

## CEPIC Image Registry (CiR)

The wider context: what is driving change?



## CHALLENGES IN IMAGE IDENTIFICATION

**High number of « orphans »  
(images with seemingly no information)**

**Control the existence of Duplicates**

## SOLUTIONS

**Visual Recognition Technology**

**Develop a Universal Identifier Number (UIN) for still images**

The wider context: what is driving change?



## WHY DO WE NEED A REGISTRY?

**High number of « orphans »  
(images with seemingly no information)**

**Orphan Works legislations in Europe and US requiring a  
« diligent search » before a work may be recognised orphan**

## WHY DO WE NEED A « UIN »?

**Control the existence of Duplicates**

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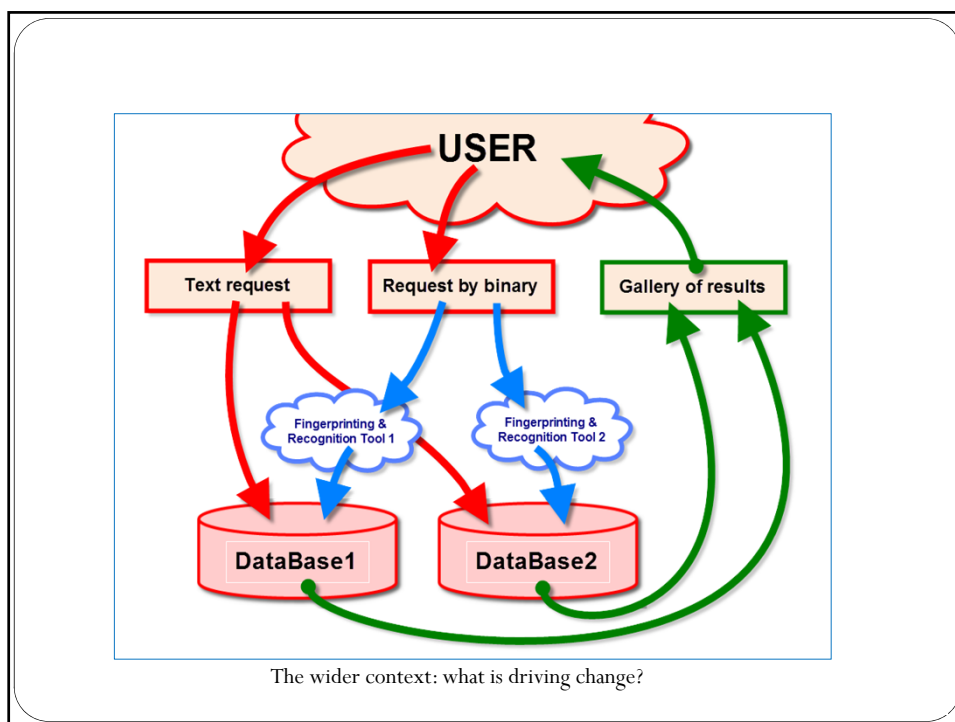
## CEPIC Image Registry (CiR)

### What it is

- It is a registry of « unique identifiers » (CUIN)
- It is connected to multiple databases of images using a « communication protocol », but does not store images itself
- It is a tool to be used in the process of a « diligent search »
- It uses the proprietary reverse search engine of each database of images to carry out search
- It delivers the results to the users in one single gallery of results
- It is a not for profit endeavour
- It is at project stage

The wider context: what is driving change?





## CEPIC Image Registry (CiR)

### What it is NOT

- It is a **not** a selling tool in any way
- It does **not** store images on its server
- It does **not** rely on one single reverse image technology

It is **inclusive**: it can potentially connect and deliver results from any image database as long as this database uses image reverse search technology.

The wider context: what is driving change?

