



# **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 15<sup>th</sup> 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

**WEBINARS** >

**MEETINGS** v

- Photo Metadata Conference 2021
- Autumn Meeting 2021
- Spring Meeting 2021
- Autumn Meeting 2020
- Photo Metadata Conference 2020
- Spring Meeting 2020
- Autumn Meeting 2019
- Photo Metadata Conference 2019
- Spring Meeting 2019
- Autumn Meeting 2018
- Photo Metadata Conference 2018
- Spring Meeting 2018
- Autumn Meeting 2017
- Photo Metadata Conference 2017
- Spring Meeting 2017
- Video Day 2016
- Autumn Meeting 2016
- Summer Meeting 2016
- Photo Metadata Conference 2016
- Spring Meeting 2016
- 50th Anniversary 2015

**IPTC Photo Metadata Conference**

**IPTC Photo Metadata Conference 2021:**  
Accessibility, Interoperability and Authenticity

**Thursday 4 November 2021: 1500 – 1900 UTC**

This year's Photo Metadata Conference will again be held virtually, and is free for anyone to attend.

**Register now to attend for free!**

Time	Session and speaker
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# 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

A blue banner with white and green text and graphics. At the top, it says 'Digital News, Enabled.' in large white font. Below that, in smaller white font, it says 'The IPTC is the global standards body of the news media. We provide the technical foundation for the news ecosystem.' There are two green buttons with white text: 'OUR STANDARDS' and 'FOR DEVELOPERS'. Below these are three circular icons: a photo of a document, a play button on a green screen, and a network diagram. Under each icon is a label: 'Photo Metadata', 'Video Metadata Hub', and 'Media Topics'.

**Digital News, Enabled.**

The IPTC is the global standards body of the news media. We provide the technical foundation for the news ecosystem.

OUR STANDARDS FOR DEVELOPERS

Photo Metadata Video Metadata Hub Media Topics



# IPTC History – where we've come from

- 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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# IPTC History – where we've come from

- In the 1980s, we started work on the “Digital Newsphoto” standard along with the American Newspaper Publishers Association (ANPA)
- In the 1990s, this became the “IPTC - NAA Digital Newsphoto Parameter Record”, part of the IPTC-NAA Information Interchange Model

**I.P.T.C.**  
International Press Telecommunications Council

**Members**

A.E.A.P. Alliance Europeennes des Agences de Press  
A.N.P.A. American Newspaper Publishers Association  
C.P.U. Commonwealth Press Union  
F.I.E.J. Federation Internationale des Editeurs de Journaux  
E.P.U. European Photo-Agencies Union  
A.P./C.P./U.P.I. Joint Committee of Associated Press, Canadian Press, United Press International

**I.P.T.C.**  
International Press Telecommunications Council

**LINK UP M**  
**HIST**  
**50,000 miles**

THE first ever inter-continental transmission by satellite and cable was successful. This dramatic demonstration from the 1st Annual Conference of the International Press Telecommunications Council (IPTC) is a landmark event. The IPTC, as an organisation, was involved in planning and carrying out the demonstration. The participants included the American Association of Newspaper Publishers (A.N.P.A.); the Canadian Overseas Telecommunications Press Association; I.T. & T. World Council; and the El Mundo newspaper of San Juan. At 0700 hours G.M.T. on October 17, a 48 kHz circuit was made available to the London Daily Express for the transmission of its front page from London to San Juan using Muirhead equipment. The page fax signal travelled nearly 50,000 miles via Early Bird.

The route: From the Daily Express picture transmission department in London to the Muirhead equipment in London, then via satellite to the Muirhead equipment in San Juan, and finally to the El Mundo newspaper.

**IPTC NEWS**  
Published by the International Press Telecommunications Council

No. 64  
June 1987

## PHOTO FORMAT PROPOSAL

The Digital Newsphoto Working Party has produced draft proposals for a digital newsphoto format.

They are embodied in a document titled *Encoding principles for Picture Representation in a 7/8 bit Environment, and are printed below.*

The proposals are to go before the IPTC Council meeting at Las Vegas in June to be presented there also to ANPA which is starting to study the same subject.

The document describes a standardised representation of a digital newsphoto at the application level in a computer environment.

This representation is independent of the actual hardware and software environment in which the application runs. Data transfer between applications is accomplished by lower level processes which are, of necessity, specific to the transfer medium employed and hence are external to this definition.

