



IPTC Mirror

IPTC - INFORMATION TECHNOLOGY FOR NEWS

Annual General Meeting 2004

The XXXIX IPTC Annual General Meeting was held from the 25 to 28 June in Hong Kong at the invitation of CINTEC. In addition to the formal AGM there was the normal series of Working Party sessions along with a varied series of presentations, while the Second Chinese NewsML Symposium was held the day before the Meeting started.

The Formal Annual General Meeting was held on Friday the 28 June, dealing with legally required matters for IPTC as a Company and related matters.

Following the Chairman's Report (page 2) and a brief summary of the Managing Director's Report (see page 3 for the full report) consideration was given to financial matters under the guidance of the Honorary Treasurer Henrik Stadler (TT).

Audited accounts for 2003 were approved and McLeod & Co were re-appointed as auditors for 2004 (subject to agreement of their fees, as usual). It was pointed out that there was no legal requirement for the accounts to be formally audited, but that this was carried out as a service to members.

Budgets

The amended 2004 budget was agreed, along with the budget for 2005. The 2004 budget includes an allowance to cover consultancy costs, should this be required. Overall, it was made clear that the Organisation's financial status was satisfactory, though Klaus Sprick (dpa) pointed out that there was a potential operating deficit and that the implications of this needed to be

kept in mind.

Articles of Association

Consideration was then given to a proposal to revise IPTC's Articles of Association. The aim of this revision was to make it possible to introduce additional types of membership as considered appropriate. The existing Articles allowed for Nominating Membership (full) and Associate Membership (intended for system vendors and small news providers).

Wider membership

Members were informed that if the changes were agreed the initial intention was to make provision for additional types of Associate Membership to cover organisations from economically distressed countries, and from educational and scientific bodies. The basic form of Associate Membership would remain the same - with no voting rights at General and Committee Meetings, but with voting rights in Working Parties. To ensure flexibility the different types of Associate Membership would be defined in the IPTC Operating Procedures.

While making changes to allow this the opportunity was also taken to ensure that the structure of the document was consistent throughout, with the initial work being carried out by Klaus Sprick (dpa).

The proposal was well received by the members, who appreciated the potential of making membership more widely available.

During further discussion of the Articles of Association specific attention was paid to another existing clause (clause 10) which gave honorary membership to retiring chairs of the organisation. It was felt that the terms were not altogether clear, and that they were no longer appropriate. In addition it was pointed out that the previously agreed changes would let the Management Committee create a new type of membership for retiring chairman if this was considered appropriate. Accordingly, it was

agreed that the clause could be removed.

A resolution adopting the revised Articles of Association was passed unanimously.

Under the revised Articles Member Organisations are entitled to appoint one Nominated Member and two Delegates for each IPTC Contributory Unit they hold, while Associate Member Organisations can appoint one Associate Member. The Managing Director stated that he would be asking the Member and Associate Member Organisations to supply him with the names of the individuals that they wished to appoint.

2005 AGM

An invitation from Reuters to hold the 2005 Annual General Meeting in London during June was warmly accepted. Members were also informed that the Austrian Press Agency (APA) had expressed its willingness to host the 2006 AGM in Vienna.

At the end of the Meeting the efforts of CINTEC in hosting the AGM Meeting were formally recognised by John Iobst - as IPTC Chairman - and by the delegates.

Meeting Schedule

Autumn 2004

Amsterdam - 6 to 8 October

Spring 2005

San Diego - 2 to 4 March

AGM 2005

London - early June

Autumn 2005

Milan - mid October

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AGM 2004 - Chairman's Report

John Iobst (NAA)

It is my privilege as the Chairman of the Management Committee of the International Press Telecommunications Council to say a few words at this 39th Annual General Meeting.

I believe that this has been a good year for the company. Financially we continue to be in a strong position, the IPTC continues to be recognized as a quality developer of international standards, membership remains strong, and I congratulate Michael Steidl on making it through a complete cycle of Meetings and all of the related issues.

