Efficient Standards: IPTC' NewsML-G2, ninjs and more …

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Who is IPTC

IPTC is the global standards body of the news media

- A not-for-profit organisation with more than 50 members
- … from news agencies, newspapers, broadcasters and systems vendors

… only a subset of members is shown

What IPTC does

**Our mission
is to simplify the distribution of information.**

We simplify by

- Structured containers for the distribution of
  - All media types: text, photo, audio, video
  - Data about events and sports
  - Data for editorial planning

  …containing the content and descriptions/metadata of it

- Rights expressions associated with media content

- Terms to categorize news content (in many languages)

Example **NewsML G2**

- A technical format to move from A to B
  - Text (plain text, web pages, PDF …)
  - Photos (of all sizes)
  - Videos (SD, HD, UHD – of any videoformat)
  - Packages of such news items:
    as flat lists, ordered lists, or even structured trees
- From "A" to "B" could be:
  - From a news agency to a newspapers/magazine
  - From newspaper A to magazine B
  - From newspaper A's editorial system to the system creating its mobile app

NewsML-G2 in practice …

Let's have a look at this.

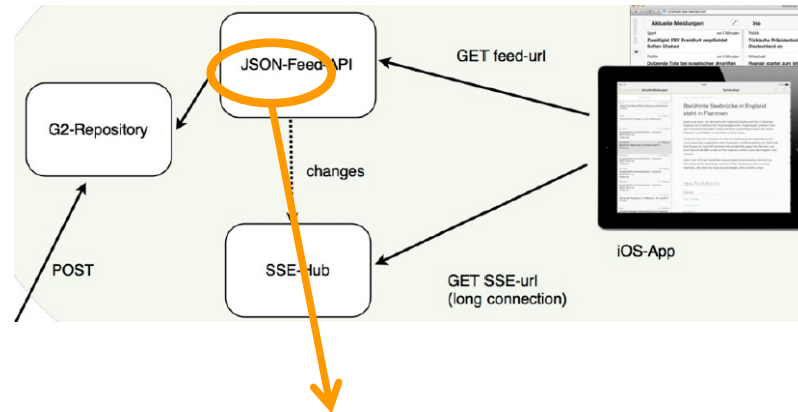Dr. Gerd Kamp of dpa presents how this format is used inside this company.

NewsML-G2

NewsML-G2 Summary

… can be used:

- for all types of news and media content

- for data about events and sport competitions

- for editorial planning data

- It is a single format for all these purposes.
  You only need to dig into the technology once – that's it.

- for the exchange of content between different companies

- for moving content from system X to system Y in the same company.

News for mobile apps = ninjs

JSON feed for news by IPTC's **ninjs**

- Simple and lightweight design
- Easy transformation from NewsML-G2 to ninjs

For the JSONists:

```
"uri" : "http://ninjs.example.com/newsitems/20130709simp123",
"type" : "text",
"versioncreated" : "2013-07-09T10:37:00Z",
"byline" : "Paulo Santalucia and Frances d'Emilio",
"headline" : "Captain of wrecked cruise ship on trial in Italy",
"body_text" : "GROSSETO, Italy (AP) -- The trial of the captain of
"body_xhtml" : "<p>GROSSETO, Italy (AP) -- The trial of the captain
```

Mark-up for online news = rNews

U.S. Troops to Use Bases in Turkey

International New York Times

By ERIC SCHMITT and KIRK SEMPLE   OCT. 12, 2014

✉ Email

WASHINGTON — Turkey will allow American and coalition troops to use its bases, including a key installation within 100 miles of the Syrian border, for

- Human readers see only the journalistic facet of web news

- The search engines see more: data precisely describing the content and relationships (e.g. „that's a photo of this article")

- How this is done for news articles is defined by rNews - and has been adopted by schema.org = Google & Bing & Yahoo & Yandex

- For the experts:

```
<p class="byline-dateline"><span class="byline" itemprop="author creator" itemscope
itemtype="http://schema.org/Person"  itemid="http://topics.nytimes.com/top/reference
/timestopics/people/s/eric_schmitt/index.html">By <a href="http://topics.nytimes.com
/top/reference/timestopics/people/s/eric_schmitt/index.html" rel="author" title="More
Articles by ERIC SCHMITT"><span class="byline-author" data-byline-name="ERIC SCHMITT"
itemprop="name">ERIC SCHMITT</span></a> and </span><span class="byline" itemprop="author
```

Express rights – by RightsML

This photo can be used only for printing in newspapers and for display on websites and must not be published for more than 30 days

- News content is distributed quickly – no time to negotiate rights …

- Associating item-specific rights must be simple

- RightsML is simple
  - Permissions for specific uses – with constraints (e.g. by countries or by time)
  - Prohibitions of specific uses
  - Duties may be added

Why IPTC standards help:

- They are available "ready to use"
  You do not have to reinvent the wheel – and pay for that.

- They are flexible: set a mainstream and cover your individual use cases too

- They are persistent: e.g.
  - a text-only news format since 1979
  - the IPTC photo metadata since 1994

They simplify the distribution of information
in an efficient way

Thank you for your time

Find more at
[www.iptc.org/**goto?wanifraexpo14**](www.iptc.org/goto?wanifraexpo14)

Any questions?