

IPTC Mirror

IPTC XXXXI AGM

Held in Vienna from the 3rd to 6th July 2006, at the invitation of the Austrian Press Agency (APA), the IPTC XXXXI Annual General Meeting was the largest of recent years, with more than fifty delegates taking part - including a large number of new members.

First action for the Formal IPTC Annual General Meeting was an initial check to ensure that a quorum of voting members was available. This was followed by formal reports from the IPTC Chair and the Managing Director, as given on the following pages. Reports from the Standards Committee and the PR Committee, which were given later in the proceedings, are also on the following pages.

Financial considerations

The formal reports were followed by consideration of the financial position of the Organisation.

Audited accounts for 2005 show a substantial expenditure on consultants fees (associated with the new standards family), but these had been budgeted for. Telephone, fax and Internet costs continue to run at a high level, mainly due to conference calls associated with the new

standards work. The 2005 Audited accounts were formally approved.

The revised 2006 Budget shows further provision for consultants fees, along with legal fees (primarily associated with the Intellectual Property Policy). This Budget was accepted, and the 2007 Budget formally approved.

A motion to appoint Messrs McLeod & Co as auditors for the 2006 accounts was approved.

Resolutions

There were no resolutions from members or from IPTC Committees to be dealt with.

Consideration was given to a pro-

posal to amend the IPTC Articles of Association to provide a formal way of terminating the membership of organisations that had not paid their subscription.

After some discussion a new article was approved as follows: "If a Member Organisation's payments for subscription fees or other dues are overdue for more than two years its membership may be terminated by the CITP. This requires a majority vote by the Management Committee". Here CITP stands for "Comité International des Télécommunications des Presse", which is the formal (legal) title of the IPTC.

Management Committee

The Management Committee is elected annually to act as the directors of IPTC as a company. This year, since the number of candidates was the same as the maximum number of directors,

Members of the Management Committee. From left to right: John Minting, Henrik Stadler, Walter Baranger, Michael Steidl (IPTC Managing Director), Stéphane Guérillot, Peter Müller, John Iobst, Hitoshi Saito, and Rudi Horvarth.



Summary

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

there was no need for an election, with a ballot being held to ensure that members were willing to accept each of the candidates in turn.

All were approved with no opposing votes, to give the following elected Management Committee: Stéphane Guérillot (AFP) as Chair; Walter Baranger (New York Times), John Iobst (NAA), Rudi Horvath (APA), John Minting (UPI), Peter Müller ((SDA/ATS) and Hitoshi Saito (NSK) as Vice-Chairs; and Henrik Stadler (TT) as Honorary Treasurer. The IPTC Managing Director Michael Steidl is also a member of the Management Committee.

Paul Kelly (XML Team) acted as a teller for the voting processes, throughout the Meeting.

2007 AGM

An invitation from NSK to hold the 2007 Annual General Meeting in Tokyo - from 28 to 31 May 2007 was warmly accepted.

Thanks to hosts

As the final action for the 2006 AGM Peter Müller (SDA/ATS), a long-standing IPTC Vice-Chair, expressed the thanks of the delegates to APA and Rudi Horvath:

I have no doubt that I speak on behalf of all of you when I express the warmest thanks to the hosts of this 41st AGM of the IPTC and especially thank our colleague and friend Rudi Horvath and the team behind him from APA.

Many of the IPTC AGMs have been unforgettable highlights in the IPTC history. I checked it in my files: Out of the 41 times, 27 took place in Europe, 7 in North America, 5 in Asia and 2 in Australia. In 29 of these AGM I have participated, so trust me when I say that this Vienna AGM will definitely be remembered as one of the most beautiful ones in the IPTC history, as one of those highlights.

We have been in a beautiful hotel,

enjoyed excellent food, perfect meeting facilities, we have heard interesting presentations, and participated in marvellous social programs, culminating - I think for most of us culminating - in the Dinner in the castle of Schönbrunn on Tuesday. And all in this wonderful and friendly City of Vienna - what an amazing organization which included even the sunny weather for the spouses and the kids! One really could not ask for more. Rudi, you truly have been a perfect and generous host!

