

CEPIC Image Registry

CEPIC Congress 2013

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Objective 2.1 - Europeana and Creativity

The "*European Competitiveness Report 2010*" identified the cultural and creative industries as one of Europe's most dynamic sectors. Recent estimates accounts for 4.5% of total EU GDP and some 3.8 % of its workforce.

The aims of the objective 2.1 are:

- to ensure access for all citizens to Europe's cultural resources
- to lay down the best conditions for the development of European creative and cultural capacities
- to create a technological presence on this field, experimenting with models, applications and services for creative re-use of cultural resources, and in particular the material accessible through Europeana.

The goal of the CEPIC registry **is not** to license images or to be used as a sale tool in any way.

The aims of the objective 2.1 are:

- Enabling a registry of audiovisual works and rights, in particular for orphan works and out-of-commerce books.
- Enabling the retrieval of information on the copyright status and data about works and identification of appropriated rights holders.
- Facilitating the clearance of rights for works and including out of distribution works in view of their digitization and online accessibility
- Creating a sustainable open infrastructure facilitating trading across Europe
- All in full respect of copyright and related rights.

The goal of the CEPIC registry **is not** to license images or to be used as a sale tool in any way.

CiR goals:

To enforce CEPIC with a technological platform that will make it a reference in the photography licensing world allowing to:

→ become an image certification authority generating CEPIC Unique Image Numbers (CUIN) becoming a visual content authors' registry

→ to provide a **diligent search tool**

→ to be able to link to RDI/LCC, ARROW, Collective Societies, OLA and other existing, or eventually existing, registries in other countries outside the UE, etc.

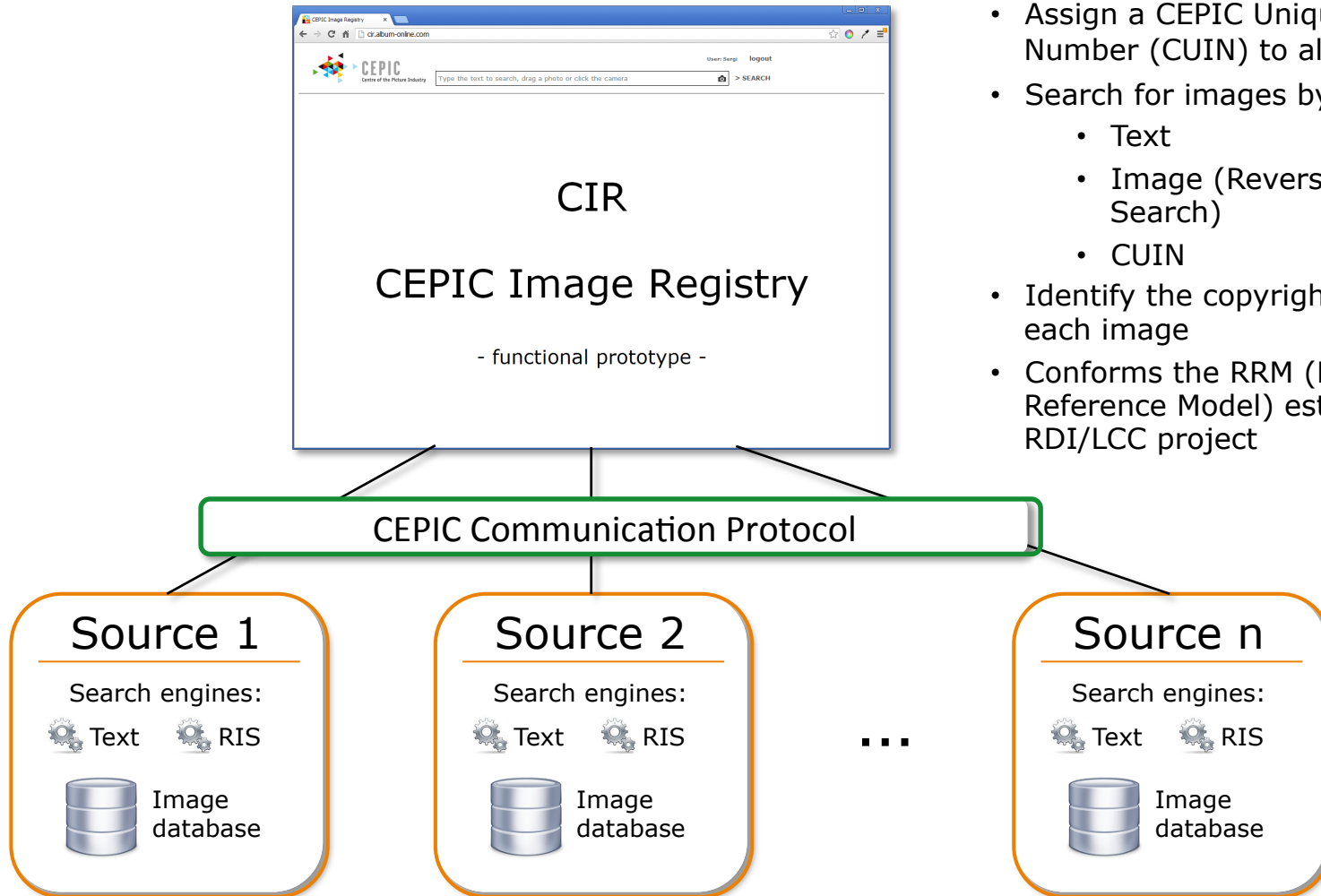
→ becoming the gravity center for authors certifying the existence of IPTC data in their images

→ using the system to reinforce CEPIC presence at UE level not only as an industry representative but as a technological partner

The goal of the CEPIC registry **is not** to license images or to be used as a sale tool in any way.