The newsphoto representation consists of a collection of DATASETS or FILES, subdivided into FIELDS or RECORDS which collectively describe the attributes and content of a newsphoto.

The following DATASET types are defined — others may be added in the future.

Each DATASET comprises a number of RECORDS, each having a unique TAG to identify the parent DATASET, the current FIELD and a Byte-count for that Field, and to form a separation between Fields.

By this means the identity of each Field is uniquely established. New Datasets or Fields can then be added in future.

The TAG identifying each Field will consist of five binary octets as follows:-

Byte 1. HEX 1C (Ascii FS1)  
Byte 2. A binary number indicating the parent Dataset (as shown above).  
Byte 3. A binary number indicating the Field (as detailed below).  
Bytes 4/5. A binary Byte-count of the Field.

Applications are required to support all non-optional Fields or Sub-Fields in each Dataset. Applications are permitted to ignore optional or newly defined Fields which they are unable to support.

TAGS as shown in the following Format indicate the composition where known, and where variable are shown as "X".

A TAG associated with an omitted optional Field is also omitted.

**1. Transfer parameters — PREHEADER**

Computer originated information intended for use by a recipient device to verify transmission integrity and to determine further automatic processing or routing of the newsphoto.

**2. Editorial information — HEADER**

Manually inserted information relating to the editorial definition of the newsphoto, including a textual description of the newsphoto (caption), for both computer and human readability, using the ISO 8859 Latin alphabet Nos. 1 or 2.

**3. Encoding details — PHOTO PARAMETERS**

Computer originated information describing the factors involved in digitising the newsphoto, required by any device which needs to reprocess the newsphoto.

This Dataset has been formatted with the intention of complying as far as possible with a future ISO standard and will be represented in a binary form.

The application process is assumed to be error-free and the lower-layer processes are responsible for maintaining data integrity.

The application process supports procedures/calls to communicate via lower-layer procedures and to permit the transfer of data between applications.

