



IPTC 7901 at age 30

A strength of the international news exchange standard is its ability to share information, regardless of language or alphabet.

One of the first data-format standards for sending and receiving the news reached a milestone this year: [IPTC 7901](#) turned 30. In 2010 it will celebrate the 30 year anniversary of its speedy adoption by major news agencies. It is the world's oldest electronic news exchange standard, still

used daily around the world. This is a tribute to its enduring design and the fact that it makes news exchange possible irrespective of language or alphabet.

Continued, "IPTC 7901" page 5

NewsML 1.2 adopted for South Korea news media

IPTC [NewsML1.2](#) was approved as a standard of the Korean Standards Association on December 31, 2009. This action culminated more than a year of work preparing the formal registration application. The action was proposed by the Korea NewsML Forum and was sponsored by the Korea Press Federation. It is registered with the Korean Standards Association under KPF's name.

Taesung Jung of Yonhap News Agency, acting on behalf of the Korea Press Federation, informed IPTC of this decision recently. "A lot of work was required to prepare the necessary documents for the application," said Mr. Jung, "and we held a lot of open seminars with industry specialists and professors from Korean universities."

Continued, "NewsML 1.2" page 4

Winter Games 2010 data feeds to deliver in XML format



© VANOC/COVAN. Used with permission.

At the 2010 Winter Olympics, more than 10,000 accredited press members, photographers and broadcasters will report the snow-and-ice event results of athletes from 80 countries.

Time, speed, run length and vertical drop for Alpine skiers. Ice temperature, attendance, individual or pairs program and scores for figure skaters. Firing ranges and cross country times for biathlon athletes.

When the results from any of the 86 events in 15 sports at the 2010 Winter Olympics in Vancouver, Canada in February are reported, the data will — for the first time — be in an

Continued, "Winter Games" page 3

SUMMARY

- 1 IPTC 7901: 30 Years Old Olympics 2010 & XML Korea Adopts NewsML 1.2
- 2 IPTC Chairman: Happy 2010!
- 6 Business Meets Technology Articles of Assn. Revision Spring Meeting 2010: Paris

Happy New Year!

Let me begin by wishing you and your loved ones an excellent, happy and healthy New Year full of joy, peace and success in meeting your challenges.

We entered the new millennium — Y2K — just 10 years ago! We were, at that time, in the middle of the dot.com bubble. NewsML 1.0 was soon approved by IPTC (October 2000). Google was in its infancy, and the music world was starting its revolution, spurred by the conjunction of two main factors: the spread of MP3 and the rapid growth of the Internet. Mobile networks were already part of our daily life, but were still restricted to voice and small messaging.

Then, little by little, technology turned our world on end, turning each and every piece of content “digital” and accessible to a broad audience through the Internet. All the components needed for multimedia or rich media became available in standardised digital form. The technology in the background was no longer a treasure shared between some happy few in their labs or limited to professional use, but was developed for the mass market, with the World Wide Web as its most natural exchange place.

With the explosion of the high speed Internet, social media networks, wifi and 3G/3G+, smart phones and e-books, YouTube and Dailymotion, as well as HDTV, the past 10 years could be considered the start of the digital age. It has had enormous consequences for “content” in general, for “news content” in particular, and, significantly, on how people consume the “news”.

This “Digital Revolution” has been so strong that it deeply revolutionised not only our direct environment but the entire news media industry, violently shaking it, and then, making it vulnerable to last year's world financial crisis. Obviously, IPTC members suffered, too.

This being said, we should be proud of our latest achievements: in December 2009, we released the latest versions

of NewsML-G2 and EventsML-G2, which are now ready for a widespread implementation. The SportsML-G2 group is still adding features and sports to the standard, but also is considering significant modifications to attract more support from those using other G2-Standards. The first version of the Media Topic NewsCodes was approved, and the Photo Metadata Working Group is working on adding video metadata into the standard.

Yes, our world is changing and so is the value chain related to “news content” processing and management, from coverage to publication. We firmly believe that the capabilities of the new IPTC standards are perfectly aligned with these changes.

But this is not sufficient! We must continue our effort to support features that would increase content value and ease news exchange and news content management in this new environment. This may include rights management, increasing interest on geographical metadata and geo-localisation, coordination with other sports mark-up standards such as the ODF, and cooperation with other standardisation bodies.

In 2010 our members are facing a lot of new challenges, challenges that apply for the media industry at large. At IPTC, our challenge is to bring value to our members, therefore we believe that this is the right time to organise a special “Business Meets Technology Day”, so we can listen carefully to the industry's business requirements as expressed by our members' marketing and sales people. This will enable us to define our working program for the coming years more precisely and keep our actions aligned closely with the market's needs.

