



Autumn 2001 - Vevey

Other commitments and some travel restrictions (in both cases mainly due to last September's events) caused a number of delegates to withdraw from the Vevey Autumn Meeting, but the meeting was still well attended with a series of productive sessions making progress in a number of areas.

Specific achievements reported to the Standards Committee (held at the end of the Meeting) included a decision to release the prototype Schema version of NewsML; finalisation and approval of NITF V3.0; and agreement on release of a development 0.5 version of SportsML.

Consideration was given to the possibility of revising the rules dealing with the submission of documents for discussion at Meetings. The formal rule is that submissions should be made available to the Managing Director 30 days before the meeting to allow for distribution to members and subsequent consideration. The extensive use of e-mail has effectively reduced the period to three weeks (15 working days). It was pointed out that in practice the strict procedure is mainly applied to contentious or highly technical issues, and after some discussion it was agreed that there was no immediate need to make any changes.

Standards Committee Chairman John lobst (NAA) informed members that the draft paper giving guidelines for the delivery of Government documents to the news industry has been undergoing modification and will now be presented for consideration at the Spring 2001 Meeting

(to be held in Paris at the end of February). Rights management is another outstanding issue and members were given brief details of the RightsCom (www.rightscom.com) initiative which is currently working with the recording industry to generate an initial vocabulary of rights-related terms. This is an EU funded effort which also includes some involvement of the World Intellectual Property Organisation (WIPO).

IPTC are participants in the NAMIC project to develop an automatic classification system for news streams. This involves use of the IPTC Subject Code System to derive language-metadata terms for the analysis process. David Allen informed members that the project has concentrated on financial and sports information and is likely to reach a conclusion in the near future.

Details of activities in the various Working Parties are given in the following pages. The Meeting also included a number of presentations on developments in related areas, including: SeiNet cross-media content publishing; the Reuters NewsML toolkit (presented by Dave Compton via a teleconference link to London); Market Data Definition Language (MDDL);

NetHorizon Image Portal Management System; and the EidosMedia Méthode knowledge management and publishing system. Some of these are covered in this issue of the Mirror, with others having been held over to a future issue to allow more detailed coverage.

NewsML Support

Working Party Chairman Irving Levine (Reuters) was one of the members who had been unable to physically attend the Vevey Meeting, but he managed to conduct the session via a teleconference link (ably supported by John lobst taking the Chair in the meeting room). Although some minor difficulties were encountered - mainly due to the room acoustics - proceedings generally followed the established pattern.

A number of issues had been identified at the Ischia meeting as needing further consideration, and a follow up meeting in New York had taken a close look at some of these including the question of a NewsML namespace and the prototype NewsML Schema. It was also pointed out that the Vevey Meeting was the first anniversary of the NewsML release and that it was an appropriate time to start looking at

Telephone and microphone take a central position to allow the participation of delegates who were not able to travel to the Meeting. Despite minor problems the experiment was generally considered to have been a success.



extensions to the standard - though there might be some advantages in waiting until there was a more general roll-out of applications.

Practical considerations in the use of NewsML have been addressed with a set of User Guidelines and these were worked through in some detail. Particular attention

was paid to the proposed mechanism for validation and for dealing with version changes. In principle NewsML documents have to be validated against the published DTD (on the IPTC Web site) but this is liable to lead to practical problems due to server overload or unavailability, One solution is for publishers to provide a local copy of the DTD (either on their servers or by previously supplying it to the users) but this could create similar problems. It was suggested that a more practical approach might be to drop the DTD system reference from NewsML documents and checks were made to ensure that this is acceptable XML practice.

Market Data Definition Language (MDDL)

An overview of MDDL (Market Data Definition Language) was provided by James Hartley (Reuters) - who is on the MDDL Liaison and Technical Committees in addition to his IPTC activities. Established by a consortium of organisations with an interest in financial data the project is seeking involvement from a range of interested parties such as Providers and Vendors, Consumers and Users, and Standard organisations

Intellectual property rights in MDDL are held by the Financial Information Service Division (FISD) of the Software & Information Industry Association (SIIS), but the software is freely licensed and available.

The aim can be summarised as the promotion of market data inter-operability by the use of standard definitions of terms, the common use of fields, and adoption of XML. Initial work is concentrating on production of an end-of-day snapshot, with a view to later expansion of the scope.

