



2007 Photo Metadata Conference, Florence
Jeff Sedlik, President & CEO, PLUS Coalition



What is PLUS?

- **P**icture
- **L**icensing
- **U**niversal
- **S**ystem



Licensors + Licensees = PLUS

- International Umbrella
- Trade Associations & Stakeholders
- Picture Licensors & Licensees

Picture Libraries

Advertising Agencies

Photographers

Graphic Designers

Illustrators

Publishers

Artist Reps

Museums

Other Content Owners

Public & Private Libraries

Also: Software Developers, Attorneys, Picture Researchers, Manufacturers, Distributors, Standards Bodies, End Users, Etc.



The PLUS Coalition

- Multi-Industry
- Non-Profit
- Apolitical
- Worldwide

Mission

- Simplify & Facilitate Image Licensing.
- Specific Focus:
 1. Global Metadata Standards for the Communication of Image Rights.
 2. Supporting Systems.

Image Rights Metadata

- Parties
- Permissions
- Constraints
- Requirements & Conditions
- Image Identification info
- Other License Info



Must Provide Broad Benefit

- Any and all licensing models.
- Commissioned and stock images.
- Photography, illustration, artworks.
- Any country/law/language.
- Before, during & after transaction.
- No pricing.
- Benefit everyone, everywhere.



The PLUS Solution

- Words defined.
- Media organized.
- Licenses structured.
- Parties, Licenses, Images identified.
- Images become data vessels.
- Language transcended.
- Metadata centralized.



Standards For Now & The Future

- Current Technologies.
- Developing Technologies.
- Future Technologies.



A Integrated System of Standards

- PLUS Glossary
- PLUS Media Matrix
- PLUS Packs
- PLUS License Data Format
- PLUS ID Code System
- PLUS Registries
- PLUS Tools
- PLUS Partner Solutions



The Picture Licensing Glossary

- 1500 Terms
- Standardized Definitions
- Approved by Licensors & Licensees
- Free Access Online 24/7
- Printed Version Now Available
- Updates Every 2 Years



PLUS Media Matrix

- Standardized Media Hierarchy
- Approved by Licensors & Licensees
- Standardized Licensing Menus
- Universal Matrix IDs for Each Use
- Downloadable File & Specification
- DAM: Applications and Plugins
- Free.



PLUS Packs

- Streamlined RM licensing
- Universal License Packages
- Commonly licensed uses
- Universal IDs for each Pack
- Make your own Packs
- Example: See the SAA PLUS Packs Calculator at:
www.stockartistsalliance.org



PLUS License Data Format

- A schema for an image license.
- Approved by Licensors & Licensees
- XML/XMP
- Embeddable & Machine Readable.
- DAM Systems, Plug-ins, Other Apps
- Standardized Metadata Panels



PLUS License Data Format



Home

This is an evolution. Now that PLUS is here, we need you to help ensure that this universal system continually adapts to the latest technologies, trends, and business thinking. Join PLUS.

PLUS License Data Format XMP Reference

PLUS Version 1.1.0 (Pending Approval)

The PLUS License Data Format ("LDF") is an ordered group of fields available for optional use in embedding and reading image license metadata in digital files and other documents. The LDF only contains information essential to the understanding of an image license. The LDF does not include other information about the image, such as captions, which can be embedded using IPTC. The LDF will be used by a broad range of licensors and licensees. It is not expected that any user will make use of the full range of fields. Each user will have full discretion in determining which fields will be used (or ignored) in that user's licensing workflow. The LDF is not a licensing interface, but is a metadata "schema" for an embedded image license. PLUS LDF will reside "under the hood" in a broad range of applications used in digital asset management, imaging and licensing, allowing customers to easily access and read the license information associated with an image. In addition, PLUS LDF metadata will be accessed via PLUS "file info" panels in common applications.

