



**PLUS<sup>®</sup>**  
PICTURE LICENSING  
UNIVERSAL SYSTEM



## Brief Overview – PLUS Coalition

- A collaboration between all communities engaged in *creating, distributing, using* and *preserving* visual works.
- Non-profit, neutral, apolitical
- Global: participants in 178 countries

## Who Is Participating in PLUS?

- **Creators:** photographers, illustrators.
- **Distributors:** stock agencies
- **Users:** book publishers, newspaper publishers, magazine publishers, web publishers, motion picture/TV, ad agencies, designers, the public
- **Cultural Heritage:** museums, libraries, researchers, educational institutions
- **Other:** reproduction rights organizations, collective management organizations, software developers, attorneys, picture researchers, artist reps, manufacturers, standards bodies, etc.

## So, what is all the fuss about?

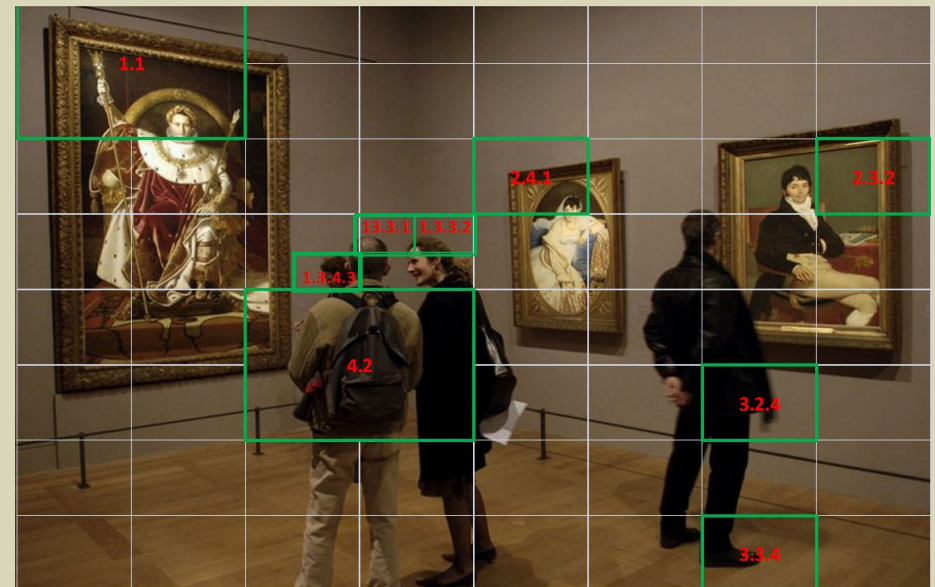
- **JPEG File Metadata**
  - Removal
  - Loss
  - Alteration
  - Confidentiality
  - Privacy
  - Obsolescence
  - Images or Objects within Images
  - Interoperability
- Significant business, legal, personal, cultural ramifications.



## The PLUS Mission

- *“To simplify and facilitate the communication and management of image rights.”*

# Examples





## PLUS is Collaborating With:

- Linked Content Coalition
- RDI Project
- UK Copyright Hub
- IPTC
- ODRL
- ISNI
- EIDR
- IDEAlliance
- Ad-ID
- Copyright Agencies (USCO, UK IPO, etc)
- Creative Commons, Adobe, many others.

