

IPTC Photo Metadata (PhMd) Standard 2014 Overview & New Properties

Photo Metadata Conference 2015

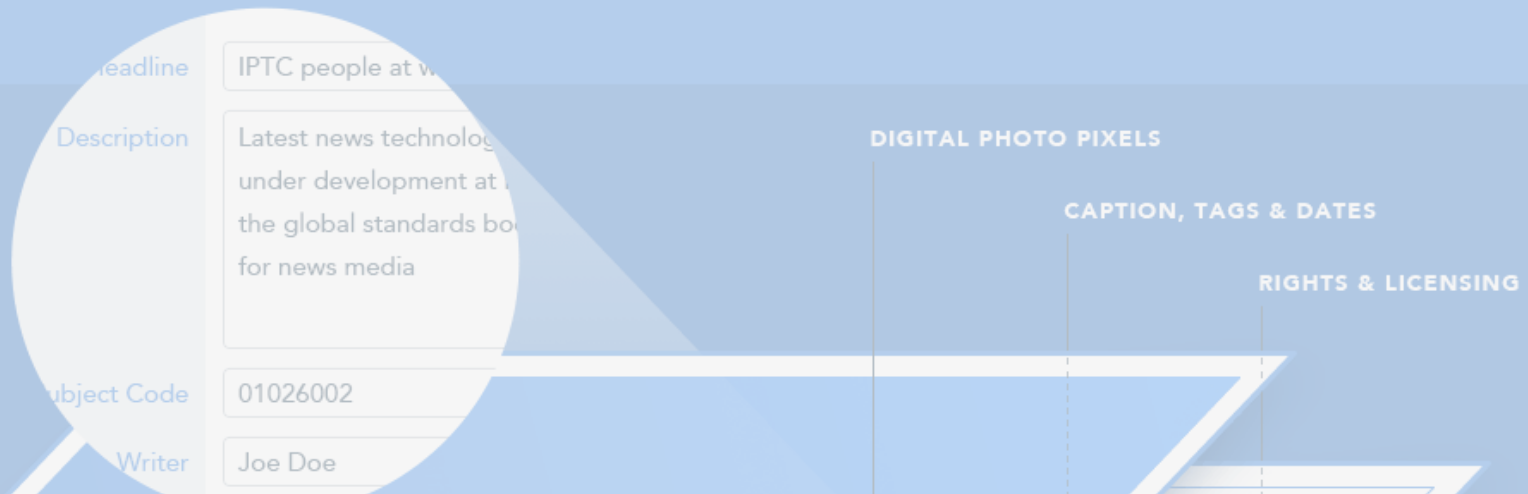
Warsaw, Poland

Michael Steidl (IPTC)

Sarah Saunders (CEPIC)



IPTC PhMd: what is it good for ?



IPTC Photo Metadata sets the industry standard for administrative, descriptive, and copyright information about images.

This way it enables a flawless, interoperable exchange of metadata ...

... if the users comply with the specification 😊

IPTC PhMd Standard: what is that exactly?

The IPTC Photo Metadata Standard defines

- A **set of fields** holding a value (IPTC Core, Extension)

... looking like

▼ IPTC Core	
Creator	Michael W. Steidl
Creator: Job Title	
Headline	IPTC delegates at work. Autumn Meeting 2015 discusses machine readable rights expressions
Description	IPTC Autumn Meeting 2014 in Frankfurt/Main, Germany.
Keywords	IPTC; news; technology; metadata
IPTC Subject Code	01026002
Description Writer	MWS
Date Created	21.10.2014, 08:01:39
Intellectual Genre	Actuality
IPTC Scene Code	010900
Title	
Credit Line	IPTC/Michael Steidl
Source	
Copyright Notice	Copyright 2014 IPTC/Michael W. Steidl, Rights reserved
Copyright Status	Copyrighted
Rights Usage Terms	Creative Commons BY-SA-NC
▼ IPTC Extension	
Person Shown	Stuart Myles; Evan Sandhaus; Stefan Grunert; Vincent Baby; ..
Location in which the ...	
Location	
Sublocation	
City	Frankfurt
Province/State	Hessen
Country Name	Germany/Deutschland
Country ISO-Code	DEU
World Region	Europe
Location Shown	

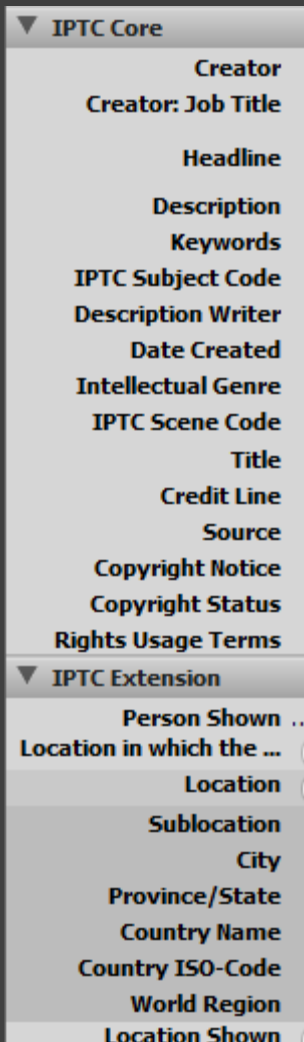


IPTC PhMd Standard: what is that ...

For each field it defines

- The **semantics** = what kind of value it should hold (“A textual description of the image”, “The name of the photographer”)
- A **recommended label** for the user interface (“Description”, “Creator”)
- The **data type** of the value (text, date, number, URL, ...)
- **How many times** it may be used for a photo: one time, many times
- A **globally unique identifier** for the property
- **How this field** and its value **is embedded** into an image file (using the IPTC IIM format and/or the XMP format)

This standard is implemented by software.



