



Simplified Subjects

The past few years have seen considerable development of the Subject Reference System (SRS) - generally in response to the practical needs of members as they bring the system into use.

This growth has resulted in a number of errors and ambiguities - mainly minor - creeping in to the system. Following a number of comments from members (and other interested parties) it was decided during the Spring Meeting to take a detailed look at the SRS with the intention of cleaning things up and making the system easier to use.

An ad-hoc meeting, of the News Metadata Working Party, to do this was held at the NAA premises during May.

The first stage of the process was a general review of the entries to impose a consistent style and spelling. Specific changes include: the adoption of lower case spellings (apart from entries where the term is a proper name or acronym); removal of plurals; replacing the "&" symbol by "and"; rationalising the spellings (in line with the "British" version of Webster's Dictionary); and ensuring that the XML language is en-GB throughout.

It was agreed that there appears to be a need for a guideline on what the SRS should cover - in general this should be internationally recognised terms rather than national ones, while keywords should not be included.

To help monitor future developments it

was proposed that Subject Matter entries should only be included following general consideration - proposals would be discussed at one meeting with the intention of approving them at the following meeting after members had sufficient time to consider any implications. The established fast-track procedure would allow easier addition of Subject Detail entries.

Positioning of entries at SubjectMatter or SubjectDetail level will generally depend on the anticipated level of granularity, so it would help if proposers could give some indication of the planned usage, and the possibility of further related entries (typically at SubjectDetail level) being asked for. It was also agreed that all requests for additions should be complete with descriptions and that the member making the proposal should be present at the first meeting.

Thorough review of the existing entries has shown that there appear to be a number of duplicates - for example Water Supply appears as a SubjectDetail under the Energy and Resources SubjectMatter in the Economy Business and Finance Subject and as a SubjectMatter under the Environmental Issues Subject. There are also a few conflicting/overlapping entries and appropriate changes have been made to clarify these points.

Consideration was also given to a series of proposals for new entries. Many of these had been submitted complete with definitions, making rapid agreement possible. At

Electronic Mirror

This is planned to be the last printed issue of the IPTC Mirror. Starting with the July issue the publication will be delivered direct to members by e-mail and will also be available for download from the IPTC Web site.

the same time minor changes were made to some existing definitions in the interest of clarity. Agreed additions include:

Crime Law and Justice - International Law and Corporate Criminal Behaviour added as SubjectMatters.

Energy and Resources - Energy as a SubjectMatter.

Economy, Business and Finance - Shipping Services, Health and Beauty Services, Janitorial Services, Funeral Parlour and Crematorium, and Rental Services as SubjectDetails under *Financial and Business Services*; *Luxury Goods and Non-durable Goods* as SubjectDetails under *Consumer Goods*.

Health - Medical Services as a SubjectMatter;

Politics - Think Tanks added as a SubjectMatter; *Pensions and Welfare*, and *Personal Weapons Control* as SubjectDetails under *Interior Policies*; *Slavery* as a SubjectDetail under *Social Issues*.

Unrest, Conflicts and War - Weaponry as a SubjectMatter.

Weather - Storm Tracking as a SubjectMatter.

A series of changes were made under *Sports*, including entries for *Australian Rules Football* and *Canadian Football*. It was also proposed that entries referring to named organisations - such as NASCAR and American League - should be deprecated with no further named organisations being allocated codes. Instead users will be recommended to refer to named organisations (or persons) using appropriate XML tags such as keyword, org and person.

Taking care of Ruby

As part of their efforts to extend the use of NewsML in Japan, the NSK NewsML Team have been looking at use of the NITF as the preferred format for text content in NewsML. However they have encountered a problem in dealing with the "ruby" characters, which are widely used in Japanese (and to some extent in Chinese as well) to provide an annotation to a base text (of KANJI characters in Japanese). In printed applications the "ruby" text is generally presented in a smaller text size alongside the text it refers to.

Typically the annotation would be used to provide a guide to pronunciation or to the meaning. While the NITF already has provision to identify pronunciation guides this does not allow for the wider "ruby" applications. To overcome this the NSK Group have submitted a request for the addition of a "ruby" element to the NITF, and this will be considered in the San Francisco meeting.

Rights Management



A presentation by John Moroney from Rightscom, given during the Spring Meeting provided a valuable introduction to the development of content strategies for the digital world.

He started by comparing current and future business models. In the "walled garden" of the current model, content is processed into digital form with associated metadata and then output with appropriate content expression languages, such as NewsML. Single royalty payments provide the revenue, but there is no monitoring of how the content is used.

Generally this works best for simple services where the service provider has outright ownership of the content. There is no specific protection against piracy, and the process can expose service providers to

potential litigation.

In contrast the open "rose garden" for tomorrow's business is concerned with content trading in more complex service applications. However, this involves more management overhead and requires a sophisticated content trading platform with a Rights Data Dictionary and appropriate encryption to ensure proper control.

Development of digital services has a number of effects: distance ceases to be a problem and there is an increase in the amount and richness of content, along with the reuse of material. There is also a movement from the mass media to content tailored for individuals, while in business the demand is for more information, but less data. At the same time high value content is becoming more perishable.

These trends are further intensified by reductions in the cost of storage - in practical terms local storage capacities can be considered as almost limitless - while in consumer areas there is a continuing growth in the use of file sharing services. Increasing bandwidth makes the interchange of data interchange faster and easier. Overall, while access to the user has become easier, revenues are falling and service demands are more complex.

So far as new business models are concerned, it seems that context can be considered more important than the content with the key factors being Availability,

Authority, Access, Aspiration and Analysis. This means that successful companies will learn what the end user wants - and provide it for them every time.

There were a number of steps that information providers could take to meet the challenges: become involved in the debate and educate your management; audit and index your content; make sure you understand where digital technology is leading the market; build understanding of your customers in the digital world; review your business model and build strategy for future revenue development; and implement an end-to-end strategy for service provisioning.

In summary, Mr Moroney pointed out that both services and content are changing, with significant risks emerging. Rights Management is needed to reduce these risks and this can be achieved by the application of Rights Data Dictionaries (and this is an area in which he said that Rightscom has established expertise).

<indecs>rrd is a consortium based initiative to develop a rights data dictionary which is intended to support the implementation of a rights language for the secure interchange of intellectual property on networks. The technology has now been adopted by MPEG-21 as the baseline technology for their rights data dictionary standard.

The initiative is being managed by Rightscom and the consortium includes both content owners and technology companies. More information is available from Rightscom (www.rightscom.com).

Rightscom(www.rightscom.com) is a consultancy specialising in intellectual asset property management, and claims to have particular expertise in the technical and business issues involved in the transition from the physical to the digital environment. Clients are said to include music businesses, publishers, rights owner organisations and technology companies.

Update

Latest papers issued

AGM 02/01	AGM Agenda
CAT 02/03	SRS update
CWC 02/01	Paris Minutes
MAN 02/07	AGM Schedule
NM 02/09	Addition for Ruby
NMLS 02/17	NSK Questions
NMA 02/14	Additional Topics
NMG 02/03	AGM Schedule
PRC 02/03	AGM Schedule
SPC 02/07	AGM Schedule
STA 02/05	AGM Schedule

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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