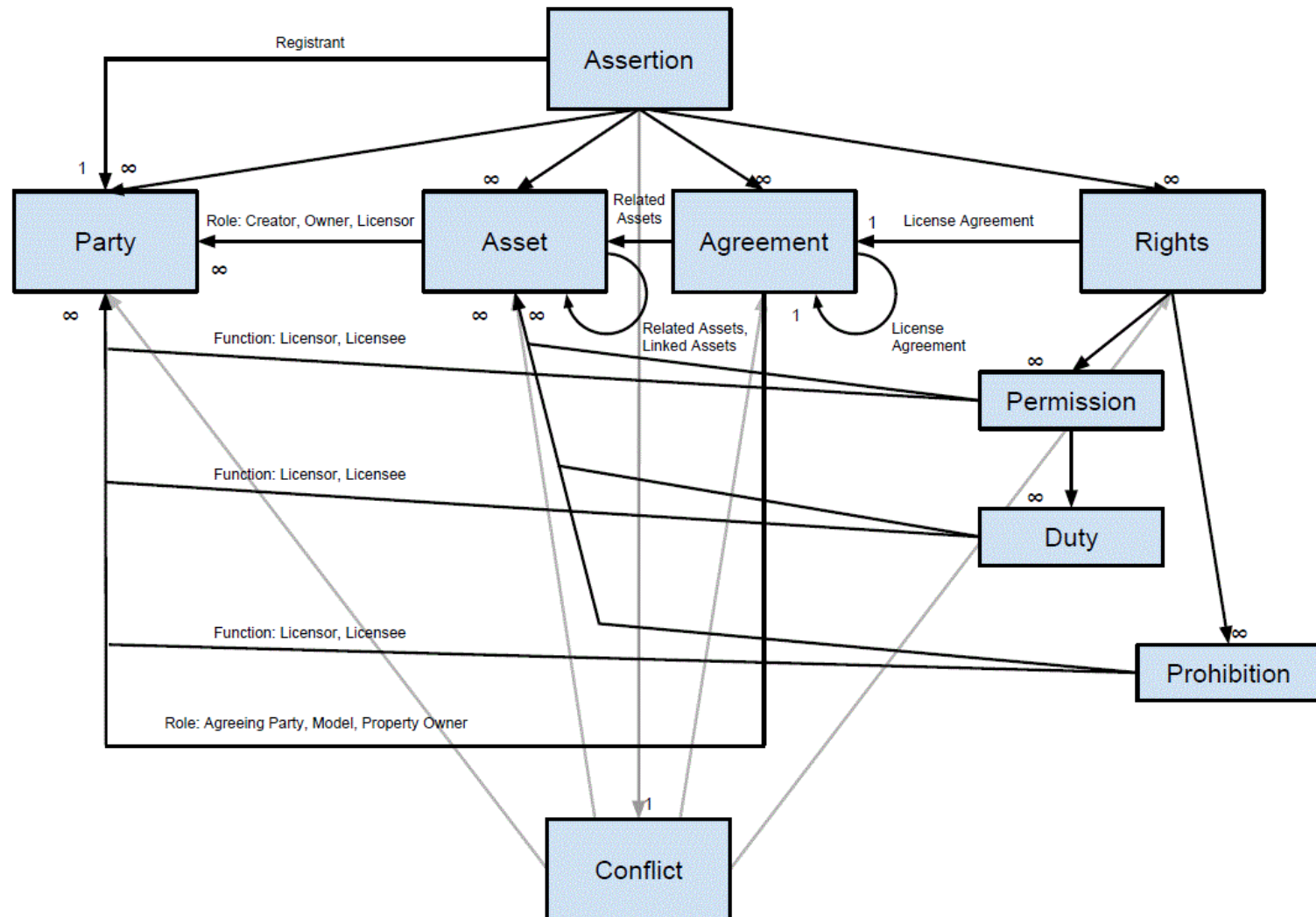


# PLUS Standards

- **PLUS Glossary**
  - Universal definitions for licensing terms
- **PLUS Media Matrix**
  - Hierarchy of media and media usage options.
- **PLUS Packs**
  - Standardized rights bundles developed collaboratively by creators/distributors/clients.
- **PLUS License Data Format**
  - Universal framework for summarizing licenses
- **PLUS Media Summary Code**
  - Allows efficient machine readable expression of complex usage bundles.
- **PLUS Identifiers**
  - Handle IDs for parties, assets, licenses, documents.
  - Globally unique, persistent, multi-resolution.



# PLUS Rights Model





# Public beta: www.PLUS.org



**PLUS  
Registry** Beta 1.0

[Search](#) | [Manage Images](#) | [Manage Licenses](#) | [About](#) | [Help](#)

[Sign In](#) | [Create an Account](#)

## Search the Registry Now

Find and contact artists, rights-holders, licensors, licensees and archives.  
View information about an image or image license.

Search

☒ Search by name, image URL or PLUS ID ☐ Upload and search on an image [Search Options](#)

## Find. Be Found.

Welcome to the non-profit PLUS Registry, developed and operated cooperatively by a global Coalition of all communities engaged in creating, using, distributing and preserving images.

**Find.** Search the Registry to find rights and descriptive information ("metadata") for any image, and to find current contact information for related creators, rights holders and institutions.

