

# PROBLEMS TO SOLVE

*The Information and Stories  
Associated with Billions  
of Valuable Captured Experiences  
are Lost Annually.*

# STORY NEVER RECORDED



BiblicalTruths.com

rootstech

# PERSON WHO KNOWS IS DEAD



rootstech

# INFORMATION DISASSOCIATED OR LOST



rootStech

# DISASTERS DESTROYS MEDIA



rootStech

# PROBLEMS TO SOLVE

- The story was never written
- The who and what was never recorded
- The info and story were disassociated from the media
- The person in the know is dead
- The stories and media were not properly preserved
- Disasters destroys media

# VALUE OF STANDARDS BODY

- Ensures **public opinion** is heard and considered
- Ensures documents are **formatted & distributed** properly
- Manages the standard **approval process**
- Ensures changes **do not disrupt** existing standards
- Manages **policies** for exploratory work and public drafts
- Sets **membership** process, rights and voting policies, etc

# VALUE OF WORKING GROUPS

- Works on a **candidate** standard or revisions prior to approval by standards organization which oversees the process
- Addresses the specific **data requirements** of a market segment through soliciting, reviewing and being responsive to feature requests
- Primarily oversees **content**, manages **document** lifecycles, and shepherds **drafts** through the approval process.

## Family History Metadata Working Group

Embedding Metadata in Digital Media for Family History

 Search



# REASONS FOR ADOPTION

- Focus on the needs of recognized **large vendors and organizations**
- Follow **proven standards** for user experience and data organization, features and schemas
- Provide helpful open **tools and guidelines**
- Demonstrate acceptance of **industry trends** and cooperation with **open solutions**.
- Enable the growth and preservation of digital media with **family history oriented** embedded metadata

# FAMILY HISTORY METADATA WORKING GROUP ( FHMWG )

*We seek to enhance the value of digital media  
about people*

*by refining the process and capability for  
embedding metadata*

*to enrich our relationships with family,  
friends and the world.*

# FHMWG MISSION STATEMENT

***Enable the consistent capturing, sharing, interoperability  
and preservation of family history metadata***

***through effective planning, standardization and  
frequent communications***

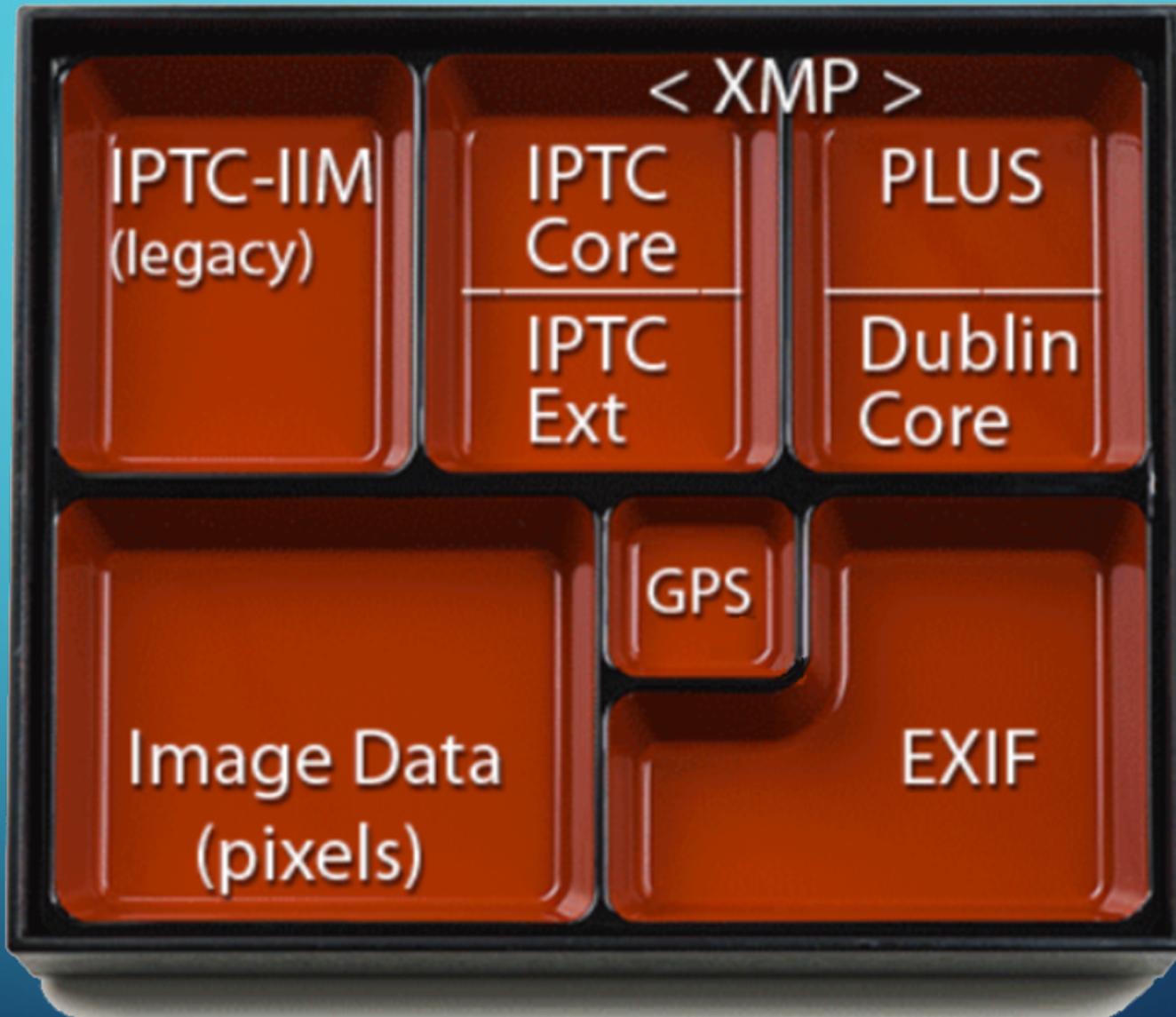
***to archives, libraries, history organizations, standards  
bodies, commercial vendors and websites***

