

*The history of Photo Metadata  
in NTB scanpix*



art and culture

portraits

business

politics

news

science

20 million images

environment

animal

religion

creative

history

royal

nature

entertainment

stock

sport

**NTB** scanpix

# 1995

*Traditional library retrieval on paper (controlled vocabularies, subject-indexing based on thesaurus) had some good point which one should bring into a computer based system.*

*"When we started our database-project in 1995, we were of course starting to design the database from the IPTC standard. In addition we added fields where the content should be controlled, that is: values should be taken from a list of distinct value."*

*Steinar Bakken*

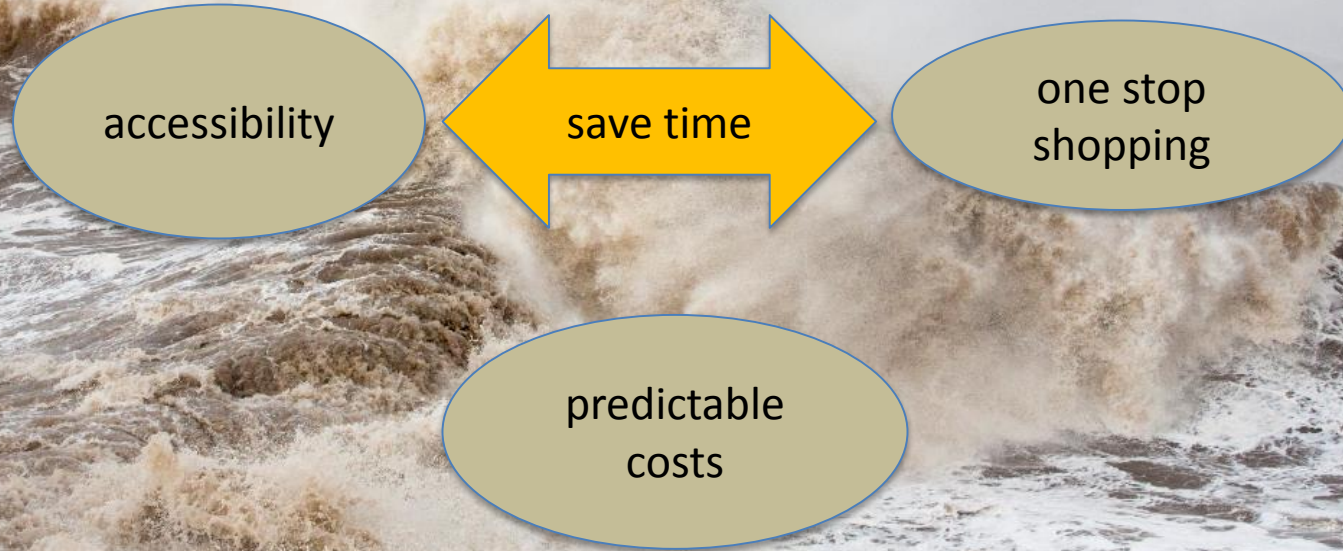
*Master in librarianship, retrieval and computing*

# Photo Metadata in an editorial world

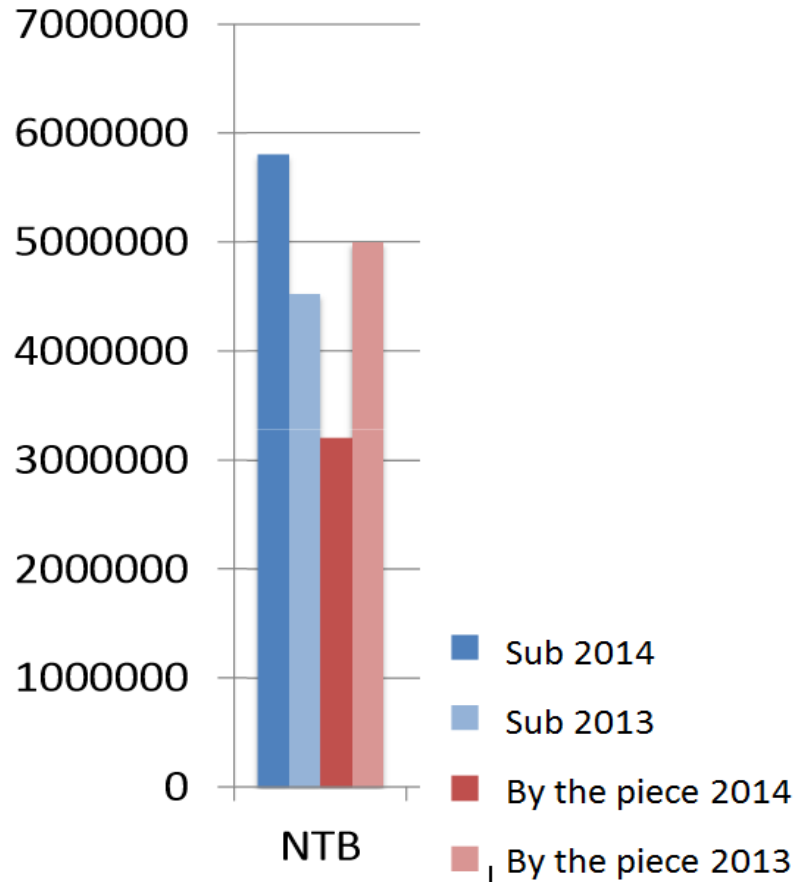
- **1,7 million images**
- **6000 videos**
- **2,2 persons are deep-indexing 123 000 images every year**
- **«Internal» and «external» ROI**



