IPTC Mirror

AGM 2007 - Tokyo

Opening the IPTC XXXIII Annual General Meeting - held in Tokyo from 28th to 31st May 2007 - IPTC Chairman Stéphane Guérillot thanked the hosts, NSK. He went on to say that it had been some time since IPTC had held a meeting in the Far East, but it was obviously a success with the attendance reaching a new record, including several new members.

Working Sessions

The first three days of the Meeting saw substantial progress being made in a number of areas:

The "Photo Metadata White Paper 2007" - which is designed to provide a way of improving photo workflows by the consistent use of metadata - was formally accepted by the Standards Committee for publication.

Approval was given to the News Architecture (NAR) structure specification, which will provide the framework for the new G2-standards family. Further detailed work on the NAR processing model is under way.

NewsML-G2 will be one of the first members of this family and a draft model and XML Schema have been made available - a number of members have already started work on implementations.

The second of the planned G2-standards - EventsML - has reached the stage of a draft EventsML-G2 XML Schema, with an experimental package under development.

Proposals have been made for a SportsML 2.0 which will include detailed improvements and the introduction of a way to make use of the G2-standards packaging features.

A new NITF v4.0 is planned, with alternative profiles to suit different user requirements, including use with the G2-standards for text markup. Further work has been carried out to refine the XML Schema for NewsML v1.2.

Attention of the NewsCodes Working Party has been concentrated on development of the new-generation codes. Initial teething problems with the SchemaLogic taxonomy management system have been dealt with and proposals made on developing application guidelines.

Presentations

In addition to the working sessions there were a number of technical presentations:

An explanation of the thinking behind, and development of, the New York Times Reader was provided by Michael Cooper (Microsoft Advanced Reading Technologies) and Rob Larsen (New York Times).

ATOM (Atom Total System of Multimedia) system is an integrated

Summary

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

IT system developed by the Asahi Shimbun newspaper group. It provides comprehensive news gathering, editing and production features along with Business, Communications and Operational Management features, which were outlined by Takuji Amamori, with Yutaka Machida and Yasuhide Makino from Asahi Shimbun.

Underlying concepts of a next-generation network for the delivery of a range of broadband services, and details of initial trial applications, were provided by Kazohiko Ogawa from NTT (Nippon Telegraph and Telephone Corporation).

Further details of the Working Party, and Working Group, activities, along with coverage of the presentations will be given in future issues of the IPTC Mirror and Spectrum.

Formal AGM

Dealing with the running of IPTC as a company (which is owned by the members) the formal Annual General Meeting was held on the 31 May. After checking that a quorum of voting members was present - so any decisions taken would be valid - and approving the minutes of the last meeting, there were reports from the IPTC Chairman (page 3) and Managing Director (page 5).

Financial summary
A financial summary was provided by honorary treasurer Henrik Stadler, with formal approval being given to the audited 2006 accounts, the revised 2007 budget, and the planned 2008 budget. It was agreed to appoint McLeod & Co as auditors (subject to agreement on fees) as in previous years.

Rules
Amendments were made to the Articles of Association - which define how IPTC's activities as a company are conducted - to clarify the time requirements for giving notice, and to make provision for any Nominating Member to request a secret ballot on elections for members of the Management Committee (in cases

Management Committee from left to right: Helge Viehof (dpa), Peter Müller (SDA), John Minting (UPI), John Iobst (NAA),Chairman Stéphane Guérillot (AFP), IPTC Managing Director Michael Steidl, Walter Baranger (New York Times), and Honorary Treasurer Henrik Stadler (TT).

Challenge and Response

Speaking at the Welcome Reception that marked the start of the AGM, Hitoshi Saito looked at the way the Japanese newspaper industry responded to the challenges of recent years and at the contribution made by IPTC.

Ten years ago when we, NSK, hosted the IPTC 1997 AGM, we did not have participants from Korea nor from China. I am very much pleased to have friends from our neighbouring countries this time. It is very good for IPTC to achieve the globalisation process in such a way that our common objectives may be presented and then refined steadily in our meetings. I am very happy to have witnessed this taking place while I have been with IPTC.