Please join me and give a big hand to our host Rudi and to APA!

This was duly done, with considerable enthusiasm, by the delegates.

Participation

The Meeting was closed by the Chair, Stéphane Guérillot, who thanked the members for their participation.

Welcome - and Thanks

Welcoming delegates to the XXXXI IPTC Annual General Meeting, Wolfgang Vyslozil, CEO of the Austrian Press Agency (APA) said that the 2006 Meeting was the latest in a series of IPTC AGMs to be held in Vienna - the first had been in 1973, followed by 1989, and 1996.

During this long period the IPTC has changed, as with the news industry as a whole, and the Austrian Press Agency (APA) itself. APA is the national news agency of Austria and has a long history, having been originally founded in 1849 (making it one of the oldest in the world).

For most of the first hundred years APA was effectively a state agency, but in 1946 it became completely owned by the Austrian newspapers and broadcasters.

Diversification

Over the years APA has diversified, so as well as being a Press Agency it is a leading Information Service, and is very strong in Information Technology, which is a separate profit centre employing 60 people

The APA-IT operations is run by Rudi Horvath who also welcomed delegates, saying that he was pleased at the high attendance. Rudi went on to say that APA had enjoyed a long relationship with IPTC and had derived a lot of benefits.

To start with these concentrated on the deregulation of telecommunications services, but attention then shifted to standards. These include IPTC7901 and the digital photo transmission standards, while the APA database uses the IPTC Subject NewsCodes. Now, they were seeing the introduction of NewsML. The interchange of ideas and experience between members was also particularly valuable.

Rudi concluded by saying that for APA, hosting

the AGM was a way of saying thank you to IPTC.

In response IPTC Chair Stéphane Guérillot thanked both Wolfgang and Rudi for their welcome, and said that appreciated the hospitality that had been shown at previous IPTC

Meetings. This 2006 AGM had created a new record for the number of members taking part, and he was sure that in part this could be attributed to the hospitality offered by APA.

Social events

As hosts for the AGM, the Austrian Press Agency (and APA-IT) arranged a series of very enjoyable evening social events to provide some relief from the working sessions. As well as the opening reception there was a relaxing visit to a Heuriger (a Viennese vineyard outlet), high on the hills overlooking Vienna.

The AGM dinner was held in the Schönbrunn Gloriette pavilion, and was preceded by a private tour of Schönbrunn Palace. During the dinner delegates were entertained with the music of Mozart.

In addition a number of delegates took the opportunity to extend their Austrian experience by joining a short post-conference tour taking in some of the most attractive areas of the country.



Austria Press Agency CEO Wolfgang Vyslozil (left) and APA-IT Managing Director Rudi Horvath (right) welcomed delegates to the IPTC AGM.

Chairman's report

Stéphane Guérillot:



It is my privilege and my duty as the Chairman of the Management Committee of the International Press Telecommunications Council to give you a report at this 41st Annual General Meeting.

This has been a good year for the company. The membership has been growing substantially. Financially we continue to be in a strong position allowing us to use external consultancy for the improvement of our work. The IPTC continues to be recognized as a quality developer of international standards and members remains very active.

The Management Committee had three regular meetings plus some formal telephone meetings to proceed with the business of the company with some emphasis on the release of the Intellectual Property Policy document, the changes to the Rules of Order, the implication of our financial resources in the support of our development and the emerging issue of Digital Rights Management.

Operating Changes

Walter Baranger joined the Management Committee, replacing Klaus Sprick who retired from the Management Committee.

The membership approved the Intellectual Property Policy document which is an important issue for any company and came to be critical for IPTC in our relationships with other standardisation bodies and some potential new members.

The policy is under implementation in our documents and is already promoted on the IPTC web site. The necessary document has been signed by all the members and I thank you for that.

We also revised our Rules of Order to improve our operation. Those revised Rules are implemented since our last Spring Meeting and we hope that after a while it will ease the conduct of our meetings, the voting process and the organisation of our work. Having revised the Rules we have also resurrected the Rules Committee in charge of its maintenance.

