



**Third international metadata conference
at *CEPIC***

COORDINATION OF
EUROPEAN
PICTURE AGENCIES
PRESS STOCK HERITAGE 

**Improving Metadata
Interoperability at epa**


**Organising common metadata sets between
European Photo Agencies based on the
IPTC Photo Metadata 2008 Standard**
by Klaus Sprick



The European Pressphoto Agency b.v.

History and Business of epa

- Founded by 7 European photo agencies, started on January 1. 1985
- Originally focussed on the needs of the European media market
- In 2003 epa extended to global photo coverage and distribution
- Today's shareholders are 11 European market leading photo agencies
- Distributes independent quality world picture service
- Manages broad network of staff photographers all over the world
- Uses the daily production of all its shareholder agencies
- Provides competitive international pictures to clients all over the globe
- Allocates maximum of resources to creative and unique photography
- Has its editorial headquarters in Frankfurt, Germany



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epa european pressphoto agency

The epa picture service portfolio

Some Facts about epa

- 1000 images per day
- 400 photographers worldwide
- Production covers:
 - News
 - Sports
 - Economy, Business and Finance
 - Art, Culture and Entertainment
 - Human Interest
 - Science

Category	Percentage
Sports	39%
News	37%
Art, Culture & Entertainment	13%
Economy, Business & Finance	5%
Human Interest	4%
Science	2%

ANP APA ANSA belga dpa EFE KEYSTONE Lusa mti pap

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epa european pressphoto agency

epa produces in all categories

News Sports Features

Arts, Culture, Entertainment Economy Science

ANP APA ANSA belga dpa EFE KEYSTONE Lusa mti pap

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 **epa database and collections on epa website**

Use of Metadata

- The epa website includes various collections
- To improve search functions and user-friendliness Metadata are most important
- The new Metadata Standards offer various opportunities for image professionals





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 **The epa Technical Committee (epaTC)**

The epaTC

- Advises the epa supervisory board and the epa Management on technical issues of strategic nature
- Supports the epa technical staff in practical or operational issues
- Members are the technical managers or experts in picture technology of the epa shareholders
- Chairman is appointed by the epa supervisory board



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Why epa Photo Metadata Standard/1

Problem: No common use of Metadata

- Different use of IPTC IIM metadata fields by epa agencies
- Different languages of the epa shareholder agencies for content of properties
- Cost and time consuming editing of metadata in each of 11 shareholder agency and in epa itself
- Ambiguity in descriptive properties
- Therefore: No interoperability, No automation

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Why epa Photo Metadata Standard/2

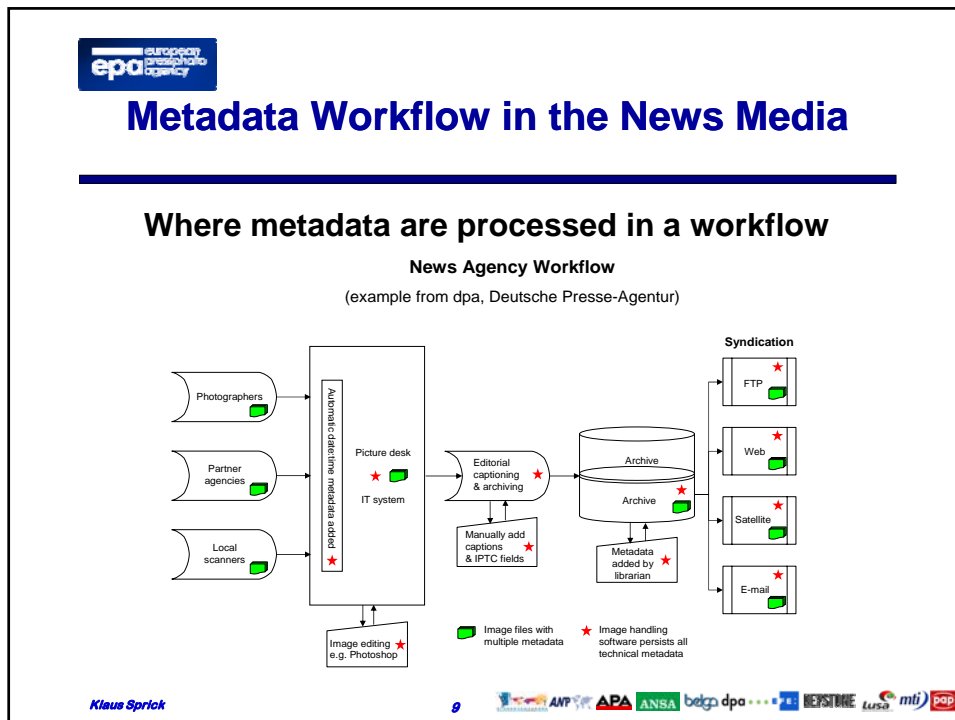
Solution: Harmonising Use of Metadata Fields

