IPTC Standard

Photo Metadata

(October 2014)

IPTC Core

Specification Version 1.2

IPTC Extension

Specification Version 1.2

Copyrights		
Acknowledgments		
Acknowledgments		

	About the Standard IPTC Core Specification Version History							
17 10 00	. e 3	Jecincali	on ve	13ion History				
				l				
IPTC Ext	tensi	on Speci	ficatio	on Version His	story			
			1					
								→
							\rightarrow	
							\rightarrow	→
About		!a Daa			<u> </u>			_
ADOU	t tn	is Doc	ume	ent				
•								
•								
Status	of tl	his Docu	ımen	t				
Otatao	0	2000		•				











Introduction to IPTC Photo Metadata

Overview

IPTC Photo N	/letadata	(October	2014)
---------------------	-----------	----------	-------

- IPTC Core 1.2
- **IPTC Extension 1.2**

Technical Metadata

History



Photo Metadata specification notation

The specification template

_			

	A generic specification	n of the pro	perty which	is agnostic to a		technology.
Generic Specification			descr	admin	rights rel	type
Name						
Name						
XMP implementation	The implementation s	specificatio	n in the conte	ext of the Adol	oe XMP technology	
XMP namespace						
XMP property id						
XMP Value Type				XMP Ca	tegory	
	The technical implem	entation sr	ecification fo	r IPTC G2-Stan	ıdards	
G2 implementation						
Property name						

Generic Specification Notes
The terms Metadata Property and Metadata Structure
(legacy) appended to a property name
(DEPRECATED) appended to a property name
Saving metadata values to files

IPTC Core schema 1.2 specifications

Names and Identifiers

other namespaces

XML namespace URI
http://iptc.org/std/Iptc4xmpCore/1.0/xmlns/
preferred XML namespace-prefix

Iptc4xmpCore

User interfaces				
Metadata Prop	erties			
Generic Specification				
Name	City (legac	cy)		
XMP implementation				
XMP namespace			XMP property id	
G2 implementation				
Property name				
Generic Specification				
Name	Country (I	legacy)		
	, ,	<u> </u>		

	Τ
XMP implementation	
XMP namespace	XMP property id
	1

Generic Specification		
Name	Description	
XMP implementation	1	
XMP namespace	XMP pr	operty id
G2 implementation		
Property name		
Generic Specification		
•		
Name	Headline	
	Headline	
Name	Headline	
		operty id
Name XMP implementation		operty id
Name XMP implementation		operty id
Name XMP implementation		operty id
XMP implementation XMP namespace		operty id
Name XMP implementation		operty id
XMP implementation XMP namespace		operty id
XMP implementation XMP namespace		operty id
XMP implementation XMP namespace		operty id
XMP implementation XMP namespace		operty id
XMP implementation XMP namespace G2 implementation Property name		operty id
XMP implementation XMP namespace G2 implementation Property name Generic Specification	XMP pr	operty id
XMP implementation XMP namespace G2 implementation Property name Generic Specification	XMP pr	operty id
XMP implementation XMP namespace G2 implementation Property name Generic Specification	XMP pr	operty id

XMP implementation			
XMP namespace		XMP property id	
G2 implementation			
Property name			
Conquia Specification			
Generic Specification			
Name	Keywords		

XMP implementation	
XMP namespace	XMP property id
G2 implementation	
Property name	
Generic Specification	
Name	Scene Code
XMP implementation	NA 10 11 1
XMP namespace	XMP property id
G2 implementation	
Property name	
Comparis Com 157	
Generic Specification	
Generic Specification Name	Subject Code
	Subject Code

XMP implementation	
XMP namespace	XMP property id
C2 to observe that the	
G2 implementation Property name	
rroperty name	
Generic Specification	
Name	Sublocation (legacy)
	(0 7/
XMP implementation	
XMP namespace	XMP property id
G2 implementation	
Property name	
Generic Specification	
Name	Date Created

		<u> </u>
XMP implementation		
XMP namespace	XMP property id	

XMP implementation	
XMP namespace	XMP property id
G2 implementation	
Property name	
Generic Specification	
Name	Job Id
XMP implementation	
XMP namespace	XMP property id
G2 implementation	
Property name	
Generic Specification	
Name	Title
•	•