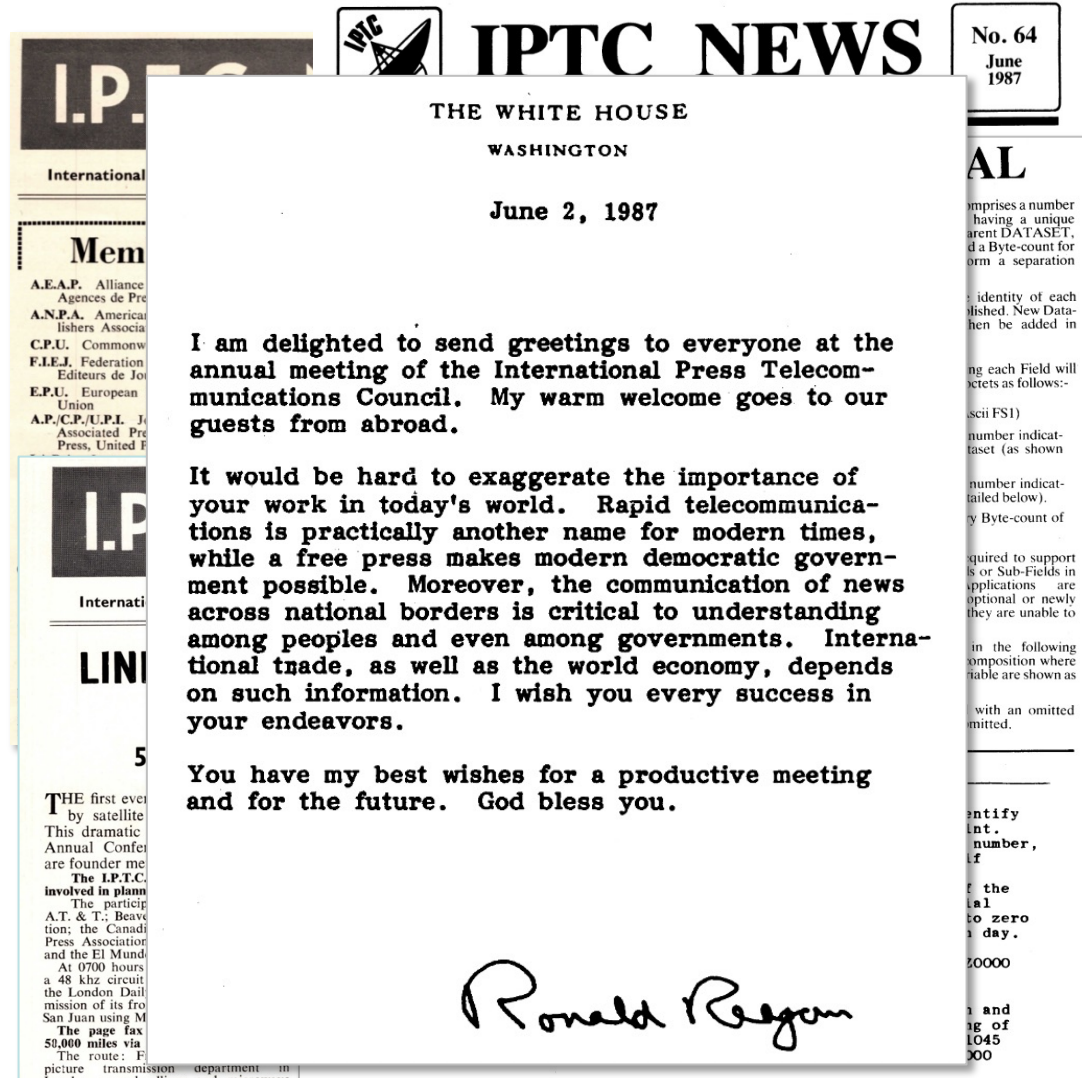
FIELD	DESCRIPTION	CONTENTS	REMARKS
1.1	CIRCUIT IDENTITY SEQUENCE NUMBER	FS1 1 1 0 0 8 4 ALPHA CHARACTERS 4 NUMERICS	A MANDATORY FILE A unique code to identify the transmission point. A sequential serial number, with leading zeros if necessary. At the discretion of the originator, the serial numbers can revert to zero at the start of each day. Eg. AFPW0025 Default value - ZZZZ0000
1.2	TIME OF TRANSMISSION	FS1 1 2 0 6 6 MANDATORY NUMERICS	A MANDATORY FIELD The day of the month and time of the beginning of transmission. Eg.071045 Default value - 000000
1.3	TIME ZONE	FS1 1 3 0 3 3 ALPHA CHARACTERS	AN OPTIONAL FIELD Eg. GMT
1.4	MONTH	FS1 1 4 0 3 3 ALPHA CHARACTERS	AN OPTIONAL FIELD Eg. JAN
1.5	YEAR	FS1 1 5 0 2 2 NUMERICS	AN OPTIONAL FIELD Eg. 87





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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?

