



IPTC Mirror

Steady Progress

Preparations for release of the first of the G2-Standards are well under way, the new generation Subject NewsCodes will soon be available for comment, while detailed proposals for photo metadata are being worked on.

Work on the final documentation for the first of the G2-Standards family - NewsML-G2 2.0 and EventsML-G2 1.0 - is continuing, and the release candidate package (documentation and XML Schema) should be released to members on the 15 January 2008.

It is then planned to hold a special - telephone - session of the Standards Committee to approve them on the 29 January.

As anticipated, detailed examination of the documentation (and XML Schema) has identified a number of minor errors, inconsistencies and omissions which are considered by the Working Group members, with amendments to be made as appropriate - all changes resulting from this process are being recorded in an errata list.

To avoid any possibility of confusion with the established NewsML 1 the first release of NewsML-G2 will be v2.0 - similarly it is anticipated that the G2 compatible version of SportsML will be v2.0, but as the first standard to carry the name EventsML-G2 will be v1.0.

Exchange NewsCodes

The News Architecture (NAR) and the content standards based on the NAR use QCodes to provide controlled values, and these QCodes represent sets of NewsCodes. The required sets of News Exchange Format NewsCodes for both the News Architecture 1.1 (and so for NewsML-G2 2.0) and for EventsML-G2 1.0 have been circulated for consideration as Excel files. A joint telephone conference

The IPTC business office has moved to central London:

International Press
Telecommunications Council
20 Garrick Street,
London WC2E 9BT
United Kingdom

Tel: +44 (20) 3178 4922
Fax +44 (20) 7664 7878

of the News Architecture and News Content Working Parties is planned for the 18 January with the aim of approving the sets so they can be presented at the special Standards Committee session.

NewsCodes

Significant progress has been made by the group working on the next generation of Subject NewsCodes and the new taxonomy - the News Subject NewsCodes - is to be made available on the 8 January. The URL for the IPTC NewsCodes - as held on the SchemaLogic taxonomy system will be circulated to



World Congress of News Agencies

At the 2008 World Congress of News Agencies, IPTC Chairman Stéphane Guérillot, was a speaker in the programme section "Taking advantage of the New Technologies".

In his presentation Stéphane outlined the aims of IPTC, explaining that the organisation's main activities are the development and maintenance of technical standards - to improve the exchange of news content and to provide ways of delivering customised content.

He went on to explain the many advantages of IPTC membership: a one-stop solution with standards that are implemented around the world for news exchange; direct access to news standards resources; early information on standards development (providing a competitive edge); influence on standards development; and networking with technical people for across the worldwide news industry.

The second World Congress of News Agencies was held in Estepona, Spain at the end of October and focused on new challenges in the age of the Internet. Representatives of 90 news agencies (from 80 countries) took part with the event being inaugurated by Spain's King Juan Carlos and Queen Sofia.

Summary

Release of **NewsML-G2** and **EventsML-G2** planned for January 2008 - **Page 1**.

Exchange NewsCodes for initial G2-Standards - **Page 1**.

Subject NewsCodes redesign - **Page 1**.

Photo metadata defined - **Page 2**, describing emotions - **Page 2**.

IPTC Presentation at World Congress of News Agencies - **Page 1**.

New IPTC business address - **Page 1**.

Spring Meeting 2008 booking - **Page 2**.

Synaptica Metadata Management - **Page 2**.

The IPTC Mirror has hyperlinks for [web addresses](#) and for [page references](#).

2008 Spring Meeting

Booking is now open - in the members section of the IPTC Web site - for the 2008 Spring Meeting - to be held in Beijing from the 31 March to 3 April - which includes a full day meeting with the Beijing Olympic Committee (provisionally on the 31st March).

Reservations have to be made by the 12 January, to allow time for the formalities associated with obtaining a Business Visa to enter China.

delegates, along with guidelines on how to access the system.

Work carried out has included cleaning up both the structure, and the form and definition of terms; dealing with overlapping terms; making the concepts culturally generic, so far as possible; and revising the qualifiers.

