


**AP**



# **THE PHOTO RIGHTS METADATA CHALLENGE**

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# WHY START WITH RIGHTS?

- **Fundamental for interchange**
- **Getting it wrong costs \$\$\$**
- **It's complicated**



# WE HAVE EXCELLENT METADATA

– **Q: So, what's the problem?**

– **A: We're not in the metadata business**

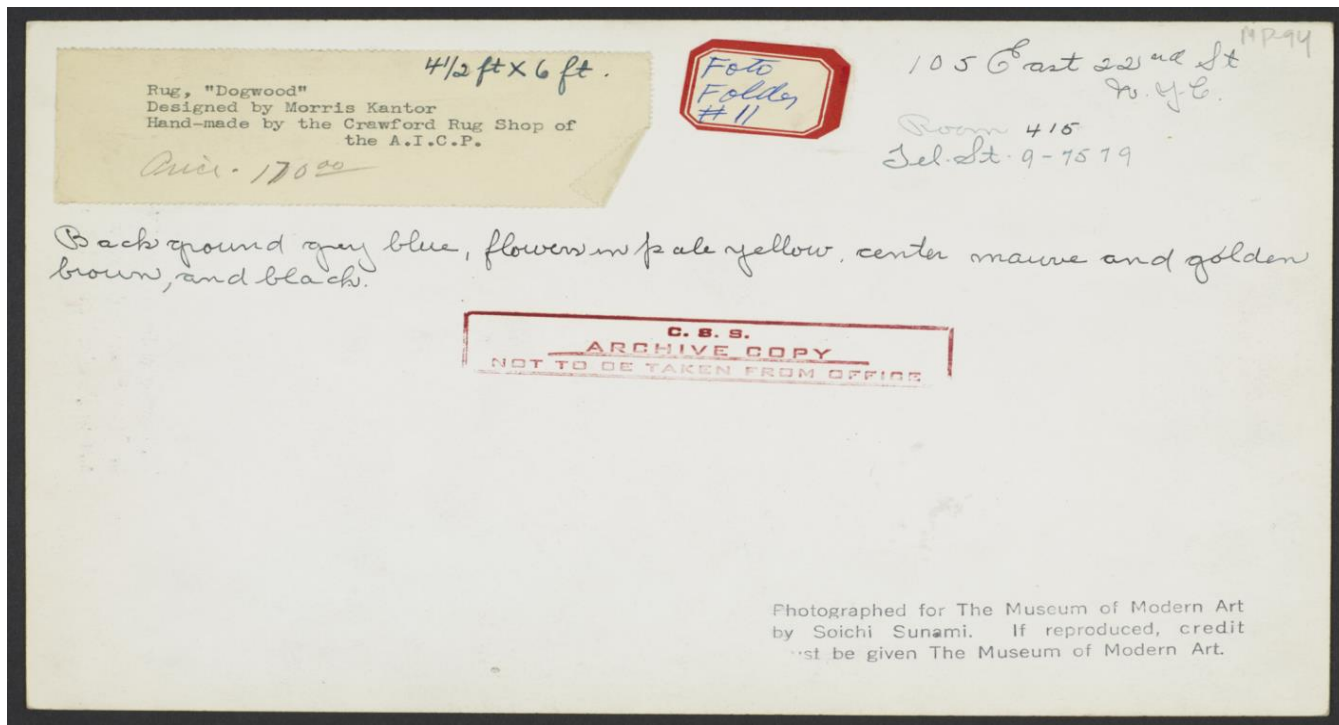


# AP'S PHOTO BUSINESS GOALS

- **Maximize photo sales**
- **Lower our cost/risk**
- **Support findability**



# EARLY PHOTO METADATA





# EVOLVING SCHEMA STANDARDS

- **IIM in JPG (1990s)**

- **XMP (2002)**

  - Core (2005)

  - Extension (2008, 2014)

- **Wrappers**

HOW STANDARDS PROLIFERATE:  
(SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC.)





# RIGHTS METADATA

**“May I use this?”**

- If not, don’t give it to me**
- Anything I need to know/do?**



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# CHALLENGE #1



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# REDUNDANT METADATA (ALMOST)

- **IIM – JPG Header**

- Instructions
- CopyrightNotice
- Caption

- **XMP - Core**

- Rights Usage Terms (free text)

- **XMP - Extension**

- PLUS fields
- Embedded Encoded
- Linked Encoded
- “Charms”

- **Wrapper**

- BYOM

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# CHALLENGE #2



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# WHAT HAPPENS IN THE KNOT?



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# CHALLENGE #3



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# GROWING PAINS

- **End of the honor system?**
- **Rights that change with time or transactions**
- **Rights that differ by client**
- **How much “legalese” ?**



# PRACTICAL CHALLENGES

- **Defining and integrating workflows**
- **Provider capabilities**
- **Customer capabilities**
- **Speed, Volume**
- **Resources**

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# THE ROI SWEET SPOT



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# ANSWERS?



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