***In order to establish, adopt, and promote this metadata***

# FHMWG: FOUNDING MEMBERS AUGUST 2019

• <b>Rick Voight</b>	Vivid-Pix.org
• <b>Robert Friedman</b>	Permanent.org
• <b>Joel Cannon</b>	FHISO.org
• <b>Beth Ann Wiseman</b>	FamilySearch
• <b>Chris &amp; Nancy Desmond</b>	MemoryWeb.me
• <b>Russell Lynch</b>	FamilySearch
• <b>Gordon Clarke</b>	FamilySearch
• <b>Luther Tychonievich</b>	FHISO.org

# EXISTING STANDARDS TO CONSIDER





STANDARDS

NEWS

EVENTS

PARTICIPATE

ABOUT IPTC

LOGIN/JOIN



# Photo Metadata

IPTC Photo Metadata sets the industry standard for administrative, descriptive, and copyright information about images.

WHAT IS PHOTO METADATA?

THE STANDARD

IPTC PHOTO METADATA IN GOOGLE IMAGES

Description

IPTC people at v...

Subject Code

Latest news technolo...

Writer

under development at i...

for news media

01026002

Joe Doe

DIGITAL PHOTO PIXELS

CAPTION, TAGS & DATES

RIGHTS & LICENSING



# WHAT IS PHOTO METADATA

Photo metadata is a **set of data** describing and providing information about rights and administration of an image. It allows information to be **transported within an image file**, in a way that can be **understood** by other software and human users. There are 3 main categories of data:

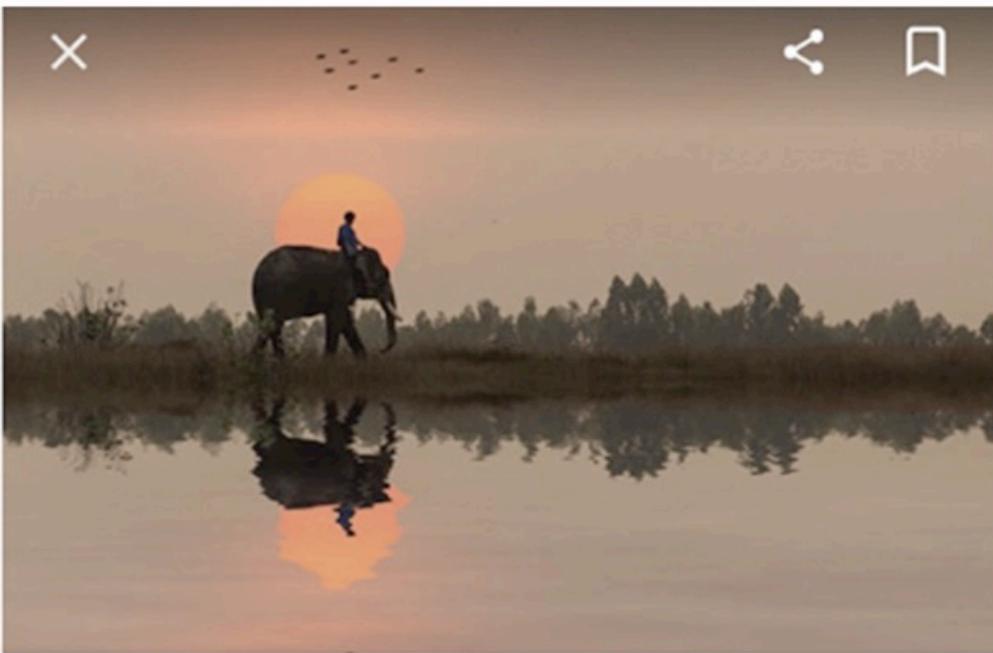
- **Administrative**
- **Descriptive**
- **Rights**

