




Max Wieberneit - 4rth of June - Dresden
Metadata for still & moving images @ Corbis

Agenda



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- Introduction
- IPTC coding - general thoughts
- Coding at Corbis
- Outlook

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Max Wieberneit

- Managing Director Corbis GmbH
- since 2005 with Corbis
- former CFO zefa visual media / vmi
- Consultant with AA
- Dipl.-Kfm.
- 40 years old



- Many images in the distribution process carry little if any data (SAA Meta Survey)
- „Old“ metadata („legacy IPTC“) not XMP used in most cases
- Risk for photographers, copyright owners and distributors of that material
- Tracking of intellectual property necessary to remunerate copyright owners appropriately
- Consumer microsites develop rapidly and create own standards



OUT17424644/© James Dimmock/Corbis Outline

- Differentiation between N/S/E and Commercial images and motion
- Clear guidelines for photographers & contributors for each segment
- Frequent adaption in case that IPTC guidelines change
- Metadata of motion content NOT handled inhouse, rather with our partner TEM
- Inhouse specialists covering the information management
- Thanks to Andrew LaBonte who has helped compiling the pesentation

The metadata that supports still photography and motion content at Corbis comes from a variety of different sources:

- Photographers
- Third Party Contributors
- Created In-house

It's critical that Corbis and its contributors work together to ensure that important information is communicated all the way to the customer.



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IPTC Fields Imported By Corbis

1. **Headline**
2. **Description**
3. **Keywords**
4. **City / State / Country**
5. **Date Created**

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Controlled vocabulary

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In addition to automatically ingesting suggested keywords, Corbis can enhance your keywords to optimize their impact.



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Controlled vocabulary

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You give

We control

You get

Exciting



Excitement

Adrenaline
Excited
Exciting
Exhilarated
Exhilarating
Exhilaration

Cute dog



Maltese

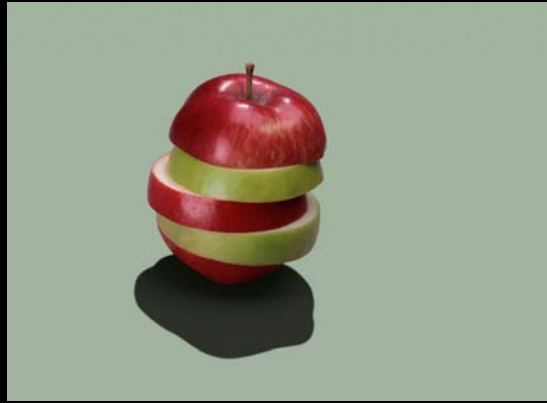
Mammal
Canine
Dog
Toy Dog

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What to include?

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Depending on the content, different kinds of information are important.



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Editorial and Documentary

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- Who (Examples: Manchester United, David Beckham, Johnny Cash)
- What (Examples: World Cup Soccer, War in Iraq, Tour de France)
- When (Examples: June 4, 2009, October 2008, ca. 1920)
- Where (Example: New York City, New York, USA)
- Why (Example: Barcelona players celebrate with their trophy after winning the UEFA Champions League Final 2009 defeating Manchester United 2-0)

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Editorial and Documentary

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Date August 8th, 2007

Location Riomaggiore, Italy
Ligurian Sea

Etc. Buildings
Cliff
Coastline
Cove
Dusk
Hill town
Italy
La Spezia Province
Liguria
Mediterranean sea
Nobody
Scenic
Sunset
Travel
UNESCO World Heritage Site
Waterfront

Caption Sunset along the coastal villages of the Cinque Terre region. Riomaggiore is one of five towns designated as a UNESCO World Heritage Site.



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Commercial and Creative

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- It's still important to capture the **literal** aspects
- But also important to capture the implied **concepts** and **ideas**

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Commercial and Creative

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- Age** 20-25 years
25-30 years
Young adult woman
- Ethnicity** Whites
- Concepts** Comfortable
Dreaming
Fairy tale
Luxury
Pampered
Princess
Queen
Relaxation
Sleeping
Spoiled
- Etc.** 1 Person
Bed
Bed cover
Copy space
Head and shoulders
Long hair
Royal crown



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IPTC Coding @ Corbis

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Nelson Mandela places his arm around the shoulders of author and talk show host Oprah Winfrey at the launch of her \$10 million Leadership Academy for Girls in South Africa. She described Mandela as her "hero" and he called her a "queen."

BAD !

South African ex-president Nelson Mandela hugs author and talk show host Oprah Winfrey at the launch of her \$10 million Leadership Academy for Girls in South Africa.

GOOD !

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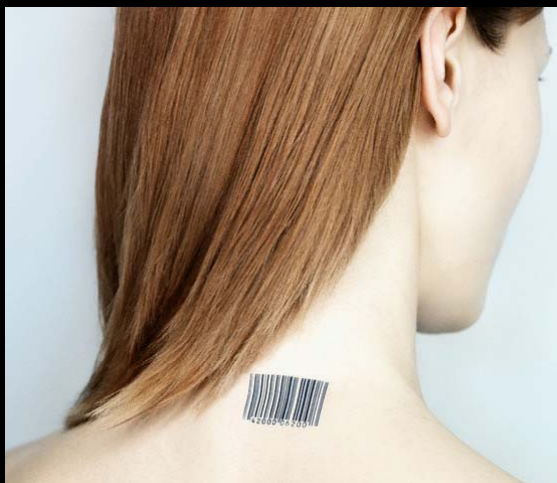
DWF15-350498 | Standard RM | © Cheryl Diaz Meyer/Dallas Morning News/Corbis

US soldiers surround their leader on a battlefield in Iraq.

BAD !

US Marine Lieutenant Corporal Michael Oehl (C), holds a meeting with other lead commanders about Phase II of the Iraq offensive at the command center of the Second Tank Battalion just west of Al Basrah.

GOOD !



42-17511459 | Standard RM | © Bernd Vogel/Solus-Veer/Corbis

- IPTC recent developments
- B2B = IPTC vs B2C & C2C = ???
- Speed of change
- Open discussion with all B2C/C2C image providers

