

# Metadata and Google Images Licensable

**Carl Seibert**

**[metadatamatters.blog](http://metadatamatters.blog)**

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# What the heck *is* metadata?

F.4.11 / JUN / 2017

LOT-16 12 1123 17-01

Yoka

2.5%



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Manténgase refrigerado

Fabricado por Induveca, S.A. Avenida Ma...  
Santo Domingo, Rep. Dominicana. Tel: ...

### Datos de Nutrición

Cantidad Por Ración	Porcentaje	Referencia
% Valor Diario*		
Grasa Total 2.5g	5%	50g
Grasa Saturada 1g	2%	50g
Grasa Trans 0g	0%	5g
Colessterol 15mg	3%	500mg
Sodio 60mg	12%	500mg

Vitamina A 10% • Vitamina C 2%  
Calcio 5% • Hierro 2%



PALM METRO

Page 3 APR 15 1955

Staff Photo By  
CARL SEIBERT

A Palm Beach

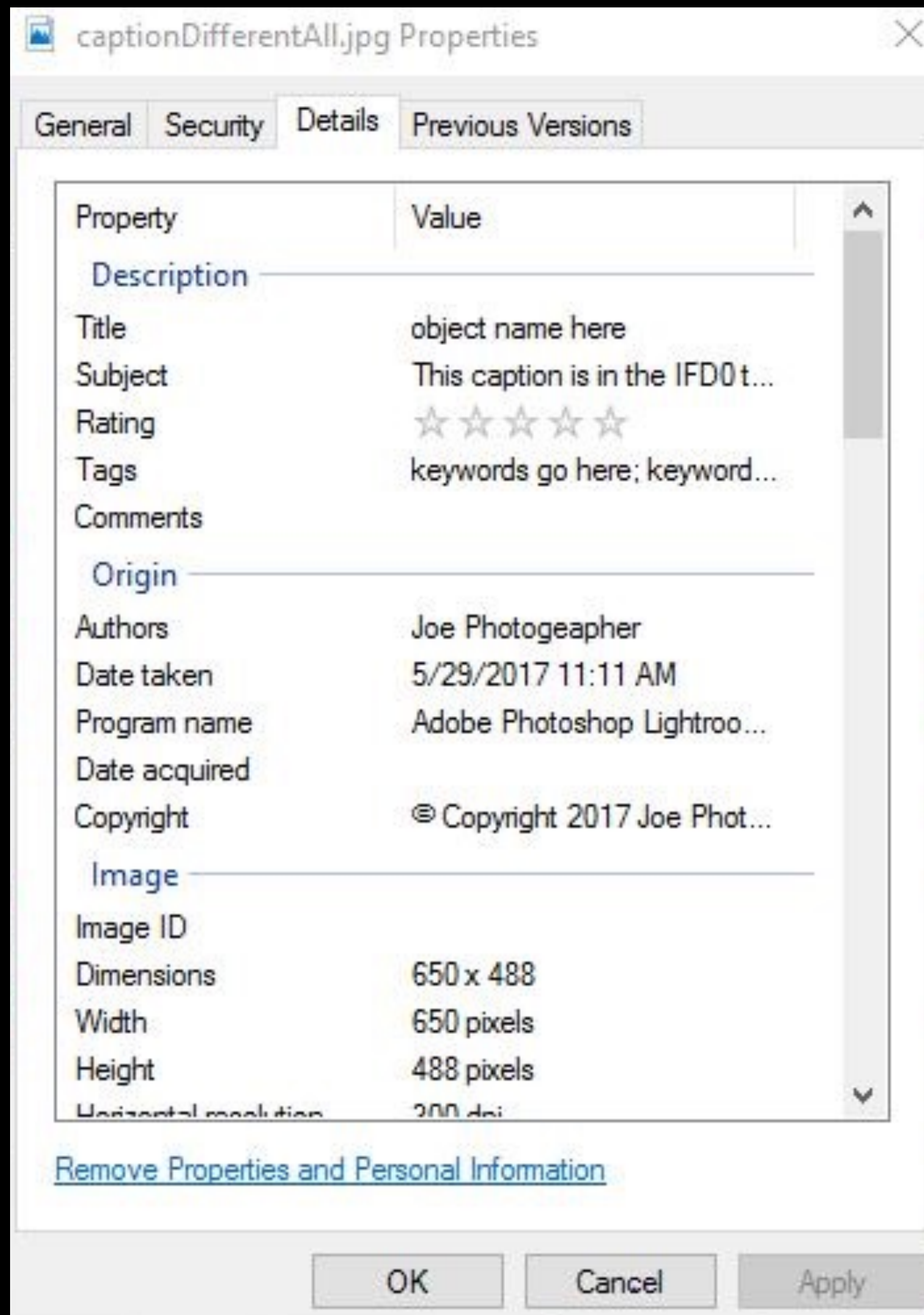
fireman searches for submerged car in the lake under the  
~~the~~ Royal Palm Bridge. (I'm working on getting his name and  
whether he was first in the water, etc. I'll advise -112)

TOM GRAHAM

of PALM BEACH FIRE DEPT.

BL5

```
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7   xmlns:photoshop="http://ns.adobe.com/photoshop/1.0/"
8   xmlns:xmpRights="http://ns.adobe.com/xap/1.0/rights/"
9   xmlns:Iptc4xmpCore="http://iptc.org/std/Iptc4xmpCore/1.0/xmlns/"
10  xmlns:onone="http://www.ononesoftware.com/vcb/1.0/"
11  aux:Lens="60.0 mm f/2.8"
12  aux:SerialNumber="3009709"
13  xmp:MetadataDate="2018-03-11T16:39:16"
14  xmp:Label=""
15  xmp:Rating="0"
16  photoshop:Headline=""
17  photoshop:Credit="Carl Seibert"
18  photoshop:State="Florida"
19  photoshop:Country="United States"
20  photoshop:Instructions=""
21  photoshop:CaptionWriter=""
22  photoshop:SidecarForExtension="jpg"
23  Iptc4xmpCore:Copyright="© 2017 Carl Seibert"
24  Iptc4xmpCore:Caption="Metadata is really just labels. If we can know all about this cup of yogurt, why not know about the photos we
work with?      Photo by Carl Seibert"
25  onone>UserFlag="0">
26  <dc:title>
27  <rdf:Alt>
28    <rdf:li xml:lang="x-default"/>
29  </rdf:Alt>
30  </dc:title>
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33    <rdf:li xml:lang="x-default">Metadata is really just labels. If we can know all about this cup of yogurt, why not know about the
photos we work with?      Photo by Carl Seibert</rdf:li>
34  </rdf:Alt>
35  </dc:description>
36  <dc:rights>
37  <rdf:Alt>
38    <rdf:li xml:lang="x-default">© 2017 Carl Seibert</rdf:li>
39  </rdf:Alt>
40  </dc:rights>
41  <dc:creator>
42  <rdf:Seq>
43    <rdf:li>Carl Seibert</rdf:li>
```





▼ More Info:

Keywords: 2010s, 2014-2015, AIRDATE 12/8/2014, Color, Horizontal, NBCU Photo Bank, NUP\_166670, NewsWire, Season 63, Smiling, Talk Show, double, episodic, indoor, select, two people

Title: NUP\_166670\_1340.jpg

Dimensions: 3000 × 1953

Device make: Canon

Device model: Canon EOS 5D Mark III

Color space: RGB

Color profile: Adobe RGB (1998)

Focal length: 150

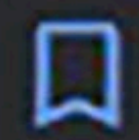
Description: TODAY -- Pictured: (l-r) Savannah Guthrie and Matt Lauer appear on NBC News' "Today" show -- (Photo by: Peter Kramer/NBC/NBC NewsWire via Getty Images)



NBC News



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## Greta Thunberg turns down award, says climate movement doesn't ...

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Information extracted from IPTC Photo Metadata.

# IPTC Metadata Standard

# Data blocks in file header

## IIM

Introduced in 1990

Holds basic IPTC data

Very space efficient

Wide software  
support

Not extensible

## XMP

## Exif

# Data blocks in file header

## IIM

Introduced in 1990

Holds basic IPTC data

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## XMP

By Adobe in early 2000's

Holds core and extended IPTC data

Released as standard 2009

Not so space efficient

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## Exif

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Extensible

## Exif

Logging data including:

Camera Info

Previews

GPS data

Three fields semantically equivalent to IPTC

Can be large

Seldom relevant by the time image published

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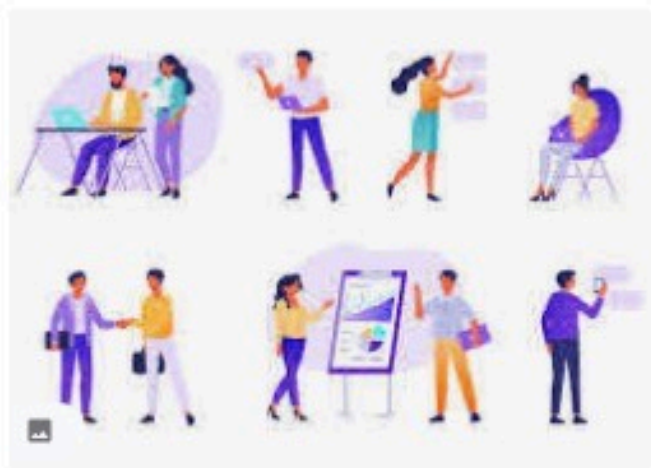


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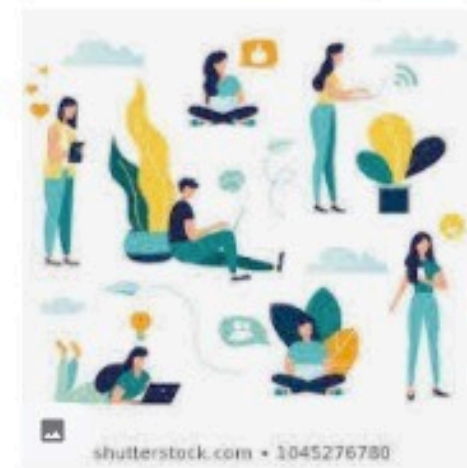