You can find, in the upcoming Paris meeting agenda, information on this “Business meets Technology day”. At the end of our working sessions, the chairpersons will also meet to discuss what was learned about the industry's



business requirements, as well as the communication and promotion aspects of work already achieved. Their conclusions will be considered from a three year perspective and incorporated into the working programs of each committee.

“And last, we must, this year, approve our new Articles of Association based on the latest Companies Act 2006 designed to modernise company laws in the UK. This is some more administrative work but it is an obligation. Their discussion and hopefully approval are also at our agenda for the Paris meeting.”

As always, everyone at IPTC has valuable insights to make and important information to contribute. Our value to our business comes directly from this kind of involvement in IPTC's Committees, Working Parties and Working Groups. Today, this is more important than ever!

I expect to see most of you in Paris for a fruitful meeting, and I wish you once again a very Happy New Year!

Warm regards,

Stéphane Guérillot
Chairman, IPTC

**Plan now!
Take part in IPTC's
“Business Meets
Technology Day”
on March 10, 2010
in Paris.**

Details on page 6.

"Winter Games" from page 1



Photo courtesy of Words2Gold LLC. Used with permission.

Olympic Data Feed (ODF) that is XML-based. After four years, a project that began after the 2006 Winter Olympics in Turin, Italy, comes to fruition.

In addition, [SportsML-G2](#) will be used to feed results to clients for the first time since that standard was approved by IPTC members. The Mirror spoke with IPTC members involved either with the ODF development project or with mapping SportsML-G2 to the Olympic Data Feed.

Jean Fèvre with AFP has been involved in changes the International Olympic Committee (IOC) has made to the Olympic Data Feed since 1992, when development of WNPA — the World News Press Agency data feed used until now (a text-based system) — began. Alan Karben and Paul Kelly with XML Team in North America, are leaders in the development of SportsML-G2 and shared their experiences as they prepare to use that G2-Standard to decode ODF information at the throughput speeds their clients require.

From WNPA to XML

"I have been involved with developing Olympic data feeds since 1992 when the Summer Olympics were in Barcelona, Spain", said Fèvre. "WNPA, even though text-based, was an improvement over the multiple formats that results were reported in until then." The single format became less and less attractive as technologies improved and customer needs changed.

"Work on the ODF for 2010 started right after the 2006 Winter Games in Turin, Italy", Fèvre said. Reuters, Associated Press, Agence France Press

Left, ski competitions will take place on Whistler Mountain. Right, Vancouver Olympics halfpipe arena at Cypress Mountain will see snowboarding contests.

and others jointly decided on the functionalities needed for an event that, for the Winter Games, features 15 sports spread over three snow-capped mountains.

"The IOC decided to have only one format for all sports, except for the real-time feeds (RTF) for broadcast competitions — television and online", said Fèvre, who noted that the only two real-time feeds at the Winter Games will be for Alpine skiing and the Biathlon. "The new XML data feed", Fèvre said, "was field-tested over the last year, with agencies and newspapers each testing three or four sports, so everything was tested. This is a debut for the ODF, not a trial run."

While there is one format for all sports, sports-specific information is stored in extensions. Such information is optional, except where it is required for a given sport. That way a single format is flexible enough to accommodate many different sports, yet can be tailored to an individual sport through the extended data.

Decoding the ODF so the information can be fed into an organisation's own XML database is a simple matter of decoding the basic schema — the same for all sports — and then decoding the extended data of the sport, such as Alpine skiing, the Biathlon or Ice Hockey.

"The IOC will push the international federations of Olympics sports to use ODF even outside of the Olympic Games", Fèvre said. "In the future, perhaps ODF can be used directly by newspapers and television. For now, it simplifies the task of getting data from the Games and to the customer.

SportsML-G2: equal to the task

The Winter Games in Vancouver are an Olympics debut for IPTC's SportsML-G2. As they prepare for the Games, developers Karben and Kelly are pleased with the way the G2-Standard performs and equally pleased with the



© VANOC/COVAN. Used with permission.

Olympic Data Feed that will push results and event information out to news media and the general public.

XML Team will receive ODF feeds and transform them through SportsML-G2 for distribution to their clients.

"The Summer and Winter Olympic games combined cover 50-60 sports, each of which usually has multiple events", Karben said. "It can be difficult to model all the data that comes out of them. All the data tells a story about a sports event through statistics. With so many stories to tell, the key is to tell them in a way that is consistent, so they can integrate the information seamlessly into their website or wherever else they distribute it."