# IPTC PHOTO METADATA STANDARD

The most widely used standard to describe photos, because of its universal acceptance among **news agencies, photographers, photo agencies, libraries, museums, and other related industries.**

The standard is **comprehensive sets of fields** that allow users to add precise and reliable data about **people, locations, and products** shown in an image. It also supports **dates, names and identifiers** regarding the creation of the photo, and a flexible way to express **rights information.**

# GOOGLE'S LICENSABLE FEATURE



**Creator**

Example Photo Agency

Snippet of this result

**Licensor URL**

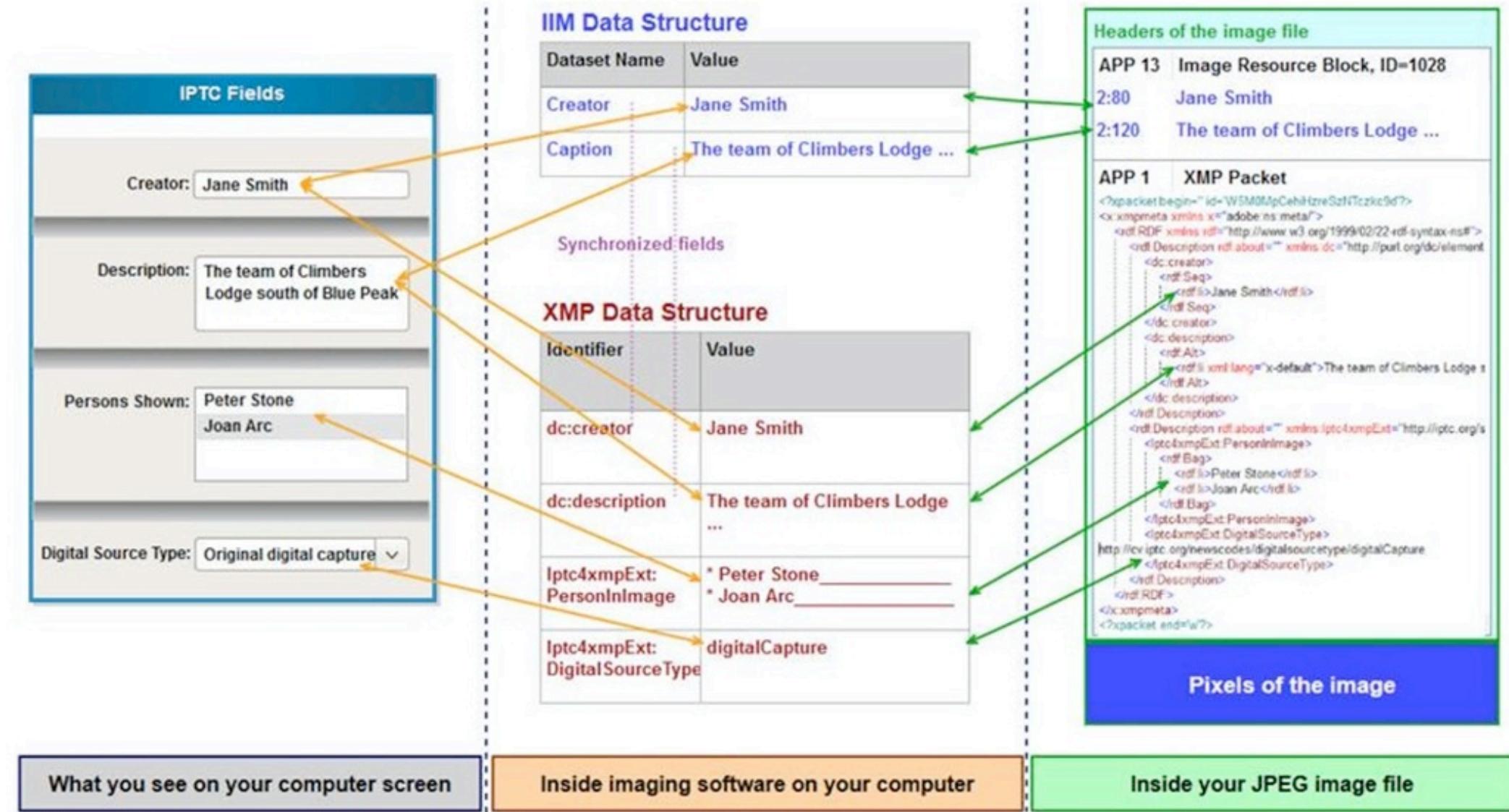
Creator: Pat Photographer | Credit: Example Photo Agency  
Get this image on: Example Photo Agency | License details

