Welcome to the
IPTC Photo Metadata Conference
2021

Brendan Quinn, Managing Director, IPTC
4 November 2021
Welcome!

• Second online IPTC Photo Metadata Conference
• We have well over 200 registrants, even more than last year!
• This is the 15th Conference – the event has been running every year since 2007
• Thanks to CEPIC for hosting our conferences up to 2019
  – Hopefully we will be back with them next year
What is IPTC?

• The global technical standards body of the news media
• We are an open, non-partisan, non-political organisation dedicated to promoting interoperable standards and best practices in the news and media industries
• We are a registered non-profit organisation funded by member subscriptions
Established in 1965, IPTC started off as a group of press agencies formulating technical standards with vendors on behalf of the news industry.

In a new age of satellites and electronic facsimile, there were many opportunities to create standards to ease business-to-business communications for distribution of news content.
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What does IPTC do?

Standards

- News distribution and production: NewsML-G2, SportsML, ninjs, rNews, IPTC7901
- Photo Metadata Standard, Video Metadata Hub
- IPTC NewsCodes (including Media Topics)
- RightsML

Events

Software development

Partnerships and advocacy

Knowledge sharing and collaboration
What does IPTC do?

Standards

Events

- IPTC Member Meeting – 3 days, 2x per year
  (2020 & 2021 virtual, 2019 in Lisbon and Ljubljana, 2018 in Athens and Toronto)
- Photo Metadata Conference (in association with CEPIC)
- Special events such as Rights Day, Video Day, members-only and public webinars

Software development

Partnerships and advocacy

Knowledge sharing and collaboration
What does IPTC do?

Standards

Events

Software development

• Create or commission or own tools: EXTRA rules-based classifier, GetPMD photo metadata tool
• Work with open source developers and commercial software vendors to help them implement our standards: Adobe, exiftool, FotoWare, SourceFabric, Glide etc

Partnerships and advocacy

Knowledge sharing and collaboration
What does IPTC do?

**Standards**

**Events**

**Software development**

**Partnerships and advocacy**

- Work with other standards groups and industry groups: ISO, W3C, OASIS, CIPA / EXIF
- Work with platforms to help them implement our standards: Google, Content Authenticity Initiative
- Work on industry initiatives: Trust Project, Journalism Trust Initiative, C2PA etc

**Knowledge sharing and collaboration**
What does IPTC do?

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- Members learning from each other’s work (and from their mistakes!)
- Collaborative projects between members
- Learning about the state of the art in media technology and related issues
Our voting members

Special thanks to our Voting Members who pay for more than one Contributory Unit
Our associate members

- Agencia EFE Spain
- ATC - Athens Technology Center Greece
- BVPA Germany
- CBC / Radio Canada, Canada
- CEPIC Europe
- Cision (PR Newswire) UK
- DeFodi Images Germany
- DPP Digital Production Partnership United Kingdom
- EBU - European Broadcasting Union Europe
- epa - European Pressphoto Agency Europe
- ETX Studio France
- Fingerpost UK
- FotoWare Norway
- iMatrics Sweden
- JIS - Jozef Stefan Institute Slovenia
- Keystone SDA Switzerland
- KNA - Kath. Nachrichten-Agentur Germany
- Lusa Portugal
- Mainstream Data USA
- MENA Egypt
- Microstockssolutions LLC USA
- NTB - Norsk Telegrambyrå Norway
- Profium Finland
- PUBLISH, Inc South Korea
- Sourcefabric Czech Republic
- Spotlight Sports Group UK
- STA - Slovenian Press Agency Slovenia
- TASS Russia
- XML Team Solutions USA
- Yuanben China

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Our startup members

Special membership category open to small companies before they become profitable. Launched in late 2020.
Our Individual and Honorary Members

• Individual members:
  – Alison Sullivan USA
  – Bill Kasdorff USA
  – Honor Craig-Bennett UK
  – Linda Burman Canada
  – Pam Fisher UK
  – Paul Kelly Canada
  – Rohan Jayasekera UK
  – Trond Huso Norway
  – Tracie Mitchell UK

• Honorary members:
  – Klaus Sprick Germany
  – Peter Müller Switzerland
  – Michael Steidl Austria
  – Stéphane Guerillot France
We are proud to have a global membership
Today’s agenda – in brief

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Accessibility tips

- We have activated Live Closed Captioning in Zoom
- Speakers, don’t forget to introduce yourself verbally
- If you play videos, please turn on captioning feature on YouTube etc
- Try not to assume that everyone can see your slides – be descriptive
- When several people are speaking, please state your name when it’s your turn to talk
- Most presentations are now available on the event page:
  - https://iptc.org/events/photo-metadata-conference-2021/
Video recordings of sessions

- We are taking video recordings of sessions at this meeting.
- Videos will be made available on our site 1-2 weeks after the meeting has ended.
- Videos will also include captions (auto-generated, lightly edited).
- But please do stay for the live sessions! You can ask questions, make comments, participate in the text chat.
New Accessibility Properties in
IPTC Photo Metadata Standard 2021.1

David Riecks

Co-lead
IPTC Photo Metadata Working Group
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Co-lead

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C2PA: Verifiable Credibility metadata in images and video

Santiago Lyon

Head of Advocacy and Education, Content Authenticity Initiative (Adobe)
Wrapping up

• Thanks very much to all speakers and attendees!

• Please stay in touch:
  – Join the public IPTC Photo Metadata discussion list: groups.io/iptc-photometadata
  – Sign up for our occasional newsletter, “Friends of IPTC”
  – Please consider joining IPTC!