



# IPTC Mirror

## Steady Progress

A high level of activity in recent months means that development of the G2-standards is well advanced, while significant progress has been made in other areas.

Starting the working sessions, Standards Committee Chair Henrik Stadler (TT) drew delegates attention to the revised timeline for development of the G2-standards (STA0608.2).

This shows that the NAR v1.0 specification and documentation should be available for consideration - and a vote for approval - at the 2007 AGM (in Tokyo 28-31 May). Planned development of the G2-Standards should see the NewsML-G2 structures specification also available for consideration at the AGM, along with draft versions of the other G2-standards. It is hoped that the first of the G2-standards will be presented for approval at the 2007 Autumn Meeting in Prague.

Henrik stressed the need to keep to the planned schedule and asked as many members as possible to take part in the development process and provide feedback on proposals. Details of how to participate are given in the panel on page 3.

Following the working sessions the Standards Committee received reports on the Working Party activities, and considered motions that had been submitted - further details are given in the following reports.

### Photo metadata

There was also an update from the Photo Metadata Working Group, which reports directly to the Standards Committee. Working Group Chair Harald Löffler (IFRA) explained that the efforts of the Photo Metadata Group are concentrated in two main areas: development of a White Paper and preparation of a Photo Metadata Conference.

### White Paper

Intended to provide an overview of the photo metadata requirements for professional photo applications, the White Paper includes a summary of appropriate metadata properties and their technical application, a set of typical photo workflows indicating the metadata required, and a look at how consistent use of metadata can improve workflow.

At the Spring Meeting some concern was expressed about the relationship of the White Paper proposals to the G2-standards family and it was explained that it was intended as a high-level statement of requirements and not a specification. Implementation of the requirements will be a separate issue.

### IPTC 2007 Annual General Meeting

28 - 31 May 2007

Tokyo, Japan  
Shiba Park Hotel

A conference call to consider the relationship between metadata fields defined in the White Paper and the properties of IPTC standards was held in April during which it was agreed to start work on mapping the relationships.

Work on the White Paper is proceeding rapidly and it is intended to complete it for the Annual General Meeting in Tokyo.

### Conference

The 1st International Photo Metadata Conference is being held on the 7 June in conjunction with the CEPIC (Coordination of European Picture Agencies Press Stock Heritage) Congress in Florence. Further information on the Conference is given in the panel on page 4.

### Vendor participation

During the Meeting some concerns were expressed about the level of participation from manufacturers and system vendors. In particular, problems had been encountered

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with camera manufacturers, who did not appear to be particularly willing to take part in the conference. This was considered to be of some importance as the hardware provides automatic population of many important metadata fields, including new ones such as GPS data.

To help overcome this members were asked to make contact with their camera suppliers and stress the importance of the Photo Metadata Conference - and this action was taken by a number of members. It has since been confirmed that both Canon and Hasseblad will be sending speakers, while other confirmed speakers will represent Adobe, Apple, Fotoware, Microsoft and PLUS.

### Property mapping

A proposal to carry out a mapping between the exchange format properties of IPTC standards was put forward by Michael Steidl, who explained that he is often asked how this should be done. This is seen as a real business need, since IPTC standards are often used in parallel.

Proposed way of dealing with this is to first develop a vocabulary for the relationships, with typical examples being "is completely equal", "highly alike" and "overlaps only partially". These relationships can then be used to create bidirectional links between the properties of the different standards.

### News Content Chair

Standards committee Chair Henrik Stadler announced that Darko Gulija (Hina) had been appointed as Chair of the News Content Working Party.

## News Architecture

A Release Candidate for the News Architecture was made public in early January 2007 (following two Experimental Phases) and Working Party Chair Laurent Le Meur outlined the feedback that had been received, paying particular attention to contributions from John Iobst and Reuters.

A number of problems with practical implementation of the NAR had been identified, and steps taken to deal with them. It was hoped that the Model could now be considered to be stable, as this was important to meet the deadlines for approval of the NAR.