- **Business Objectives**
 - Higher quality of metadata in each photo object/higher market value
 - Cost savings by a more automated workflow of metadata processing
 - Support of several market segments and marketing models
 - Use of internationally accepted standards for taxonomies
- **Technical and Editorial Requirements for Metadata**
 - Metadata content independent of or compatible with several formats
 - Options for agency specific content for vocabularies and taxonomies
 - Automated translation of controlled vocabulary to languages of epa
 - Widest possible support by editorial systems and application software

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epaCore Metadata Standard (2007)

Characteristics



- Based on the IPTC Information Interchange Model (IIM)
- Adopted 2007 by all shareholding agencies
- Defines 15 "Mandatory" metadata properties as minimum for all agencies
- Defines 13 "Optional" metadata properties which are recommended to use
- Only common vocabulary is the IPTC NewsCode for subjects, allows automated translation into language of epa agency by use of a numeric value
- Loose definition how to use certain metadata properties


The slide is attributed to Klaus Sprick and includes logos for various news agencies: ANP, APA, ANSA, belga, dpa, Euronews, Reuters, Lusa, mtj, and pap.



epaCore Metadata Standard List of Properties/1



TAG	Name of Tag in IIM V 4.1	m/o	epa Core Name	Short Content Definition
2:00	Record Version	m	Record Version	IIM V 4.1
2:05	Object Name	o	Object Name	IIM Definition
2:10	Urgency	m	Urgency	IIM Definition, default values allowed
2:12	Subject Reference	o	Subject Reference	IIM Definition
2:15	Category	m	Category	IIM Definition but relating to 17 top level SRS names
2:20	Supplemental Category	o	Supplemental Category	When used for news, IPTC SRS names should be used
2:25	Keywords	o	Keywords	Mainly used for archiving, not used by epa active service
2:30	Release Date	o	Release Date	Embargo Date, epa inserts current date
2:35	Release Time	o	Release Time	Embargo Time, epa inserts current time
2:40	Special Instructions	m	Special Instructions	Warnings, Embargoes, restricted use of object. May be empty
2:55	Date Created	m	Date Created	Taken from Camera or when imported to first system
2:60	Time Created	o	Time Created	Taken from Camera, or blank when not precise
2:80	By-line	m	By-line	IIM Definition, Name of Photographer
2:85	By-line Title	o	By-line Title	IIM Definition



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epaCore Metadata Standard List of Properties/2

TAG	Name of Tag in IIM V 4.1	m/o	epa Core Name	Short Content Definition
2:90	City	M	City	Location where photo was taken, mainly City
2:95	Province/State	O	Province/State	IIM Definition
2:100	Country/Primary Location Code	M	Country/Primary Location Code	IIM Definition
2:101	Country/Primary Location Name	O	Country/Primary Location Name	IIM Definition
2:103	Original Transmission Reference	O	Original Transmission Reference	Identification from original transmission
2:105	Headline	M	Headline	IIM Definition
2:110	Credit	M	Credit	Providing agency, e.g. PAP, or Lusa/epa/PAP
2:115	Source	M	Source	IIM Definition, agency or photographer
2:116	Copyright Notice	O	Copyright Notice	Additional info to Special Instr., "©" and name and year
2:120	Caption/Abstract	M	Caption/Abstract	IIM Definition
2:122	Writer/Editor	M	Writer/Editor	IIM Definition
2:130	Image Type	O	Image Type	No longer important
2:135	Language Identifier	M	Language Identifier	IIM Definition
2:255	Unique Name of Object (UNO)	M	Unique Name of Object (UNO)	IIM Definition but private Tag