In order to accomplish the business of the company, the Management Committee had three regular meetings.

Operating Changes

There is a proposal before the membership to make some changes to the Articles of the Company. If approved, the Management Committee will have the flexibility to create membership opportunities for companies from parts of the world that are economically challenged.

The second major change is in the area of standards development. The agreement to implement a formal project management process will ensure that IPTC standards continue to meet the business needs of the industry and maintain their high quality. Additionally, vice-chairs have been named for the standards development committees. This will help smooth the running of meetings when the chair cannot be present.

Finances

Henrik Stadler will be making the formal presentation of the finances shortly. I am happy to report that the Council finished the in good shape. This means that the company remains within the required capital requirements. There are also sufficient funds to cover the development of NewsML 2.

Membership

IPTC stands at 28 full members and 27 associate members, representing 36 full shares and 27 fractional shares. This is up one full and three associate members from last year.

IPTC Chairman John Iobst (NAA) makes his annual report, flanked by the Honorary Treasurer Henrik Stadler (TT) on the left and IPTC Managing Director Michael Steidl on the right.

Outreach

The council has made several efforts to increase its outreach to the world beyond IPTC. The IPTC website has been re-engineered to be more user friendly. This makes information more accessible to non-member visitors. The members section is seeing more activity as the changing world of e-mail has made it safer to have members download papers rather than sending them directly. Issues of the IPTC Mirror and Spectrum are also distributed via the web site.

The IPTC cosponsored a News Summit prior to the XML 2003 conference. The summit was well attended with almost 100 registrants. The presentations covered a wide range of topics relating to the XML-based distribution of news and information. The sharing of ideas was quite positive. Unfortunately, the standards may not converge due primarily to differences in the requirements associated mostly with end user versus business-to-business applications.

The various standards development groups continue to make good use of Yahoo groups. This allows interested parties to be more aware of the standards development activities of the IPTC. It also facilitates the speed at which our standards are developed.

The Standards Committee studied the possibility of doing joint standards development with OASIS. The investigation indicated that it was not feasible at this time.

A member survey was undertaken to both inform and solicit information. There were not many responses and, as a result, the information was only marginally useful.

The IPTC was happy to participate in the 2nd Chinese NewsML Symposium in conjunction with AGM in Hong Kong.

Standards Development

The major new activity in standards development was the agreement to create a standards roadmap. This will provide a consistent development process for all of the IPTC standards. It will also encourage sharing of like definitions across IPTC standards. The project management process will also support the roadmap by requiring new projects to fit into the framework.

In other standards activities:

- NITF V3.2 was approved.
- NewsML V1 guidelines released.
- NewsML 2 business requirements development continues to move forward.
- SportsML continues to move forward and has increasing interest.
- ProgramGuideML development has been completed and it has been approved as a release candidate. It is looking for new development leadership. Several members have expressed interest in implementing it.
- EventsML business requirements are well in hand. The standard should follow



- on quickly.
- The SRS terms list continues to grow.
- WeatherML was approved as the first IPTC standard to be developed under the project management process.
- Adobe has asked the IPTC to work with them to allow for the support of IPTC metadata as part of the XMP coded information in Adobe Photoshop files.
- Preliminary work is being done to study the conversion of IPTC's existing standards from dtd to schema.

Finally, we had a very successful meeting in the Athens. This included a visit to a number of the Olympic venues. I wish well all who must work the Olympics this summer.

It is with great regret that I accept the resignation of Naoshi Hashimoto from the IPTC Management Committee. I would like to thank Naoshi Hashimoto for his service to the IPTC and its Management Committee. He is retiring from the IPTC due to other commitments.

The Management Committee expects to co-opt his replacement Hitoshi Saito, whom some of you know, to the management committee.

This concludes my report. Thank you for your attention and support

Management Committee

The Management Committee are responsible for the running of IPTC and are elected by the membership each year. This year Nasoshi Hashimoto (NSK) announced that he was standing down as a vice-chairman, but the remaining members stood for re-election.