### Byline

During consideration of the Re-

lease Candidate test results, there was considerable discussion about the handling of "byline" and "dateline" requirements, which concentrated on the difference between information held in specific metadata fields, and information in the form of free text that was directly available for display purposes.

Although it was not possible to fully deal with this matter during the working session a separate session of parties with a special interest in this matter (held during the Cairo Meeting) was able to find a solution. This is to add <dateline> and <by> to the descriptive metadata (in the base Any Item). Both of these are defined as natural language statements, and their relationship to formal metadata counterparts is explained in the documentation.

# A Warm Welcome

**Welcoming delegates to the Spring 2007 Meeting IPTC Chair Stéphane Guérillot (AFP) said that it was an important step for IPTC, as the first meeting to be held in Africa, and the first in the Middle East.**

An indication of the importance Egypt places on media services was provided by Ayman Salah el-Din el-Quaffas, Deputy Minister of Information, Chair of the State Information Service, who started by saying that he believed that MENA (Middle East News Agency) were a good example.

He went on to say that he shared the view that the news industry had a vital role, bringing people together and building understanding. Daily events make news, but the news also makes the world, and this means that the media have a heavy responsibility with the need to strike a balance between belief and reality. It is important to make sure that the news industry was always there to promote truth and ensure the quality of the news.

Standardisation is important to help understanding, with the use of the same semantics being an important factor. Processing of news is also important to facilitate the supply of information - and help make sure that it reaches every one.

The Minister went on to explain that the Egyptian State media service has two arms one dealing with International representation and the other involved in national campaigns to serve social, economic and political goals. In conclusion he said that his organisation was keen to learn from others so there was a solid base for co-operation on an international level. The process of developing wider horizons for international news exchange would help to introduce a new era in Egypt.

*Ayman Salah el-Din el-Quaffas, Deputy Minister of Information, Chair of the State Information Service addressed delegates at the IPTC Spring Meeting. IPTC Chair Stéphane Guérillot is to the left and IPTC Managing Director Michael Steidl to the right.*



### Approval

The aim is to have the NAR Model and XML Schema ready for approval at the Tokyo AGM and Laurent said that to achieve this the NAR development group had to make final changes to the specification, and produce an updated XML Schema. These would be delivered to the consultants during April for a Quality Assurance check.

Any necessary modifications will then be carried out by the development group so a final set of specifications and XML Schema will be available for distribution.

### MIME types

To allow efficient implementation of the G2-standards based on the NAR, a set of registered MIME

types are required, and a motion was passed by the Working Party asking the Standards Committee to take the appropriate steps to register the four MIME type shown the panel opposite. This motion was subsequently approved by the Standards Committee.

Other aspects of NAR development - running alongside work on the specification and XML Schema - include formally defining and refining the NAR Processing Model; work with the NewsCodes Working Party on controlled vocabularies for NAR properties; and co-operation with the News Content Working Groups and the NITF.

### Other initiatives

Links are being maintained with other standards initiatives including ACAP (Automated Content Access Protocol - [www.the-acap.com](http://www.the-acap.com)) and the W3C Multimedia Semantics Incubator Group. In addition W3C work on Curie (Compact URI) development is being monitored - there was some interest in using Curies in the NAR but the standard has not yet been released and does not appear to meet specific NAR requirements.

## News Content

### SportsML

Items under consideration for the next version of SportsML include improvement of the support for wagering statistics, in particular to make them more international in scope. There have also been suggestions for further statistics in some of the plug-ins. In addition it is intended to continue working through the XML Schema to make the datatypes more specific.

Working Party Chair Alan Karben (XML Team) - who took part using a Skype link - said that, at the moment, it appears that users want to have sports data in SQL databases so they can run analyses, and XML is used to do this, though the availability of XQuery may result in a change to this approach.

### Open Sports Schema

An approach taken by XML Team has been the development of XTOSS (the XML Team Open Sports Schema - [www.xtoss.org](http://www.xtoss.org)) which is intended to provide demonstration databases with sample content, databases with open-source libraries of statistics, and a

public library of SQL queries against the databases. The thinking behind this was that a good interchange format (SportsML) on its own was not enough to persuade sports application developers to support common standards.