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epaCoreExtension Metadata Standard (2009)

Characteristics


- Based on the IPTC Photo Metadata Standard 2008
- Accepted 2009 by all shareholding agencies
- Defines 19 “Mandatory” metadata properties
- Defines 27 “Recommended” metadata properties
- Defines 38 “Optional” metadata properties
- Defines 2 “No to be used” metadata properties
- Currently not implemented, working on schedule
- epaTC writes Implementer Guide, issue in 2009
- Requirement of synchronising IIM and XMP metadata files
- epaCore used unchanged until epaCoreExtension implemented
- Definition for properties exactly as in the IPTC Photo Metadata Standard 2008

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epaCoreExtension Metadata Standard List of Properties/1

"epaCoreExtension" Metadata Standard V 1.0			As agreed by epaTC 10.03.2009			epaCore V 1.0	
epaCoreExtension Version 1.0 Name	XMP Namespace	XMP Property ID	Use epa Core Extension	Use epa Core	Content Definition (as in IPTC Photo Metadata 2008) epa: modified use or comment (only for epaCore).	Definition epaCore Version 1.0	IIM Tag
Class Definitions: M= Mandatory; O= Optional, R= Recommended; N= Not used			M/O/R/N	o/m	Class Definitions: o = optional m = mandatory	Synchronised with	Number
Descriptive			Class	Class	Descriptive		
City (legacy)	Photoshop	City	M	m	Identifies city of objectdata origin according to guidelines established by the provider.epa: Location where photo was taken, mainly City.	City	Y 2:90
Country (legacy)	Photoshop	Country	O	o	Provides full, publishable, name of the country/primary location where the intellectual property of the objectdata was created, according to guidelines of the provider.	Country/Primary Location Name	Y 2:101
Country Code (legacy)	IPTC4mpCore	CountryCode	M	m	Indicates the code of the country/primary location where the intellectual property of the objectdata was created, e.g. a photo was taken, an event occurred. Where ISO has established an appropriate country code under ISO 3166, that code will be used.	Country/Primary Location Code	Y 2:100
Description	dc	Description	M	m	A textual description of the objectdata, particularly used where the object is not text.	Caption/Abstract	Y 2:120
Headline	Photoshop	Headline	M	m	A publishable entry providing a synopsis of the contents of the objectdata.	Headline	Y 2:105
Intellectual Genre	IPTC4mpCore	IntellectualGenre	R		Describes the nature, intellectual, artistic or journalistic characteristic of an image.	Not Contained	
Keywords	dc	subject	R	o	Used to indicate specific information retrieval words. epa: Mainly used for archiving, not used by epa active service.	Keywords	Y 2:25
Province or State (legacy)	Photoshop	State	R	o	Identifies Province/State of origin according to guidelines established by the provider.	Province/State	Y 2:95
Scene Code	IPTC4mpCore	Scene	R		Describes the scene of a photo content. Specifies one or more terms from the IPTC "Scene-NewsCodes". Each Scene is represented as a string of 8 digits in an unordered list.	Not Contained	
Subject Code	IPTC4mpCore	SubjectCode	R	o	Is a structured definition of the subject matter. It must contain an IPR (default value is "IPTC"), an 8 digit Subject Reference Number and optional Subject Name, Subject Matter Name and Subject Detail Name. Parts are separated by an "-"	Subject Reference	Y 2:12

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epaCoreExtension Metadata Standard List of Properties/2

