



# IPTC Mirror

IPTC - INFORMATION TECHNOLOGY FOR NEWS

## Working Party Progress

**Although the formal IPTC Meetings provide the opportunity for concentrated work on IPTC standards, a lot of development is carried out by small groups, and individuals, in the periods between the Meetings. The results are then presented for consideration and discussion during the full sessions, helping ensure steady progress.**

### NewsML Support

NewsML 2 is the core element of the new IPTC standards family, and an intensive development effort is being made by a Working Group, using regular teleconferences and email communications. Initial efforts have been directed to preparation of the Business Requirements for the new Standard. A set of agreed, detailed and coherent requirements will make the process of modelling the standard, and subsequent implementation, easier.

### Business requirements

During the AGM a presentation was made of the work in progress and it was pointed out that it had become apparent that the requirements for NewsML 1 had not been formally published, so there was not a specifically approved version. However, the requirements were detailed in internal IPTC papers, and there is an intention to provide a cross-reference between the NewsML1 and NewsML2 requirements.

The presentation dealt with four sections that were substantially complete (these were generally considered satisfactory) and then moved on to consider areas that were - at the time - still being worked on.

Further efforts by the Working Group have resulted in a complete version - Draft 14 - which was released for public discussion through the NewsML Web Site ([http://www.newsml.org/pages/intro\\_newsml2.php](http://www.newsml.org/pages/intro_newsml2.php)) in early July.

To date there have not been a lot of comments - though many of the members with an active interest were involved in the group responsible for developing the requirements. However further comments would be welcome. It is intended that the Business Requirements will be presented

for approval at the 2004 Autumn Meeting.

### Conceptual Model

Attention has since turned to the NewsML 2 Conceptual Model with production of an initial draft. A telephone/online presentation of the draft - by Working Party Chairman Laurent Le Meur (AFP) - was arranged for IPTC member representatives in early September 2004 to obtain feedback on the Model.

### Guidelines

Although NewsML 2 is the focus of attention efforts have also been made to help users of NewsML 1.2, with public release of the new NewsML 1.2 Guidelines in mid-August ([http://www.newsml.org/pages/docu\\_main.php](http://www.newsml.org/pages/docu_main.php))

### Specialised Content

At the Spring Meeting brief consideration had been given to Movie listings (as a possible complement to EventsML) and Arnaud Descamps (Relaxnews) was asked to investigate further, reporting back at the AGM.

He suggested that central element would be the "MovieShowTime" - consisting of the Movie, the Theatre and the DateTime, with listings being sorted lists of MovieShowTimes, which could be exchanged in tabular form. Applications (in the news exchange context) could include rendering for print media, interactive media, and as an editorial resource.

Although there are a number of organisations dealing with movie data - these include the Internet Movie Database (<http://www.imdb.com/>), All Movie Guide (<http://www.allmovie.com/>) and Moviefone ([www.moviefone.com/](http://www.moviefone.com/)) - they do not appear to cover the needs of movie listings in-

terchange. However the investigations did identify a useful resource page - <http://www.slais.ubc.ca/shuliu2/513web/resources.htm> (prepared for the School of Library, Archival and Information Studies, University of British Columbia).

An important element in such a listing would be a unique identifier for a movie, and there is already an ISO standard for this - the ISAN standard (ISO 15706) ([www.isan.org](http://www.isan.org)).

### EventsML

The EventsML Business Requirements document (Draft 2) was released for review following the Spring 2004 Meeting, with only a few comments having been received before the document was proposed for approval at the Annual General Meeting.

However, a series of points were raised during discussions at the Meeting, leading to a risk of further delay to the adoption of the document. This was considered a significant problem as a number of members have an immediate business need for the

## 2004 Autumn Meeting

6 to 8 October

Park Hotel, Amsterdam,  
The Netherlands

- Vote on the NewsML 2 Business requirements and a presentation of the conceptual model.
- It is hoped to have draft XML Schemas for the NITF, SportsML and EventsML and consider a common IPTC Schema design.
- SportsML 1.5 to be voted on.
- Draft "PTC Core" XMP Schema ready for circulation, Gunar Penikis (XMP product manager at Adobe) should be present.

standard, and it was decided to adjourn the item for consideration in a follow-up session.

