



# IPTC Mirror

## IPTC XXXX AGM

**Held in London during June, at the invitation of Reuters, the IPTC 2005 Annual General Meeting benefitted from an extensive series of presentations that provided an excellent complement to the working sessions.**

Welcoming delegates to the Meeting, Geert Linnebank, Reuters Editor-in-Chief and Global Head of Content, provided a concise and effective summary of the challenges facing the news industry, and the role of standards.

For a long time competition had been within the news industry, without any real challenge from outside. But the advent of the Internet caused a dramatic change in the rules of information space. This resulted in development of a different kind of news environment, which operates in parallel to the estab-

lished news industry and is showing exponential growth. And the speed of this growth is because it is built on standards - for example RSS probably owes its success to being Really Simple.

### Challenge

The challenge is to bring together the hundreds of millions who use the Internet to get and exchange information, and the news industry with its professionalism, creativity and mission.

There are some signs that this can be done - such as the way the



Geert Linnebank (right) - Reuters Editor-in-Chief - welcomes IPTC Chairman John lobst (NAA) at the start of the 2005 Annual General Meeting

BBC is using its website to solicit contributions from the public.

However, Gert Linnebank believes that the news industry has a vital role to play, with its professionalism becoming more relevant - but this may be lost without the news industry adopting ways to become part of, and harness, the Internet.

Competition makes it difficult to create industry-wide standards but customers want to standardise on the way they link to the news industry - they also want providers to compete on quality and coverage. Cost savings from the use of standards make it possible to devote more money to areas such as content.

Developments in search have revolutionised the way people consume information and metadata is at the heart of effective search. Working together on how we define, code and then search for content is the core to delivering high-quality multimedia services.

### Financial News

A further look at some of the challenges facing the news industry was provided by Ken MacKenzie, Global Head of News Capabilities,

## Summary

### Presentations at the AGM

Reuters' view on challenges facing the news industry - [Page 1](#). Trends in Financial News reporting - [Page 1](#). Extensible Business Reporting Language explained - [Page 2](#). ShootLive realtime photography system for new media - [Page 2](#). Metadata in XHTML2 - [Page 3](#). Weather information from Meteo Consult - [Page 3](#).

### Formal IPTC Meeting

Accounts and budgets approved, auditors appointed, venue for 2006 AGM agreed - [Page 3](#). John lobst gives his final report as IPTC Chairman - [Page 4](#). Managing Director's Report by Michael Steidl - [Page 5](#). Management Committee elections with Stéphane Guérillot elected as new Chairman - [Page 5](#). Standards Committee Report - Henrik Stadler appointed new Standards Chairman - [Page 6](#). PR Committee Report - [Page 7](#).

**News Standard Summit 2005** held in Amsterdam during May - [Page 7](#).

Presentations include:

Metadata in XHTML2 - [Page 7](#). NITF and MINDS (Mobile Information Data Services) - [Page 7](#). NewsML - [Page 7](#). RDF/OWL Semantic Technologies - [Page 7](#). Metadata in Broadcasting - [Page 8](#). RSS and Atom - [Page 8](#). Other presentations include XMP, PRISM and ICE, EventsML, Vodafone live, APA Database Host, and applications from Reuters, Business Wire and AFP - [Page 8](#).

*The IPTC Mirror has hyperlinks for web addresses and for page references.*

Reuters, under the title "Current Trends in Financial News Reporting".

The stringent rules for corporate disclosure mean that companies now usually err on the side of over disclosure.

This - with growth of the corporate news market - has resulted in a year-on-year rise in (financial) news volumes.

The growth gives aggregators such as Reuters a problem in capacity management, but also makes it harder for the customers to identify the important items. It means that traditional news services become commoditised, and there are no opportunities to gain a trading edge from coverage or speed of delivery.

### Alternative sources

As a result customers are increasingly relying on alternative, largely web based, sources of information - the so-called blogosphere.