G2 implementation	
Property name	
Generic Specification	
Name	Copyright Notice
XMP implementation	VAAD was weeke tid
XMP namespace	XMP property id
G2 implementation	
Property name	
, , -	
Generic Specification	
Name	Creator

		1	
XMP implementation			
XMP namespace		XMP property id	
		тин регранции	
G2 implementation			
Property name			
Companie Carpolificantian			
Generic Specification			
Name	Creator's Contact Info		
XMP implementation			
	<u> </u>		
XMP namespace		XMP property id	
C2 implementation			
G2 implementation			
Property name			
Generic Specification			
	Constants to to the title		
Name	Creator's jobtitle		
			1

VMD implementation			
XMP implementation			
XMP namespace		XMP property id	
G2 implementation			
Property name			
Generic Specification			
Name	Credit Line		
XMP implementation			
XMP namespace		XMP property id	
AWIP Harriespace		Aivir property iu	
G2 implementation			
Property name			
Troperty name			
	L		
Carratia Carratii et			
Generic Specification			
Name	Rights Usage Terms		
	I		
XMP implementation			
XMP namespace	I	XMP property id	
• • • • • • • • • • • • • • • • • • •			

G2 implementation		
Property name		
Generic Specification		
Name	Source	
XMP implementation		
XMP namespace	XMP	property id
	<u> </u>	
G2 implementation		
Property name		
Metadata Struc	ture: Contact Informat	tion Details
Generic Specification		
Name	Contact Information Details structu	re {data type}
	_	
XMP implementation		
XMP namespace	XMP	property id

	1		
G2 implementation			
Property name			
Generic Specification			
Name	Address (contact info detai	1}	
XMP implementation			
XMP namespace		XMP property id	
		, property to	
G2 implementation			
Property name			
Generic Specification			
Name	City {contact info detail}		
XMP implementation			
XMP namespace		XMP property id	
Airi namespace		Aim property iu	
G2 implementation			

Property name		
Generic Specification		
Name	Country {contact info detail}	
Hume	Country (contact into detail)	
XMP implementation		
XMP namespace	XMP property id	
G2 implementation		
Property name		
Generic Specification		
Generic Specification	Fmail address(es) {contact info detail}	
Generic Specification Name	Email address(es) {contact info detail}	
	Email address(es) {contact info detail}	
	Email address(es) {contact info detail}	
	Email address(es) {contact info detail}	
	Email address(es) {contact info detail}	
	Email address(es) {contact info detail}	
	Email address(es) {contact info detail}	
	Email address(es) {contact info detail}	
Name	Email address(es) {contact info detail}	
Name XMP implementation		
Name	Email address(es) {contact info detail} XMP property id	
Name XMP implementation		
XMP implementation XMP namespace		
XMP implementation XMP namespace		
XMP implementation XMP namespace		

Generic Specification			
Name	Phone number(s) {contact info detail}		
XMP implementation			
XMP namespace	XMP property id		
-			
G2 implementation			
Property name			
Generic Specification			
Generic Specification Name	Postal Code {contact info detail}		
	Postal Code {contact info detail}		
	Postal Code {contact info detail}		
	Postal Code {contact info detail}		
	Postal Code {contact info detail}		
	Postal Code {contact info detail}		
	Postal Code {contact info detail}		
	Postal Code {contact info detail}		
	Postal Code {contact info detail}		
Name	Postal Code {contact info detail}		
	Postal Code {contact info detail}		
Name	Postal Code {contact info detail} XMP property id		
Name XMP implementation			
XMP implementation XMP namespace			
XMP implementation XMP namespace			
XMP implementation XMP namespace			

Generic Specification		
Name	State/Province {contact info detail}	
XMP implementation		
XMP namespace	XMP property id	
G2 implementation		
Property name		
Troperty name		
Generic Specification		
Name	Web URL(s) {contact info detail}	
	The straight of the straight o	
VMAD incode one out attack		
XMP implementation XMP namespace	XMP property id	
AWIF Hamespace	XIVIT PROPERTY IU	
G2 implementation		
Property name		

