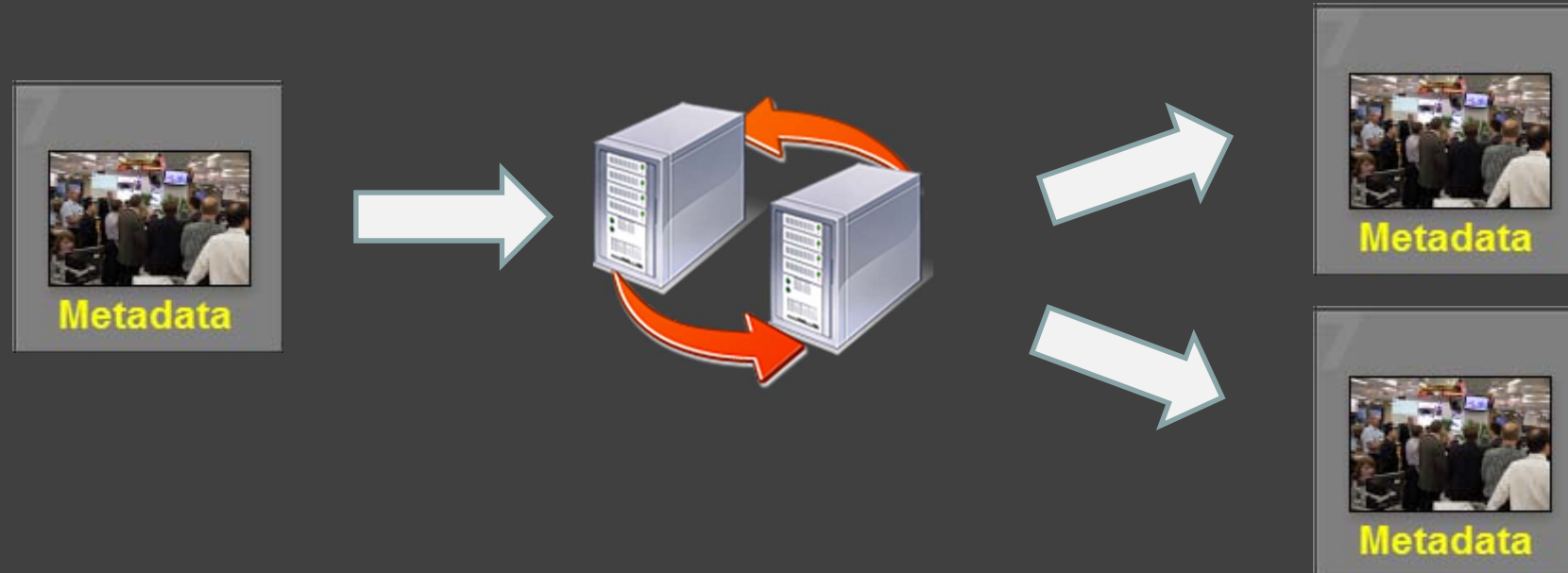


Rights data embedded in photos and social media systems

Photo Metadata Conference
13 June 2013
Barcelona, Spain
Michael Steidl, IPTC

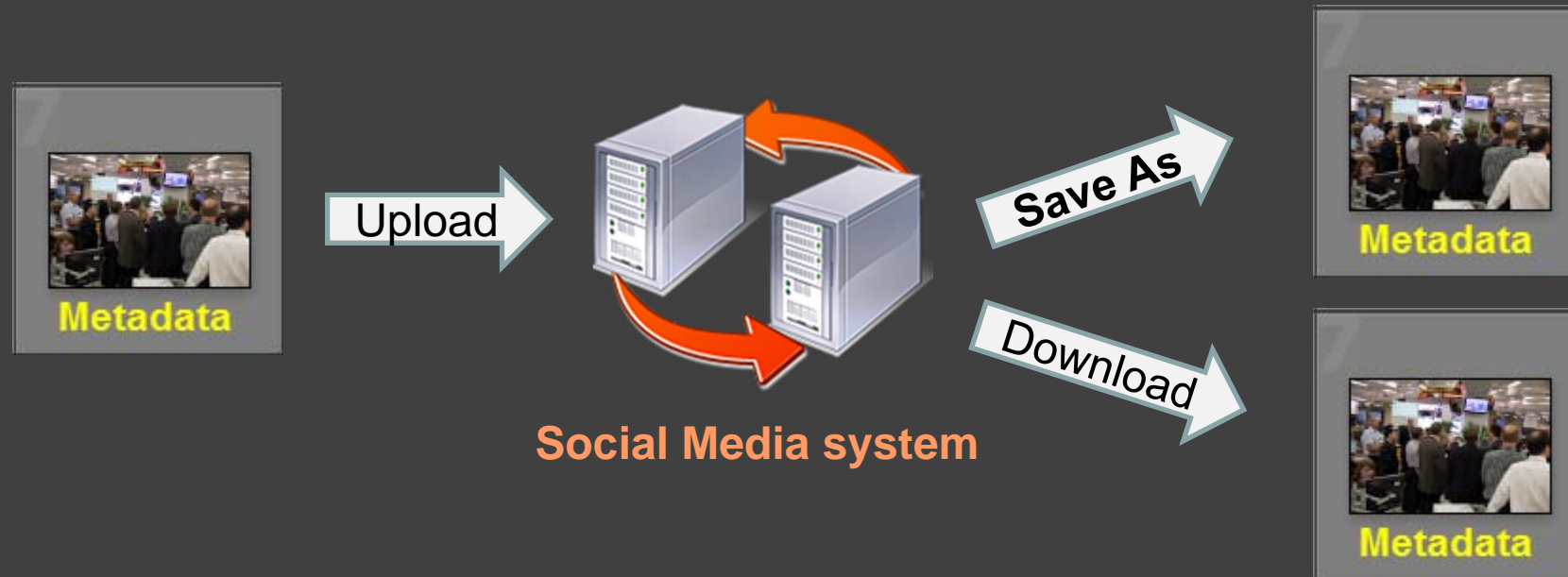


Distribution of photos with metadata



- A photo with embedded metadata is forwarded to a computer system
- The computer system forwards the photo to viewers.

Distribution of photos via social media
















































- A photo with embedded metadata is uploaded to a social media system
- The social media system shows the image in its interface
- The social media system delivers the photo to viewers – ready for a Save As action or a controlled download

IPTC tested the metadata persistence

- Action: upload an image file with embedded metadata
- **Test 1:** are metadata values displayed as embedded?
- **Test 2:** are metadata values relevant for claiming ownership displayed? (Copyright Notice, Credit, Creator, Caption/Description)
- **Test 3:** try to Save As the image by the browser, check the saved file for embedded metadata
- **Test 4:** try to download the image by a user interface item, check the downloaded file for embedded metadata.



Test Results 1