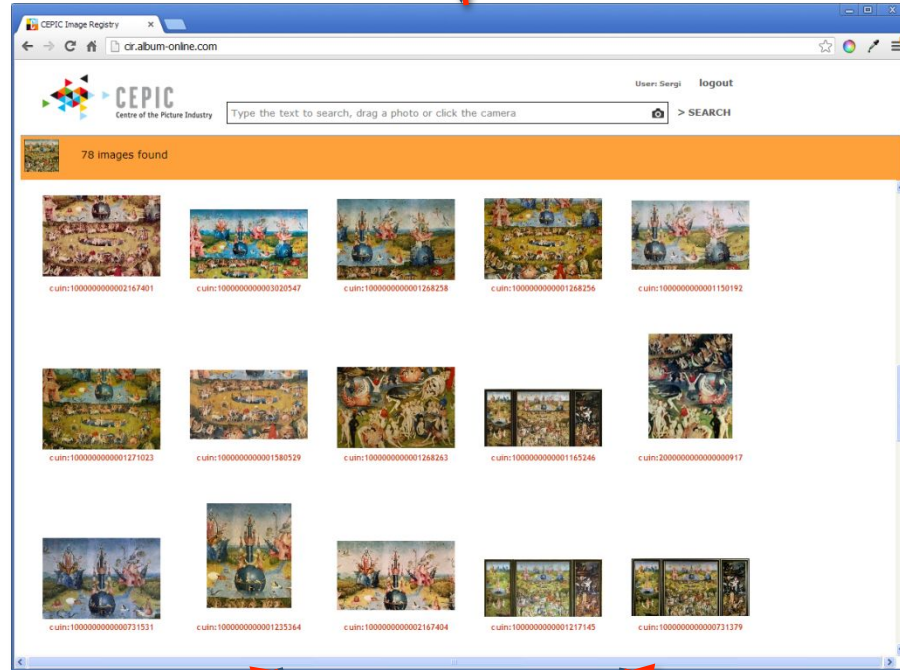
CiR functionalities:

- Assign a CEPIC Unique Image Number (CUIN) to all images
- Search for images by
 - Text
 - Image (Reverse Image Search)
 - CUIN
- Identify the copyright holder/s of each image
- Conforms the RRM (Rights Reference Model) established by the RDI/LCC project



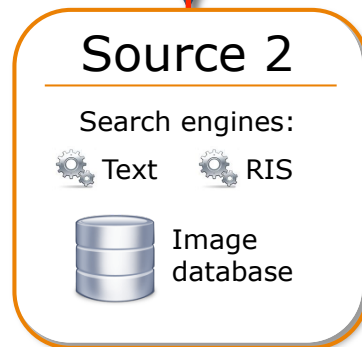
The goal of the CEPIC registry **is not** to license images or to be used as a sale tool in any way.

Search by ~~image~~ text:



User requests sequences

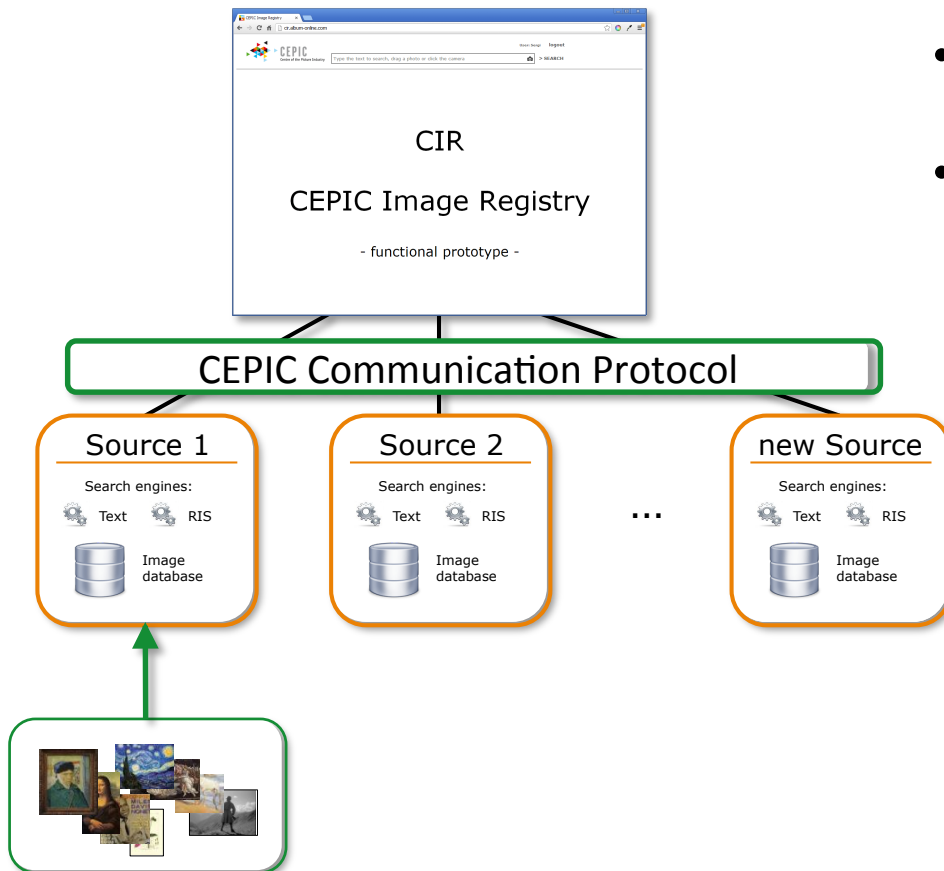
- Text search
 - by text
 - by agency
 - by author
- Image search
 - from an image file
 - from URL



