



# IPTC Mirror

## IPTC - INFORMATION TECHNOLOGY FOR NEWS



**With one of the largest attendances seen at an IPTC Meeting, the Amsterdam 2004 sessions provided strong evidence for the interest and involvement in the standards development process - and especially in the new-generation family of standards**

### Standards

Following the Annual General Meeting (in Hong Kong during May), the main points to be dealt with were for the individual Working Groups to help establish the core requirements for NewsML 2; to provide an indication of the services and features that the new standard should provide; and to establish requirements for the planned Global Metadata Framework.

### Metadata Framework

In the intervening period a lot of effort had been put into NewsML2 where the work was generally on-track. However, establishing requirements for the Global Metadata Framework had been less successful with only a limited number of comments

having been received. These included a paper from the EventsML group which appeared to raise some additional metadata requirements.

Because of the limited response no formal proposals were available for consideration during the meeting. Members were given a brief summary of the proposals that had been made, and reminded that this stage the main aim was to establish the functional requirements.

To do this feedback was needed from the various working groups, who were asked to let the Managing Director have their requirements by early November. Then intention was to reconcile the requirements and try to establish an appropriate framework.

A Yahoo discussion group - <http://groups.yahoo.com/group/iptc-metadata/> - was set up in March to encourage discussion and allow the easy interchange of information in this area.

### Extensive activity

Standards Committee Chairman Stéphane Guérillot (AFP) pointed out that during the summer there had been a significant change in the activities of some of the Working Parties with a lot of work being undertaken using conference calls and electronic discussion groups.

This had been particularly the case with the NewsML and EventsML developments. He encouraged delegates to take part in these activities as the development processes continued.

## Summary

**Standards:** Global Metadata Framework under way - [Page 1](#). IPTC Metadata for XMP (Adobe's Extensible Metadata Platform) reviewed and the draft "IPTC Core" XMP Schema approved - [Page 2](#). SportsML 1.5 approved - [Page 2](#). IPTC to co-host News Standards Summit 2005 - [Page 3](#). IPTC URN namespace available for use. - [Page 3](#). Task force set up to establish common XML Schema design principles for IPTC Standards - [Page 5](#).

**NewsML Support:** Business requirements specification formally adopted - [Page 3](#). News ML 2 Conceptual Model outlined and the draft accepted with approval of timescale for approval in January 2005 - [Page 3](#). NewsML 1.2 guidelines published - [Page 4](#). News item URN revisions proposed - [Page 4](#).

**News Management:** Development of NewsML 2 Processing Model outlined, and extension to other IPTC standards considered - [Page 4](#).

**Management committee:** Mr Hitoshi Saito (NSK) appointed Vice-Chairman - [Page 2](#).

**Public Relations:** IPTC-OK+ buttons introduced - [Page 2](#). IPTC Standards presentations at IFRA - [Page 4](#). World Congress of News Agencies - [Page 5](#).

**Details of work carried out by the Special Content, News Metadata and NITF Working Parties will be included in the next issue of the IPTC Mirror.**

There had also been a major effort to improve external communications with presentations of IPTC Standards at NEXPO and IFRA (page 4) along with the proposal to co-host another News Standards Summit (page 3).

### Accelerated development

Development of NewsML 2 is a key element in the new IPTC standards structure and the intention is to employ a consultant to work on the XML Schema for the standard. Because of the tight timescale it is considered important that this work should start before the next full IPTC Meeting (Spring 2004 - 3-5 March 2005, San Diego, USA) and arrangements have been made to allow this, while ensuring that members can participate fully in the approval process.

The NewsML 2 Business Requirements were formally approved by the Standards Committee, along with the draft Conceptual Model. It was agreed that the NewsML Support Working Party should continue work on the NewsML 2 Conceptual Model until the 15 December. A final draft of the conceptual Model would then be posted on the IPTC Web site for further comment by members.

Following this a special session of the Standards Committee will then be held by teleconference - before the 15 January 2005 - to formally adopt the Conceptual Model. It should then be possible to define the deliverables required from the contractor.