Development is an open process with a Steering Committee providing an overview of MDDL, managing the standards process and dealing with external relations. A Technical Committee is responsible for defining the structure, with a main model and optional data. Major constructs provide for grouping data for example as a "snap" or a "time series". The approach is element based and supports both a DTD and XML Schema.

The Vocabulary Committee has the task of defining the scope of the standard and identifying the data to be covered. A system of Controlled Vocabularies has been developed and extensibility is seen as a key element, allowing users to add their own products and properties. Use is also made of a "references" list concept to allow links with both internal and external data.

Finally there is a Liaison Committee to provide co-ordination between MDDL and other XML and standards-related activities.

Activities in 2001 have included the development of common data fields to cover; Financial Instruments/Assets (both exchange traded and others); Corporate Events (which have effects on values and trades); and Indicators (economic and investment).

Version 1.0 of the Specification has a 2 November release date. A Version 1.1 update is planned and may include provision for other specific domains/classes/subclasses, a query format and other data types.

James Hartley concluded his presentation by pointing out that MDDL is essentially concerned with the definition and handling of market, and other related, data; that IPTC standards are designed to deal with news; and that market data is an important news element. So what is the possibility of establishing an effective relationship?

Further information, including a MDDL mailing list, are available on mddl.org.



With active participation in both IPTC activities and the MDDL initiative, James Hartley is well placed to argue the case for co-operation.

URN revision level

The question was raised whether the NewsML URN (Uniform Resource Name) should include a numeric indication of the revision level - would it be better to indicate the revision level by use of an attribute or specifically within the document. It was pointed out that stylesheets depend on the URN to define the namespace and that if the URN becomes a moving target (due to changes in the revision level) there is a risk of stylesheets rapidly becoming outdated. After some discussion it was agreed that a formal paper dealing with the use of a URN and a version attribute - this will be prepared for the next meeting.

The XSL style sheet produced by David Allen for NewsML conformance testing has been extensively reviewed by the NSK Study Group in Japan and a number of changes incorporated as a result. The toolkit being produced by Reuters will also have some capability for conformance checking.

Schema update

A draft NewsML Schema had been distributed to members for assessment after the AGM, and initial impressions were that this version - which had been automatically converted from the DTD - was fine. However, subsequent experience showed that there were a number of application problems. These have been taken care of by manual editing of the Schema, resulting in a version that performs satisfactorily in the two most widely used development packages - XML Spy and XML Authority.

The changes made do not appear to introduce any divergence between the Schema and the NewsML DTD. However a further series of validations may be needed to ensure that no further modifications are necessary.

A question was raised about the continuing status of the NewsML DTD following formal adoption of a Schema. The present view is that it will probably be best to keep to the DTD for the time being and

maintain a compatible Schema.

However, in the longer term the greater functionality offered by a Schema - specifically the potential for compliance checking - would mean it would become the preferred option for development even though it might not be possible to produce an equivalent DTD. It was agreed that the draft Schema should be proposed for formal adoption at the next meeting, and it will be published on the IPTC Web site (with notification on the NewsML mailing list) for general comment.

The addition to the Functional Specification of further examples on how to identify the start point for searching was approved, and work is in hand to extend the information that can be included in the Dateline and Byline. This was prompted by a need to handle event location data - this is already dealt with in the NITF.

Specialised Content

Due to the amount of material to be covered the session was effectively split into two parts with Paul Harman taking the chair for the initial phase. This mainly consisted of a review of (external) developments in a number of interest areas. Presentation of the SportsML initiative was then chaired by Alan Karben. There was also a separate presentation on MDDL which is covered in the panel on page 2.

So far as other financial initiatives are concerned, further contact has been made with the RIXML group but no concrete progress has been made on compatibility, while it was reported that XBRL is now in use for the delivery of company results.

An approach has been received from Tokyo News who are working on a DTD for television listings and will be willing to make it available to IPTC when the development work has been completed.

There appears to have been significant progress in the OASIS initiative to develop an Election Markup Language (EML). The French and Italian Governments have joined the UK Government in taking part, and it is anticipated that this involvement will change the emphasis of the effort with a move away from the vendor approach. Stated aim is to complete work by April 2001 in order to be ready for the US November elections.