"Deprecated" IIM metadata elements		
Urgency		
Category		

Synchronising IIM elements with existing XMP properties

< legacy IPTC	headers>	XMP

Guideline for mapping Category Codes to Subject NewsCodes

Category Code	Subject NewsCode	Name and definition of the code
		arts, culture and entertainment
		crime, law and justice
		disaster and accident
		economy, business and finance
		education
		environmental issue
		health
		human interest
		labour
		lifestyle and leisure
		politics
		religion and belief
		science and technology
		social issue
		sport

	unrest, conflicts and war
	weather

IPTC Extension schema 1.2 specifications

Names and Identifiers

XML namespace URI
http://iptc.org/std/Iptc4xmpExt/2008-02-29/
preferred XML namespace-prefix

Iptc4xmpExt

XMP implementation

other namespace

Metadata Properties						
Generic Specification						
Name	Additional	l Model Informat	tion			
XMP implementation			VAAD			
XMP namespace			XMP property id			
G2 implementation						
Property name						
Generic Specification						
Name	Artwork or Object in the Image					

XMP namespace	XMP property id		
G2 implementation			
Property name			
Generic Specification			
Name	Code of Organisation Featured in the Image		
	<u> </u>		
XMP implementation			
XMP namespace	XMP property id		
G2 implementation			
Property name			
Compute Conselfication			
Generic Specification	CV Taura Alagart Income		
Name	CV-Term About Image		

Generic Specification				
Name	Controlled Vocabulary Term (DEPRECATED – use CV-Term About Image)			
XMP implementation				
XMP namespace	XMP property id			
G2 implementation				
Property name				
Troperty name				
Conoris Specification				
Generic Specification Name	Location Chaum in the Image			
Name	Location Shown in the Image			
XMP implementation				
XMP implementation XMP namespace	XMP property id			
	XMP property id			
	XMP property id			
	XMP property id			
	XMP property id			
XMP namespace	XMP property id			
XMP namespace G2 implementation	XMP property id			
XMP namespace G2 implementation	XMP property id			
XMP namespace G2 implementation	XMP property id			
XMP namespace G2 implementation	XMP property id			
G2 implementation Property name	XMP property id XMP property id Model Age			
G2 implementation Property name Generic Specification				
G2 implementation Property name Generic Specification				
G2 implementation Property name Generic Specification				
G2 implementation Property name Generic Specification				

XMP implementation		
XMP namespace	XMP property id	
G2 implementation		
Property name		
Companie Supprisi antique		
Generic Specification		
Name	Name of Organisation Featured in the Image	
XMP implementation		
	VAAD	
XMP namespace	XMP property id	
G2 implementation		
Property name		
Generic Specification		
Name	Parson Shawn in the Image	
ivaine	Person Shown in the Image	
	1	
XMP implementation		
XMP namespace	XMP property id	
G2 implementation		
17 / ITTITION TOTAL OF	1	

Property name		
Generic Specification		
Name	Porson Shown in the Image with Details	
realic	Person Shown in the Image with Details	
XMP implementation		
XMP namespace	XMP property id	
Generic Specification		
Name	Product Shown in the image	
runic	1 Todaet Shown in the image	
XMP implementation		
XMP namespace	XMP property id	
-		
Generic Specification		
Name	Digital Image GUID	
	2-8	

XMP implementation		
XMP namespace	XMP property id	
G2 implementation		
Property name		
Generic Specification		
- Control operation		
Name	Digital Source File Type (DEPRECATED – use	Digital Source Type)
Name	Digital Source File Type (DEPRECATED – use	Digital Source Type)
Name	Digital Source File Type (DEPRECATED – use	Digital Source Type)
Name	Digital Source File Type (DEPRECATED – use	Digital Source Type)
Name	Digital Source File Type (DEPRECATED – use	Digital Source Type)
Name	Digital Source File Type (DEPRECATED – use	Digital Source Type)
Name	Digital Source File Type (DEPRECATED – use	Digital Source Type)
	Digital Source File Type (DEPRECATED – use	Digital Source Type)
XMP implementation XMP namespace	Digital Source File Type (DEPRECATED – use	
XMP implementation		
XMP implementation		
XMP implementation		
XMP implementation XMP namespace		
XMP implementation XMP namespace G2 implementation		
XMP implementation XMP namespace G2 implementation		
XMP implementation XMP namespace G2 implementation Property name Generic Specification	XMP property id	
XMP implementation XMP namespace G2 implementation Property name		
XMP implementation XMP namespace G2 implementation Property name Generic Specification	XMP property id	
XMP implementation XMP namespace G2 implementation Property name Generic Specification	XMP property id	
XMP implementation XMP namespace G2 implementation Property name Generic Specification	XMP property id	