"epaCoreExtension" Metadata Standard V 1.0			As agreed by epaTC 10.03.2009		epaCore V 1.0		
epaCoreExtension Version 1.0 Name	XMP Namespace	XMP Property ID	Use epa Core Extension	Use epa Core	Content Definition (as in IPTC Photo Metadata 2008) epa: modified use or comment (only for epaCore).	Definition epaCore Version 1.0	IIIM Tag
Class Definitions: M= Mandatory; O= Optional, R= Recommended; N= Not used			M/O/R/N	o/m	Class Definitions: o = optional m = mandatory	Synchronised with IIIM	Number
Sublocation (legacy)	IPTC4mpCore	Location	O		Identifies the location within a city from which the objectdata originates, according to guidelines established by the provider	Sublocation	Y 2.92
Category	IPTC4mpIM	IM2-015	M	m	Identifies the subject of the objectdata in the opinion of the provider. Epa IM Definition but relating to 17 top level SRS names	Category (Deprecated by IPTC)	Y 2.15
Supplemental Category	IPTC4mpIM	IM2-020	R	o	When used for news, IPTC SRS names should be used	Supplemental Category	Y 2.20
Additional Model Information	IPTC4mpExt	AddModelInfo	O		Information about the ethnicity and other facets of the model(s) in a model-released image. User Note(s) The user should be aware of any legal implications of providing ages for young models.	Not Contained	
Artwork or Object in the Image	IPTC4mpExt	ArtworkOrObject	O		A set of metadata about artwork or an object in the image	Not Contained	
Code of Organisation Featured in the Image	IPTC4mpExt	OrganisationInImageCode	O		Code from a controlled vocabulary for identifying the organisation or company which is featured in the image.	Not Contained	
Controlled Vocabulary Term	IPTC4mpExt	CvTerm	O		A term to describe the content of the image by a value from a Controlled Vocabulary	Not Contained	
Location Shown in the Image	IPTC4mpExt	LocationShown	O		A location the content of the item is about. For photos that is a location shown in the image. This location name could either be the name of a sublocation to a city or the name of a well known location or (natural) monument outside a city. In the sense of a sublocation to a city this element is at fourth level of a top-down	Not Contained	
Model Age	IPTC4mpExt	ModelAge	O		Age of the human model(s) at the time this image was taken in a model released image	Not Contained	
Name of Organisation Featured in the Image	IPTC4mpExt	OrganisationInImageName	O		Name of the organisation or company which is featured in the image.	Not Contained	
Person Shown in the Image	IPTC4mpExt	PersonInImage	O		Name of a person shown in the image.	Not Contained	
						Not Contained	

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epaCoreExtension Metadata Standard List of Properties/3

"epaCoreExtension" Metadata Standard V 1.0			As agreed by epaTC 10.03.2009		epaCore V 1.0		
epaCoreExtension Version 1.0 Name	XMP Namespace	XMP Property ID	Use epa Core Extension	Use epa Core	Content Definition (as in IPTC Photo Metadata 2008) epa: modified use or comment (only for epaCore).	Definition epaCore Version 1.0	IIIM Tag
Class Definitions: M= Mandatory; O= Optional, R= Recommended; N= Not used			M/O/R/N	o/m	Class Definitions: o = optional m = mandatory	Synchronised with IIIM	Number
Administrative					Administrative	Administrative	
Date Created	Photoshop	DateCreated	M	m	Represented in the form CCYYMMDD to designate the date the intellectual content of the objectdata was created rather than the date of the creation of the physical representation. epa: Taken from Camera or when imported to first system.	Date Created	Y 2.55
Description Writer	Photoshop	CaptionWriter	M	m	Identification of the name of the person involved in the writing, editing or correcting the objectdata or caption/abstract	Writer/Editor	Y 2.122
Instructions	Photoshop	Instructions	M	m	Other editorial instructions concerning the use of the objectdata, such as embargoes and warnings. epa: Warnings, Embargoes, restricted use of object. May be empty	Special Instructions	Y 2.40
Job Id	Photoshop	Transmission Reference	O	o	A code representing the location of original transmission according to practices of the provider. epa: Identification from original transmission.	Original Transmission Reference	Y 2.103
Title	dc	title	R		A shorthand reference for the item. Title provides a short human readable name which can be a text and/or numeric reference. It is not the same as Headline.	Not Contained	
Record Version	IPTC4mpIM	IM2-000	M	m	A binary number identifying the version of the information interchange Model, Part 8 (Record 2.x), utilised by the provider. Version numbers are assigned by IPTC and NAA.	Record Version	Y 2.00
Object Name	IPTC4mpIM	IM2-005	O	o	Used as a shorthand reference for the object. Changes to existing data, such as updated stories or new crops on photos, should be identified in Epit Status.	Object Name	Y 2.05
Urgency	IPTC4mpIM	IM2-010	M	m	Specifies the editorial urgency of content and not necessarily the envelope handling priority (see 1.60, Envelope Priority). The '1' is most urgent, '5' normal and '9' denotes the least-urgent copy. '0', '9' reserved for future use epa default values allowed.	Urgency	Y 2.10
Release Date	IPTC4mpIM	IM2-030	O	o	Designates in the form CCYYMMDD the earliest date the provider intends the object to be used. Follows ISO 8601 standard. epa: epa inserts current date	Release Date	Y 2.30
Release Time	IPTC4mpIM	IM2-035	O	o	Designates in the form HHMMSS+HHMM the earliest time the provider intends the object to be used. Follows ISO 8601 standard. epa: epa inserts current time	Release Time	Y 2.35