"Putting the ODF into SportsML-G2 is easier than dealing with WNPA was," Kelly said. "But ODF is closer to what SportsML-G2 is, because there is a general framework that describes the data for all sports the same way. Some aspects are different between sports, but the basics are expressed the same way from one sport to another."

This makes a difference when decoding the ODF for SportsML-G2 use. "So far," said Kelly, "SportsML-G2 2.1 is adapting 99 percent of ODF data smoothly. There are individual sport details that have to be addressed, but in all our testing, the IPTC standard and the IOC's ODF work well together."

For the 2010 Games, IPTC and its members will have contributed both ODF design support and a standard by which news of the events is exchanged. ■

Samples of ODF and SportsML-G2 coding can be seen on page 4

OLYMPICS DATA FEED (ODF) MEDAL TABLE

```
<MedalSummary>
  <MedalNumber Type="M" Gold="13" Silver="13" Bronze="13" Total="39"/>
  <MedalNumber Type="W" Gold="16" Silver="14" Bronze="16" Total="46"/>
  <MedalNumber Type="X" Gold="1" Silver="1" Bronze="1" Total="3"/>
  <MedalNumber Type="TOT" Gold="30" Silver="28" Bronze="30" Total="88"/>
</MedalSummary>
<MedalsTable>
  <MedalLine Rank="1" SortRank="1" RankEqual="N" RankTotal="1" SortRan
  <TotalEqual="N" Organisation="RUS">
    <MedalNumber Type="M" Gold="3" Silver="1" Bronze="2" Total="6"/>
    <MedalNumber Type="W" Gold="0" Silver="1" Bronze="1" Total="2"/>
    <MedalNumber Type="X" Gold="0" Silver="0" Bronze="0" Total="0"/>
    <MedalNumber Type="TOT" Gold="3" Silver="2" Bronze="3" Total="8"/>
  </MedalLine>
  <MedalLine Rank="2" SortRank="2" RankEqual="N" RankTotal="3" SortRan
  <TotalEqual="Y" Organisation="NOR">
    <MedalNumber Type="M" Gold="1" Silver="1" Bronze="1" Total="3"/>
    <MedalNumber Type="W" Gold="2" Silver="1" Bronze="0" Total="3"/>
    <MedalNumber Type="X" Gold="0" Silver="0" Bronze="0" Total="0"/>
    <MedalNumber Type="TOT" Gold="3" Silver="2" Bronze="1" Total="6"/>
  </MedalLine>
```

"The major work for the registration project was done by the Standard Working Party of the Korea News-ML Forum and was led by Sangtaek Jeong," said Jung. "We appreciate the devotion he and his fellow Working Party members gave to this project." The Korea NewsML Forum has four Working Parties: NewsML, News-Code, Public Relations and Standards.

The Korean Standards Association is the only organization in Korea that provides both standardisation and quality management training and education. It implements various research and other activities related to standardization and quality management.

Jung told IPTC, "I believe most of the Korean media companies may adopt it, and the government agency will sponsor their activities. The agency thinks that the NewsML 1.2 standard could be very helpful to media companies, particularly in our present difficult business situation. I think and hope that NewsML-G2 may be the second standard to be registered as our [KPF's] standard."



Among the meetings held by the Korea Press Federation, as it examined using NewsML 1.2 as a national media standard, was a forum on the Reuters agency's experiences implementing NewsML-G2, held in Seoul in June 2009.

IPTC SPORTSML-G2 MEDAL TABLE

```
cg.olympic.org-2010.winter-e.MEX" event-status="non-event"/>
<team>
  <team-metadata team-key="cg.olympic.org-winter-l.rus"/>
  <team-stats>
    <rank type="rank" value="1"/>
    <award award-type="medal" place="1" total="3"/>
    <award award-type="medal" place="2" total="2"/>
    <award award-type="medal" place="3" total="3"/>
    <award award-type="medal" place="all" total="8"/>
  </team-stats>
</team>
<team>
  <team-metadata team-key="cg.olympic.org-winter-t.nor"/>
  <team-stats>
    <rank type="rank" value="3"/>
    <award award-type="medal" place="1" total="3"/>
    <award award-type="medal" place="2" total="2"/>
    <award award-type="medal" place="3" total="1"/>
    <award award-type="medal" place="all" total="6"/>
```

PUBLISHER'S STATEMENT

The IPTC Mirror is published five times per year by the International Press Telecommunications Council (IPTC). The IPTC, based in London, U.K., is a consortium of the world's major news agencies, news publishers and news industry vendors. Founded in 1965, the IPTC develops and maintains the technical standards for improved news exchange that are used by virtually every major news organization in the world. Membership is open to organizations and companies concerned with news collection, distribution and publishing, as well as to system vendors supporting the news industry. The IPTC keeps the industry apprised of issues and developments through the IPTC Mirror and the IPTC website: www.iptc.org.

