IMAGE ACCESSIBILITY BEHIND THE SCENES
CMS ISSUES AND SOLUTIONS

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CLink Media provides authentication and licensing tools for online content
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[Logos of Content Authenticity Initiative, C2PA, CEPIC]
CONTENT MANAGEMENT SYSTEMS

Relevant Statistics

- CMS powers over 50% of the world’s websites today
- ~78% of the CMS, including WordPress, Drupal and Joomla, are using PHP* programming language
- WordPress market share is ~65% -+ ~ 42% of the world’s websites

Source: https://w3techs.com

* PHP: Hypertext Preprocessor (recursive acronym)
**XMP and PHP**

**IPTC Extension fields** are defined in XMP* format

- Alt Text and Extended Description are XMP fields

**Issue**

- PHP has no native functions for XMP

**Solution**

- Bundle XMP processing library with the CMS running on PHP
  - CLink “wraps” and bundles ExifTool (Perl) libraries with its WordPress plugin

* **XMP**: Extensible Metadata Platform. **ISO standard (16684-1)** since 2012!
IMAGE PROCESSING IN CMS USING PHP

Image Processing Libraries

- **GD** > Part of the PHP library
- **ImageMagick** > Available in multiple programming languages including PHP

Issue

- GD strips the metadata

Solutions

- Use ImageMagick (available on most hosts)
- Rewrite the metadata when GD is used > CLink does this in its WordPress plugin