

Air4media Pilot v10BETAACME Creative AgencyACME Creative Agency

DashboardDocumentationFAVORITES

CLIENTSDIGITAL ASSETS

WEBSITE

Metadata Fields

Name each field once: the name you set here is used everywhere it appears, so a field reads the same in the thumbnail, the story, the photo viewer and the editor. Then tick which views show it. A thumbnail has room for a line or two; the photo panel has room for everything. Drag a row to change the order fields appear in.

FIELD	NAME SHOWN TO USERS	XMP PROPERTY	THUMBNAIL	STORY	PHOTO	EDIT STORY	EDIT IMAGE
DESCRIPTION							
headLine IPTC Headline - 2:105	Headline	photoshop:Headline	☐	☒	☒	☒	☒
description IPTC Caption / Abstract - 2:120	Caption/Description	dc:description	☐	☒	☒	☒	☒
keywords IPTC Keywords - 2:25	Keywords	dc:subject	☐	☒	☒	☒	☒
CREDIT & RIGHTS							
credit IPTC Credit - 2:110	Credit Line	photoshop:Credit	☒	☒	☒	☒	☒
source IPTC Source - 2:115	Source	photoshop:Source	☐	☒	☒	☒	☒
PLACE & TIME							
city IPTC City - 2:90	City	photoshop:City	☐	☒	☒	☒	☒
state IPTC Province / State - 2:95	State/Province	photoshop:State	☐	☒	☒	☒	☒
country IPTC Country / Primary Location Name - 2:101	Country	photoshop:Country	☐	☒	☒	☒	☒
special_instructions IPTC Special Instructions - 2:40	Special Instructions	photoshop:Instructions	☐	☒	☒	☒	☒
DESCRIPTION							
object_name IPTC Object Name / Title - 2:05	Subject	dc:title	☒	☒	☒	☒	☒
sup_categories IPTC Supplemental Category - 2:20	Supplemental Categories	photoshop:SupplementalCat	☐	☐	☐	☐	☐
CREDIT & RIGHTS							
author IPTC By-line - 2:80	Photographer	dc:creator	☐	☐	☐	☐	☐
author_title IPTC By-line Title - 2:85	Photographer Title	photoshop:AuthorsPosition	☐	☐	☐	☐	☐
PLACE & TIME							
location IPTC City + Country (combined)	Location	no XMP equivalent why?	☐	☒	☒	☒	☒
date_created IPTC Date Created - 2:55	Date Created	photoshop:DateCreated	☐	☐	☐	☐	☐
TRACKING REFERENCES							
reference Pilot field	Reference	— do not write —	☐	☐	☐	☐	☐
original_transmission_reference IPTC Original Transmission Reference - 2:103	Transmission Reference	photoshop:TransmissionRef	☐	☐	☐	☐	☐
job_id IPTC Original Job ID	Job ID	— do not write —	☐	☐	☐	☐	☐
fixture_identifier IPTC Fixture Identifier - 2:22	Fixture Identifier	no XMP equivalent why?	☐	☐	☐	☐	☐
FILE FACTS							
filename Pilot field	File	no XMP equivalent	☐	☐	☒	☐	☒
file_type Pilot field	Type	no XMP equivalent	☐	☐	☒	☐	☒
file_size Pilot field	File Size	no XMP equivalent	☐	☐	☒	☐	☒
date Pilot field	Date	no XMP equivalent	☐	☒	☒	☒	☒
video_length Pilot field	Duration	no XMP equivalent	☐	☐	☒	☐	☒
transcript Pilot field	Transcript	no XMP equivalent why?	☐	☐	☐	☐	☐

Fields marked no XMP equivalent exist only in Pilot, or were dropped from the XMP standard, so they are stored but never written into the file.

Metadata Fields

Metadata Fields lets you control exactly how asset information appears across your media library — from the captions under thumbnail tiles to the detail panels inside story galleries. For ACME Creative Agency, this means every image, video, and file surfaces the right labels in the

right places, using the names your team already uses.

Key Features

- **Custom Labels:** Rename any metadata field to match your vocabulary — swap "Photographer" for "Camera Operator", or "Subject" for "Title", and the change appears everywhere instantly
- **Screen-by-Screen Visibility:** Choose which fields appear on thumbnail tiles, story pages, the photo viewer, and editing panels — each view is controlled independently
- **Drag-to-Reorder:** Arrange fields in any order by dragging rows up or down, so the most important information always appears first in every gallery and portal
- **XMP Export Mapping:** When assets are downloaded or exported, metadata is written using industry-standard XMP format — you choose which standard property each field maps to
- **Instant Effect:** Saved changes apply immediately across all your DAM galleries, portals, and lightboxes — no republishing needed
- **Reset to Defaults:** One click restores all field names and visibility settings back to the platform defaults

How to Use

1. Open **AirDAM** from the main navigation and go to **Metadata Fields**
2. You will see all available fields listed in groups — Description, Credit & Rights, Place & Time, Tracking References, and File Facts
3. To rename a field, click its label box and type your preferred name — ACME Creative Agency, for example, might rename "Subject" to "Title" to match their internal cataloguing workflow
4. Use the checkboxes across each row to show or hide that field on specific views: **Thumbnail**, **Story**, **Photo Viewer**, and the edit panels
5. Drag the grip handle on the left of any row to reorder fields — the order here determines the order clients see in every gallery, portal, and lightbox
6. For fields that support multiple export formats, use the dropdown to select your preferred industry standard
7. Click **Save** — all portals and galleries update immediately

Tips

- Keep thumbnail captions brief — two or three fields at most looks cleanest on tile grids
- Hide fields your team never uses (such as Transmission Reference or Fixture Identifier) to keep editing panels focused and uncluttered

- A renamed field updates everywhere simultaneously — thumbnails, story pages, lightboxes, and your public client portals all reflect the new label
- File Facts fields like Filename, File Size, and Duration are always read-only — they display information but cannot be edited or written into the file itself
- Use **Reset to Defaults** if you want to undo all customisations — you will be asked to confirm before anything changes