Scrutineers for the election were John Minting (UPI) as chairman, along with Darko Gullija (Hina) and Walter Grolimund (Keystone). John lobst was re-elected for a third year as IPTC Chairman, Henrik Stadler (TT) as Honorary Treasurer, and Stéphane Guérillot (AFP), Peter Müller (SDA/ATS), Rudi Horvath (APA), Klaus Sprick (dpa) and Geoffrey Haynes (AP) as vice chairmen.

The departure of Naoshi Hashimoto meant that there was a vacancy on the Management Committee and it was indicated that the Committee would probably co-opt Hitoshi Saito (NSK) as a new member. Mr Saito has previous IPTC experience, and will be taking over responsibility for IPTC liaison within NSK.

Naoshi Hashimoto stood down as an IPTC vice chairman at the AGM. Chairman John lobst formally thanked Mr Hashimoto for his efforts (and those of NSK, the organisation that he represented). Addressing delegates Mr Hashimoto thanked them for all the help and kindness that they had extended to him over the years.



AGM 2004 - Managing Director's Report

Michael Steidl

This report covers the time since the 38th AGM in June 2003 - this is the first full period covered by me.

Council Meetings

Since the 2003 AGM in Aarhus IPTC meetings were held in Leipzig in October 2003 and in Athens in Spring 2004, the last day of the Athens meeting was dedicated to touring the Press Centre for the 2004 Olympic Games.

Membership

Currently 55 members have shares in the IPTC. There are 28 Nominating Members with an a total of 36 full shares, and 27 Associate Members - which equals 9 full shares. Eight members joined the IPTC since the AGM 2003 and 2 members left.

Interest in IPTC membership is high, invitations to join the organisation have been sent to more than 30 companies or organizations all over the world.

Finance

Accounting is done by me, the formal

2003 accounts have been completed and audited with a formal report from the auditora R A McLeod awaiting approval at this AGM.

Secretariat

The set up of the secretarial services remains the same: the registered office at 8 Sheet Street in Windsor is maintained by a solicitor, the trade office at Royal Albert House, 11 Sheet Street in Windsor is operated by a service provider (HQ Offices) - who provide mail, telephone and fax forwarding to my private office. As Managing Director, I still work out of my home office in Vienna (Austria) as part-time employee.

External Communication:

The IPTC co-hosted the "News Standard Summit" held in December 2003 in Philadelphia, Pa. (USA). Despite the lack of improvement in collaboration of the "news standards community" it did improved communication between the organising parties of this event - OASIS and IDEAlliance as well as the IPTC.

A presentation on IPTC standards was given by me at a "Technology and Business Challenges" seminar held by the European Alliance of News Agencies in Budapest (Hungary) in May. The audience was primarily the general business and marketing managers of news agencies. The latest presentations of IPTC standards were given at the Chinese NewsML Community Conference here in Hong Kong.

Websites

Means for electronic communication have been improved in the past year. A common design and structure for all IPTC web sites has been developed and implemented, making it easier to find information about our standards, to navigate from one site to the other, and to understand that the different standards are all maintained by a single body - the IPTC.

We use Yahoo mailing lists primarily for public discussion, some

of these groups gained users during the year, and others maintained their level of usage. This spring, web based forum software for IPTC internal discussion was set up on the IPTC web server, but it appears further discussion is needed on how best to use it to meet our requirements.

A consistent highlight of our external communication are our newsletters "Mirror" and the annual "Spectrum". The Mirror is produced and circulated only electronically as PDF document ten times a year. The Spectrum is produced and circulated the same way, but is also colour-printed and mailed to people outside our regular readership.

Internal Communication

Efforts have been put into improving and supporting our internal communication. The use of telephone conferences has

increased a lot and we acquired our own rented facilities for this.

We have now regular conference calls of the Working Party chairmen, while EventsML and the NewsML 2 Working Groups regularly use this way of communication. I join all these conference calls with the aim of maintaining a strong "cross-working group" communication as I consider this as very important to the IPTC as a whole.

