



No 18 December 2003

IPTC Spectrum

IPTC - INFORMATION TECHNOLOGY FOR NEWS

EventsML

SportsML

ProgramGuideML

Weather Data

NewsML

NITF

```
<?xml version="1.0" ?>
<!-- -->
<!DOCTYPE nitf (View Source for full doctype...)>
<nitf version="-//IPTC//DTD NITF 3.2//EN" change.date="Octo
- <head>
  <title>No. 18 With a ...</title>
  <object subject.subject.subject.refnum="17000000" tobj
  <object.subject.subject.subject.refnum="17004000" tobj
  <object.subject.subject.subject.refnum="04001002" tobj
</object>
<!-- this article is an update of a previous relea
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**Putting IPTC
Standards
Together**



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Contents

Organisation

A Year Of Change	4
Management Committee	4
IPTC Membership	5
Pressure Group	5
IPTC Directory	6
Adding New Colours To IPTC's Work	6
Open Discussion	8
Final Farewell	8

PR Committee

Spreading The Message	9
-----------------------	---

Standards

Putting It All Together	10
News Standards Survey	11
IPTC Namespace	12
News Summit 2003	13

NewsML Support

Improving The Appeal	14
NewsML Requirements	14
NewsML V2 Documentation	15

Tidningarnas Telegrambyrå	15
---------------------------	----

News Metadata

What The News Is About	16
Criteria For New SRS Entries	16
Scene TopicSet	17

NITF

Incremental Improvements	18
Ruby	19

CCI Europe	19
------------	----

Special Content

Dedicated News Structures	20
SportsML	21
ProgramGuideML	22
Fantasy Sports	23

Ritzau Bureau l's	23
-------------------	----

News Management

Under Control	24
---------------	----



Cover: Development of an integrated IPTC Standards Suite will bring all the existing XML-based standards together.

Management Committee

Board of Directors of IPTC
(as a company) with
responsibility for
management and
development of the
organisation.

Web site: www.iptc.org



John Iobst
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Vice-Chairman



Klaus Sprick
(dpa)
Vice-Chairman



Michael Steidl
IPTC Managing
Director

A Year of Change

The launch of a major work programme with the aim of producing an integrated family of standards for the news industry, the release of new and updated standards, and changes associated with the appointment of a new Managing Director have made the past year particularly busy and productive.

The main activity of IPTC remains the development of standards for the news industry and a thorough reappraisal of the aims and scope of this work has resulted in a challenging new programme. This envisages the development of a new family of standards - generally based on the existing standards and projects but with a high level of integration.

To date three XML-based standards have been formally approved and released: NewsML; the NITF; and SportsML. In addition ProgramGuideML has been made available in draft form, while work is in hand on programs to handle structured content covering various interest areas. It is envisaged that the core of the new standards family will be a revised NewsML. The other standards will have a consistent design for use with NewsML and a high level of commonality - though they will remain independent programs that can also be used in a stand-alone mode.

Standards Steering

A new Standards Steering Committee has been formed to plan and oversee the development process and consists of the Chairmen of the Individual Working Parties, along with the IPTC Chairman, the Chairmen of the Standards and Public Relations Committees and the IPTC Managing Director. Meetings of this group are held (in person or by teleconference) prior to the main IPTC Meetings - and at other times as appropriate - to work on the overall plan and establish priorities for the forthcoming sessions.

Associated with this, a review of working practices resulted in a revised structure for the three main Meetings. These now start with an initial Standards Committee session which provides an outline of the work it is hoped to carry out and an overview of how these activities fit into the general standards development plan. Individual Working Party meetings follow, with a concluding

Standards Committee session to summarise the achievements and give formal approval to agreed actions - such as release of a new standard. In addition the Public Relations Committee meets to discuss the promotion of IPTC in general, and the current activities in particular.

These additional activities have placed a significant burden on the delegates, and especially on the Working Party Chairmen. The success of IPTC's activities very much depends on the work put in by individual delegates - and the willingness of their companies to let them make the commitment is an indication of the importance placed on the results. However, particular problems can arise if a Chairman is unable to attend a Meeting, and to help with this it was decided to appoint Vice-Chairs for each of the Working Parties.

Since the deputies have to work closely with the Chairmen the incumbents were encouraged to make their own nominations, subject to approval by the Standards Committee. This resulted in appointment of a first group of Vice-Chairs being appointed at the Autumn Meeting - details of the delegates who have taken on these responsibilities are given in the Working Party reports on the following pages.

Continuing support

Although the development activity is now being focused on the new standards family, it is recognised that existing standards and projects need continuing support to meet industry requirements. This work remains a significant feature of the three main Meetings, and of the efforts put in by delegates in preparing proposals for discussion at the Meetings.

The 2003 Spring Meeting was held in Nice and saw the formal approval and release of SportsML V.1, which had been released in draft form at the Autumn 2002 Meeting. This standard has gained rapid acceptance, with some users launching

systems based on the draft release. It seems likely that SportsML will become one of the more widely-used IPTC standards, having applications beyond the news industry - it may even become used by the general public.

Structured content - like SportsML - is proving a major area of interest. The NSK (Nihon Shinbun Kyokai - the Japan Newspaper Publishers & Editors Association) has undertaken a major initiative to develop a television and radio programme listings system. This effort resulted in release of a draft Version 1 of the standard - now named ProgramGuideML - at the Autumn Meeting. Work is also under way on programs to deal with events (EventsML) and Weather Data. Further areas such as election data have been investigated, while a watching brief has been kept on the activities of other bodies working on standards for industries that generate significant amounts of news, these include the financial markets and public relations.

The ProgramGuideML project is only one aspect of the activities of the NSK NewsML Team, which was established to encourage understanding and use of the standard. Another organisation active in encouraging the wider use of NewsML is CINTEC (the Hong Kong Centre for Innovation and Technology) with the Chinese NewsML Community. This was set up to establish and promote a local NewsML standard and supporting tools for Hong Kong, and has also been active in promoting NewsML in China.

The 2003 Annual General Meeting was Held in Aarhus, Denmark, at the invitation of three Scandinavian Members - systems

supplier CCI Europe (see page 19), the Danish News Agency Ritzau I's (page 23) and the Swedish Newsagency Tidningarnas Telegrambyrå (page 15). The hospitality of the hosts and the efficient organisation made the meeting both productive and very enjoyable.

Welcoming delegates to Aarhus, Mr Uffe Riis Sorensen, Managing Director and Editor-in-Chief of Ritzaus Bureau highlighted the importance of technical development for the news industry, with smaller agencies often being early developers and implementers.

Internet connections

An innovation at the Aarhus Meeting was the provision of Internet connections in the meeting room, which were available throughout the day. This made it possible for new documents to be directly circulated to delegates, who were also able to keep in touch with their organisations and deal with urgent matters.

In addition it proved possible to arrange a web meeting so the Chairman of the NITF Working Party (who had been unable to get to Aarhus) could conduct the session from America. Following this success similar facilities were arranged for the Autumn Meeting, and will probably become a regular feature of Meetings (when technically possible).

Third of the main Meetings - the Autumn Meeting - was held in Leipzig, Germany, and in addition to release of the draft ProgramGuideML V.1, there was approval for an update NITF V3.2 and for NewsML V1.2.

All three Meetings saw substantial work

on metadata (which will also form a major element of the new family of standards). This included a substantial set of additions and enhancements to the IPTC Subject Reference System (SRS), implementation of revised working practices designed to simplify and speed up additions to the SRS, and the production of a new NewsML TopicSet for describing pictures

Following established practice, working sessions at the Meetings were complemented by a series of guest speakers and

Pressure Group

One of the original activities of IPTC was as a pressure group to represent the interests of the news industry and still carries out this function when appropriate.

This was the case when it was learnt that the ISO (International Organisation for Standards) appeared to be planning to charge royalties for the commercial use of ISO codes that represent languages, countries and currencies.

In response to this a letter was sent by the Management Committee to protest against the proposal. This letter explained that the IPTC creates and maintains standards for international news exchange, and that it is policy of the IPTC to use ISO and other publicly available standards its own guidelines wherever possible.

It went on to say that the new commercial policy of ISO would have a severe negative impact on the credibility of industry standards organisations like IPTC, since the organisation would provide a standard in which implementation implies royalty fees to a third party and would not be "free" in its use. In addition it was pointed out that such charges could result in damage to the overall trust in standardisation.