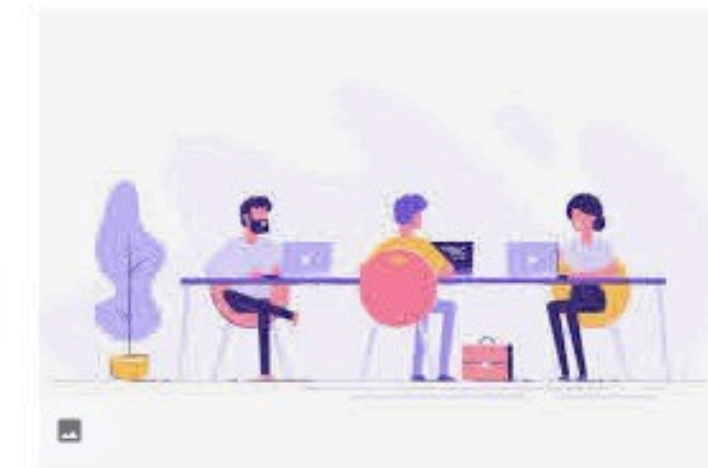
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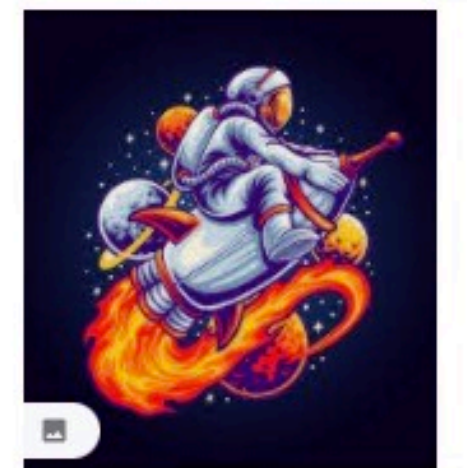
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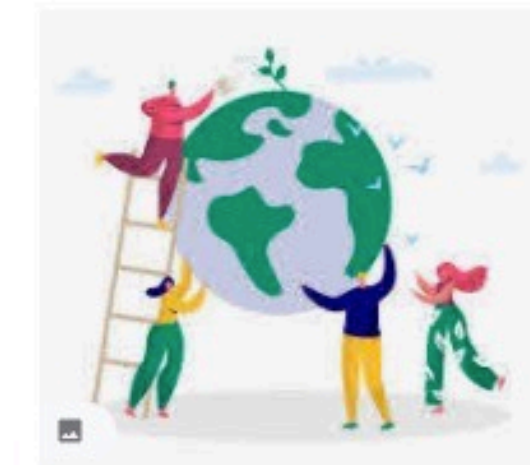
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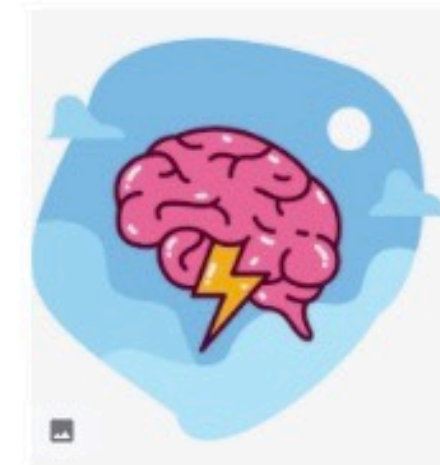
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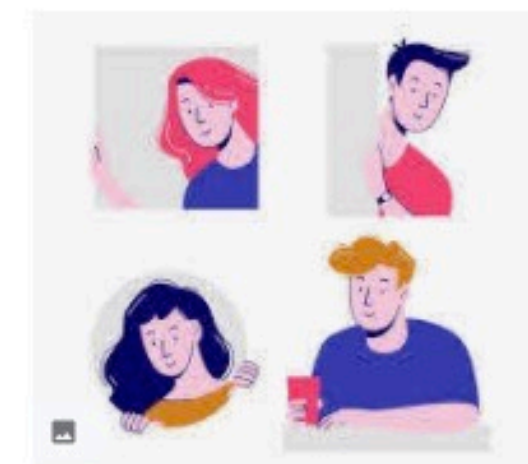
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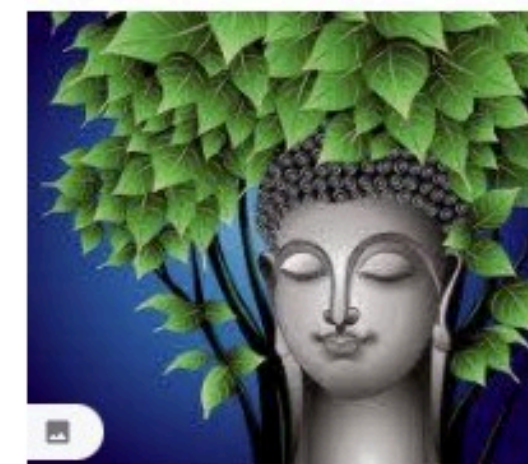
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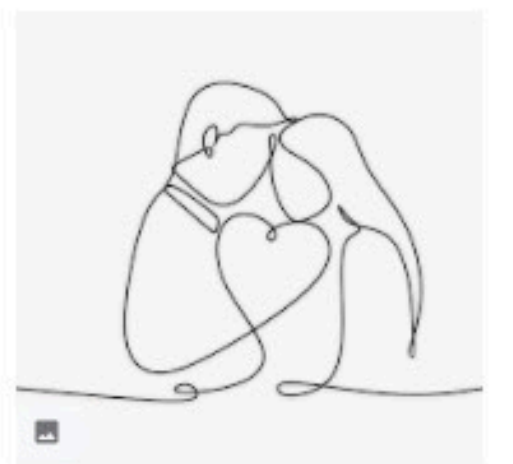
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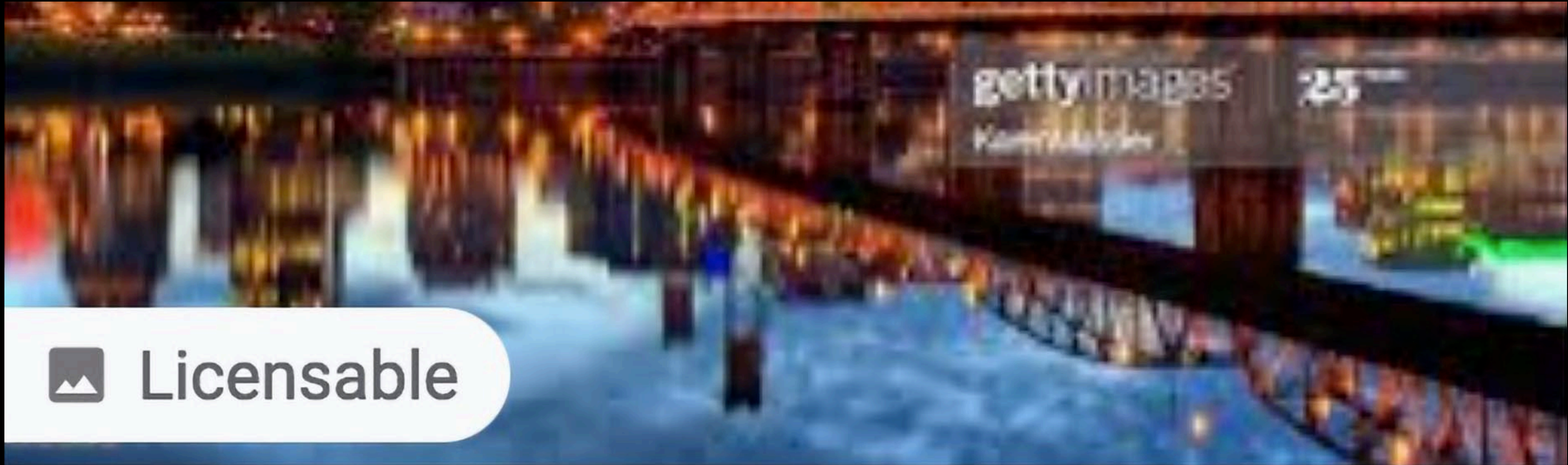
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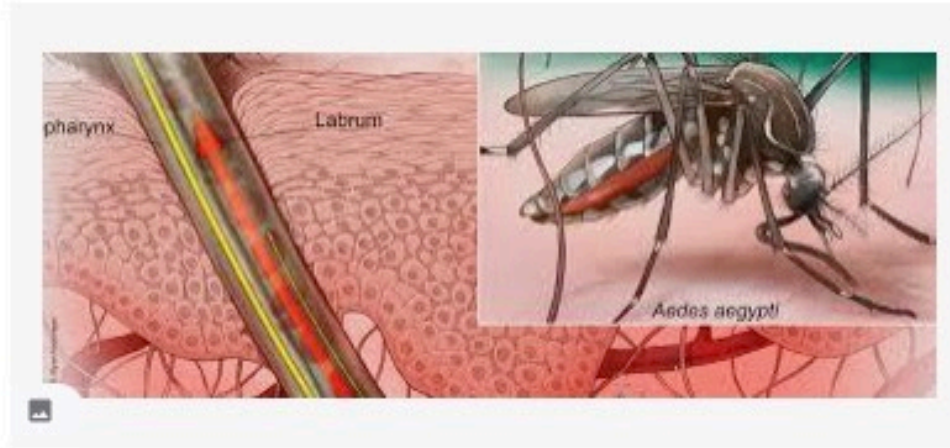
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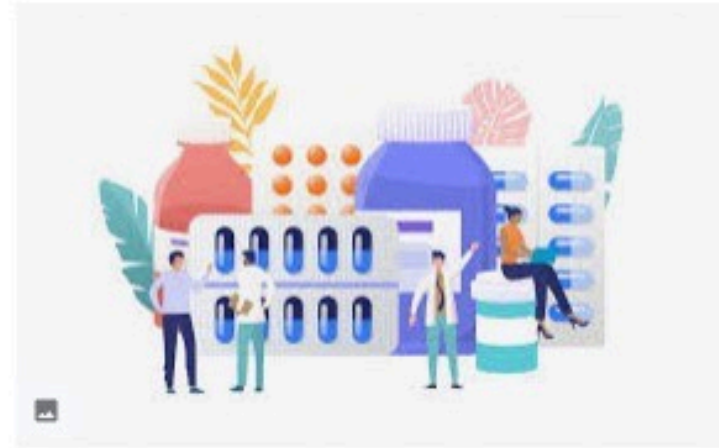
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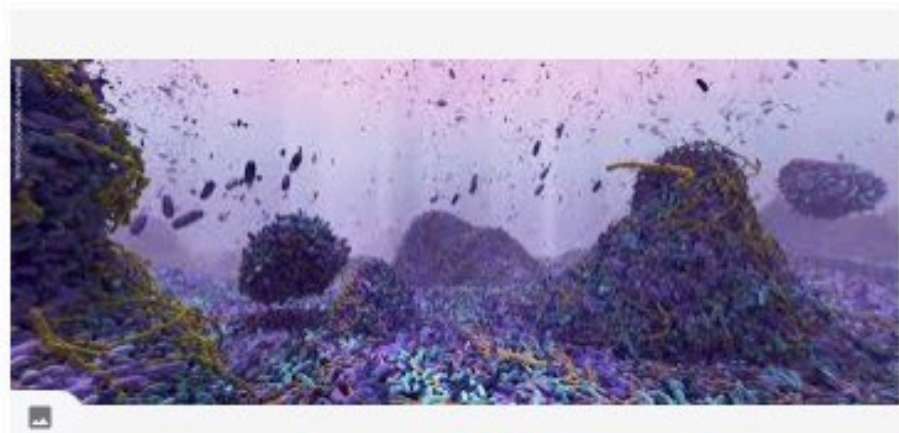
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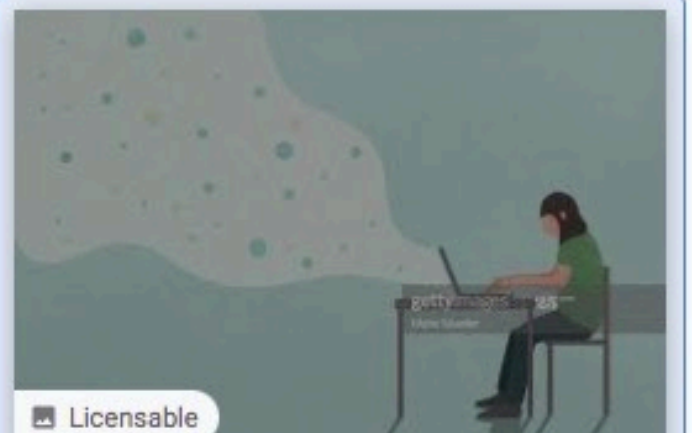
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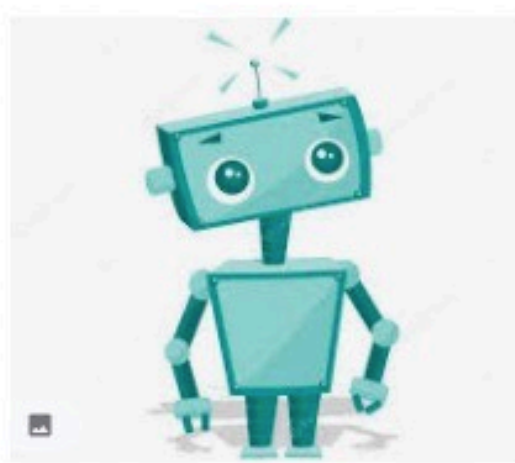