1. PLUS Version

XMP Property	plus:Version
XMP Value Type	Text
XMP Category	External
Description	The version number of the PLUS standards in place at the time of the transaction.
Comments	In the event of a misunderstanding between the parties, PLUS Version provides a reference to the version of the PLUS standards that was in place at the time of the transaction. PLUS standards are updated periodically.

```
<?xml version="1.0" encoding="utf-8" ?>
- <rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:plus="http://ns.useplus.org/ldf/xmp/1.0/" xmlns:dc="http://purl.org/dc/elements/1.1/"
  xmlns:photoshop="http://ns.adobe.com/photoshop/1.0/">
- <rdf:Description rdf:about="">
  <plus:Version>1.1.0</plus:Version>
- <plus:Licensee>
  - <rdf:Seq>
    - <rdf:li rdf:parseType="Resource">
      <rdf:type rdf:resource="plus:LicenseeDetail" />
      <plus:LicenseeID>http://plusid.org/AAA-987</plus:LicenseeID>
      <plus:LicenseeName>ABC Advertising Agency</plus:LicenseeName>
    </rdf:li>
  </rdf:Seq>
</plus:Licensee>
- <plus:EndUser>
  - <rdf:Seq>
    - <rdf:li rdf:parseType="Resource">
      <rdf:type rdf:resource="plus:EndUserDetail" />
      <plus:EndUserID>http://plusid.org/538-A94</plus:EndUserID>
      <plus:EndUserName>XYZ Jacuzzi Company</plus:EndUserName>
    </rdf:li>
  </rdf:Seq>
</plus:EndUser>
- <plus:Licensor>
  - <rdf:Seq>
    - <rdf:li rdf:parseType="Resource">
      <rdf:type rdf:resource="plus:LicensorDetail" />
      <plus:LicensorID>http://plusid.org/AAA-123</plus:LicensorID>
      <plus:LicensorName>Acme Photography Studio</plus:LicensorName>
      <plus:LicensorStreetAddress>123 Somewhere St</plus:LicensorStreetAddress>
      <plus:LicensorExtendedAddress>Studio 8</plus:LicensorExtendedAddress>
      <plus:LicensorCity>Hempville</plus:LicensorCity>
```



PLUS-ID

- Unique Identifiers
- Globally Recognized
- Approved by Licensors & Licensees
- Encoders and Decoders
- DAM Systems, Plug-ins, Other Apps
- Make licensing easier for all
- An Integrated ID *System*



PLUS Registries

- Parties
- Licenses
- Content

- Optional



PLUS, Worldwide

- All Associations Were Invited At Outset
- First Step: Create a Foundation in 1 Language
- Next Step: PLUS Regional Working Groups
- Balanced Representation.
- Review & Comment.
- PLUS Supplements Standard
- PLUS Provides Country/Region Filters



Standards Approved. Now What?

- Working with standards bodies.
- Finalizing technical specifications.
- Preparing PLUS tools for beta.
- Building registries.
- Communicating with developers and equipment manufacturers.
- Expanding the scope of the organization.
- Beginning to work on next versions.
- Recruiting new members & partners.

Integration

- Image capture
- Image editing
- Image management
- Rights management
- E-commerce
- Image display
- Business processes and systems

License Generator

License Generator: Generate a PLUS Universal License Statement ?

Use the PLUS License Generator to create a PLUS Universal License Statement. This tool will encode your license in an XMP file suitable for embedding in digital images. Using the Generator, you will specify the parties, permissions, constraints and restrictions associated with your license, together with other important image and license information.

Media Permissions ?

Some text will go here to describe the selections below to the users.

- Use a PLUS Pack
- Use a Rights-Ready Pack
- Custom Media Usages
- Use Existing Media Summary Code
- Unlicensed

PLUS Fields ?

Select "Expanded" to display all fields in the PLUS standard. Select "Basic" to limit the display to just a few basic fields, allowing you to complete a simple image license in two screens.

- Basic
- Expanded

Start >



Embedder/Reader

PLUS License Metadata Embedder [Window Title Bar]

File Help


**PLUS**
PICTURE LICENSING
UNIVERSAL SYSTEM

IMAGE LICENSE EMBEDDER & READER

Embed a PLUS license in a digital image file.

Add License File

Use the PLUS License Generator at www.useplus.org to create a PLUS License File. **Browse**

Add Image File


Browse


Embed PLUS License

Embed License Image

Read License Image

Read License File

Powered by  **ImageSpan**[™]

 Not Registered



File Info Panels

- Adobe
- PLUS – Flash Panels
- Poundhill



PLUS and IPTC

- History
- Different memberships
- Mutual benefit
- Harmonize common fields
- IPTC, PLUS and image rights



Join PLUS

- PLUS benefits all stakeholders
- Working Groups now forming worldwide.
- PLUS needs your participation
- See me. Or email js@useplus.org
- Or join at www.useplus.org



Thanks.

- Thanks to PLUS Charter PLUS Member CEPIC
- PLUS Thanks all PLUS Members.
- Thanks to our volunteers and reviewers.
- Thanks Again to IPTC and IFRA
- PLUS Thanks Our Leadership Circle Members for their extraordinary level of support:

Pentagram



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PhotoServe.com





PLUS[®]

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