Standards

Events

Software development

Partnerships and advocacy

Knowledge sharing and collaboration

- 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

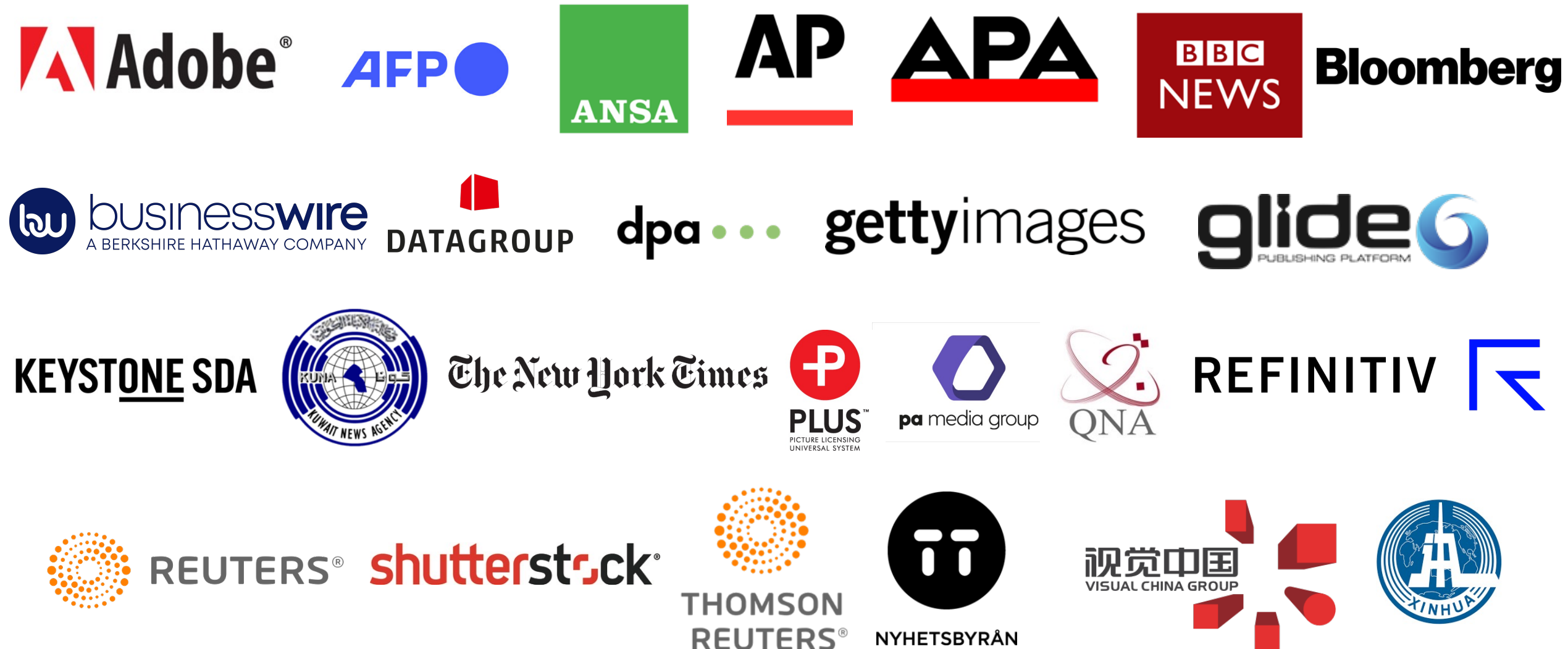
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Special thanks to our Voting Members who pay for more than one Contributory Unit



# Our voting members





# Our associate members

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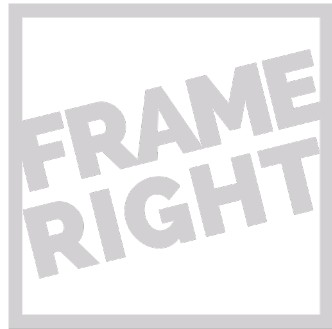
- [Agencia EFE](#) Spain
- [ATC - Athens Technology Center](#) Greece
- [BVPA](#) Germany
- [CBC / Radio Canada](#), Canada
- [CEPIC](#) Europe
- [Cision \(PR Newswire\)](#) UK
- [DeFodi Images](#) Germany
- [DPP Digital Production Partnership](#) United Kingdom
- [EBU - European Broadcasting Union](#) 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
- [Microstocksolutions 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



# Our startup members

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Special membership category open to small companies before they become profitable. Launched in late 2020.



[Frameright](#)



[IMATAG](#)



[Metadata Authoring Systems](#)



**JournalList**

[JournalList \(trust.txt\)](#)



[Scribely](#)





# Our Individual and Honorary Members

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- Individual members:

- Alison Sullivan USA
- Bill Kasdorf USA
- Honor Craig-Bennett UK
- Linda Burman Canada
- Pam Fisher UK
- Paul Kelly Canada
- Rohan Jayasekera UK
- Trond Huso Norway
- Tracie Mitchell UK