Social Media site/system	Summary	Displays			Save As			Download		
		correctly?	4Cs?		embedded?			embedded?		
500px - www.500px.com Tested in March 2013	Most relevant fields shown, copyright was overridden, in downloaded file we only found Exif metadata. Save As is disabled.	 Exif	 IPTC	 IPTC	 Exif	 IPTC IIM	 IPTC XMP	 Exif	 IPTC IIM	 IPTC XMP
Dropbox - www.dropbox.com Tested in March 2013	No metadata shown, all embedded fields are preserved in the image files.	 Exif	 IPTC	 IPTC	 Exif	 IPTC IIM	 IPTC XMP	 Exif	 IPTC IIM	 IPTC XMP
Facebook - www.facebook.com Tested in June 2013	Metadata not shown anymore, all embedded metadata stripped-off from image files.	 Exif	 IPTC	 IPTC	 Exif	 IPTC IIM	 IPTC XMP	 IPTC	 IPTC IIM	 IPTC XMP
Flickr FREE account- www.flickr.com Tested in June 2013 (PRO account may show other results)	A few metadata fields shown, 'by' was overridden, for any downscaled rendition all embedded metadata are stripped-off from image files, only the Original rendition keeps all metadata.	 Exif	 IPTC	 IPTC	 Exif	 IPTC IIM	 IPTC XMP	 Exif	 IPTC IIM	 IPTC XMP
Google+ - plus.google.com Tested in March 2013	Primarily Exif metadata shown, all embedded fields are preserved.	 Exif	 IPTC	 IPTC	 Exif	 IPTC IIM	 IPTC XMP	 Exif	 IPTC IIM	 IPTC XMP



