CHALLENGES IN IMAGE IDENTIFICATION

High number of « orphans »
(images with seemingly no information)

Control the existence of Duplicates

SOLUTIONS

Visual Recognition Technology

Develop a Universal Identifier Number (UIN) for still images
WHY DO WE NEED A REGISTRY?

High number of « orphans »
(images with seemingly no information)

Orphan Works legislations in Europe and US requiring a « diligent search » before a work may be recognised orphan

WHY DO WE NEED A « UIN »?

Control the existence of Duplicates

CEPIC Image Registry (CiR)

What it is

- It is a registry of « unique identifiers » (CUIN)
- It is connected to multiple databases of images using a « communication protocol », but does not store images itself
- It is a tool to be used in the process of a « diligent search »
- It uses the proprietary reverse search engine of each database of images to carry out search
- It delivers the results to the users in one single gallery of results
- It is a not for profit endeavour
- It is at project stage

The wider context: what is driving change?
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CEPIC Image Registry (CiR)

What it is NOT

- It is a **not** a selling tool in any way
- It does **not** store images on its server
- It does **not** rely on one single reverse image technology

It is **inclusive**: it can potentially connect and deliver results from any image database as long as this database uses image reverse search technology.
RDI

RIGHTS DATA INTEGRATION

PILOTE PROJECT OF THE LINKED CONTENT COALITION
http://www.linkedcontentcoalition.org/

50% EU funding
A total of 1.1 million €

CEPIC is one Work Package
18 partners from different content industries

The wider context: what is driving change?
The rights data supply chain

A photographer, videographer, rights holder, picture agency...

Source

A creator or repository of rights data.

Rights data flows along the supply chain, undergoing transformations as needed

A Registry

Links to Exchanges

Exchange

Making rights data available to data users.

User

A party needing information about rights, or an automated license

Transformations needed to accomplish the RRD schema

Shows who owns the rights, gives info about the rights. Users and rightholders could be in touch to close a licensing transaction

The wider context: what is driving change?

PARTNERS

Work package head

✓ CEPIC

Technology Partners: two tandems • Technology/ Source

✓ ALBUM RIS/ THP Age

Album (Spain): A recognised fine arts and historical imagery and movies
Have developed the reverse visual search engine (RIS) in the last three years
Age Fotostock (Spain, France, USA), administrator of the THP platform with 25 million images, 117 agents around the world, 500 collections, 170 agencies, 82,742 photographers

✓ PICSCOUT/ Getty Images

Picscout: The leader in visual search recognition; developed Image Exchange, 120 million images on the platform
Getty Images: Global player, 125 million images, 70 million digitized images, 33 million images on-line, 7,500 hours of video etc.

✓ PICSCOUT/ PLUS Registry

The wider context: what is driving change?
GRASS ROOT APPROACH
- Using existing systems
- Federate Ids into a « UIN », CEPIC adopted model

PRAGMATIC APPROACH

CONDITIONS OF PARTICIPATION
- Have content (pictures, metadata, right information)
- Use Visual Recognition Software
- Propose binary AND text search

The wider context: what is driving change?