



Forty-five news industry executives — from both the business and the technology sectors — met for a day-long exploration of the business directions the industry is taking and the ways IPTC's work can support them.

1st 'Business Meets Technology Day' informs IPTC goal-setting for year

The first IPTC "Business Meets Technology Day" did more than promote dialogue between multiple sectors of the news industry. It gave the IPTC Board of Directors and IPTC committee and working party chairs a comprehensive look at the megatrends influencing the industry and what technologies may be needed to meet their challenges.

This edition of the *IPTC Mirror* presents the crux of each speaker's presentation and the conclusions IPTC leaders drew from them. In addition,

IPTC members can listen to digital recordings of the sessions and view PDFs of presentations by logging in to the [IPTC](#) Web site. (See *IPTC Chair Stéphane Guérillot's closing remarks on page 6.*)

"Business Meets Technology Day" was held in conjunction with IPTC's Spring Meeting 2010. After the meeting adjourned, the IPTC Board of Directors and the chairs of committees and working parties met separately to discuss the issues the industry will face as projections and trends become reality.

SUMMARY

- 1 IPTC Spring Meeting 2010 in Paris: Business Meets Technology Day
- 2 Session 1: Business challenges and how they shall be solved
- 3 Session 2: Managing and distributing events today
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- 5 Session 4: Business value of metadata values
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Business challenges and how they shall be solved

Thomson-Reuters

Roger Bacon

When customers talk to Reuters, here are some things they request: Provide a single feed with everything in it. Provide common codes for content in the feed. Bond metadata to every item in the feed. Use the same format, events management and tagging.

In response, Reuters is moving toward a single feed for all media types, implementing G2-Standards throughout, developing a new editorial system, and releasing new capabilities, propositions and delivery systems in phases. An emphasis on linked data is growing.

Reuters needs IPTC to standardise formats via G2-Standards and provide enriched metadata throughout asset classed, and improved data discovery and search.

Associated Press

Lorraine Cichowski

Its digital-only transformation now secured, AP is examining, and reinventing its business models and its relationship to its members, customers, and consumers.

It has established a Digital Cooperative that offers a process to ingest member newspaper content into the AP database and mark it up with metadata. Essentially, AP will be an agent for US newspaper industry, aggregating their content and looking for additional ways to monetize content in ways individual newspapers cannot.

AP also is launching a News Registry, which is a tagging and Web tracking service. The Registry will give publishers the means to track and protect all content.

AP found that members are taking AP content and passing it directly through to consumers. Because of this, AP is having to be more sensitive to what end-users want and need in order to serve them as well.

Austria Presse Agentur

Marcus Heibei

The AP experience with end-users was echoed by APA's Marcus Heibei. More and more, customers want ready-made content that can be passed through to consumers. This is driven by the news industry need to offer more to consumers and do it with fewer people. APA's multimedia department repackages material already in APA databases to create new, off-the-shelf products.

Agency customers are also requiring greater tailoring of content and delivery formats to their specifications, another aspect of having to do more with less. A number of other speakers indicated similar experiences. With staff and budgets cut, news providers are assuming roles customers once played.

Mainstream Data Inc.

Greg Weeks

With the industry's technologies in a constant state of change, Weeks explored the megatrends that technology departments will be asked to support: video will be replaced by mixed multimedia; smart phones will give way to mobile tablets; content will be more community focused, with less attention to celebrity-focused news; and the importance of branding will fade as Google rank comes to the fore.

Mainstream Data's customers, which include news agencies, photo agencies and movie distributors — many of them IPTC members — need transmission, content processing and display solutions. The company is well-positioned to hear what end-users want the most. Right now that includes APIs, RSS and MRSS feeds, filtered feeds and photo thumbnail delivery. Agencies want video platforms, photo archive systems and consumer searchable Web sites. They also want to consolidate content onto one distribution platform.

dpa — Deutsche Presse Agentur

Robert Schmidt-Nia

With the industry streamlining processes, workflows and budgets, a business approach that focuses on aligning key workflows — both internally and with partners — makes sense. At dpa, EventsML-G2 is employed to get departments working together more effectively. It also has become a means to help customers do more with less by telling them when dpa or another network partner

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Roger Bacon
Thomson-Reuters



Lorraine Cichowski
Associated Press



Marcus Heibei
APA — Austria Presse
Agentur



Greg Weeks
Mainstream Data Inc.



