



The IPTC Photo Metadata (PMD) Interoperability Tests

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PMD Interoperability Tests

What's interoperability?
What is it good for?



The Metadata Sea and its Photo Metadata Bay



The Islands in the Photo Metadata Bay

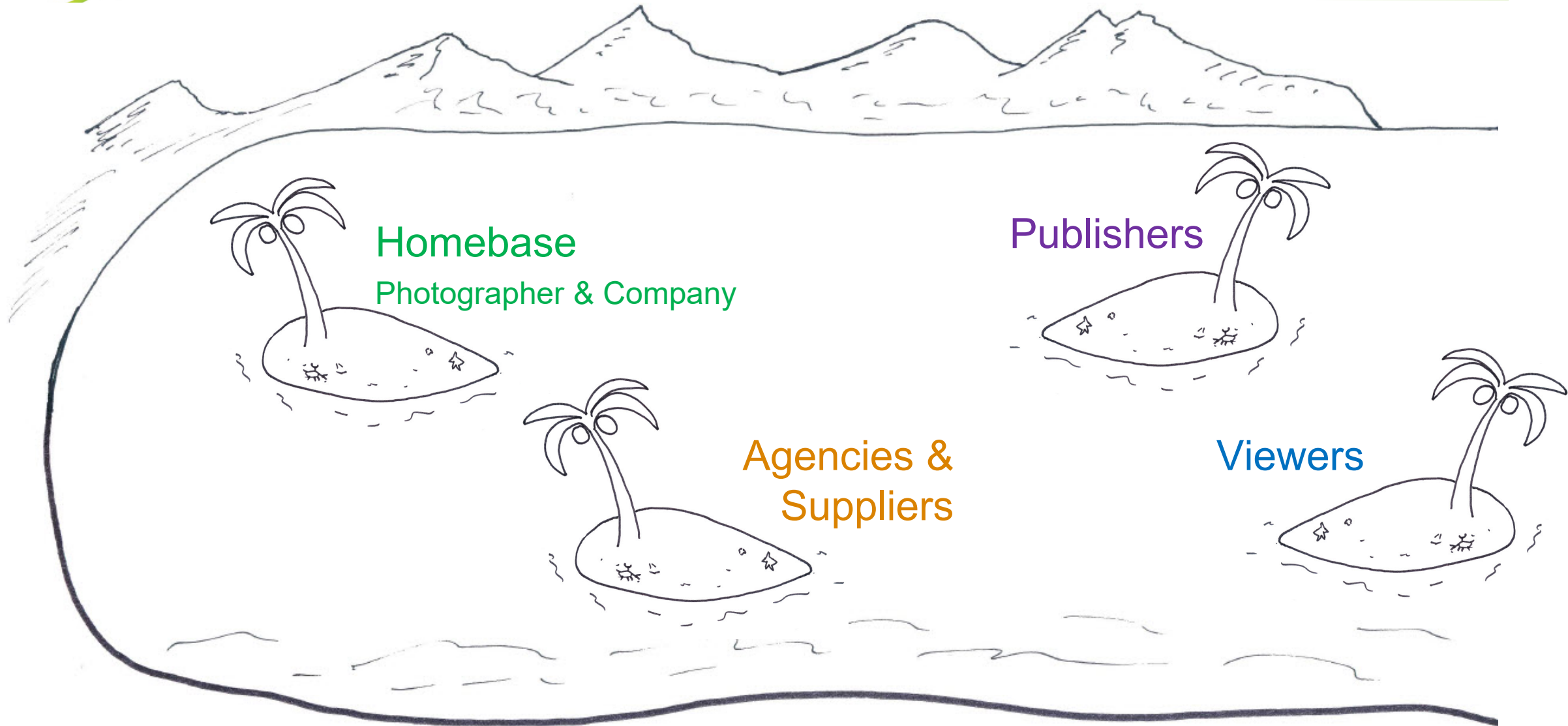
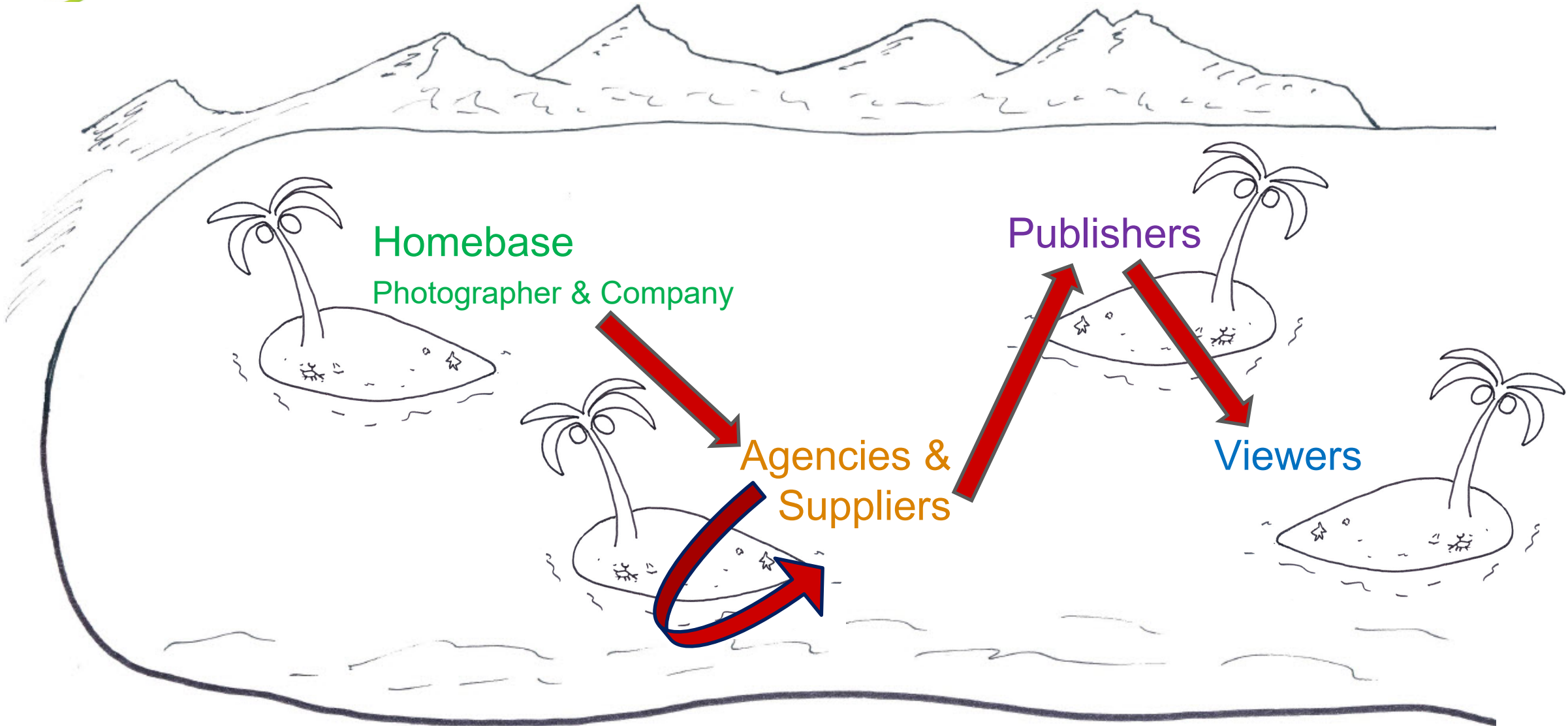
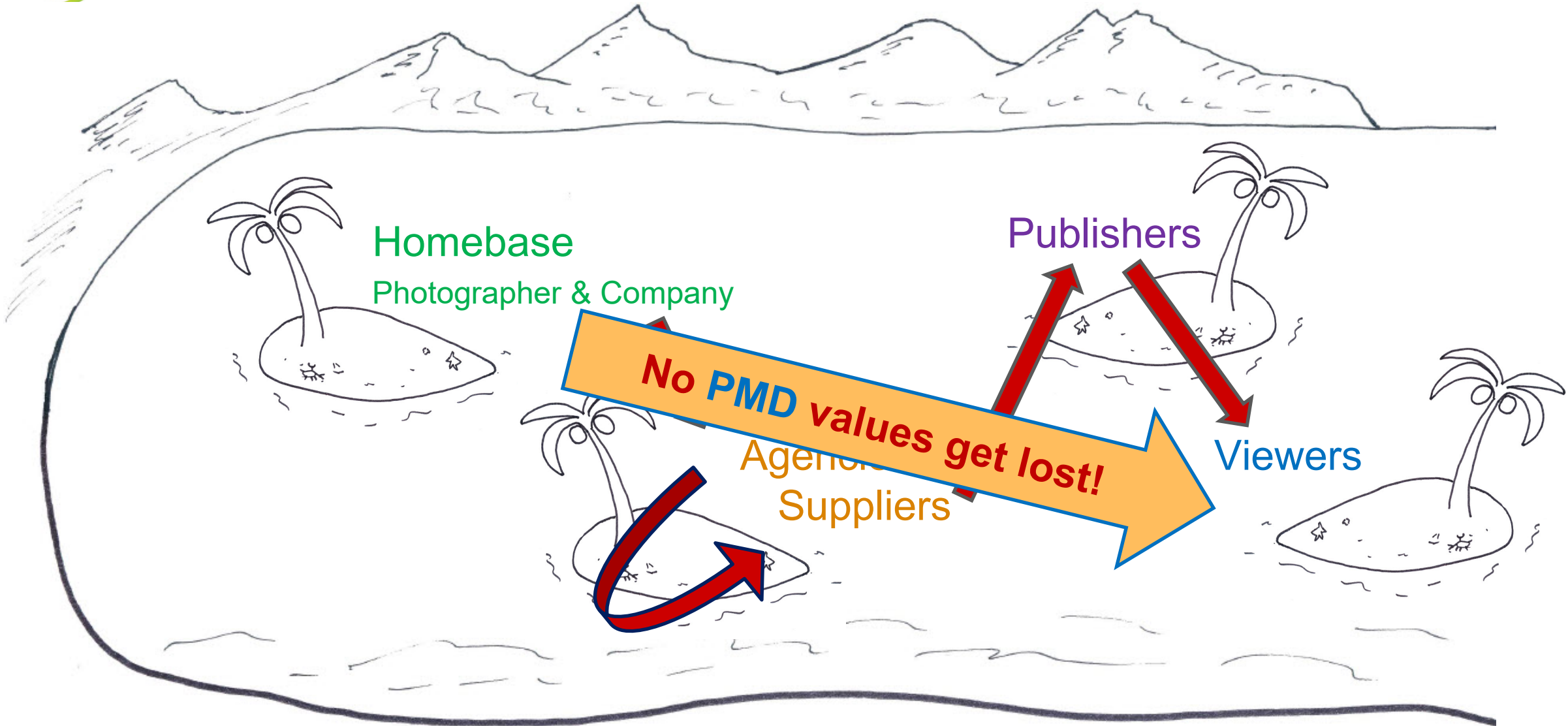


