

# METADATA

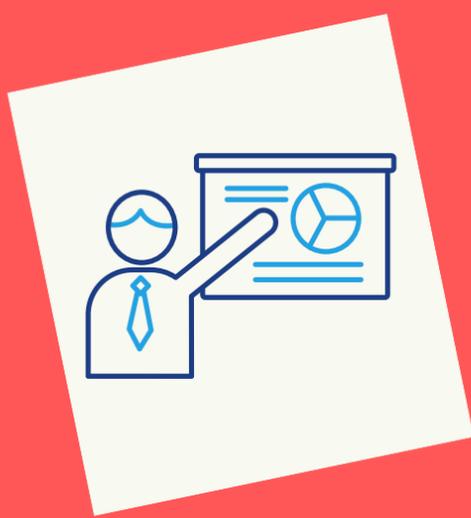
Metadata is the data, information or descriptions of another set of data. In other terms metadata is data that describes other data.

Metadata is a tool used to better understand other data. There are three types of metadata; descriptive, structural and administrative. Descriptive metadata provides information about the keywords, where, when, and who created the data. Structural metadata contributes the format of the data, such as the page orders, dimensions and type of file. Administrative metadata includes the rights management of the data. This could be the source or copyright information.



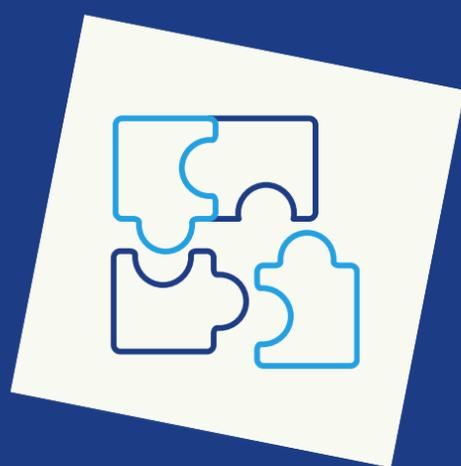
## Why is it important?

Metadata allows use to refine searches, better understand assets we interact with and allows people to better organize their data. Without metadata we would not be able to interpret data the way that we do everyday.



## Example of Metadata

Say that we are examining an image. This data could have many different fields of metadata associated with it. Examples of the fields could be the date the picture was taken (descriptive), the format of the image (structural) or the owner of the picture (administrative).



## Where is Metadata?

Metadata can be found in different parts of the data that it describes. It can be linked or embedded to the data. It can also be a part of the data itself, for example a file type is metadata and is part of the data.

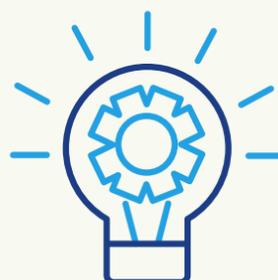


### Metadata Formats

**EXIF** **EX**changeable **I**mage **F**ile format  
Shows the machine data about the asset, typically camera information.

**IPTC** **I**nternational **P**ress  
**T**ele**C**ommunications - Provides data media items of any media type.

**XMP** **eX**tensible **M**etadata **P**latform - Can be embedded or linked to data, can also contain other metadata types.



### Fun Facts about Metadata

It is likely that you interact with a form of metadata everyday. You often cannot physically see metadata unless you dig deeper into the asset.

Metadata is a key component of search results because of the metadata that describes keywords.