Following representations from a number of organisations, including the IPTC, the ISO stated that they intended to continue with their established practice of allowing free use of its country, currency and language codes in commercial and other applications, and that there was no proposal currently being considered by ISO to impose charges for use of these codes.

IPTC Membership

IPTC was established in 1965 by a group of news organisations to safeguard the telecommunications interests of the World's Press, but for the past twenty-five years activities had been mainly concerned with the development of technical standards for the interchange of news data.

Founder members included the Alliance Européenne des Agences de Presse, ANPA (now NAA), FIEJ (now WAN) and the North American News Agencies (a joint committee of Associated Press, Canadian Press and United Press International) all of who are still members

There are two types of IPTC membership:

Nominating membership is open to organisations and companies concerned with news collection, distribution and publishing. Nominating members have formal voting rights and may send up to 3 delegates to a meeting.

Associate membership is mainly intended for system vendors (software and equipment) supporting the news industry. However, it is also open to open to news organisations and companies. Associate members pay a reduced membership fee but do not have formal voting rights and can send one attendee to meetings.

A response form for membership enquiries is included in the "How to Join" section on the IPTC Web site - www.iptc.org.

presentations. Keynote speech at the AGM was on the theme "The media future has begun - but where are we going" and was given by Ulrik Haagerup, Editor-in-Chief, NORDJYSKE Media. The AGM also saw a thought-provoking overview of Pervasive Computing by Preben Mejer, senior Vice President TDC, and an outline of the commercial effects of third generation mobile phone networks from Ulrik Cahn, Content Manager for service provider "3".

Over the past years there has been increasing interest in systems for automatic categorisation and this was continued with a presentation on GammaWare News Edition (from Gammasite - www.gammasite.com). An overview of Knowledge Management and Topic Maps was provided by Gerhard Köhn from empolis GmbH (www.empolis.com) who also demonstrated the empolis knowledge suite. Other presentations included the Transtel nm-Fusion Content Management System (www.transtel.com) and an explanation of the way XML is being integrated into Microsoft Word 2003 by Ray Stevenson, Project Manager for Word.

Management

Overall management of IPTC is the responsibility of the Management Committee and this saw a number of changes during the year. At the AGM, Walter Grolimund (Keystone) stood down as Honorary Treasurer, having filled the position for some years, although he made it clear that he would con-

tinue to support the work of the organisation.

Following normal practice the remaining Committee members stood for re-election and were all returned unopposed, with John Iobst (NAA) remaining for his second year as Chairman. Since there were two unfilled vacancies the Management Committee decided to co-opt Henrik Stadler (who agreed to serve as Honorary Treasurer) and Geoffrey Haynes (AP) as additional members - see the side panel on page 3 for further details.

The search for a new Managing Director was a major task for the Management Committee in 2002 and resulted in Michael Steidl being appointed to take on the post at the start of 2003, with the actual handover taking place during January. Michael is Austrian and although he works from Vienna for much of the time, IPTC continues to be a British registered company and retains the established Windsor address.

The level and range of developments meant that 2003 was particularly challenging - especially as the first year for a new Managing Director and Michael Steidl gives his personal overview alongside.

An increased level of activities and the growing number of standards, with their associated documentation, has made heavy demands on the infrastructure and an extensive review of the systems being used has been undertaken by the Managing Director. Amongst other things this has resulted in a new IPTC *continued on page 8*

The day before my first IPTC meeting in October 2002 I met the IPTC Chairman, John Iobst, at the entrance to the famous Van Gogh museum in Amsterdam. After a warm welcome we became immersed in Vincent's magic, learning that he started as a talented but not extraordinary painter. But after some years of practice he changed his traditional style and added a range of extraordinary colours to painting. I have a reprint of Van Gogh's painting of his house in Arles in my home-office - his blazing blue sky, the sparkling yellow of the walls are, to some extent, the background to my work.

This might be a metaphor for the big task I jumped into: not to reinvent the wheel of running the IPTC office, well developed, maintained, and handed over by David Allen, but to add some extra shades of colour to IPTC's image as a major player for standards in the news industry.

Complex operations

Yes, I had to learn the ropes first. IPTC operations are complex and it's like conquering an unknown island: region after region had to be explored and all details of operation had to be made transparent, for me and to others. Preparing and providing the required resources for a meeting, taking minutes that reproduce the key points of the discussions, handling the finances, and last but not least supporting and co-ordinating the technical work of IPTC was occasionally really breathtaking and I have to admit it was a steep learning curve.

Now I have almost made it around the one-year-clock and the dust has settled. Although the year 2003 is only a short period in the almost four decades of IPTC's existence there were some events during the year that might change this organisation.

New ways of working

First, I think of the Washington, DC meeting of the Working Party Chairmen in April to discuss new ways of developing and maintaining our standards. These appear quite necessary to me: in the past decades IPTC usually developed and maintained one to two standards in parallel; IPTC 7901 was succeeded by IIM; and this was followed by NITF

```

graph TD
    IPTC --> catalog
    IPTC --> EventsML
    IPTC --> IIM
    IPTC --> IPTC7901
    IPTC --> metadata
    IPTC --> NewsML
    NewsML --> 1.0
    NewsML --> 1.1
    NewsML --> 1.2
    1.0 --> documentation
    1.0 --> examples
    1.0 --> specification
    1.1 --> documentation
    1.1 --> examples
    1.1 --> specification
    1.2 --> documentation
    1.2 --> examples
    1.2 --> specification
    IPTC --> NITF
    IPTC --> ProgramGuideML
    IPTC --> SportsML
        
```

IPTC Directory

Valid for all IPTC standards and associated documentation the IPTC Common Directory Tree can be stored anywhere in a file system. The root "IPTC" directory contains:

- "catalog" - mainly for NewsML applications;
- "topicset" - for TopicSet files;
- "tools" - software tools (such as the Subject Codes viewer) provided by IPTC;
- metadata - such as the Subject Reference System;
- and individual sub-directories for each standard, in turn containing sub-directories for each version of the standard. These sub-directories contain the relevant specifications, such as a DTD (or XSD), documentation and examples.

In the example here the NewsML sub directory is opened to show the version subdirectories, which have also been opened.



Adding new colours to IPTC's work

Understanding the needs and establishing the structures needed to support the, very challenging, development plan for IPTC standards has been a major task for new Managing Director Michael Steidl. Here he reviews his first year in the job, and looks forward to the excitement continuing.

over a period of almost 15 years. But now three standards - NITF, NewsML, SportsML - have been developed and approved in a time span of about eight years. These three standards are all currently active and an additional three are under development - ProgramGuideML, EventsML and an upcoming weather mark up. So soon we will have six active standards.

TopicSets

Similarly, the five sets of topics from the original Subject Reference System have been extended to two dozen by the advent of NewsML - and as we saw at the Autumn meeting, new TopicSets are still being created. A final example: the total number of terms in the Subject Codes list has increased from about one hundred five years ago to a current set of more than 1200 - and still counting. At the same time this large list is being translated into more and more languages.

Extended management

All of this can't be done using the methods of the eighties and nineties. So there might be a new colour needed called "extended management". The introduction of project management methodologies for the development of the weather mark up is one step into this direction. And implementing web based tools to ease world wide collaboration is another demand from these expanded duties.

But there was another key result from the Washington meeting: Let's consider

the XML based standards of IPTC as a family in the future. As in a family, each member has his or her distinct position and role those of our standards have to be assessed and specified.

I think we are still at the beginning of this road but our ambitious aim is to have this done by the AGM 2005. I consider this as a major challenge since most standards were developed independently in the past and only limited consideration was given to interoperation.

Market considerations

And there was a third major result from this meeting: Let us listen to the news industry and consider them as a market that shows acceptance of the IPTC standards by the extent that they are adopted. This was the mental kick-off for the Standards Survey that was started in November and will be continued into the new year. I hope IPTC will get valuable results from this and it will be a great opportunity for our organisation to draw the right conclusions from its evaluation.

But there were other spin-offs from this notion: the retooling of all IPTC web sites to make them easier to access and the vast project to improve the documentation of NewsML to make it easier to understand and implement.

Standards Summit

Another result from this extended perception of the news industry as a market for standards can be the commitment to the News Standards Summit this December. This commitment was discussed extensively, and to some

extent controversially, at the Autumn meeting but I consider IPTC as a whole made the best out of it.