**Credit Line**

**Web Statement of Rights**

Want to know where this information comes from? Learn more

# PHOTO METADATA UNDERHOOD



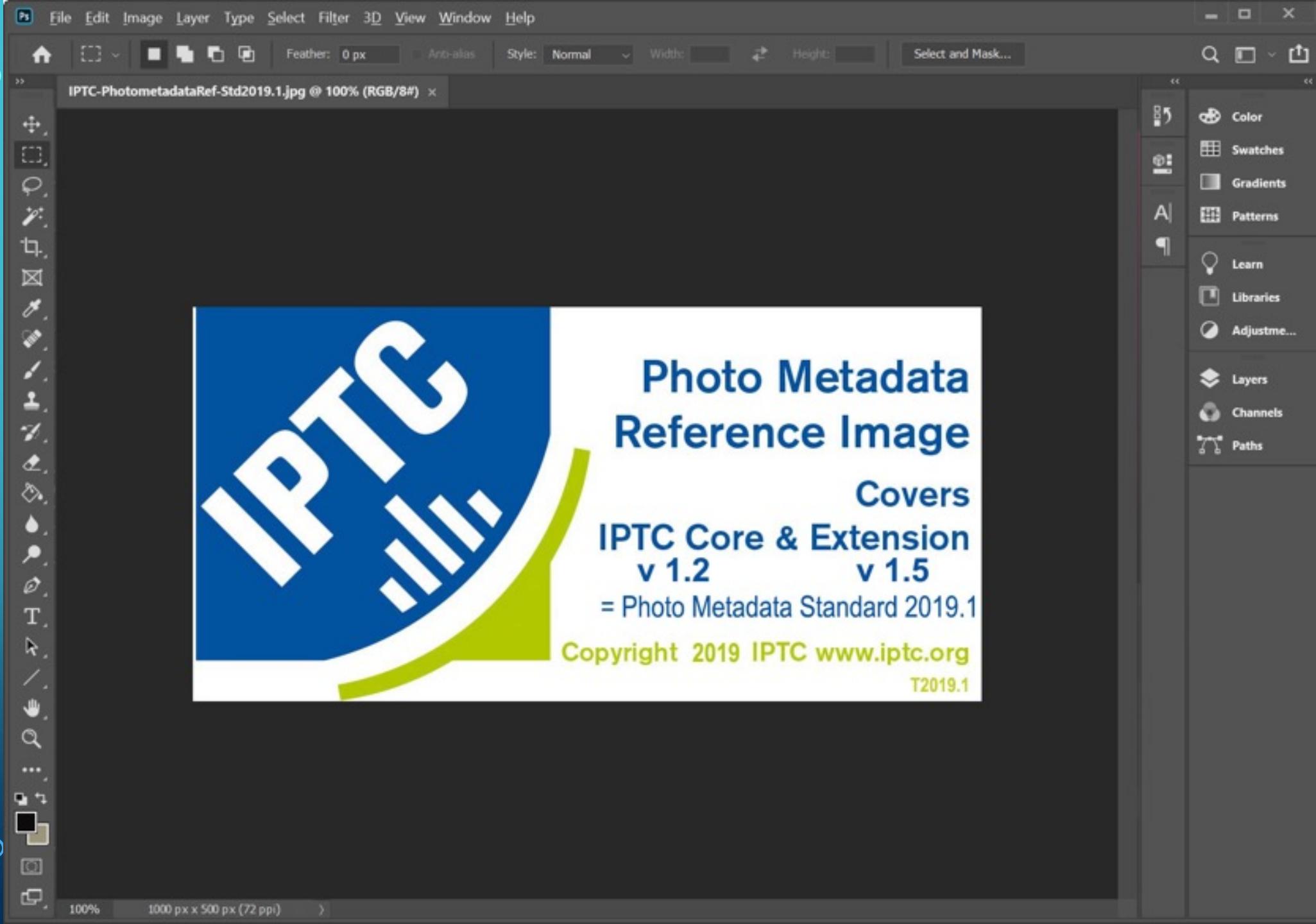
# SAMPLE JPEG WITH ALL CURRENT EMBEDDED TAGS