I also try to meet IPTC members whenever appropriate to learn about their use of IPTC standards and their basic business requirements. These meetings provide an important background for presentations on the use of IPTC standards.

Standards support

A lot of effort was put into a proper technical administration of our metadata -

the group of about 25 TopicSets we currently maintain. A database and web based repository for them has been created so they are now all available on our web - and in different languages if translations are available.

The next step is to provide increased support on the user side, by use of a new "IPTC TopicSet Viewer" which has been developed by Johan Lindgren(TT).

During the upgrading of our web sites a lot of new documents and ZIP-packages were created for the standards to provide easy download and set up at the sites of prospect implementors.

There are also a large number of e-mails regarding our standards, while standards are also the most frequent issue of telephone calls.

AGM Presentations

CINTEC

Hosts for the 2004 AGM were CINTEC - the Centre for Innovation and Technology at The Chinese University of Hong Kong - and Professor Wong Kam Fai (Centre Director) outlined the activities of CINTEC and their involvement with NewsML.

The university has academic and commercial arms and CINTEC is in the academic area, with a mission to carry out applied research and development. It has an industrial liaison office to match market needs to the technical competence of the academic community.



Professor Kam-fai Wong, Director, CINTEC

University in new technology development.

The Chinese NewsML Community was set up by the University to establish and promote a local NewsML standard, and supporting tools, in order to speed up the pace of e-business in Hong Kong and enhance Hong Kong's commercial competitiveness in the world. Professor Kam-fai Wong is also Chairman of the Community. Activities of the community have

included translation of the IPTC Subject Codes and systems development. For example CIDAX is a NewsML based archive for news and corporate information and CIDAX OpenLib is a Java library for creating multilingual and multimedia news content in NewsML format.

Professor Kam-fai Wong explained that adoption of NewsML in Hong Kong is partly a problem of scale and this may be helped by moving more into mainland China. Showing the added value of News ML may encourage more implementation.

www.cintec.cuhk.edu.hk

CINTEC is actively involved in technology transfer with a key feature being the protection of its intellectual property. This may be licenced for a time, or for a specific application area.. A successful example of a spin off is Wisers Ltd who still work closely with the

included translation of the IPTC Subject Codes and systems development. For example CIDAX is a NewsML based archive for news and corporate information and CIDAX OpenLib is a Java library for creating multilingual and multimedia news content in NewsML format.

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Wisers Information Limited

Wisers are content aggregators and focussed on the corporate market, although based in Hong Kong they are becoming more multinational.

The CEO of Wisers, Mr Ringo Lam, explained that the organisation concentrates on media from the Greater China area, with fairly comprehensive coverage of publications in Hong Kong and Taiwan complemented by more than 250 publications from mainland China (though this represents only a part of the total), and material from outside areas such as Japan, the USA and the United Kingdom. English language content is handled in addition to the Chinese content.

Products include Wisers.net, a platform made up from standard modules, and Wisers Solutions, which are tailor made to suit



Mr Ringo Lam, CEO of Wisers Information Ltd.

specific business requirements. The WiseText data format used in all products is based on the email message format and contains relevant metadata. Migration to a NewsML based system is under way with completion planned for early 2005.

Local conditions mean that the main information source are desktop publishing files and text files - at the moment there is only one source supplying material in an XML format. The source material is collected early in the morning, normalised and then categorised. However, this is a time consuming and expensive operation with around 50,000 items a day being processed.

www.wisers.com

Xinhua News Agency

An overview of the Xinhua News Agency was provided by Mr Xue Yongxing, Director and Editor-in-Chief, Xinhua Asia-Pacific Regional Bureau.

The agency is now 73 years old, having been set up in 1931 as the Red China News Agency. It has branches throughout China and in the Hong Kong and Macao Special Administrative Regions, along with five major regional bureaus. The agency provides a 24 hour service in seven different languages, with nearly 20,000 customers throughout the world.

Rapid changes have taken place in Xinhua's telecommunications systems with the construction of international and national integrated networks. A new multimedia multi-language news and information database provides a platform for news and information sharing.