The opportunity was taken to show that we consider ourselves as the major provider of standards with full commitment to the requirements of the news industry, and to have at the Summit several Working Party Chairmen giving presentations on the great technical work that had been carried out over the past few years.

More exciting

My second year with IPTC promises to be even more exciting than the first one and my own primary goals are to encourage adding quality to our standards in terms of offering a specification that is easy to implement; to support adding "business case facets" to our standards' public image (making them attractive to more than the technical experts); to improve the marketing of our work - we have to explain more of the features and concepts to a focussed audience; and finally to help to manage our work in a way that tangible results can be shown in a reasonable timescale.

It is a thrilling perspective to see how IPTC will implement the ambitious Roadmap 2005 and how we, as an organisation primarily driven by volunteer workforce - I am the only employee (and that part-time) - will be able to make these goals real. I am eager to support all efforts put into this and hope to keep up with the excellence added to our standards in this process.

directory file structure and a document naming convention. A major effort has also been made to reinvigorate the various IPTC web sites, making them resource centres as well as major tools for the promotion of IPTC activities.

Fresh attention has been paid to the potential for co-operation with other standards organisations, with a major initiative leading to a News Standards Summit arranged in co-operation with other interested parties. Aim of this summit was to look at the various standards available for news exchange, to see how they interacted, and to examine compatibility. The requirements and views of users and implementers were also investigated. See the Standards Committee report for further details.

Liaison

Overall responsibility for liaison with other bodies lies with the Managing Director. However, guidelines have also been drawn up to improve technical contacts with other standards bodies and initial appointments were made for representatives to work with OASIS, W3C and ATOM. These representatives act to convey details of IPTC decisions and actions; establish what the other standards bodies are doing; and carry out specific tasks requested by the Standards Committee.

IPTC is a members of OASIS (Organization for the Advancement of Structured Information Standards- www.oasis-open.org), which is a consortium of organisations and individuals that drives the development, convergence and adoption of e-business standards. The OASIS technical agenda is set by the members and in addition to general liaison, steps are being taken to see if it is possible for IPTC to work more closely with OASIS in some interest

Open Discussion

Extensive use is being made of electronic discussion groups to encourage the interchange of technical information and matters of general interest. The first group was established as part of the original NewsML development process and is still very active with over 600 members.

The NewsML group was followed closely by one dealing with the NITF which now has more than 400 members. SportsML also attracts a lot of attention with over 200 members, and has generated a series of sub-groups dealing with Horse and Harness Racing, Olympic sports and Australian rules football.

There are also groups for ProgramGuideML and EventsML, but both of these standards are still under development tend to be more specialised, and currently have fewer members.

All of these groups are open to all interested parties on registration, but there is also a restricted IPTC Members group for discussion of internal matters.

Addresses are as follows:

IPTC Members - <http://groups.yahoo.com/group/ipdc-members> (members only)

NewsML - <http://groups.yahoo.com/group/newsml>

NITF - <http://groups.yahoo.com/group/nitf>

SportsML - <http://groups.yahoo.com/group/sportsml>

- <http://groups.yahoo.com/group/sportsml-arf>

- <http://groups.yahoo.com/group/sportsml-horse>

- <http://groups.yahoo.com/group/sportsml-olympics>

ProgramGuideML - <http://groups.yahoo.com/group/ProgramGuideML>

EventsML - <http://groups.yahoo.com/group/eventml-dev>

areas, with the aim of producing standards with the widest possible application.

Activity is set to continue at a high level in 2004, with a sustained effort being needed to ensure success of the new standards development process. In addition there are special events associated with both the Spring Meeting and the Annual General Meeting. The Spring Meeting is being held in Athens from the 15 to 18 March 2004 with the assistance of the Athens News Agency (ANA) and will include an extra day when discussions with Olympic officials have been arranged.

Running from the 25 to 28 May 2004 the Annual General Meeting is being held in Hong Kong at the invitation of the Chinese NewsML Community (a part of CINTEC). The second Chinese NewsML Conference is being held on the day before the Meeting, with a keynote speaker from IPTC and a round-table discussion - it is hoped that as many AGM delegates as possible will also take part in the Conference.

Finally the Autumn Meeting is to be held in Amsterdam - a city that has seen the launch of several IPTC standards in recent years - from 6 to 8 October 2004.



Final Farewell

The 2003 Spring Meeting saw a final farewell to David Allen with a special session of the Committee of the Whole being convened for a formal presentation.

The presentation - made by IPTC Chairman John lobst - was in two parts: a cut crystal rose bowl (see left) to provide a permanent and visible reminder of David's time with IPTC; and a commemorative volume of the work of Ansel Adams (a photographer whose work David admires).

A (much less formal!) Farewell Dinner was also held. With Klaus Sprick - the "longest serving" IPTC delegate - paying a personal tribute.

Apparently David Allen found that being at an IPTC Meeting and having time to look around the town was a novel experience!

Public Relations Committee

Deals with all aspects of IPTC's public relations, with the aim of encouraging the wider use of IPTC standards and attracting new members.



Walter Barranger
(New York Times)
Committee
Chairman

Spreading the Message

Ensuring that IPTC's activities and achievements receive proper recognition, beyond the immediate membership, is becoming more important, especially as new standards are introduced.

A major activity over the past year has been a relaunch of the IPTC family of websites with the aim of improving the presentation of IPTC's work - the planned development of a new family of standards was seen as giving this greater importance - and to make them a better source of information of users.

There are now a series of IPTC sites with the main www.iptc.org being complemented by www.newsml.org, www.nitf.org, www.sportsml.com and www.programguideml.org. An important aim of the redesign was to ensure that the sites had a common appearance and structure. Making the standards and associated documentation more accessible and better explained was also a priority, with better navigation within each of the sites and between the sites.

First suggestions for the relaunch were made at the Spring Meeting with a small group of members and the Managing Director taking on the task. Initial proposals were discussed at the AGM, with a refined version presented and agreed on at the Autumn meeting. To help increase awareness of the standards members (and other users) can include links from suitable areas of their web sites back to the main IPTC site, and to the indi-

vidual standards sites, when appropriate.

Attention has also been paid to web addresses that are closely related to those of IPTC sites. For example www.sportml.org and www.sportml.com now connect directly to the official www.sportsml.com site.

A series of Press Releases have been issued, with regular releases following each Meeting and others when activities justify them. These releases are widely distributed by PR Newswire (who are Members) while other members have also issued releases related to the standards (and their use of them) and to IPTC activities. The Press Releases are also made available via the main IPTC web site, where they form an archive that helps give a broad picture of the organisations activities.

Radio & TV ProgramList

IPTC | NewsML | NITF | SportsML | ProgramGuideML

ProgramGuideML.org

Welcome to ProgramGuideML

... a solution for delivering Radio/TV Program Information developed by the world's leading news publishers

ProgramGuideML aims to be the global XML standard for the interchange of Radio/TV Program Information base

News Markup Language

NewsML | NITF | SportsML | ProgramGuideML | Metadata/SRS | IIM | IPTC

Welcome to NewsML™ ...

The versatile News Markup Language for global news exchange.

NewsML is designed to provide a media-independent, structural framework for multi-media news.

International Telecommunication Union

IPTC | NewsML | NITF | SportsML | ProgramGuideML

IPTC HOME	iptc.org
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UPDATE:

15 Dec 2003	Latest issue of IPTC newsletter "M" released. Read more details about Meeting.
8 Dec 2003	Press Release: IPTC joined the New Standards Summit
26 Nov 2003	SRS Subject Codes updated to version 2.0

All the IPTC web sites have a common appearance and functionality. The top navigation bar allows easy access to the individual standards sites, while the side panel gives details of the current site contents.

Standards Committee

Planning and supervision for the technical development of new standards and the review of existing standards, including formal approval for release.

Web sites:

www.iptc.org
www.newsml.org
www.nitf.org
www.sportsml.com
www.programguideml.org

Discussion groups:

<http://groups.yahoo.com/group/newsml>
<http://groups.yahoo.com/group/nitf>
<http://groups.yahoo.com/group/sportsml>
<http://groups.yahoo.com/group/ProgramGuideML>
<http://groups.yahoo.com/group/eventml-dev>



*Stéphane Guérillot
(AFP)
Committee
Chairman*

Putting It All Together

Response to developing market needs resulted in the decision to start work on a new Standards Suite, this will be based on the established standards but have a high degree of integration. Revised working practices have been adopted to provide a sound basis for the major effort that is now well under way.