### Approvals

The Standards Committee session also formally approved the SportsML 1.5 DTD, with supporting documentation, and the Subject Code additions agreed by the Metadata Working Party. In addition a proposal to change the name of the Metadata Working Party to the NewsCodes Working Party was agreed unanimously.

### Working Practices

The planned move to the "IPTC Standards Tower" with shared services and facilities, work on the Global Metadata Framework, and the new XML Schema Style Task Force (page 5), emphasise the close relationship between the new generation of IPTC Standards. For example the EventsML group is examining the advantages of using parts of other IPTC standards in their development.

IPTC Managing Director Michael Steidl told members that an informal discussion had raised questions about the way work was organised, and it was believed that consideration should be given to this by the Standards Committee.

In particular it seemed that the present

arrangement of individual Working Parties for each standard might need to be changed as there are several areas of common interest that may not be properly dealt with by the existing structure.

In response the Standards Committee Chairman said that he proposed to look into the matter and see if it would be appropriate to propose a new organisations for meetings. Initially this would be dealt with by the Working Party, and Working Group, Chairs, with the aim of presenting a re-organised working structure at the Spring 2004 Meeting in San Diego.

### IPTC4XMP

Another area where a lot of work had been done during the summer was the IPTC metadata for XMP project (IPTC4XMP). This is a collaborative effort between IPTC, Adobe Systems and the IDEAlliance and was established to provide a way of allowing the "IPTC Headers" to be used with Adobe's Extensible Metadata Platform (XMP). These headers (originally from the IIM) are widely used for handling metadata about images, including it in the digital files.

Principal aim of the initiative is to provide a way of mapping, and transferring, the metadata from existing "IPTC Headers" to a metadata scheme, while also making provision for current metadata developments.

## Management Committee

During the Management Committee Meeting in Amsterdam it was agreed to co-opt

Mr Hitoshi Saito to fill the vacant position for a Vice-Chairman. Mr Saito represents Nihon Shimbun Kyokai (NSK) and is based in Tokyo.



Until recently he was the NSK representative in the USA and worked closely with the NAA. He also has previous experience as a delegate to IPTC.

An overview of the XMP system was provided by Gunar Penikis, Product

## Public Relations

The decision to introduce a common "brand name" for the IPTC NewsCodes should help reduce confusion amongst outside parties and help promote the general IPTC image. It was important for members to ensure that appropriate use of the new name was made when talking to other groups. The (new) NewsCodes Working Party was asked to propose names for each of the individual sets of NewsCodes.

A set of "IPTC-OK" buttons have been produced to allow easy identification of news providers and system vendors using IPTC standards. The buttons are included on the users web pages to show they conform to as specific IPTC standard and provide a direct link to the home page of the standard. Individual buttons are available for each of the standards, NewsCodes, the "IPTC Headers", and the "IPTC Core" for XMP.



These buttons are available in the members area of the IPTC Web site, but have not yet been made available for public use as the terms of usage have to be finalised.

Promotional activities included the standards presentation at NEXPO and IFRA, while the Standards Committee has agreed that IPTC would co-host a News Standard Summit in Europe during 2005. In addition, introduction of the "IPTC Core" for XMP will considerably increase the exposure of IPTC to photographers throughout the world. The press release issued following the Autumn Meeting concentrated on the approval of the "IPTC Core" for XMP (in liaison with Adobe) and on approval of SportsML 1.5.

A further request was made by the Committee Chairman - Walt Baranger (New York Times) - for members to provide contributions on the use of IPTC standards, with particular reference to the business case for them.

Delegates were informed that work is now under way on the annual IPTC Spectrum and that any contributions or suggestions would be welcome and should be sent to the editor - [editor@iptc.org](mailto:editor@iptc.org).

Manager, Adobe Inc, and IPTC Managing Director Michael Steidl summarised the results from the working group. A draft XMP Schema "IPTC Core" V1.0 has been developed, along with a mapping between the "IPTC Headers" and the "IPTC Core". Further work will include the development



**Gunar Penikis**

of modules to allow use of the "IPTC Core" with Adobe software packages together with detailed documentation for users and implementers to give a complete package. Subsequent discussion resulted in a decision that provision should be made for an XMP property that corresponds to the IPTC Scene NewsCodes - which were specifically developed for describing images. The Standards Committee then formally accepted the IPTC4XMP Core 1.0 as a standard and asked the working group to continue their efforts.

