

# IMAGE METADATA PLANNING A guide for business users

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## 1. Why Metadata?

- Metadata drives business
- Identification
- Copyright and other rights
- Licence to use
- Search

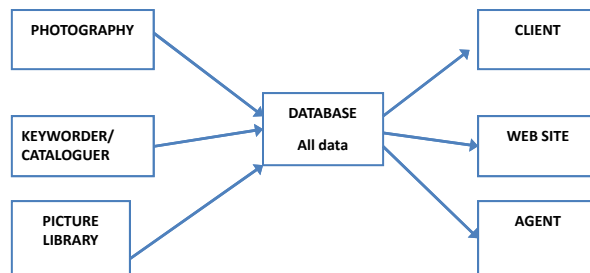
## 2. Why the Guide?

- Metadata needs planning and investment
- More than 70% of image suppliers consider metadata to be important to business (CEPIC 2010)
- Most feel it will gain in importance
- IPTC fields are used differently
- Some are unaware of IPTC Extension fields

## 3.The Business Case

- Image rights metadata is business critical, and ensures compliance with the law
- Automation depends on metadata and drives productivity
- Business advantage from better access to images
- Investing in metadata is investing in your business future

## 4. Entering and storing metadata



- Different phases and entry points
- All data in Database
- Select data sets for clients, web site, agents

## 10 Metadata workflow principles

1. Capture Information once
2. Embed critical data in the image file
3. Keep all data in main image repository database
4. Don't dump data
5. Plan your metadata workflow

## ..10 Metadata workflow principles

6. Check legacy metadata
7. Separate your data
8. Use correct IPTC field
9. Use automation where possible
10. Audit and check your data

## 6. What software?

### + points

- Support XMP
- Import read, and export IPTC Core and Extension
- Read IPTC IIM data
- Allow for flexible import and export
- Allow remote data entry
- Read and use PLUS fields

## 6. What software?

### - points

- Strips EXIF, IPTC or IIM or XMP from incoming images
- Ties you to inflexible import and export templates
- Adds invisible characters which may affect data on export

## 7. Workflow issues

- How much metadata?  
*Depends on your workflow and your customers' needs*
- Who should enter the data?  
*Plan to suit your workflow. Use job ticket templates where possible*

## 8. Keywording and retrieval

- Understand the varieties of search mechanism (free text, keyword only, combination)
- Understand how your software works
- Controlled vocabularies as the engine for productivity
- Keywording collects terms up the tree (& SYN)
- Search collects terms down the tree (&SYN)

## 9. IPTC Core and Extension

- IPTC Extension widened scope to include stock industry and art related fields
- Increased number of fields (31 Core, 46 Extension) means granular data
- Greater precision available
- But not all fields have to be used for one workflow!

## 10. New fields in IPTC Extension

- Picture number
- Location
- Model information
- People, organisations and events
- Artworks
- Image supplier information
- Rights and licensing information

## 11. Planning your metadata

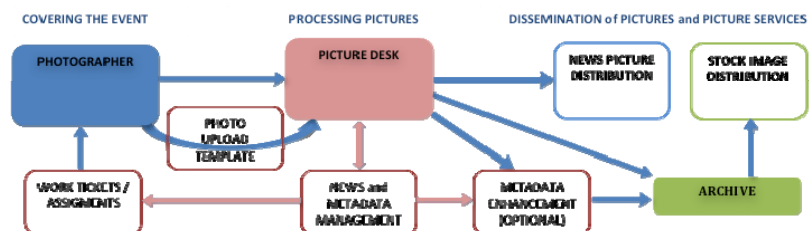
- What rights data do you need?
- What data do your customers need?
- What data is needed for internal administration?
- Data needed for image retrieval
- Workflow data

## 12. Use the Handbook!

- IPTC field chart (all on one page)
- Sample workflows
- Interactive chart to help you plan

### 13. NEWS AGENCY

#### BUSINESS PROCESSES:



The Picture Desk manages coverage and distribution of news material. News agencies work under pressure of time so metadata may be forwarded to the photographer in work tickets and upload templates before images are ingested. At the picture desk metadata is edited and processed for news distribution and sent to the archive.

#### Photographer

The photographer enters data which identifies the shoot and the content of the image. This data may be in the form of a work ticket provided by the picture desk in advance of the shoot.

#### The Archive

Metadata may be enhanced for archive and stock image distribution, e.g. including keywords, supplier name and PLUS data.

#### IPTC Extension and agency software

Data entry will be enhanced when news agency software is updated to handle IPTC extension fields. Many agencies still use legacy IIM fields, which are limited in scope.

#### Managing Metadata

Picture desk management of news event coverage includes the allocation of metadata, even before the picture is taken. Metadata may be synchronized with news in text, audio or video or any other media type.

### 14. STOCK AGENCY workflow



Stock agencies want to receive as much relevant data from the photographer as possible, and this mostly relates to the specifics of the shoot. In our example, the agency does the keywording

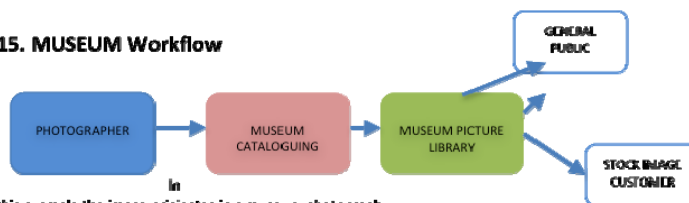
**Photographer**  
Adds all relevant shoot data, with Creator, Headline and Description (the caption) as minimum. The Instructions field may give details of limitations on how the image can be used.

**Stock Agency**  
Will add Keywords, Credit line and other rights data.

**Photographer keywording**  
Most agencies ask photographers for some keywording. Some have systems for checking the incoming keywords against their in house controlled vocabularies to enhance the data.

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### 15. MUSEUM Workflow



In this example the image originates in a museum photography department, is catalogued by the museum, and entered into the museum content management system before export to the picture library where the metadata is enhanced for public distribution and/or image sales.

**Photographer**  
Adds Creator Name and Job Title, Date and Location Created, along with Job or shoot ID and any instructions.

**Cataloguing/CMS system in Main Museum Departments**  
Cataloguing staff enter data about the artwork

**Picture Library**  
Adds Keywords and rights data needed for public access and sales of reproduction rights.

**Museum web sites**  
Museums generally have a main web site where images can be viewed by the general public. This is separate from the picture library site (which may also be viewed by the public)

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## The legal position

- Depends on territory
- US and EU perspectives in articles by Nancy Wolff and Christian Donle
- Summary follows

## **Metadata fields required to claim copyright protection**

- the title or identifying information of a work
- the name of the author or copyright owner
- the terms and conditions of use of a work, identifying numbers or symbols, including hyperlinks, referring to such information,
- any information required by the Register of Copyrights
- The values of the fields above must be provided “in connection with” the work.

## What must not be done

- Intentional removal of values from fields listed in last slide
- Unintentional removal of field values by software

## Contacts

Download the Handbook from IPTC and CEPIC

IPTC

<http://www.iptc.org/goto?imagemetatahandbook>

CEPIC

<http://www.cepic.org>

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