The development of technical standards is the basis for news and information integration and sharing in the news agency, and they have developed their own markup language XinhuaML. Further development is planned to improve XinhuaML and make sure it is based on XML and compatible with international standards. Xinhua also intends to continue playing a leading role in the development, introduction and use of Chinese NewsML, and is considering joining IPTC

www.xinhua.org/



Mr Xue Yongxing, Director and Editor-in-Chief, Xinhua Asia-Pacific Regional Bureau.

"3" - Hutchison

An insight into the development of 3G telephony in Hong Kong was provided by Ms Helena Lee, Director of Programme Management & Services Planning, Hutchison Telecommunications (HK) Ltd. Hong Kong has a very high penetration for mobile telephones, but Hutchison Telecom are the only 3G operator to have launched there (in January 2004).

The network offers high coverage levels both indoors and outdoors with over 1300 radio stations. There is local and international voice and video connectivity with video roaming also being possible in other countries with "3" services.

Key features of the service are: Interactive - with person to person video calls, and calls from "3" handsets to PC users

(these may be world-wide, but at local call rates); Real time - live television services such as traffic news and surveillance systems for home security or corporate applications; Informative - rich multimedia with a rolling portal for the latest news, sports and financial information; and FUNctional - local and global content in video, audio and text formats. This can include video content pushed to the user on a scheduled basis, and easy access "two-click" services.

So far as possible the charging system has been kept simple, so customers know what the service will cost. Typically a contract will have a (voice) call allowance along with a number of Text and Multimedia content units. In use the related charge is shown next to each content item, with premium content incurring a surcharge.

In summary, the service combines interactivity and depth of the internet with the convenience and freedom of mobile telephony in one device. In many ways it represents a paradigm shift, with the focus moving away from the infrastructure towards application, and so offers real business opportunities.

www.three.com.hk



Ms Helena Lee, Director of Programme Management & Services Planning, Hutchison Telecommunications (HK) Ltd.

Hong Kong publishing environment

Kevin Lau, Chief Operating Officer of Mingpao.com provided members with an insight into the publishing environment in Honk Kong.

At the moment Hong Kong is basically a free society - newspapers are market orientated and tend to lose readers if they are seen as being a Government mouthpiece. However,



Mr Kevin Lau, Chief Operating Officer of Mingpao.com

these is an adverse political atmosphere and freedom of expression is at the top of the agenda.

Another important dimension to the Hong Kong publishing environment is copyright protection. Although measures taken to control piracy had been generally effective the strong measures used to enforce copyright tended to be over restrictive and inhibited "fair use". Subsequently copyright owners and users have reached a

consensus on how to deal with this and there are plans to introduce new proposals on the general lines of the US Copyright Act.

A final area of concern is the problems encountered by publishers who have gone on-line. Most serious of these in finding business revenue, but other major problems include piracy, junk mail, and virus attacks. Difficulties in enforcing copyright and establishing terms of use have meant that publishers have been cautious in granting electronic licences for use of their material

www.mingpao.com

Standards

The closing Standards Committee Meeting provided a summary of the achievements of the individual groups as well as taking an overall look at the general development of the IPTC standards family

Committee Chairman Stéphane Guérillot reported that there had been a lot of activity in the Working Parties - and especially in the NewsML 2 Group - since the last meeting in Athens. There had also been a teleconference of the Working Party Chairmen before the AGM which had resulted in a number of items for discussion.

Roadmap 2005

As a starting point Stéphane provided an update on his view of the RoadMap 2005. He explained that at the moment the set of IPTC standards could be considered as a village containing a number of different standards. Although these standards shared some communication systems, and had common interests, each of them had a different architecture. This meant that common implementations were not really possible. There was a need to improve the access to standards and to make their implementation easier - a need emphasised by the fact that the current standards tended to be complex, so applications needed a lot of work.

