



plainpicture

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**Efficient metadata -  
use and occurring questions  
at plainpicture**

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# plainpicture

- plainpicture was founded in 2001 as an alternative source for commercial imagery with a strong focus on unusual, unexpected and new photography, showing image solutions away from the mainstream
- Hamburg-based agency with offices in London, Paris and New York. plainpicture offers about 750.000 highly edited images – 1/3 own photographers, 2/3 partner collections
- More than 1000 international photographers under contract, providing exclusive material
- Collections of more than 90 international partner agencies
- Clients with high expectations of creative imagery - advertising, editorial clients, book publishers

# I want to talk about

- Which metadata do we use?
- Metadata in our daily business
- Clients expectations and needs
- Problems with metadata quality and how to deal with them
- Insight into our handling of keywording metadata

## Metadata we use

- Object name / ID
- By-line / Creator
- Date created
- Special instructions
- Place names: City/State or Province/Country
- Headline
- Keywords
- Credit/Copyright information

# Release information

## Model release

- We demand model release information as soon as there are people in the image
- Manual check of every delivered batch of images
- Callback to partner agency or photographer to ascertain the possibility of getting missing releases
- If not successful: exclusion of images
- Original model release is stored by the photographer or the partner agency who assumes responsibility for it. We store the releases of our own photographers
- Sensitive usage: In case of a sensitive usage request we try to contact the model via the partner agency or photographer to check a possible usage

## Property release

The legal situation is extremely different in every country. Partner agencies are responsible for delivering controlled images.

## Metadata in our daily business

- Metadata may be delivered either in IPTC, .csv, .txt or .xls files. We convert all metadata into .xls. The control and correction of file names and keywording is done in Excel due to its flexibility – every partner and every new batch brings particular requirements.
- In our internal processing, we don't use IPTC which would be too time-consuming. In our systems, we hold every image file more than 10 times (LowRes, HighRes, backup copies, different servers, etc.)
- For all interfaces IPTC is absolutely necessary: photographers upload their image metadata in IPTC, partner agencies deliver or demand IPTC metadata, clients download images with IPTC metadata via Internet.
- Partner keywording data is mapped with plainpicture vocabulary – with various possibilities to adjust it
- Only searchable field: keywording
- Title and place names are not search-sensitive because they are not controlled/controllable

# Clients needs and business effects

## Clients needs

- Getting all relevant images for a search – without search ballast. Base: concise, relevant and complete keywording
- Geographical information: important for specific searches. Often missing or incomplete.


## Business

- Poor data quality means more human input on all levels of the workflow and therefore more costs. But....
- plainpicture policy: as a medium-size agency we cannot enforce our standard to others. We want smaller agencies with interesting images as partners – and accept their sometimes imperfect data quality. We offer support and individual feedback, communicate a lot and sometimes even open our indexing interface for them.

# Problems with metadata quality

## Bilingual or multilingual keywording

- IPTC neither offers fields for an alternative language in keywording and headline nor a flexible, undefined field which could be used
- Indexing data occurs in more than one language
- Vertical bar is used as a divider between two languages – process data means more effort, time and errors



Keywords 23 [↓ Sortieren](#)

Platz, Alt, Historisch, Stuhl, Leer, Zaun, Stadt, Ornament, Fachwerkhaus, Geländer, Markise, Baum, Biarritz, Aquitanien, Außenaufnahme, Niemand, Gastronomie, Straßencafe, Bistro, Cafe, Blattlos, Frühling, Altstadt

Keywords Backup

Platz, Oeffentlich, STadt, Staedtisches Motiv, Alt, Historisch, Fachwerk, Stuhl, Stuehle, CafÈ, Leer, Zaun, Gelaender, Ornament | Place, Square, Public, City, Urban Scene, Old, Historical, Chair, Chairs, Coffee shop, Empty, Fence, Railing, Ornamental, Antonina Gern