Finances

I am happy to report that the Council finished the year in good financial shape.

The total yearly income is remaining at the same level but we had to cover the consultancy fee which explains the negative results. The company remains within the required capital requirements with suffi-

cient funds to cover and accompany the development of the IPTC news architecture and the IPTC G2 family of standards.

The financial statement for 2005 will be presented to you for approval during the course of this AGM.

Membership

Regarding the IPTC membership we have been working during several years to improve our presence in some geographical areas of the world or within some business areas where our influence was not in line with our expectations.

Today I am glad to welcome new members from China, South Korea and Kuwait and, from Europe, new members involved in Photo and Video content as well as in the Archives management.

We ended the 2005 year with a total 56 members, with a membership split equally between 28 full members and 28 associate members. The result in term of shares, as mentioned in our audited accounts, is that we had 37 shares for Nominated Organisations and the equivalent to 9 and 1/3 shares for Associated Members.

Currently, at this AGM, 62 members have drawn shares from the IPTC; 29 are Nominating Members which have drawn a total of 38 full shares and 33 are Associate Members which equals to 11 full shares.

9 members joined the IPTC since the 2005 AGM and 2 members left the IPTC. In total this is 3 shares up since the previous AGM.

Outreach

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

During this year we have worked to improve our visibility by increasing the number of presentations and IPTC presence at several events. IFRA and NAA both provided presentation opportunities. On top of those invitations we had also the opportunity to speak at the CEPIC and the WAN congresses this last June.

The Web site remains the primary information source for news and information about the IPTC and we have the project to improve its content and presentation. This will be done before the next AGM.

The Public Relations Committee continues to do a good work. At least one press release is produced for each meeting. Thanks to one of our members, Business Wire, our press releases are now distributed in many languages throughout the world. This is also part of our efforts to improve our visibility and our communication.

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.

Standards Development

Regarding our Standards Roadmap 2005 we have to admit that we were a little too optimistic. But with all the efforts made by our members, active in the Standards Committee, and the help of external resources, we now have the goal that the first elements of our new IPTC G2 Standards Family be released in the course of 2007 with an approval at the next AGM.

The development of the News Architecture is on the critical path of our project but with the result of the Experimental Phase under going at this very moment we believe that we are in line with our new Schedule.

Consultants were engaged to help complete the specifications for the News Architecture and the combined efforts between IPTC members and the consultants are

quite successful. Even if not finished, the membership should be pleased with the work that has been accomplished yet.

NewsML G2 with its management of General News should get all your attention for the coming months.

Because the work resources were concentrated on the News Architecture the development of EventsML was slowed down for a while. It is now revived and should take your attention for the next months.

NITF continues to see new implementations and slight developments.

SportsML continues to move forward with increasing interest. Additional Plug-in were created. The preparation for SportsML G2 is now started.

NewsCodes work continues. Numerous entries have been added to the NewsCodes with an increasing interest from the users in the world. The brainstorming on the next generation has also started.

NewsML 1 continues to be used in the market with support from the IPTC.

With the release of the IPTC Core and the reviving interest on digital photo management, archives and distribution we have launched new working groups to cover the issues of interest of our members.

Finally

We have, or I should say you have, been very active during this past year and I want to thank you for it. As I mentioned yesterday to the new members of IPTC our work and developments is the result of your implication.

All what we have been expecting from years will be at last released and made available for implementation in the real world for the benefit of our businesses.

We should not forget the importance of the communication and the documentation that are key issues if we want that your efforts be crowned by the release of effective standards and I ask the chairs of the Committees, the Working Parties and the Working Groups to have a specific attention on those aspects.

The coming meetings in Madrid for October and Cairo for the Spring 2007 will be very important and I am sure we shall see you there and can count on your support.

Managing Director's report



Michael Steidl:

As the employed Managing Director of the IPTC it is my duty to provide a report to the honoured membership - actually the owners of this company.

Managing Director goals

As member of the Management Committee I execute its agreed strategy for the company. It is my predominant goal to keep our business active at a high level. Hence I focus my work on internal and external communication, on providing support and, if required, directions to our standardisation work.