			1
XMP implementation			
XMP namespace		XMP property id	
G2 implementation			
Property name			
Generic Specification			
Name	Event		
Name	LVCIIC		
			T
VMD implementation			
XMP implementation		VMD was and the !-!	
XMP namespace		XMP property id	
G2 implementation			
Property name			

Generic Specification

G2 implementation	
Property name	
Generic Specification	
Name	Image Supplier
XMP implementation	
XMP namespace	XMP property id
G2 implementation	
Property name	
Generic Specification	
	Image Supplier Image ID
XMP implementation	
XMP namespace	XMP property id
G2 implementation	
Property name	

Generic Specification			
Name	IPTC Metadata Last Edited (Legacy)		
XMP implementation			
XMP namespace	XMP property id		
•			
G2 implementation			
Property name			
Generic Specification			
•			
Name	Location Created		
	Location Created		
Name XMP implementation			
Name	Location Created XMP property id		
Name XMP implementation			
XMP implementation XMP namespace			
XMP implementation XMP namespace			
XMP implementation XMP namespace			
XMP implementation XMP namespace			
XMP implementation XMP namespace G2 implementation Property name	XMP property id		
XMP implementation XMP namespace G2 implementation Property name			
XMP implementation XMP namespace G2 implementation Property name	XMP property id		
XMP implementation XMP namespace G2 implementation Property name Generic Specification	XMP property id		

XMP implementation	
XMP namespace	XMP property id
G2 implementation	
Property name	
Property name	
Generic Specification	
Name	Max Avail Width
XMP implementation	
XMP implementation XMP namespace	XMP property id
	XMP property id
	XMP property id
	XMP property id
XMP namespace	XMP property id
XMP namespace G2 implementation	XMP property id
XMP namespace	XMP property id
XMP namespace G2 implementation	XMP property id
XMP namespace G2 implementation	XMP property id
XMP namespace G2 implementation Property name	XMP property id
XMP namespace G2 implementation	XMP property id
XMP namespace G2 implementation Property name	
G2 implementation Property name Generic Specification	XMP property id XMP property id
G2 implementation Property name Generic Specification	
G2 implementation Property name Generic Specification	
G2 implementation Property name Generic Specification	
G2 implementation Property name Generic Specification	
G2 implementation Property name Generic Specification	
G2 implementation Property name Generic Specification	
G2 implementation Property name Generic Specification	
G2 implementation Property name Generic Specification	

XMP implementation	
XMP namespace	XMP property id
G2 implementation	
Property name	
Generic Specification	
Name	Copyright Owner
Name	Copyright Owner
Wash I I I	
XMP implementation	VMAD muomountu i d
XMP namespace	XMP property id
G2 implementation	
Property name	
Generic Specification	
Name	Embedded Encoded Rights Expression
XMP implementation	
XMP namespace	XMP property id

Generic Specification		
Name	Linked Encoded Rights Expression	
	<u> </u>	
XMP implementation		
XMP namespace	XMP property id	
Alvir Haillespace	AMIF property to	
Generic Specification		
Name	Image Creator	
Ivaille	illiage Creator	
XMP implementation		
XMP namespace	XMP property id	
G2 implementation		
Property name		
- 10 16		
Generic Specification	••	
Name	Licensor	

XMP implementation			
XMP namespace		XMP property id	
G2 implementation			
Property name			
Generic Specification			
Name	Minor Model Age Disclosure	}	
		_	

