we get from metadata?

**Retrievability**
- Keywords
- Description
- Featured Objects
- Featured Entities, Brands, Persons

**Technical Context**
- Camera spec
- Shot settings
- Meta-Metadata

**Content Context**
- Location
- Event Description
- Categorisation
- Image Notes

**Legal Context**
- Licensing / Copyright / Ownership
- Credit Line
- Special Instructions
- Reference Codes
Thank You

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