**Photo Metadata  
Reference Image**

**Covers**  
**IPTC Core & Extension**  
**v 1.2 v 1.5**  
= Photo Metadata Standard 2019.1

Copyright 2019 IPTC [www.iptc.org](http://www.iptc.org)  
T2019.1



100%

1000 px x 500 px (72 ppi)

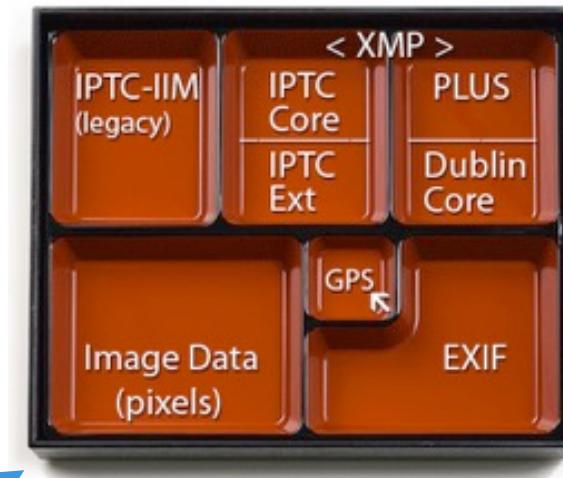


Basic  
Camera Data  
Origin  
IPTC  
IPTC Extension  
GPS Data  
Audio Data  
Video Data  
Photoshop  
DICOM  
AEM Properties  
**Raw Data**

