



# IPTC Mirror

IPTC - INFORMATION TECHNOLOGY FOR NEWS

## Spring 2004 - Athens

**A productive series of working sessions has provided a firm basis for work that will be carried out over the coming months.**

Two major events had taken place since the Autumn 2003 Meeting, both of which had direct relevance to IPTC activities, and these were considered in the Standards Committee session that opened the 2004 Spring Meeting.

### News Standards Summit

Mischa Wolf (Reuters) provided a brief overview of the News Standards Summit was held in Philadelphia during December 2003 and had around 100 attendees. A report on the Summit was included in the December 2003 issue of the IPTC Spectrum - this is available in the "Newsletter" section of the IPTC Web site ([www.iptc.org](http://www.iptc.org)).

Mischa described the event as a qualified success which gave the various groups a chance to find out what one another were doing. However, he felt that certain groups (such as RSS and Atom) were more inclined to continue with individual efforts rather than working with larger organisations. In addition some comments appeared to show that there was still a relatively low level of XML take-up in the wider news area.

Considerations was being given to the possibility of arranging another summit for May 2005 in Europe - if this goes ahead the IPTC involvement will have to be agreed at the Autumn 2004 Meeting.

Other delegates who had been at the summit agreed that it had been interesting and valuable, with the exchange of views being helpful in finalising the requirements for NewsML 2.

There were some signs that the PRISM group could be refocusing their approach and this might result in an opportunity for greater co-operation between PRISM and IPTC.

Another specific area of interest was ICE V2, which may be useful as a "high level" transport application for the IPTC standards - it seems that it would be relatively straightforward to ensure that NewsML instances could be carried by using the ICE mechanism as a transport

module.

### Standards Survey

In order to obtain the best possible results the News Standards Survey had been allowed to run until the end of January 2004. Initial results were circulated to delegates before the Spring Meeting. These results tended to confirm other work carried out to establish attitudes towards NewsML and the other IPTC standard. They also provided valuable additional details. It was decided that a summary of the results would be prepared for wider distribution.

Standards Committee Chairman Stéphane Guérillot (AFP) thanked IPTC Managing Director Michael Steidl for the work he had done on the survey, as this had been both time-consuming and difficult. He also thanked John Iobst (as the NAA representative) for the technical support that the NAA had provided in running the survey.

### Roadmap

Efforts continued to be concentrated on development of the new generation IPTC Standards Suite with the immediate focus on the core standard - NewsML V2. The critical path is to establish requirements for the new version, and a draft set of requirements has been produced.

The aim is to agree the requirements at the AGM and then make a sustained effort to have a draft NewsML V2 available for consideration at the 2005 Spring Meeting. An approach for migration from the present NewsML V1 will also be looked at. Substantial input from members will be needed to meet the deadline, while additional contributions may be needed from XML experts and in production of the documentation.

Although the focus will be on development of NewsML V2, there was also a need to work on integration of the other IPTC standards to the suite. Specific areas to be looked at include the possibility of reusing common parts of standards, and the adoption of a common naming

## IPTC XXXIX ANNUAL GENERAL MEETING

**25 to 28 May 2004**

**InterContinental Grand  
Stanford, Hong Kong**

**Bookings should be made by  
the 20 April at the latest.**

convention, with the use of common names for elements with the same functions in different standards

During the Working Party sessions first steps were taken in developing a common metadata structure for all of the new-generation IPTC standards. Further work in this area will be carried out under the guidance of the ad-hoc group of Working Party Chairmen who already provide guidance for overall standards development process. Initial aim is to produce a draft requirements document for

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## New Members

**Six new members have joined IPTC since the Autumn 2003 Meeting:**

### BBC Monitoring

<http://www.monitor.bbc.co.uk>

BBC Monitoring supplies news, information and comment gathered from the mass media around the world. Subscribers include government departments, media organisations, universities, embassies, multinational companies and charities around the world.

### CCN Matthews

<http://www.ccnmatthews.com>

CCN Matthews are news distribution specialists, mainly for publicly traded companies. Their primary objective is "to deliver our clients' news to the appropriate media and the financial contacts regionally, nationally and around the world".

### EidosMedia

<http://www.eidosmedia.com/>

EidosMedia offer knowledge-management based systems.

Méthode is an XML based new-generation knowledge management and publishing environment offering workflow management and intended for cross-channel publishing applications.

### Nstein

<http://www.nstein.com>

With offices in Montreal, Washington and San Francisco, Nstein develops and markets content management software solutions based on linguistic artificial intelligence. Their software solutions automate tasks such as content categorization and XML tagging.