### G2-standards use

Alan went on to consider some of the ramifications of the G2-standards family, saying that he believed there was a need for implementations that could be used to load G2-standards content into a database, offer sample queries against the database and extract dynamic G2-standards packages from the database and format them as HTML.

### Advantages

He also outlined the advantages of the new standards for information providers and users. These included better metadata handling, rights management functionality, and possible content-neutral platforms.

However, achieving this would involve IPTC reaching out to the vendors of such products, while the size of the market for such tools was unclear. Mainstream media distributors appeared to offer particular challenges, as they tend to have very specific needs and practices.

### SportsML-G2

A demonstration of initial efforts towards a SportsML-G2 was provided by Paul Kelly (XML Team). With this the SportsML header information moves to the appropriate part of the NAR, while a number of

## Proposed NAR MIME types

### News Item:

application/vnd.iptc.g2.newsitem+xml

### Concept Item:

application/vnd.iptc.g2.conceptitem+xml

### Package Item:

application/vnd.iptc.g2.packageitem+xml

### Knowledge Item

application/vnd.iptc.g2.knowledgeitem+xml

inline changes were needed, specifically for the date format and name structures, and for the use of Qcodes.

In the demonstration content in a proprietary XML format (from the Philadelphia-based The Sports Network) was transferred to an eXist database (<http://exist.sourceforge.net>) using the http-put method. An open source native XML database, eXist creates a hierarchical structure and offers index-based XQuery processing. With XQuery the FLWOR feature (from the keywords *for*, *let*, *where*, *order by*, and *return*) allows users to query multiple documents.

This approach makes it possible to extract the XML content that meets the user's requirements, while XSLT (eXtensible Stylesheet Language Transforms) can be used for presentation of the content. Paul went on to show how the process could be used to return information - as HTML content - about specific sports events, and the teams and players taking part. Further work is planned to extend the metadata coverage and build a library of sample eXist queries. One outstanding issue is the handling of specific event metadata.

Overall this demonstration was very well received, with the point

## Participation in Developments

**Most of the work on IPTC standards is carried out by individual Working Groups, using a combination of dedicated development discussion groups and regular conference calls. All delegates are welcome to participate.**

Registration is needed to join the discussion groups and a guide to the groups is available in the "Yahoo forums" section of the "Members Only" IPTC web pages ([www.iptc.org/membersonly](http://www.iptc.org/membersonly)).

Conference calls are normally held on Tuesdays and Fridays at 1300GMT (Daylight saving period). Details of the call schedule (by group) and how to take part are in the "IPTC Schedule" section of the "Members Only pages".

Registration is also needed to access the "Members Only" pages - please contact IPTC Managing Director Michael Steidl ([mdirector@iptc.org](mailto:mdirector@iptc.org)) for further information.



being made that it provided a good example of how news and concepts could be blended to provide customers with integrated information.

## NewsML-G2

Intended as the standard for the representation of general news, NewsML-G2 is designed to handle journalistic multimedia content, and an update on development progress was provided by Working Group Chair Laurent Le Meur (AFP).

### News Item

Main item used for news markup is the News Item, with the basic NAR News Item being extended for NewsML-G2. Additional metadata is being provided to cover the main media types.

For Photos a list of physical properties has been completed, bidirectional mapping between NewsML-G2 and the IPTC Core is to be carried out (with information from the photo metadata working group). A way of dealing with "keywords" has also to be established.

Work on Video has been completed. Features include: a "Shot list" (structured description of sequence); handling of remote content; audiovisual physical properties: media channels (audio and video with separate physical properties for each channel); and time references.

Main outstanding area is that of text content, where it is intended to define a global model for text markup - information to help with this is being sought from the NITF Working Party.

Overall NewsML-G2 has been designed to be as light as possible, so there is only a small set of mandatory elements. Next step is to draft a specification document, which will be processing oriented and deal with typical applications. This specification is seen as a complement to the News Architecture specification, and will be cross referenced to it.

