

The Fifth C - License your pictures through Google

Or, at least, tell the millions of viewers who search millions of pictures every day where to go to license them. From late 2020 Google links them directly to your website - provided you have entered the correct link into your IPTC metadata.

This is extremely easy and simple to do, and to incorporate into your daily workflow.

Here's how.

If you have entered the Four Cs into your IPTC metadata (see the BPPA's Four Cs, Five Ws and an A), Google already reveals three of these, Creator, Credit and Copyright, so it should be clear who took your pictures and who owns them. But they also need to know how to license them.


Time now to add the Fifth C. Google calls this the IPTC Web Statement of Rights field, but it appears in photographic software with labels such as Copyright Info (Photoshop and Bridge), Copyright Info URL (Lightroom) and Copyright URL (Photo Mechanic). That's the Fifth C.

The web link you enter here should lead to what it says on the tin, your copyright information, a licence, or licences available, or a contact to find out more details - whatever information you choose to provide.

One caveat - for Google to recognise this link it must begin 'http' or 'https', taking the form of a full web address.


As here in Photoshop:

Keywords:

 Semicolons or commas can be used to separate multiple values

Copyright Status:

Copyright Notice:

Copyright Info URL: 

And here in Photo Mechanic:

Image Rights

Creator/Photographer:

Creator's Job Title:

Copyright:

Credit:

Source:

Copyright URL:

Rights Usage Terms:

That done Google places a badge on your pictures indicating that your information is available and linking to it.

That's all you need to do. It's as simple as that. There's a lot more to Google's scheme, outlined below, but that's the only requirement to get your badge, and tell the world what

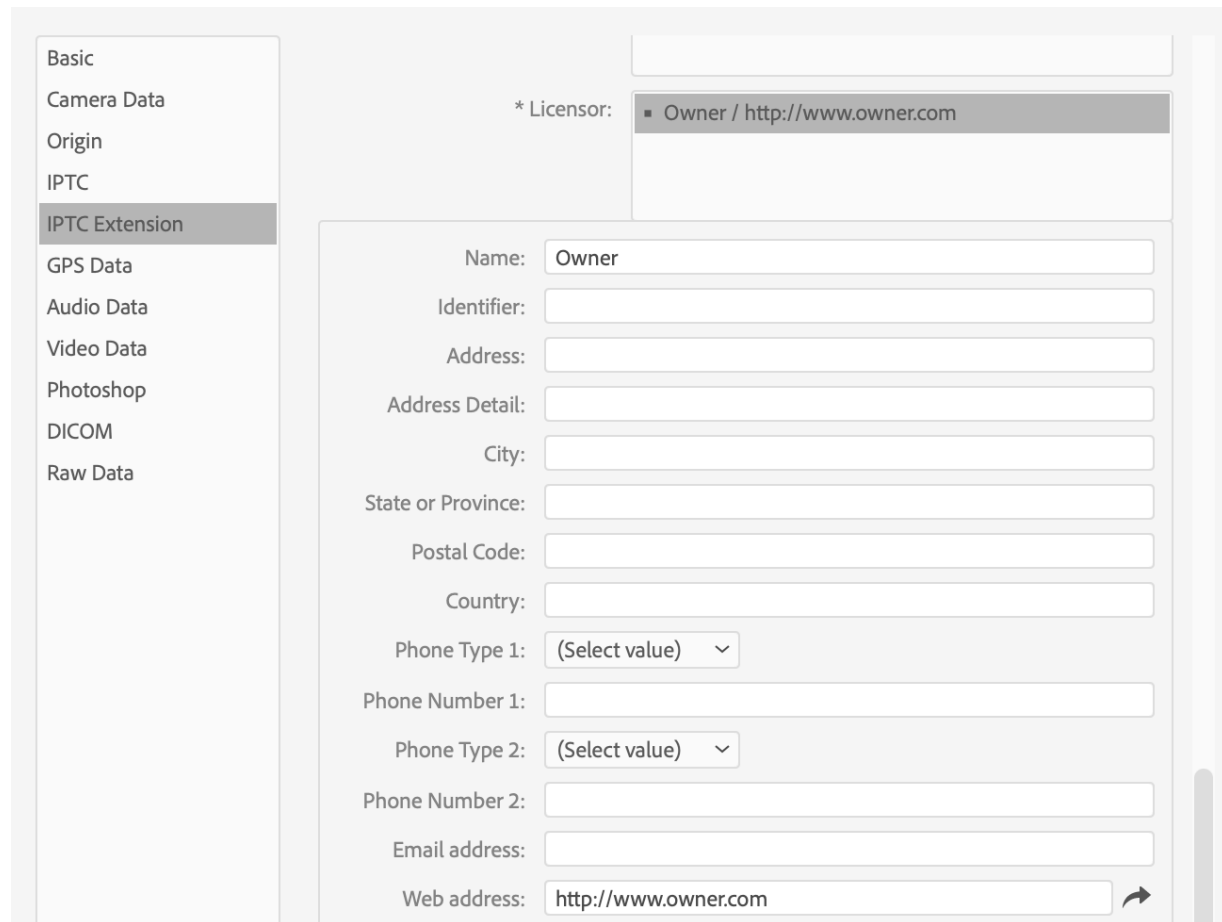
they need to know to license your work.