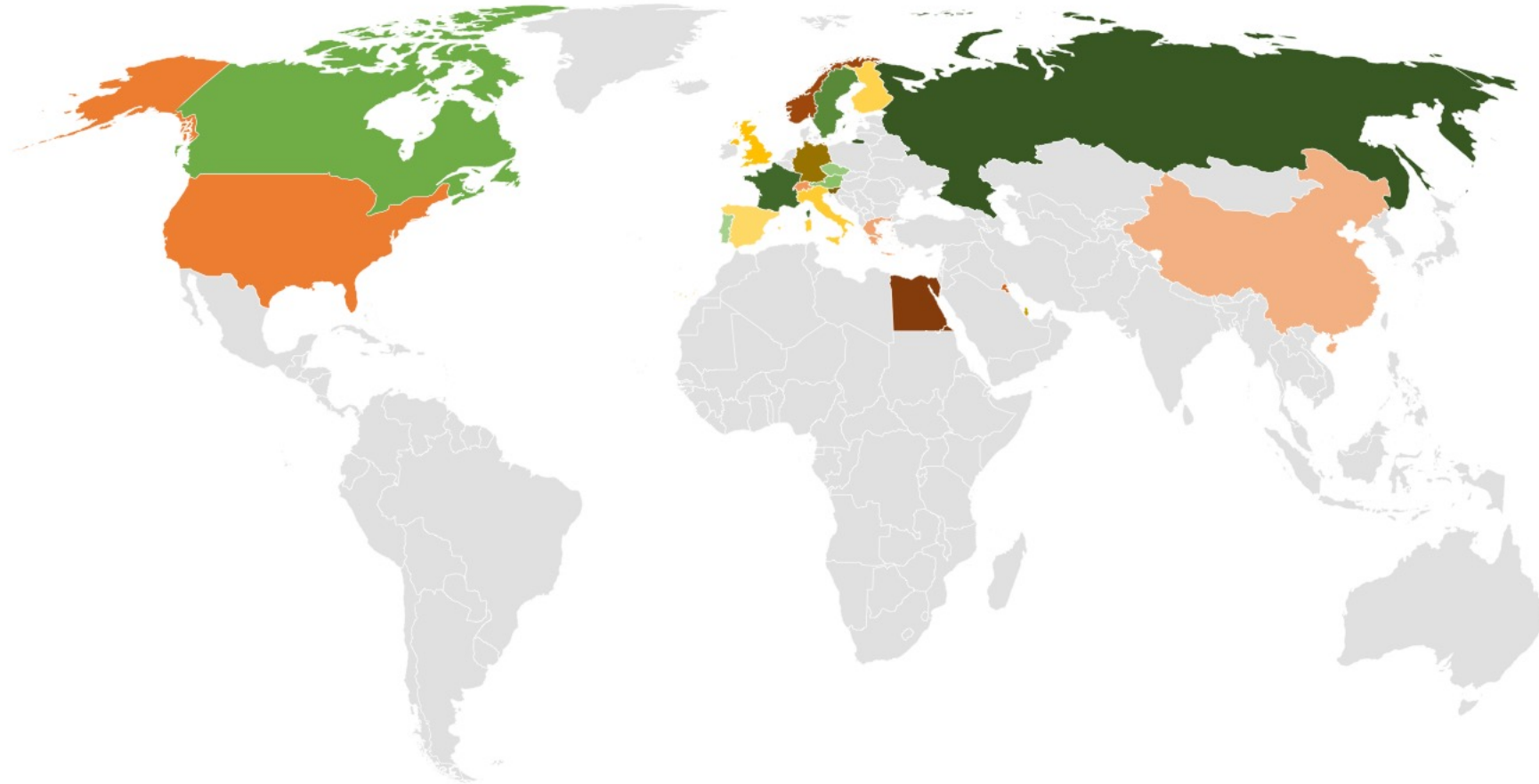
- Honorary members:

- Klaus Sprick Germany
- Peter Müller Switzerland
- Michael Steidl Austria
- Stephane Guerillot France



# We are proud to have a global membership

IPTC Members by Country





# Today's agenda – in brief

Time	Session
15.00 – 15.05 UTC	Intro and welcome
15.05 – 15.15 UTC	New accessibility properties in IPTC Photo Metadata Standard 2021.1
15.15 – 15.45 UTC	What Does an Image Sound Like? How to Navigate the Web Using Assistive Technology
15.45 – 16.45 UTC	Making Images Accessible Across Industries: How Does it Work and What's Next?
16.45 - 17.15 UTC	Image Accessibility Behind the Scenes: Metadata, DAMs, and Workflows
17.15 – 18.00 UTC	Introducing the IPTC Photo Metadata Interoperability Tests
18.00 – 18.55 UTC	C2PA: Verifiable Credibility metadata in images and video
18.55 – 19.00 UTC	Wrap-Up and close



# Today's agenda – in detail (I)

Time	Session
15.00 – 15.05 UTC	Intro and welcome – Brendan Quinn, Managing Director, IPTC
15.05 – 15.15 UTC	New accessibility properties in IPTC Photo Metadata Standard 2021.1 <b>David Riecks, co-lead of the Photo Metadata Working Group, IPTC</b>
15.15 – 15.45 UTC	What Does an Image Sound Like? How to Navigate the Web Using Assistive Technology <b>Sam Joehl, Level Access</b>
15.45 – 16.45 UTC	Making Images Accessible Across Industries: How Does it Work and What's Next? <b>Kate Sherwood, Smithsonian</b> <b>Cailin Meyer, Smithsonian</b> <b>Rebecca Snyder, Smithsonian</b> <b>Rachel Comerford, Macmillan Learning</b> <b>Jon Sasala, Morey Creative Studios</b> Moderator: <b>Caroline Desrosiers, Founder &amp; CEO, Scribely</b>