Single Implementation

A basic feature of the new concept is that a single implementation will be the basis for all the standards - once established this should also simplify the internal IPTC workload. In addition the intention was to refine the concepts so they can be presented in a way that is easier to understand, and allow concentration on the business issues.

Standard architecture

To achieve this the aim is to move from the village into a new "IPTC Tower". Here NewsML 2 will provide the basic (standard) architecture of the tower to give the other standards the services and facilities that they need. In effect, each of the standards can be considered as taking up a floor of the tower with a common structure.

Underlying this concept are the principles that NewsML 2 will be a lean standard and rely on specific standards for content. At the same time the individual content standards will use the features of NewsML 2, with no duplication of features.

It was also considered important to establish how metadata would be expressed in the new standards family. There were a number of different metadata types to be dealt with, including: arbitrary values (typically unformatted or uncontrolled); rule-based values; and values from a controlled

vocabulary. These types involved an increasing level of complexity. Metadata would be needed both at the NewsML 2 level and in the individual standards.

Actions

The current aim was to prepare for the move from the village into the tower block, with the first step being for the individual standards Working Parties to review their requirements for NewsML 2 and for Metadata.

Specific proposals were made for the actions needed to achieve the move:

- The NewsML 2 Working Group will make their core requirements for NewsML 2 available by the 30 June 2004, though it was recognised that at this stage they could not be totally fixed.
- Requirements for services and features to be provided by NewsML 2 for other IPTC Standards should be presented by the relevant Working Groups, in writing, by 13 September 2004.

Although it was recognised that achieving these targets would place a considerable burden on the Working Groups their input was considered essential to achieve a stable architecture for NewsML 2, and the dates had been set to allow preparation of a presentation for the Autumn Meeting (Amsterdam, 6 to 8 October 2004).

Global Metadata

At the same time an Ad-Hoc Group has been established to deal with the Global Metadata Structure. Again the aim is to prepare a consolidated requirements paper for Amsterdam, along with a proposal on how this development of the Metadata Structure should be managed. A first paper on this subject had already been produced (STA 0404) and the individual standards groups were asked to present, in writing, their requirements for Metadata and Metadata Structures by the 13 September 2004.

Along with these specific actions, all IPTC members were asked to provide - as appropriate - their own inputs to the relevant Yahoo discussion groups.

Submissions

Subsequent discussion clarified a number of points relating to the proposal. With regard to Special Content it was anticipated that the groups responsible for individual standards would make their own submissions, but under the guidance of the Special Content Working Party. In addition

the Metadata Working Group would be directly involved in the process, and the NSK NewsML were also asked to join the effort. However, it was pointed out that the timescale was very challenging given that delegates had other major commitments for the period.

Following discussion a motion was passed agreeing the outlined goals for the future development of IPTC standards, and for the relevant Working Parties and Groups to execute the goals.

Business requirements

Attention was then given to the Business Requirements template which had been used by both the EventsML and the NewsML 2 working groups and now appeared to exist in two versions. It was not clear if the document was under the control of the Standards Committee or exactly what

IPTC Headers

Following a presentation of Adobe XMP (eXtensible Metadata Platform) at the 2004 Spring Meeting, discussion between Adobe and IPTC resulted in an agreement to look into ways of handling IPTC metadata structures within XMP. A particular area of interest was the "IPTC Headers" (from the IIM) which are used to carry image information and have been available in Adobe Photoshop for many years (See *IPTC Mirror No 120*).

A formal announcement of this collaboration was made by Adobe Systems in June. In the announcement IPTC Managing Director Michael Steidl stated "XMP extends the value of IPTC metadata and is an important step towards a seamless workflow in the news industry, which is still driven by IPTC standards".

As part of the collaboration IPTC and Adobe have established a working group to identify and develop a strategy that will allow the smooth transfer of the IPTC Headers to XMP. This group is open to partners of Adobe and IPTC members and can be found at

<http://groups.yahoo.com/group/iptc4xmp/>.

Members involved with photo metadata, and with IPTC metadata in general, are asked to join the group and help with the effort. In particular it would be helpful to have representatives with knowledge of the day-to-day operation of photo departments.

requirements were covered.