The editor of the document - Charles Tichenor (Associated Press) - had taken part in the discussion through a telephone link and expressed his willingness to deal with the various points that been raised. A series of emails covering the various comments and alterations were sent to him, and dealt with to give a revised document (Draft 3).

This was considered the following morning, and formally adopted subject to minor editing. A revised version of the EventsML Business Requirements (Draft 4) has since been publicly released on the EventsML web pages. ([www.eventsmil.org](http://www.eventsmil.org))

### WeatherML

Preliminary work on the new WeatherML project is continuing and it has been suggested that there may be a need to handle radar data - the main users for this being web services. An update on the requirements for the standards is being prepared.

### ProgramGuideML

Following discussions with the TV-Anytime consortium ProgramGuideML has been revised with a version 1.0 specification and XML Schema being produced. TV-Anytime metadata is now used for the programme information - this should make provision of the information much easier for broadcasters - along with dedicated layout information.

However, following a reorganisation, NSK have decided to disband its current NewsML Team, with a smaller replacement group being formed to build on the success that has been achieved.

One of the consequences of this is that the group responsible for ProgramGuideML consider that they will not be able to guarantee a high level of support, and continuing development, for the project as it comes into general use. After some discussion it was agreed that ProgramGuideML V1 should be adopted as a release candidate for implementers to test.

A number of members have expressed interest in using the standard and it is hoped that one of them - or a group - will take over responsibility, providing the support and continuing development so the standard can move forward to formal release.

### Colour profiles

The need for a colour profile to be included with digital images supplied to newspapers was raised by Harald Löffler from IFRA. It was explained that this subject had received extensive consideration by the Newsphoto Digitisation Working Party (which had been disbanded at the 1999 AGM in Sydney).

Although the principles had been established - with facilities for handling colour profiles being included in the DNPR (Digital Newsphoto Parameter Record) - it was found that the available technology did not allow practical application of the principles.

It seems that this may still be the case - for example reference profiles for cameras appear to vary with temperature - but there was a suggestion that IPTC should now take a fresh look at the problem.

### News Metadata

Previous proposals for additions to the Religion and Belief Subject (considered at the Athens Meeting) had raised a number of questions about the structure of this section, and an ad-hoc group had been asked to take a more detailed look.

This resulted in a revised arrangement in which major religions appear as Subject Matters, allowing for a series of Subject Details to cover the various forms of the parent

religion. Provision is also made for religious texts and religious holidays (both as Subject Matters), while the term church (as an organisation) has been made a Subject Qualifier.

After some discussions at the AGM session the proposal was adopted by a majority vote, although it was pointed out that the complex nature of religion and religious organisations made it difficult to achieve a consistent and comprehensive coverage.

Addition of a new entry "Side bar and supporting information" to the IPTC-genre TopicSet (along with an appropriate description) was approved. This topic formed part of the IIM (V4) attribute list, but appeared to have been missed out when the IPTC-genre TopicSet was produced.

### NewsCodes

The Subject Reference System (SRS) is widely used and is one of the best-known aspects of IPTC's work. Because of this the possibility of developing a "brand name" covering all of the IPTC TopicSets - only five of which are in the SRS - has been under consideration.

The name "NewsCodes" has been suggested for this, with the Management Committee being asked to look into the possibility of registering it as a trademark. Relevant web addresses - [newscode.org/com](http://newscode.org/com) and [newscodes.org/com](http://newscodes.org/com) - have been registered by IPTC (see below).

## Public relations

**Action to maintain the presence and image of IPTC, and the IPTC standards includes presentations at appropriate events and regular press releases.**

At the AGM delegates were informed that members Business Wire are now distributing IPTC press releases without charge, as is already the case with PR Newswire and other member news agencies. The press release issued following the AGM concentrated on approval of ProgramGuideML as a release candidate, and on NewsML documentation.

A proposal by the News Metadata Working Party to introduce "NewsCodes" as a brand name for the IPTC metadata sets has been agreed by the Standards Committee and initial development of this proposal will undertaken by the PR Committee Chairman (Walter Baranger) and the Managing Director. It was suggested that a "NewsCodes" logo should be added to the TopicSet viewer, and this resulted in a further proposal that IPTC should develop a group of logos for the individual IPTC products.

During June a presentation on IPTC Standards was given to the NAA Wire Committee at the NEXPO event. A similar presentation has been arranged for IFRA on the 11 October 2004.