Photo (Metadata) flow



Goal of a PMD flow across islands





The IPTC Photo Metadata Standards stands for ...

- If you record Joan Darcy as the Creator of the image you can expect a party receiving the image is able to get „Joan Darcy is the Creator of the image“
- If you read the value of Date Created you can be sure this is the date of the day (and time) when the image was taken.

The IPTC standard provides means to properly communicate between different parties in a workflow.

To make this happen the parties and the software have to follow the standard!



Warning

Our discussion about accessibility fields was assuming this workflow:

- A photographer or photo agency writes and embeds an Alt Text value into an image file.
- A software generating web pages reads the Alt Text from the image file and embeds it into the HTML

Unfortunately this does not work in all cases!

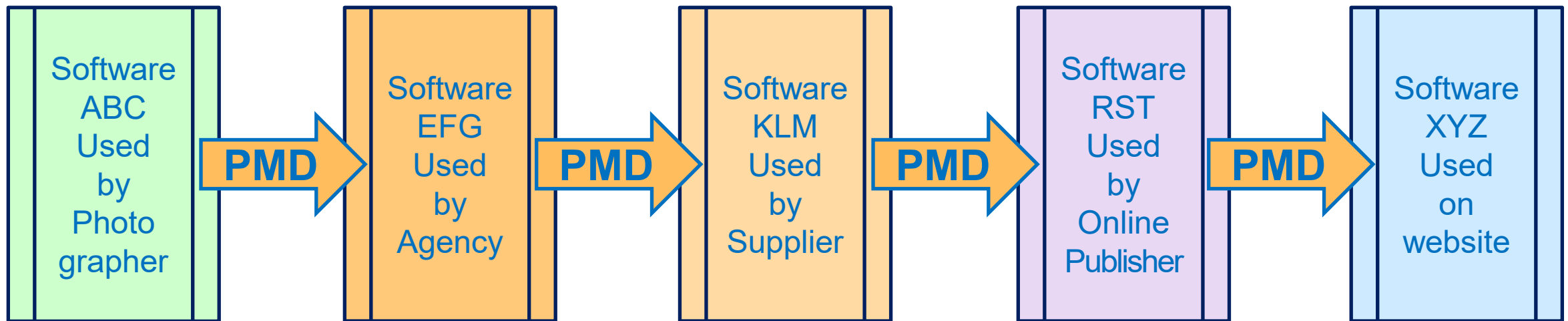
... software generating web pages may not find an embedded Alt Text.



The role of software in the PMD flow

The Challenge software faces:

- Is **ABC** able to embed **PMD** as standardized, giving **EFG** a chance to read it?
- Is **EFG** able to read standardized **PMD**?
- Is **KLM** able to keep **PMD** fields alive it does not know (yet)?



Is **RST** or **XYZ** making image files slim for a fast web delivery...
... and it removes **PMD** without further ado??