IPTC Managing Director: Michael W. Steidl (mdirector@iptc.org) • Editor: Sue Sherrard Fine (editor@iptc.org) • 20 Garrick Street, London WC2E 9BT, United Kingdom • Tel: +44 (20) 3178 4922 • Fax: +44 (20) 7664 7878.

The IPTC is registered in England as "Comité International des Télécommunications de Presse" at 10 Portland Business Centre, Datchet, Slough, Berks, SL3 9EG, Registration No. 1010968.

Klaus Sprick of Germany, a lifetime member of IPTC, was at the forefront of developing the text-based standard. At the Mirror's request, he dug deep into his own archives to recreate the events leading up to the standard's approval. Formally titled Recommendation 7901, the standard met needs created by the advent of computers and advances in telecommunications. Together, the changes started what has become a revolution in the way news is sent out and how readers, listeners, and watchers receive it.

Technology powers change

The advent of the World Wide Web in the early 1990s created changes that the industry still grapples with. The situation in the 1960s and 1970s was similarly complex.

"In 1976," said Sprick, who then represented the Alliance of European News Agencies, "IPTC was becoming aware of the kinds of opportunities the news industry could have and the roadblocks that first must be cleared. The agencies and newspapers in the US were the first to recognise the need for a standard message format, guidelines for which were published in July 1976 as ANPA Bulletin 1228 (later revised as ANPA 1312).

"IPTC formed a Technical Commit-



A reception at the 14th Annual General Meeting (AGM) of the IPTC, 3-4 May 1979 in Madrid, Spain, was hosted by the Spanish News Agency EFE. From left to right: John Minting (UPI), Klaus Sprick (EANA), Dr. Wolfgang Weynen (dpa), Eugene Blabey (UPI), Colonel D.C. Biondi (ANPA), Donald F. Wright (ANPA)..

tee to determine how to standardise agency message formats at the AGM 1977 in Boston. Our first action", Sprick said, "was to abandon the idea of creating a 'European' message format, in favor of developing an international format that could handle multiple languages, and use an internationally standardised alphabet".

The committee laid out the requirements: recognise the needs of agencies and news recipients; be both human and machine readable; use the CCITT International Alpha-

bet No. 5, since it allows for national characters in specified code positions; structure format fields with field separators with dedicated purpose and specified composition; allow for optional fields at agency discretion; borrow from the ANPA guideline where possible.

Sixteen member news agencies helped refine the message formats, which diverged from the ANPA guidelines because of the need to accommodate other languages.

Continued, "IPTC 7901" page 6

IPTC 7901's DEVELOPMENT BRIDGED THE INDUSTRY'S TRANSITION FROM TRADITIONAL TO DIGITAL

1960-70

Modest changes in newspaper production: Linotype machines fed by 6-bit tape in TTS (Tele Type Setting) code; this eliminates rewriting and typesetting, but is not easily edited. Wire speeds slow — 400 characters/minute.

1969

Reuters processes stories with Store & Forward System, input and output on teleprinters like those used for telex services.

1973

dpa builds an editorial system with first online editing using Harris 1100 terminals for video editing. AP and UPI quickly follow dpa's lead.

1976

ANPA (U.S.) standardises North America message format for wire service transmission using 7-bit ASCII character set at "high speed" of 1200-4800 bps.

1977

IPTC establishes "Technical Committee"; Klaus Sprick appointed Chairman. Four working parties established, including Message Format chaired by Alan Rawcliffe.

1978

IPTC sets message format requirements, decides on global standard, and selects CCITT International Alphabet No. 5 as 7-bit coded character set. Borrows from ANPA 1228 (later ANPA 1312) where possible.

1979

IPTC adopts international message format; eight European news agencies signal intent to use standard. Drive to promote standard launched. Last revision 1995: IPTC 7901, ver. 5.

Today

The two earliest text-based news exchange formats — ANPA 1312 and IPTC 7901 — still work hard. Associated Press uses both to send an estimated 100,000 messages, daily.

"IPTC 7901" from page 5

The diplomacy, patience and technical expertise that developing the standard demanded proved to be a working blueprint for what IPTC standards development would require in the future.