One response for a company like Reuters is to move further up the value chain by providing analysis, interpretation, and so on.

But there is also a need to incorporate the unofficial news sources within the products to add value for the customers. This brings some awkward questions, such as reconciling the wave of unverified information with principles of trust and journalistic standards. A key component will be the development of standards around metadata and tools that can apply it.

### Hidden value

Financial institutions are looking to find hidden value behind the superficial content - for example by identifying news patterns. This information is used to support automatic trading systems where the main consumers of news are actually robots. Introduction of structure to news - such as NewsML headlines and XBRL facilitates machine readability.

The response to these challenges is "metadata" and we just might be at a point where the codes are genuinely more valuable than the content they describe.

### XBRL

Another aspect of financial reporting - which is a major area of interest for some members - is the increasing use of XBRL (eXtensible Business Reporting Language) and an overview of XBRL was provided by Jeremy Lebrett from Reuters.

Conceived in 1998, and intended for use throughout the business re-

porting supply chain, XBRL offers a standard set of (XML) tags for financial information, making it possible to present and process figures and make comparisons. XBRL taxonomies provide a dictionary of standard terms, and are defined using a XML Schema, but do not impose a document structure. Links can be used to define relationships between taxonomy items and between items and resources. A XBRL report consists of the Instance Document along with the relevant Taxonomy files.

### Advantages

Overall XBRL offers cost efficiency in the financial reporting chain with a greater ability to extract and manipulate relevant data, a reduction in error, and increased transparency of information. For the investment community it allows more accurate and sophisticated analysis, with the ability to cover more companies, and for information suppliers it offers faster processing with more scope for editorial content and richer news stories.



*Jeremy Lebrett outlined the basics of XBRL*

Jeremy Lebrett also showed how

## Shoot Live

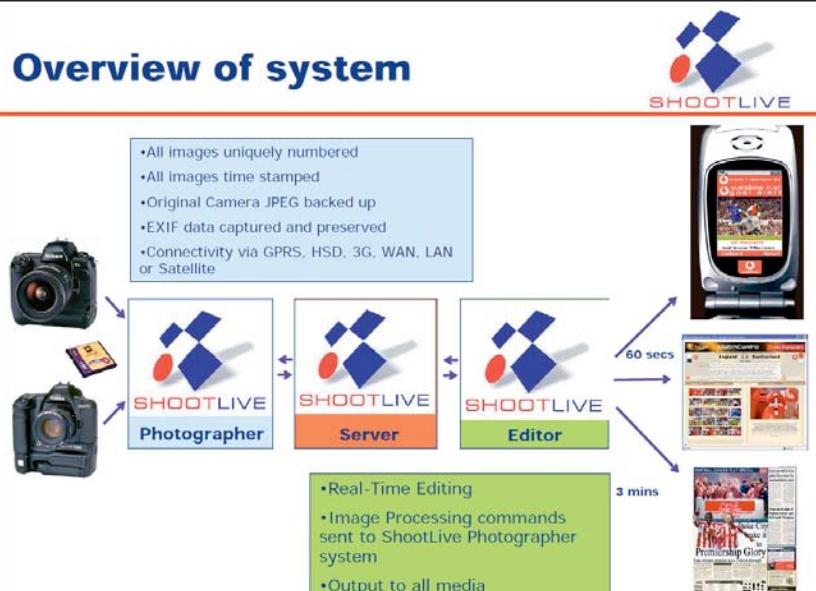
EMPICS is a Press Association (UK) company dealing with specialist photo management and marketing. At the AGM Phil O'Brien gave a demonstration of the ShootLive system which has been developed to provide real-time photography for new-media applications.

The photographer downloads the pictures to the ShootLive Photographer system and - provided a connection is available - a sampled image is sent directly to the editor. Photo editing is carried out, including multiple crops, and adding metadata in XML. Edit commands are then returned to the photographer's system and the appropriate operations carried out on the main (stored) image. The required

"instant" images are then sent to the system server for immediate use. The original camera image is retained, along with the edited versions, for downloading when high bandwidth is available.