### Relax News

<http://www.relaxnews.com>

Relax News are a specialist supplier of information on the leisure industry (including events listings) with users of their service including press and Internet information providers. Areas covered include entertainment and culture, sports and tourism.

### RivCom

<http://www.rivcom.com>

RivCom is an independent, vendor-neutral professional services provider that helps organisations define, improve and communicate business processes and related information. Core activities include the development and application of XML standards.

consideration at the AGM.

## Project Management

Steps to implement formal project management systems for IPTC standards development are continuing, with the proposed Weather Data standard being used to try out the approach. The intention is to establish a set of rules and guidelines that can be used to process new standards through the development and approvals process. A business requirements template has been produced as a first step, and further contributions to the guidelines would be welcome.

## Liaison

The possibility of co-operation with other standards bodies - such as OASIS - has been under investigation, specifically for EventsML which has applications beyond those of the news industry. It appears that differences in operating procedures would make any joint development process difficult in the short term. However, the possibility of establishing some form of partnership with appropriate organisations will be looked at in more detail, along with the possibility of encouraging more outside input to the IPTC development process.

## Document Distribution

A revised method of document distribution is being introduced. With the existing system documents are sent as e-mail attachments but in some cases the attachments are being deleted by members' internal systems. To overcome this the Managing Director will upload document files to the members-only zone of the IPTC web site and inform members that the file is available for download. It will be possible to download either the complete package (as ZIP or PDF files) or individual papers.



Photo: John Minning

**Andreas Christodoulides, General Director of the Athens News Agency (ANA) welcomed delegates to Athens at a dinner hosted by ANA. He expressed the wish that he would see delegates again at the Olympics and that they would help to make the event a real success. In reply IPTC Chairman John lobst thanked ANA for their hospitality and for the efforts that they had made to ensure a successful Meeting.**

Registration is needed to access the members-only zone and a "How to Access" guide can be obtained from the Managing Director.

## IPTC Forum

In addition an internal IPTC Forum has now been established to provide more flexible communication channels. Again, a guideline on registration can be obtained from the Managing Director.

**Details of other proceedings at the Spring 2004 Meeting will be given in future issued of the IPTC Mirror.**

## Revolutionary News Delivery in Greater China

### 2<sup>nd</sup> International Symposium on Chinese NewsML

The Chinese NewsML Community are holding their second symposium to continue the process of introducing NewsML and encouraging its adoption in the Greater China region. The Community was inaugurated in January 2002 and the first symposium was held in Beijing in December 2002.

Keynote presentation at the symposium will be by IPTC Managing Director Michael Steidl and an overview of the latest world-wide trends in NewsML will be given by IPTC members Laurent Le Meur (AFP) and Takahiro Fujiwara (East Co).

Aspects of the adoption and development of NewsML in Greater China will be considered by speakers from the Mainland, Taiwan and Hong Kong, followed by a panel discussion. There will also be an exhibition with demonstrations of NewsML based tools and applications.

The symposium is being held the day before the IPTC AGM starts and is in the same hotel. The Chinese NewsML Community hope that as many IPTC delegates as possible will take part in the symposium. Registration fee for the symposium is US\$ 120, and reservations should be made by the 10 May 2004. Further information and a registration form are available at <http://cnewsml.org/sym2004/>.

# Olympics 2004 Briefing



**The Spring Meeting was complemented by an additional day organised by the Athens Olympics Organising Committee (ATHOC) to preview press facilities for the Olympics. This included a tour of the Main Press Centre and overview of Press Operation by the responsible manager, Costas Vernikos.**

**S**tated mission for the Athens Olympics press operation is "To provide the written Press and photographers the very best working conditions possible to cover the Athens Olympic Games to the best of their abilities". In addition it was explained that the written media were seen as the ultimate judges of Games success.

## Main Press Centre (MPC)

Operations will be centred in the main Press Centre:

Total space	52,000 m <sup>2</sup>
Rented agency space	8,000 m <sup>2</sup>
Press Workroom capacity	800 m <sup>2</sup>
Photo Workroom Capacity	100 m <sup>2</sup>

In the Press Centre the main Press Conference Room has a capacity of 800 and there are four other Press Conference Rooms, one with a capacity of 200 and three smaller ones each holding 30.

Private offices in the MPC have been rented by 104 organisations representing 24 countries. At the time of the briefing floor plans were being finalised with CAD drawings supplied to the organisation for approval.

Members were informed that additional security measures had been put in place and that there was a possibility that these would cause problems with the installation of equipment. Details will depend on the requirements of the Olympic security organis-

ers and final decisions had not yet been taken. It was important for the organisations concerned to maintain contact with the organisers to minimise problems.