Generic Specification		
Name	Model Release Status	
XMP implementation		
XMP namespace	XMP property id	
G2 implementation Property name		
Property name		
Generic Specification		
Name	Property Release ID	
XMP implementation		
XMP namespace	XMP property id	
G2 implementation Property name		
Troperty name		
Generic Specification		
Name	Property Release Status	

XMP implementation	
XMP namespace	XMP property id
C2 implementation	
G2 implementation Property name	
Metadata Struc	ture: Artwork or Object in the Image Details
metadata oti ac	raiei Artwork of Object in the image betains
Generic Specification	
Name	Artwork or Object in the Image Details structure {data type}
Generic Specification	
Name	Copyright Notice {Artwork or Object detail}
XMP implementation	
XMP namespace	XMP property id
63 harden ent 11	<u> </u>
G2 implementation	

Property name		
Generic Specification		
Name	Current Copyright Owner Name {Artwork o	Object detail}
		1
XMP implementation		
XMP namespace	XMP property in	1
		1
Generic Specification		
Name	Current Copyright Owner ID {Artwork or Ob	ject detail}
		_
XMP implementation		
XMP namespace	XMP property io	1
Awir mamespace	Aivir property in	1

Generic Specification			
Name	Current Licensor ID {Artwork or Object detail}		
XMP implementation			
	VAAD waanaatti id		
XMP namespace	XMP property id		
Generic Specification			
Name	Creator {Artwork or Object detail}		
13,31110			
XMP implementation			
XMP namespace	XMP property id		
Aivir namespace	AMIF property to		
G2 implementation			
Property name			
· ·			
Generic Specification			
Name	Creator ID {Artwork or Object detail}		
XMP implementation			

XMP namespace	XMP property id	

MD implementation	
XMP implementation XMP namespace	XMP property id
VIAIL Hameshare	Airii property iu
Generic Specification	
Name	Source {Artwork or Object detail}
	, and the second
	,
XMP implementation	
XMP namespace	XMP property id
G2 implementation	
Property name	
Generic Specification	
Name	Source Inventory Number {Artwork or Object detail}
<u></u>	
XMP implementation	

Generic Specification			
Name	Source Inventory URL {Artwork or Object detail}		
Nume	Source inventory one (Artwork or Object detail)		
VMD implementation			
XMP implementation XMP namespace	XMP property id		
Aivii namespace	Airi property to		
Generic Specification			
Name	Content Description {Artwork or Object detail}		
XMP implementation			
XMP namespace	XMP property id		
Generic Specification			
Nama	Contribution Description (Artwork or Object detail)		
Name			

Generic Specification			
Name	Physical Description {Artwork or Object detail}		
XMP implementation			
XMP namespace	XMP property id		
Generic Specification			
Name	Title {Artwork or Object detail}		
Ivaille	Title (Altwork of Object detail)		
XMP implementation			
XMP namespace	XMP property id		
G2 implementation			
Property name			
Metadata Struc	ture: CV-Term Details		
Generic Specification	CV Town dataile structure (data trus)		
Name	CV-Term details structure {data type}		

Generic Specification			
Name	CV-Term ID {CV-Term detail}		
XMP implementation			
XMP namespace	XMP property id		
Generic Specification			
Name	CV-Term name {CV-Term detail}		
XMP implementation			
XMP namespace	XMP property id		
Generic Specification			
Name	CV-Term CV ID {CV-Term detail}		
XMP implementation	VMD www.nowhy.id		
XMP namespace	XMP property id		
	1		
Generic Specification			
Name	Refined 'about' relationship of the CV-Term {CV-Term detail}		

