

# Metadata technology

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# Data – it's important

... and it is YOURS!

Don't become alienated from your data.

Work with your technology provider as a partner.

Demystify dealing with data – data dictionaries.

Think what you really want to use it for.

That will determine its shape and management.

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## Managing metadata

70 customisable fields.

Control field behaviour.

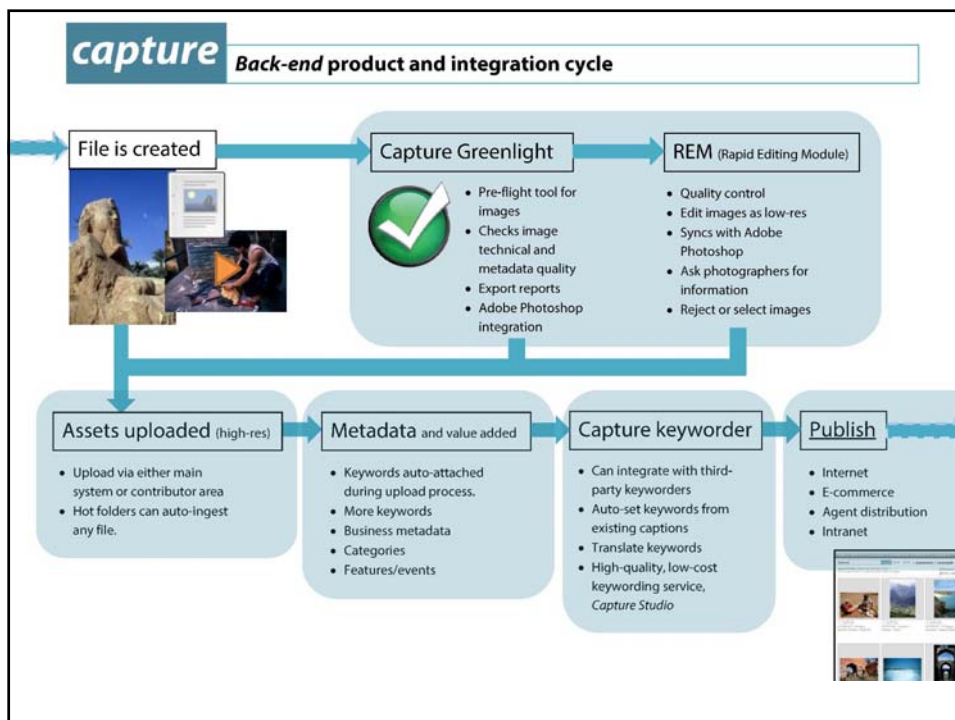
Could be free text, dropdown, multiple checkbox, mandatory.

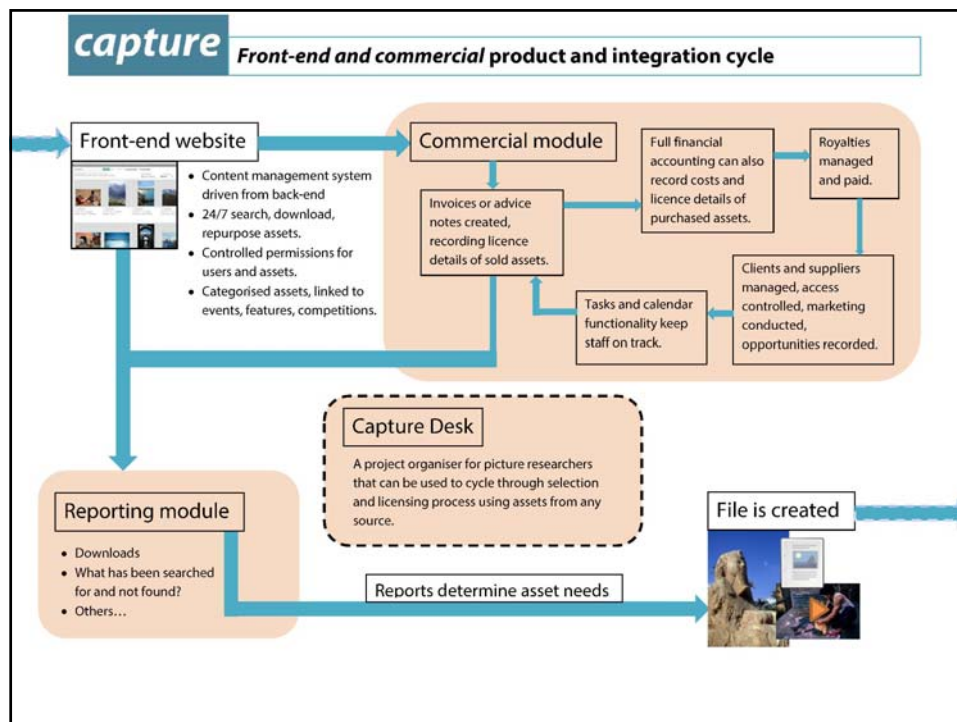
Can be arranged on the page.

Profiles saved to suit the keyworder – and the subject.

Different users get different access according to their profile.

Controlled fields that capture all technical aspects automatically.





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## Rights food chain

- Pre-flight tool, Greenlight, makes photographers reach required metadata and technical levels.
- Submission editing module encourages accurate model and property release, rights and metadata to be stored.
- Flexible field mapping allows rights and descriptive information to flow in – and out – in ways that ensure interoperability with other systems.
- PLUS matrix licensing terms allow buyers to compare apples with applies; ensure identifying licence information is embedded in the assets – and makes it possible for usage clashes to be flagged up.

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## Rights food chain

- When assets are licensed, these rights are made clear to the end users both during the purchasing process and in the invoice/licence delivered. These are temporary rights.
- Agreements can be uploaded and attached to parties.
- Tools in the Capture DAM system allow agencies to keep track of licences and know when they are about to expire.
- Further permissions management makes sure that buyers only get access to the correct assets.
- Distribution to agent networks carried out so that rights and metadata are transported to suit the target.

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## PLUS

- Matrix standards used in building pricebook.
- Used in attaching rights to photographers.
- Licensing using PLUS Licensed Data Format information embedded in the image at download.
- PLUS code embedded in licensed image.
- Comparing apples with apples means rights clashes can be flagged up.
- Full licensing data flows back into the finance system.

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## Automation

- Throughout Capture Online – web-based system – back-office and e-commerce public front-end.
- Auto-tagging on upload.
- Retrospectively bulk tagging / keywording.
- Rights and metadata passed along every stage of the process.

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## Protection

- Dynamic watermarking – able to reflect any data attached to an image
- Dynamic banners that can be attached to the bottom of an image – and that get downloaded on right-click.

## Philosophy and R&D

- Ethos is to build extensible, flexible systems that are highly configurable.
- This future proofs Capture systems.
- Means when standards emerge we can easily embrace them.
- APIs – gateways between systems – the way to go.
- Team spends percentage of time on R&D.

## The future

- Auto-integration with PLUS registry – and others – GUIDs.
- Auto-integration with other services, for instance security.
- Integration with online thesauri.
- Ontologies and semantic web – RDF data model.
- More use of visual search.
- Mobile devices.
- More APIs – and easier and quicker ways of doing everything.

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**Thank you for listening.**

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