IPTC PhMd: for descriptions

The IPTC PhMd Std provides fields for describing an image:

- Title
- Headline
- Description (Caption)
- Free text Keyword(s) about the image
- Term(s) about the image from a Controlled Vocabulary
- Genre(s)
- Scene Code(s)

new
2014



IPTC PhMd: for entities

The IPTC PhMd Std provides fields for entities associated with an image:

- Location from where the picture was taken
- Location(s) shown in the image
- Person(s) shown in the image – **new: with details**
- Model(s) shown in the image
- Organization(s)/company(ies) featured by the image
- Event shown or featured by the image
- Artwork(s) or Object(s) in the image – **new: extended**
- **Product(s) shown in the image**

new
2014

new
2014

new
2014



IPTC PhMd: for asserting rights

The IPTC PhMd Std provides fields for asserting rights for an image:

- Image Creator (with job title and contact details)
- Copyright Owner
- Copyright Notice
- Credit Line
- Source
- Model release status & ID
- Property release status & ID
- Embedded Encoded Rights Expression
- Linked Encoded Rights Expression

new
2014



IPTC PhMd: for licensing

The IPTC PhMd Std provides fields for licensing an image:

- Licensor
- Rights Usage Terms (natural language expression)
- Embedded Encoded Rights Expression
- Linked Encoded Rights Expression

new
2014



IPTC PhMd: for administration

The IPTC PhMd Std provides administrative fields:

- Date Created
- Description Writer
- Instructions
- Job Id
- Digital Image Globally Unique Identifier
- Image Registry Entry
- Image Supplier + Image Id



IPTC PhMd – new fields (1)

- **Terms from a Controlled Vocabulary making an assertion about the image**
 - Globally unique identifier of the term (as defined by the Controlled Vocabulary)
 - Identifier of the Controlled Vocabulary
 - Name – in different languages/scripts
 - A refinement of the “assertion about the image” (e.g. “about the emotions shown”)
- **Encoded Rights Expressions (embedded or linked)**

A serialized rights expression (=~ text string) for being processed by a machine.

Can communicate something like “Germany Out” or “For display on web sites only”



IPTC PhMd – new fields (2)

- **Person shown in the image**
 - Name – in different languages/scripts
 - Description (free text)
 - Characteristic(s) (from a Controlled Vocabulary)
 - Identifier(s) from Controlled Vocabularies (WikiData, Freebase)
- **Product shown in the image**
 - Name – in different languages/scripts
 - Description (free text)
 - GTIN (Global Trade Item Number) - EAN code



IPTC PhMd – new fields (3)

- Artwork or Object in the Image – extended in 2014
 - Title
 - Creator Name + Creator ID
 - Date Created
 - Circa Date
 - Style Period
 - Content Description
 - Contribution Description
 - Physical Description
 - Source
 - Source Inventory number + URL
 - Current Copyright Owner: name + ID
 - Current Licensor: name + ID



The Artwork & Object panel live

IPTC Cultural Heritage Metadata (version 2015-04-09)

GO TO → IMAGE RIGHTS | ADMIN

ARTWORK/OBJECT	
Title	AO Title 1 (ref2014)
Creator 1	AO Creator Name 1a (ref2014) ID AO Creator Id 1a (ref2014)
Creator 2	AO Creator Name 1b (ref2014) ID AO Creator Id 1b (ref2014)
Creator 3	ID
Date Created	1914-10-22 YYYY-MM-DD, e.g., 2015-01-30
Circa Date Created	AO Circa Date: between 1550 and 1600 (ref2014)
Style/Period	AO Style Baroque (ref2014); AO Style Italian Baroque (ref2014)
Contribution Description	AO Contribution Description 1 (ref2014)
Physical Description	AO Physical Description 1 (ref2014)
Source	Name AO Source 1 (ref2014) Inventory Number AO Source Inventory No 1 (ref2014) Inventory URL AO Source Inventory URL (ref2014)
Content Description	AO Content Description 1 (ref2014)
Copyright Notice	AO Copyright Notice 1 (ref2014)
Current Copyright Owner	Name AO Current Copyright Owner Name 1 (ref2014) ID AO Current Copyright Owner ID 1 (ref2014)
Current Licensor	Name AO Current Licensor Name 1 (ref2014) ID AO Current Licensor ID 1 (ref2014)

IMAGE	
Title	The Title (ref2014)
Creator	Creator1 (ref2014)
Creator's Job Title	Creator's Job Title (ref2014)
Date Created	2015-02-17T17:30:01+00:00 YYYY-MM-DD, e.g., 2015-01-30
Location	Sublocation Sublocation (Core) (ref2014) City City (Core) (ref2014) State/Province Province/State (Core) (ref2014) Country Name Country (Core) (ref2014) Country Code R14 World Region Worldregion (Location created1) (ref2014) <input checked="" type="checkbox"/> same Camera Location <input checked="" type="checkbox"/> same Location Shown Show All Locations
Fill clear Fill fields below using Artwork/Object data	
Headline	The Headline (ref2014)
Description	The description aka caption (ref2014)
Keywords	

Available at ...



Next Steps

- More about the IPTC Photo Metadata Standard 2014 at www.iptc.org/standards/photo-metadata/iptc-standard/ or start at www.iptc.org → Photo Metadata section

This will make it available and easy to use on your desk:

- Update of the IPTC Photo Metadata Guidelines
- Encouraging system vendors to implement the extensions of the 2014 standard
- Initiative for consistent metadata management across different software to avoid unexpected loss of metadata