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epaCoreExtension Metadata Standard List of Properties/4

"epaCoreExtension" Metadata Standard V 1.0			As agreed by epaTC 10.03.2009				epaCore V 1.0	
epaCoreExtension Version 1.0 Name	XMP Namespace	XMP Property ID	Use epa Core Extension	Use epa Core	Content Definition (as in IPTC Photo Metadata 2008) epa: modified use or comment (only for epaCore).	Definition epaCore Version 1.0	Synchronised with	IIIM Tag
Class Definitions: M= Mandatory; O= Optional, R= Recommended; N= Not used			M	O	R	N	o	m
			M	O	R	N	o	m
Image Type	Iptc4xmpIM	IM2-130	O	o	The first is a numeric character and the second is an alphabetic character. epa: No longer important	Image Type	Y	2-130
Language Identifier	Iptc4xmpIM	IM2-135	M	m	Describes the major national language of the object, according to the 2-letter codes of ISO 639-1988. Does not define or imply any coded character set, but is used for internal routing.	Language Identifier	Y	2-135
Unique Name of Object	Iptc4xmpIM	IM2-255	M	m	UNO Unique Name of Object, providing eternal, globally unique identification for objects as specified in the IIIM, independent of provider and for any media form. The provider must ensure the UNO is unique. Objects with the same UNO are identical. epa: IIM 2-100 Definition but private Tag	Unique Name of Object	Y	2-255
Digital Image OUID	Iptc4xmpExt	IgImageOUID	R		Globally unique identifier for this digital image. It is created and applied by the creator of the digital image at the time of its creation. This value shall not be changed after that time.	Not Contained		
Digital Source File Type	Iptc4xmpExt	DigitalSourceFileType	O		The type of the source digital file.	Not Contained		
Event	Iptc4xmpExt	Event	R		Names or describes the specific event at which the photo was taken. Examples are: a press conference, dedication ceremony, etc. If this is a sub-event of a larger event both can be provided by the field: e.g. XXXX Olympic Summer Games (Beijing), opening ceremony.	Not Contained		
Image Registry Entry	Iptc4xmpExt	RegistryId	O		Both a Registry Item Id and a Registry Organisation Id to record any registration of this digital image with a registry.	Not Contained		
Image Supplier	plus	ImageSupplier	M		Identifies the most recent supplier of the image, who is not necessarily its owner or creator.	Not Contained		
IPTC Metadata Last Edited	Iptc4xmpExt	IptcLastEdited	R		The date and optionally time when any of the IPTC photo metadata fields has been last edited.	Not Contained		
Location created	Iptc4xmpExt	LocationCreated	M		The location the photo was taken.	Not Contained		
Max Avail Height	Iptc4xmpExt	MaxAvailHeight	O		The maximum available height in pixels of the original photo from which this photo has been derived by downsizing.	Not Contained		
Max Avail Width	Iptc4xmpExt	MaxAvailWidth	O		The maximum available width in pixels of the original photo from which this photo has been derived by downsizing.	Not Contained		
PLUS Version	plus	Version	O		The version number of the PLUS standards in place at the time of the transaction.	Not Contained		

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epaCoreExtension Metadata Standard List of Properties/5