Robert Schmidt-Nia
dpa — Deutsche
Presse Agentur

Schmidt-Nia, from page 2

is covering a story, so they do not have to, but can allocate journalist resources differently.

Besides being an extraordinary planning tool — “planning is a fundamental requirement to support inter-organization processes” Schmidt-Nia said — dpa uses EventsML-G2 to strengthen ties between the com-

pany and its customers. Customers receive regular notification of events that dpa will cover, with ongoing updates and advisories about the event, including any photos dpa will supply. Also included is all the metadata for the event, relieving customers of tagging responsibilities. In this way, customers come to depend on dpa. This frequent contact also provides dpa opportunities to up-sell additional,

often individualised services to dpa customers.

Using feedback about planned coverage, customers become an active part of the workflow of the provider. And, by keeping Quality of Service (QoS) high, customers may outsource more and more tasks upstream to the provider. ■

SESSION 2

Events: how they need to be managed and distributed today

Yannick Beynet

AFP and

Gerald Innerwinkler

APA

AFP and APA, introduced and explained “EventsManager”, a joint project they are undertaking. The product will use EventsML-G2 for both input and output. The objectives and expectations for each are different.

At APA, the software is a new version of something the company has been using for some time. The new EventsManager will go into a new editorial system that’s already in production in the multimedia and picture departments. For the new software to work, it must really help the editor or it has no value. In this case, a metadata container goes with all stories on planned events. It is highly detailed, including event location and whether registration is required.

For AFP, which does not presently have an event planning system, EventManager is a unique tool that will be used worldwide and provide same look and feel to the information

throughout AFP. At AFP, the editorial department works from diaries created for each event. EventsManager, the project, will be part of a new system, which will dissolve the silos that now exist. The EventsManager project will have an events-manager staff position assigned to it.

Pierre Doncieux

Relax News

Relax News, in which AFP is a shareholder, is a press agency that focuses on leisure content.

A survey was conducted last year in 10 countries — USA, China, Japan, UK, Germany, India, Russia, the UAE, Mexico and France — to gauge how people want to consume leisure information. The survey showed that 79

percent would like to have a worldwide calendar of “must see” cultural events — even if 57% know that they wouldn’t go. In addition 91 percent think the Internet is the most effective way to find out about leisure.

The result is Relax.com, the first rich media news wire in the world to be dedicated to leisure and lifestyle coverage. Based on EventsML-G2, it already has shown its viability.

Among the lessons learned in the launch of Relax.com are that “leisure” is very real in the world’s industrial nations, it is a growing editorial issue globally with a great deal of information available, rich media and mobile delivery are a necessity now, and the key to all of it is *technology*.

Continued “Events”, page 4



Yannick Beynet
AFP



Session 2, left to right: Yannick Beynet, AFP; Gerald Innerwinkler, APA; Pierre Doncieux, Relax News; Hubertus Koehler, dpa-infocom



Gerald Innerwinkler
APA



Pierre Doncieux
Relax News



Hubertus Koehler
dpa-infocom

Hubertus Koehler dpa-infocom

A year and a half ago, one dpa customer, overwhelmed with the amount of data that had to be sorted through, asked to implement EventsML-G2 with an emphasis on sports data.

Until then, dpa largely used event planning internally. Meeting the customer's needs proved to be far more complex than expected, and Koehler provided an in-depth look at the challenge dpa faced.

Simply put, data provided in the sports feed is very different from that provided in the event planning feed. There were problems with fitting Sports Data reporting and the Event Planning system together. Challenges included differences in granularity of information, as well as in the kinds of information and the sources they derive from. In addition, filtering for certain types of information proved to be difficult.

Dpa created a set of requirements for handling this, but for each there is one or more caveats: events and contexts should have unique identifiers; identifiers should be identical/mappable in all feeds. However, context structures may be volatile and EventsML-G2 contexts may have different roles in sports.

To date, there are still issues for which dpa has no good answers. Koehler invited IPTC to consider possible solutions.

Implementer experiences as 'man in the middle'

Evi Varsou Athens Technology Centre

Athens Technology Centre is a private IT solutions and services provider, with a lot of experience in the news sector. They provide solutions in the areas of media and content, and news asset management, as well as an integrated platform for media-organisation workflow.