As the only employee of the association and Company Secretary I also have to take care of all legal duties of the IPTC.

Running the company properly:

I do the accounting for the IPTC and reconcile all revenues and expenditures with our budget. At year's end I provide all required information and document to our auditor for creating his audit docu-

ment and the formal Report of the Directors for the financial year.

I execute all required legal activities such as dealing with the UK tax authorities and the English entity where the IPTC is registered as a company.

I manage all membership issues: - sending invitations to prospective members, this was done 41 time last year - and 9 of them joined, which is a rate of more than 20 per cent! - managing the application process for new members - and managing all formal membership issues for existing members.

I manage all the IPTC meetings, three in a year and all around the globe. Please understand that we have to try to keep the overhead down and are not a full-scale travel agency.

Finally I manage all secretarial issues, the basics remained the same for the last year: 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 (Executive Offices - Palladium) - they provide mail, telephone and fax forwarding to my own office in Vienna, Austria. I still work out of this home office as 75 per cent part-time employee.

External Communication:

I gave presentations at several events in this past year: at the annual meeting of EANA in September 2005 at the Nexpo in April 2006 (I only joined the meeting, presentation was by the PR Committee Chair) at a FIEG meeting in Rome in April 2006 at the CEPIC Conference in June 2006 at the Ifra Italia in June 2006

My external communication aims at attracting people to consider adopting IPTC standards, to introduce them to a basic knowledge about our standard and to encourage persons from non-member companies or organisations to join the IPTC.

A consistent high light of our external communication are our newsletters "Mirror" and the annual "Spectrum". The Mirror is produced, and circulated as PDF only, ten times a year. The Spectrum is produced and circulated the same way, but additionally as colour-print and sent to people outside our regular readership by mail. The editor and producer of both newsletters is Hugh Johnstone.

Internal Communication

The development of IPTC standards are continued at a high level of internal communication either by e-mail or by telephone conference. My involvement is to arrange for the conferences, to take and circulate short notes as required. But I assume my major task is to cross-link information between different working parties and working groups to integrate the "common wisdom" of the IPTC at a high level.

In general my major contribution to internal communication is to keep all committees, parties and groups in the IPTC updated on events and developments outside their scope to enable them to interact better.

Standards support and maintenance

A major task of this working year at the IPTC was the specification of the News Architecture and its implementation into XML Schemas. My contribution

to this effort is to assist in the internal communication, to manage and review specification documents and to orchestrate all internal and external communication at the time of a public release. Since the last AGM the NAR group launched two Experimental Phases requiring extensive communications.

Further to that I'm in the position to manage all consultancy projects, this includes negotiating the project contract and being the project management contact for the IPTC.

I would like to add that I feel it as my responsibility for the IPTC to have an eye on most obvious errors in our specifications. In this course I do some very basic checks against our deliveries - and in the case an error is still in one of the files I'm happy being the one that finds it before anybody from the public does and to take action to level it out.

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 standards.

Public Relations Committee report

Walter Baranger

As your Public Relations Committee chairman, I have written numerous press releases that were related to IPTC activities, and have helped the Managing Director create a new brochure for use at trade shows. The managing Director, the IPTC Chairman and I attended Nexpo in Chicago where we met with current and prospective users of IPTC standards. I also met with the North American Broadcasters Association, which has shown interest in our metadata structure.

Separately, the Managing Director and IPTC Chairman also attended several trade shows and conferences where they helped publicize IPTC and its goals.

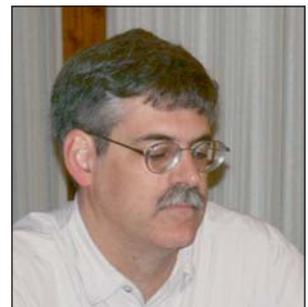
We have advised the Management Committee on matters of commercial branding, particularly the new G2 name, and on other strategies for dealing with the

public and with potential new members.

