



# **IPTC Photo Metadata 2015**

## **Jeff Sedlik**



**Rights are the key.**

# **Redundancy & Conflict**



**The metadata business.**



**Rights are dynamic.**



**Responsibility.**



# PLUS Coalition

- **Creators:** photographers, illustrators.
- **Distributors:** stock agencies
- **Users:** book publishers, newspaper publishers, magazine publishers, web publishers, motion picture/TV, ad agencies, designers, the public
- **Cultural Heritage:** museums, libraries, researchers, educational institutions
- **Other:** reproduction rights organizations, copyright management organizations, software developers, attorneys, picture researchers, artist reps, manufacturers, standards bodies, etc.



## PLUS is Collaborating With:

- IPTC
- UK Copyright Hub
- Linked Content Coalition
- RDI Project
- ODRL
- ISNI
- EIDR
- IDEAlliance
- Ad-ID
- Governmental agencies
- Creative Commons, Adobe, Imagewiki, many others.

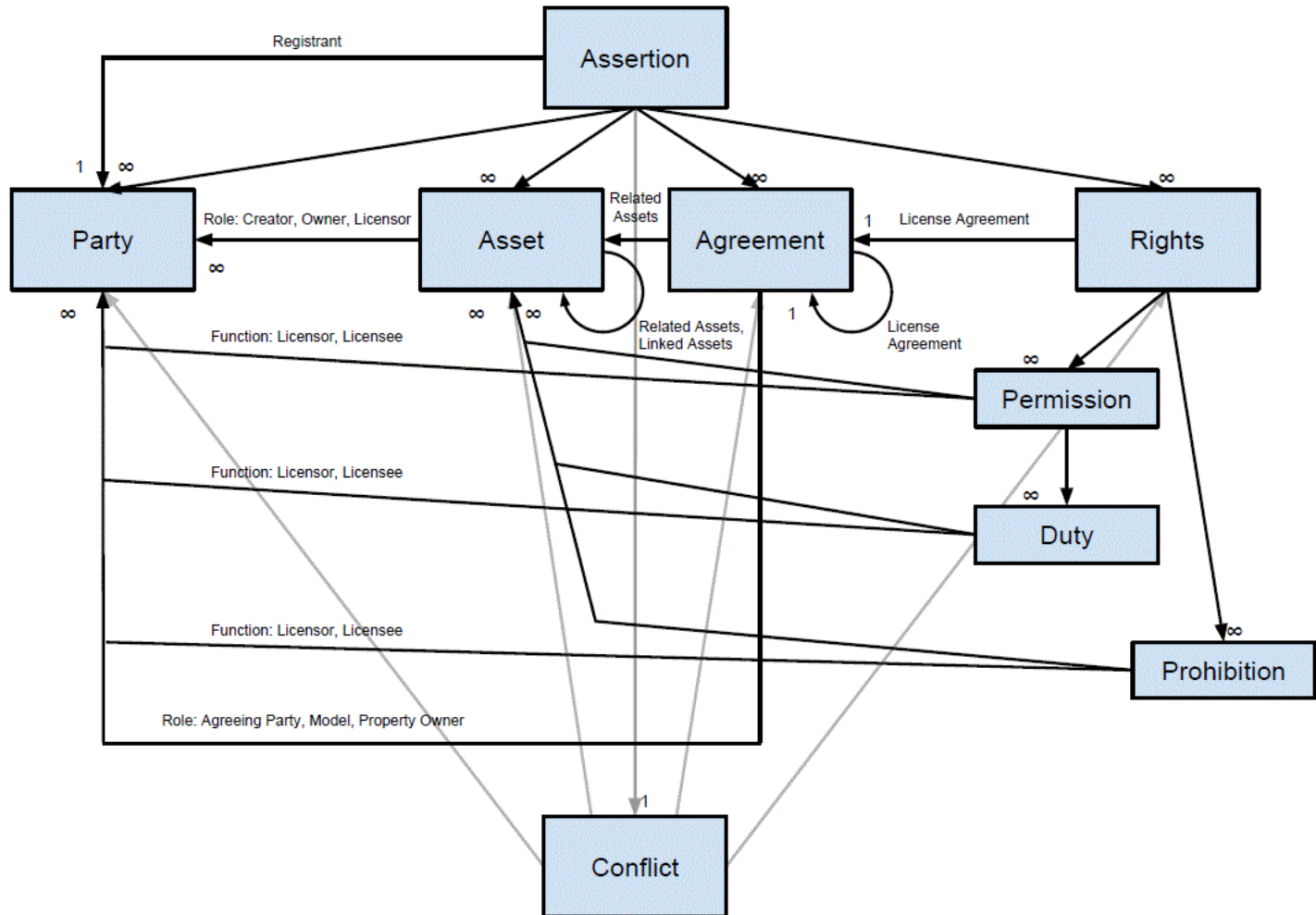




# PLUS Members in the EU

- Austria
- Belgium
- Bulgaria
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Netherlands
- Poland
- Portugal
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden
- United Kingdom
- Croatia

# Expanded PLUS Rights Model





# Public beta: [www.PLUSregistry.org](http://www.PLUSregistry.org)



**PLUS Registry** Beta 1.0

[Search](#) | [Manage Images](#) | [Manage Licenses](#) | [About](#) | [Help](#)

[Sign In](#) | [Create an Account](#)

## Search the Registry Now

Find and contact artists, rights-holders, licensors, licensees and archives.  
View information about an image or image license.

Search

Search by name, image URL or PLUS ID  Upload and search on an image [Search Options](#)

## Find. Be Found.

Welcome to the non-profit PLUS Registry, developed and operated cooperatively by a global Coalition of all communities engaged in creating, using, distributing and preserving images.

**Find.** Search the Registry to find rights and descriptive information ("metadata") for any image, and to find current contact information for related creators, rights holders and institutions.

**Be Found.** Register for a free listing to allow anyone in the world to easily find and contact you. Register your images and image licenses to allow authorized users to find rights and descriptive metadata using a PLUS ID or image recognition.

## What's Up

**Join.** PLUS membership is free, and allows you to add a Registry listing. The Registry operates on a co-op model, funded by optional contributions from "Supporting Members," who receive a unique PLUS ID and access to additional features. [More...](#)

**Brick by Brick.** During Phase 1 beta testing, you may search for individuals or businesses by name or PLUS ID only. In Phases 2 and 3, PLUS will introduce search and bulk registration of image and license info, by PLUS ID and by reverse image recognition. [More...](#)

**The Hub:** The PLUS Registry will serve as a global, multilingual hub for other registries, and will allow registration and search using third-party applications and plug-ins. PLUS will provide an Application Programming Interface (API) supporting bi-directional connections with authorized applications. [More...](#)

### Tutorials

How To Use The Registry



### PLUS Leadership Circle

Significant Contributors



### The PLUS Coalition

Participating Associations



### Join PLUS Today

Become a Member for Free

JOIN



# PLUS<sup>®</sup>

PICTURE LICENSING  
UNIVERSAL SYSTEM