# No separation of languages, two or more languages are mixed up

|  |  |
|--|--|
| Nederland, Amsterdam, eten, diner, smikkelen, smullen, artisjok, tafel, aan tafel, vers, groente, <b>superfood</b> , super food, uber groente, gezond, <b>kind</b> , kindje, |  |
| Amb aanhangfiets   | fiets, fietsen, bike, bicycle, fietshelm, vader, papa, kinderen, children, ijsburglaan, holland, the netherlands                         |
| Amb vakantiehuis in italie   | vakantie, vacation, voetballen, soccer, lente, groen, polmone  |
| Amb kinderen in italie   | umbrie, umbria, italie, italy, kinderen, children, tuinieren, vakantie, vacation, lente, spring, plezier, fun                            |
| Amb timetable  | vertrektijdentabel, vertrektijden, vertrektijd, opzoeken, kijken, reizen, travel, ov, openbaar vervoer, grootouders, kleindochter        |
| Amb meisje in keuken   | kitchen, girl, klutsen, beslagkom, garde, koken, cook, kokkerellen, keukenschort, schort, kind, child, peuter, kleuter, beslag           |
| Amb nul energie woning   | huishouden, household, koken, cook, computer, laptop, strijken, ironing, iron, huiskamer, living room, keuken, kitchen, stroon           |
| Amb iPad   | apparaat, generatie, generation, apple, tablet, device, kind, child  |
| Amb leren fietsen  | ijsburg, brug, bridge, fietsen, leren fietsen, bike, child, kind, meisje, girl, oefenen, practice, bikes, bicycle, zwaar trappen, doortr |
| Amb draaimolen   | fair, kermis, fietsen, racefiets, jurk, dress, meisje, girl, merry go round, bike, draaimolen  |

|   |                | d_AnzahlSuchen |   |
|---|----------------|----------------|---|
| E | Superficiality |                |   |
| E | Superfood      | Food           | 1 |
| E | Superfoods     | Food           | 2 |

ID 77635 **ES**

**Nice**

Concepts/Nice

**Zielwort**

|         |   |   |   |   |
|---------|---|---|---|---|
| Amiable | E | U | ▶ | ✖ |
| Amical  | F | S | ▶ | ✖ |
| Gentil  | F | S | ▶ | ✖ |
| Kind    | E | U | ▶ | ✖ |
| Lieb    | D | S | ▶ | ✖ |
| Lovable | E | U | ▶ | ✖ |

**Sichtbare**

**Deutsch**

|      |   |   |   |
|------|---|---|---|
| Lieb | S | ▶ | ✖ |
|------|---|---|---|

**Englisch**

**Unsichtbare**

|         |   |   |
|---------|---|---|
| Amiable | ▶ | ✖ |
| Kind    | ▶ | ✖ |
| Lovable | ▶ | ✖ |

**Französisch**

|        |   |   |   |
|--------|---|---|---|
| Gentil | S | ▶ | ✖ |
| Amical | S | ▶ | ✖ |

## Non-native speaking keywording

- Non-valid or unusual English words and expressions used as keywording terms
- Spelling mistakes

Ancient,Antique,**Being Made,By Hand**,Children's toys,Cottage,Country,Country House,Detail,Door,Door Handle,Door Knob,Doorhandle,Doorknob,Europe,Hung,Idea,Indoors,Inside,Interior,Interior Decoration,Interior Design,Knit,Knitted,Living Area,Make,Making,Manual Work,No One,No-One,Nobody,Nostalgia,Room Door,Rural,Rustic,Scandinavia,Series,Style,Suspended,Tiles,Toy,Traditional,White,**Whiteness,Whitish**

## Effects

- Loss of information, terms are not translated
- Expanding vocabulary with redundant data
- Time-consuming maintenance of vocabulary and revision of incoming indexing data



## Other problems

- Special characters which are cracked or mixed up
- Keywording placed in several fields or columns

|   |  |        |                          |               |       |        |
|---|--|--------|--------------------------|---------------|-------|--------|
| Stillife / Object;Detail;Box;Padlock;Decay;Worn;Locked;Dirty                |  | Spring | Sunny, Weather           | Brown, Yellow |       | Metal  |
| Architecture;House;Building   |  | Spring | Sunny, Blue sky, Weather | Red           |       | Wooden |
| Architecture;House;Building   |  | Spring | Sunny, Blue sky, Weather | Red           |       | Wooden |
| Architecture;Detail;Maritime;Traditional;Fishermans shed;Fishermans sha     |  | Spring | Summer, Weather          | Grey          |       | Wooden |
| Stillife / Object;Pier;Jetty;Detail;Maritime;Decay;Worn;Oar;Worn out        |  | Spring | Sunny, Weather           | Brown         | Coast | Wooden |
| Stillife / Object;Pier;Jetty;Detail;Maritime;Decay;Worn;Oar;Traditional;W   |  | Spring | Sunny, Weather           | Brown         | Coast | Wooden |
| Stillife / Object;Pier;Jetty;Detail;Maritime;Decay;Worn;Oar;Traditional;W   |  | Spring | Sunny, Weather           | Brown         | Coast | Wooden |
| Stillife / Object;Detail;Nail;Decay;Worn                                    |  | Spring | Sunny, Weather           | Brown         |       | Metal  |
| Architecture;Detail;Decay;Worn;Traditional;Log house                        |  | Spring | Summer, Weather          | Grey          |       | Wooden |
| Architecture;Detail;Structure / Background;Plank;Wall;Flaking paint;Deca    |  | Spring | Summer, Weather          | Brown         |       | Wooden |
| Architecture;Detail;Form;Flaking paint;Decay;Worn;Rust;Rusty;Mounting;      |  | Spring | Summer, Weather          | Brown         |       | Metal  |
| Architecture;Detail;Decay;Worn;Log house;Wall                               |  | Spring | Summer, Weather          |               |       | Wooden |
| Architecture;Pier;Jetty;Maritime;House;Building;Traditional                 |  | Spring | Sunny, Blue sky, Weather | Yellow        | Coast | Wooden |
| Stillife / Object;Pier;Jetty;Detail;Maritime;Form;Traditional;Boat;Block;Ro |  | Spring | Sunny, Weather           |               | Coast | Wooden |