Unsurprisingly, the standards developed by IPTC start life as a solution to the specific needs of a group of members - who have to provide the resources to produce them - though care is taken during the development process to take account of the wider needs of the news industry.

While this approach has been successful in many ways it has the disadvantage that the individual standards tend to have been produced in isolation, with the broader picture being obscured. Adoption of XML as a basis of recent work has helped provide a degree of compatibility, and provision has been made for recent standards to be used together - specifically with NITF, SportsML and ProgramGuideML content in NewsML, and with NITF news stories in SportsML.

However, it has become increasingly apparent that this approach has significant limitations, especially with growth in the number of standards being produced and needing to be maintained - both as standards and in users' systems. An extensive review of the standards themselves, the ways they are used and how they work together, along with anticipated requirements for further standards, resulted in an integrated Roadmap for future IPTC standards development.

Roadmap

This is an ambitious plan with the overall aim of integrating all the IPTC standards into a consistent family that will make appropriate use of the latest technologies. It is hoped that it will make implementation of the standards easier, and will help widen use of the standards. Overall guidance of this process is being provided by the new Standards Steering Committee (see the Organisation section - page 4 - for more details), though most of the work will have to be carried out by the individual Working Parties and the Standards Committee itself.

An important part of the process is finding out who the users of IPTC standards are (in addition to the traditional base of the news industry), and exactly what use they are making of the standards. To help with this a User Survey is being carried out - see panel opposite.

Co-operation

In addition technical co-operation with other standards organisations with interests in the broader news industry has gained increasing importance. Accordingly, IPTC initiated - and then cosponsored - a proposal for a News Standards Summit to investigate the interaction and compatibility of the various standards available for exchanging news - see page 13.

Full appraisal of the results from the User Survey and assessment of the potential for co-operation with other standards organisations will take some time, but both of these will play an important part in the evolving IPTC standards Roadmap. Because of this, and other factors including the level of available resources, it is recognised that the roadmap cannot be totally fixed and will have to adapt to changing circumstances.

The aim is to have the integrated IPTC Standards Suite ready for release in mid 2005, with the individual standards being made available as they are completed. For maximum flexibility these individual standards will be self-contained and suitable for use in stand-alone mode as well forming a part of the Suite.

Core program

Core of the new standards family will be NewsML V2 - this is likely to be a simplified version of the existing standard, though the details have yet to be established. More information on the thinking behind NewsML V2 is given in the NewsML Support section on pages 14-15.

The rest of the family will be revised versions of the other existing IPTC standards (XML-based) - along with projects already under way - as follows:

The NITF is well established and it is seen as important to ensure that the needs of the large existing user base are taken into account. It appears that only relatively minor changes will be needed to allow full integration into the new family, with the main requirement being to provide a series of examples of how this can be achieved.

ProgramGuideML V1.0 is planned for release in Spring 2004 and has been specifically designed for use with NewsML.

SportsML has been well received and has a growing user base. Integration with the other standards should make the installation and maintenance of SportsML applications easier. Extension to cover further sports is under way and care will be taken to ensure that any plug-ins for these sports conform to the established structure.

EventsML, and a system to handle Weather Data, are both under development, so can be designed to ensure full compatibility with the new standards family.

Metadata

Metadata is seen as a key element of the IPTC Standards Suite and it is planned to develop a common set of metadata for all standards, with a consistent method being used to represent it. In addition the metadata structure for the standards will be opened up to allow it to handle third-party content. Development of the Subject Reference System is seen as continuing as before, as it will not have a direct impact on the integration process.

XML Schemas

Consideration has also been given to the format of the specification files that will be used for the Standards Suite.

The use of XML Schemas is seen as offering a number of significant advantages and this was considered in a report - co-sponsored by Tidningarnas Telegrambyrå

and IPTC - which investigated the translation of DTDs (Document Type Definition) to XML Schemas. Specific advantages identified for XML Schemas included: the ability to apply strong typing to attributes and elements - for example ensuring that date information conforms to a standard format; provision for deriving alternate content models depending on content - so that it would be possible to let sports result elements have different structures depending on the type of sport;

support for the use of XML namespaces; and the fact the syntax is XML-based, allowing the use of standard tools.

The main aim of the report was to investigate the feasibility of using available XML editing tools to convert the existing IPTC

Overall target of the Standards Roadmap is to produce an integrated standards suite and release it in mid to late 2005. This will involve producing revised versions of the existing standards - NewsML, the NITF, and SportsML, while ProgramGuideML is planned for final approval and release in Summer 2004. In addition, new projects such as EventsML and the Weather Data system will be designed as part of the suite.

An outline timescale is shown below, though it is recognised that this may have change in response to external factors - ranging from user demands to the resources available to carry out the work.

News Standards Survey

In order to ensure that the current IPTC standards development programme meets the real needs of users it is important to establish who the users are, and what they need from the standards.

One of the ways this information is being obtained is the News Standards Survey, which is open to everyone in the news industry. The Survey is designed to establish the business areas the respondents come from, the standards that they are currently using and their familiarity with the existing IPTC standards.

A series of specific questions are included to establish what, if any, barriers are restricting implementation of NewsML and NITF systems - from the steep XML learning curve, through the complexity of the standards and documentation to the lack of applications and tools. These are complemented by open questions to try and find out what features of NewsML, SportsML, and NITF are most liked, and which features are liked least. Interest in, and use of, the Subject Reference System (SRS) is also investigated.

News agencies, news publishers, and other users (or potential users) of the standards are asked to help shape the future of news standards by taking part in the survey which runs until the end of January 2004. Respondents who include contact information in their reply will be sent a summary of the results.

The News Standards Survey is at

www.iptc.org/survey

and will only take a few minutes to complete.

EventsML/Weather Data		Timescales to be established			IPTC Standards Suite released
ProgramGuideML		V1 release			
SportsML			V2 beta release	V2 release	
NITF			V4 beta release	V4 release	
NewsML	V2 draft	V2 beta release	V2 release		
Spring 2004		Summer 2004	Autumn 2004	Spring 2005	Summer 2005

STANDARDS

DTDs into XML Schemas. It appears that this could be a practical approach, with the output being manually edited to give consistence and make full use of the potential - such as the introduction of type checking.

Although a final decision has not yet been taken it seems likely that the new family of standards will be expressed as XML Schemas, rather than as DTDs. These will be the reference versions, though DTD versions (with reduced functionality) may also be offered.

If there is sufficient demand an effort may also be made to produce XML Schemas for the existing standards. However, in this case it would not be appropriate to use all the available features as there would be a danger of the XML Schema version rejecting an instance that the (reference) DTD considers valid. This could occur, for example, if a date had the wrong format as this could not be checked by the DTD.

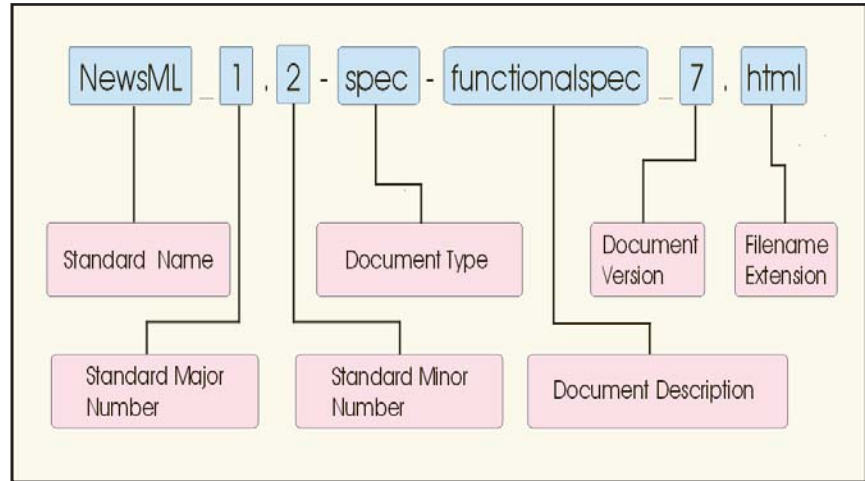
Naming Convention

As the number of standards increases - with different releases and, possibly, variations of the same release (such as XML Schema and DTD versions) - it is important to maintain the relationships between the standards themselves and their associated documentation. To do this a standards naming convention has been adopted.