After some discussion it was decided that a revised version of the document - taking account of both current applications - should be produced for discussion at the Autumn 2004 Meeting. Consideration was also given to the need for the document to deal with several requirement levels - although they are called "Business Requirements" the current uses also cover a significant amount of technical requirements for the standards.

Working Party Reports

Special Content: The revised Business Requirements document for EventsML was formally adopted, and a presentation made on the use of specialised movie listings. There had been continued progress on ProgramGuideML and it was proposed that 1.0 Release Candidate status should be given to the specification and associated documentation. This proposal was unanimously approved by the Standards Committee.

NewsML Support: Documentation for NewsML 1 is to be circulated on the NewsML Yahoo group as a final draft, with the intention of moving to a full release following final editing.

There had been extensive consideration of the requirements for NewsML 2 with development of the core requirements document continuing - it was hoped to have a completed version ready for consideration at

the Autumn Meeting. Development of a conceptual model and the first stages of a processing model are under consideration.

News Metadata: Version 13 of the SRS Subject Codes had been released following the Spring Meeting. A number of subject detail terms had been accepted by the Fast Track Jury, and motions were put forward to the Standards Committee to approve an addition to the genre TopicSet, together with a revision of, and additions to, the *Religion and Belief* Subject. These motions were approved.

A proposal was then made that the term "NewsCodes" should be adopted as a trademark for the IPTC controlled TopicSets, with the PR Committee and the Managing Director developing a strategy for marketing NewsCodes as a product. This strategy would include development of a logo and a web page. Following a query members were informed that the cost of world-wide registration of "NewsCodes" as a trademark would be substantial, and that this would have to be considered by the Management Committee.

URN Namespace

The status of the IPTC URN namespace was considered briefly. Subsequently, at the end of June, it was announced that the IESG (Internet Engineering Steering Group) had approved the draft to register an URN namespace for the IPTC (See

<http://www1.ietf.org/mail-archive/web/ietf-announce/current/msg00278.html>). It is hoped that the RFC for the URN namespace will soon be released.

Henrik Stadler informed members that TT had recently abandoned its IPTC 7901 feed and moved to a NITF based distribution, with the intention being to gradually convert to NewsML. However, he also pointed out that the change had been a time-consuming operation.

Some concern was expressed over the news that the Atom group were working with the W3C to adopt Atom as a standard for news content transfer, and this could be considered to be a direct competitor to NewsML.

The Standards Committee chairman told delegates that the matter had been considered during the Management Committee Meeting and the view was that Atom was a Business-to-Consumer model while NewsML was Business-to-Business. However the Management Committee were aware that adoption by W3C could give a standard considerable momentum and were considering approaching the W3C to present NewsML 2 as a news exchange standard.

Details of the individual Working Party activities - along with relevant developments that have taken place since the AGM - will be included in a future issue of the IPTC Mirror.

2nd International Symposium on Chinese NewsML

Held the day before the IPTC 2004 AGM, the 2nd International Symposium on Chinese NewsML attracted speakers and delegates from Hong Kong, Mainland China and Taiwan, along with a substantial group of IPTC Members.

Theme of the Symposium was "Opportunities and Outlooks in Revolutionary News Delivery in Greater China" and a major aim was to continue the process of introducing NewsML and encouraging its use within the Greater China Region.

Keynote presentation was by IPTC Managing Director Michael Steidl, who provided the basic technical background to NewsML, and examined the business case for its adoption. He went on to consider how NewsML had been received by the news industry and outlined how development of NewsML 2 would make the standard easier to use and lead to its wider application.