### Public presentation

Delegates were informed that a first public presentation on NewsML-G2 is planned for mid-April in London. In addition a paper "How NewsML-G2 simplifies and fuels news management" has been accepted for Xtech 2007 Conference, to be held in Paris in mid May. (The submission was one of 68 selected from an initial list of some 200 proposals). Further information is available at

<http://2007.xtech.org/public/schedule/detail/147>.

## EventsML-G2

As the name suggests EventsML-G2 is a markup for general events - as, for example, SportsML already has a focus on sports events and statistics - and a brief outline on work in progress was provided by Michael Steidl, standing in for the Working Group Chair Johan Lindgren (TT).

General events may be of two main types:

- Planned events where the coverage can be planned in advance. Typical examples are political meetings, cultural events (such as concerts and exhibitions) and media events.
- Unplanned events have to be dealt with in an ad-hoc basis.

Events are seen as having two main facets: Volatile information which has a short life and is liable to be treated as structured news; and Noteworthy information which will have a long life (it may be updated when appropriate) and which will typically be referenced by news or concept items.

### Event structure

To deal with these a structure for event-specific information has been



*The new Chair of the News Content Working Party is Darjo Gulija (HINA).*

## Photo Metadata Conference

**Goal of the conference is to simplify the convergence and global applicability of photo metadata, and determine how to maximize the widespread and consistent implementation of standards - so adding value to photos.**

The full day programme includes the following speakers.

**Keynote speaker:** Andreas Trampe, head of the photodesk of the German news magazine "Stern" - When the picture tide rises - how to get grips on quick selection and processing of photos.

### Metadata users:

David Riecks - on freelance photographers.

Peter Krogh - on photographer requirements

Jan Leidicke (BVPA, Germany) - on stock photo agencies and photo archives.

Simon Span (The Mirror, UK) - how newspapers deal with photos.

Reuters - how news/picture agencies deal with photos.

### Photo metadata standardisation bodies:

Michael Steidl and Harald Löffler - IPTC 'Headers' and the IPTC Core and The IPTC Photo Metadata White Paper.

Jeff Sedlik (PLUS) - Key features of the current PLUS and a future outlook.

### Photo metadata implementers:

Gunar Penikis (Adobe Systems Inc) - Overview of XMP and how Adobe products make use of it.

Joe Schorr (Apple Inc) - How Apple photo applications and Mac OS manage photo metadata.

Canon - How professional Canon cameras generate and manage metadata.

Clemens Molinari (Fotoware) - How Fotoware software manages and processes photo metadata.

Peter Stig (Hasselblad) - Hasselblad cameras and photo metadata.

Josh Weisberg (Microsoft) - How Microsoft photo applications and latest Windows versions manage photo metadata.

These presentations will be complemented by a panel discussion looking at the actions required to improve the photo workflow through the use of enhanced metadata.

Organised by IPTC and Ifra, and sponsored by Adobe Systems Inc, the 1st international Photo Metadata Conference will be held in Florence, Italy, on 7 June 2007, in conjunction with CEPIC Congress 2007. Further details and links for registration and hotel bookings are at [www.phmdc.org](http://www.phmdc.org).

designed. This structure can be included in news items as structured content, and included in Concept Items as knowledge about an event. The structure makes provision for: dates defining the event (with a series of options to allow for exact and approximate dates and recurring events, for example); a natural language description; details of persons or organisations involved; location information; organiser and organisation details (including access and registration); and media coverage.

A set of draft XML Schemas is available and it is intended to refine these, produce a specification document and undertake a public Experimental Phase during the summer, with the aim of having a Release Version available for consideration at the Autumn 2007 Meeting. However, further contributors will be needed to help achieve this - see the "Participation" panel on page 3.

Handling of Assignment and Resource information (for planning news coverage) will be considered for inclusion in a future version of the standard.

