Efficient Standards: IPTC’ NewsML-G2, ninjs and more …

WAN-Ifra Expo 2014
Content Media Port
15 October 2014, Amsterdam, Netherlands

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Who is IPTC

IPTC is the global standards body of the news media

- A not-for-profit organisation with more than 50 members
- ... from news agencies, newspapers, broadcasters and systems vendors

... only a subset of members is shown
What IPTC does

Our mission is to simplify the distribution of information.

We simplify by

• **Structured containers** for the distribution of
  – All media types: text, photo, audio, video
  – Data about events and sports
  – Data for editorial planning
  …containing the content and descriptions/metadata of it

• **Rights expressions** associated with media content

• **Terms to categorize news** content (in many languages)
Example NewsML

• A technical format to move from A to B
  – Text (plain text, web pages, PDF …)
  – Photos (of all sizes)
  – Videos (SD, HD, UHD – of any videoformat)
  – Packages of such news items:
    as flat lists, ordered lists, or even structured trees

• From “A” to “B“ could be:
  – From a news agency to a newspapers/magazine
  – From newspaper A to magazine B
  – From newspaper A‘s editorial system to the system creating its mobile app
Let’s have a look at this.

Dr. Gerd Kamp of dpa presents how this format is used inside this company.
NewsML-G2 Summary

... can be used:

- for **all types** of news and media content
- for data about events and sport competitions
- for editorial planning data
- It is a **single format for all these purposes**.
  You only need to dig into the technology once – that’s it.
- for the exchange of content **between different companies**
- for moving content from system X to system Y **in the same company**.
News for mobile apps = ninjs

JSON feed for news by IPTC‘s ninjs
• Simple and lightweight design
• Easy transformation from NewsML-G2 to ninjs

For the JSONists:

```
"uri" : "http://ninjs.example.com/newsitems/20130709simp123",
"type" : "text",
"versioncreated" : "2013-07-09T03:37:00Z",
"byline" : "Paulo Santalucia and Frances d'Emilio",
"headline" : "Captain of wrecked cruise ship on trial in Italy",
"body_text" : "GROSSETO, Italy (AP) -- The trial of the captain of",
"body_xhtml" : "<p>GROSSETO, Italy (AP) -- The trial of the captain"```
Mark-up for online news = rNews

U.S. Troops to Use Bases in Turkey

By ERIC SCHMITT and KIRK SEMPLE   OCT. 12, 2014

WASHINGTON — Turkey will allow American and coalition troops to use its bases, including a key installation within 100 miles of the Syrian border, for

• Human readers see only the journalistic facet of web news
• The search engines see more: data precisely describing the content and relationships (e.g. „that’s a photo of this article“)
• How this is done for news articles is defined by rNews - and has been adopted by schema.org = Google & Bing & Yahoo & Yandex

• For the experts:
Express rights – by RightsML

• News content is distributed quickly – no time to negotiate rights …
• Associating item-specific rights must be simple
• RightsML is simple
  – Permissions for specific uses – with constraints (e.g. by countries or by time)
  – Prohibitions of specific uses
  – Duties may be added

This photo can be used only for printing in newspapers and for display on websites and must not be published for more than 30 days.
Why IPTC standards help:

• They are available “ready to use”
  You do not have to reinvent the wheel – and pay for that.

• They are flexible: set a mainstream and cover your individual use cases too

• They are persistent: e.g.
  - a text-only news format since 1979
  - the IPTC photo metadata since 1994

They simplify the distribution of information in an efficient way
Thank you for your time

Find more at
www.iptc.org/goto?wanifraexpo14

Any questions?