XMP implementation	
XMP namespace	XMP property id
Metadata Struc	ture: Encoded Rights Expression Details
Generic Specification	
Name	Embedded Encoded Rights Expression (EERE) details structure {data type}
Name	Embedded Encoded Rights Expression (EERE) details structure (data type)
Comparis Compatition Name	
Generic Specification	
Generic Specification Name	Encoded Rights Expression {EERE detail}
	Encoded Rights Expression {EERE detail}
Name	Encoded Rights Expression {EERE detail}
Name Name	
Name	Encoded Rights Expression {EERE detail} XMP property id
Name Name	
XMP implementation XMP namespace	
XMP implementation XMP namespace Generic Specification	XMP property id
XMP implementation XMP namespace	
XMP implementation XMP namespace Generic Specification	XMP property id
XMP implementation XMP namespace Generic Specification	XMP property id
XMP implementation XMP namespace Generic Specification	XMP property id
XMP implementation XMP namespace Generic Specification	XMP property id
XMP implementation XMP namespace Generic Specification	XMP property id
XMP implementation XMP namespace Generic Specification	XMP property id
XMP implementation XMP namespace Generic Specification	XMP property id
XMP implementation XMP namespace Generic Specification	XMP property id

XMP implementation		
XMP namespace	XMP property id	
Generic Specification		
Name	Rights Expression Language ID {EERE detail}	
		T
		
XMP implementation	_	
XMP namespace	XMP property id	

Metadata Structure: Linked Rights Expression Details

Generic Specification

Generic Specification			
Name	Encoding type {LERE detail}		
	0 /1		
XMP implementation			
XMP namespace	XMP property id		
·			
Generic Specification			
Generic Specification	Pights Expression Language ID / LEPE detail		
Generic Specification Name	Rights Expression Language ID {LERE detail}		
	Rights Expression Language ID {LERE detail}		
	Rights Expression Language ID {LERE detail}		
	Rights Expression Language ID {LERE detail}		
	Rights Expression Language ID {LERE detail}		
	Rights Expression Language ID {LERE detail}		
	Rights Expression Language ID {LERE detail}		
	Rights Expression Language ID {LERE detail}		
Name	Rights Expression Language ID {LERE detail}		
Name XMP implementation			
Name	Rights Expression Language ID {LERE detail} XMP property id		
Name XMP implementation			
Name XMP implementation			

Metadata Structure: Location Details

Companie Supprisipantian			
Generic Specification			
Name	Location Details structure {data type}		
Generic Specification			
Name	City {location detail}		
XMP implementation			
XMP namespace	XMP property id		
Airi namespace	Airii property id		
G2 implementation			
Property name			
,			
Generic Specification			
Name	Country ISO-Code {location detail}		
	1		
XMP implementation			
XMP namespace	XMP property id		
7 Humespace	Ann property to		
	I		

G2 implementation			
Property name			
Generic Specification Name	Country Name {location detail}		
Name	Country Name (location detail)		
VAAD in all on autotica			
XMP implementation XMP namespace	XMP property id		
Aim namespace	Auth property to		
G2 implementation			
Property name			
Generic Specification			
Name	Location Identifier {location detail}		
VMD impulantantatian			
XMP implementation XMP namespace	XMP property id		
Ann namespace	Auth property to		
Generic Specification			
Name	Province or State {location detail}		
realife			
•	•		

XMP implementation		
XMP namespace	XMP property id	
G2 implementation		
Property name		
	_	
	_	

-					
G2 implementation					
G2 implementation					
Property name					
Metadata Struc	ture: Person Details				
Generic Specification					
	Davison dataile stureture (data trues)				
Name	Person details structure {data type}				
Generic Specification					
Name	Identifier {Person detail}				
Name	identifier (reison detail)				
XMP implementation					
XMP namespace	XMP property id				
Companie Supplification					
Generic Specification					
Name	Name {Person detail}				
VMD implementation					
XMP implementation					
XMP namespace	XMP property id				

·				
Generic Specification				
Name	Characteristics (Person detail)			
Ivaille	Characteristics {Person detail}			
XMP implementation				
	VAAD was a set of the			
XMP namespace	XMP property id			
Conquia Cu a sificati				
Generic Specification				
Name	Description {Person detail}			
XMP implementation				
XMP namespace	XMP property id			
Motodoto Struc	ture: Product Details			
metauata Struc	ture: Product Details			
Generic Specification				
Name	Product details structure {data type}			
XMP implementation				
XMP namespace	XMP property id			
	' '			
	<u>'</u>			