Raw Data

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<rdf:Description rdf:about="">
  <xmpmeta xmlns:xr="adobe:ns:meta" xr:xmlptkn="Adobe XMP Core 5.6-c148.79.164036, 2019/08/13-01:06:57" />
  <rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#">
    <rdf:Description rdf:about="">
      xmlns:iptc4xmpCore="http://iptc.org/std/iptc4xmpCore/1.0/xmlns/"
      xmlns:iptc4xmpExt="http://iptc.org/std/iptc4xmpExt/2008-02-29/"
      xmlns:xmp="http://ns.adobe.com/xap/1.0/"
      xmlns:dc="http://purl.org/dc/elements/1.1/"
      xmlns:photoshop="http://ns.adobe.com/photoshop/1.0/"
      xmlns:plus="http://ns.useplus.org/ldf/xmp/1.0/"
      xmlns:xmpRights="http://ns.adobe.com/xap/1.0/rights/"
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        <rdf:li>3ref20191</rdf:li>
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    </iptc4xmpCore:SubjectCode>
    <iptc4xmpExt:AboutCvTerm>
      <rdf:Bag>
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          <iptc4xmpExt:CvTermId>http://example.com/cv/about/ref20191/code987</iptc4xmpExt:CvTermId>
          <iptc4xmpExt:CvTermName>
```

# APPROACH TO STANDARDS DEVELOPMENT



Bottom Up

rootTech

# APPROACH TO STANDARDS DEVELOPMENT



Top Down

rootTech

# APPROACH TO STANDARDS DEVELOPMENT



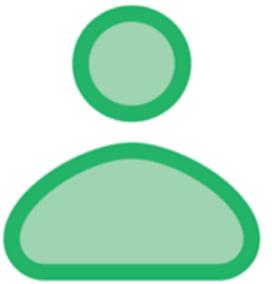
Inside Out

rootTech

# CATEGORIES FOR GROUPING INFO NEEDED



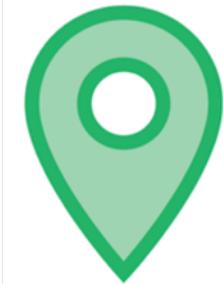
Date



Source



Caption



Location



People



Album



Event



Rights



Objects