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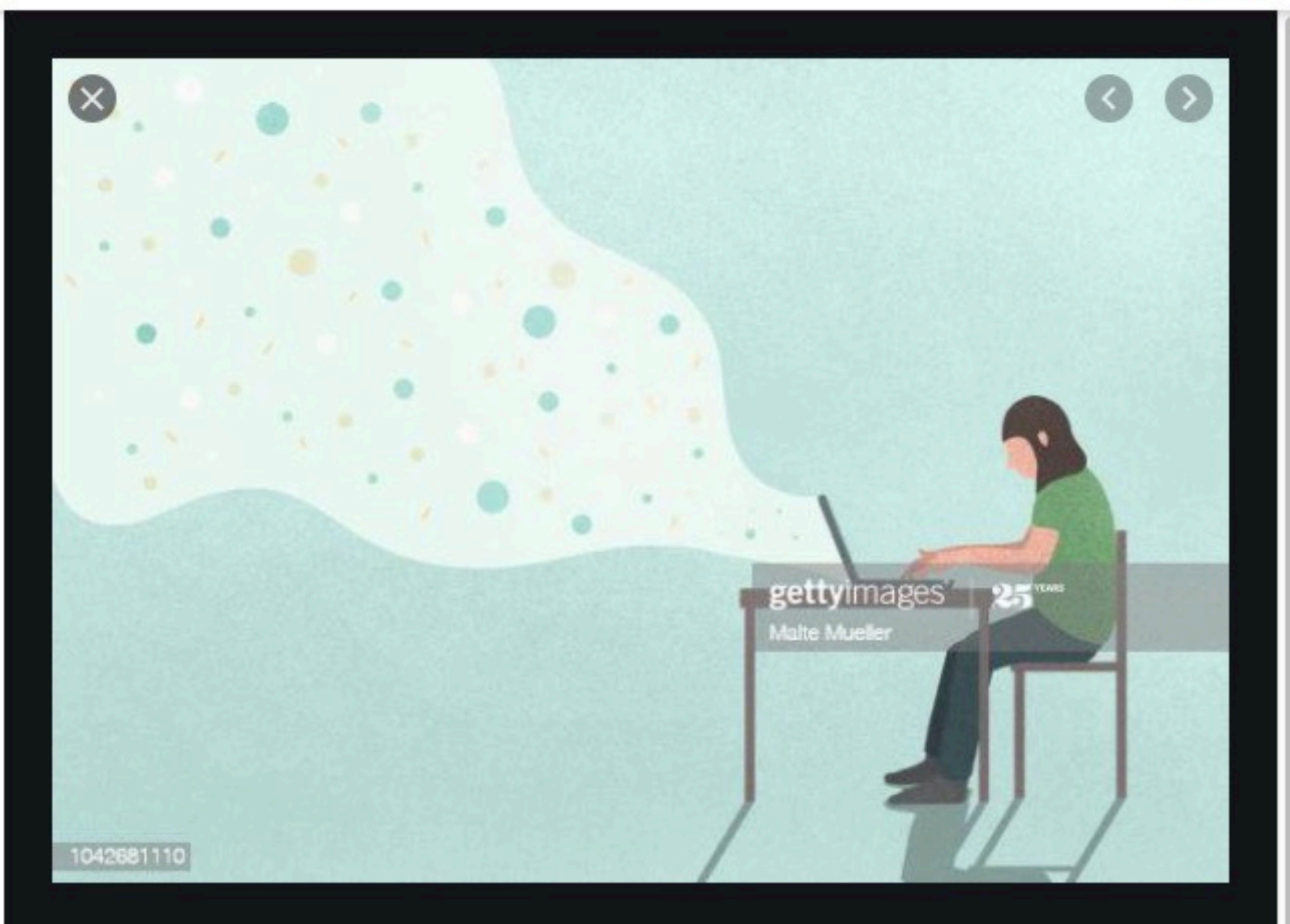
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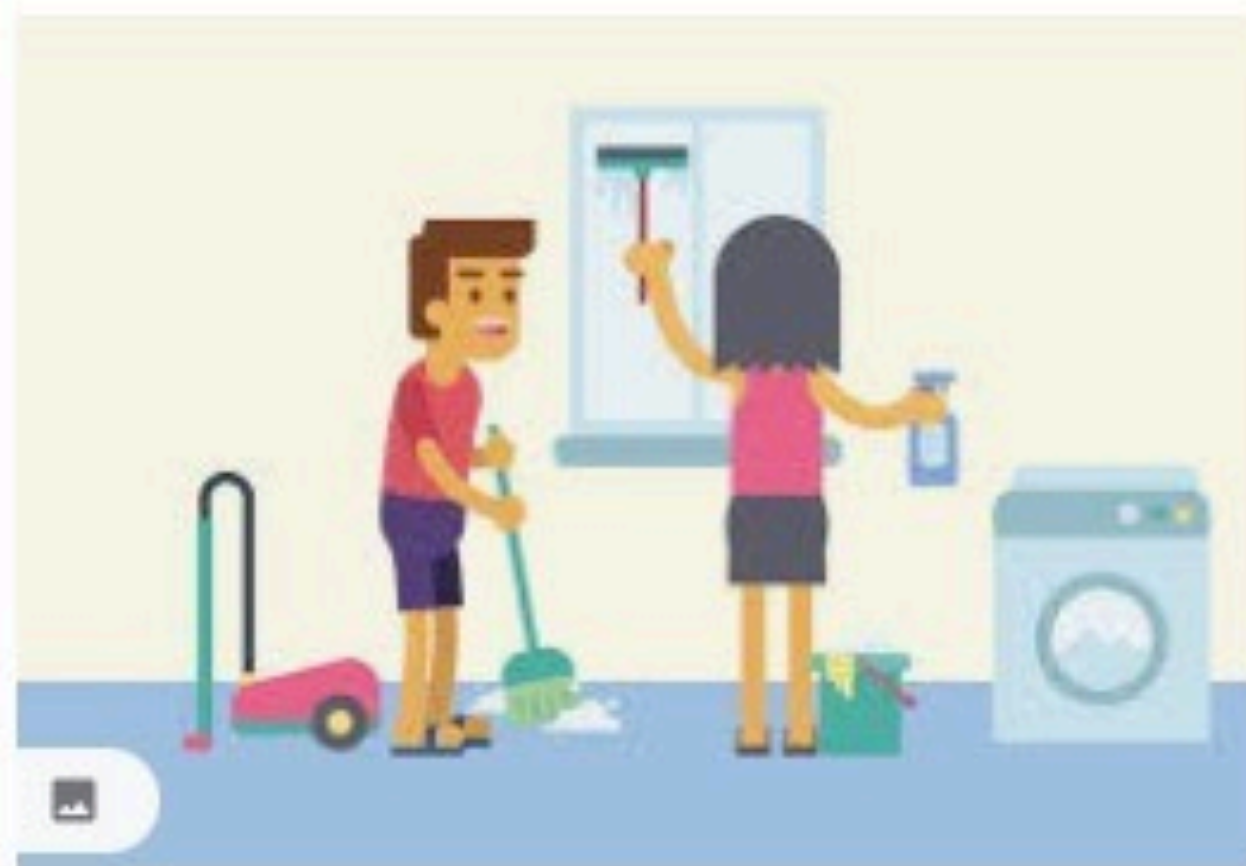
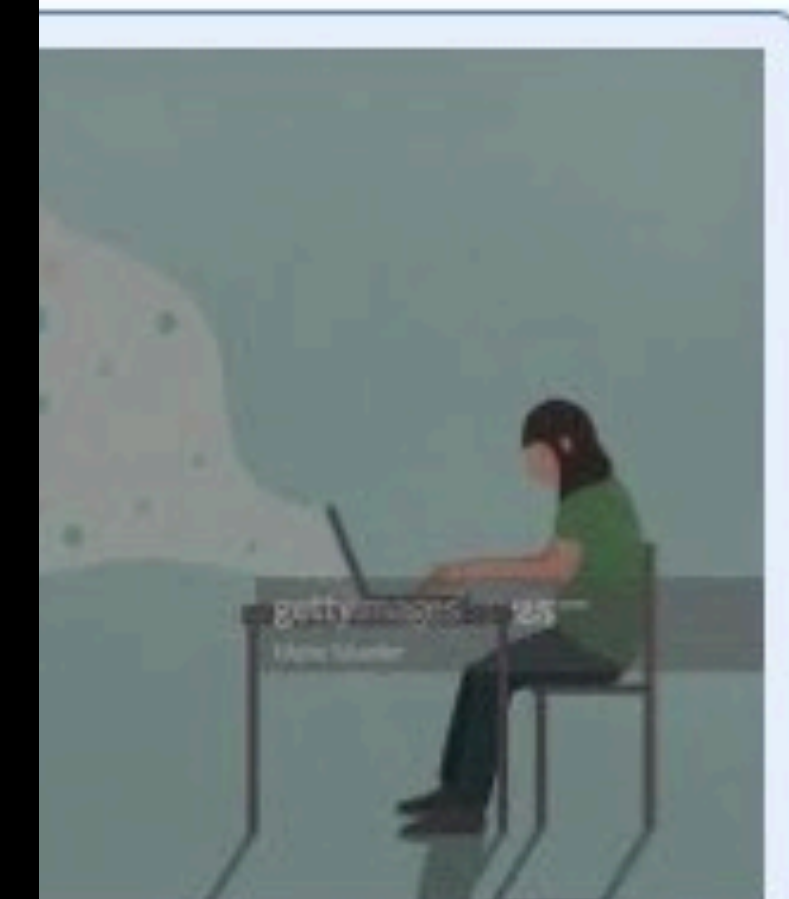
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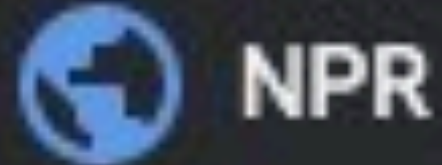
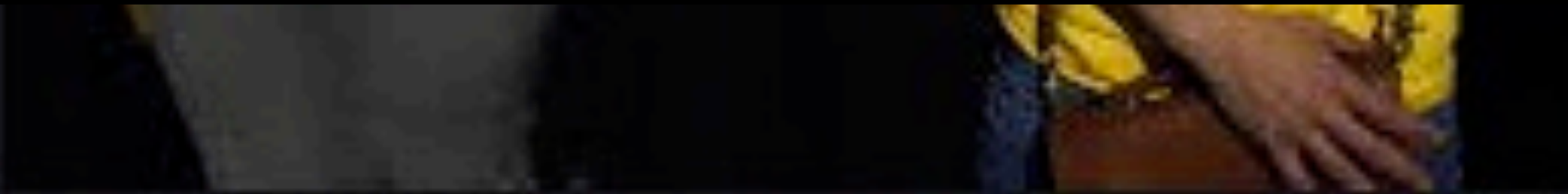
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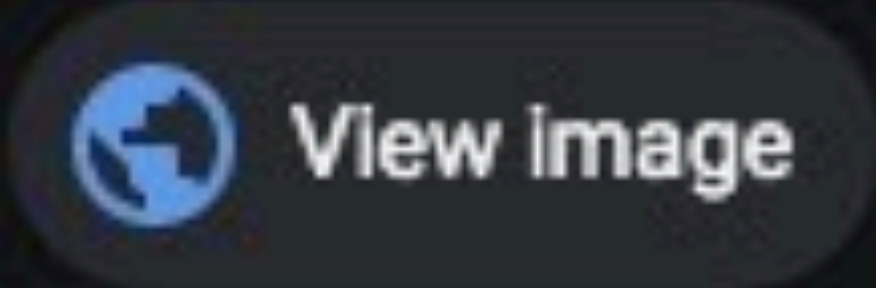
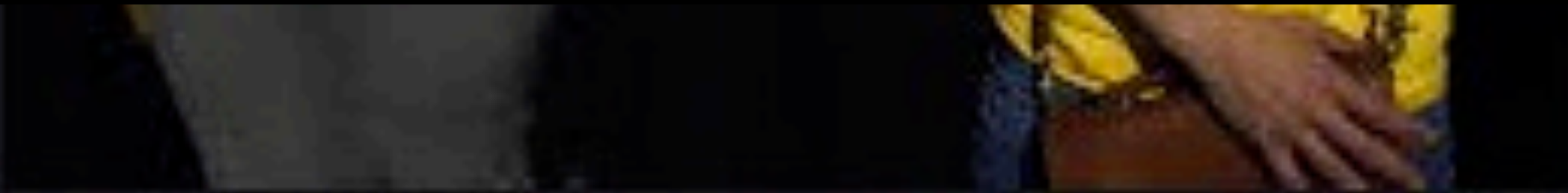
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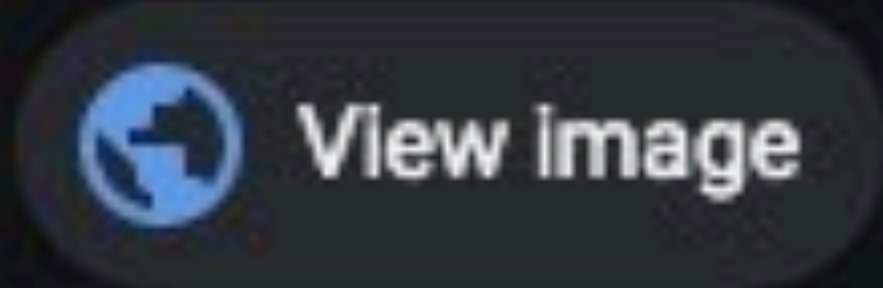
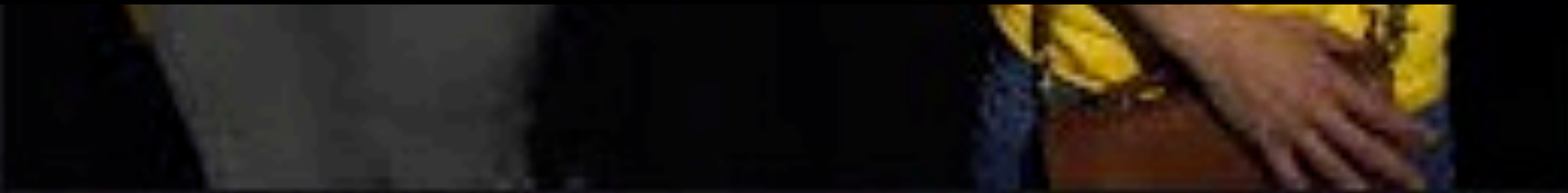
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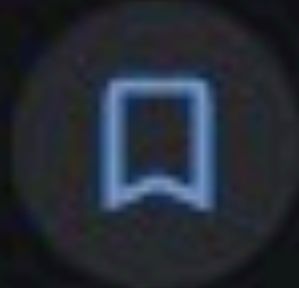
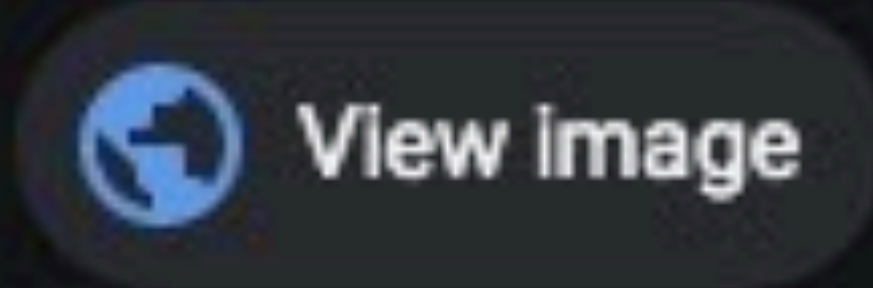
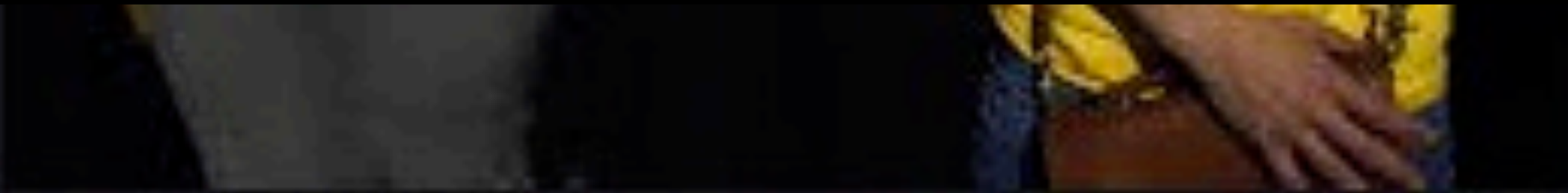
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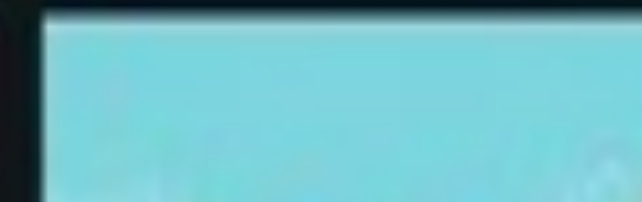
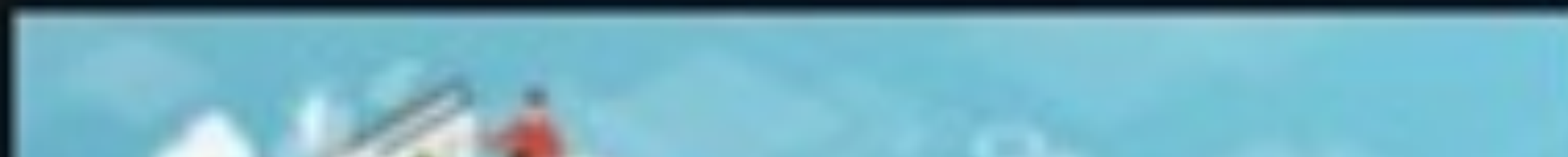
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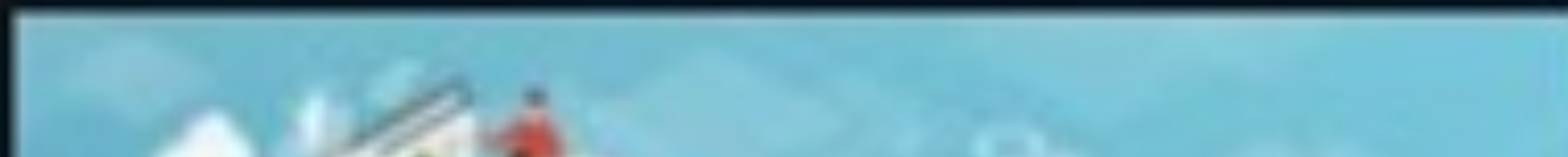
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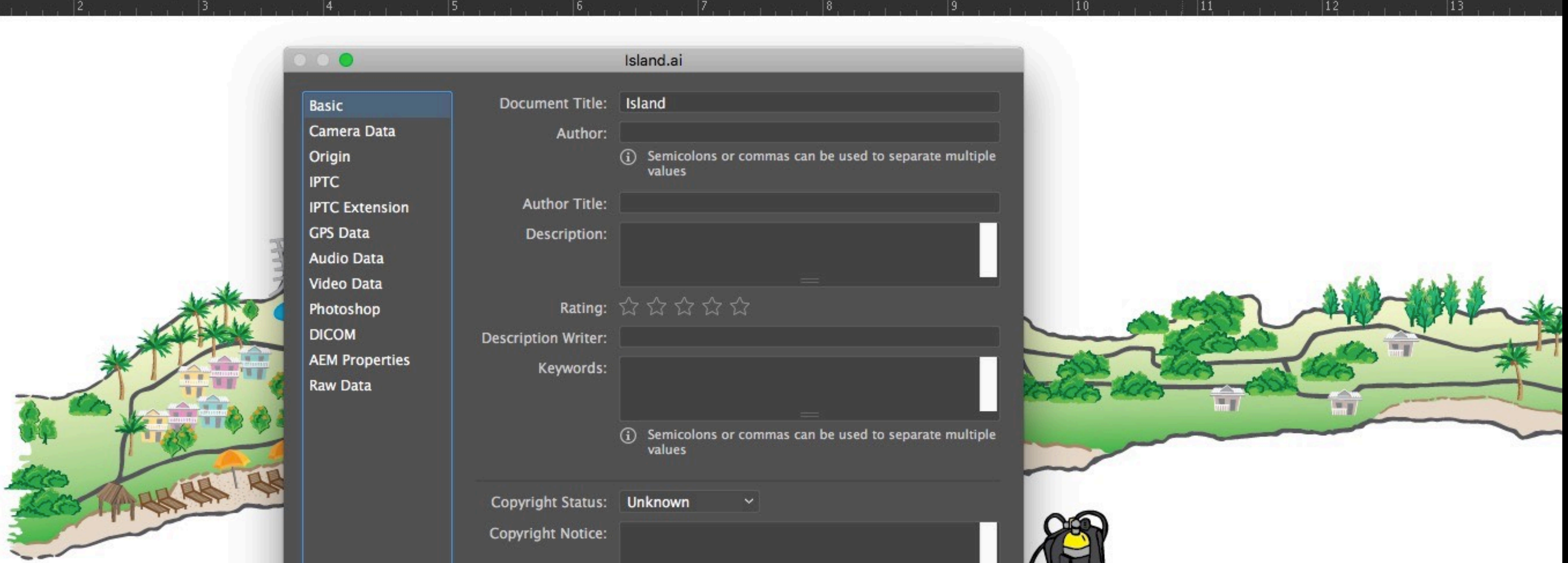