The preliminary effort has identified a need for six DTDs; vote delivery; ballot delivery; new voter registration; election notification; result reporting; and voter application. It looks as if the results DTD will be of most interest to IPTC members and an effort will be made by the Working Party to produce a prototype for consideration at the Spring Meeting in Paris, with a view to putting it forward to OASIS to influence



their development process.

SportsML

Main focus of the Specialised Content Working Party has been the development of SportsML - an XML DTD for the interchange of sports data. The past few months have seen intense activity by the sub-group working on this project with a regular teleconference programme, establishment of a dedicated electronic mailing list (with some fifty members), and a working session during the August New York meeting.

These efforts have resulted in definition of the Functional Requirements for the Standard, establishment of the content needed for a number of sports, and design and production of a prototype DTD. Key features of the Business Requirements included: able to cooperate with both NewsML and the NITF; easy to understand and implement; extensible to allow easy addition of other sports and types of data.

It was decided to concentrate on an initial group of seven sports: five team events - Baseball, Ice Hockey, American Football, Soccer and Basketball; and two individual sports - Golf and Tennis.

The structure developed to meet these requirements has a core DTD, supplemented by secondary "plug-in" DTDs that are specific to each of the sports. These DTDs are supported by a Resource File (of metadata codes), initially generated as a spreadsheet but with the intention of converting them into TopicSets. Information included in this file deals with the SportsML document itself, sports events, teams, team statistics, players and player statistics, auxiliaries (such as managers and coaches) and officials. This

SportsML has its own web site offering an overview of the project, documentation, downloads of the draft DTD, examples and stylesheets.

structure will also allow users to use their own DTDs to cover other sports, or to add extra features to the existing coverage.

It was pointed out that further work is needed to build up Resource Files for specific sports and once the system is in use maintenance of the files will be a major task. One suggestion is that members could act as "agents" to maintain the files for individual sports, or for national leagues within sports.

Wide ranging and detailed discussion of implementation details followed the initial presentation, which was very well received. The alternative viewpoints of delegates who had not been directly involved in the development proved particularly valuable in helping to refine the proposals.

Development of SportsML is a very complex and ambitious task and feedback from potential users will be a valuable way of checking that the approach is appropriate and will meet specific needs. To achieve this it was agreed to release a draft 0.5 version of the standard for comment and test use and to establish a presence in the market. The attitude of Sports Associations is considered particularly important and members are asked to let IPTC Managing Director David Allen have any available contact details so they can be approached directly.

Many of the points raised during discussions were incorporated into the DTD (to give a .495 version!) before the end of the Meeting with a brief update presentation following the Standards

Committee session. Subsequent fine tuning produced the 0.5 version which has now been posted on the SportsML web site (www.sportsml.com).

News Metadata

A number of requests had been received for additions to the Subject Code System and these were considered at some length, with the discussions expanding to involve a general review of the principles adopted in constructing the system.

On a number of occasions it has been suggested that for ease of use it would be advantageous to have duplicate entries under more than one main Subject Heading. For example Computing and Information Technology are included under the **Economy, Business & Finance** Subject heading, but there could also be a need for coverage under **Science & Technology** in cases where there are no

direct business implications.

However, the original concept was to have unique entries and it was agreed that this should remain the overriding principle. Use of a specific heading does not necessarily imply a hierarchal relationship to higher level headings, while multiple codes can be used to help identification of specific interest areas.

So far as the proposed additions were concerned, immediate agreement was reached on the inclusion of entries for Personal Investing, Market Trends, and Consumer Confidence under **Economy, Business & Finance**. Other requests were passed to the Ad-Hoc group for more detailed consideration.

Proposals for the inclusion of Physical Metadata information in NewsML have been reviewed with the appropriate TopicSets now being considered ready for use, though it was considered that there could be advantages in expanding the

descriptive text and including some usage examples. Checks will also be made to ensure that the information provided can be used to deal with complex multi-channel video and audio content. Formal adoption of the TopicSets will be recommended at the Spring Meeting.

A draft guideline for the Subject Reference Scheme had been circulated prior to the meeting and was briefly reviewed. An updated version of the Subject Code Viewer, which has the capacity to display the Japanese translation, has been developed by Johan Lindgren and is available on the IPTC Web site.

