What are Metadata Standards good for?

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Your metadata experience

- “Metadata are fields that could be / should be / must be filled in – depending on a company policy”
- “After closing the panel the values – by some magic – can be read by other software in other companies and are displayed to other persons”
- “People can even search by using metadata values”
Behind the metadata curtain

The software translates the description you have typed in into a technical representation – like this one in XMP:

```
<ps:DateCreated>d:20100422T07:00:00Z</ps:DateCreated>
<ps:City>d:Paris</ps:City>
<ps:State>d:Île de France</ps:State>
<ps:Country>d:France</ps:Country>
<ps:Headline>d:Rochefeu building of the Louvre</ps:Headline>
```

The software recognizes fields by their identifiers. The identifiers are defined by a metadata standard to provide interoperability.

That makes a metadata standard

Each metadata field has:
- A globally unique identifier
- A specific meaning and purpose – its semantics
- A data format (text, date, number ...)
- And should have a recommended label.

A set of specified fields is called a metadata schema – maintained by a standardisation body.

Software makers which are implementing a metadata standard MUST adhere to these rules.
Metadata Standard Schemas /1

- **IPTC “Fields”:** have a focus on describing the content and providing administrative information, initially for the news industry, but now used widely.
  - IPTC IIM (Information Interchange Format) of 1994 and later... was merged into...
  - IPTC Core Schema (for XMP - and IIM): 2005
  - IPTC Extension Schema (for XMP): 2008
- **Exif (TIFF):** has a focus on technical metadata about taking the picture and its digital representation.
- **PLUS:** has a focus on rights metadata – created 2007
  Builds on XMP and making use of controlled vocabularies

Metadata Standard Schemas /2

- **Photoshop fields**: Many fields in Photoshop are from IPTC standards, beyond that are a couple of specific fields in Adobe schemas for XMP – e.g. „Rating“.
- **Dublin Core**: has a focus on describing the content and administrative information. Very generic use from book libraries to multimedia content – created in the 1990s.
- **PRISM/DIM** (Digital Image Management): has focus on pictures for magazines – created ~ 2004
Web References

- IPTC Photo Metadata Standards: www.iptc.org/photometadata
- PLUS: www.useplus.org
- Dublin Core: www.dublincore.org
- PRISM/DIM: www.prismstandard.org
- W3C Media Annotations WG: www.w3.org/2008/WebVideo/Annotations/

Metadata evolution

Standards have to address two completely controversial requirements:
- to provide persistence over time
- to incorporate additional requirements from photo businesses

The “art of making a standard” is to find the right way between these two poles – and not to stick to only one of them.
... thank you for listening to us ...

... and visit us at www.iptc.org ➔ Photo Metadata section