I wish to give particular thanks to Hugh Johnstone, who continues to write and edit our two periodicals Mirror and Spectrum. Mirror, in particular, remains the best way for senior managers to track progress at IPTC. IPTC Spectrum is issued annually and is an excellent summary for chief executives and others who should be familiar with IPTC's long-term progress. And when Hugh points his camera at you, please smile!

I also wish to thank Michael Steidl, who maintains the IPTC web site and is working on a migration to a new server. Michael's web site work could easily be a full-time maintenance job by itself, so we are particularly impressed that he can manage it and still perform his other IPTC duties with such alacrity.

As always, the membership can send their comments directly to walt@nytimes.com.



Standards Committee report

Henrik Stadler

News Architecture - The work on the G2 is going on at good speed. We are now in the middle of the experimental phase 2 where the work done can be used and tested. We look forward to the result of this very important phase of the work later this autumn.

News Codes - Keep up the good work and now trying to involve more of the members which we are looking forward to.

NewsContent - The different groups are now trying to integrate the output of NAR to make the group standards compatible with the G2 standards

NITF maintenance - Discussions on how to proceed with the question on what we should use as the text standard of tomorrow.

NewsML1 maintenance - Dealing with the question of a new version of the schema.

New group - Discussions have been held on having a special group to focus on photo questions. The group has been created and the exact subject will now be written.

I would also like to express a great thanks to all the Working Parties and their members for the great effort they spend, all the time they spend and all the contributed knowledge they put in to drive our standards business forward.



Other Proceedings

The Annual General Meeting also saw a full series of Committee and Working Party sessions - details of these activities will be given in the next issue of the IPTC Mirror. There was also an informative series of presentations, some of which are considered here, while reports on the other presentations will appear in future issues of the IPTC Mirror or IPTC Spectrum.

Ars Electronica

An insight into the aims and activities of Ars Electronica (www.aec.at) was provided by Wolfgang Bednarzek, who explained that the organisation was primarily concerned with the creative use of the computer.

Based in the city of Linz it has four main branches. The Ars Electronica Festival - held annually since 1979 - has the aim of going out into the public sphere and taking the concept of digital arts to everyone. It offers a combination of symposia, exhibitions, performances and

events. The next festival - with the theme "Simplicity - the art of complexity" will be held from the 31st August to the 5th September 2006.

The festival can be considered as the nucleus of the other divisions.

Prix Ars Electronica is a leading cyberarts competition and was founded in 1987. The extensive Prix Ars Electronica archive provides a view of the range and development of such art.

Intended as a "museum of the Future" the Ars Electronica Center was opened in 1996 and provides a way of allowing the public to experience virtual reality, digital networks and modern media. The Centre is the permanent base of the Ars Electronica regional and international activities.



Wolfgang
Bednarzek

Activities of the Ars Electronica Futurelab include the design and engineering of exhibitions, and the creation of installations, as well as collaborative research with universities and joint ventures with other organisations.

Österreich - a new newspaper

A presentation the theme "The newspaper has a future" was given by Wolfgang Zekert, who is the Managing Director of a company producing a new newspaper - Österreich for the Austrian market.

He explained that the past two or three years have seen a significant change in the Austrian newspaper industry. At the same time the world-wide newspaper industry has seen something of a comeback with new titles being launched in several countries.

However it appears that a lot of Austrian readers are not satisfied with their papers, and the new newspaper has been targeted at a perceived gap in the market, and is intended to appeal to young, technically qualified, readers.

Österreich is planned to launch

NewsML and NewsCodes in Italy

The major Italian news agencies - Ansa, AGI, APcom and ADN Kronos - will deliver their news in IPTC's NewsML 1 format and use IPTC Subject NewsCodes for categorisation in future.

This was decided this spring in a working group led by FIEG - the Federation of Newspaper Publishers in Italy - and publicly announced and discussed at the Ifra Italia 2006 conference in Bologna in mid-June.

Until now the predominant news distribution format has been the "FIEG 81" format, which is actually the Italian version of IPTC 7901. But as multimedia has become a business requirement the major news agencies decided not to adopt new exchange formats individually but to introduce NewsML by a joint effort. To let the news receivers digest this move it was said there will be a smooth transition over several years.