...



How agencies, photographers and other copyright holders can get their images registered into CiR



- By joining an existing source
- By creating a new source and registering it in CiR
 - Image database
 - Text search engine
 - Reverse image search engine
 - conforming the CEPIC Communication Protocol

CUIN: CEPIC Unique Image Number

- Industry standardized image code
- CiR generates CEPIC Unique Image Numbers (CUIN) but doesn't store any image, in analogy with ISBN, who generates International Standard Book Numbers (ISBN) without storing any books
- Images are stored in the sources
- CUIN is a 19 digit numeric code with the prefix "cuin:"

cuin:1000000000003038401

CUIN generation

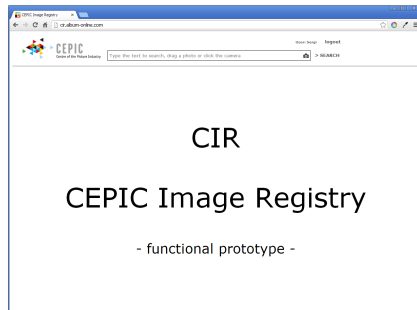
- CiR assigns a unique 5 digit code to each of the connected Sources
- Sources assign a unique numeric code to each of its images
- CiR generates the CUIN by joining:
 - Source namespace: First 5 digits corresponding to the **Source**
 - Last 14 digits corresponding to the **image code** provided by the Source

cuin:1000000000003038401

CUIN uniqueness

 cuin:1000000000023190309

 cuin:2000000000023190309



- Source 1 assigns code '23190309' to an image
- CiR assigns CUIN 'cuin:1000000000023190309' to the image from Source 1
- Source 2 assigns the **same code** '23190309' to a different image
- CiR assigns CUIN 'cuin:2000000000023190309' to the image from Source 2

CiR guarantees uniqueness of assigned CUINs

Sources management of images and their respective copyright holders

Source 1



Agency A

- Agency A image code: **AA0032**
- Copyright holder:
Stephen Rusfeld/Agency A



Agency B

- Agency B image code: **324RR-112**
- Copyright holder:
Stephen Rusfeld/Agency A/Agency B



Agency C

- Agency C image code: **agC_77243**
- Copyright holder:
Stephen Rusfeld/Agency A/Agency C


- Agency A represents photographer Stephen Rusfeld
- Agency B represents Agency A
- Agency C represents Agency A
- All three agencies feed Source 1 with this image
- Source 1 assigns the same Image Code to the image, as it's just one image represented by three different agencies

Source 1 Image Code: **1136851**


CiR assigns corresponding CUIIN:
cuin:1000000000001136851

Image presentation in CiR

CEPIC Image Registry - Google Chrome
cir.album-online.com/web/cuin/cuin_detail?IdSearch=21&bRis=1&sCuin=cuin:1000000000001136851



cuin:1000000000001136851 < 4 out of 4



Providing source/agency: Agency A
Image code: AA0032
Caption: Acropolis, Parthenon
Copyright holder: Stephen Rusfeld / Agency A
Licensing area: Worldwide
[See in Agency A](#)

Providing source/agency: Agency B
Image code: 324RR-112
Caption: Greek Art, Parthenon. Was built between 447-438 BC. in Doric style under leadership of Pericles. The building was designed by the architects Ictinos and Callicrates. Acropolis, Athens. Attica, Central Greek, Europe.
Copyright holder: Stephen Rusfeld / Agency A / Agency B
Licensing area: Europe
[See in Agency B](#)

Providing source/agency: Agency C
Image code: agC_77243
Caption: Acropolis, Athens, Greece - Parthenon. Built between 447-438 BC. in Doric style under leadership of Pericles. Architects: Ictinos and Callicrates.
Copyright holder: Stephen Rusfeld / Agency A / Agency C
Licensing area: Australia
[See in Agency C](#)

Let's see how all this works in a live demo of the CEPIC Image Registry functional prototype