"epaCoreExtension" Metadata Standard V 1.0			As agreed by epaTC 10.03.2009				epaCore V 1.0	
epaCoreExtension Version 1.0 Name	XMP Namespace	XMP Property ID	Use epa Core Extension	Use epa Core	Content Definition (as in IPTC Photo Metadata 2008) epa: modified use or comment (only for epaCore).	Definition epaCore Version 1.0	Synchronised with	IIIM Tag
Class Definitions: M= Mandatory; O= Optional, R= Recommended; N= Not used			M	O	R	N	o	m
			M	O	R	N	o	m
Rights related					Rights related	Rights related		
Copyright Notice	dc	rights	R	o	Contains any necessary copyright notice epa: Additional info to Special Instr., "D" and name and year	Copyright Notice	Y	2-116
Creator	dc	creator	M	m	Contains name of the creator of the objectdata, e.g. writer, photographer or graphic artist. epa: Name of Photographer	By-Line	Y	2-60
Creator's Contact Info	Iptc4xmpCore	CreatorContactInfo	N		The creator's contact information provides all necessary information to get in contact with the creator of this item and comprises a set of sub-entries for proper addressing. A by-line title is the title of the creator or creators of an objectdata. Where used, a by-line title should follow the by-line it modifies.	Not Contained		
Creator's jobtitle	Photoshop	AuthorsPosition	M	m	Identifies the provider of the objectdata, not necessarily the owner/creator. epa: Code of Providing agency, e.g. PAP, or Lusa/epa/PAP	By-Line Title	Y	2-85
Credit Line	Photoshop	Credit	M	m	Identifies the provider of the objectdata, not necessarily the owner/creator. epa: Code of Providing agency, e.g. PAP, or Lusa/epa/PAP	Credit	Y	2-110
Rights Usage Terms	xmpRights	UsageTerms	O		The licensing parameters of the image expressed in free-text.	Not Contained	Y	
Source	Photoshop	Source	M	m	Identifies the original owner of the intellectual content of the objectdata. This could be an agency, a member of an agency or an individual. epa: agency or photographer	Source	Y	2-115
Contact Information Details structure	Iptc4xmpCore	ContactInfoDetails	N		A generic structure providing a basic set of information to get in contact with a person or organisation	Not Contained		
Copyright Owner	plus	CopyrightOwner	R		Owner or owners of the copyright in the licensed image	Not Contained		
Image Creator	plus	ImageCreator	R		Creator or creators of the image	Not Contained		
Licensor	plus	Licensor	R		In many countries, the Image Creator must be attributed in association with any use of the image. The Image Creator, Copyright Owner, Image Supplier and Licensor may be the same or different entities.	Not Contained		
Minor Model Age Disclosure	plus	MinorModelAgeDisclosure	O		Age of the youngest model pictured in the image, at the time that the image was made.	Not Contained		
Model Release Id	plus	ModelReleaseId	O		A PLUS-ID identifying each Model Release	Not Contained		
Model Release Status	plus	ModelReleaseStatus	O		Summarizes the availability and scope of model releases authorizing usage of the likenesses of persons appearing in the photograph	Not Contained		
Property Release Id	plus	PropertyReleaseId	O		A PLUS-ID identifying each Property Release	Not Contained		
Property Release Status	plus	PropertyReleaseStatus	O		Summarizes the availability and scope of property releases authorizing usage of the properties appearing in the photograph	Not Contained		

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epaCoreExtension Metadata Standard List of Properties/6