The system was originally developed for sports applications but is now being used for entertainment and news. It is being brought into use by the Press Association, and licences are available.

### Overview of system



XBRL information can be handled within NewsML, by reference to an Instance document, or by inline inclusion. However, appropriate taxonomies are needed for an XBRL document to make sense, so an XBRL-aware processor is needed.

## XHTML2 metadata

Steven Pemberton, Chair of the



*Stephen Pemberton showed how XHTML2 has been developed and how it handles metadata.*

HTML and Forms Working Groups at W3C discussed the XHTML2 approach to metadata. This presentation was generally similar to the one given at the News Standards Summit in Amsterdam, which is covered on page 7.

## Weather Information

Weather on the Wire was the theme of a presentation by Jennifer Campbell, Managing Director, Meteo Consult.

This operation has been purchased by the Press Association (UK) as part of its activities as a diverse information business (the news agency operation remains the largest operation, representing some 30% of the business).

Meteo Consult is a pan-European Weather business, with about half

its activities dealing with the media and consumers. Meteorological data is obtained from a range of sources and processed with their own software models to produce a series of forecasts. Weather data is supplied in a number of formats including IPTC7901, ASCII, HTML, XML (often in specific customer formats) and as page-ready copy, while multi-media services are also available. [www.meteoconsult.com](http://www.meteoconsult.com).



*Details of the Meteo Consult weather business were provided by Jennifer Campbell*

# Formal IPTC Meeting

**The formal IPTC Annual General Meeting has to be held every year to deal with the operation of IPTC as a company, with the 2005 AGM - the 40<sup>th</sup> - being held in London on the 9<sup>th</sup> June 2005.**

Following a check that a quorum of members was present, the formal 2005 Annual General Meeting got under way with approval of the minutes for the XXXIX AGM being followed by the Chairman's and Managing Director's Reports - see the following pages.

### Accounts and Budgets

A brief overview of the accounts and budgets was provided by the Honorary Treasurer Henrik Stadler (TT), with the audited accounts for 2004 being approved.

The 2005 Income and Expenditure budgets show that overall IPTC is in a financially sound position, though the current year will see substantial expenditure on consult-

ants fees associated with the new standards architecture.

There is also a significant increase in the expenditure on telephone calls. This is mainly related to the substantial use being made of telephone conferences for standards work - the Management Committee had decided that it was appropriate to meet the costs of a flexible system with multiple access points.

The updated 2005 budget was approved, and because of the continuing need for conference calls was decided to make increased provision for telephone costs in the 2006 budget, which was approved as amended.

### Auditors

Agreement was given to the appointment of Messrs McLeod & Co as auditors for 2005, subject to approval of their fees by the Management Committee.

Members were informed that one of the reasons for continuing to use these auditors was that they had specialised knowledge in dealing with the particular type of company structure used for IPTC - that of a company limited by guarantee.



*Accounts and budgets were introduced by the Honorary Treasurer - Henrik Stadler (TT).*

### AGM 2006

An invitation by the Austrian Press Agency (APA) to hold the 2006 Annual General Meeting in Vienna was warmly accepted - planned dates are the 2<sup>nd</sup> to 6<sup>th</sup> July 2006. Members interested in hosting the 2007 AGM are asked to contact the Management Committee (via the Managing Director).

Following the election of officers - see panel on page 5 - there were formal reports from the Standards and PR Committees.

### Thanks

Dean Large (Business Wire) proposed a vote of thanks to the retiring Chair - John Iobst - for his service to IPTC during the three years he had held the Chair, and this was warmly approved by the delegates.

Finally the outgoing Chair, John Iobst, thanked Misha Wolf and Reuters for their efforts in staging the Annual General Meeting, and for the excellent speakers that had been provided.