# Today's agenda – in detail (2)

Time	Session
16.45 - 17.15 UTC	Image Accessibility Behind the Scenes: Metadata, DAMs, and Workflows  <b>Andrew Kirkpatrick, Director of Accessibility, Adobe</b> <b>Margaret Warren, ImageSnippets</b> <b>Janos Farkas, CLink Media</b> Moderator: <b>David Riecks, co-lead of the Photo Metadata Working Group, IPTC</b>
17.15 – 18.00 UTC	Introducing the IPTC Photo Metadata Interoperability Tests  <b>Michael Steidl, co-lead of the Photo Metadata Working Group, IPTC</b>
18.00 – 18.55 UTC	C2PA: Verifiable Credibility metadata in images and video  <b>Santiago Lyon, Adobe / Content Authenticity Initiative</b>
18.55 – 19.00 UTC	<b>Wrap-up and close</b>



# Accessibility tips

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- 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





# 15.05 – 15.15 UTC

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*New Accessibility Properties in  
IPTC Photo Metadata Standard 2021.1*

**David Riecks**

Co-lead

**IPTC Photo Metadata  
Working Group**







# 15.15 – 15.45 UTC

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*What Does an Image Sound Like?*  
*How to Navigate the Web Using Assistive Technology*

**Sam Joehl**  
**Level Access**





# 15.45 – 16.45 UTC

## *Making Images Accessible Across Industries: How Does it Work and What's Next?*



Kate Sherwood  
Smithsonian



Cailin Meyer  
Smithsonian



Rebecca Snyder  
Smithsonian



Rachel Comerford  
Macmillan Learning



Jon Sasala  
Morey Creative Studios

Moderator: Caroline Desrosiers, Founder & CEO, Scribely



# 16.45 – 17.15 UTC

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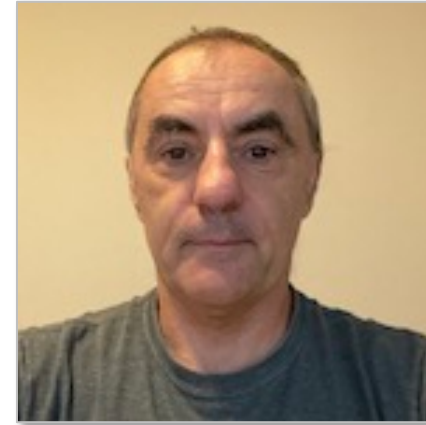
## *Image Accessibility Behind the Scenes: Metadata, DAMs, and Workflows*



Andrew Kirkpatrick  
Adobe



Margaret Warren  
ImageSnippets



Janos Farkas  
CLink Media

Moderator: David Riecks, co-lead, IPTC Photo Metadata Working Group



# 17.15 – 18.00 UTC

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## *Introducing the IPTC Photo Metadata Interoperability Tests*

**Michael Steidl**

Co-lead

**IPTC Photo Metadata  
Working Group**







# 18.00 – 18.55 UTC

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*C2PA: Verifiable Credibility  
metadata in images and video*

**Santiago Lyon**

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



Image credit: Scott Braut





# 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](https://groups.io/iptc-photometadata)
  - [Sign up for our occasional newsletter](#), “Friends of IPTC”
  - Please consider [joining IPTC](#)!

The screenshot displays two overlapping web pages. The background page is the 'iptc-photometadata@groups.io' public forum, featuring a header with the Groups.io logo and a large image of a savanna landscape with elephants. The foreground page is the IPTC website, showing a navigation bar with links for STANDARDS, NEWS, EVENTS, PARTICIPATE, and ABOUT IPTC, along with a LOGIN/JOIN button. The main content area includes a section for the 'Friends of IPTC' newsletter, which describes the newsletter's purpose and provides a sign-up form with fields for Email Address, First Name, Last Name, and Company/Organisation. The form also includes a checkbox for 'I agree to receive the newsletter' and a 'SIGN UP' button.