



Five \*)

## Photo Metadata Conferences

2007: Florence, 2008: Malta, 2009: Dresden  
2010: Dublin, 2011: Istanbul

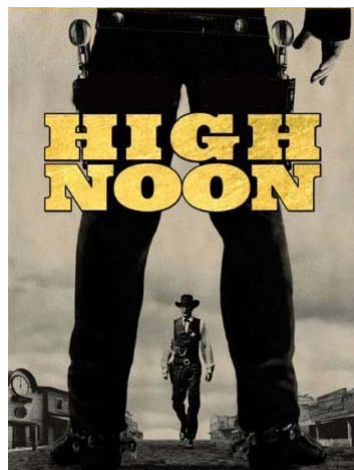
A review and outlook by  
Michael Steidl, Managing Director IPTC

\*) I know, one badge is missing



## A peaceful shootout between

... what  
we aimed  
at ...



... and  
what we  
achieved



### **Well defined mapping between metadata properties of different schemas**

- \* IPTC spec documents include such mappings.
- \* The Metadata Working Group released *Guidelines for Handling Image Metadata in 2009* → supports how to synchronize values.



### **Write-Once metadata values**

Doubt was raised if this would really protect metadata values. Not pursued any longer by IPTC.



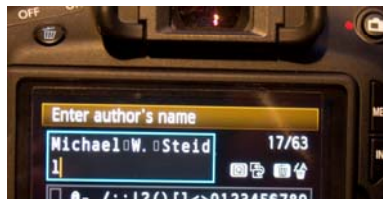
### **Versioning of metadata values**

In discussions with software vendors this issue appeared to be very complex and would also blow up image files



### **Cameras should allow easy-to-preset metadata values**

Some cameras deliver this feature – not always “easy-to”






***Improved support for controlled vocabularies (CV) as the source of metadata values on the user interface level***

A few of specialized software is able to support this feature – but it is (still) not mainstream.





***Consistent implementation and use of photo metadata standards must be improved***



We point again at the Implementation Guidelines of the Metadata Working Group – but they should be extended to more properties!  



***A key feature of metadata for digital assets – photographs included – are globally unique identifiers***

A property in the IPTC Extension is waiting for content   
camera makers should create an algorithm 

***Talking to camera makers and CIPA***

IPTC started talking – but with little immediate success. They ask back: do the users really want this? You are asked to apply pressure to them too.  



### **Photo workflow standards**

Well, not a standard was presented today, but guidelines and a flexible tool. ✓

### **Collaboration with other parties** ✓

Close relationship with PLUS on rights metadata  
Keeping in touch with the Metadata Working Group  
Support of SAA's photometadata.org website  
Photo Metadata Usage Survey 2010 with CEPIC  
Support of CEPIC's Photo Metadata Handbook 2011  
Collaboration with system vendors on creating metadata user interfaces  
Collaboration with VRA on cultural heritage metadata

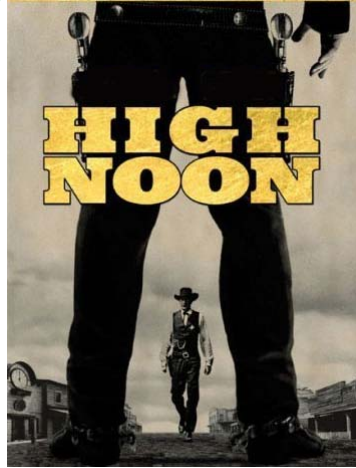


### **Products and tools delivered by the IPTC 2007-2011** ✓

- \* since 2006: maintaining a list of photo management software and their support of metadata - ~ 60 items
- \* 2007: Photo Metadata White Paper
- \* 2008: IPTC Extension Schema
- \* 2010: IPTC-PLUS Metadata Guidelines and panels as Adobe Bridge plug-in
- \* 2011 supporting CEPIC: Photo Metadata Handbook



## Summary



Oh my  
we did it



## So what's next



## References

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- Photo Metadata Conference: [www.phmdc.org](http://www.phmdc.org)
- IPTC Photo Metadata: [www.iptc.org/photometadata](http://www.iptc.org/photometadata)
- IPTC's Photo Metadata Yahoo forum – open to the public:  
<http://groups.yahoo.com/group/iptc-photometadata>
- CEPIC: [www.ceplic.org](http://www.ceplic.org)
- PLUS: [www.useplus.org](http://www.useplus.org)
- Metadata Working Group: [www.metadatabworkinggroup.com](http://www.metadatabworkinggroup.com)
- Photo Metadata site: [www.photometadata.org](http://www.photometadata.org)