



## AGM 2010 delegates consider key issues, elect directors; guests spotlight top trends

IPTC Chairman Stéphane Guérillot — in opening statements to IPTC's 45th Annual General Meeting, held in June in San Francisco in the US — noted that in spite of global and industry challenges, IPTC enjoyed a number of successes during a year that addressed management and governance issues, as well as standards development work.

Changes in the British Companies Act, which went into effect in October 2009, required changes in IPTC's

Articles of Association. The new Articles were created and proposed by the Board of Directors and approved by the members. They became effective in March 2010. Revisions to the Operating Procedures and the Rules of Order, also required by the Companies Act changes, are underway.

The 4th Photo Metadata Conference, organised by IPTC, was held in conjunction with CEPIC again this year, with a focus on "Using Metadata to Power Your Business". The first pub-

lic presentation of a controlled vocabulary for images also was made.

The year also saw implementation of the IPTC Extension schema for photo metadata, and creation, jointly with the PLUS Coalition, of the IPTC-PLUS Toolkit which includes metadata panels for Adobe Bridge Creative Suites 3 and 4, and comprehensive user guides for panels in CS3 through CS5.

In addition, IPTC organised two opportunities for members to keep abreast of industry developments: the "Business Meets Technology Day" in Paris in March and a series of state-of-the-industry presentations by notable

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*IPTC members elected directors for 2010-2011. At left, Vincent Baby (Thomson Reuters, newly elected), Michael Steidl (Managing Director, ex officio), Walter Grolimund (Keystone, re-elected), Stéphane Guérillot (AFP, re-elected), and Helge Viehof, (dpa, re-elected).*

### SUMMARY

- 1 IPTC delegates meet in San Francisco for AGM 2010; Board directors elected; IPTC-PLUS announce panels for Adobe Bridge CS3, CS4
- 3 Guest speakers: AP, Twitter, OpenSAMSN
- 4 Guest speakers: Reuters Media, Mainstream Data, APA-IT
- 5 Guest speakers: PLUS
- 6 Peter Müller: former IPTC chair ends 30 years service

guest speakers at the AGM 2010. (A number of speaker presentations are summarised in this issue.)

### Looking ahead

G2-Standards are entering the implementation phase, and public relations activities need to increase in order to promote further adoption. Strengthened content on the IPTC web site and expanded outreach programs also are planned.

Increased activity regarding the Semantic Web and linked data are projected. Member responses to these initiatives have been positive.

### Challenges for IPTC

IPTC did well despite the unsettled economic challenges that affected the industry.

Attendance at regularly scheduled meetings decreased, reflecting member budget concerns. IPTC also experienced a rise in bad debts, and a small decline in membership.

The IPTC went through a change in accounting currency, to Euros from British Pounds, without severe problems; the only negative impact on finances was the radical drop in interest rates, but this does not relate to the accounting currency. The budget remained nearly in balance, and dues will not increase in 2011.

### Directors elected

Annual elections of Board of Directors members were carried out. These six delegates were formally approved:

- Stéphane Guérillot, Agence France Presse, was elected as a director and to chair the Board
- Vincent Baby, Thomson Reuters, as director
- Walter Grolimund, Keystone, as director
- Taesung Jung, Korea Press Foundation, as director
- Vincent Tripodi, Associated Press, as director
- Helge Viehof, dpa, as director.

### Actions arising from the AGM

- NewsML 1 Maintenance Working Party — end the NewsML1 working Party and establish a NewsML 1 Working Group, since this standard is now maintenance-only.
- NITF Maintenance Working Party — complete the work on including foreign XML namespaces; create test documents to try out “G2-isation” feasibility for NITF; update the NITF documentation.
- NewsCodes Working Party — create and provide a Migration Guideline of Subject Codes to Media Topics, if requested by users; add concept management data to the IPTC CV server; extend the formats delivered by the IPTC CV server.
- Standards Committee — take steps towards OWL classes of G2 structures through the Semantic Web Yahoo! Group.
- Public Relations Committee — add marketing related content to the IPTC web site; implement “@IPTC” as a formal IPTC Twitter feed; organise a G2-Standards presentation at the Ifra Expo 2010.