Significantly, ATC only provides solutions that are standards based: IPTC, W3C, ISO and so forth. Each customer's needs are analyzed, standards are researched and a solution is identified, and then ATC tries to drive the customer to a solution that is standards-based, rather than one that

is customized. In most cases, such a solution exists.

Using this business model requires on-going research into the standards, monitoring of standards updates, and watching what the market needs and how it is being approached by technology.

Following and using standards in this way requires concept monitoring from experienced personnel at providers and customers. These experts are not expendable, since, if let go, critical historic and current knowledge is lost, as is an understanding of how future upgrades may affect existing processes.

Richard Wallis Talis Group Ltd.

Libraries are a metadata-rich environment. The Talis Group has long served the library world. Linked data, an aspect of the Semantic Web, also is metadata rich. Richard Wallis, as self-described evangelist for linked data, presented the details and benefits of organisations publishing content assets so others can access

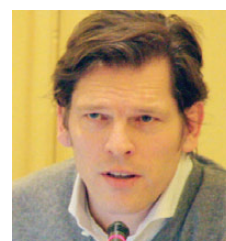
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Evi Varsou
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Hubertus Koehler
dpa-infocom

PUBLISHER'S STATEMENT

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them through the World Wide Web. Talis is active in the linked data world though its Talis Platform, designed specifically to enable the linked data efforts of organisations.

The movement to publish information as linked data is growing. Thomson-Reuters, The New York Times and the British Broadcasting Corporation already are publishing metadata for linking their content, as are a number of government bodies.

Hubertus Koehler **dpa-infocom**

Integrating dpa's EventsML-G2 feed into Desk-Net, a software platform for editorial planning and coordination, was the subject of the case study Koehler presented, with a special focus on optimizing cooperative planning processes for publishers.

Planning has not been a publisher focus in the past, but there is increased interest now, driven by growing complexities of multi-channel publishing and ongoing budget concerns.

Implementing dpa's EventsML-G2 feed proceeded smoothly and the customer reported no major implementation issues. The process has highlighted some areas G2-Standards developers may wish to explore and which don't have easy answers: how to handle update/change notification, filtering relevant events, and describing geographical areas a story is relevant to in a machine readable format. Others are coping with future EventsML-G2 enhancements and the time frames for their adoption. ■

Review 'Business meets Technology' Day

Slide presentations and MP3 recordings of speaker remarks are available to IPTC members in the 'Members Only Area' of the [IPTC Web site](#).

SESSION 4

The business value of metadata values

Fran Alexander **BBC**

At the BBC, metadata is valued and complex, and its lifecycle is circular. A story that breaks, is photographed, published and archived, may take on a second life — and more metadata — as more events happen that are related to it.

The types of metadata necessary vary from one corporate area to another and within each area reflect their terminologies and form "social metadata". Production metadata is not the same as that for Legal Compliance. Consequently there are multiple metadata sets for the archivists to deal with and to make searchable.

BBC has adopted a "federated" strategy. A controlled, core set of metadata is in the background, and a mapping methodology helps link it to the social metadata. Assets can be preserved and still be found at a later date.

Chantal Ferraro **Agence France-Press**

Metadata in the context of market needs was the focus of the Ferraro presentation, which also examined

Subject and Media Topic NewsCodes at the first level to see how well they match AFP's top-selling categories in video and online news service feeds. Most IPTC Subject NewsCodes align with AFP feeds, and would enrich AFP's services, but "people", "media", and "off-beat" are absent from IPTC's Level 1 definitions.

Ferraro also discussed new market needs, based on what customers are now requesting. Among them are geolocalization — GPS coordinates combined with event management to generate mobile alerts; using keywords instead of sluglines, as keywords are more accurate; and, metadata solutions to help customers link with other databases, e.g. Wikipedia.

Sarah Saunders **CEPIC/BAPLA**

The IPTC Photo Metadata Working Group is focused on creating a controlled vocabulary (CV) for the image industry: video and still photography.

In the stock image industry at present, there are no standards for controlled vocabularies. The business is now global, complex and expanding; if customers cannot *find* images; no sale will occur.