Agence France Presse

This thorough briefing was complemented by presentations from other IPTC members: Laurent Le Meur showed how Agence France-Presse (AFP) have put NewsML to work. AFP now have around 300 customers receiving NewsML, with an output of 700 stories a day in six languages. Most applications are for multime-



Opening ceremony for the Symposium was carried out by (left to right): Mr Xue Yongxing, Director and Editor-in-Chief, Asia-Pacific Regional Bureau, Xinhua News Agency; Professor Wing-Shing Wong, Science Advisor of Innovation and Technology Commission, HKSAR Government; and Professor Kam-Fai Wong, Chairman of Chinese NewsML Community, The Chinese University of Hong Kong.

dia users, but there are also print and broadcast users. Laurent also pointed out that AFP were working with partners on several Chinese NewsML products.

NSK NewsML

The way NewsML adoption has been promoted in Japan was described by Takashi Moriguchi of the NSK NewsML Team, while Hiroshi Shinotsuka (Kyodo News) showed how Kyodo are supplying NewsML content for use in both newspaper and internet applications - these include a Chinese language web site.

Another contribution by an IPTC member was a demonstration of the East Format Checker for NewsML (see *IPTC Mirror No 120 - April/May 2004*) by Takahiro Fujiwara.

XinhuaML

The Xinhua News Agency has developed its own XML-based based mark-up language - XinghauML - and Mr Gwei Wu described the background to development, and how the standard is being applied. Version 1.0 was released in March 2003 and its use is now compulsory for new projects. The main aims of resource sharing within the agency, multimedia operation, and a unified business process have been achieved and further development planned.

In response to a question it was explained that the time XinhuaML was developed it was felt that NewsML could not meet all of Xinhua's requirements. However, efforts will be made to ensure compatibility with NewsML so far as possible.

TopicMaps

The power of TopicMaps for news content management was looked at by Dr Ju Shy-

Display stands provided an opportunity for delegates to see some practical applications of CHineseNewsML and related products. Below left: Kelvin Holland demonstrates some of the finer points of the Harris and Baseview publishing system. Below right Professor Kam-fai Wong outlines the CIDAX news editing toolkit to IPTC Managing Director Michael Steidl.



編輯室手記

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新科技

周初出席中文新聞標示協會辦的研討會，看到一個很有趣的科技示範，是台灣國立交通大學資訊工程系教授傅心家博士開發的電腦軟件，可以毋須人手將每天播出的電視新聞存入數據庫，隨時用關鍵詞句或日子搜尋，方便翻查和儲存，

NewsML can make the news as well as carrying it! The above article - by Mr. Kevin Lau, COO of Mingpao.com looked at some of the presentations, went on to consider the way NewsML provides a standard for delivery and storage of various types of news information, and suggested there was an urgent need for local news media to exploit the potentials of NewsML and its associated technology

Ming who pointed out that they offer a good conceptual framework In comparison he consider that the Descriptive Metadata Element in NewsML (Version 1) was complex, but limited. It was also suggested that application of the Wf-XML Binding Specification could augment the power of XML.

Mingpao.com

Mingpao.com consists of a news website together with more than a dozen specialist websites covering a wide range of areas, such as horse racing, books, health, technology and job-seeking. Financial breakeven has been achieved with a turnover of over HK\$ one million a month.

The underlying business strategy was outlined by Kevin Lau who said that a key factor was synergy between online and offline

operations - only 4 additional editors were needed in a newsroom with 300 people. This was complemented by revenue streams from cross-advertising, multiple content sales and e-marketing.

Discussions

During discussions (during and after the presentations) particular interest was shown in who was using NewsML and how it was being used. Questions were also raised about the development of NewsML 2, with particular concerns including compatibility with NewsML 1, and the ability of the new standard to cater for multimedia content (such as video standards).

It was pointed out that the adoption of NewsML in Hong Kong and China is not as straightforward as it could be. The cultural background has to be taken into account, and there are some language problems. In addition financial considerations have meant there is only limited investment in Internet applications.

Against this NewsML should be seen as a productivity tool and information providers have to create value to generate the need for new systems. The requirements of customers are changing with video becoming a very influential media.

Proceedings

Only a brief outline of the proceedings, concentrating on items with particular relevance to IPTC's work has been given above. Further information - including the various presentations in both English and Chinese - is available at <http://cnewsml.org/sym2004/eng>.