Ten years ago in Tokyo, we might have been a bit arrogant or I should say over confident. Now you may find something different here in Tokyo. The stagnation for more than ten years in Japan was a lost decade - literally. The Japanese newspaper industry has been struggling with the situation and sustained to some extent with great helps of technology. However, it was not a success story but it was only a different picture of the same world trends.

Contrary to this severe situation it is true I now find something new, something more positive than ten years ago. It is the people's power. Our perseverance, curiosity, aspiring efforts, and time for fun; these elements must have helped us overcome the severe times. Yes, in spite of all these economic and financial misrule, inefficiency and injustice of huge bureaucracy, ordinary Japanese people were so powerful as to absorb them without revolution.

The underlying strength of people may be our asset and you may be able to read it by the expression of people in the street. As newspaper men, we have to consider whether or not the people see that we stand with their side and expect us to be a reliable friend. I am sure we, as host of the AGM, would be greatly rewarded by the wisdom shown by IPTC participants.

where there are fewer candidates than vacancies - previously this was not specified).

Officers
The Management Committee normally has eight members - Chair, Honorary Treasurer and six vice Chairs and for 2007 there were only seven candidates. In accordance with the new rule a secret ballot was requested and held, with Honor Craig-Bennet and Amy Swiegert being invited to act as scrutineers. All candidates were elected, with the new Management Committee being shown below.

Two long-standing Vice-Chairmen - Rudi Horvarth (APA) and Hitoshi Saito (NSK) stood

down as they will be retiring in the near future.

AGM 2008
An invitation from BBC Scotland to hold the 2008 Annual General Meeting in Glasgow (in late June or early July) was unanimously accepted. The Chairman said that to date no proposals had been received for the 2009 AGM, and that any member interested in making a proposal should contact the Managing Director.

Thanks
Concluding the Meeting John Iobst - speaking on behalf of the members - extended thanks to NSK for hosting the 2007 AGM which had been a great success. He also said that he was sorry to see Hitoshi Saito leave (the AGM was his last meeting). In reply Hotoshi thanked delegates for their kind words, and for his experiences with IPTC, saying that he would keep the memories for a long time. Now he was looking forward to some free time, and wished good luck to IPTC.

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 42nd Annual General Meeting.

2006 has been a very good year for the organisation. For the second consecutive year the membership has been growing substantially with a direct impact on our financial results. This is essential as we need to maintain our efforts in using external consultancy for the improvement of our work.

As you will hear from the Managing Director our members remain very active not only during our regular series of meetings but also on the Yahoo newsgroups and during weekly conference calls. The Management Committee met three times during our regular meetings plus had some formal meetings through conference calls to proceed with some urgent matters and speed up decisions.

This past year the emphasis was put on the organisation of our work, the changes to the Rules of Order, the implication of our financial resources in the support of our development by the means of hiring consultants, the emerging issue of Digital Rights Management and the ACAP project and the preparation for the promotion of our standardisation efforts including the support of the G2 standards implementation.

Operating Changes and Finances
John Minting was elected and joined the Management Committee replacing Jeff Haynes from the AP.

We revised our Rules of Order to improve our operation and this morning we should vote on amendments of the Article of Association.

I am happy to report that the Council finished the year in good financial shape. This will be presented in more details by our treasurer for the approval of the accounts during the course of this AGM but we can clearly see the trends and the improvements made thanks to the increase in membership.

The total yearly income is increased by 9.5% and in spite of our expenses for consultancy we made a profit after taxes for the fiscal year.

The organisation remains within the required capital boundaries with sufficient funds to cover and accompany the development of the IPTC G2 family of standards.

Membership
Regarding the IPTC membership we have been quite successful during the past year to attract new Members with an improvement of our presence in some geographical areas of the world were our influence was not in line with our expectations.

We ended the 2005 year with a total of 56 Members with a membership split equally between 28 Nominating Members and 28 Associate Members. Out of the 64 Members registered on January 1st 2007 we had 11 new Members who joined in 2006.