# RDI

## RIGHTS DATA INTEGRATION

PILOTE PROJECT OF THE LINKED CONTENT COALITION

<http://www.linkedcontentcoalition.org/>

50% EU funding

A total of 1,1 million €

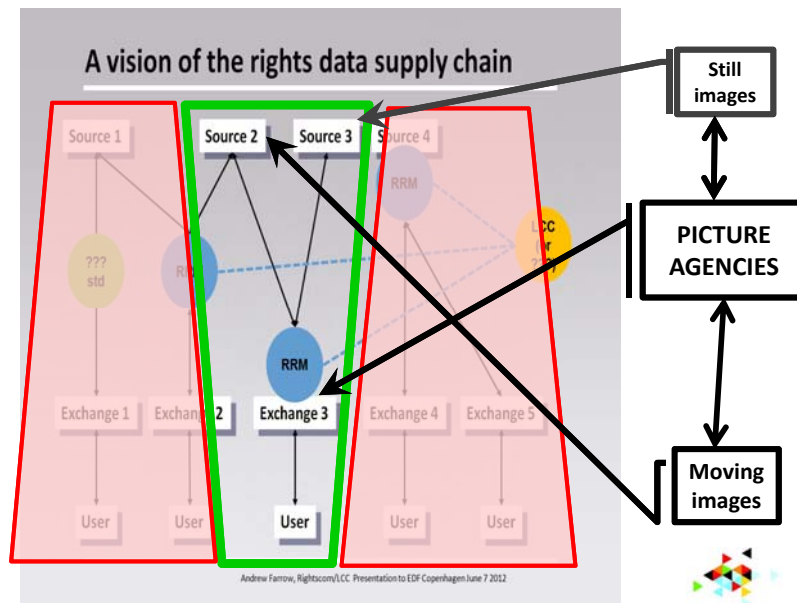
CEPIC is one Work Package

18 partners from different content industries



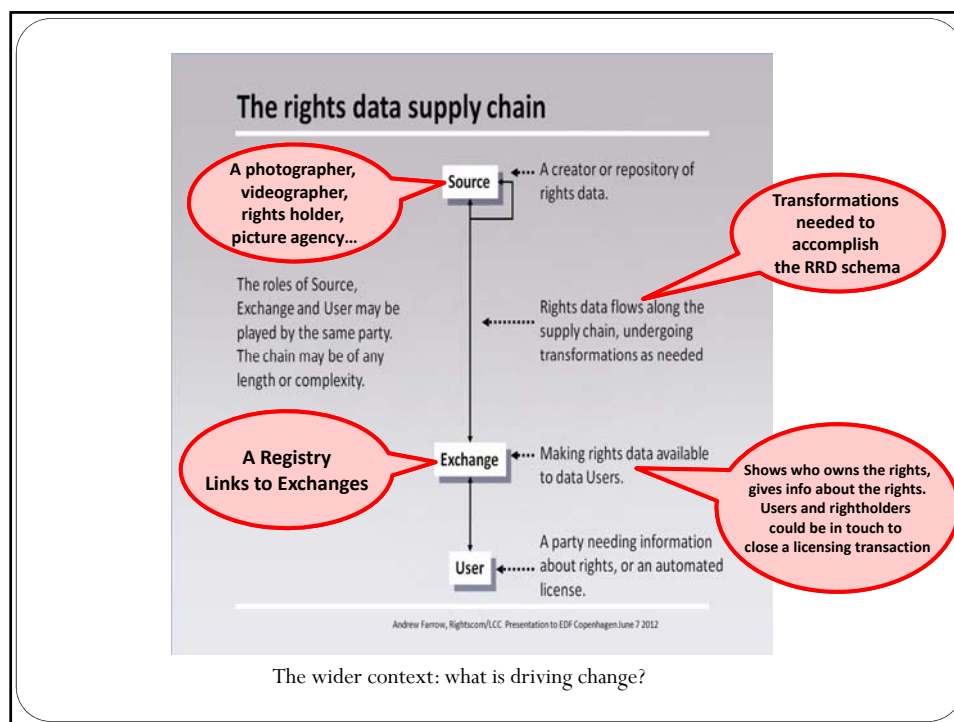
The wider context: what is driving change?

### A vision of the rights data supply chain



The wider context: what is driving change?