# GUIDELINES FOR DATE INFO NEEDED

Standard (Linked)	READING Metadata (Suggested Fields)	Standard Definition	WRITING Metadata (Suggested Fields)	
Exif	Exif.Photo.DateTimeOriginal	<b>Exif Tag Description:</b> The date and time when the original image data was generated. For a digital still camera the date and time the picture was taken are recorded.	<b>Exact Date:</b> <ol style="list-style-type: none"> <li>1) Exif.Photo.DateTimeOriginal (EXIF),</li> <li>2) Exif.Image.DateTimeOriginal (EXIF), <u>and</u></li> <li>3) Date Created (IPTC)</li> </ol>	
	Exif.Image.DateTimeOriginal	<b>Exif Tag Description:</b> The date and time when the original image data was generated.		
IPTC	Date Created	<b>IPTC Tag Description:</b> For exact dates	<b>Approximate Date:</b> Circa Date Created {Artwork or Object detail}	
	Circa Date Created {Artwork or Object detail}	<b>IPTC Tag Description:</b> Approximate date or range of dates associated with the creation and production of an artwork or object or its components.		
<p><b>NOTE:</b></p> <ol style="list-style-type: none"> <li>1) Fields are often re-labeled (e.g., “Date Modified”) by various providers’ User Interface (UI) and is not consistent (not able to tell what source field they are reading and displaying)</li> <li>2) Consider avoiding “Exif.Image.DateTime” because it is typically the date and time the file was changed.</li> <li>3) Recommend using “Exif.Photo.DateTimeDigitized” as the date and time when the image was stored (e.g., scanned) instead of date of image.</li> </ol>				