"epaCoreExtension" Metadata Standard V 1.0			As agreed by epaTC 10.03.2009			epaCore V 1.0	
epaCoreExtension Version 1.0 Name	XMP Namespace	XMP Property ID	Use epa Core Extension	Use epa Core	Content Definition (as in IPTC Photo Metadata 2008) epa: modified use or comment (only for epaCore).	Definition epaCore Version 1.0	IIM Tag
Class Definitions: M= Mandatory; O= Optional; R= Recommended; H= Not used			M	O	R	H	Number
Generic type - Contact Information			Generic type - Contact Information			Generic type - Contact Information	
ContactInfoDetails							
Address (contact info detail)	iptc4mpCore	CIAdrExtadr	R		The contact information address part. Comprises an optional company name and all required information to locate the building or postbox to which mail should be sent. To that end, the address is a multiline field.	Not Contained	
City (contact info detail)	iptc4mpCore	CIAdrCity	R		The contact information city part.	Not Contained	
Country (contact info detail)	iptc4mpCore	CIAdrCtry	R		The contact information country part.	Not Contained	
Email address(es) (contact info detail)	iptc4mpCore	CIEmailWork	R		The contact information email address part.	Not Contained	
Phone number(s) (contact info detail)	iptc4mpCore	CITeleWork	R		The contact information phone number part.	Not Contained	
Postal Code (contact info detail)	iptc4mpCore	CIAdrPoode	R		The contact information part denoting the local postal code.	Not Contained	
State/Province (contact info detail)	iptc4mpCore	CIAdrRegion	R		The contact information part denoting regional information like state or province.	Not Contained	
Web URL(s) (contact info detail)	iptc4mpCore	CIURWork	R		The contact information web address part. Multiple addresses can be given, separated by a comma.	Not Contained	
Generic type - Art Object			Generic type - Art Object			Generic type - Art Object	
Artwork or Object in the Image Details (data type)	iptc4mpExt	ArtworkOrObjectDetails	O		A structured datatype for details about artwork or an object in an image.	Not Contained	
Copyright Notice (Artwork or Object detail)	iptc4mpExt	AOCopyrightNotice	O		Containing necessary copyright notice for obtaining the intellectual property for artwork or an object in the image and should identify the current owner of the copyright of this work, with associated intellectual property rights.	Not Contained	
Creator (Artwork or Object detail)	iptc4mpExt	AOCreator	O		Containing the name of the artist who has created artwork or an object in the image. In cases where the artist could or should not be identified the name of a company or organization may be appropriate.	Not Contained	
Date Created (Artwork or Object detail)	iptc4mpExt	AODateCreated	O		Designates the date and optionally the time the artwork or object in the image was created. This relates to artwork or objects with associated intellectual property rights.	Not Contained	
Source (Artwork or Object detail)	iptc4mpExt	AOSource	O		The organization or body holding and registering the artwork or object in the image for inventory purposes.	Not Contained	
Source Inventory Number (Artwork or Object detail)	iptc4mpExt	AOSourceNumber	O		The inventory number issued by the organization or body holding and registering the artwork or object in the image.	Not Contained	
Title (Artwork or Object detail)	iptc4mpExt	AOTitle	O		A reference for the artwork or object in the image.	Not Contained	

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epaCoreExtension Metadata Standard List of Properties/7

"epaCoreExtension" Metadata Standard V 1.0			As agreed by epaTC 10.03.2009			epaCore V 1.0	
epaCoreExtension Version 1.0 Name	XMP Namespace	XMP Property ID	Use epa Core Extension	Use epa Core	Content Definition (as in IPTC Photo Metadata 2008) epa: modified use or comment (only for epaCore).	Definition epaCore Version 1.0	IIM Tag
Class Definitions: M= Mandatory; O= Optional; R= Recommended; N= Not used			M	O	R	H	Number
Generic type - Location			Generic type - Location			Generic type - Location	
City (location detail)	iptc4mpExt	City	R		Name of the city of a location. This element is at the fourth level of a top-down geographical hierarchy.	Not Contained	
Country ISO-Code (location detail)	iptc4mpExt	CountryCode	R		The ISO code of a country of a location. This element is at the second level of a top-down geographical hierarchy.	Not Contained	
Country Name (location detail)	iptc4mpExt	CountryName	R		The name of a country of a location. This element is at the second level of a top-down geographical hierarchy.	Not Contained	
Location Details (data type)	iptc4mpExt	LocationDetails	R		A structured datatype for details of a location.	Not Contained	
Province or State (location detail)	iptc4mpExt	ProvinceState	R		The name of a subregion of a country - a province or state - of a location. This element is at the third level of a top-down geographical hierarchy.	Not Contained	
Sublocation (location detail)	iptc4mpExt	Sublocation	O		Name of a sublocation. This sublocation name could either be the name of a sublocation to a city or the name of a well known location or (natural) monument outside a city. In the sense of a sublocation to a city this element is at the fifth level of a top-down geographical hierarchy.	Not Contained	
World Region (location detail)	iptc4mpExt	WorldRegion	O		The name of a world region of a location. This element is at the first (top) level of a top-down geographical hierarchy.	Not Contained	
Item Id (registry entry detail)	iptc4mpExt	RegItemid	O		A unique identifier created by a registry and applied by the creator of the digital image. This value shall not be changed after being applied. This identifier is linked to a corresponding Registry Organisation Identifier.	Not Contained	
Generic type - Registry ID			Generic type - Registry ID			Generic type - Registry ID	
Organisation Id (registry entry detail)	iptc4mpExt	RegOrgId	O		An identifier for the registry which issued the corresponding Registry Image Id.	Not Contained	
Registry Entry Details (data type)	iptc4mpExt	RegistryEntryDetails	O		A structured datatype for an entry in a registry, includes the id for the image issued by the registry and the registry's id.	Not Contained	