**Be Found.** Register for a free listing to allow anyone in the world to easily find and contact you. Register your images and image licenses to allow authorized users to find rights and descriptive metadata using a PLUS ID or image recognition.

## What's Up

**Join.** PLUS membership is free, and allows you to add a Registry listing. The Registry operates on a co-op model, funded by optional contributions from "Supporting Members," who receive a unique PLUS ID and access to additional features. [More...](#)

**Brick by Brick.** During Phase 1 beta testing, you may search for individuals or businesses by name or PLUS ID only. In Phases 2 and 3, PLUS will introduce search and bulk registration of image and license info, by PLUS ID and by reverse image recognition. [More...](#)

**The Hub:** The PLUS Registry will serve as a global, multilingual hub for other registries, and will allow registration and search using third-party applications and plug-ins. PLUS will provide an Application Programming Interface (API) supporting bi-directional connections with authorized applications. [More...](#)

### Tutorials

How To Use The Registry



### PLUS Leadership Circle

Significant Contributors



### The PLUS Coalition

Participating Associations



### Join PLUS Today

Become a Member for Free

JOIN



## PLUS Registry: The Connector

- **Connects**
  - **Images**  
**to**
  - **Rights holders**  
**to**
  - **Rights information**



## PLUS Registry: Find and Be Found

- **Rights Holders**
  - **Creators, Owners, Picture Agencies, Museums, Libraries, Other Authorized Licensors**
- **Image Metadata**
  - **Rights, Descriptive and Technical**
- **License Metadata**



## A Global Image Rights Network

- Not a silo.
- Not a web site.
- API: Operates as a “hub.”
- Sub-registries, external registries.
- Connects registries and databases, globally, into a network.
- A search of any connected registry extends to all connected registries.
- Federates IDs to simplify search



## Connecting to the PLUS Registry

- **Connect to PLUS:**
  - from within any application connected to the PLUS API.
  - at any web site connected to the PLUS API.
  - at any PLUS sub-registry.
  - at the PLUS website.

## Search for Image Information

- Search by identifier.  
or
- Recover identifier from digital watermark, if present.  
or
- Search by image recognition.
  - If identifier is lost
  - If identifier was never present.



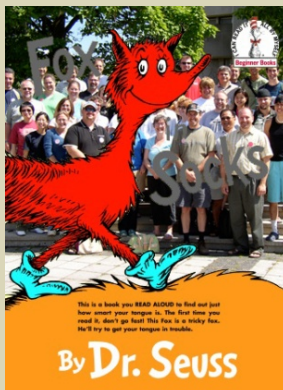
## The PLUS IDs

- PLUS IDs identify parties, assets, claims, licenses, documents.
- ISNI Identifiers for parties.
- CNRI Handle System for persistence, multi-resolution and security.
- Optional Custom IDs
- Support for external identifiers.





# Reverse Image Recognition Search





## Comprehensive Image Metadata

- Identify the creator, copyright owners, authorized licensors, museums, libraries, CMOs
- View public info for any image
- Authorized parties view private data.
- Major metadata standards supported
- Remotely stored metadata is



## Rights Holder Information

- Find current contact info for creators and rights holders in all countries.
- Find contact info for authorized representatives of rights holders in each region.
- Advanced search using outdated, partial, or ancillary information.
- IDs distinguish between parties with same/similar names.



## Optional License Information

- License records may be public, private or restricted.
- Machine readable rights information supports automated rights management at scale.
- License records may be supplemented.
- Each record uniquely identified.

## Controls

- **Privacy:** strict privacy protocols allow registrants to control access to data.
- **Conflicts:** system allows for conflict identification and resolution.
- **System identifies and bans bad actors.**



## Register Asset Claims

- Submit individually, or in batches.
- Images fingerprinted for image recognition.
- Receive unique ID for asset claim.
- ID linked to record in the Registry.
- Multiple parties may register claims
- Multiple registrations of same asset are linked to master Asset Record.



## Image-User Benefits

- Instantly determine the rights associated with any image.
- Search at the Registry or from applications used in workflow.
- Avoid unintentional infringement
- Save resources, decrease liability.



## PLUS Registry Will **NOT** Offer

- Keyword searches
- Subject matter searches
- Image browsing
- License transactions
- Royalty collection/distribution
- Public access to private information
- Pricing





Thank You.

- **My contact info:**
  - **Jeff Sedlik**
  - **info@PLUS.org**



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