IPTC concluded the meeting by formally honoring several representatives who no longer serve IPTC or who were leaving it imminently: Walter Baranger of The New York Times; John Iobst of NAA; Takahiro Fujiwara of EAST Co., Ltd.; and Peter Muller of SDA/ATS.

IPTC’s AGM 2011 will be held in Hamburg, Germany. ■



Above, 22 IPTC Voting Member Delegates and 10 Associate Member Delegates convened, in person or by proxy, 28-30 June in San Francisco, California (US) for the IPTC Annual General Meeting 2010. They approved the budget for 2010-2011, and reviewed ongoing projects and initiatives.



Above, a majority of delegates assembled for a farewell dinner honoring IPTC director Peter Müller, SDA/ATS, front row, third from right, who retired after 30 years representing the Swiss news agency for the IPTC. Müller is a past-chairman of IPTC and led the development of IPTC 7901, among other accomplishments. (See more on page 6).

# Twitter, iPad, PLUS: speaker presentations spotlight rich media initiatives

## **AP registry: a tool to fuel news media profitability**

Todd Martin, vice president and director of Technology for Associated Press sees the [AP News Registry](#) as tool that embeds metadata to create a DNA marker for each article (and — ultimately — each image), then uses those markers to track the stories and take a snapshot of where each news organization's stories are being used.

Can the registry show where content appears that has not been paid for? Yes. Is that the primary purpose of the registry? No. The information that is gathered — by crawling the Web and looking for where content matches — has multiple uses. All involve increasing the profitability of news organizations that direct and fund original news gathering.

“By looking at what content is used and where, news media can identify other stories that usage points to as being of interest, so they can be monetised further”, Martin said. Right now, the news registry is text focused — “it's everywhere, it's free-form, and it's unregulated”, said Martin. Later phases will focus on images, then video.

While the AP News Registry, which launched in mid-July after a year of beta testing, may be used to track content used without permission, that is not the current focus. “Permissions” will be addressed in Phase 2. AP will be working with ACAP on that phase.

## **The world's news: tweeted**

As a social phenomenon, Twitter is an iconic example of technology enabling interactions between people. More than that, it is a news dissemination

channel that makes news personal and immediate in a way little else can. Robin Sloan, who manages the [Twitter News Hub](#), illustrated this by describing Twitter activity about the World Cup playoffs that were then underway in South Africa.

“Globally, 30 percent of all Twitter activity is on mobile units. There are some 65 million tweets a day, or 70 per second. The World Cup is pushing that to the limit right now”, he said.

“Twitter is a massively shared experience”. “It's new media that's real-time, interactive and personal.” Twitter usage has implications for news media. The World Cup is a case in point: while complex agreements and contracts govern which news media can report on which events, Twitter can undermine their relevance. How can any news organization — or sports federation or franchise — maintain exclusivity, when tweets about plays and points are being broadcast around the world, in real time and completely ungoverned, by fans in the stadium?

On the technical side, Sloan noted that gathering tweets on a topic or sets of keywords using streaming API is not done by Twitter. “Gathering tweets and then putting them in user-labeled ‘buckets’ is done at CNN or Crimson Hexagon or whatever”, he said. “It's not automated; it's done by humans.”

## **OpenSAMSN: bar-coding the news.**

“Metadata is like a bar-code on products”, said Gunar Penekis, chairman of [OpenSAMSN](#) and an indus-



*Todd Martin, Associated Press*



*Robin Sloan, Twitter*



*Gunar Penekis, OpenSAMSN*

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try expert in metadata technologies and digital supply chain optimization strategies “It’s a standardised set of information that can help make digital assets more accessible and enable them to be tracked and managed, just as bar codes gave rise to retail inventory management systems that revolutionised the retail product industry.”

**SAMSN — Strongly Attached Metadata with Semantic Namespaces** — seeks greater industry interoperability using Semantic Namespaces to link authoritative data together. Namespaces play a similar role to telephone area codes. Metadata registries are growing and provide expanding opportunities to connect.

### **Reuters’ News Pro streams news to iPads, iPhones**

To Evan Maloney, a software engineer and, at that time, a driving force behind Thomson Reuters’ iPhone and iPad [NewsPro application](#), success lies in a sleight of hand, but without any magic. “The ideal is to provide users with the illusion that your service offers the speed and immediacy of high speed Internet delivery”, he said, “even though that is technically impossible.”