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IPTC and epa Metadata Standards by Numbers

# Properties	Standard / Schema	Remark
56	IPTC Information Interchange Model IIM V 4.1	Since V 1.0 extended
51	IPTC IIM Schema for XMP V 1.0	Mapped properties only
32	IPTC Core V 1.1	20 taken from IIM
43	IPTC Extension V 1.0	Additional Properties
75	IPTC Standard Photo Metadata 2008	IPTC Core V 1.1 + IPTC Extension v 1.0
28	epaCore Metadata Standard	Includes M and O classes
84	epaCoreExtension Photo Metadata	Includes M, R and O classes

- **Notes**
 - epa has to address the legacy issue of epaCore with IIM
 - Mandatory and Recommended are 46 properties


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IPTC and epa Standards- Synchronising

Synchronizing of Metadata


- JPEG Format allows for embedded XMP- and IIM (and other) Metadata
- Systems in agencies and at customers may only check for "IPTC Metadata" (IIM) not for "XMP"
- Applications like Adobe CS5 may no longer synchronise between them
- Therefore: epaCore (based on IIM) and epaCoreExtension (based on XMP) need to be synchronised by the disseminating epa agencies between the "IPTC-IIM" and the "XMP" sectors in the JPEG file format

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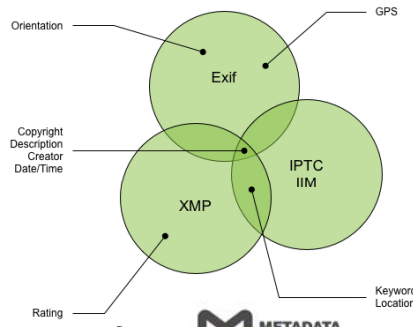
 **European Pressphoto Agency**


Metadata Schema in JPEG File Format


Where the schema are located **How the schema are relating**




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Source: 


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IPTC and epa Standards – Workflow

Recommendation of the Metadata Working Group

- **Adobe, Apple, Canon, Microsoft, Nokia und Sony** have formed a “**METADATA WORKING GROUP**” (MWG)
- In 2008 the MWG released “**Guidelines for Handling Image Metadata**”.
- The MWG document describes a joint process model to persist/synchronise Metadata
- IPTC supports the recommendations of the MWG guidelines
- epa plans to follow these guidelines as close as possible


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 **Thank you for your attention**



For more information about epa
please visit the epa website
www.epa.eu

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 **Some Links for more Information**

- IPTC Home und Photo Metadata
 - <http://iptc.org>
 - Includes a list of standard compatible software
 - <http://tech.groups.yahoo.com/group/iptc-photometadata>
 - IPTC Photo Metadata Forum for general public issues
- PLUS - Picture Licensing Universal System
 - <http://www.useplus.com/home.asp> PLUS Home Page
 - <http://ns.useplus.org/go.ashx> PLUS technical specifications
- CIPA Camera & Imaging Products Association
 - http://www.cipa.jp/exifprint/contents_e/01exif1_e.html
 - For information on Exif Standard
- Adobe XMP Adobe Extensible Metadata Platform (XMP)
 - <http://www.adobe.com/products/xmp/> For the XMP specification
- Metadata Working Group
 - <http://www.metadataworkinggroup.org>

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