He also thanked the members of the Council for the help that they had given him during his term as IPTC Chair.

# Chairman's Report

## - John Iobst



**It is my privilege as the Chairman of the Management Committee of the International Press Telecommunications Council to say a few words at this 40<sup>th</sup> Annual General Meeting. As this is my final report as your Chairman, I would like to thank you for your support over the last three years.**

I believe that this has been a good year for the company. Financially we continue to be in a strong position, the IPTC continues to be recognized as a quality developer of international standards, and membership remains strong.

To accomplish the business of the company, the management committee had three regular meetings. In addition, there were several telephone meetings to work out the details associated with changes to the Operating Procedures.

### Operating Changes

The membership approved changes to the Operating Procedures of the Company. As a result, a number of definitions have been added or modified. The membership categories were extensively reviewed and expanded to include an Associate Member category targeted to interested parties from economically distressed areas and academic institutions.

A separate paper is being developed to cover IPTC intellectual property and technology licenses. When approved, it will be available on the website.

Hitoshi Saito joined the Management Committee, replacing Naoshi Hashimoto. Klaus Sprick retired from the Management Committee, IPTC and DPA at the end of the year.

### Finances

Henrik Stadler will be making the formal presentation of the finances shortly. I am happy to report that the Council finished the year in good financial shape. This means that the company remains within the re-

quired capital requirements. There are also sufficient funds to cover the development of the IPTC news architecture.

### Membership

IPTC stands at 28 full members and 27 associate members, representing 37 full shares and 27 fractional shares. This is up one full share from last year, although the membership size has remained stable, with generally the same number of companies joining as leaving.

### Outreach

The Council continues to improve its outreach to the world beyond IPTC.

The Web site remains the primary information source for news and information about the IPTC. This is a great source of information for non-member visitors. The members' section provides a safe method for members to download papers rather than having to deal with the security issues associated with attachments. Issues of the IPTC Mirror and Spectrum are also distributed via the Web site.

Ifra and NAA both provided presentation opportunities at their annual meetings. This provided a forum to get information on the IPTC standards and new program of work out to the general public - especially manufacturers who will be building systems that use them.

The IPTC cosponsored the second News Summit last month prior to the XML 2005 European conference. The summit was well attended, with almost 50 participants. Presentations covered a wide range of topics relating to the xml-based distribution of news and information. The sharing of ideas continues to be quite positive.

### Standards

The various standards development groups continue to make good use of Yahoo groups. This allows interested parties to be more aware of the standards development activities of the IPTC. It also improves the speed at which our standards are developed.

The Public Relations Committee continues to do good work. At least

one press release is produced for each meeting. Interim press releases are generated to cover special events such as the completion of the joint IPTC-Adobe XMP project.

### Standards Development

Preparation for the development and initial specification of the News Architecture has been the major standards activity during the past year. This will provide a consistent development process for all of the IPTC's standards.

Consultants were engaged to help complete the specifications for a new architecture. The co-operative effort between IPTC members and the consultants was quite successful and the membership should be pleased with the work that has been developed.

The completion of the architecture opens the door to the development of NewsML 2 and a suite of common components to be used across all IPTC standards. Other IPTC standards can then be moved into the new architecture.

In other standards activities:

\* NITF continues to see new implementations. It has seen minimal change over the last year.

\* SportsML continues to move forward with increasing interest. An additional plug-in has been created to support motor racing.

\* NewsCodes work continues. Numerous entries have been added to the NewsCodes. Johan Lindgren's efforts to keep the viewer current are appreciated.

\* and Adobe and the IPTC completed work on the development of templates that support the inclusion of IPTC metadata as part of the xmp coded information in Adobe Photoshop files.

### Finally

We had very successful meetings in both Amsterdam and San Diego. Our next session together will be in Milan with a trip to Turin on Thursday to visit the Olympic facilities. Please make sure that you prepare to meet the Olympic Committee representatives, as they will be an important source of information as you plan your activities.