Currently at this AGM this figure is even higher: 68 members have drawn shares from the IPTC; 32 are Nominating Members which have drawn a total of 41 full shares and 36 are Associate Members which equals to 12 full shares.

Those are breaking record figures for IPTC as our membership has never reached such levels. And this is extremely important not only for its effects on the financial side but for our image and our support throughout the world and for the direct implication of more resources at the development level or at the test and pre-implementation level of our new "products".

Outreach

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

We finally came to an agreement on a name for the new generation of standards to be released in 2007: the "IPTC G2 Standards". We then have decided to work on the marketing and visibility issues and to properly prepare for the coming release of those G2 standards.

This will be visible through a redesign of our website, the implementation of new logos for the IPTC and specific logos to support the IPTC G2 family of standards.

Finally we decided to invest in clear documentation, hence the search for a Technical Writer.

The Web site remaining the primary information source for news and information about the IPTC the change in the presentation and communication should come with the migration to the new platform and should be achieved in the same timeframe which is before the 2007 year end.

On the Publication side, our Mirror and Spectrum editions will also be reviewed soon as we expect changes to accompany those efforts.

We also have to be more visible by the means of "communications" meeting or conferences aimed at the end users as well as at the manufacturers. The Photometadata conference organised on June the 7th in Florence with CEPIC and Ifra is part of this effort.

During the past year we had some opportunities for communication but because of the delays experienced in the release of our new standards we preferred to focus on the IPTC itself and the existing achievements and to improve our visibility.

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 translated and distributed in many languages throughout the world. This was also part of our efforts to improve our visibility and our communication.

The various standards development groups continue to make a good use of Yahoo groups. This allows interested parties to be more aware of the standards development activities of the IPTC and will certainly have during the launching phase a key role in the advertising and communication made around our efforts.

Standards Development

Unfortunately I must say we were unable to achieve what was announced and expected last year for this very AGM.

Refining the NAR model and specifications was a complex and time consuming task but this being the heart of the IPTC G2 standards we had to accept on an extension in our Roadmap 2005 timeline. We have announced the release of *A new family of XML standards* in 2007 and have agreed to conclude the Year 2007 with an approval of G2 standards v1.0 at the autumn meeting in Prague. It is still ambitious but it is somewhat a commitment.

This was a strong announcement with a very tight schedule but the world and our environment is in a fast moving forward mode and we have to work hard not to get left behind.

To consolidate our work and effort we did decide to make use of external consultancy to edit and validate our Schema and Standard official documents in line with our specifications. This has been a key element for the completion of our project in due time and with the awaited quality.

With the result of two Experimental Phases we believe that we are in line with our new Schedule.

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 with a test phase prior to its release in October.

NITF continues to see slight developments. The development work needed to create a NITF version compatible with the NAR has been started.

A Photo Metadata Working Group was formed under the Standard Committee.

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

NewsCodes work continues. New 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 with the creation of a Future NewsCodes working group.

We took many initiatives to reinforce our efficiency including the decision to use a professional system for taxonomy management.

Finally

I strongly believe that all what we have been expecting from years will be at last released and made available this year for implementation in the real world and for the benefit of our businesses.

As already stated, do not forget the importance of the communication and the documentation. Those are key issues if we want your efforts to be crowned by the release of effective standards.

Indeed 2006 was a year of intensified work and with the contribution of every one of you we made important progress on major issues for our community. I know it was not easy and that some of you had interesting deep discussions but I would like to express here our deep satisfaction for the work that has been already accomplished.

In closing, I would like to emphasize that everyone at IPTC has a strong value and inputs to make. Our value to the business is coming from this involvement and participation in the Working Parties and Working Groups and Committees to specify and conceive the Recommendations and Standards awaited by the business, our companies, our customers. Our work, our developments and our achievements is the result of your implication, all of you...

The coming meeting in Prague in October will be very important for our organisation and I am sure we can in the mean time count on your support.

Managing Director's Report

Michael W Steidl

This report covers the time since the 41st AGM in July 2006. As the employed Managing Director of the IPTC it is my duty to provide a report to the honoured membership as the owners of this company.