This convention uses a structured set of names and version numbers for each document - the Document Name Set which is defined to support storage in a structured databases or a XML file. File names are created by assembling specific elements along with delimiters, and a typical examples for a standard definition is shown in the panel above.

Project Management

First steps have been taken in the applica-



tion of Project Management Methodologies to IPTC standards development, with the aim being to establish a consistent approach with better control of the individual steps. A simple implementation is being adopted with a new Project Review Committee being established to oversee application. In order to assess the benefits - and find any drawbacks - a test run is being made on the new Weather Data project (see Special Content).

Main function of the Standards Committee is to oversee and direct the work being carried out by the individual Working Parties so planning and co-ordination of the IPTC Standards Suite is essentially a high-level example of this.

Maintenance of existing standards also remains important and during the year formal approval has been given to NewsML V1.2, NITF V3.2, and SportsML V1, along with a series of additions to the IPTC Metadata set (including the SRS) and release of a Draft ProgramGuideML V1.0. In all cases specific attention has been paid to ensuring that the document and examples are complete before the standards are formally re-

Filename for the NewsML functional specification, showing how it is built up from individual elements of the Document Name Set. The structure makes it straightforward to distinguish between different releases of standards.

A similar naming convention is adopted for standards documentation. Again the structure makes it straightforward to distinguish between different releases of documents, and between documents related to different versions of the standard.

leased. New working practices have been implemented to help make the best use of the available Meeting time - including a decision to make an earlier start to the sessions!

Other standards

Although development attention is now strongly focused on the XML-based standards, previously developed IPTC standards are still widely used and have been made available for free download from the IPTC web site.

The IIM (Information Interchange Model)

IPTC Namespace

A proposal for a general IPTC Namespace has been submitted to the IETF (Internet Engineering Task Force) and, assuming it is approved, will initially be used to create namespaces for the individual standards. The proposed namespace has three branches: **std**; **std-draft**; and **workdoc**. For standards (**std**) - the structure is:

urn:iptc:std:{std-name}:{std-version}:{res-group}:{res-name}:{res-version}?

{std-name} is a unique identifier for the standard;

{std-version} reflects the version of this standard - "current" is used for the current version of the standard;

{res-group} ("spec" for a resource specifying a standard; "doc" for all resources used for additional documentation of and to support the use of a standard; or "xmlns" for defining an XML namespace);

{res-name} is an identifier for a resource; and

{res-version} (? - means this element is optional) reflects the version of this resource.

Structure for the **std-draft** branch is essentially the same, while the **workdoc** branch is intended for IPTC resources not directly related to the standards but to the work of IPTC and will have a generally similar structure.

was designed for multimedia applications and is a container format with extensive provision for editorial metadata. Features include the unique identification of news objects, linking mechanisms and audio data parameters.

DataSets from the IIM Record 2 can be added to images processed in Adobe Pho-

toShop, where they are commonly known as "IPTC Headers". Current release of the IIM is V4.1 - released in 1997 - which can be downloaded - at no charge - from <http://www.iptc.org/IIM/>.

Earliest of the IPTC standards is IPTC 7901, which is a text message format that has been widely adopted by News Agen-

cies outside North America (where the similar ANPA 1312 is more common), The standard specifies a standard character set and header information and includes a list of the registered formats. Development was stopped following the release of revision 5 in 1995, but the standard is available at <http://www.iptc.org/IPTC7901/>.



"Do standards for news really matter in the process of news aggregation" was a provocative question raised at the first News Standards Summit on 8 December in Philadelphia, PA (USA).

This suggestion was prompted by the fact that there are almost a dozen such standards for the news industry, while there are still some requirements to be met.

The reasoning behind this question is that current software makes it possible to easily adapt almost every incoming news stream to the internal data repository of a news aggregator said Chet Ensign from LexisNexis in his keynote presentation. However, he admitted there is a lot of other, and good, reasons to have standards in the news industry primarily to reduce costs and to add value to news exchange.



Misha Wolf, Standards Manager, Content Architecture Group, Reuters chaired the Standards Presentations and the final discussion.

About 100 people from the news industry, system vendors and XML developers convened in the snowstorm shaken city to see an overview of the leading standards for news, to hear about user requirements from various fields of news publishing and to discuss improvements for standards. This event was proposed by a IPTC team headed by Misha Wolf (Reuters), IDEAlliance and OASIS joined the project and co-hosted it, while both Ifra and NAA

supported the effort.

The Summit started with presentations on a number of the standards available for news exchange, including: the IPTC offerings - NewsML, NITF, SportsML and other Payload Markup Languages for News; standards under IDEAlliance

Michael Steidl reports from the News Standards Summit held in Philadelphia, USA, during December 2003

governance - Prism (Publishing Requirements for Industry Standard Metadata) and ICE (Information and Content Exchange); along with widely adopted

specifications - RSS (an XML based format for syndicating news), Atom (a format for editing and syndicating weblogs), and XMP (the eXtensible Metadata Platform from Adobe).

In the "user requirements" session representatives from leading news providers (including IPTC members AP, Reuters, Dow Jones and NSK) talked about their expectations of a "good standard" while speakers from NISO (Historical Newspaper Project) and Vodafone (Mobile Communication) explained why new or extended standards are required to meet their needs.

The final discussion showed some very divergent approaches to the news business. These ranged from the views expressed by persons who are running blogs (weB Logs - journals made available on the web) to those of people who run companies that make their living from selling news. There was some implicit mutual agreement on the fact that a "super standard" covering all requirements from news creation to news archiving would be desirable but currently remains as wishful thinking.

But as the reviews - provided by the users - of currently existing standards showed, a lot of improvements could be made by all of the news standards bodies to increase the satisfaction of their adopters.



Chet Ensign, Director of Architecture & Development Services, LexisNexis gave the keynote presentation at the News Summit.

NewsML Support Working Party

Evolution of NewsML as the standard packaging and syndication mechanism for multimedia news, and the promotion of its adoption throughout the general news and publishing industry.

Web site:

www.newsml.org

Discussion group:

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



*Laurent Le Meur
(AFP)
Working Party
Chairman*

*Stuart Myles
Dow Jones & Co
Working Party
Vice-Chair*



Improving the Appeal

Although NewsML has been well received by the core IPTC membership the Working Party are now investigating ways to make the standard attractive to a wider user base.

Since its release in October 2000, NewsML has had two incremental updates, with the latest V1.2 being approved in October 2003. Changes made for both these updates were relatively minor and were made in response to specific requests from users.

For example, for the latest version an alteration was made to allow repeated entries for "Creator" in the Administrative Metadata as a user had found that the limit of only one "Creator" (which may have been unintentional) was causing problems.

Similarly a change was made to the Functional Specification so that the language element (used to indicate the language being used in a content item) is directly referred to RFC 3066, which describes the evolving set of language tags used by the Internet community. Doing this means that full use can be made of the language tags without having to specify them in an IPTC TopicSet. Since the changes that have been made (for both V1.1 and V1.2) are additions the new releases remain backwards compatible with the original version..

The relatively small number of changes

that have been found necessary can be seen as confirmation of the concepts behind NewsML and a tribute to the effort that went into getting the launch version right. Despite this, it appears that adoption has remained relatively limited and one of the main reasons for this appears to be a perception that the standard is both complex and difficult to implement - particularly in such areas as the Controlled Vocabularies and TopicSets.

Pioneering

In some ways this can be attributed to the comprehensive scope of the project - as can be seen from the original requirements in the panel below.

A second factor is that NewsML was in ways a pioneering XML application - XML itself and associated concepts have undergone considerable development over the past few years and it is reasonable to assume that anyone developing a standard such as NewsML would now be able to make much more use of established techniques. As an example, the TopicSet mechanism had to be developed as part of the package because there was no alterna-

Original NewsML Requirements

- Support the representation of electronic news entities such as news-items, parts of news-items, collections of news-items, relationships between news-items and metadata associated with newsitems.
- Be usable throughout the news lifecycle.
- Allow news-items to consist of arbitrary mixtures of media types, languages and encodings.
- Be usable either as a replacement for or allow the transport of all existing news formats and encodings.
- Support a number of different physical constructions of the same data,
- Support the management and development of news-items over time.
- Be simply extensible and flexible.
- Allow for authentication and signature of metadata and newsitem content.
- Not be unduly verbose.
- Use XML and other appropriate standards and recommendations.