Generic Specification	
Name	Name {Product detail}
XMP implementation	
XMP namespace	XMP property id
Generic Specification	
Name	GTIN {Product detail}
XMP implementation	
XMP namespace	XMP property id
·	
Generic Specification	
Name	Description (Product detail)
	,
XMP implementation	
XMP namespace	XMP property id
7.771 Hamespace	Ann property to

Metadata Structure: Registry Entry Details

Generic Specification	
Name	Registry Entry Details structure {data type}
Generic Specification	
Name	Item Id {registry entry detail}
Name	recinite (registry entry detail)
VAAD immigration	
XMP implementation	
XMP namespace	XMP property id
G2 implementation	
Property name	
Generic Specification	
Name	Organisation Id {registry entry detail}
	- 0
XMP implementation	
	VAAD managadu. I.d
XMP namespace	XMP property id

G2 implementation	
Property name	

References				
Name	Source			
				

Appendix 1: Metadata Property Structure Helper

IPTC Core structure

- •
- •
- •
- •
- •
- - 0
 - 0
 - 0
 - 0
- •
- •
- •
- •

	0		
	0		
	0		
	0		
•			
_			
•			
•			
•			
	0		
	0		
	0		
•			
•			
•			
•			
	0		
	0		
	0		
•			
_			
•			
•			
•			
	0		
	0		
•			
•			
•			
•			
	0		
	0		
	0		
•			
•			
	0		
	0		
	0		
	0		
	0		
	0		
	0		
	<u> </u>		
•			
	0		
	0		
	0		
	0		
	0		
	0		
	0		
•			
-			
•			
•			
•			
•			
•			
•			
•			
•			
•			

•

0

0

0

.

•

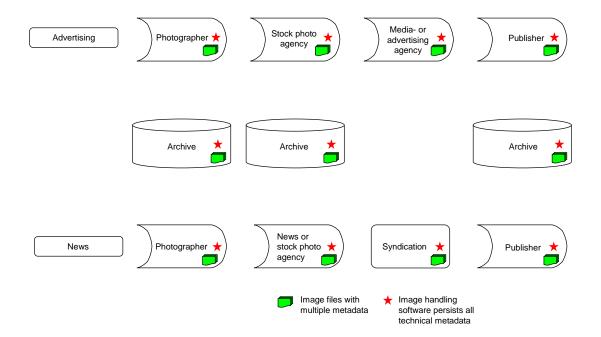
•

•

Appendix 2: Persistent Technical Photo Metadata – a recommendation

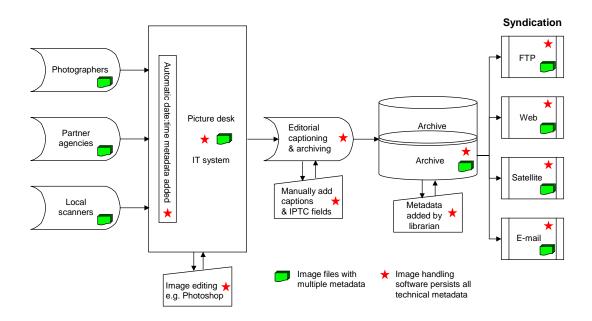
Objectives for Technical Photo Metadata					
-					
- -					
-					
	_				
Photo Workflows					

Generalised Photo Value Chain



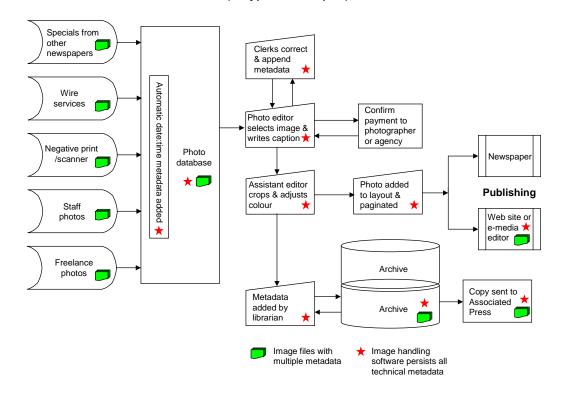
News Agency Workflow

(example from dpa, Deutsche Presse-Agentur)



U.S. Newspaper's Workflow

(a typical example)



Recor	nmendations			
		_		

_		