The Subject Code System is now maintained as a series of TopicSets and descriptions and explanations of the various TopicSets have been included in the revised documentation. As the TopicSets come into increasing use there may be a need to establish ways of dealing with

Cross-media Management

SeiNet have been involved with the newspaper and magazine industry for over 15 years and Alvaro Falquino explained that experience with various legacy systems had helped define the requirements for their new cross-media management system Xtent. These included independent format, separation of the content and container, platform independence, and cross-media capabilities.

Xtent has a modular structure with an XML interchange format. Components are: XTent editor - content creation and editing; XFlow - workflow management; XTent Publisher - Web content publication; XTent Catalog - content file; and Panorama - printed media content publisher.

The XTent Catalog is a distributed system on several servers, with one or more channels for each server. Incoming content - such as a NITF file - has the metadata transferred to library fields and the content goes to the repository. The library structure is created to suit the content being held in it, according to user requirements. Once the content is in the system it can be searched and although different libraries may have different formats it is possible to search them at the same time. The full text search engine is also aware of XML tags.

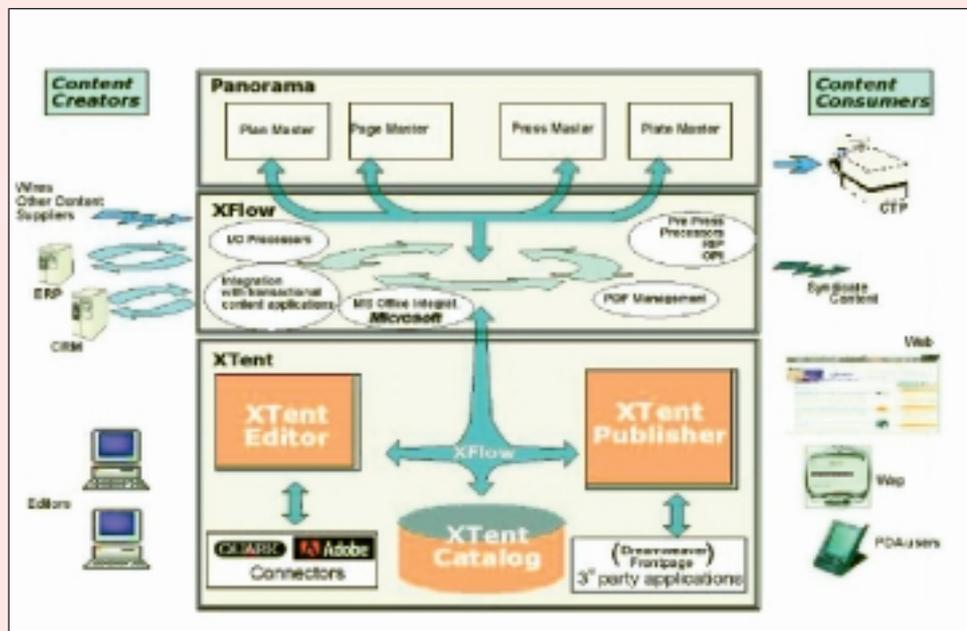
When material has been selected it is moved to the editorial desktop which has a browser interface that can be customised to suit user requirements. These is a pseudo WYSIWYG XML editor and it is also possible to fully expand the XML content. Content can be dragged and dropped to page templates, images cropped and text formatted. A similar approach is used for internet publication, but the HTML page expands as more content is added.

For syndication applications content can be selected by creation of a catalog query and an XSLT stylesheet applied to produce (for example) a NewsML item.

Data management is achieved by XFlow which has been designed to simplify the management and automation of digital workflows during both content creation and publishing. For print applications Panorama offers production tracking for multiple publications and editions, along with advertisement handling.



Alvaro Falquino



different versions and synchronisation of default sets, and this will be investigated further at the next meeting.

A separate session of the Ad-Hoc Category Codes Working Party was held - after the end of the formal IPTC meeting - to consider some of the points and submissions raised earlier. These included a number of suggestions from the National Swiss Radio who have decided to adopt the IPTC Subject Code System.

Agreement was reached to recommend the addition of a number of additional entries as follows: under **Economy Business & Finance/Transport** - Private Transportation; Public Transportation; under **Health** - Government Health Care; Private Health Care; under **Politics** - Regulatory Policy and Organisations; Foreign Relations; Movements; under **Science and Technology** - Standards; Animal Science; Micro-Science; Marine Science; Weather Science. In many cases definitions for the new terms are still needed before the entries can be formally adopted.