## PARTNERS

### Work package head

✓ **CEPIC**

### Technology Partners: two « tandems » Technology/ Source

✓ **ALBUM RIS/ THP Age**

Album (Spain): A recognised fine arts and historical imagery and movies  
 Have developed the reverse visual search engine (RIS) in the last three years  
 Age Fotostock (Spain, France, USA), administrator of the THP platform with 25 million images, 117 agents around the world, 500 collections, 370 agencies, 82.742 photographers

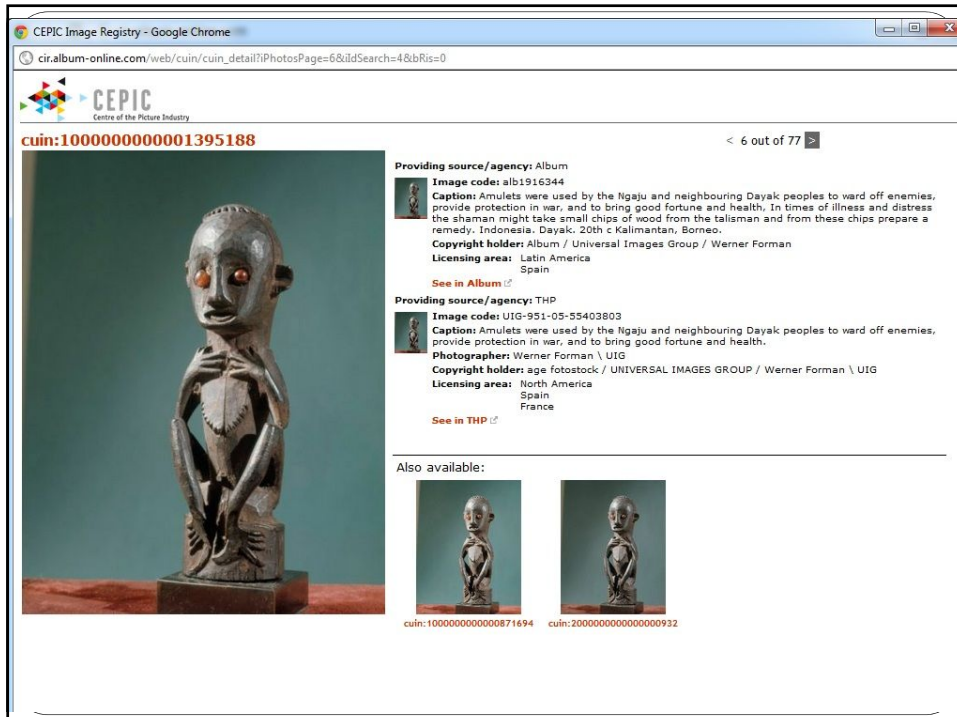
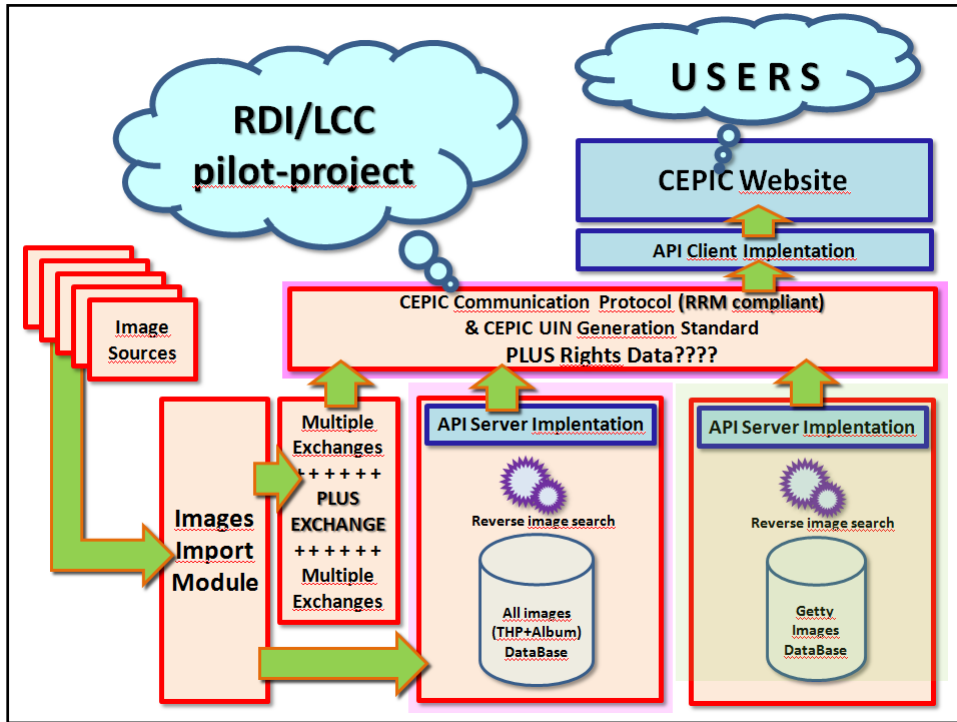
✓ **PICSCOUT/ Getty Images**

