



How image sharing platforms and social media systems treat embedded photo metadata

The Test Results

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What and how did IPTC test

- We tested systems supporting to share images – with different intentions and under different conditions.
- We **uploaded a test image with a lot of embedded IPTC and Exif metadata**:
 - Were **embedded metadata displayed** at all – and if: **correctly**?
 - Were the highly relevant fields **Caption/description, Creator, Copyright Notice, Credit Line (= the 4Cs)** displayed – and if: correctly?
- Was it possible to save this displayed test image with a (desktop) browser's **SaveAs** function? If yes: are the **metadata still embedded**?
- Does the system have a **Download** function. If yes: image was downloaded and tested if the **metadata are still embedded**



Image sharing platforms – part 1

Systems with a focus on sharing images. With different intentions and under different conditions.

Social Media Site/system	Displays correctly?	Displays 4Cs?	Save As embedded?	Download embedded?
500px web.500px.com	IPTC	IPTC		
Behance www.behance.net			Exif IPTC	
EyeEm eyeem.com			Exif IPTC	
Flickr flickr.com	Exif IPTC	IPTC	Exif IPTC IIM IPTC IIM	Exif IPTC
fotocommunity.de				Exif IPTC
Google Photo photos.google.com	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC

Legend:

Green = results are ok

Yellow = some results are ok





















Red = results are not ok

Grey = could not be tested



Image sharing platforms – part 2

Systems with a focus on sharing images. With different intentions and under different conditions.

Social Media Site/system	Displays correctly?	Displays 4Cs?	Save As embedded?	Download embedded?
ImageSnippets imagesnippets.com	 Exif IPTC	 IPTC	 Exif IPTC	
Instagram instagram.com				
Pexels pexels.com			 Exif IPTC	 Exif IPTC
pixabay pixabay.com			 Exif IPTC	 Exif IPTC
Unsplash unsplash.com			 Exif IPTC	 Exif IPTC

Legend:

Green = results are ok

Yellow = some results are ok

Red = results are not ok

Grey = could not be tested



File and/or message sharing systems

Systems with a focus on sharing files (among them images) or sharing messages. With different intentions and under different conditions.

System	Displays correctly	Displays 4Cs?	SaveAs embedded?	Download embedded?
Dropbox	Grey	Grey	Exif IPTC (Red)	Exif IPTC (Green)
Facebook	Grey	Grey	Exif IPTC IIM XMP (Mixed Green/Red)	Grey
Google Drive	Grey	Grey	Grey	Exif IPTC (Green)
Microsoft OneDrive	Grey	Grey	Exif IPTC (Red)	Exif IPTC (Green)
Twitter	Grey	Grey	Exif IPTC (Red)	Grey

Legend:
Green = results are ok
Yellow = some results are ok
Red = results are not ok
Grey = could not be tested



IPTC Summary

- ❖ IPTC tested 16 systems
- ❖ Most of the systems do not display embedded metadata: only 4 of the systems do
- ❖ Many systems allow to Save As images. A majority of them stripped off embedded metadata.
- ❖ 6 image sharing systems support a function for downloading images. Half of them delivered images without embedded metadata.
- ❖ File sharing systems are good in keeping embedded metadata alive, none of them stripped it off.

See all results at <https://iptc.org/standards/photo-metadata/social-media-sites-photo-metadata-test-results-2019/>