# Managing Director's Report

## Michael W Steidl

This report covers the time since the 39th AGM in May 2004.

### Council Meetings

Since the 2004 AGM in Hong Kong IPTC meetings were held in Amsterdam in October and in San Diego in Spring.

### Membership

Interest in IPTC membership is high, I sent invitations to join our company to 39 companies or organisations all over the world, 4 of them joined the IPTC in this period.

### Finance

Accounting is still done by me, the formal 2004 accounts have been completed and audited and a formal report has been prepared by our appointed auditor R A McLeod and is awaiting approval at this AGM.

### Secretariat

The set up of the secretarial services remains the same: the registered office at Victoria House in Windsor is maintained by a solicitor, the trade office at Royal Albert House, 11 Sheet Street in Windsor is operated by a service provider (HQ Offices) - they provide mail, telephone and fax forwarding to my private office. I, as Managing Director, still work out of my home office in Vienna (Austria) as part-time employee.



- and I arranged for a joint IPTC presentation of several delegates at the Ifra Show in Amsterdam in October 2004.

The IPTC co-hosted the second "News Standard Summit", this time in Amsterdam in May 2005, I was highly involved in organising it.

A consistent highlight of our external communication is our newsletters "Mirror" and the annual "Spectrum". The Mirror is produced and circulated only electronically as PDF document ten times a year. The Spectrum is produced and circulated the same way, but beyond that also colour-printed and sent to

### External Communication:

I represented the IPTC at several events in this past year:

- The News Agency World Congress in Moscow in September 2004
- Nexpo in June 2004 and March 2005

## Management Committee

Following normal practice elections were held for the Management Committee. Scrutineers for the election were Shun-Ping Chen (dpa) as Chair with Honor Craig-Bennet (PA) and Misha Wolf (Reuters).

Only candidate for the IPTC Chair was Stéphane Guérillot (AFP) who was elected unanimously.

Similarly Henrik Stadler (TT) was returned unopposed as Honorary Treasurer.

For the first time in several years there were more candidates for Vice-Chair than positions to be filled.

Elected candidates were: Walter Baranger (New York Times); Geoffrey Haynes (AP); Rudi Horvath (APA); John lobst (NAA); Peter Müller (SDA/ATS); Hitoshi Saito (NSK). John Minting (UPI) was not elected.

*Members of the newly-elected Management Committee. From the left: Hitoshi Saito (NSK), Peter Müller (SDA/ATS), Rudi Horvath (APA), Chairman Stéphane Guérillot (AFP), Walter Baranger (New York Times), John lobst (NAA), Honorary Treasurer Henrik Stadler (TT), IPTC Managing Director Michael Steidl, and Geoffrey Haynes (AP).*



*After his election as IPTC Chairman Stéphane Guérillot thanked the delegates. "When I was first invited to present some work results at an IPTC meeting in 1981 I was far from imagining that one day I would be called to chair this Council.*

*I am much honoured for the confidence you are placing on me and cannot take this new responsibility without thanking John lobst for his three years of leadership, three years of changes were we had to face modifications in the operation of the organisation and the appointment of a new and successful Managing Director.*

*With your help I shall work to develop the IPTC membership and recognition of its achievements for a wider implementation throughout the world."*

people outside our regular readership by postal mail. The editor and producer of both newsletters is Hugh Johnstone.

### **Internal Communication**

The biggest change in internal communication was the even more extended use of telephone conferences. In the past 12 month I conducted 90 conferences with an average length of about 1 ½ hours. This makes about 130 hours of discussion, while the three in-person meetings (Spring, AGM and Autumn) cover a total of 72 hours for discussions.

My involvement is to arrange for

the conference calls, to take and circulate short notes on them and last but not least to cross-link information between different working parties and working groups.

### **Standards support**

A lot of effort was put into a proper technical administration of our metadata - those about 28 topic sets we currently maintain. I created a database and web based repository for them, as a result they are now all available on our web site and, if translated, also in different languages.

