



# G2-Standards now available

The first members of the IPTC G2-Standards family - NewsML-G2 and EventsML-G2 - have been released for general use. These standards are built from a set of specifications and XML components that can be shared in a modular way for maximum effectiveness.

**NewsML-G2** allows the bundling of multiple news items - articles, photos, videos or whatever - and a detailed description of their content and how the items relate to each other.

Whether populating a web site with complex news packages or building bundles of news items for resale or archiving, NewsML-G2 provides an easy way to package and exchange news.

**EventsML-G2** provides a detailed way to describe any event (a football game, a convention, a community event) so that sharing and databasing can be done quickly, easily and with a minimum of errors.

Many aspects of an event such as the starting time, duration, description of the event and contact information, can be encoded in a way that is easily understood and publishable even across multiple languages.

## Profiles

Each of the standards is available in two versions with a "Core Conformance Level" (CCL) designed to be as simple as possible to implement, and to allow a high level of interoperability between implementations, and a "Power Conformance Level" (PCL) which allows a high degree of flexibility and allows users to incorporate their own extensions in many areas.

Specification documentation along with a set of XML Schemas for each profile of each standard are available for free download

*"This is a breakthrough in news exchange format design as G2-Standards cover a wide range of news content to cope with the growing demand for individualised news products" .... "this all is achieved by a common framework which makes the adoption and implementation of G2-Standards easy and requires much less resources".*

IPTC Chairman Stéphane Guérillot

from <http://www.iptc.org/G2-Standards>.

Following usual IPTC practice the standards can be incorporated into other products without any royalties or usage fees, subject to the IPTC's license agreement.

## New Generation

Work on the new generation standards family started in 2004 with

the aim of producing a successor to NewsML1, but it was subsequently decided to extend the scope of the project to provide the underlying structure for a consistent family of news interchange standards. This proved to be a demanding and time-consuming project.

The approach taken was based on an analysis of the relationships between "news", the real world and "concepts" (which complement the news). Particular care was paid to the application of metadata, generally by use of controlled vocabularies, with development of a flexible mechanism that is compliant with the Semantic Web initiatives of the World Wide Web Consortium.

## News Architecture

This work, complemented by extensive testing, resulted in the IPTC News Architecture (NAR), which provides a generic model for the exchange of all kinds of news information. However, on its own the NAR is not a news exchange standard. Individual types of news have spe-

## Summary

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

cific requirements and these are dealt with by extensions to the basic structure.

For NewsML-G2 these extensions include metadata to handle the main media types as news, while for EventsML event-specific structures can be dealt with as both news and concepts.

### **Consistency**

Since the NAR framework provides generic components, processing models and mechanisms for handling metadata, the standards have a consistent structure, making them easier to understand and implement.

It also means that the production of further IPTC standards - dealing with other types of news information - should be much easier and faster.

In addition the structure has been designed so information providers can incorporate their own extensions to meet specific business requirements.

The model itself is independent of the implementation, but IPTC have produced XML Schema implementations for the initial G2-Standards.

### **Controlled vocabularies**

Sets of controlled vocabularies have been produced to meet spe-

cific metadata requirements of NewsML-G2 and EventsML-G2. In addition the established IPTC Subject NewsCodes, which are used to describe the subject of news content, are being comprehensively revised and restructured so that users will be able to fully benefit from the metadata handling capabilities of the new standards.

### **Photo Metadata**

Preparing the first G2-Standards for release is not the only IPTC interest area that has seen a lot of work. The Photo Metadata Group have nearly finished specification of an extended set of metadata properties for use in the photo workflow. Some 70 properties are covered, in four groups:

- Descriptive metadata to describe the content of the photograph. This includes such information as a description (including captions), headline, model information, organisations and people in the image along with keywords and descriptive codes.
- Administrative metadata, provides additional information about the content, that cannot be retrieved or inferred directly from the content. Included in this are a digital image identifier, image reg-

istry identifier, date and location of image creation, and instructions.

- Rights metadata to assert ownership of the content and control its use. Co-operation between IPTC and the PLUS Coalition (Picture Licensing Universal System - <http://www.useplus.com>) has resulted in an agreed set of rights related metadata which will be used by both organisations.
- Additional metadata types including structured contact details and information about artwork or objects shown in the image (including copyright, creator and source) which addresses Cultural Heritage requirements.

### **XMP schema**

The metadata set includes an established group of properties that are already handled by the IPTC Core schema (for Adobe XMP) - <http://www.ietf.org/IPTC4XMP> - while the new properties will be catered for by the IPTC Extended schema.

It is also intended that the specification for each property will include details on how it can be implemented in the G2-Standards family.

### **Metadata Conference**

Preparations are also being made for a second International Photo Metadata Conference which will be held in Malta on 5 June 2008, in conjunction with the CEPIC Congress 2008.

Theme of the Conference is "Metadata for Better Business" with the following main areas being considered:

- Relative business advantages of Keywords and Controlled Vocabularies.
- Software support for metadata input.
- Identification of photographs with global identifiers.

In addition the Conference will have the first public presentation of the IPTC Core (for XMP) and the IPTC extended scheme of photo metadata properties, along with an overview by the Stock Artists Alliance on how major stock photo distributors use metadata.

Conference registration starts on the 15 March 2008 - further details are at <http://www.phmdc.org> .

## **Integrated Content Management Framework**

Managing content in all types of format and distributing it to both active and passive consumers, the Integrated Content Management Framework takes input from a variety of sources, both editorial and advertising. Editorial sources can include news services, databases, citizen journalists and internal systems, while advertising input consists of content (plus metadata) along with target and demographic details.

A major aim is to produce mechanisms that make it easy to deliver content to a variety of different targets. A lot of the content will be machine edited and publishers will make the content available with associated metadata so the consumers can get the content that they are interested in (and when they want it). The system also makes it possible for consumers to indicate the types of advertising they are interested in, allowing the advertisers to be better focussed.

A key element in this is the interaction manager which provides the link between the customer, publisher and editor. The process used are all standards based with XML and IPTC standards being used to drive the content process.

This project is an outgrowth of NAA Technology Systems with participation from vendors and other interested parties, including the Associated Press.

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