IPTC claims: software must be interoperable

Software interoperability means:

- Reading embedded PMD must comply with IPTC (and Exif) specifications
- Read values should be shown with labels aligning with the IPTC definition
- Writing (= embedding) added or edited PMD must comply with the IPTC (and Exif) specs.
- If read metadata property values have not been edited:
the values must not be changed or removed by software – this includes keeping “unknown” properties untouched.

Interoperability = proper communication



IPTC claims what should be the case.

How to check what is the case with your software?



IPTC PMD Interoperability Tests

To verify if a software is interoperable IPTC

- has defined 3 tests and
- with [a rich documentation](#) including step-by-step guides for running the tests.
- and has just launched a web site for running 2 tests online.

IPTC Photo Metadata
Interoperability Tests

The IPTC Photo Metadata Standard is made for describing what an image shows and providing administrative information and copyright data of an im-

The tests:

- Test #1: Do **field labels** align to the IPTC definition of its use?
- Test #2: Does the software **read and write** embedded metadata **correctly**?
- Test #3: **Which IPTC fields are supported** by the software – and which not?



Offline Test #1

1. Load the IPTC Reference Image into the to-be-tested software
2. Compare the labels of the fields with what is shown as value: the IPTC name of the field

There may be:

- Labels being ok
- Labels not telling exactly the same
- Labels completely different (= bad)
- Old IIM fields not supported by IPTC anymore since 2004 (may be misleading)

The screenshot shows a software interface with the following fields and values:

Location:	Sublocation (Core) (ref2019.1)
City:	City (Core) (ref2019.1)
State/Province:	Province/State(Core)(ref2019.1)
Country:	Country (Core) (ref2019.1)
Country code:	R19
Transfer information	
Credits:	Credit Line (ref2019.1)
Source:	Source (ref2019.1)
Header:	The Headline (ref2019.1)
Instructions:	An Instruction (ref2019.1)
Link to origin:	Job Id (ref2019.1)
Urgency:	Undefined

Annotations in the screenshot:

- A green box highlights the top five fields (Location through Country code).
- A yellow box highlights the 'Header:' field.
- A red box highlights the 'Link to origin:' field.
- A purple box highlights the 'Urgency:' field.
- Arrows point from the text on the left to these boxes: green arrow to the green box, yellow arrow to the yellow box, red arrow to the red box, and purple arrow to the purple box.



Online Test #2 & #3 on this brand new site ...

The screenshot shows the IPTC Photo Metadata Interoperability Tests website. At the top left is the IPTC logo. The main heading is "IPTC Photo Metadata Interoperability Tests". Below this is a yellow callout box with the text: "Read about what you can discover with the tests. See [this page](#) for detailed explanations and step-by-step guides for each test." The main content area has a blue background and is titled "Upload your image file and get it checked". Under this title, there is a section "Select your local test image file" with a file selection button labeled "Datei auswählen" and the text "Keine ausgewählt". Below that is a section "Select the test:" with two radio button options: "Test #2: are edited properties saved correctly? Check which properties you have edited below." (which is selected) and "Test #3: which IPTC metadata properties are filled by your software?". Under "Test #2", there is a sub-section "For Test #2 only: which properties are edited?" with six checkboxes: "The Description, also named Caption", "The Keywords", "The Web Statement of Rights, also named Copyright URL", "The Location Created", "The Image Creator", and "The Rights Usage Terms". At the bottom of this section is a green button labeled "Test the Photo Metadata of the Local Image". Below the main content area is another yellow callout box with the text: "For a full list of all the potential IPTC Photo Metadata that can be embedded into an image go to [Get IPTC Photo Metadata](#)". At the very bottom of the page, it says "This service was developed by [NewsIT-M.W.Steidl](#)".

Click on the screen shot to visit the page



... and

Click on the screen shot to visit the page



Get IPTC Photo Metadata ('21) ...

Option A: ... embedded into an image on the web

Enter the URL of the image file:

(If this field is left empty the metadata of the IPTC reference image of the Photo Metadata Standard 2019.1 is shown. This image file comprises all metadata fields defined by that standard.)

Select how the IPTC Photo Metadata fields are shown:

- As single list**, sorted by names
- Grouped by common topics** (General content, persons, locations, ..., rights, licence, administrative issues)
- Selected fields **relevant for photos shown as result by search engines**
- Grouped by the technical formats** used in the image files (**IIM, XMP and Exif**)

An IPTC field is shown ... only if it **has a value** if it **has a value or no value**

Shown field names: **IPTC Photo Metadata Standard** names Field IDs of **XMP, IIM, Exif** - only with "Grouped by the technical formats ..."

Get Photo Metadata of Web Image

Option B: ... embedded into an image uploaded from your computer

Select local image file