The next step is now increased support on the user side, this will be

done using a new "IPTC TopicSet Viewer" which is developed by Johan Lindgren as successor of the "SubjectCodeViewer" and we both work closely in terms of implemented features and the layout.

In the course of upgrading our web sites I also created a lot of new documents and ZIP-packages for our standards to provide easy download and set up at prospect implementor's sites.

Finally I have to add: I reply to a high amount of e-mails regarding our standards and also the most frequent issue of telephone calls are questions concerning the IPTC standards.

## **Standards Committee Report**

### **- Chair Stéphane Guéllot**



The Standards Committee reorganised its structure for Working Parties (WPs) and Working Groups (WGs) in January this year, after having realised that the internal organisation of the Committee was not optimised regarding to our goals and the achievement of the IPTC roadmap 2005.

This (new structure) being formally in place since January the 10<sup>th</sup>, I have to report that we have now the feeling of a much higher efficiency and clear separations in the different parts of the standardisation process. All WPs are now using the Yahoo workgroups extensively, and conference calls, to achieve their work. This has accelerated the standardisation process.

### **Working Groups**

New WGs have been identified, such as the Common Components WG and the Metadata Framework WG that are essential tools for the consistency of the IPTC new standards.

Maintenance work of existing standards has been clearly identified with the creation of the NewsML1 Maintenance WP. The News Architecture WP has been very active since January, as the result of its work has to be used to build the new series of "content" oriented standards.

Finally, after the implication of external consultancy we have re-

leased: Version 2 of the *Implementation Guidelines for the IPTC Standards Architecture using W3C XML Schema*; plus the Common Component Template; and had the Presentation of the Draft of the NMDF Business Requirements, plus the Presentation of the Draft of the Common Components Model.

Further external consultancy will be needed further in the near future to help us decide on technical options and to draw up the XML Schemas.

EventsML is expected for 2006, as it was considered that we had to wait for the foundations of our new generation of standards - that is the work made under the News Architecture WP.

SportsML continues its development by including the support of new sports in its framework.

### **Roadmap timeline**

The timeline for the IPTC RoadMap 2005 has been realigned and we expect full approval for the AGM 2006 which, with the time needed to validate the new standards and to generate the documentation, is not too far from the initial target.

Regarding the NewsCodes, their development is still very active and part of the general interest of our members as well as of the News community we serve.

I have also to report that our development efforts have helped us

improve our relations with other standardisation bodies; Interest was expressed by other communities such as UN, EBU, and Atom.

We have not to forget the work made with Adobe to support the IPTC datasets within the new XMP headers to photo files thanks to the great involvement of the IPTC Managing Director.

In conclusion, let me say that I do feel that we are on a good track, with the target in sight, for the approval of the new suite of standards - following our new recommendations on Architecture and Structure - for the next AGM in 2006.

### **New Chairman**

This ends my report but before closing the issue, I am resigning from serving as the Standards Committee Chairman and I am glad to present Henrik Stadler who has accepted to serve as your new Standards Chairman.

I would like to thank the Chairmen of the Working Parties and Working Groups for their support, their work and their personal involvement in maintaining the IPTC Standards as well as developing them for the benefit of our community and making the IPTC roadmap 2005 a reality.

I wish them all success in their work.



# PR Committee Report

## - Chair Walter Baranger

We held sessions at Ifra and Nexpo, and we have learned some valuable lessons. Our Managing Director, on his own initiative, has made signs that can be used at Ifra, Nexpo and IPTC meetings.

We plan to include a IPTC brochure in the Ifra and Nexpo welcoming packets, and we will publicise the sessions well in advance so that vendors and visitors can reserve time to attend.

At the request of the Management Committee, we are searching for a new host for the IPTC web site. We hope to save a substantial amount of money. We are consulting with Alan Karben.