News Pro’s goals, Maloney said, are to present the most timely content possible, regardless of network conditions, to respond immediately to the user’s desire to view content and, as much as possible, make users forget that mobile networks are slower and less reliable than the desktop world, that network conditions can vary even within a small geographic area (“bad connections are the rule, not the exception”), downloading takes longer item by item, and bandwidth is a seriously limiting factor.

One measure of the mobile apps’ success is whether a user commuting on the subway in New York can “pre-fetch” sufficient content to last for a 30-minute commute underground where there is no connectivity.

“We are able to get pretty close when it’s just news and photos”, said Malo-

ney. “Metadata is the glue that allows us to deliver user-requested content. Thomson Reuters’ market data helps us know what content is likely to be requested, so we can pre-load a content catalog that the user sees when the application is activated.” A number of other techniques work together to give that subway rider his or her 30 minutes of ride-time content”, he said.

### **Market for mobile applications is the industry’s future**

As president and CEO of [Mainstream Data](#), provider of multimedia information delivery systems, and of [Newscom Celebrity](#), a subsidiary, Scott Calder, has seen the future, and it is mobile. “Content companies that do not react to the explosive mobile information marketplace do so at their own peril”.

The mobile phenomenon is here to stay, globally. Apple owes more than 90 percent of its revenue to products that operate without a power cord, and an estimated 38 percent of iPad sales are made outside the US. Experts expect this figure will reach 43 percent by year-end. US sales are strong.

Mainstream entered the still-evolving marketplace with the first entertainment news app for iPads at Apple Store: [Newscom Celebrity](#). Mainstream’s experience illustrates the challenges. When the initial purchase price was 2.99 USD, sales were light. In the first nine hours after the app was provided free, thousands were downloaded.

“There is not yet a clear business model . . . but the change towards unplugged computing is irreversible”, Calder said. “Providers must adapt . . . addressing the marketplace with their own apps or by partnering.”

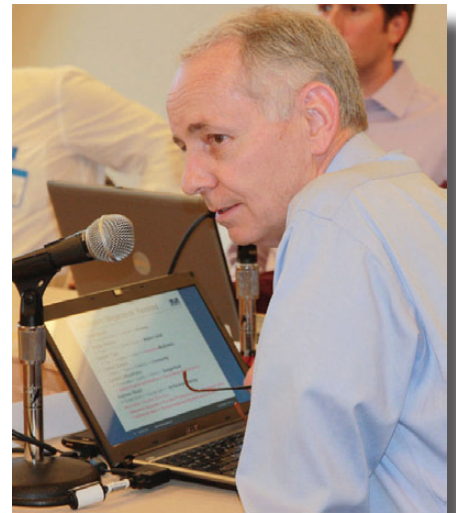
### **IPTC standards: the long road to business value**

What leads a news media company to implement IPTC standards? What prevents them from doing so? Based on his own experiences, Gerald Klima, CEO of [APA-IT InformationsTechnologie GmbH](#), a subsidiary of Austria Press Agency, can answer both questions.

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*Evan Maloney, then with Thomson Reuters*



*Scott Calder, Mainstream Data*



*Gerald Klima, APA-IT*

APA-IT implemented and uses a number of IPTC standards: IPTC 7901, NITF, NewsML 1, IIM, and most recently, SportsML-G2. The company also uses Subject NewsCodes and IPTC Core and Extension Schema for XMP. With these standards as tools, APA processes 50,000 incoming media items per day in 77 different formats from 447 data providers and outputs 215,000 media item instances in 132 different formats for 12,700 customers.

“As a company, we are more customer focused than standards focused,” Klima said. “We will customise standards when a special solution is needed. IPTC standards are implemented when there is a significant business value”.

According to Klima, there are pros and cons — “*promotors and inhibitors*” — that affect decisions to adopt IPTC standards, and these factors need to be considered.