# In a visual digital tsunami - What is valuable aspects to our customers?



# Converting from by the piece sales to subscriptions



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# Photo Metadata in an editorial world

- **Subject\_heading (Thesaurus – 3000 keywords, 3000 synonyms)**
- **Persons (people visible in the image, not just named in the text)**
- **Proper\_names (e.g name of a political party, organization etc)**
- **Set\_field (event vocabulary)**
- **Geo\_thesaurus**
- **Special\_instruction (e.g. model released)**
- **Physical\_location (in the historical archives)**
- **Caption**

*“With us the images are sent straight from the photographer to the archive and we know that there is a lot of “lost” images. We find spelling errors all the time.”*

*Picture desk, norwegian newspaper  
May 28<sup>th</sup> 2015*



Mette-Marit; Crown Princess

Falun, Sweden 20150228. FIS Nordic  
World Ski Championships 2015 Falun.  
Norway's Crown Princess Mette-Marit  
points her finger.

Photo: Terje Bendiksby / NTB scanpix



# Persons

- Persons=mette-marit; crown princess

From 37 500 images to 25 000

The screenshot shows a search interface with the following elements:

- Search Bar:** Contains the text "Du søker nå: Personer: 'mette marit kronprinsesse'".
- Search Button:** An orange button labeled "søk".
- Filters:** "Tidsavgrensning" (Time limit) set to "Ingen" (None) and "Resultat per side" (Results per page) set to "20".
- Navigation:** Home icon, "Redaksjonelt" (Editorial), "Historisk" (Historical), "Creative", "Film og video" (Film and video), and "Mine mapper" (My maps).
- Category Filter:** "Alle" (All), "Utvalgte nyhetsbilder" (Selected news images), "NTB", "Microstock", "Nyhetsgrafikk" (News graphics), "Infographic", and "Underholdning" (Entertainment).
- Page Info:** "Bilde 1 - 20 av 25075" (Image 1 - 20 of 25075) and "Gå til bilde:" (Go to image:).
- Image Grid:** A grid of four image thumbnails. The first thumbnail shows a person in a white dress in a garden. The other three thumbnails show Mette-Marit Tjessem Høiby in a white dress standing by a canal in Oslo.
- Image Actions:** Each thumbnail has a download icon and a set of icons for zoom, share, and download.

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# Persons

Profession


Du søker nå : Credit: 'ntb scanpix' Personer: forfatter

Tidsavgrrensing: Ingen Resultat per side: 20

Redaksjonelt Historisk Creative Film og video Mine mapper

Alle | Utvalgte nyhetsbilder | NTB | Microstock | Nyhetsgrafikk | Infographic | Underholdning

Bilde 1 - 20 av 14191 Gå til bilde:

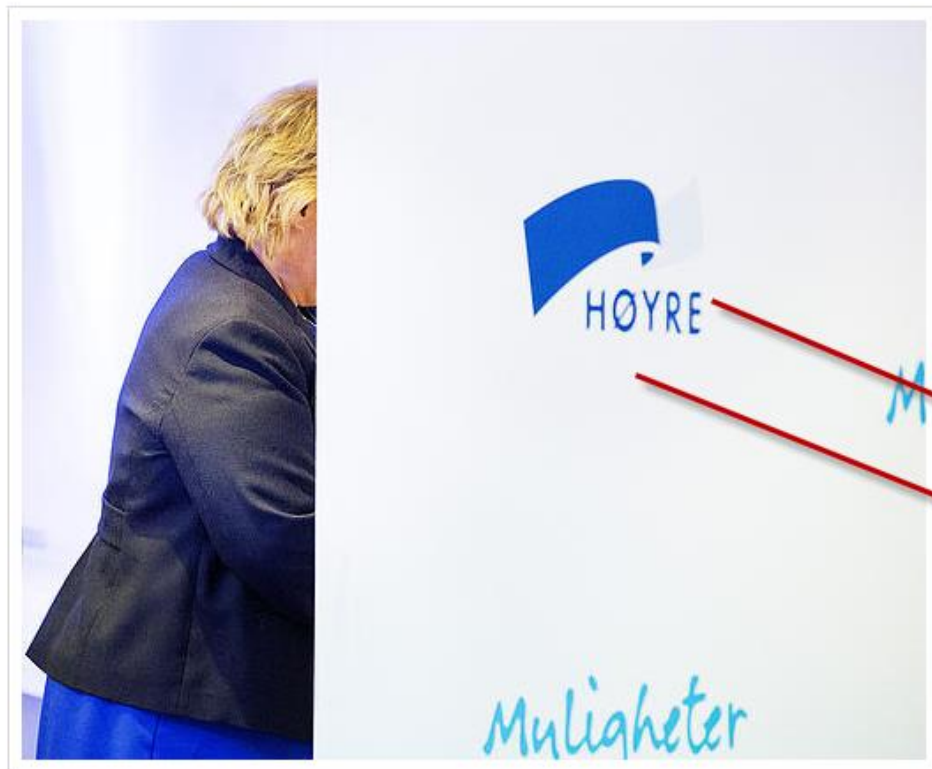


# Subject heading

The crown princess and the 25 000 images

evening dress=1772      happy=4124      family=3730      shoes=390  
diadem=198      love=177      alone=3255  
Cell phone=44      travel abroad=5394      portrait=1880  
cars=144      conferences=1221      politicians=600

# Proper names



<b>Bilde ID</b>	sz60b062
<b>Caption</b>	GARDEMOEN 20130913. Høyre-leder <b>Erna Solberg</b> på pressetreff etter Høyres sentralstyres og stortingsgruppe møte på Gardemoen fredag. Foto: Gorm Kallestad / NTB scanpix
<b>Collection</b>	Scanpix Online
<b>Priser</b>	30,83 MB 1290 NOK
<b>Dato</b>	<u>2013-09-13</u>
<b>Arkivert</b>	2013-09-13 15:12:42
<b>Personer i bildet</b>	<u>Solberg, Erna</u> ; politiker
<b>Egennavn :</b>	<b>Høyre</b>
<b>Emneord</b>	<u>Pressekonferanser</u> , <u>Alene</u> , <u>Profil</u> , <b>Logoer</b> , <u>Copyspace</u>
<b>Keywords</b>	<u>BNC</u> , <u>POL</u>
<b>Land</b>	<u>Norge</u> <u>Norway</u>
<b>By/kommune</b>	<u>GARDEMOEN</u>





# Proper names= NTB

May 1945: A NTB journalist with a copy of a flyer from the Norwegian Resistansen Movement. The text reads: «Norway is free again».

Photo: NTB scanpix

# Event vocabulary

Terror in Oslo – July 22th 2011

Terror at Utøya – July 22th 2011

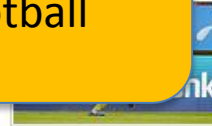
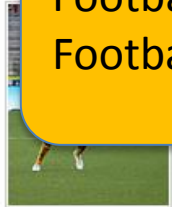
Terror in Oslo and Utøya – July 22th 2011 – reactions and consequences

Terror in Oslo and Utøya – July 22th 2011 - trial



Bilde ID	syca7666
Caption	Oslo. 20120621. Terrorrettssaken mot Anders Behring Breivik i Oslo tingrett 2012. Prosedyre fra aktoratet. Aktor Svein Holden og aktor Inga Bejer Engh Anders Behring Breivik sitt hode. Foto:HELGE MIKALSEN/VG
Collection	Scanpix Online
Priser	25.12 MB 1290 NOK
Dato	<a href="#">2012-06-21</a>
Arkivert	2012-06-21 13:28:27
Personer i bildet	<a href="#">Breivik, Anders Behring</a>
Emneord	<a href="#">Terrorisme</a> , <a href="#">Rettssaker</a> , <a href="#">Bakfra</a>
Fotograf	<a href="#">Mikalsen, Helge</a>
Credit	VG
Saksfelt	<a href="#">Terroraksjonene mot Regjeringskvartalet i Oslo og Utøya 22 juli 2011 (utført av Anders Behring Breivik). RETTSSAKER</a>
Oppdragsnummer	<a href="#">VG-20120621-0308</a>
Arkivarsign.	spkorosb
Filstørrelse	1.47 MB