## NewsCodes

Main focus of work is the development of a new version of the Subject NewsCodes and Amy Sweigert (AP) told delegates that by the spring meeting around 70 per cent of the initial structural revisions had been carried out.

Proposals include applying capitals to proper nouns (in the English master, other languages should follow the appropriate practice) and the introduction of unique Ids which are independent of the structure. A summary of the changes will be distributed for review before the AGM, and members are asked to provide written feedback. Work on loading the other NewsCode sets into the SchemaLogic system is under way.

## Revised structure

The revised structure is available on the SchemaLogic system and delegates wishing to access the SchemaLogic system to make contributions, or comments, should contact IPTC managing Director Michael Steidl.

A set of permission levels is available to control access to the SchemaLogic system:

- Owner - can create, update and delete objects;
- Stakeholder - has voting rights;
- Subscriber - with notification and

commenting rights.

These permissions can vary with the vocabulary, and anyone with a permission can request a change or make comments on an object.

Specific contracts are used to determine the governance for individual objects or vocabularies. For example voting options include: Approval (where users must actively vote); Veto (if a voter does not actively veto, the vote defaults to accept), and No Vote (where users are notified of proposed changes but can only comment).

## Voting arrangements

The voting arrangements to be used by IPTC have to be established before the system can be brought into full use. To help with this a conference call with SchemaLogic will take place during April to discuss the options, and proposed model for system governance and allocation of permissions should be available for the AGM.

## Change Management

The introduction of revised Change Management Guidelines will take place when sufficient experience has been gained with use of the SchemaLogic system. For the time being the established practice will

be followed.

Initially the existing and the new Subject NewsCodes will be developed in parallel, with additions and changes being made to both sets, with updated guidelines being used for new terms and definitions. However the structure of the two versions will be different and the two versions will gradually diverge so it will be in users best interests to adopt the new set. To help with this it will be possible to map existing terms into the new terms as equivalents, or as external identifiers.

Since the established Subject NewsCodes are in widespread use, with many recent applications, it is anticipated that continued support will be needed for some time, and a possible timescale for this was considered.

Following extensive discussion it was decided to recommend to the Standards Committee that "The IPTC will maintain the existing Subject NewsCodes until five years from the official release of the next generation of the IPTC Subject NewsCodes, after which there will be no further development of the existing generation of IPTC Subject NewsCodes."

There was further extensive discussion when this motion was pre-



*Middle east News Agency Chairman and Editor in Chief*

## Middle East News Agency

Established in 1955 as a company owned by Egyptian Press organisations, MENA (Middle East News Agency) was affiliated to the Ministry of Information in 1960, and in 1978 it became a national press establishment, affiliated to the Shuria (consultative) council.

MENA was the first Egyptian, Arab, and African news agency and is now considered to be one of the strongest regional news agencies

- it is rated 11<sup>th</sup> on the list of international news agencies

Initial news services were transmitted in Arabic, but now MENA has an output of around 500 items a day, in Arabic, English and French. A major development was the introduction of satellite services in 1996 with transmissions over three satellites providing coverage of Africa, Asia, Europe and South and North America. Services are also provided using the Egyptian NILESAT system.

There are six main news services: Local Arabic, directed to subscribers in Egypt and dealing with political, social, cultural economic and sports activities, with on-the spot coverage of Arab, Middle East and International developments; Overseas Arabic, concentrating news and developments in Egypt, as well as the Middle East and the Arab World; English and French services, carrying the most important items from the Arabic services; a specialised Economic Service; and a special international service which concentrates on political news in the Arab and Middle East regions.

## PR Committee

Public Relations activity has been limited in recent months, while development work continues on the G2-standards family. However, PR Committee Chair Walter Baranger (New York Times) said that he anticipated that activity would increase following the Tokyo Annual General Meeting (which should see approval of the first stage of the NAR).

A revised version of the Corporate Identity document has been produced. This provides details of the elements used to maintain the Corporate identity of IPTC, including formal names and addresses, logo, mission statement, and "about IPTC" information. It also gives the names to be used for IPTC standards - including the IPTC G2 Family of Standards.