## All problems mixed together:

sandal, woman, feet, black and white, in  
love, masculine, legs, embracing, hug, humanity, female en plein  
 air, amoureux, brouiller, botte, couple, embrassement, sentiment, fÃ©minin, fÃ©minitÃ©, folklorique, haut, horizontal, jambe, amour, masculin, homme, prÃ©s  
 de, partie, personnes, pittoresque, rapport, relations, sandale, sentiment, escarpin-sandale, cerf, courroie de sandale, femme, pieds, noir et  
blanc, amoureux, masculin, jambes, Ã©troit, Ã©troit, humain, fÃ©minin  
Freien, amour ¶s, verschwommen, Stiefel, Paar, umarmen, GefÃ¼hl, feminin, Weiblichkeit, Volk, hoch, horizontal, Bein, Liebe, mÃ¼nnlich, Mann, in der  
 NÃ¤he, Teil, Menschen, urig, Beziehung, Beziehung, Sandale, GefÃ¼hl, Slingback, Hirsch, Riemchensandale, Frau, FÃ¼Ãe, schwarz-weiÃ, verliebt, maskulin, Beine, drÃ¼cken, kuscheln, Menschlichkeit, Weibchen  
zewnÃ...trz, zakochany, zamazane, but, para, obejmowac, uczucie, kobiety, kobiecosc, ludzie, wysoki, poziom, noga, miÅosc, mÃski, mÃczyzna, blisko, czÄsc, ludzie, uroczy, relacja, zwiÃ...zek, sandaÅ, uczucie, sandaÅ, samiec, sandaÅy, kobieta, nogi, czarno-  
biaÅy, zakochany, mÃski, nogi, przytulac, przytulac, czÅowieczeÅ, stwo, samicaal  
 fresco, amoroso, difuminar, bota, pareja, abrazando, sentimiento, femenino, feminidad, pueblo, alta, horizontal, pierna, amor, varÃ³n, hombre, cercano, parte,

# Handling keywording metadata


- Dynamic multilingual vocabulary
  - Partner keywording is mapped on plainpicture vocabulary
  - New term entries are checked and integrated in the semantic web, if relevant
- Regular measuring of search logs
  - Criteria for relevance of new terms
  - Observation of upcoming issues and concepts
  - Constant evaluation of preferred terms based on searches
- Migration of irrelevant database entries into a separate list (Blacklist)
  - Deletion of (first) names, numbers, codes and irregular strings
  - Replacement of spelling mistakes
  - Individual maintenance of divergent keywording terms by certain partners