tive way of meeting the functional requirements. Concepts such as RDF and TopicMaps were around when NewsML was being developed - and influenced the design - but the mechanisms for implementing them were themselves under development.

Overall this means that adoption has tended to be limited to organisations where there are technical staff who have the ability, and time, to learn the complexities of the standard, and who also have the influence to promote its adoption by the organisation. More tools and systems are gradually becoming available and this should help adoption, but more direct actions by IPTC also seem appropriate.

Documentation

A major initiative is under way to improve the documentation and the main areas being covered are shown in the panel. It is hoped that providing a clear and comprehensive documentation package will make the standard easier to understand and implement. Some areas are seen as needing particularly detailed explanation - such as full application and extension of the TopicSet mechanism - and these will be dealt with by papers in "The expert zone".

The business cases for adoption of NewsML will also be re-stated with specific explanations of the benefits for News Pro-

viders; Newspapers; Web Sites; Aggregators; and News System Integrators. This information will be presented as part of the general IPTC standards information package.

Core program

The planned NewsML V2 is seen as the core program in the new IPTC standards family and considerable efforts are being made to refine the requirements for this. In-depth brainstorming sessions were held in conjunction with the Autumn Meeting; opinions sought via the email discussion groups; specific questions raised as part of the IPTC Standards Survey (see page 11); the role of NewsML raised during the News Standards Summit (page 13); and wide-ranging discussions held between interested individuals and members of the NewsML Working Party.

Changes

Results of these discussions have still to be fully collated and analysed, with planned actions including: assessment of known NewsML applications; review of the NewsML requirements and updating if necessary; comparing the revised requirements to the current NewsML release (V1.2); updating the specifications and expressing the underlying conceptual model; outlining the NewsML V2 XML Schema (or

DTD). Changes are likely to include a revised controlled vocabulary mechanism (which will be used as a plug-in for all of the new IPTC standards family).

Outline contents for NewsML V2 documentation

- Introduction and overview
- Tutorial
- The NewsML conceptual model
- NewsML dynamic documentation
- Guidelines
- Examples, common implementations
- The expert zone
- Functional specs
- Reference material & downloads
- Latest developments
- Forum
- Contributors



Tidningarnas Telegrambyrå

The Swedish news agency Tidningarnas Telegrambyrå (TT) is the largest News Agency in the Nordic countries and was founded more than eighty years ago. The organisation is jointly owned by a group of the largest newspaper and media companies in Sweden, and annual turnover is now around twenty million Euro.

There are offices at six locations within Sweden, along with a network of correspondents and stringers to give world-wide coverage. Overall there are more than 150 journalists who produce ready made pages, supplements and features as well as text, audio and video reports, along with web material.

Customers for this output - most of which is in Swedish - are mainly in the media business and include newspapers, television and radio producers and telecommunications providers, though major companies and other large organisations are also users of TT's services.

See www.tt.se

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Alla Sveriges stora medier samarbetar med TT.

Senaste nytt från TT - ett litet urval - sön 11 jan 2003



14:23 **Kvinna gripen för dådet**
En 26-årig kvinna har gripts som lördagens mord och mordförsök i sköts ihjäl och en man skadades



TT specialister

News Metadata Working Party

Development and application of metadata as controlled vocabularies for use with NewsML and other IPTC standards. Includes support for the IPTC Subject Reference System.

Web site:
www.iptc.org/metadata



John Minting
(UPI)
Working Party
Chairman

Honor Craig-Bennet
(PA)
Working Party
Vice-Chair



What The News Is About

Providing an extensive set of metadata terms, with explanations, helps to ensure that news items from different sources can be identified, searched and processed in a uniform manner.

Maintenance of the IPTC Subject Reference System (SRS) remains a major task, with an increasing number of members now starting to use the full system. In addition it appears that the Subject Code part of the SRS is gaining acceptance as a general purpose taxonomy - for defining content - beyond the news industry it was originally designed for. A comprehensive review had been carried out during 2002 to ensure all SRS entries conformed to a common style, with guidelines being produced for the presentation of new entries. The process of refining and improving the system has since been continued. For example, all new proposals for Subject Code entries have to include explanations - in English - of the terms. However, this was not the case when the SRS was initially developed, and the system contained a significant number of terms without explanations.

Descriptions

A concentrated effort has been made to address this problem so that all terms now have proper descriptions. In addition a significant series of additions have also been made over the past year. To a large extent this was due to users realising that they needed further headings to give full coverage in specific subject areas.

There are three levels of Subject Code: Subject; Subject Matter; and Subject Detail; and the procedure for making additions depends on the level. The seventeen Subjects were selected to cover the main news areas, giving a reasonable level of discrimination while remaining straight forwards to apply. It is not considered likely that any new areas will be appropriate at this level.

Additions

Additions at the second - Subject Matter - level have to be considered with care to ensure they fully meet the requirements for new entries (see panel), do not overlap with existing entries, and are likely to cover a reasonably broad interest area. Suggested additions at this level are initially considered by an ad-hoc Working Party and assuming that agreement is reached the changes will be recommended to the full Working Party for acceptance and subsequent approval by the Standards Committee.

There is a "Fast Track" approvals process for third-level - Subject Detail - entries. Under this process change requests are submitted to the Managing Director by e-mail, and circulated to IPTC members, who have a period of 21 days to make comments or raise constructive objections. The requests are then considered by a Jury (ap-

Criteria For Inclusion of New SRS Entries

- An IPTC member must need to use the proposed term(s) and gain support from other members during the consideration process. (Terms requested by non-IPTC members must be sponsored by an IPTC member).
- The term should relate to general news, not to a specific discipline, and have a universal meaning.
- The term is unique in its definition and not a synonym.
- Each term should be accompanied by a precise explanation (in British English) within the intended context of its use.
- Requests should be made using the form on the IPTC web site - www.iptc.org/metadata.

pointed by the Standards Committee, and consisting of three to five members with a good knowledge of Subject Codes). If the proposals conform to the criteria for inclusion; are seen to belong under the proposed Subject Matter heading; and there have been no objections; they will be approved and taken into the SRS. Where problems are encountered the Jury will try to resolve them with the proposer, or ask for them to be resubmitted with modifications.

Qualifiers

The fast track process can also be used for subject qualifiers. These are additional codes that are used to provide further details about a subject. At the moment subject qualifiers are only used for entries under Sports, with typical examples including information on the gender of the contestant, or that a specific race was a qualifying round.

An area that has received a lot of attention is the handling of potentially duplicate entries. Ideally a given subject area will only appear once as a Subject Code, with multiple code references being used to give precise content identification. In practice this approach has been found over restrictive and following considerable debate it has been accepted that there are some special cases where apparently duplicate entries can be allowed (as sub-entries under different parents).

Translations

One of the features of the Subject Codes (and Subject Qualifiers) is that they have been designed to be language independent, with the actual subject codes being numeric. In the reference version these codes have English language names and explanation, but these can be translated into other languages for ease of use. The English reference version is held in a database and can be accessed through the IPTC web site. A number of translations of the Subject Codes - provided by members - are also available in this database, along with other parts of the SRS.

It is important to ensure that the translated versions remain in step with changes to the reference version, which is updated on a regular basis. To help with this the da-

Part of the new "Scene" TopicSet which has been developed to provide descriptions of photographs, with provision for future extension to cover other media. A numbering system - similar to that used for Subject Codes - has been adopted to allow easy identification if the terms are translated. The first two digits of the number identify the media (only 01 has been used so far, for pictures), while additional digits have been included in case it is decided to add more detailed classifications.

tabase has a set of content maintenance functions including a publically available list of terms added for, and since release of, a given version.

The reference version and available translations are available on the IPTC web site, where there is also a Subject Code viewer which lets the user view both the original and translated codes.

Although most of the translations have been produced by IPTC members to meet their own requirements, the wide appeal of the Subject Codes (as a news taxonomy) has resulted in translations being produced by non-members and offered to IPTC. In line with the practice for other proposals made by non-member, such translations can only be considered if they are sponsored by a member.

Factors that would have to be taken into account include confirmation of the accuracy of the translation and the arrangements for updating the translation. To date only translations produced by members have been adopted for release.

NewsML TopicSets

Maintenance and development of TopicSets for use in NewsML is an equally important task. A unified structure has been adopted so that information can be retrieved from all TopicSets using the same mechanism.