Work is continuing on new designs for the IPTC logo, G2 logo, web site and the publications.

sented to the Standards Committee and particular concern was expressed by Hiroaki Suda (Kyodo News) as his organisation is now making extensive use of the Subject NewsCodes, and he asked for a delay in accepting the motion to allow his organisation to fully investigate the implications. Accordingly the Standards Committee decided to defer this matter until the AGM in Tokyo.

## Sports qualifiers

Working Party Chair John Minting (UPI) informed delegates that there had been little other activity, although the Fast Track jury had approved two additional qualifiers of the Subject NewsCodes. These were for "disciplinary action" and "sports awards". He also asked that organisations who had provided translations of the NewsCodes to try and update them.

Michael Steidl drew delegates attention to a development that might make it easier to use the IPTC NewsCodes with Adobe XMP appli-

cations. Poundhill Software ([www.poundhillsoftware.net](http://www.poundhillsoftware.net)) have developed user interface plug-ins for Adobe software packages, and are setting up a test bed to see how they will work with the IPTC Subject NewsCodes.

## NITF

After a brief review of NITF v3.4 (approved at the Autumn 2006 Meeting and available at [www.nitf.org](http://www.nitf.org)), attention was turned to the proposed development of NITF core and power profiles. The aim is to produce a core with a reduced set of NITF elements - at the moment there are some 132 elements (and lots of attributes) and it is anticipated that the core version will include about 55 of these elements. This proposal is in line with the IPTC practice of making most elements optional.

In effect, the "core" version would provide a specific subset of the standard. Most of the inline metadata would be in the core, which would not include metadata that will conflict with that of the G2-standards.

A possible split is available at <http://tinyurl.com/ywzawr> - this provides a direct link to a Google spreadsheet with a breakdown of the NITF elements (and attributes). Members were asked to take a look at this spreadsheet, check on the proposed split, and comment.

## Compatibility

It was suggested that the current NITF v3.4 could be declared as the "power" version, so maintaining backwards compatibility for existing instances, with specific identification for the core elements (possibly by the use of an additional attribute).

It may then be possible to use a Schema generation tool (similar to that developed for the NAR) to produce the NITF "core" and "power" XML Schema.

There was also a demonstration of how the proposed NITF core could be used with G2-standards, using inline NITF markup to handle a QCode. However, the approach probably needs further refinement, while it will also be necessary to develop guidelines on "best practice" covering such aspects as the treatment of headlines and bylines.

## PRISM approach

Working Party Vice-Chair Stuart Myles (Dow Jones) informed delegates that an approach had been received from PRISM (Publishing Requirements for Standard Metadata) who are interested in developing the PRISM standard for Web content.

It appeared that their requirements overlapped with both the NITF and the G2-standards, so PRISM were interested in the possibility of some sort of co-operation. During discussions it was pointed out that specific consideration would have to be given to the protection of Intellectual Property and the Management Processes if any joint work was undertaken. However, as a general principle, working with other bodies on areas of common interest is considered to be worthwhile.

Subsequently it was agreed (in the Standards Committee) that an informal approach should be made to see if PRISM had any concrete proposals.

## NewsML 1

An overview of the status of the XML Schema for NewsML v1.2 was provided by Working Party Chair Dean Large (Businesswire). A number of detail issues had been identified, including clarification of the use of RFC3085 (the URN Namespace for NewsML resources); ensuring consistency of the date information in the XML Schema and the documentation; and a change of reference to BCP47 from RFC3066 (for language tags).

## Namespace compatibility

Main outstanding problem is the compatibility of namespaces in the XML Schema definition with older DTD based NewsML - investigations into this problem are continuing. It is hoped that outstanding issues will have been dealt with so the NewsML v1.2 XML Schema can be put forward for formal release at the 2007 AGM.

Dean Large also informed delegates that other commitments meant that he had to stand down as Chair of the NewsML 1 Maintenance Working Party, so a replacement Chair would have to be appointed.

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