# Blacklist

|   |               |                |      |  |        |            |          |      |
|---|---------------|----------------|------|--|--------|------------|----------|------|
| E | Nationality   |                | 67   |  | 511413 | 14.11.2013 | 15:41:47 | p996 |
| E | Open air      | Outdoors       | 191  |  | 511424 | 14.11.2013 | 15:45:56 | p996 |
| E | Disappear     |                | 101  |  | 520696 | 15.11.2013 | 11:26:18 | p996 |
| E | Viewpoint     |                | 169  |  | 501692 | 15.11.2013 | 14:48:38 | p996 |
| E | Geology       | Geography      | 145  |  | 522867 | 05.12.2013 | 10:37:31 | p996 |
| E | Geography     | Geology        | 200  |  | 447017 | 05.12.2013 | 10:39:40 | p996 |
| E | Food Industry |                | 49   |  | 489976 | 06.12.2013 | 16:03:43 | p996 |
| E | Nave          |                | 103  |  | 506881 | 07.01.2014 | 12:36:36 | p996 |
| E | Rear          | Backside       | 549  |  | 503912 | 15.01.2014 | 11:40:33 | p996 |
| E | Intellectual  |                | 249  |  |        | 21.02.2014 | 15:15:26 | p996 |
| E | Elder         | Elderly person | 302  |  | 108544 | 19.08.2014 | 12:55:46 | p996 |
| E | Walker        | Walking        | 781  |  | 84488  | 05.09.2014 | 10:56:50 | p996 |
| E | Interiors     | Indoors        | 567  |  | 110941 | 15.09.2014 | 13:43:31 | p996 |
| E | Delicacy      |                | 121  |  | 75958  | 12.12.2014 | 15:36:29 | p996 |
| E | Insulation    |                | 289  |  |        | 21.02.2014 | 12:50:07 | p945 |
| E | Insecure      | Eerie          | 1011 |  |        | 21.02.2014 | 14:37:18 | p945 |
| E | Photography   |                | 3413 |  | 524510 | 10.12.2013 | 16:29:36 | p934 |
| E | View point    |                | 18   |  |        | 29.12.2011 |          | p924 |
| E | Crop          |                | 832  |  |        | 01.03.2012 |          | p924 |
| E | Sayings       |                | 2    |  |        | 01.03.2012 |          | p924 |
| E | Anatomy       |                | 523  |  |        | 01.03.2012 |          | p924 |
| E | Above         |                | 1655 |  |        | 01.03.2012 |          | p924 |
| E | Alone         | One            | 5449 |  |        | 02.03.2012 |          | p924 |
| E | White         | Caucasian      | 9885 |  | 358113 | 02.03.2012 |          | p924 |

# Online keywording tool for photographers



Title: Spaziergang an der Küste ← Previous Next →

Title (en): Woman walking by the sea Copy Paste

City: Palos Verdes +

Province: California

Country: United States

Responsibility: Photographer

Keywords 56 ↓ Sort

Outdoors, Profile, Anonymous, Hair, Wind, Cliffs, Ocean, Rocks, Grass, Solitude, Tranquility, Walk, Peaceful, 18-20 years, Woman, Young woman, 20-30 years, Skirt, View, Gray, Mountain Top, Palos Verdes, Part of, People, Single person, Adult, Young adult, 20-25 years, 25-30 years, Caucasian, Cardigan, Skirt, Dress, Looking down, Long-haired, Dark-haired, Brown-haired, Horizon, Bodies of water, Sea, Bluff, Cliff, Coast, California, USA, Rocky coast, Pacific Ocean, Overcast, Destination, Leisure, Going for a walk, Activity, Leisure activity, Alone, Lonely, Recreation, Carefree

Keywords Backup

Outdoors, Profile, Anonymous, Blue hour, Hair, Wind, Cliffs, Ocean, Rocks, Dirt, Grass, Isolation, Solitude, Serenity, Tranquility, Walk, Peaceful, Girl, 18-20 years, Woman, Young woman, 20-30 years, Clothes, Skirt, Flowing, Fabric, Waves, View, Heights, Gray, Sky, Mountain Top, Palos Verdes

Thesaurus | Search

- Composition terms ▶
- Human concepts ▶
- Abstract terms ▶
- People ▶
- Verbs ▶
- Agriculture ▶
- Animals ▶
- Architecture ▶
- Body ▶
- Culture ▶
- Economy ▶
- Education ▶
- Environment ▶
- Everyday life ▶
- Food ▶
- Holiday ▶
- Items ▶
- Landscape ▶
- Lifestyle ▶
- Plants ▶
- Society ▶
- Sport ▶
- Transport ▶
- Achievement ▶
- Alone ▶
- Care ▶
- Challenge ▶
- Childhood ▶
- Communication ▶
- Fear ▶
- Friendship ▶
- Fun ▶
- Hope ▶
- Joy ▶
- Learning ▶
- Love ▶
- Negative emotions ▶
- Problem ▶
- Psychology ▶
- Sad ▶
- Serious ▶
- Strength ▶
- Thinking ▶
- Tranquility ▶
- Violence ▶
- Anticipation ▶
- Bliss ▶
- Carefree ▶
- Cheer ▶
- Enthusiasm ▶
- Enjoyment ▶
- Excitement ▶
- Friendship ▶
- Good ▶
- Happiness ▶
- Harm ▶
- Hilarious ▶
- Pleasant ▶
- Pleasure ▶
- Vitality ▶