



PLUS[®]
PICTURE LICENSING
UNIVERSAL SYSTEM



Fundamental Principle.

- **Digital image content must be more:**
 - **Accessible**
 - **Usable**
 - **Manageable**
 - **Exploitable**



Global Issues

- IPR confusion.
- The language barrier.
- Preservation of culture.
- Metadata standards as silos.
- We must build bridges, not silos.



Bridge Building

- **Bridges between institutions.**
- **Bridges between countries.**
- **Bridges between diverse stakeholders.**



Bridge Building

- **Bridges between:**
 - **Creators**
 - **Distributors**
 - **Researchers**
 - **Educators**
 - **Archives**
 - **The public**



More Fundamental Principles

- **Metadata standards are key.**
- **Rights metadata is critical.**
- **Interoperability is essential.**
- **Multi-lingual capability is not optional.**
- **Avoid duplication of effort.**
- **Collaboration over competition.**



PLUS Coalition

- **A collaboration between all industries and communities engaged in creating, using and preserving images.**
- **Non-profit, neutral, apolitical.**
- **International metadata standards.**
- **Systems supporting the use of the standards.**



Who is PLUS?

- **Creators:** photographers, illustrators.
- **Distributors:** stock agencies
- **Users:** book publishers, newspaper publishers, magazine publishers, web publishers, ad agencies, designers, end users.
- **Cultural Heritage:** Museums, libraries, researchers, educational institutions
- **Other:** software developers, attorneys, picture researchers, artist reps, manufacturers, standards bodies, etc..



PLUS Board of Directors

- **Non-profit associations:**
 - **Museums**
 - **Creators**
 - **Distributors**
 - **Advertisers**
 - **Designers**
 - **Publishers**
 - **Libraries**



PLUS, Worldwide

- PLUS is a global initiative: 26 countries
 - Australia, Austria, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Japan, Liechtenstein, Netherlands, New Zealand, Poland, Portugal, Romania, Russia, Scotland, Singapore, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Thailand, Turkey, United Arab Emirates, USA



PLUS-Japan





Picture Licensing Universal System

- Simplify the communication of image rights, worldwide.
- Make it easier to ascertain, understand, acquire and manage image rights.
- Leverage current and future technologies.



PLUS Standards

- **Narrow scope: image rights.**
- **Standards drafted by collaboration**
- **Approved by consensus**
- **ID structure supports multi-lingual communication of complex rights concepts.**
- **Facilitates access and understanding**
- **Supports increased automation**
- **A free resource.**



The PLUS Standards Facilitate

- Search, retrieval and usage
- Long-term preservation strategies
- Multi-lingual communications
- Global cultural exchange
- International commerce
- Economic growth



Broad Benefit

- **Photography, illustration, artworks.**
- **Any country/law/language.**
- **Benefits everyone, everywhere.**
- **Agnostic as to scope and value.**



A Integrated System of Standards

- PLUS Glossary
- PLUS Media Matrix
- PLUS Packs
- PLUS License Data Format
- PLUS ID Code System
- PLUS Registries
- PLUS Tools
- PLUS Partner Solutions



The PLUS Standards in Use

- Image capture
- Image editing
- Image management
- Rights management
- Preservation
- E-commerce
- Image display
- Image search
- Business processes



The PLUS Library Committee

- Existing Standards
- Fair Use
- Orphan Works
- Creative Commons



Join PLUS

- PLUS is a member-driven, member-supported initiative.
- PLUS invites all libraries to join.
- Join at www.usePLUS.org
- Email questions to info@usePLUS.org



Thank You, DLF

- **PLUS thanks DLF for helping to bring digital libraries and PLUS together.**



Thank You

- Thanks to the PLUS Leadership Circle and Sustaining Members:

The PLUS Coalition thanks our Sustaining Members for their generous financial and logistical contributions.





PLUS[®]
PICTURE LICENSING
UNIVERSAL SYSTEM

