Brief Overview – PLUS Coalition

- A collaboration between all communities engaged in creating, distributing, using and preserving illustration and photography.
- Non-profit, Neutral, Apolitical
- Global: participants in 83 countries
### Who Is Participating in PLUS?

- **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**: software developers, attorneys, picture researchers, artist reps, manufacturers, standards bodies, etc.

### PLUS Registry: Find and Be Found

- **FIND Rights Holders**
  - Creators, Owners, Picture Agencies, Museums, Libraries, Other Authorized Licensors
- **FIND Image Metadata**
  - Rights, Descriptive and Technical
Public beta: www.PLUSregistry.org

A Registry “Hub”

- Registry designed to operate as “hub”
- Connects all registries.
- A search of any connected registry extends to all connected registries.
### Connect Remotely

- Users read or write metadata:
  - Via any application connected to the PLUS Registry
  OR
  - At the Registry website

### The PLUS IDs

- PLUS IDs uniquely identify all parties, images and licenses
- Optional Custom IDs
- IDs are linked to metadata stored in the Registry.
Register IMAGES

- Submit individually, or
- Submit in batches of any size
- Receive unique ID for each image.
- ID linked to record in the Registry.
- Images are fingerprinted for image recognition
- Images may be Digimarc watermarked to easily allow recovery of ID

Find Image Info

- Search by Image Recognition
  - Find all parties who have registered that image: authorized licensors, creator, owner, museums, libraries.
- Search by PLUS Asset ID
  - Find the party who registered a specific instance of the image.
### Comprehensive Image Info

- View public info for any image
- Authorized parties view private information for any image.
- Major metadata standards IPTC, PLUS, Dublin, VRA, AD-ID
- Remotely stored image metadata is “dynamic,” and can be updated after image delivery.
- Remotely stored metadata is secure.

### Optionally Register LICENSES

- Add a PLUS License record at the time of the transaction, via PLUS Registry or the API.
- Include unique PLUS License ID in each image delivered.
- View public license info.
- With permissions, view private license info.
### Image-User Focused Benefits

- Instantly determine the rights associated with any licensed image.
- Easily distinguish between RM, RF, Micro, and Owned content.
- Avoid unintentional infringement
- Save resources, decrease liability.

### PLUS Registry Will **NOT** Offer

- Keyword searches
- Subject matter searches
- Image browsing
- License transactions
- Public access to private information
- Pricing
Launching the Registry in Phases

1. NOW: Public Beta – invite registration by people and businesses.
2. Invite image registration
3. Invite license registration
4. Provide API for DAM systems, licensing platforms and other applications.

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