News Management

Although there had been little recent activity, members were informed that the Working Party Chairman - Stuart Myles (Wall Street Journal), who was unable to attend the meeting - was producing "A Guide to News Management with NewsML" to explain the basics of News Management and the relevant features of NewsML.

It appears that the NewsML Specification addresses most Package Management issues but extended documentation will be the key to help users understand the correct procedures. For example there appeared to be some confusion about the procedure for deleting an entire NewItem - the Specification explains that this can be achieved by changing the status for the item to "cancelled". News Management in NewsML is not intended for use in content management, and the question was raised if there was a need to introduce content management to the NITF (which is commonly used for text content in NewsML).

Johan Lindgren (TT) explained that TT had started transferring old news items into NewsML for archive purposes and this raised a need to include the original creation date - as opposed to the creation date for the new NewItem which contains the original material. During subsequent discussions it became clear that other users had the same requirement with the approach adopted by both AFP and Reuters being to include the information as a property. However, the precise implementations were different and it was

decided to try and develop a guideline for a common approach .

NITF Maintenance

A draft version of the NITF Version 3 DTD was posted on the nif.org site for comment shortly after the Ischia meeting. The proposed additions and changes were subsequently reviewed in some depth at a meeting in New York in mid August with some final adjustments being made before the standard was presented in Vevey for adoption. Working Party Chairman Alan Karben (Screaming Media) gave an overview of the changes that had been made since Version 2.5 - see panel below - and following a brief discussion Version 3.0 was formally adopted.

Members were reminded that the level of changes means that backwards compatibility with earlier versions could not be maintained. However, Version 2.5 will remain available for use if required.

Consideration was given to establishing a NITF namespace and it was agreed that this should have a similar structure to the NewsML namespace (there also appeared to be advantages in following this approach for SportsML). It was also decided to start work on the production of a NITF Version 3 Schema.

A number of issues concerning the nif.org site were discussed, with planned improvements including: the provision of links to publishers and vendors; description

"NITF 3.0 incorporates several changes sought by news organizations that have been putting the standard to work - it's a cleaner, more workable DTD both for news providers and for their customers."

- Alan Karben

Changes for NITF Version 3.0

Created metadata-rich nif:table element and subelements, and added to block:content

Improved metadata support:

Created identified-content element, added to docdata

Made sure that attributes like idsrc and value were on all items within identified-content.

Made sure these attributes were all optional

Created classifier element; added to block.start, identified-content, and enriched-text

Added tobject, key-list, and classifier to block.start

Other DTD adjustments:

Made mime-type attribute of media-reference be optional, not required

Made media-type attribute of media be CDATA, not a hard-wired vocabulary
Head element made optional

Made tr exist within table directly (can leave out tbody), as in XHTML

Deprecated data-location attribute of media-reference.

Source is used instead.

Renamed the block.head entity to block.start

Made media-reference/media-object repeatable

Added optional byline to block.start

Changed date and version

Deprecated legacy HTML attributes that are formatting-specific:
removed:

dir and lang attributes from common-attributes entity table.fmt, table.domain, and table.inst attributes continue, seqnum, and compact attributes of ol element
src, wrap, plain, dingbat, compact attributes of ul methods attribute of "a" element
background attribute of body element src attribute of note, hr elements

common-attribute adjustments

added common-attributes for:

headline, chron, event, tagline, bibliography, byline, location, sublocation, city, state, region, country, money, num, frac, virtloc,

Change hr's attributes from id, src to common-attributes

Replace common-attributes with global-attributes for media-metadata

Made <head> element optional

of the Version 3 changes; provision of guidelines for NITF to NewsML translation; a HTML rendering of the Subject Codes; and enhancement of the tutorial.

PR Committee

Acting Chairman Klaus Sprick (dpa) - Chairman Tony Allday (Reuters) had been unable to attend the meeting - gave a brief review of the final stages leading to introduction of the new IPTC Logo. Following the Ischia session he circulated a set of designs to the PR Committee, which rapidly reached agreement on the one to be adopted. Some final enhancements were made, taking account of feedback on the proposed design, and produced a detailed specification. The design was then converted (manually coded) to Postscript by David Allen and made available. Guidelines on use of the Logo are to be drawn up and circulated.