For Klima, the market pressures that argue for adoption (promotors) include:

- *online business compared to print is more and more significant*
- *for events, standards simplify access to related text and multimedia content*
- *the market for standard IT solutions for news agencies is growing.*

Klima's list of factors that are obstacles to adoption (inhibitors) is longer. In addition to assessing business values and

customising standards to meet customer needs, these factors complicate adoption:

- *standards are too complex for customers with minimum IT staff and simple requirements*
- *the investment cycle for developing editorial systems at news agencies and media companies is long*
- *News agencies are providing end-to-end solutions instead of standardised feeds.*

Ultimately, more and more agencies will adopt the G2-Standards in the face of increasing pressures to stan-



Jeff Sedlik, PLUS

dardise IT solutions, Klima said. **Image rights metadata are “mission critical”**

The PLUS (Picture Licensing Universal System) Coalition is launching the [PLUS Registry](#) this year, a unique means of protecting photographic image intellectual property rights any-

where in the world.

Industry stakeholders in more than 30 countries collaborated to create the PLUS system of standards. The objective was — and is — to make it easier to communicate, understand, manage and protect image rights in all countries. No standard until now supported the industry's actual licensing practices.

IPTC worked with PLUS to secure the rights metadata standards. The standards incorporate IPTC metadata to describe content.

The Registry consists of three modules — Rights Holders, Images (rights holder names, contact information), and License Information.

Using the Registry, image metadata can be stored outside the image file, connecting that information continuously throughout the life of the image. This resolves a key issue in image rights protection.

In addition, using special software, the Registry “fingerprints” the pixels in each image, so that photos can be identified by content. The “fingerprint” is stored within the registry.

Guidelines established by stakeholders for developing the universal standards for expressing image rights mandate that they be human readable, machine interpretable, and multilingual. They also must uniquely identify every image, every rights holder and the license information of each registered image.

The Registry begins registering images this year.

## PUBLISHER'S STATEMENT

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# Peter Müller caps 30 years with IPTC at AGM 2010

Peter Müller — who for 30 years served as an IPTC member representative of SDA/ATS, the Swiss news agency — retired recently, ending his IPTC term in June at the AGM 2010 in San Francisco, California, US.

During his remarkably long tenure, he saw IPTC transition from its initial mission of lowering international telecommunications tariffs for news agencies and newspapers, to the emphasis today on developing specifications that speed the digital flow of news across all media. Müller contributed to both objectives. He led the development and launch of IPTC 7901, which remains the world's most widely used IPTC standard. He also successfully argued for the present membership structure, which secured IPTC financially.

In San Francisco, Müller spoke to the *IPTC Mirror* about his early days with IPTC, the changes he's seen and where he envisions the industry going next.

## The way it was

When Peter Müller walked into his first IPTC meeting in Munich, Germany in 1980, telex was state of the art transmission technology for the industry, commercial satellites were only beginning to show potential, and the desktop computer revolution was more than a decade in the future.

"The main issue when I first became an IPTC member representative was the fight against monopolistic phone companies in different countries and the very high prices they charged for using the telephone lines", said Müller.

Tariffs were not the only problem. "In Europe, the Post Office, which governed such things, required business-

es to use telex machines obtained from the Post Office. The charges were high and the machines were very noisy, so it was difficult to work near them. We worked around this by putting the Post Office's telex machines in the cellar and connected them to new, quieter ones that we purchased for the room where we worked. At great expense, of course."

IPTC was formed, in 1965, to do something about these high-cost conditions, he said. "IPTC led the fight against the telephone company monopolies in the different countries". In the mid-to-late 1980s, country by country, lower tariffs capped the 20-year effort and ushered in a new phase for IPTC: developing standards for transmitting words and pictures with speed and accuracy.

In 1992, Müller was elected to the Management Committee (now called the Board of Directors). He was IPTC Chairman from AGM 1999 to AGM 2002.

Look ahead to 2010: IPTC is the recognised standards developer for the new industry, news agencies are committed to implementing the recently published G2-Standards, a controlled vocabulary for photos and videos is in development and the industry is studying the value of participation in Linked Data initiatives and the Semantic Web.

## What is next for the industry?

"I think social media and the Semantic Web are important", said Müller. "We also need members from countries in South America and Africa to contribute their perspectives."

Summarizing his IPTC service, Müller said, "I learned more than I gave. I made many friends among my colleagues. And I wish the industry a bright future."



Peter Müller served at IPTC from 1980 to 2010. He was made an honorary member on retiring.