This joint effort also involves Italian system vendors as they have to implement interfaces

which will allow the seamless integration of NewsML 1 items into publisher's content repositories. Italy has some heavyweights in this area - companies like Unisys Italia, Eidos Media, Tera Digital Publishing and Telpress are well known outside Italy.

To introduce this "change for the newspaper newsrooms" Ifra Italy held three round tables with presentations: The first of these, on the basics, started with a presentation of the relevant IPTC standards by MD Michael Steidl with further input from Ifra and NewsPlex; A second panel of system vendors discussed if they provide systems which are ready for this change - which, unsurprisingly, they confirmed; The final round had senior managers from the four news agencies involved giving their views on the future opportunities they expect from the move.

Photos: Luca Michelli, Ifra Italy



IPTC Managing
Director Michael
Steidl addresses
delegates at the
Ifra-Italia
conference.



on the 18th September as a daily with an initial print run of 40,000 during the week and 60,000 for the Sunday edition. It will be produced using two new print plants that combine coldset and heatset facilities.



Wolfgang Zekert

A mid-format - slightly large than tabloid - has been adopted and there will be a daily magazine (printed heatset) as a supplement with the same format as the main paper - see www.oe24.at.

A key feature of the approach is that the newspaper will be integrated with an on-line operation, with the print and portal operations being treated as equals. Everything will be produced from a single newsroom, with the print edition being complemented by a 24-hour online service.

APA Office Environment

During the AGM delegates were able to visit the new APA offices, which were built to meet APA's requirements and opened in 2005. All the editorial work is carried out in a single room,



Delegates (above) toured the new APA offices (left) during the AGM



which has 160 work places and was designed to provide a comfortable working environment, with special attention being paid to such aspects as noise reduction.

Metadata Focus at CEPIC conference

The annual meeting of the CEPIC (Coordination of European Picture Agencies Press Stock Heritage - www.cepic.org) in June in Biarritz, France, had a strong focus on metadata for photos.

As the association's name suggests many of its several hundred members do their business in the stock photography industry. This means that they are not that familiar with metadata embedded in digital image files as there was no strong requirement for many years. But the increasing level of photo business carried out by digital means increases the need for photographers to know more about metadata.

Because of this CEPIC invited IPTC's Managing Director Michael Steidl to give a presentation on the photo metadata standards maintained by the IPTC - the IIM based "IPTC photo header" and the XML based "IPTC Core". More than 80 of the (around 700) congress attendees heard the presentation, and the following discussion showed a strong interest in the IPTC standards, along with but also strong request metadata beyond the current set.

Following the presentation a panel with representatives from the IPTC, W3C (Jacco van Ossenbruggen), PLUS (Jeff Sedlik) and the technical committee of the CEPIC (Stefan Windh) - see photo - discussed future requirements for photo metadata.

Photographers pointed at a slow but irreversible

merger of the stock and news photo businesses and suggested that the more news-centric IPTC metadata should be complemented by a set of stock specific metadata fields. A big issue was how to express rights related metadata in an internationally consistent way and the PLUS system appears to cover many requirements.

In addition the W3C pointed at the importance of a common technical approach for annotating metadata to make this information compatible with the Semantic Web. It was confirmed that the XMP based "IPTC Core" provides the right technology and semantics for this.

CEPIC has been member of the IPTC since last winter and its delegate Staffan Teste took part in the Annual General Meeting. It was agreed to collaborate on photo metadata issues.

Members of the metadata panel (from left to right), Jeff Sedlik, Michael Steidl, Jacco van Ossenbruggen, Staffan Teste, and Stefan Windh.

Photo: Emil Eifrem, Windh AB



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Royal Albert House, Sheet Street, Windsor, Berkshire SL4 1BE, England.
Managing Director: Michael W Steidl (mdirector@iptc.org). Editor: Hugh Johnstone (editor@iptc.org)
Tel: +44(0)1753 705051 Fax: +44(0)1753 831541 Web Site: www.iptc.org