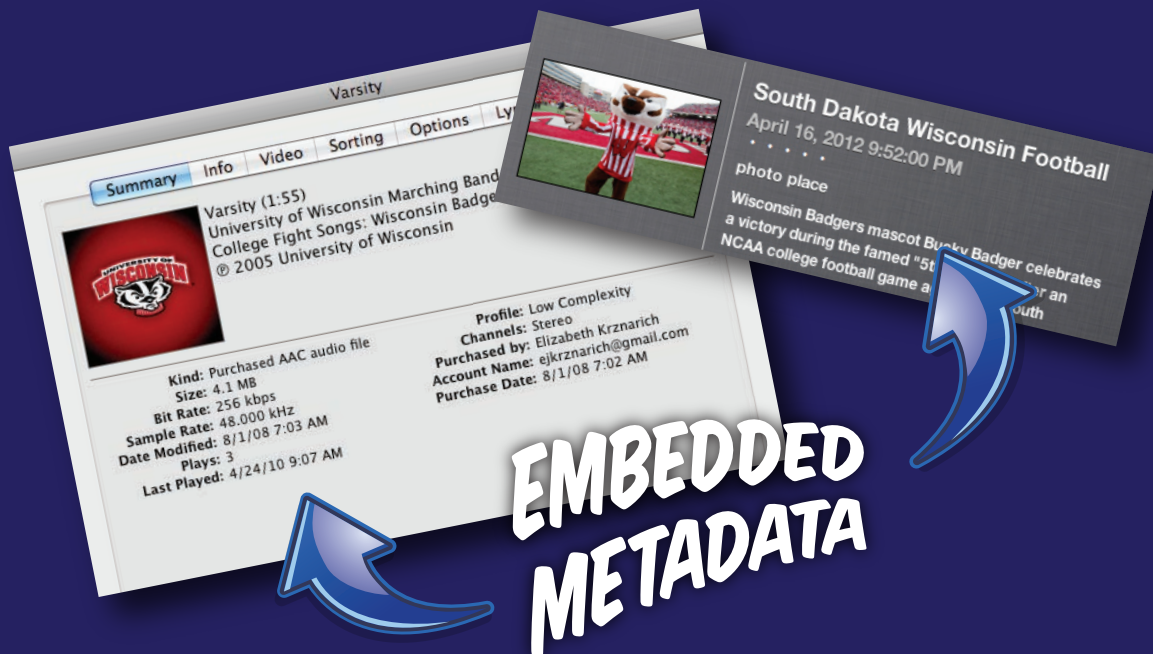


# WHAT'S THE DEAL WITH EMBEDDED METADATA?!

In LIS settings, metadata for digital objects is usually **EXTERNAL**; it lives separately from the object that it describes.

**EMBEDDED METADATA** is just what it sounds like - metadata that is stored within the object it describes (often in a section of the digital file called the "file header").



Media items that you purchase or download often include embedded metadata. For instance, have you ever wondered what makes song titles magically appear in your iTunes library or photo dates show up in your album software? That's embedded metadata at work!