The badge also uses a second set of fields for further Licensor information, not required but recommended. This is partly because the copyright owner is not necessarily the licensor. Your pictures might be licensed by an agent, not you. It is even possible for you to distribute some of your pictures directly using your own fifth C, others through a licensor. Or, you could use the Licensor fields as an additional way to license your pictures yourself.

This requires the IPTC Licensor URL field, a web address in a sub-section of the Licensor field, which in turn is to be found within the IPTC Extension of IPTC metadata.

Not all photographic software is yet fully compatible with IPTC Extension metadata fields, but the relevant information can be entered via File Info in Photoshop and Bridge, and through the sidebar metadata panels of Lightroom. The name of the licensor goes in the Licensor field, and the web link, again a full web address, should link to licensing information.

Here in Photoshop:



The screenshot shows the Photoshop metadata panel with the 'IPTC Extension' section selected. The 'Licensor' field is expanded to show a dropdown menu with the option 'Owner / http://www.owner.com'. Below this, the 'Name' field is filled with 'Owner'. The 'Web address' field at the bottom is filled with 'http://www.owner.com' and has a right-pointing arrow icon next to it. Other fields like 'Identifier', 'Address', 'City', etc., are empty.

And here in Lightroom:

Licensor • Owner	
Name	Owner
Identifier	
Street Address	
Extended Address	
City	
State / Province	
Postal Code	
Country / Region	
Telephone 1 ↕	
Telephone 2 ↕	
E-mail	
URL	http://www.owner.com

Add | Remove | Close

Google does provide an alternative way of making the above information accessible, by adding 'structured data fields' to web pages. In plain English inserting IPTC info into the pages themselves. This procedure however is far from plain and simple. It is avoided in this brief guide because almost all photographers will already be editing the IPTC in pictures, and because where both web page and photo metadata are present Google reads the former not the latter.

Here below is Google's statement of the information they need to be entered into your IPTC photo metadata:

IPTC photo metadata

Alternatively, you can embed [IPTC photo metadata](#) directly inside an image. You must include the Web Statement of Rights field for your image to be eligible to be shown with the licensable badge. We recommend that you also add the Licensor URL field if you have that information.

Required properties	
Web Statement of Rights	A URL to a page that describes the license governing an image's use, and optionally other rights information. For example, it could be the terms and conditions that you have on your website. Where applicable, it could also be a Creative Commons License (for example, BY-NC 4.0).

Recommended properties	
Licensor URL (of a Licensor)	A URL to a page where the user can find information on how to license that image. Here are some examples: <ul style="list-style-type: none">• A check-out page for that image where the user can select specific resolutions• A general page that explains how to contact you

So, in addition to your four Cs, now add your 5th C, and maybe an L for Licensor.

And don't forget the A - A for always, always enter this information into all your pictures.