## NewsML Support

Concentrated efforts had resulted in a complete draft of the Business Requirements being circulate to members for comment in early July, and the comments made had been take in to give a final draft 15. Virtually all of the original NewsML requirements have been carried forwards, with some modification, and the basic concept behind the Requirements is that NewsML 2 should be as simple as possible. There are separate documents describing some detailed use cases, and providing a cross-reference between the NewsML 1 and NewsML 2 requirements.

It was explained that the Business Requirements are high level and intended to detail the scope of NewsML 2 and provide clearly stated needs that the standard can be built from.

The final draft was presented to the Working Party for approval and carried unanimously to give the Business Requirements Specification V1.

## Conceptual Model

Attention has now turned to the NewsML 2 Conceptual Model and the work in progress was outlined by the Working Party Chairman, Laurent Le Meur (AFP). He explained that the aim was to build NewsML 2 from a clearly stated model, promoting interoperability and simplifying the syntax as much as possible. At this stage the details were all open for discussion, and along with the

draft model there was a paper describing how, and why, the model had evolved.

Main concepts that had been dealt with were: Content item; News item - which could be a simple document, a compound document, a collection or a package; Topic item; and Update item

**Content item** - may contain physical characteristics (extracted from the content), while the content could be XML, plain text or binary. Content may be included either by value or by reference and may be signed. There may also be rights metadata.

### News item

- simple document (e.g. a news alert or a wire picture) with a set of alternative content items (e.g., versions of the "same" content) and news metadata.

- compound document (e.g. a multimedia story or text with illustrations).

- collection (e.g. top news stories) with an ordered tree structure.

- package (eg)story plus analysis and reaction).

**Topic item** - management metadata elements and a set of topic identifiers, topic descriptions and properties.

**Update item** - contains content items for modifying a target news item.

**Envelope** - contains news items, topic items or update items and exchange metadata.

## News item nesting

Nesting of news items (to create a structure) is seen as one of the main problems with NewsML 1 and delegates were shown how it is proposed to avoid this in NewsML 2. All the news items will be at the same level with a group element holding references to them with an internal tree structure.

Detailed discussion of the draft, and of a

## News Standards Summit - 2005

**At the Spring 2004 Meeting initial consideration was given to the possibility of arranging a second News Standards Summit, to be held in May 2005, in conjunction with the XML Europe 2005 Conference in Amsterdam.**

This suggestion was given further consideration during the Autumn Meeting and it was agreed that IPTC would co-host the new Summit. Initial proposals are for a similar structure to the first summit (which was held in December 2003, in conjunction with the XML 2003 Conference in Philadelphia).

The summit would include an overview of relevant standards; a series of case histories; and an open discussion. Standards to be dealt with would probably include: Atom, DISC, EventsML, ICE, MPEG-21, NewsML, NITF, PRISM, RDF/OWL, RSS, SportsML, and XMP.

To help ensure the success of this second News Summit, delegates were asked to support the event by helping with the organisation, with Working Group Chairmen (in particular) being asked to consider participating in the presentations. Members were also asked to consider attending the Summit, and to encourage other organisations - such as their customers and suppliers - to take part.

## IPTC URN

**The waiting is over, and IPTC now has a registered URN namespace of "iptc" - which is specified in RFC 3739 (<http://www.ietf.org/rfc/rfc3937.txt>).**

The intention is that all IPTC documents will show an official URN with three main versions to cater for standards, standard drafts and working documents. For standards the URN has the form:

**urn:iptc:std:{std-name}:{std-version}:{res-group}{:res-name}?{:res-version}?**

Where:

**std-name** is a unique identifier for the standard.

**std-version** shows the version of the standard.

**res-group** can have one of three values: **spec** for resources specifying a standard, **doc** for resources used for additional documentation of, and to support the use of, the standard; and **xmlns** for defining an XML namespace.