<p><b>Considerations:</b></p> <ol style="list-style-type: none"> <li>1) If all three exact dates are populated, read exact date in following ranking order: Exif.Photo.DateTimeOriginal, Date Created (IPTC), Exif.Image.DateTimeOriginal (EXIF),</li> <li>2) If Circa Date Created is populated, consider if this should be used over any of the exact date fields.</li> <li>3) Date information captured in other fields (e.g., key words) would stay mapped to those fields until user modifies to one of the aforementioned recommended fields.</li> </ol>				

# IPTC 2019.1 REVISION

To help with depicting different types of information using IPTC Image Regions IPTC has created two fields:

- **Image Region Type:** asserts the type of content of the region
- **Image Region Role:** asserts what the region is used for

# IPTC IMAGE REGIONS EXAMPLES

- **Person Shown**

Supports name and also details like identifier such as FamilySearch PersonID

- **Organizations Featured**

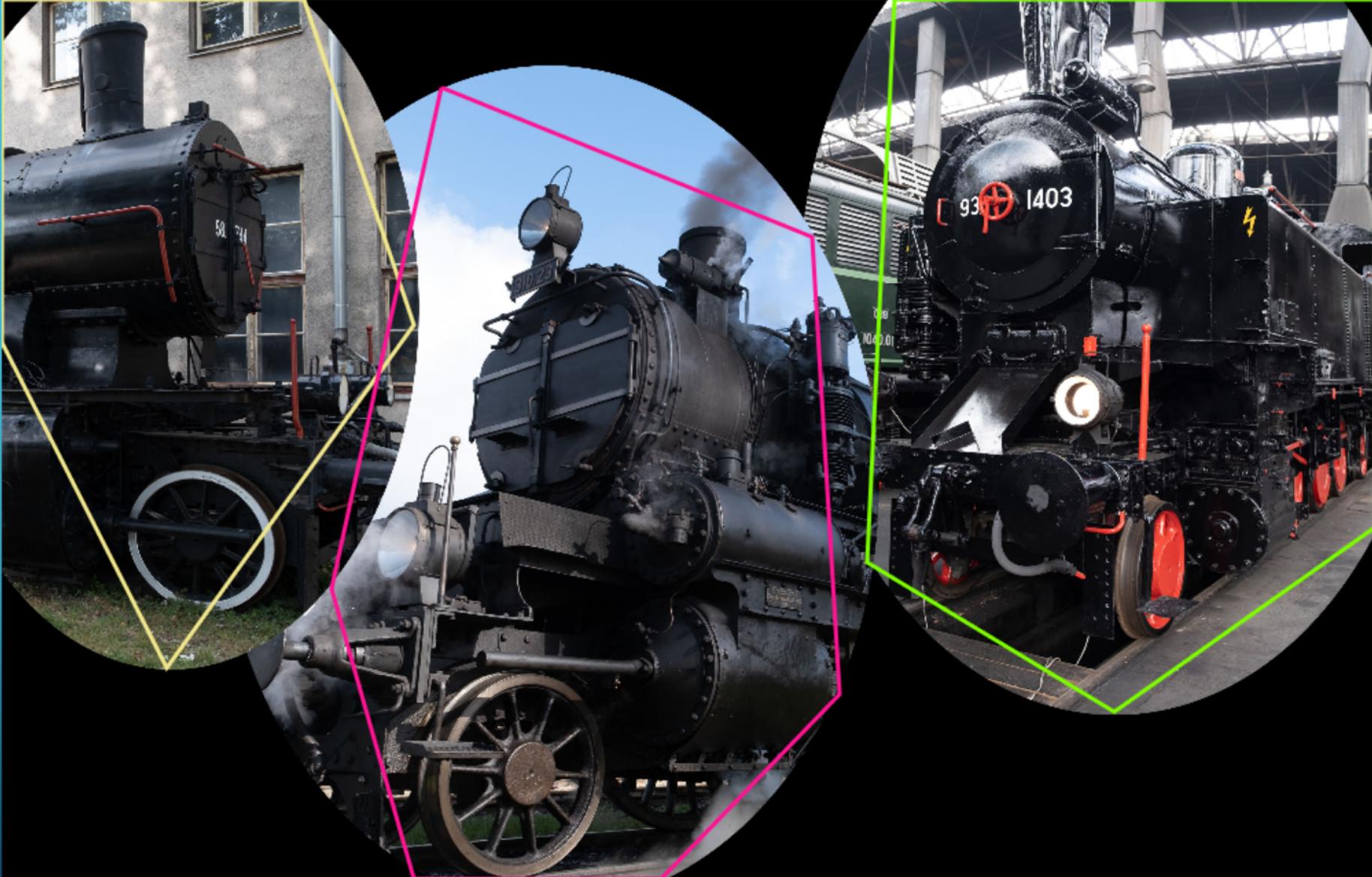
- **Product Shown**

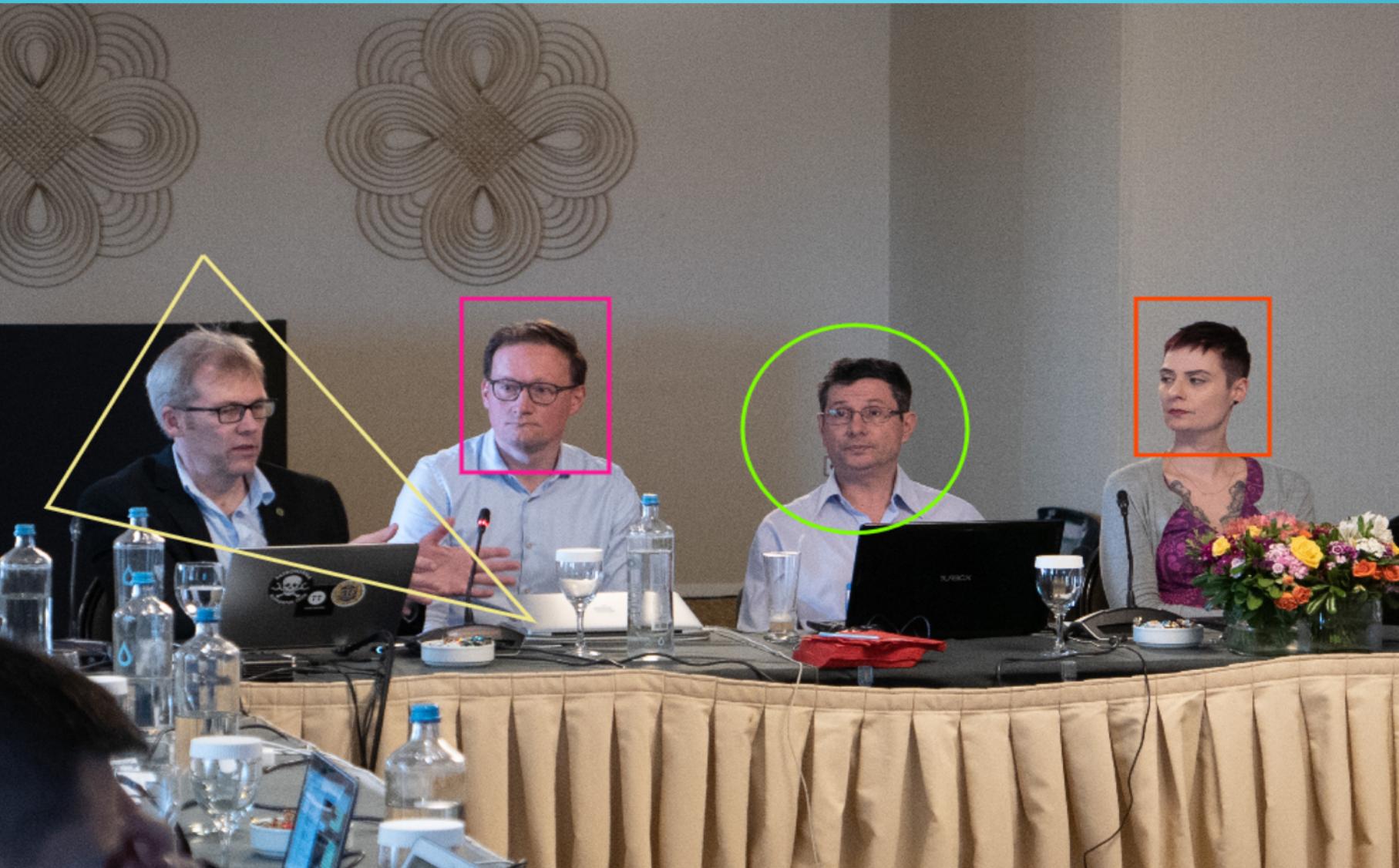
- **Artwork or Object Shown**

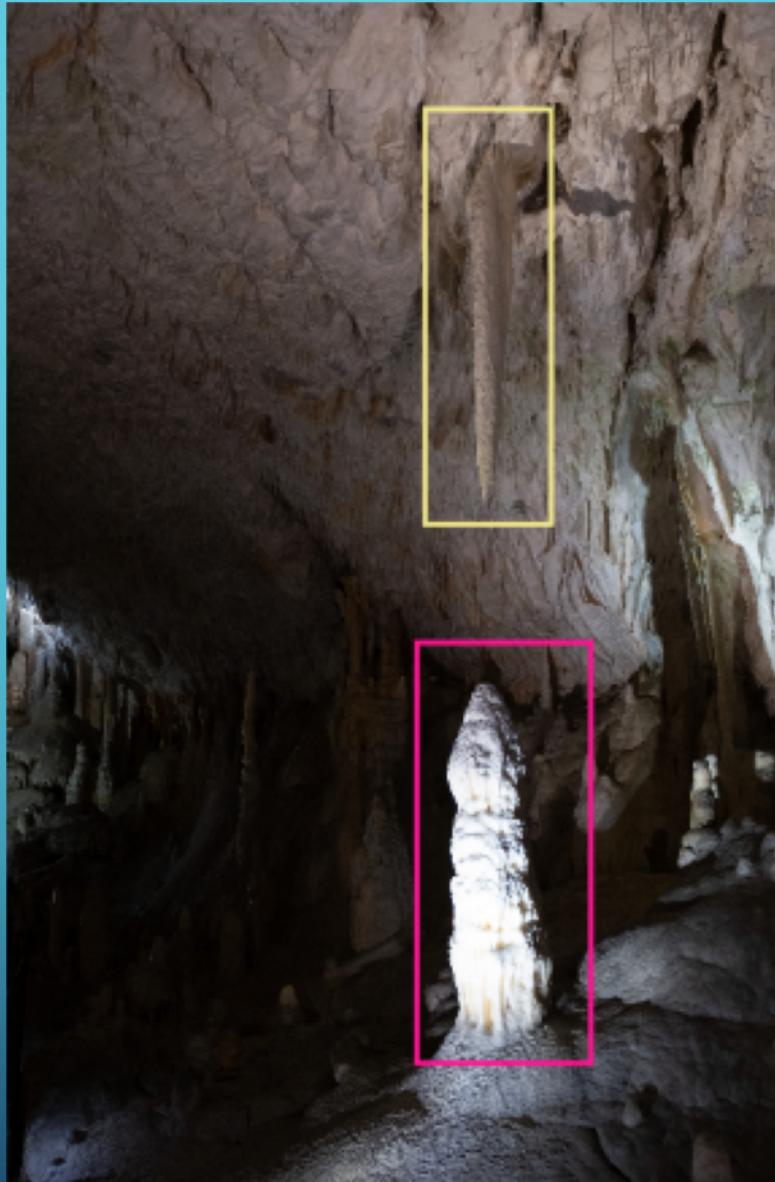
- **Location Shown**

Example: a photograph of a mountain range taken from a distance.

It could also support FamilySearch places → focusedID







# PARTICIPATION IN FHMWG

*Come Influence the Development of New Valuable Standards*

T ogether  
E veryone  
A chieves  
M ore

*Send inquiries and desires to participate to:*

***info@fhwmg.org***

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