Detailed additions were made to several of the established TopicSets and a completely new one produced. At the moment

The IPTC Web site includes a specific section dealing with Metadata -

www.iptc.org/metadata. In addition to letting users view the SRS and NewsML TopicSets they can be freely downloaded.

this "Scene" TopicSet can be used to provide descriptions of the content of images, but it has been designed to allow extension to cover other media types - see box below.

Efforts were also made to develop a general "Geographic Regions" TopicSet but different usages amongst members meant that it would only have limited application and so was not proceeded with. The work needed to develop and maintain general TopicSets can only be justified when they are likely to be widely adopted - users who have specific needs can produce their own TopicSets as necessary.

IIM Legacy

Some confusion seems to have been created by the way certain TopicSets - the Subject Codes, Subject Qualifiers, MediaType, NewsItemType, and Genre are treated as part of the Subject Reference System, while others are separate. This is because the SRS was originally developed for use with the IIM (Information Interchange Model), and since the IIM is still in general use, the SRS has to be maintained in such a way as to ensure it remains consistent with the IIM requirements. Other TopicSets were produced specifically for NewsML and have no relevance for the IIM, so they are separate from the SRS.

Scene TopicSet

010100	headshot	A head only view of a person (or animal/s) or persons as in a montage.
010200	half-length	A torso and head view of a person or persons.
010300	full-length	A view from head to toe of a person or persons
010400	profile	A view of a person from the side
010500	rear view	A view of a person or persons from the rear.
010600	single	A view of only one person, object or animal.
010700	couple	A view of two people who are in a personal relationship, for example engaged, married or in a romantic partnership.

News Industry Text Format Working Party

Undertakes maintenance and development of the News Industry Text Format (NITF) and promotes the wider use of the standard.

Web site:
www.nitf.org

Discussion group:
<http://groups.yahoo.com/group/nitf/>



Alan Karben
(XML Team
Solutions)
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Chairman

Incremental Improvements

The XML version of the NITF was released in 1999 and has been widely adopted by the world's news industries. A continuing development programme ensures that it continues to meet user's needs with Version 3.2 being released in October 2003.

In its present form the NITF is an XML based standard that can be used to define the structure and content of news. An extensive metadata vocabulary makes it possible to provide information about the document itself and about the content of the document. For example the description of the document might include such as the publication date, urgency copyright details and news management data.

Metadata

So far as the content is concerned specific provision is made for the IPTC Subject Reference System (SRS) codes, allowing identification of the type of the article (such as "Feature" or "Interview") along with a detailed description of the content.

Headlines and bylines appear before the main body of the copy, which may be split into paragraphs with appropriate subheadings. The main content can also contain tables, lists and embedded images.

A set of "enriched-text" elements makes it possible to identify specific parts of the content, such as people. Places and organisations as well as allowing words to be emphasised and hyperlinks created. These elements allow improved indexing and re-

trieval, making it easier to re-purpose material.

In many ways the NITF can be considered to be a mature standard, but a continuing development programme ensures that it continues to meet user's changing needs, with the latest Version 3.2 being released in October 2003.

Changes introduced for this version are typical and included: provision for multiple headlines - to allow for cases where the content might be output in alternative forms for different media; a series of detail adjustments designed to improve consistency; and a method of handling "Ruby" (see box on opposite page for details). These modifications were fully backwards compatible, as they were additions rather than changes.

The original version of the NITF used SGML (Standard Generalised Markup Language) and some areas were heavily influenced by existing HTML (Hypertext Markup Language) structures. Many of these structures are no longer seen as being appropriate, and there has been a sustained effort

Transfer of NITF metadata to NewsML can be carried out with the help of the mapping spreadsheet available on the NITF website.

	A	B	C	D
1		NITF to NewsML Component Mappings		
2		Elements are in bold, attributes are not.		
3	NITF Section	NITF	NewsML	NewsML parent
4	head			
5		title	Name label	NewsLines
6		meta	Metadata	NewsComponent
7		http-equiv	Scheme	Metadata
8		name	FormalName	Metadata
9		content	Value	Property
10		tobject	Subject	SubjectCode
11		tobject.type	NewsItem Type	NewsManagement
12		tobject.property	?	?
13		tobject.property.type	Genre	?
14		tobject.subject	?	?
15		tobject.subject.ipr	Scheme(=IPTC)	?
16		tobject.subject.refnum	FormalName	SubjectCode
17		tobject.subject.code	Description	?
18		tobject.subject.type	Subject	SubjectCode
19		tobject.subject.matter	SubjectMatter	SubjectCode
20		tobject.subject.detail	SubjectDetail	SubjectCode
21		iim (deprecated)	--	--
22		ds	?	?
23		enum	Property	IIMMetadata

to replace or deprecate them as part of the continuing development programme.

Open process

Development of the NITF is carried out in a very open manner. Proposals for changes to be considered at the next Working Party session are posted on the NITF Web site (generally well in advance of the Meeting) with a request for comments, with members of the NITF discussion group also being informed. The proposals are then discussed by the Working Party and may be approved, modified or turned down. When appropriate changes that have been approved are brought together to give a new release of the standard. A list of changes between release versions is also maintained.

The NITF Web site has been developed as a major resource with the standard (and associated documentation) being available for free download, along with dynamic documentation and a tutorial. A recent ad-

dition is section listing organisations using the NITF with brief company details as well as details of their applications.

NewsML Compatibility

Although it is a separate standard the NITF is recommended for use as the text format in NewsML and particular attention is being paid to compatibility of the metadata in the two standards. One way of using the standards together recommends that the NITF metadata should be migrated into the NewsML instance that contains the NITF package. To help with this a spreadsheet has been produced to provide a common way of transferring the information, while there is also an XSLT stylesheet to carry out the transfer.

Namespace

Establishing an URN namespace for the NITF has received a lot of attention over the year with requests from potential users. An initial proposal to adapt the previously es-

tablished NewsML namespace proved to have serious drawbacks and so was not proceeded with. The proposed URN namespace for IPTC (see the Standards Committee section for more information) will now be used instead.

RUBY

Ruby characters are used in Japanese (and sometimes in Chinese) as an annotation to a base text (of Kanji characters in Japanese) and provide a guide to pronunciation or meaning.

Generally the "ruby" text is presented in a smaller text size alongside the text it refers to. Different styles of ruby may be applied to a single (Kanji) character or to a word formed from several characters.

CCI Europe

CCI Europe are a leading provider of publishing systems - to deal with editorial, advertising and archiving requirements - which are in use in newspaper offices throughout the world.

Products include:

CCI NewsGate - a system intended for optimising content creation and management processes throughout the entire news publishing life cycle and value chain.

CCI NewsDesk Custom Line - an editorial system that can be extensively customised to suit individual newspaper needs.

CCI NewsDesk BaseLine a standardised editorial solution based on Custom Line software

CCI AdDesk Production - for handling the advertising production process.

CCI AdDesk Sales - an advertising booking, selling and administration system.

The state-of-the art headquarters building for CCI Europe (right) was opened in 2002. While these headquarters are in Aarhus, Denmark, CCI Europe also has offices in the USA, Germany and France.

Parent company of CCI Europe is Stibo, which was originally established as an Aarhus printing house in 1794 and now has divisions: CCI Europe; Stibo Graphic, who offer publishing solutions for electronic and printed media; and Stibo Catalog, providers of catalogue content management solutions. Stibo is now a foundation under a Danish Royal charter

More information is available on www.ccieurope.com.

CCI Solutions
CCI Services
CCI Partners
Company Profile
Home

Building synergies Oracle rewards CCI Europe's commitment

The Oracle Corporation recently re-certified CCI Europe as a certified member of the "Oracle PartnerNetwork" (OPN) when they presented an official plaque to CCI Europe's Oracle team during an informal ceremony at CCI Europe's corporate residence.