Test Results 2

Social Media site/system	Summary	Displays correctly?	Displays 4Cs?	Save As embedded?	Download embedded?
Img.ly - www.img.ly Tested in October 2012	No metadata shown, all embedded fields are preserved in the Save As image files.	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Instagram - instagram.com Tested in June 2013	Image taken by a smartphone, metadata edited with an app, then posted at Instagram: No metadata are shown, all metadata stripped-off from Save As files.	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Joomeo - www.joomeo.com Tested in October 2012	Some metadata fields are shown and all embedded fields are preserved in the image files. Save As is disabled.	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Photobucket - www.photobucket.com Tested in October 2012	No metadata shown, embedded fields are preserved in downloaded image files but not in Save As files.	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Pictify - www.pictify.com Tested in March 2013	No metadata shown, embedded fields are preserved in downloaded image files but not in Save As files.	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Pinterest - www.pinterest.com Tested in March 2013	No metadata shown, all embedded fields are preserved in the Save As image files.	Exif IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP



Test Results 3

Social Media site/system	Summary	Displays correctly?	Displays 4Cs?	Save As embedded?	Download embedded?	
Tumblr - www.tumblr.com Tested in March 2013	No metadata shown, all embedded fields are preserved in the Save As image files.	Exif	IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Twitpic - twitpic.com Tested in March 2013	No metadata shown, only a few IPTC fields are preserved in Save As image files.	Exif	IPTC	IPTC	Exif IPTC IPTC XMP	Exif IPTC IIM IPTC XMP
Twitter - www.twitter.com Tested in June 2013 (Link to the tweet)	No metadata shown, all embedded metadata stripped-off from image files.	Exif	IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Via.me - www.via.me Tested in October 2012	No metadata shown, all embedded fields are preserved in the Save As image files.	Exif	IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP
Yfrog - www.yfrog.com Tested in November 2012	No metadata shown, all embedded fields are preserved in the Save As image files.	Exif	IPTC	IPTC	Exif IPTC IIM IPTC XMP	Exif IPTC IIM IPTC XMP



The results can be found ...

... at

www.embeddedmetadata.org/testresults

The pages include a detailed description of the test procedure and the criteria for the ranking.



Display details: 500px



No More Photos

Referen
IPTC Core
Copyright 2011 IPTC

No More Photos

The description aka caption

Keyword1 Keyword2 Keyword3
Keyword4
IPTC-PhotometadataRef01wmd_2mdc

Category Uncategorized
Uploaded 5 minutes ago
Taken October 28th 2011
Copyright Michael Steidl

METADATA KEYWORDS

f/--	--	1000 x 500	
--	--	144 KB	300 ppi
--	ISO--	sRGB	RGB

Credit Line Credit Line
Source Source
Copyright Notice © 2011, Copyright Notice

- The 500px web interface displays all embedded metadata correctly – but the embedded Copyright Notice is replaced by the account owner’s name – because of the Terms?

agree not to use the Services:

1. To abuse, harass, threaten, impersonate or intimidate any person;
2. To post or transmit, or cause to be posted or transmitted, any Content that is libellous, defamatory, obscene, pornographic, abusive, offensive, profane, or that infringes any copyright or other right of any person;



Display details: Flickr

flickr from Y!HO!

The title

By IPTC-org [Comment](#)

License

© All rights reserved by [IPTC-org](#)

The screenshot shows a Flickr image details page. It has two tabs: 'METADATA' and 'KEYWORDS'. The 'METADATA' tab is active, displaying technical details for the image. Below the metadata, there are links for 'Credit Line', 'Source', and 'Copyright Notice'.

METADATA	KEYWORDS
<i>f/</i> --	--
--	--
--	ISO--

1000 x 500	
139 KB	72 ppi
sRGB	RGB

[Credit Line](#)
[Source](#)
[Copyright Notice](#)

Title	The title
Rights	© 2011, Copyright Notice

- Flickr shows the name of the account owner as the copyright owner
- Flickr shows the different embedded Copyright Notice
- Only the Original rendition of the downloaded image provides the embedded metadata, all other renditions stripped it off.

