

## Information Interchange Model (IIM)

The Information Interchange Model (IIM) is a file structure and set of metadata attributes that can be applied to text, images and other media types.

It was developed in the early 1990s by the International Press Telecommunications Council (IPTC) to expedite the international exchange of news among newspapers and news agencies. Although IIM was intended for use with all types of news items a subset found broad worldwide acceptance as the standard embedded metadata used by news and commercial photographers. Information such as the name of the photographer, copyright information and the caption or other description can be embedded either manually or automatically. The full IIM specification includes a complex data structure and a set of metadata definitions