**res-name** is an (optional) identifier for a tangible resource.

**res-version** (optional) reflects the version of this resource.

For standard drafts the URN has a generally similar form. The working documents branch starts **urn:iptc:workdoc.....** There is a **group-id** to identify the working group (or area) and a **doc-id** to identify individual documents within the group.

number of known open issues followed, with the points raised being noted for use in further development of the draft. An area that attracted considerable discussion (subsequently followed by extensive comment on the mailing list) was that of "Labels", which are described as news information common to all media - such as a headline or caption - and typically human-readable.

### Avoiding delay

Completion of the Conceptual Model is necessary before proceeding to the generation of an XML Schema but it is also important that the Conceptual Model is fully approved by the membership. However, waiting for approval of the Conceptual Model at the Spring 2005 Meeting would cause a significant delay and consideration was given to ways of avoiding this. The solution adopted was to try and achieve approval by a teleconference in early January - as described above in the Standards Committee report.

### Guidelines

Final editing of the NewsML 1.2 Guidelines has been completed with the Guidelines being released in August to provide comprehensive guidance for implementers and users. The document is available from the documentation section of the NewsML website ([www.newsml.org](http://www.newsml.org)).

### News item URN

RFC 3085 describes a URN (Uniform Resource Name) namespace for identifying NewsML news items, and it was agreed to propose some modifications to deal with a number of issues that have become apparent.

In its present form the provision for differentiating between links to the last revision of a news item and to previous versions is unsatisfactory, while the development of NewsML 2 might make it sensible to deprecate use of the update flags.

Another consideration is that the Atom group has indicated that they would also like to make use of the RFC, and this would be simplified by making the RFC less directly tied to NewsItems (which are NewsML specific). A revised RFC draft should be available for discussion at the Spring Meeting.

## News Management

Some progress has been made on the development of a Processing Model for NewsML but Stuart Myles (Dow Jones) - the Working Party Chairman - said that there is still a lot of work to be done, while it was also important to check that there is a proper match between the requirements

**Comparison of the original goals for a Processing Model and the Business Requirements that have been agreed for NewsML 2**

Processing Model goals	NewsML 2 requirements
Simplify implementation	How to build instances Standard patterns Error handling
Promote adoption (By ensuring compatibility)	Interoperability One way of doing things
Allow profiles	Possibly by default behaviour
Allow levels of conformance	Not currently covered

and the efforts being made.

The intention is to define an abstract model of the way in which implementations should process NewsML documents with the following aims: simplifying implementation; promoting adoption; allowing the use of profiles - such as basic and more advanced implementations; and allowing for various conformance levels - with different features being implemented.

### Processing model

The processing model will be based on the NewsML 2 Conceptual Model and is a dynamic description of how NewsML objects should be represented in memory and handled by NewsML processors. Note that ac-

cess rights management is not considered to be a part of news processing.

Relationships between the NewsML 2 Business Requirements and the proposed Processing Model are shown in the table above, and it can be seen that the Requirements provide good support for simplifying implementation and promoting adoption. There is no direct support for profiles and conformance, but these requirements may no longer be important given the simpler nature of NewsML 2 (as opposed to NewsML 1)

Definition of the Conceptual Model is not yet complete, so it may be necessary to wait before proceeding with the next steps for the Processing Model, but it was

## IPTC Standards Presentations

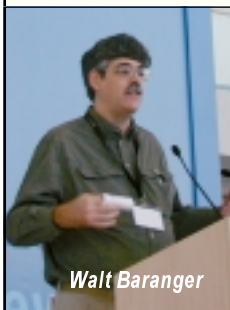
**A presentation on IPTC Standards and their uses — held during the IFRA EXPO (Amsterdam) in early October - attracted more than 80 participants.**

The presentation was opened by IPTC Chairman John Iobst (NAA) and Walt Baranger (New York Times) provided an overview of IPTC standards in general, along with a specific introduction to the NITF.

Special contents standards SportsML, ProgramGuideML and EventsML were described by Henrik Stadler (TT), while the use of NewsML as a wrapper for news content was outlined by Laurent Le Meur (AFP)

A presentation on the IPTC system of NewsCodes was made by IPTC Managing Director Michael Steidl, with particular reference to the set of Subject NewsCodes. Following the presentations the participants were able to discuss the standards with the individual presenters.