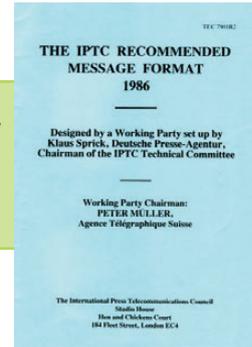
"A key to the success of IPTC 7901 was the consensus the committee worked hard to build," Sprick said. "We circulated the format to the

IPTC members at high levels within their organisations. The Newspaper Society of the UK distributed the format to all 244 members and all major newspaper groups. Ifra reproduced the format in *Newspaper Techniques* and sent it to 4,000 European newspaper executives."

The cumulative effect of these actions was a standard that was supported by large segments of the industry even before it was approved.

The standard gave way first to IIM, then to NITF. After 30 years of use, the success of IPTC 7901 cannot be denied.

IPTC 7901, documented for Rev. 2, 1986



1st 'Business Meets Technology Day' to be held in conjunction with IPTC Spring Meeting 2010

IPTC will hold its first-ever "[Business Meets Technology Day](#)" in Paris on Tuesday, 9 March, Managing Director Michael Steidl announced recently. "Technology is meant to provide solutions to business requirements", he said. "To do that, people in the industry on the technology side and those on the business side need to talk to each other about the latest demands of the market and recent advances in technology."

The IPTC Business Meets Technology Day will bring experts in news agency marketing – people in close contact with customers – together with representatives of IPTC members with an engineering background to consider what business challenges need to be met by IPTC standards.

The one day program is divided into four segments to: examine business challenges and possible solutions, assess the role and profit possibilities of "intelligent event data", discuss the market value of metadata values, and review implementer/software developer experiences "in the middle" between agencies and their customers.

"We invite participation by interested parties from both sides of the business-technology equation", Steidl said. The meeting will be held at the Millennium Hotel Paris Opera, with the

day's program opening at 9:30 (9:30 am) and closing at 18:00 (6 pm).

Spring Meeting 2010 in Paris

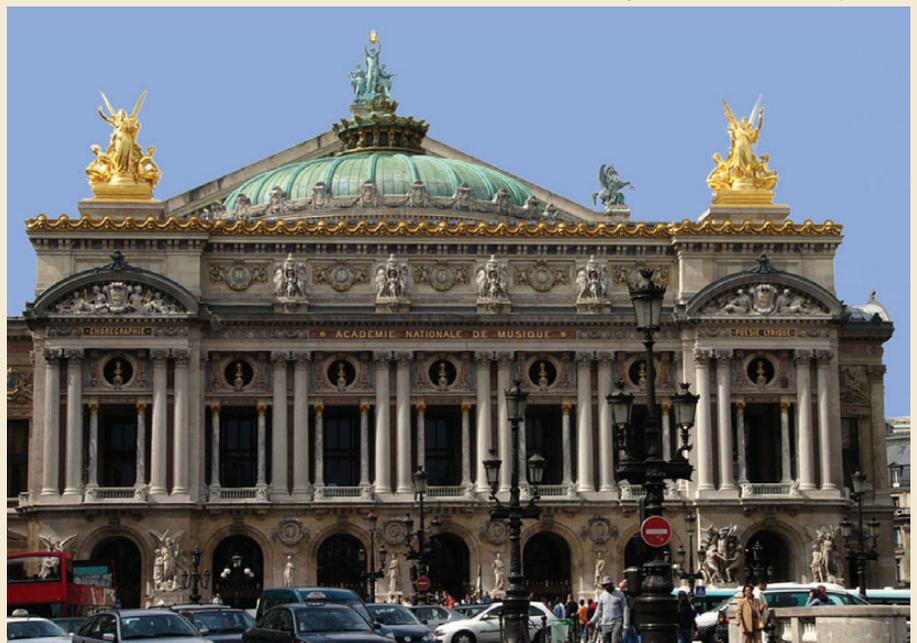
IPTC member representatives and officers will hold their Spring Meeting 2010 in the shadow of the Paris Opera House in March. Working Parties, Working Groups and Committees will participate in the Business Meets Technology Day, hold working sessions on pressing issues they have identified and those identified in the "Business.Meets Technology Day".

Revised Articles of Association

Members also will vote to approve the new IPTC Articles of Association, which are revised to conform to changes in the U.K. Companies Act. IPTC is a U.K private company limited-by-guarantee, registered at the Companies House for England.

The IPTC is registered in England as "Comité International des Télécommunications de Presse" at 10 Portland Business Centre, Datchet, Slough, Berks, SL3 9EG, Registration No. 1010968.

Photo courtesy of Words2Gold LLC. Used with permission.



'Business Meets Technology Day' will convene in March in the shadow of the Paris Opera House.