Our two publications, edited by Hugh Johnstone, continue to be successful. We have had many downloads from our web site, and we invite members to send their comments directly to Hugh.

# News Standards Summit 2005

Held during May 2005, in conjunction with the XTech 2005 Conference in Amsterdam, the 2005 News Standards Summit built on the success of the 2003 event, bringing together users and developers of open standards for the news industry.

There were two main sessions at the summit, one dealing with the news standards themselves and the other with case studies showing how the standards are applied in practice. Mischa Wolf (Reuters) chaired the sessions. Details of some of the presentations are given here, and presentation slides and audio recordings are available on <http://www.newssummit.org/2005/program.asp>

## Metadata in XHTML2

Keynote presentation was by Steven Pemberton, W3C HTML Working Group and Forms Working Group Chair, on the subject "Metadata in XHTML2". Work on XHTML2 is addressing remaining problems after HTML was turned into an XML application. Design aims included: generic XML; more structure; less presentation; more usability; more accessibility; better internationalisation; better forms; less scripting; more device independence; and better semantics.

Integration of XHTML with RDF/Semantic Web had to be in a way that was readable and writable by the HTML community, and this was achieved by modification of the <meta> and <link> elements and the addition of a 'role' attribute. This approach lets authors layer real semantics - which have a clear relationship to RDF - on the top of documents. Users do not have to learn how to use RDF to benefit from this approach, which can be explained using HTML concepts. Layers of semantics can be built up and added to existing content, and there is no need to define a new document type.

project to optimise processes in the value chains of mobile services. A metadata working group has been established within the project, and goals include: harmonization of metadata activities relevant for mobile information news and data services across news agencies; and integrating standards from organisations relevant in the mobile business.

## NewsML

Laurent Le Meur, Technical Manager of Multimedia Development (AFP) and IPTC News Architecture WP Chair, described the background to the development and adoption of NewsML 1 and explained the basic structure of the standard. He went on to look at the goals and Business Requirements behind the new IPTC News Architecture and at the structure being adopted. He also explained how the work is being carried out, and gave an indication of the time line.

## Semantic Technologies

Ivan Herman, Head of Offices, W3C provided an introduction to RDF/OWL Semantic Technologies. Currently the web represents information using natural language, graphics and multimedia, but this is difficult for machines to deal with. What is needed is for a resource to provide information (metadata) about itself. The Semantic Web is a metadata based infrastructure for reasoning on the web.

Metadata is a set of statements, about resources and these statements can be modelled with *resources* and *properties* (relations between two resources) - statements are 'triples' of two resources bound by a property. RDF (Resource Description Framework) is a general model for such statements.

## NITF

Main features of the NITF were considered by Hubertus Koehler, Chief Technical Officer, dpa-infocom GmbH, who went on to provide examples of the use of NITF at dpa-infocom. These include the provision of multimedia news feeds since 1997; the supply of structured sports data since 2000; and automatic categorisation of news feeds.

MINDS (Mobile Information and News Data Services) is a EU funded



Hubertus  
Koehler

The Semantic Web needs a support of ontologies (which define the concepts and relationships used to describe and represent an area of knowledge). The W3C Ontology Language (OWL) categorises concepts (resources) in terms of classes and properties are specifically defined. However ontologies are hard and the 'onion' model allows for increasingly complex specifications, from RDF to OWL Full.

## Metadata in Broadcasting

The EBU (European Broadcasting Union) is the world's largest professional association of broadcasters and cooperation in research and development is a major activity. Jean-Pierre Evain, Senior Engineer, EBU explained that broadcasting uses many types of metadata with the three main categories being administrative, technical and descriptive. This metadata is very complex and the challenge is to achieve some harmonisation, with a major element in this effort being to define common semantics. A EBU News Exchange Schema has been developed, and consideration is being given to interoperability with NewsML.