The first presentation of this type was to the NAA Wire Committee at Nexpo (Washington DC, June 4004) with an audience that included representatives of both News Agencies and Newspaper groups. Main aim was to explain exactly what IPTC does, the scope of the standards, and the vision for the future. Response was described as good, providing effective outreach to both technical and business representatives.



Walt Baranger



important to start thinking about it. Stages in the development are: 1 - define the requirements to be met by the model; 2 - create a data object model; 3 - define the processing and behaviour associated with each NewsML object; 4 - return to step 2 to refine both the data object model and the processing model until the requirements are met.

### EventsML Processing Model

Consideration was also given to the possibility of developing an EventsML Processing Model. The EventsML Working Group has expressed its intention to use the NewsML 2 management mechanisms so it will have to conform to the NewsML requirements in this area - though this might imply a need for modifications to both the EventsML and NewsML 2 requirements.

In NewsML the unit of management is the NewsItem, while for EventsML it is the Event, and earlier discussions had raised the possibility that an Event might be considered to be a type of Topic. If this was the case it would imply a need to manage TopicItems, and discussion showed that this was generally considered to be appropriate.

It was suggested that in practice the best approach might be to develop an abstract news management "object" which could be used as a general plug-in to the various

standards.

Overall it appears that news management should apply to units other than NewsItems; and that identification and

revisions should be standardised across all IPTC Standards; there might also be a need to harmonise the EventsML and NewsML Conceptual Models.

## Common XML Schema Design

**A first discussion on establishing a common XML Schema design for IPTC standards was held during the Autumn Meeting.**

At present members working on XML Schemas for current, and planned, standards have tended to choose their own approaches. However, there are clear advantages to ensuring that all members of the IPTC standards family have the same approach.

It was pointed out that dealing with XML Schema design issues is basic and should be dealt with as soon as possible to allow work on the other standards to proceed. The problem is not particularly technical, but one of reaching a consensus and to achieve this a "XML Schema Style Task Force" has been set up to look at all issues concerned with the migration of IPTC standards to XML Schema and the use of a common style.

Initial membership of the Task force is: Laurent Le Meur (AFP), Johan Lindgren (TT), Takahiro Fujiwara (East Co), Honor Craig-Bennet (PA), Mischa Wolf (Reuters), Alan Karben (XML Team) and Charles Tichenor (Associated Press). In addition it was proposed that Michael Steidl (IPTC Managing Director) should be the moderator of the Task Force as he could act as a "neutral" party with no specific preference for any style.

Work will be carried out by means of conference calls and a mailing list (<http://groups.yahoo.com/group/iptc-xmlschema-style/>) and it is hoped that the group will be able to resolve at least some of the issues and provide an interim report by the end of the year. As normal, recommendations will be presented to the membership for approval, with wider discussion on any areas where the Task Force had not been able to reach agreement.

## World Congress of News Agencies

**The "World Congress of News Agencies" - held from 23-25 September in Moscow - took the occasion of the centenary of the Russian IPTC member ITAR-TASS to gather together representatives from some 120 news agencies from more than 90 countries.**

Having the theme "Information Challenge XXI" the meeting heard from about 30 speakers from all regions of the world, who made presentations about their individual work and how to tackle current challenges.

Opening address was by President Putin who outlined his policy on terrorism and the role of the media, making particular mention of the role of news agencies in the transmission of real-time information. Mr Koïchiro Matsuura, Director-General of UNESCO, said that the meeting might best be seen as a platform of dialogue and the exchange of ideas, information and experience among many of the world's leading news providers, with freedom of expression and the free flow of information being of vital interest to news agencies.

In the technology track of the Congress, Klaus Sprick of dpa (and an IPTC Vice-Chairman) gave an overview of how the internet has changed the news distribution technology. IPTC

Managing Director Michael Steidl introduced delegates (managers and editors-in-chief) to the world of news exchange standards and explained how the IPTC intends to act as the spearhead for new developments in news management. Overall a lot of contacts were made, with a particular emphasis on spreading the knowledge of news exchange technology to the less developed countries.

*IPTC MD Michael Steidl (right) with Johannes Fritz (left), a former IPTC Vice-Chairman and now with the IPI (International Press Institute).*