The objective of a CV for images is different than a CV for text content. While a set of preferred terms may be created, there may also be associated keywords; customers will always search on words familiar to them. This fact must be accommodated. There is work to do to create a CV, but after 18 months of work, the task now looks achievable. ■



Fran Alexander
BBC



Chantal Ferraro
AFP



Sarah Saunders
Electric Lane

Major news agencies adopt G2-Standards

Five of the world's largest news agencies announced they will endorse and support the International Press Telecommunications Council (IPTC) G2 family of news exchange standards. Agence France-Presse, Associated Press, dpa, the Press Association, and Thomson Reuters will support standards that will provide news agencies, vendors, and customers with a uniform method of exchanging multimedia news content.

This marks the first time the largest agencies have come together to publicly endorse an IPTC standard. Their support means that the majority of the world's news content will be available to customers in a standard format. The extensibility and multimedia support built into the new G2-Standards will facilitate cost and speed-to-market advantages that were difficult to achieve until now.

"Implementation and support of IPTC-G2 standards is a straightforward solution enabling an efficient and easy access to our rich media contents as requested by the new media markets," said Jean-François Wets, Chief Information Officer of AFP. "We are happy to offer our clients and partners the benefits of technological changes transforming how news is produced and managed through its life time". AFP was involved in the development of G2-Standards since the beginning.

"The latest generation of news standards developed by the IPTC will make it easier and more efficient for AP members and customers to send and receive news content, and integrate with

our systems," said Vince Tripodi, Vice President of Development for the AP.

"For more than 30 years, news has been exchanged using the IPTC standard called 7901. Now the time has come for the new IPTC G2-Standards to meet the evolved business and technology requirements" said Helge Viehof, Chief Information Officer of dpa and Chair of the IPTC Standards Committee. "dpa's new editorial system is based on this new standard. The time for many different formats resulting in complex news exchange is over: dpa is able to speak IPTC G2!".

"Central to Press Association's digital strategy is standardisation on a single content format. IPTC's G2-Standards provide a powerful, interoperable and extensible framework ideally suited to this purpose as it encapsulates media industry business logic, and enables all assets (text, pictures, videos, results) to be treated in the same way. For this reason, Press Association's next generation news content systems are built around the IPTC G2-Standards."

"Reuters adoption of the G2-Standards has enabled us to provide an interconnected data web of content resources for both our customers and internal editorial users" said Dave Compton, Senior Media Technologist at Reuters and joint architect of the IPTC G2-Standards. "With the new Reuters Media Connect Platform, we are now in a position to offer customers all of our multimedia content in a common format, using the delivery mechanism of their choice".

"This joint endorsement is a milestone for the G2-Standards which were developed to make multimedia news exchange and event driven news management more cost efficient and easier to use," said Stéphane Guérillot, Chairman of the IPTC, "that is a strong signal to the market and to the system vendors to implement the G2-Standards and the IPTC will support this effort. The IPTC G2-Standards have been developed by large and small member news agencies to meet a broad range of business requirements; they are already supported by additional news organisations around the world."

Guérillot closes "Business Meets Technology Day"

IPTC Chair Stéphane Guérillot summarised the major topic threads of the first "Business Meets Technology Day" in his closing remarks:

"I would like to thank all participants and speakers for coming to Paris for this meeting. It was a very special day", said Guérillot. "We surely have to think about the benefits of having such working sessions in the future.

"Today we have heard that the news business is not unified worldwide, but we have common trends. Brand is essential. News is moving from paper to electronic media. Rights management is a rising issue for the world with increasing partnerships. 'Structured Events' is a new business opportunity". First implementations of EventsML-G2 are 'blossoming'.

"There are real benefits to the G2-Standards, but support and cooperation is needed among IPTC members to evangelise the market and work with system vendors. There is a clear need for translating business requirements into development requirements".

This need, and IPTC's role in meeting it, must be discussed by IPTC's Working Party Chairs. Should IPTC goals be to facilitate networking, drive standardisation and increase visibility? Should IPTC become a "service provider" and act as a neutral and independent provider for technology based services and solutions?

"To meet such expectations, we need sufficient resources. As these come from members, this too will require discussion", Guérillot said in concluding his remarks.

FOURTH INTERNATIONAL PHOTO METADATA CONFERENCE

9 JUNE 2010 / 13:00–18:00 hrs. /
DUBLIN, IRELAND

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www.phmd.org

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