Core set

Proposals have been made for the production of "core" set of Subject NewsCodes intended for generic news applications, and it is hoped that this requirement will be met by the first two levels of the hierarchy.

Members are asked to make any comments on the new structure by the 31 January, allowing time for further modifications, if considered necessary, to produce a final version for consideration at the 2008 Spring Meeting.

Photo metadata

Following release of the Photo Metadata White Paper the Working Group agreed a charter that set a series of goals for the standardisation of photo metadata, along with a roadmap (agreed by the IPTC Management Committee).

Key elements of the planned work are: establishing specifications for the metadata properties recommended in the White Paper (www.iptc.org/goto?phmdwp2007); resolving outstanding open issues from the White Paper; discussions with camera makers and the Cam-

era and Imaging Products Association (CIPA - www.cipa.jp/english); looking at photo workflows to see how the loss of metadata can be avoided; and collaboration with other interested organisations.

Development has been carried out using a combination of the Yahoo discussion group (<http://groups.yahoo.com/group/iptc-photometadata-dev>) and regular conference calls. It is hoped that the metadata specification properties - including semantics and technical implementation details - will be ready for presentation at the 2008 Spring Meeting.

Assuming that the properties are agreed, an "IPTC Extended" set of metadata may be included in the new Adobe Creative Suite 4.

Emotions

A set of "Emotions" NewsCodes was considered by the NewsCodes Working Party, but were referred back to the Photo Metadata Group as it was felt that the proposed terms would be difficult to apply.

Subsequent discussions within the Photo Metadata Group - during

the regular conference calls - raised the more general question of whether IPTC should be producing controlled vocabularies for describing the content of pictures. It was recognised that a number of organisations have their own vocabularies, but that they might not be willing to share them, and that creation of a new vocabulary could involve a lot of work.

As a starting point it was decided to start work on an "emotions" controlled vocabulary, and to seek input from areas such as the stock photo industry (in addition to established members of the Photo Metadata Group). A preliminary conference call has been planned for the 15 January 2008, and interested parties should contact IPTC Managing Director to be added to the mailing list.

It appears that other parties are interested in ways of describing emotions - the W3C Emotion Markup Language Incubator Group is working on a draft specification for an Emotion Markup Language, see www.w3.org/2005/Incubator/emotion/charter-20071129.

Synaptica Metadata Management

Synaptica are part of Dow Jones Client Solutions (<http://solutions.dowjones.com/djcs>) which includes Taxonomy Consulting, Editorial Services, and a Taxonomy Warehouse in addition to the Synaptica Taxonomy Management System. They have established expertise in dealing with large data volumes (typically 170,000 documents a day) and in categorisation across multiple languages.

Synaptica is a centralised system with a web-based interface that caters for multiple users - the system may be installed locally on the user's server or hosted by Dow Jones. User profiles allow different levels of access to the taxonomies, from read-only to administrator, along with different views of the data to suit specific requirements.

Taxonomy development

For taxonomy development the first stage is to define the conceptual structure, including concept types, data elements, relationship types and semantic rules. Then, entities are entered and relationships formed, with the system supporting collaboration and workgroups.

Reports can be created in hierarchical and alphabetic forms and the data formatted for export (in XML/RDF if required). Concepts may linked to multiple languages by using alternative labels in a common vocabulary file, using the ISO 5964 Model (with separate vocabularies), or by dynamic term substitution.

Chris Foye, Solutions Architect at Dow Jones Client Solutions outlined the main features of Synaptica at the 2007 Autumn Meeting.



Published by the **International Press Telecommunications Council**

20 Garrick Street, London WC2E 9BT, United Kingdom

Managing Director: Michael W Steidl (mdirector@iptc.org). Editor: Hugh Johnstone (editor@iptc.org)

Tel: +44 (20) 3178 4922 Fax: +44 (20) 7664 7878 Web Site: www.iptc.org