Managing Director goals

As member of the Management Committee which is acting as the Board of Directors under UK company law 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, further on providing support 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 forward all required information and document to our auditor for creating his audit document and the formal Report of the Directors for the financial year.

I execute all required legal activities like e.g. dealing with the UK tax authorities and the body in England where the IPTC is registered as a company.

I manage all membership issues:- sending invitations to prospective members, this was done more than 30 times this year - and 6 of them joined - managing the application process for new members- managing all formal membership issues for existing members.

I organise all IPTC member meetings, three in a year and all around the globe. Please understand that we have to try to keep the administrative overhead low and I cannot act as a full-scale travel agent.

Finally I manage all secretarial facilities: 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 an office service provider (Executive Offices - Palladium) - they provide mail, telephone and fax forwarding to my own office.

I still work out of this office in Vienna, Austria, as a part-time employee contracted for 30 hours a week.

Work focus of the past year:

The 11 months covered by this reports had a focus on internal issues. The predominant goal was to set everything up for a successful roll out of our new family of G2-Standards and to launch the collaborative work on photo metadata. Therefore I focused my work on:

- supporting the News Architecture work in its final phase toward approval. This includes the management of the projects with external consultants, to manage all circulated documents and to find a technical writer for the required documentation, which goes beyond specification documents only.
- working on the implementation of the EventsML requirements into the G2 framework. As people involved in this group dropped out in the past months I was happy to support the good work done so far by integrating the specifications with the News Architecture.
- setting up the SchemaLogic system and the corresponding administrative procedures for the NewsCodes
- launching the photo metadata work as a collaborative effort. I think this is something rather new to the IPTC: so far standardisation work had a focus on the IT departments of media companies as their audience, while this area of work has to deal with end users to a high extent - and is highly networked with other organisations and companies..
- organising with Ifra and CEPIC the Photo Metadata Conference in June 2007 CEPIC helped with providing the meeting space and the registration system, Ifra supported spreading the word about the conference, but finding speakers and all the communication, including a small web site, was up to me.
- managing the creation of a set of new logos for the IPTC and the G2-Standards and work on the implementation of a new graphical corporate identity
- moving all our internet based communication to a new technical framework. This effort should provide a robust framework for providing information about our standards to the public and to make creating the content more collaborative. Further it will implement the new the graphic corporate identity.
- being involved in the ACAP work, the effort to "tame the web spiders" launched by the World Association of Newspapers.

Kyodo News

Welcoming delegates to Kyodo News, Osamu Sakashita, Executive Director with responsibility for all Kyodo News systems, pointed out that Kyodo News was one of the oldest members of IPTC, having joined in 1968.

Since then they have co-operated with IPTC activities finding their membership to be useful. The IIM (Information Interchange Model) was adopted for Kyodo photo systems in 1996, and NewsML for the editorial systems in 2002.

During the visit to Kyodo's offices, delegates were given a brief introduction by Mr Shiro Onishi (Deputy Managing Director, Systems Department) and had the opportunity to tour the editorial departments, during which they were able to see how IPTC standards were being put to use.

Above: Mr Osamu Sakashita, Kyodo Executive Director (right) with IPTC Managing Director Michael Steidl.

Left: Mr Shiro Onishi provided a brief introduction to Kyodo News.

Right: Delegates toured the Kyodo editorial departments and were able to see some of the applications of IPTC standards. In the top picture a photo editor is applying Subject NewsCodes to images.

Automatic Categorisation

Further information on how Kyodo are using IPTC standards was provided by Hiroshi Shinotsuka, who outlined the thinking behind development and application of the Kyodo Category Engine

Kyodo News have been distributing NewsML to newspapers and internet providers since 2002, and started applying categorisation to general news in 2005. The metadata being applied includes: IPTC Subject NewsCodes (with Japanese descriptions); domestic area codes (these are not the same as ZIP codes); ISO country codes; and company information.

Underlying concept of the "Category Engine" is to provide a semi-automatic way of analysing any XML article to provide a list of category terms, that will be free from human errors. When an editor has completed a story it is sent to the categorisation engine which uses a keyword matching system - for example the word "Sony" will return the Tokyo Stock Exchange code 6758 , while "Athens Olympic" would give 15073001 - the IPTC subject NewsCode for Summer Olympics". Output from the matching engine - proposed codes - is then returned to the editor for approval.