## Key dates for activation of the MPC are:

15 April	Bump-In commences
1 May	Venue team moves in
13 July	Operations commence
27 July	Operations go 24 hours a day
3 September	Farewell

For the Paralympics the Main Press Centre will be in the Olympic stadium. A transition from the MPC is planned to take place during the 1-9 September, with the Paralympic MPC opening on the 10 September.

## Press Rate Card

The normal order period for press services ended on 31 January 2004, with payments being due within 30 days of the *Settlement of Account* date. The deadline for Press Rate Card Payments is the 15 April and accounts must be paid in full to activate orders.

There is a late order period which ends on the 31 May, and

**Part of the Main Press Centre**

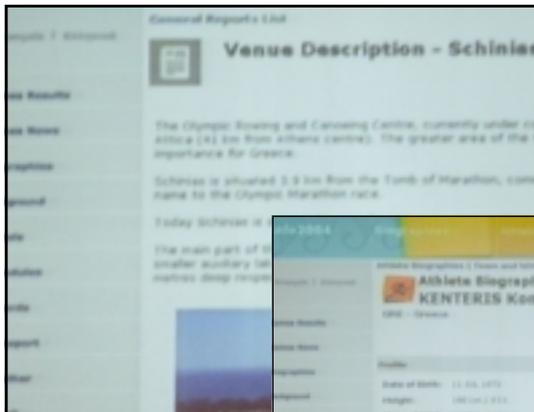
orders will not be accepted during June. The Games-time order period starts on the 1 July.

## ONS/INFO 2004

ONS is the Olympic News Service and PNS the news service for the Paralympic Games. Headquarters of the ONS is at the MPC with offices in all the Venue Media Centres (VNC)

This is an intranet News Agency accessible to all media representatives and accredited members of the Olympic family in all Olympic Areas - the MPC, VNCs, the Olympic Village and the Media Villages. The service will be available in three languages (Greek, English and French) through the





The Olympic News Service will include background information on the venues (left) and the competitors (below).



INFO 2004 terminals and distributed as printouts.

Aim of the service is to provide fast, short, objective and concise news items without personal judgement. The basic content is determined by the Olympic Results Information System (ORIS) and there will be a specific time schedule for the publication and distribution of information. Information provided will include details on the venues and individual profiles of competitors.

### Venue Media Operations

There are 35 competition venues for 28 sports, and planning of the relevant Venue Media operations was said to be essentially complete. Senior Press and Photo staff are on-board, and the technology and the Press Rate Card are progressing well.

The VMCs will have a range of facilities including workrooms, mixed media zones and Press Conference rooms, these facilities will be located as close to one another as possible. There will be photo work areas in every venue. ATHOC said that they had met all requests for private office space

The total number of accredited photographers working in each competition venue will be similar to that for the Sydney Olympics, and it was stated that a majority of photo positions have been determined in all

the venues. Lighting level requirements at the venues have been determined jointly with the IOC, and in line with the IOC Media Guide the use of flash/strobes is not allowed

For image transmission part of the 2.4GHz spectrum has been reserved for the Olympic Agencies, and several transmission lines have been ordered for selected photo positions.

### Accreditation

Accreditation categories are:

- E Journalist
- Es Sport-specific journalist
- EP Photographer
- EPs Sports-specific photographer
- ET Technician
- EC Support personnel assigned to the MPC
- ENR Non rights-holding Broadcaster

There will be an accreditation centre at Athens International Airport (for Validation only) and the main media accreditation centre will be near the Main Press Centre

Accreditation application forms should have been returned by the 12 March and

## Zappeion Press Centre

A separate press centre is available for media representatives who are not accredited by the Athens Olympic Organising Committee.

The Zappeion Press Centre will have areas for print media as well as radio and television facilities. Accreditation for use of the facilities is required before 20 June, and applications can be made through [www.mediainfo2004.gr](http://www.mediainfo2004.gr).

the distribution of Accreditation Cards will take place in June. Olympic Identity and Accreditation Cards (OIAC) will also act as visas from 13 June to 29 September 2004

### Accommodation

Press hotels are in clusters at various locations in Athens. Organisations who have requested accommodation should receive an e-mail with a file giving room allocations during April. The names of representatives should be completed and the file returned by the 30 April.

Accommodation vouchers for each representative will then be supplied in June. Reservation forms for the Football Cities will be sent out (and should be returned) during June.

Direct connection services from the Airport to the accommodation sites will be available from the 30 June, running 18 hours a day from the 30 June to 8 August and 24 hours a day from 9 to 30 August. Return services from the accommodation sites to the airport will run on the 30 August and the 1 September.



Left: the visit to the MPC provided an opportunity to check details of the services being provided.

Right: press accommodation is in clusters of hotels at various locations in the city.