# Event vocabulary



Football Premier League 2015  
Football Premier League 2015 – Man with football



# National editorial event vocabulary

NRK (Norwegian Broadcasting), NTB, TV2, Schibsted/VG, National Library

"As a broadcaster, who is transforming from traditional broadcast technology toward a standardized IT infrastructure, TV 2 need the facilities to structure and manage its existing metadata as well as harvesting new types of viewer and subscriber behavior metadata. This would help TV 2 to know which content to acquire, when to acquire it and where to place the acquired content."

***Kjell Ove Skarsbø, Lead Architect, Technology, TV2***

We're in the initial stages of planning an event vocabulary. We'd like to give readers access to the full scope of coverage – whether chronologically, from the initial event that precipitated the story to the ongoing coverage of how it unfolds over time in a story.

***Kristy Reilly – New York Times***

## New web: A search for crown princess Mette Marit

### Keywords (Thesaurus)



Travels abroad (5352)

Happy (4124)

Family (3732)

Alone (3255)

Evening dress (1772)

[+ see more](#)

### Proper Names



May 17th (533)

UNAIDS (171)

Royal Castle (74)

[+ see more](#)

### Persons



Mette-Marit; Crown Princess (25033)

Haakon; Crown Prince (13139)

Ingrid-Alexandra; Princess (2430)

Sonja; Queen (2153)

Harald V; King (1852)

[+ see more](#)

### Events



Visiting Indonesia, November 2012 (373)

Visiting Vietnam, March 2014 (313)

Nordic World Ski Championship in Oslo, 2011 (352)

[+ see more](#)



# New web: A search for crown princess Mette Marit

- Premium/studiobilder ( 589)
- Eksklusiver (876)
- Kongelige (765)
- Historisk (5 439)
- Reise og geografi (999 654)
- Illustrasjonsbilder (978 589)
  - kun modellklarerte

**Keywords** 

**Proper Names** 

**Events** 

**Persons** 

Mette-Marit; Crown Princess (25033)  
Haakon; Crown Prince (13139)  
Ingrid-Alexandra; Princess (2430)  
Sonja; Queen (2153)

[+ Se mēr ...](#)

**Steder** 

**Komposisjon** 

 Horisontal (6 789)

 Vertikal (1 987)

## Personer

antall treff 486 294

**A**

Anne Anker (987 087)  
Anfrid Askelsen (2187)  
Gunn Allover (76432)  
Anne Anker (987 087)  
Anne Anker (987 087)

A  
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# Geographic thesaurus

Search for London= 1,3 million images

Geo\_tes: 450 images



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# Our partner agencies ... some of them



# Utilizing third parties metadata

Hjem Byråer Filtre Redigering Admin

Navn  
DPA

Utvalg  
Credit DPA


Innstillinger  
Visma-nummer 6011016  
Creative-vekting 1  
Språk Engelsk

Tematikk - Redaksjonelle

- TRAVEL / GEOGRAPHY CATEGORY WEA OR nature OR leisure
- Kultur og underholdning CATEGORY ACE
- Kultur og underholdning SUB\_ARCHIVE ENT

Tematikk - Kreative

Mennesker



Categories



BREAKING NEWS (131 876)

POLITICS (78 987)

SPORTS (12 321)

ECONOMY (876)

STUDIO (298)

EXCLUSIVES (82)

HISTORICAL (256 421)

TRAVEL / GEOGRAPHY (12 987)

ENVIRONMENT (96 124)

STOCK (52 912)



Keywords



Persons



Proper Names



Events



Geography





# What is valuable aspects to our customers?

Varied content and time-saving accessibility to it

Norske | Samfoto | Posters | AKG | Heritage | Granger | Topfoto

Timeline

BC

AD

1800

1900-09

1910-19

1920-29

1930-39

1940-49

1950-59

1960-69

1970-79

1980-89

1920

1921

1922

1

1925

1926

1927

1928

Fashion 1920 - 1929

Bilde 1 - 100 av 1815

neste > siste >>





**Thank you 😊**