

Photo Metadata Conference 2013

Metadata technology: what the future might bring

13 June 2013, afternoon breakout
Barcelona, Spain



(short) history of photo metadata

- **1991**: IPTC(-NAA) IIM = Information Interchange Model = schema of fields + binary format for storing
- **~ 1995**: Adobe adopts IIM for Photoshop
Aldus(/Adobe): TIFF
- **~ 2000**: Exif: schema + format
- **Early 2000**: XML replaces binary formats, the Semantic Web with RDF (Resource Description Framework) defines a new approach to metadata
- **~ 2002**: Adobe creates XMP using some RDF design
- **2004**: IPTC Core: 1 schema, 2 formats (IIM, XMP)
- **2005**: PLUS
- **2008**: IPTC Extension



Where we are in 2013

- **New schemas:** e.g. in cultural heritage area (digitizing)
- **New role** of metadata:
 - semantic technologies
 - Search engines / schema.org
 - Knowledge networks: e.g. Knowledge graph, Open graph
 - Open vocabularies
 - Wikipedia/Wikidata
 - Freebase
 - Geonames
- **New approaches to storing** (photo) metadata
 - Embedded into a file
 - Residing outside, sticking to a file in a container: e.g. web pages
 - Residing outside, linked to files: e.g. registries

3

© 2013 IPTC www.iptc.org



Topics for discussion

Where we are:

- What schemas and formats are implemented now?
- How do metadata user interfaces look like:
unchangeable or flexible/adaptable to user's needs

Where to go:

- What do users request for metadata?
- Needs from the outside: legislation, digitizing business
- New systems in the metadata context:
 - Registries
 - Automated exchange systems (using API technology)
 - More semantic technologies = richer metadata
 - New types of (tele)communication: apps/users, internet-connected photo devices/creators

4

© 2013 IPTC www.iptc.org