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# Start with a template

**ALWAYS** start with a template





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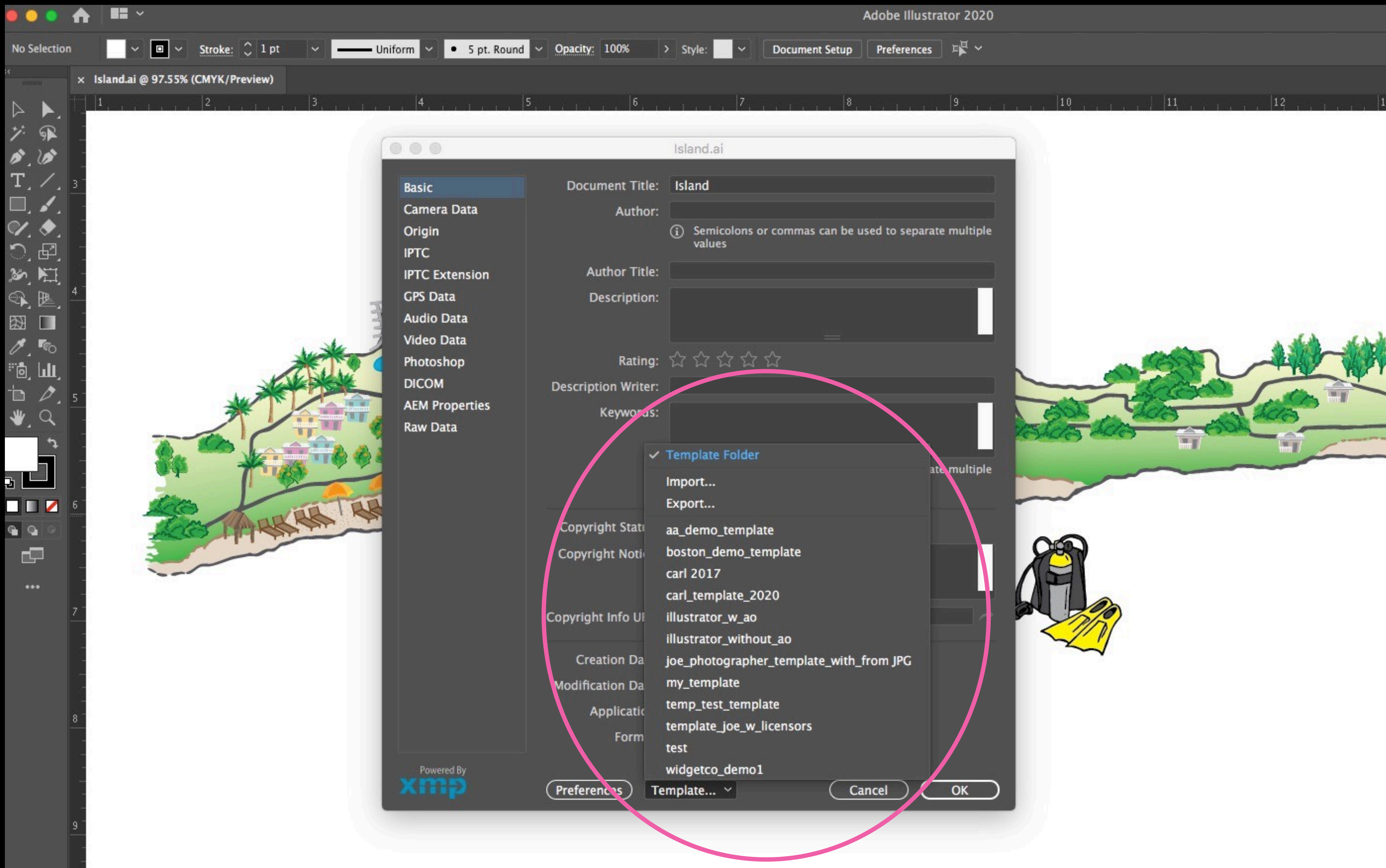
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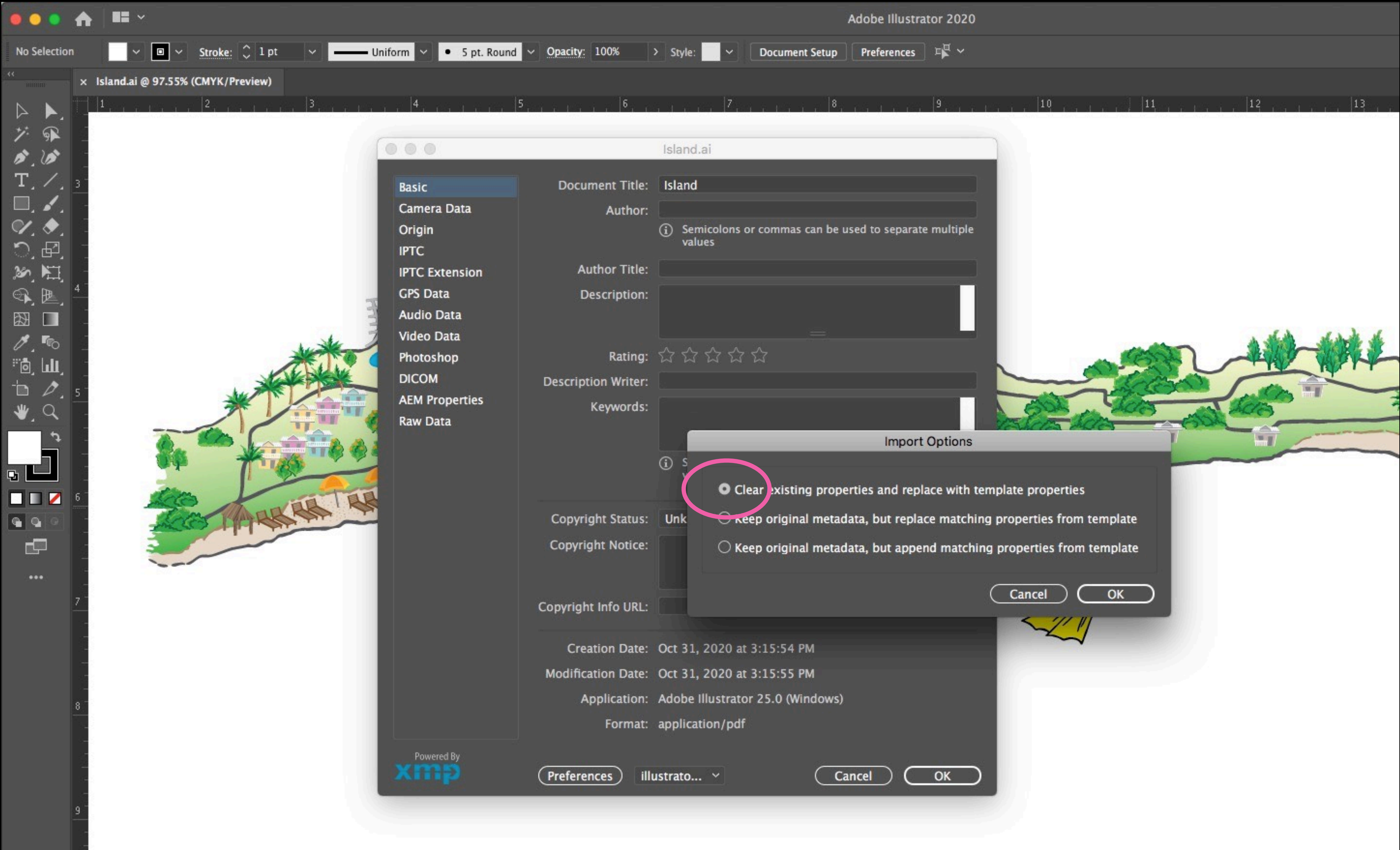
Intellectual Genre:

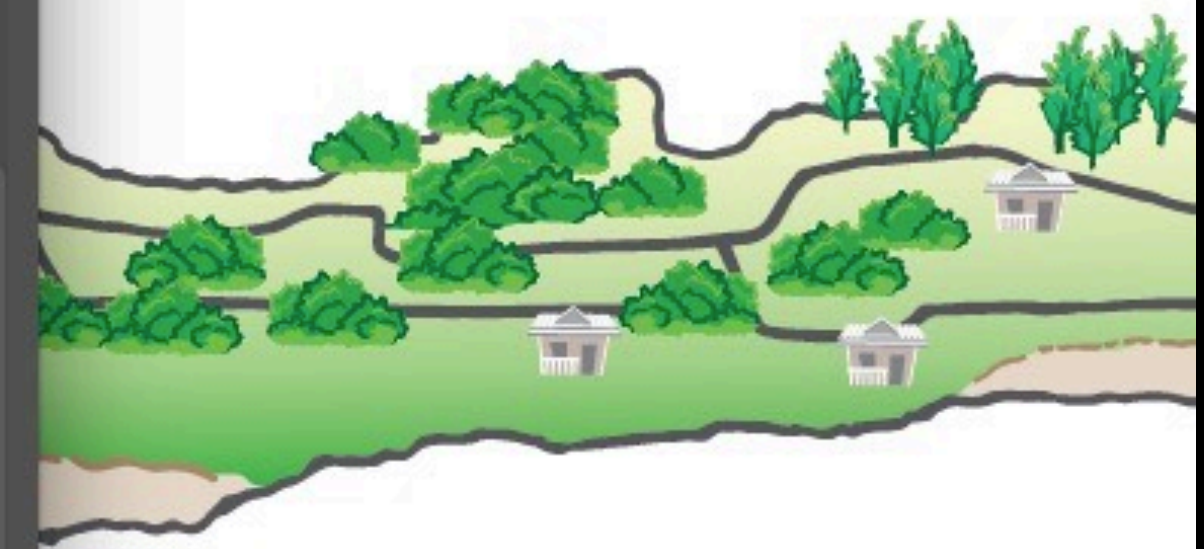
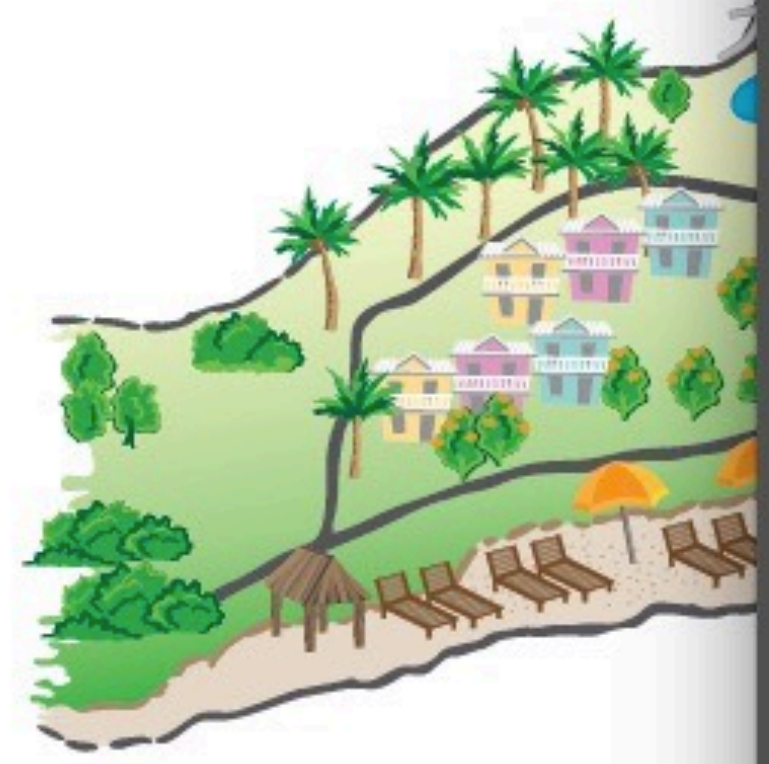
IPTC Scene Code:

Powered By **xmp**

Preferences Template... Cancel OK







Island.ai

- Basic
- Camera Data
- Origin
- IPTC**
- IPTC Extension
- GPS Data
- Audio Data
- Video Data
- Photoshop
- DICOM
- AEM Properties
- Raw Data

IPTC Scene Code:

*i* Scene values are defined at <http://www.newscodes.org>, multiple values may be separated by a comma or semicolon

Sublocation:

City:

State/Province:

Country:

ISO Country Code:

*i* The location above could either be the location shown in the image or the location from which the photo was taken. To make a clear distinction use the two Location properties on the IPTC Ext panel

IPTC Content

Headline:

Description:

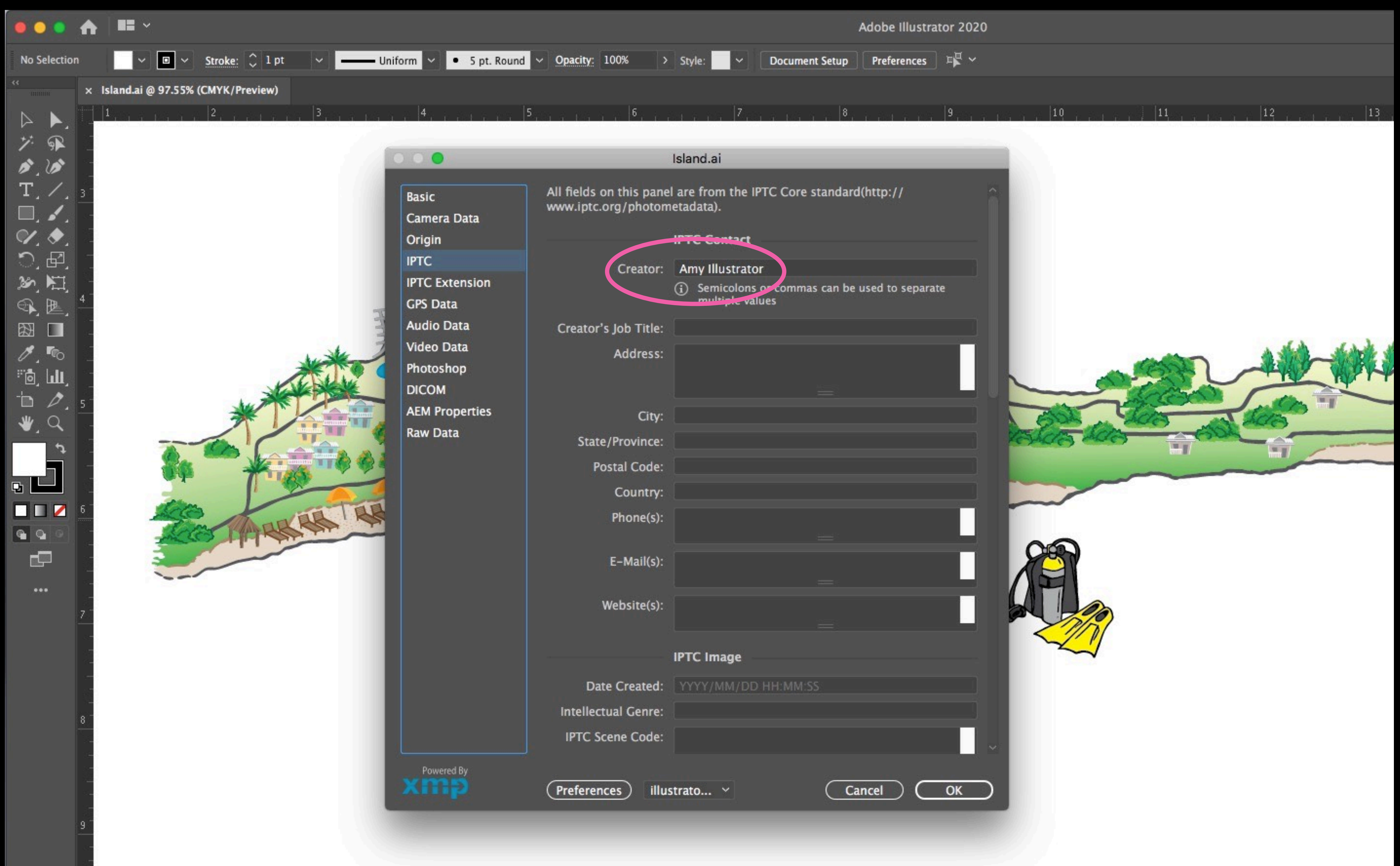
Keywords:

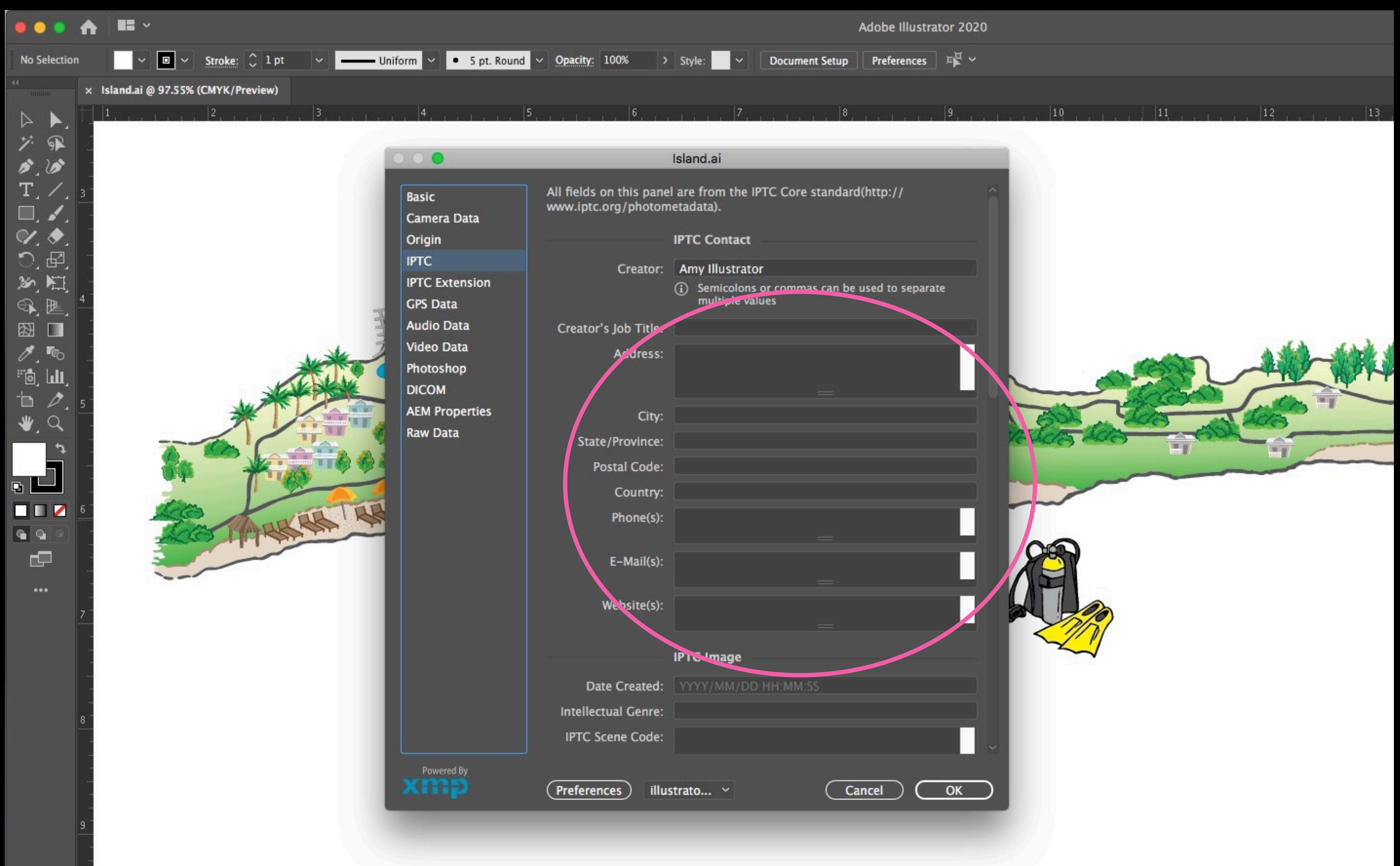
*i* Semicolons or commas can be used to separate multiple values

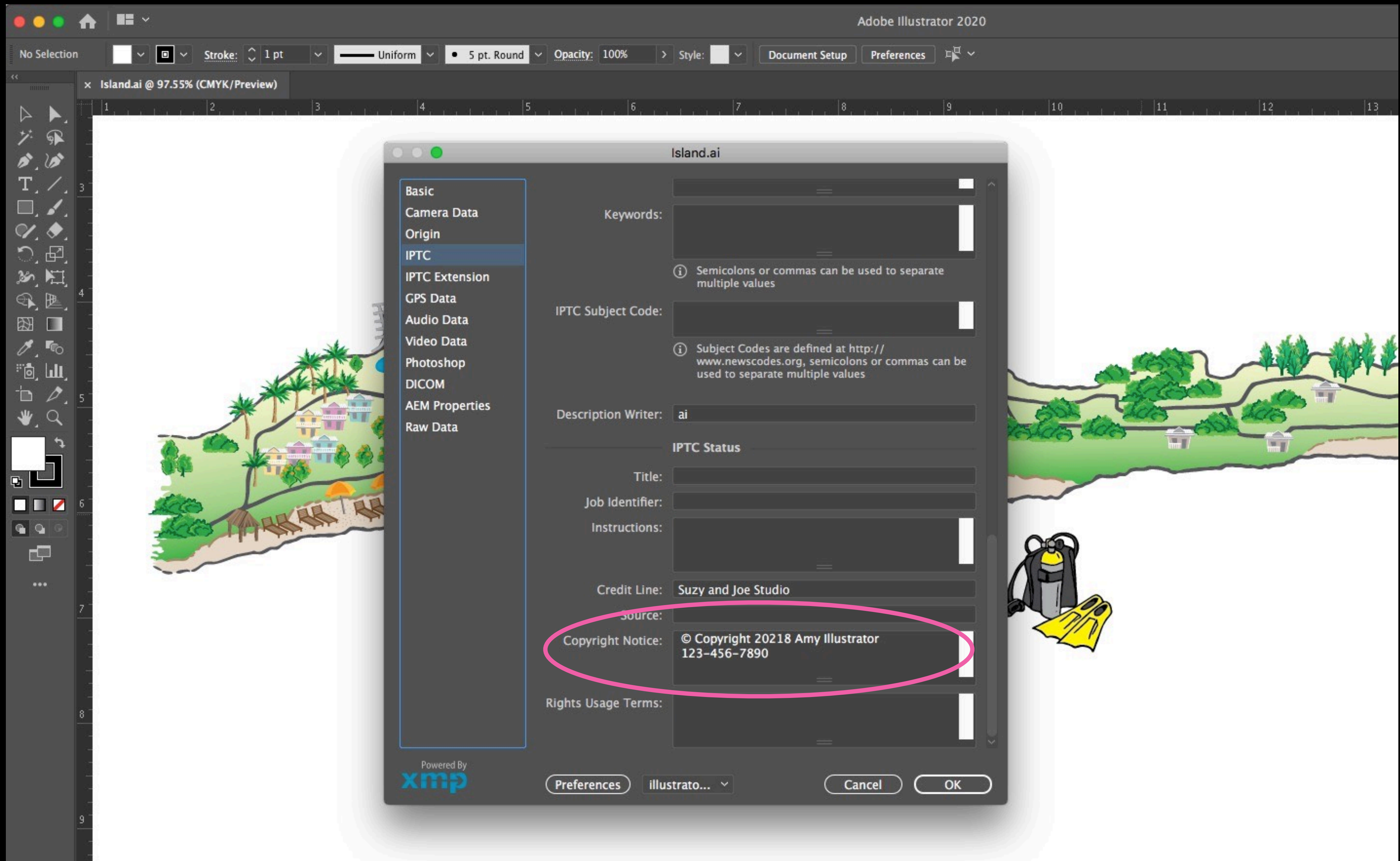
IPTC Subject Code:

Powered By **xmp**

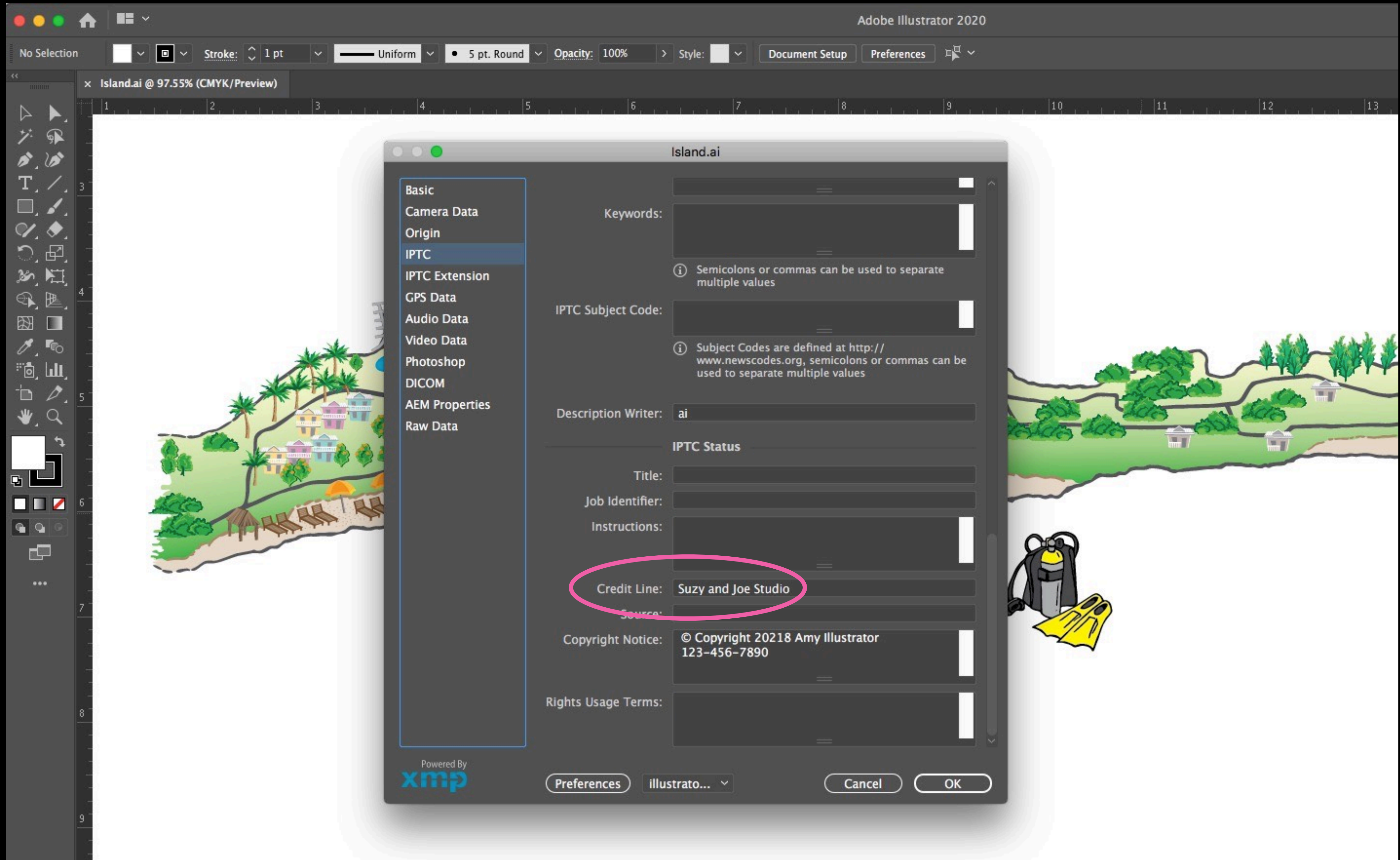
Preferences illustrato... Cancel OK

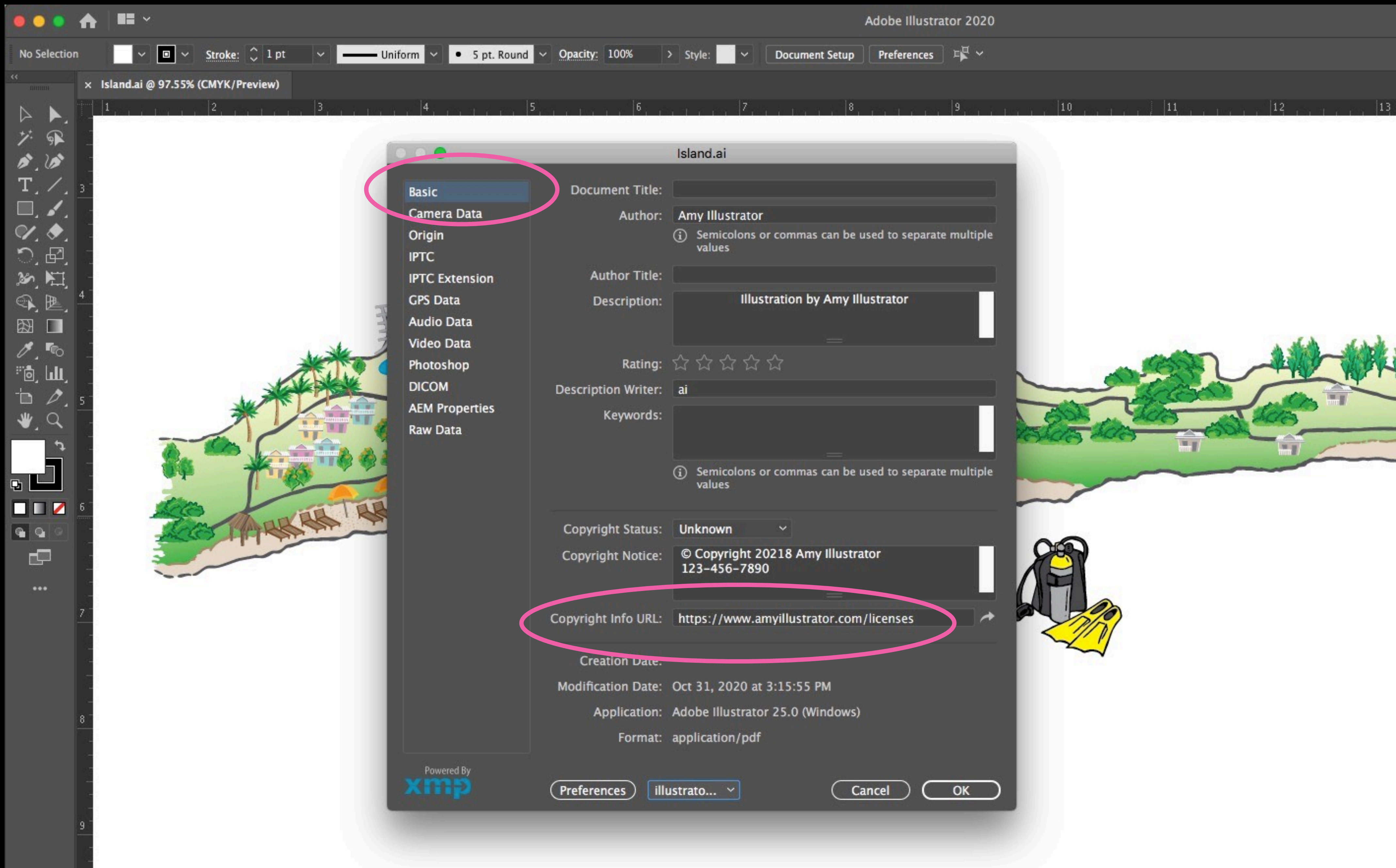


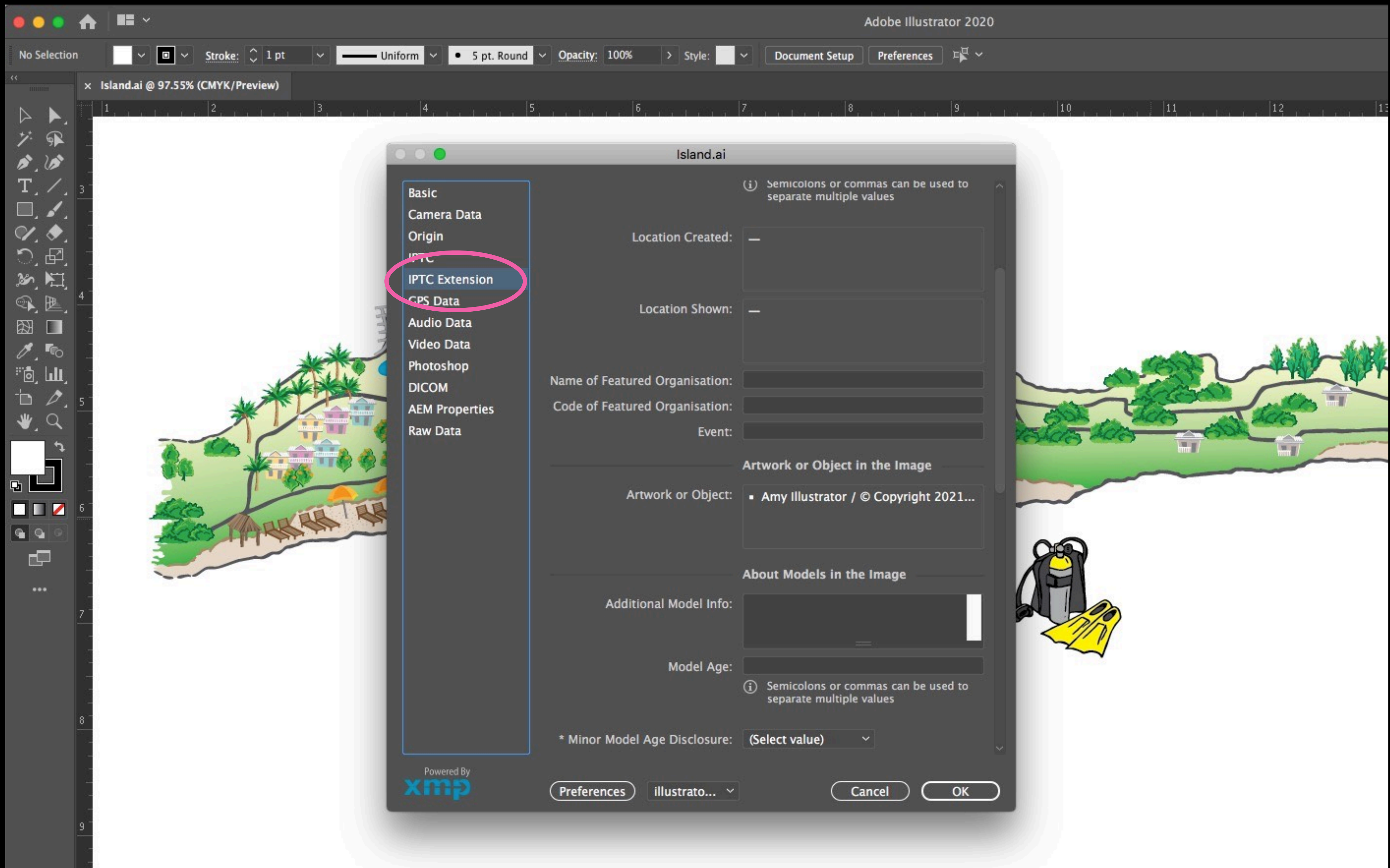


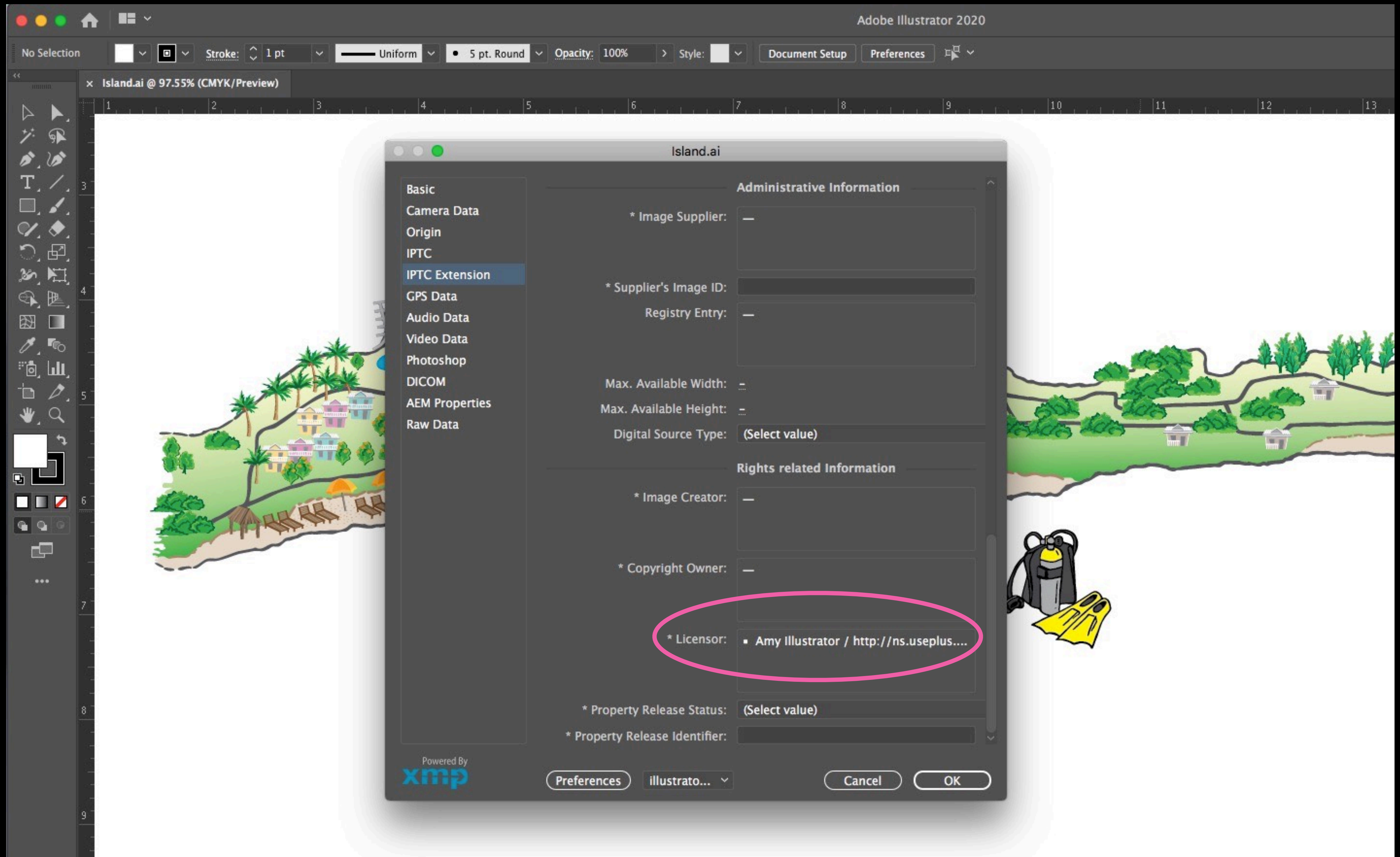


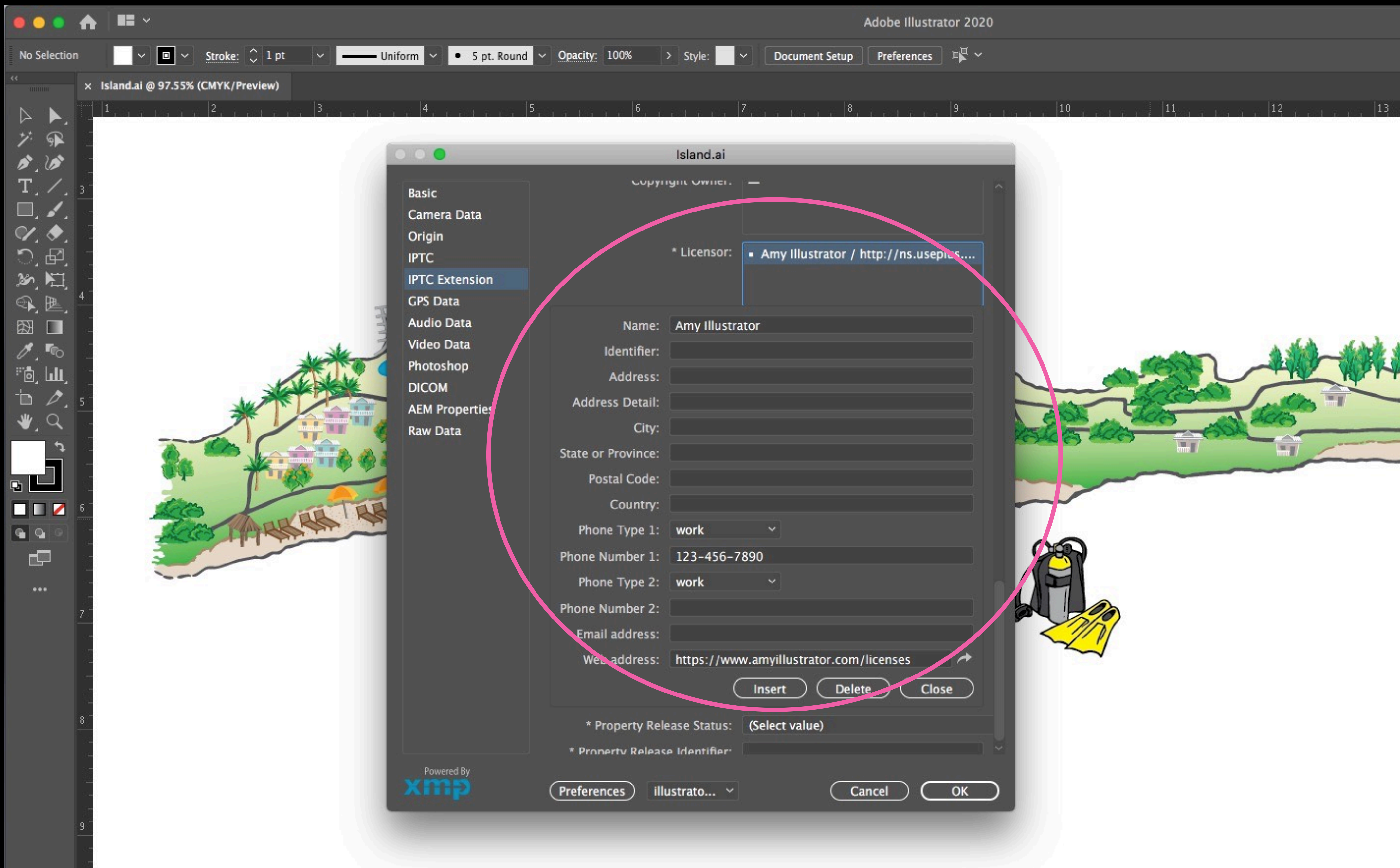




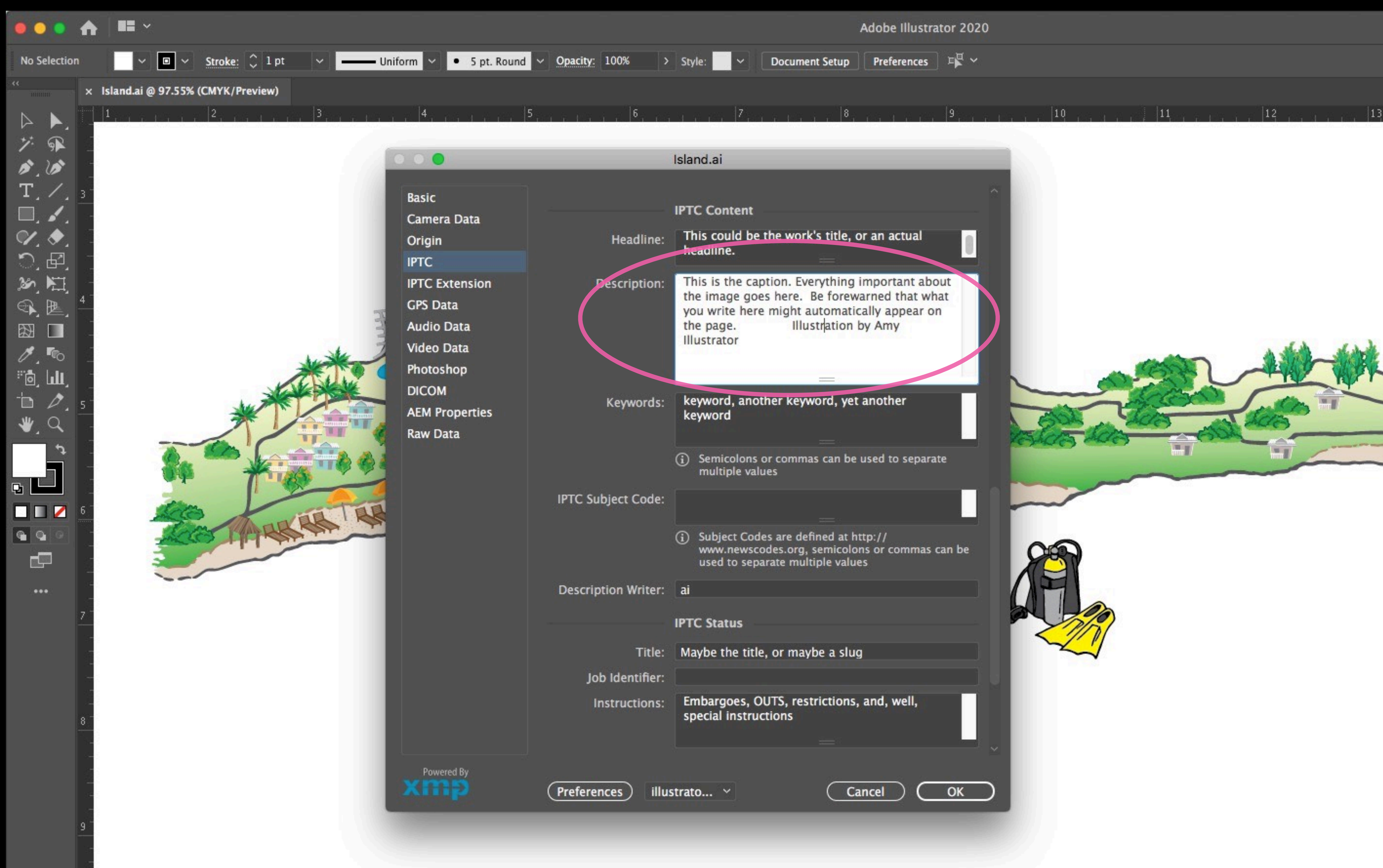








# After the template



## Image Content

Description/Caption:

**FLOWERS IN SPRING** Take a road trip to see the marigolds in bloom in the land of happiness and sunshine. Illustration by Amy Illustrator © 2021 amyillustrator.com commission for Optimism Magazine



Description Writers:

ai



Headline:

Flowers in Spring, Amy Illustrator, January 37, 2021



Title/Object Name:

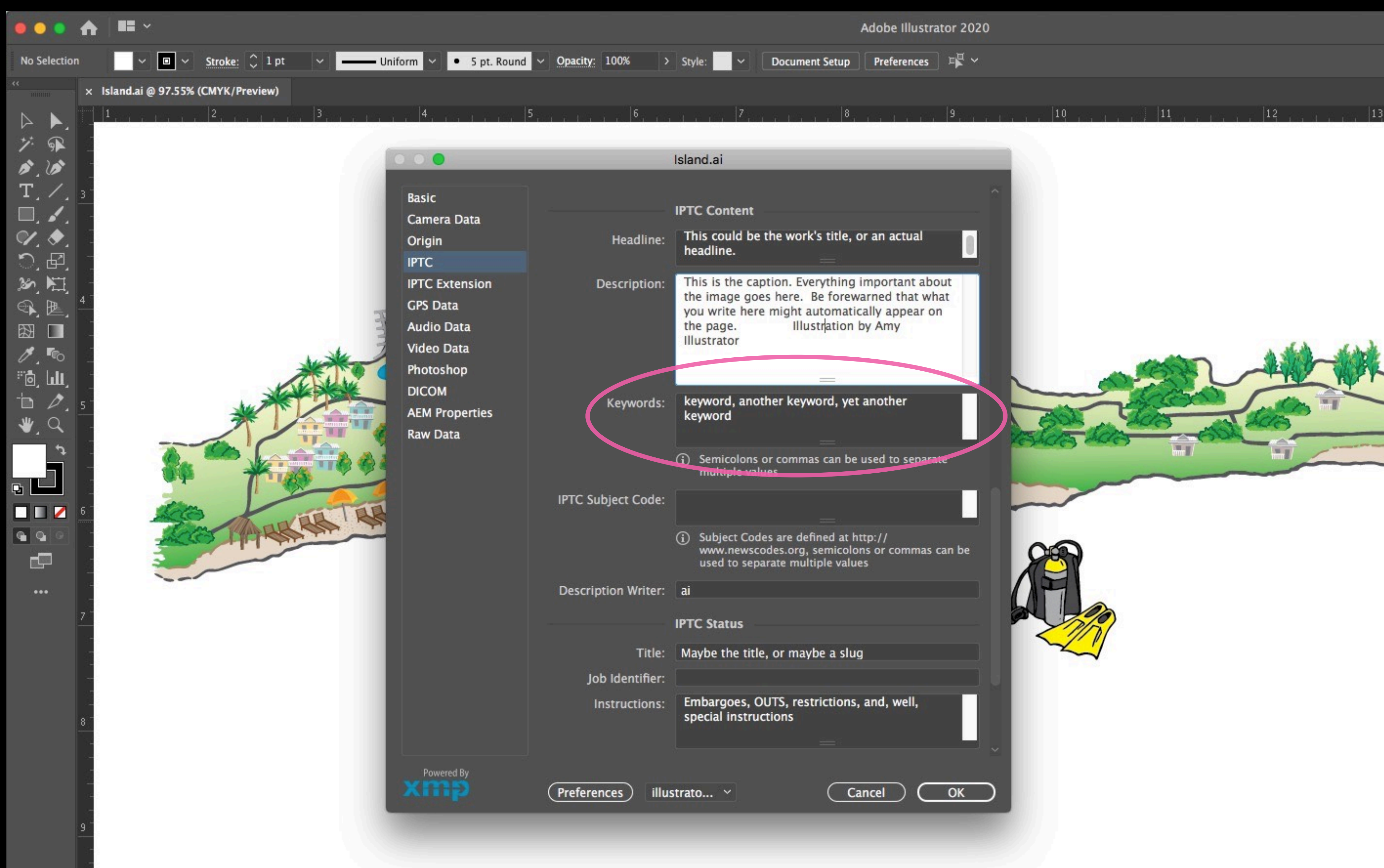
flowers in spring



Special Instructions:



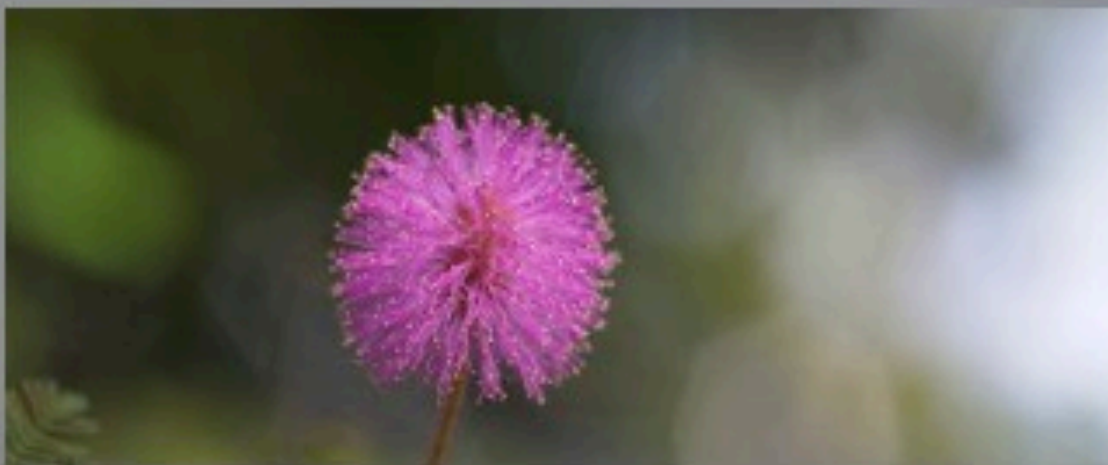
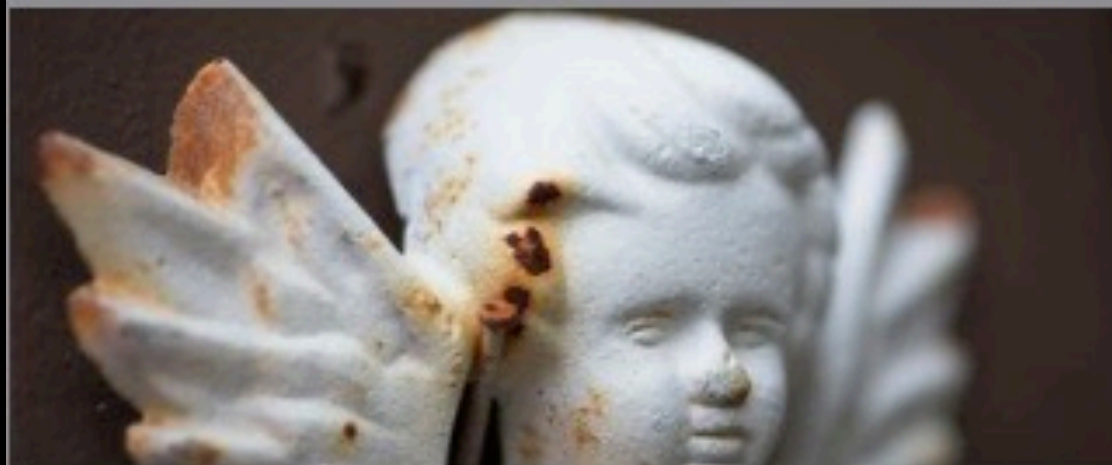
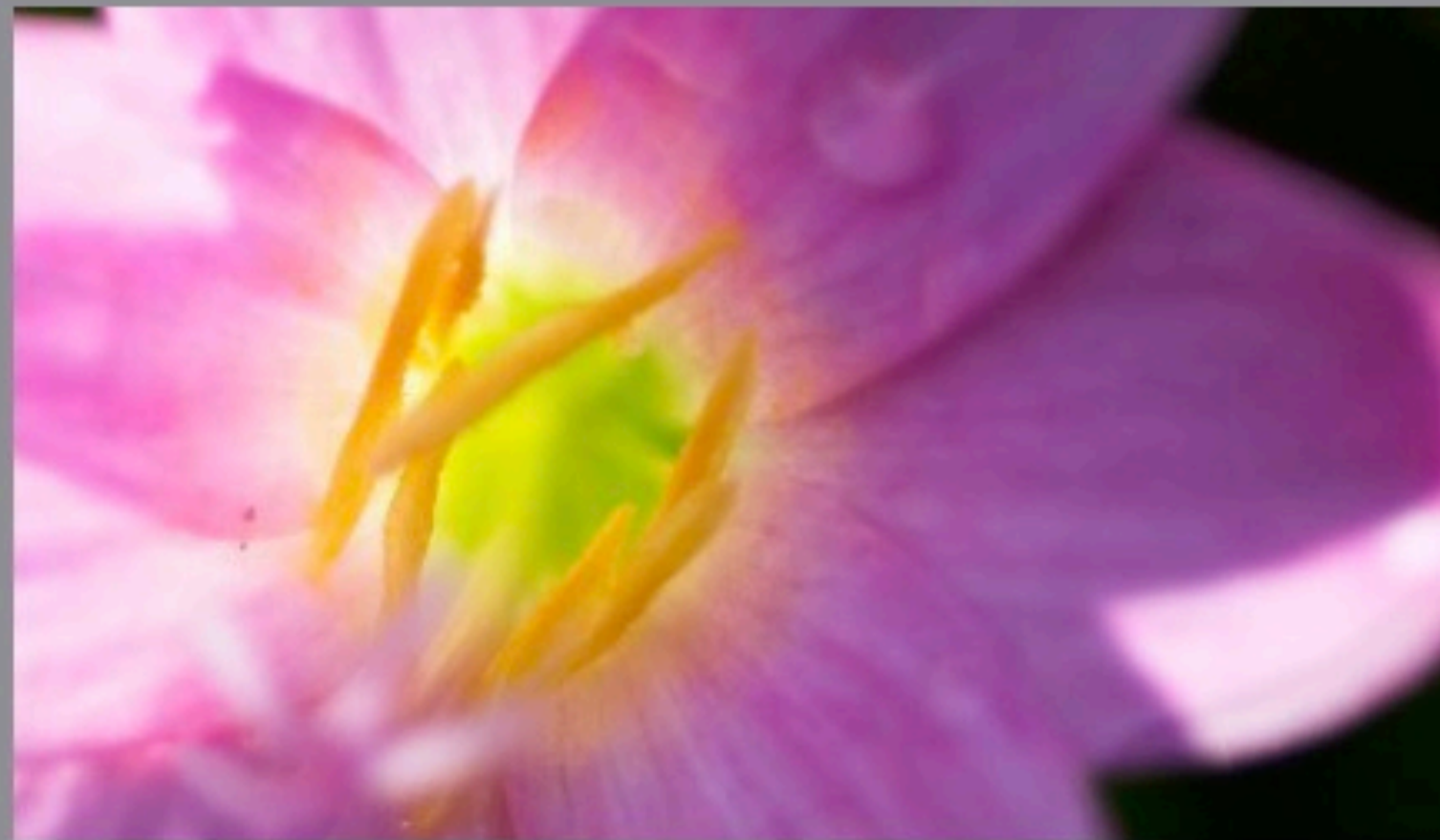
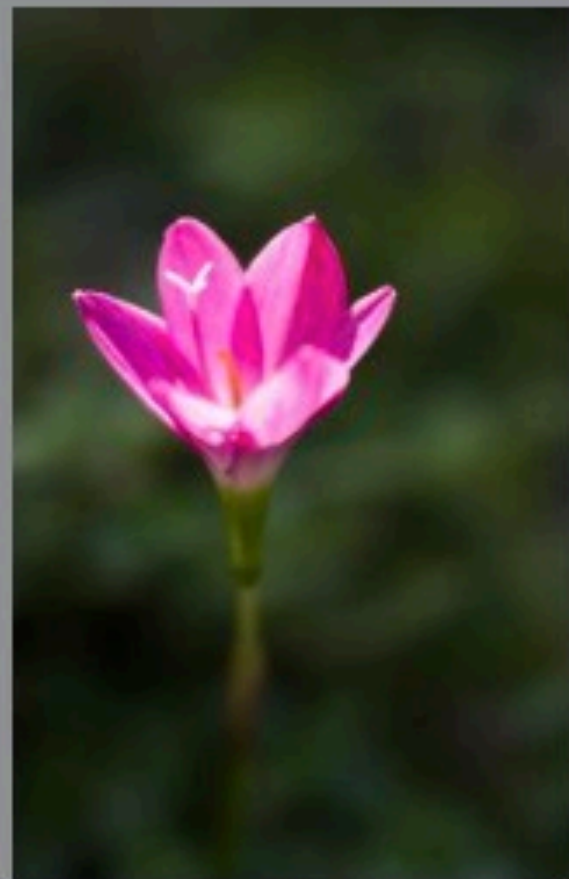
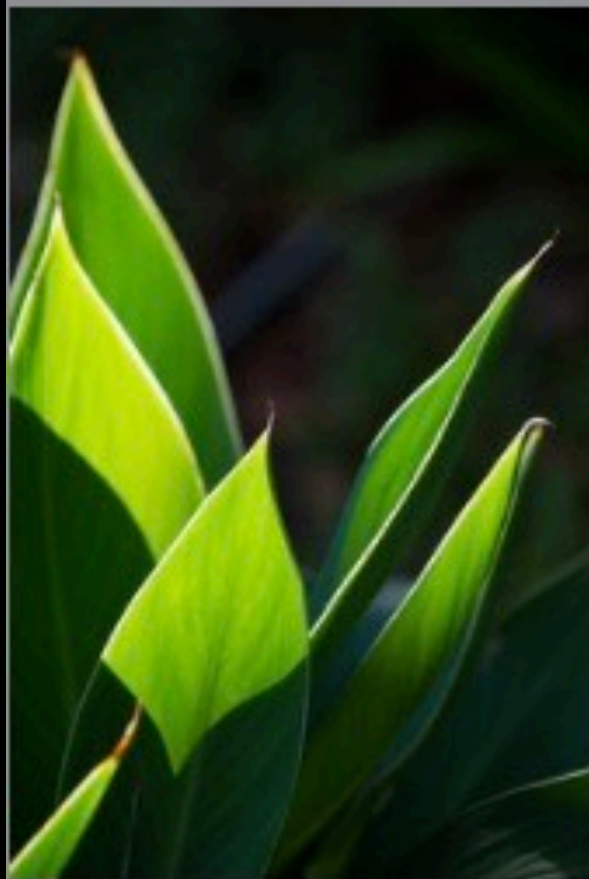




**Make sure your website  
doesn't destroy metadata**

# Growing Things

This section contains pictures of the things that grow in Bonnie's garden.





# Get IPTC Photo Metadata

... as retrieved from the image file: [https://www.carlseibert.com/wp-content/uploads/2020/09/licensable\\_lede.jpg](https://www.carlseibert.com/wp-content/uploads/2020/09/licensable_lede.jpg)



191,535 Portland Oregon Photos and ...  
gettyimages.com

original size:1882x876, colorspace:, compression:

The tables below show the IPTC Field Names in alphabetical order, they are linked to the specification in the IPTC Photo Metadata Standard.  
Fields with multiple occurrences show an index in []-brackets as prefix.  
Go to the [IPTC Photo Metadata User Guide](#) for information about how the fields should be used.

- [Back to Request Form](#)
- [Grouped by metadata topics](#)
- [Compared fields](#)
- [Search engine fields](#)

## IIM - IPTC Photo Metadata Fields

Field Name	Field Value
<a href="#">Copyright Notice (IIM)</a>	© 2020 Carl Seibert
<a href="#">Country (legacy) (IIM)</a>	United States
<a href="#">Creator (IIM)</a>	Carl Seibert
<a href="#">Credit Line (IIM)</a>	Carl Seibert
<a href="#">Date Created (IIM)</a>	2020:09:01
<a href="#">Date/time Created (IIM)</a>	00:00:00-04:00
<a href="#">Description (IIM)</a>	A Google Images thumbnail displays the new Licensable badge.
<a href="#">Description Writer (IIM)</a>	cfs
<a href="#">Instructions (IIM)</a>	This screenshot may contain elements under copyright to various parties. If you really want to use it, please contact me and I'll try to sort out a license for you.
<a href="#">Job Id (IIM)</a>	licensable_lede.jpg
<a href="#">Keywords (IIM)</a>	[1] Screenshot [2] blog
<a href="#">Province or State (legacy) (IIM)</a>	Florida

## XMP - IPTC Photo Metadata Fields





**metadatamatters.blog/guild**