Jean-Pierre  
Evain

TV-Anytime delivers metadata to consumers so they can use it to search for and select content (for personal programme recording and viewing). To start with the EBU have been looking at the broadcasting data model and have developed

Schemas for programme description, schedule description, and service. The data is used to produce an Electronic Programme Guide which can be searched by the user to select programmes,

## RSS and ATOM

RSS and Atom are the most commonly used syndication formats in the 'blogging' world and Bob Wyman, CTO, PubSub gave a quick overview of them, starting with the (complex) history of the standards, and noting that Atom V1.0 will become an IETF RFC. Monitoring (carried out by PubSub) shows the high level of activity in this area - for example over 800,000 blog entries were created on 22 May. Examples were given to show just how simple RSS can be, to describe the structure of a simple Atom feed and of free-standing Atom entries.

A key feature in the development of Atom was to achieve clarity in the specification, with extensive public discussion, and details were given of the enhancements that Atom offers compared to RSS.

PubSub is an abbreviation for Publish and Subscribe which provides subscribers with immediate notice of new content. Bob Wyman described how they are addressing the problem of the "Gray Web" - pages that search engines cannot index usefully - such as rapidly changing data and structured data. One part of the solution is use of a 'prospective' search engine with user queries stored in a database so



Bob Wyman

that can be notified as soon as a match is found in incoming data. A very high matching speed of up to three billion matches a second is involved.

The second approach is to convince bloggers to start including semantic information. This is done by inserting tagged XML and PubSub are providing tools to make this straightforward.

**Other presentations** included an overview of **Adobe XMP**, and development of the **IPTC Core** to handle the "IPTC Headers" (metadata for images) in XMP was described by Michael Steidl, IPTC Managing Director. There were also details of the **IDEAlliance DISC** (Digital Image Submission Criteria (DISC) and Digital Image Management Metadata (DIM2).

An update on **PRISM** (Publishing Requirements for Industry Standard Metadata) was provided by Dianne Kennedy, VP Publishing Technologies, IDEAlliance. The Prism 1.2 specification has been modularised to make it more accessible and easier to maintain and Prism 1.3 is planned for release in late 2005. Work is under way to implement PRISM using XMP. The **ICE 2.0** (Information and Content Exchange) Protocol has been redefined as a web service.

A primer on **EventsML** was provided by Arnaud Desamps, Chief Technical Officer, Relaxnews, explaining why the standard was needed, describing possible applications, and showing how the needs will be met.

The **APA Database Host** is the largest news host in Austria and the advantages of using standards - for input, categorisation and download - were outlined by Rudolf Horvath, Technical Director APA, Managing Director APA-IT, and Manfred Mitterholzer, Manager Research & Development, APA-IT Informations Technologie GmbH. They also provided an overview of the new APA-IT PowerSearch full-text retrieval system and the APA-OnlineManager.

Dave Compton, Technical Specialist, News & Media, Reuters considered the development of **Reuters News Systems**, starting with the text area (ANPA and IPTC 7901), moving into images with the IIM and on to Multimedia with NewsML. At the same time other ML were being developed by Reuters and the current aim is to bring these developments into line and produce systems that provide added-value content. Examples of how this is being done include the TopNews system.

**Vodafone live** is a consumer data service that provides news and services and Kevin Smith, Architect, Vodafone Global Technology described some of the specific features of mobile portals, and explained how news is delivered to users and the syndication technologies adopted. Standards such as RDF, PRISM and Dublin Core are used for metadata where available and allow improved search and marketing.

**Business Wire** use a profile of NewsML for their news distribution system which was introduced in 2000. Dean Large, Sr. Software Architect, (and IPTC NewsML 1 Maintenance WP Chair) and Jayson Lorenzen, Software Developer explained how they introduced NewsML to Business Wire customers.

Laurent Le Meur showed how **AFP** moved towards the XML representation of multimedia news, and its adoption of NewsML. The "Magazine Forum" is a pure NewsML platform that imports and manages collections of NewsML documents.

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