A promotional leaflet has been produced by Kevin Roche to provide a brief introduction to IPTC and the main standards - NewsML, the NITF and the Subject Code System. The leaflet was distributed at the NEXPO exhibition and members are encouraged to use the material at other appropriate events.

NewsML continues to attract considerable attention with David Allen being invited to Japan to give the keynote speech at a major Mainichi Shinbum newspaper presentation with an audience of around 150. There was also representation at a TASS conference while further major presentation is planned for the CINCOM conference in Hong Kong during January.

David Allen reported that all three web sites are now under IPTC control and are on a dedicated server at the ISP. Members are being asked to provide links to newsml.org and nif.org from their sites where appropriate. It was also agreed to produce brief standard texts describing NewsML, the NITF and the Subject Code System for use by members.

A press release has been issued to cover

Raffaele Merico from NetHorizon gave a demonstration of the Image Management And Portrait System (IMPS) which has been developed in association with Keystone to provide image management and distribution services for photo agency applications.

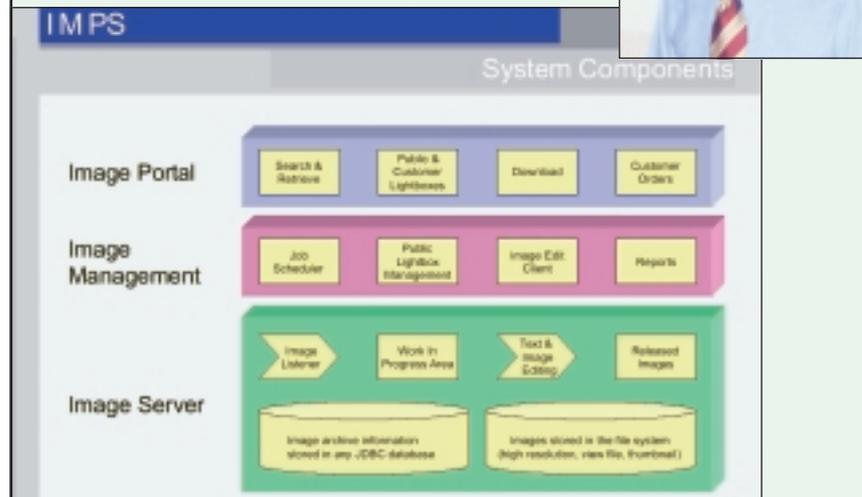
NetHorizon IMPS

Photo images (and other multimedia content including graphics, audio, video and text) are converted, watermarked and stored in the system's Image Server along with any associated IPTC (IIM) information and XML attributes. Following editing the processed images are transferred to the Image Archive and made available for use.

Image Management facilities include maintenance of the subject-based public lightboxes, while there is also a job scheduling function. User access is by an Internet connection to the Image Portal, and includes search and retrieve facilities, and the management of private lightboxes, along with download of high resolution files.

Release was planned for mid-November 2001 with billing functionality to be added early in 2002. See www.nethorizon.ch.

Raffaele Merivco



release of NITF V3, and includes mention of both NewsML and the Subject Code System. It is apparent the Subject Code System is finding wide application (beyond the core news industry) and consideration is being given to a formal re-launch following revision of the application Guidelines.

Publication Dates

Unforeseen circumstances have caused some delays in production of the IPTC publications - apologies for any inconvenience caused. This is a joint October/November issue of the IPTC Mirror, while the December issue will be published as normal.

Publication of the 2001 IPTC Spectrum has also been delayed, but the issues should now be mailed during December.

Update

Latest papers issued

CAT 01/08	Ad-Hoc report
MAN 01/09	Vevey Minutes
NM 01/14	Vevey Minutes
NMLS 01/17	Vevey Minutes
NMA 01/20	Swiss radio codes
NMG 01/06	Vevey Minutes
PRC 01/06	Vevey Minutes
SPC 01/07	Vevey Minutes
STA 01/12	Ischia Minutes
AGM 01/03	Vevey Minutes

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IPTC Documents

IPTC-NAA Information Interchange Model
and
IPTC-NAA Digital Newsphoto
Parameter Record

IPTC Recommended Message Format 7901

News Industry Text Format

IPTC Satellite Systems for Press Use