An important part of this process is establishing and maintaining sets of keywords appropriate to each code. So for archaeology (IPTC Subject NewsCode 01001000) the keywords include *Cultural Assets*, *Ruins*, *Tomb mounds*, *Excavation* and so on.

Hiroshi Shinotsuka

Keyword sets are maintained (on a daily basis) in both Japanese and English with individual "Category Masters" responsible for each language, while translations are made between the two language sets.

Further development of the system is under way with the aim of providing "slave" categorisation engines (linked via the Internet) that will let Kyodo's subscribers add codes themselves. It is also intended to adopt a formal ontology to give better consistency and accuracy, while development of the new-generation of IPTC NewsCodes is being closely studied.

Welcome and Farewell
- with warmest thanks

Nihon Shinbun Kyokai Secretary General Mr Motoyoshi Torii addressed delegates at the closing reception for the 2007 IPTC Annual General Meeting.

It is our great privilege and pleasure to welcome the participants of the 42nd International Press Telecommunications Council Annual General Meeting and their accompanying persons. On behalf of Nihon Shinbun Kyokai, the Japan Newspaper Publishers & Editors Association, I wish you a very warm welcome to this farewell party marking the end of the conference.

I heard the business sessions started on Monday ended with high achievements. Now let me congratulate you for finishing three full days of fruitful discussions. And I would like to express my foremost respect for your enthusiasm.

This is the fourth IPTC AGM in Japan. In 1997 the meeting took place in Tokyo, following the 9th AGM in Kyoto in 1974 and the 15th in Tokyo in 1980. Since joining in 1968, we have paid the keenest attention and made co-operation with your activities, which aim to address the potential of new technologies and to embrace technological development to protect the interests of the press through international co-operation.

I assume this occasion is particularly significant for reaffirming the co-operation between the IPTC and the Japanese newspaper industry.

The business environment surrounding newspapers and news agencies has changed dramatically in these ten years. The Internet has changed both readers and advertisers beyond our imagination, and the evolution shows no sign of slowing down. I firmly believe news organizations around the world should give great attention to your standardization efforts aimed at speedy and efficient distribution of news and information, such as news architecture and G2, and your accomplishments shall make significant contributions to businesses. Also, I believe all the members of the IPTC will benefit from the achievements of the active discussion held here.

You were really fortunate to be in Japan in this beautiful season, one of the best months in the year. I sincerely hope you enjoy your stay to the very end, and wish you a safe return home.

In reply IPTC Chairman Stéphane Guérillot proposed a vote of thanks to the hosts - NSK.

Thank you for your nice words and for the strong support NSK is bringing to the IPTC. As you make us remember we had in the past years the immense pleasure of coming to your country for our AGM. It has always been a success in the number of attendees but also in the working program and the exchange of information between our members and between our different cultures.

I have myself the pleasure to attend my second AGM in Tokyo but let me add to your historical record the fact that NSK has also provided IPTC with Vice Chairmen at the level of our Board of Directors and that our organisation has been chaired twice by your Japanese colleagues from NSK. NSK has also to be thanked for it.

Yes, the media environment is changing and we see it within the matters under discussion at our meetings. The world is now putting more and more focus on the use of metadata and multimedia news report and distribution is a reality.

As a standardisation body we are facing challenging times with high expectations from our membership in introducing new recommendations and standards. The family of IPTC G2-standards family should be our answer with a first official release before the end of the year.

I do not want to take too much of your time but in this wonderful and friendly City of Tokyo, full of tradition, I have to thank you and your colleagues for an amazing organisation.

I have no doubt that I speak on behalf of all of you when I express the warmest thanks to the hosts of this 42nd AGM of the IPTC and especially thanks to our colleagues and friends Hitoshi Saito and Izumi Odaka from NSK.

NSK Secretary General Mr Motoyoshi Torri (right) and IPTC Chairman Stéphane Guérillot.