Picscout: The leader in visual search recognition; developed Image Exchange, 120 million images on the platform  
 Getty Images: Global player, 125 million images, 70 million digitized images, 33 million images on-line, 7.500 hours of video etc.

✓ **PICSCOUT/ PLUS Registry**

The wider context: what is driving change?






CEPIC Image Registry - Google Chrome  
cir.album-online.com/web/cuin/cuin\_detail?idSearch=7&bRis=0&sCuin=cuin:100000000001399605

**CEPIC**  
Centre of the Picture Industry


**cuin:100000000001399605** < 4 out of 309 >



**Providing source/agency:** Album  
**Image code:** alb1917087  
**Caption:** Side of the painted casket from the tomb of Tutankhamun. It depicts the King in battle against the Syrians. Egypt. Ancient Egyptian. 18th dynasty ( 1357-1349BC ). Thebes Valley of the Kings.  
**Copyright holder:** Album / Universal Images Group / Werner Forman  
**Licensing area:** Latin America  
Spain  
[See in Album](#)

**Providing source/agency:** THP  
**Image code:** UIG-951-05-11715296  
**Caption:** Side of the painted casket from the tomb of Tutankhamun.  
**Photographer:** Werner Forman \, UIG  
**Copyright holder:** age fotostock / UNIVERSAL IMAGES GROUP / Werner Forman \, UIG  
**Licensing area:** North America  
Spain  
France  
[See in THP](#)

Also available:




cuin:100000000001601493    cuin:100000000001431696    cuin:100000000001097041    cuin:100000000002622773    cuin:100000000001097321    cuin:100000000000975985

CEPIC Image Registry - Google Chrome  
cir.album-online.com/web/cuin/cuin\_detail?idSearch=69&bRis=1&sCuin=cuin:200000000000001930

**CEPIC**  
Centre of the Picture Industry


**cuin:200000000000001930** < 2 out of 2 >



**Providing source/agency:** Getty Images  
**Image code:** 102933130  
**Copyright holder:** Michael & Patricia Fogden / Getty Images  
[See in Getty Images](#)

**Providing source/agency:** Masterfile  
**Image code:** 19762058  
**Copyright holder:** Michael & Patricia Fogden / Masterfile  
[See in Masterfile](#)

Also available:



cuin:100000000002263106

## GRASS ROOT APPROACH

- ❑ Using existing systems
- ❑ Federate Ids into a « UIN », CEPIC adopted model

## PRAGMATIC APPROACH

## CONDITIONS OF PARTICIPATION

- ❑ Have content (pictures, metadata, right information)
- ❑ Use Visual Recognition Software
- ❑ Propose binary AND text search

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# CEPIC

## THANK YOU!

Sylvie Fodor ([s.fodor@ceplic.org](mailto:s.fodor@ceplic.org)), IPTC Metadata International Conference, Barcelona, 13 June 2013