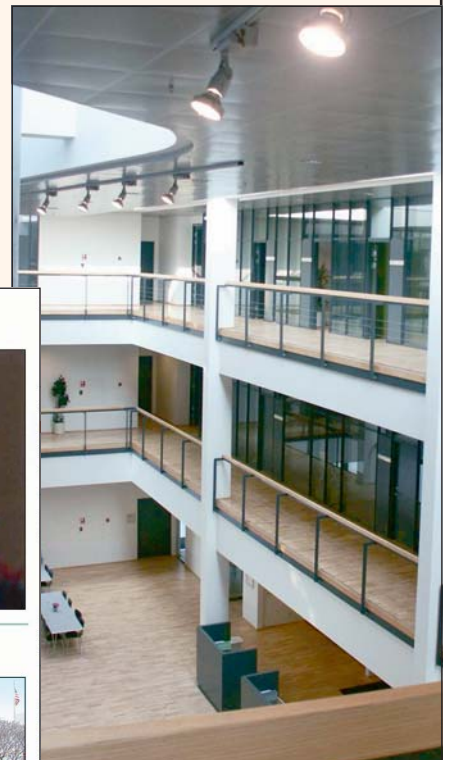
Oracle Corporations Channel Account Manager, Mr J Severin Jensen stated, "Oracle considers CCI Europe to be an important member of the partnership network. At Oracle we believe that it is important to work with leaders in specific industries from around the world, and there is no doubt that CCI Europe is a world leader in providing editorial and advertising systems to newspaper publishing industry. Their vision in this area inspires tremendous confidence that the Oracle brand is in good hands".

[Read more](#)



Fort Wayne Newspapers select CCI Europe

The Fort Wayne Newspapers has selected CCI NewsDesk BaseLine as their editorial solution of the future, in a deal that will see the independent "Journal Gazette" and Knight Ridder owned "News-Sentinel" operating a common system, via a joint operating agreement. [Read more](#)



Special Content Working Party

Development and support for standards dealing with structured content - including SportsML, ProgramGuideML, and EventsML.

Web sites and discussion groups:
See individual standards



Geoffrey Haynes
(AP)
Working Party
Chairman

Henrik Stadler
(TT)
Working Party
Vice-Chair



EventsML

Discussion group:
<http://groupd.yahoo.com/eventml-dev>

Dominic Chan
(Canada Newswire)
EventsML Lead



Johan Lindgren
(TT)
EventsML Lead

Dedicated News Structures

Special purpose systems for handling well defined types of news can give more efficient processing, presentation and retrieval.

There are a number of clearly-identified areas that generate a significant volume of news, which has to be processed and delivered in a uniform manner. Ideally the news content will be in a form that will allow easy (automated if possible) processing for presentation in a number of formats.

Several such areas have been identified and special purpose systems proposed to deal with them. These systems are designed so that they can be used with NewsML, though in most cases they will also be suitable for stand-alone applications. As with other IPTC work, there has to be enough demand from members to ensure that they will make the necessary development resources available.

Projects

At the moment four main projects are at varying stages:

Sports ML V1 has been released and is in use, with further work under way to extend coverage to additional sports - see opposite page.

ProgramGuideML has been made available as a V1.0 draft, with the intention of moving to formal adoption and release early in 2004 - see page 22

EventsML is still in the planning stage, and the most recent development is a system to handle **Weather Data**.

Weather Data

Ways of dealing with weather information have been looked at in some depth with presentations from several members on the approaches they have already adopted, along with investigations of existing systems and services.

The information obtained seemed to show that while the weather organisations has their own - well formatted - systems for interchanging weather data, these systems were not really suitable for use with news applications. At the same time there were considerable variations in the ways that weather information was made available for publication. It was also apparent that various commercial enterprises in this area have their own systems so they are not

really interested in open standards.

However, the importance of weather information to the news industry is recognised - particular interest has been shown by local newspapers in the US who want to make their web sites more attractive to users. Local weather information is seen as particularly useful for this as it has considerable appeal. Because of this it was decided to move ahead with the development of a system.

Although requirements for the system are still being established, consideration is being given to including broadly related data with the main weather content. This could include information on pollen counts, pollution measurements, tide details, and even limited astronomical information.

Events

As the name suggests, EventsML is intended to deal with Events, and in news terms an Event is described as something with a short life that will take place at a specific date and time. Typical applications - again in the news context - would be as an editorial assignment tool, for daybooks, and for publishable event information. Content would encompass, for example, sporting events, financial earnings calendars planned news events, and forthcoming elections. A basic requirement is that EventsML should be a XML standard that can be incorporated in the other IPTC Standards or used as a stand-alone application.

Investigations showed that there are a number of packages already in widespread use for handling events, notable the closely related iCalendar and vCalendar. Analysis of members requirement showed that these existing formats could handle much of the information members wanted to deal with, but they had a significant disadvantage in that neither of them was XML-based.

Because of this it was decided to approach OASIS and see if it would be possible to form a discussion group to look at event listing systems. This would make it possible to establish the level of interest

SportsML

The global XML standard for the interchange of sports data.

Web site: www.sportsml.com

Discussion groups:

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

<http://groups.yahoo.com/group/sportsml-arf>

<http://groups.yahoo.com/group/sportsml-horse>

<http://groups.yahoo.com/group/sportsml-olympics>



Alan Karben
(XML Team)
SportsML
Lead

Johan Lindgren
(TT)
SportsML
Vice-Lead



SportsML was formally launched in Spring 2003, by which time some applications were already in use, providing confirmation of the need for this standard.

These early applications were based on the V1.0 beta version which had been released in Autumn 2002 and only needed slight revision to give the final version. Interest in the standard has remained high since the release and it is reported that two of the four major sports syndicators in the USA now offer SportsML output - and a third has expressed interest.

The system has a modular design with a core DTD to deal with information that is common to a wide range of sports, and plug-in DTDs to handle more detailed information that is specific to a single sport. Sports currently covered with plug-ins are American Football; Baseball; Basketball; Golf; Ice Hockey; Soccer; and Tennis, while work is under way to provide detailed coverage for Australian Rules Football, Olympic Events, and Horse and Harness Racing.

Standard descriptions

Individual items of sports information are identified using standard descriptions. For example information for a player might include their status, with the following standard options; *scholastic*, *college*, *amateur*, *professional*, *semi-professional*, and *former-professional*. Similarly the participation of a player in a game might be classified as: *starter* (takes part at the beginning of the game); *bench* (joins the game as a substitute); and *scratched* (is not available to take part).

Actions are covered in a similar way -

standard types of baseball pitch (in the SportsML context) are: *curveball*, *fastball*, *slider*, and *knuckleball*, while the ways a player can get out are: *strikeout*, *fielders-choice*, *throw-out*, *fly-ball*, *pickoff*, and *caught-stealing*. For another sport - golf - shot types are: *drive*, *putt* and *pitch*, while after the shot has been taken the ball can land on: *fairway*, *sand*, *water rough*, *green*, or in the *hole*. Scores can be recorded for teams or individuals, along with a range of additional information, such as when they happened, who made them, and who helped make them. Provision is also made for the inclusion of news stories (with the NITF being the recommended format).

Reports




By putting the individual pieces of information together in different ways it is possible to provide a wide variety of reports dealing with different aspects of the sport: who won and what was the score? - or who is winning and what is the latest score if the game is still in progress?; what are the game schedules for the team, and where will they be played?; which players have the best (statistical)

performance?; have any records been broken?; and so on.

The standard descriptions (metadata) is held in Resource Files - these are maintained in TopicSets (as for NewsML). Information held also includes lists of teams in individual leagues of specific sports - such as Major League Baseball (USA) with team listings consisting of: Team ID, Team Location, Name, Team Nickname, Division ID, Division Name, Conference ID, Conference Name, League ID, League Name, Source (of the information), and Country.

The current set of resource files are maintained by IPTC and available on the SportsML web site. As the system grows the intention is to appoint Resource File Delegates, who will keep the individual League (or Association) listings up to date.

As with NewsML the structure of SportsML makes it straightforward for users to develop their own resource files to meet specific requirements. However, using the IPTC supported resource files has the advantage of maintaining compatibility between different information providers. For example a soccer report might want to combine information from European, Japanese and South American sources.

Sydney	Australia
indoor	
herrar, +105 kg	
sammanlagt	
1	 Hossein Rezazad
2	 Ronny Weller
3	 Andrej Tjemerkin

Above: Sample results output (in Swedish) for a Olympic weightlifting event, showing medal positions.

Below: example of the USA National Basketball Association Standings.

NBA Standings and Schedule

Atlantic													division	Last 10	home
Rank	Team	W	L	T	Pts.	Streak	GB	PF	PA	W	L	T	W	L	T
1	New Jersey Nets	7	1		.875	W-5	-						7	1	5 0
2	Boston Celtics	5	2		.714	W-3	1.5						5	2	4 1
3	Orlando Magic	5	5		.500	W-2	3						5	5	2 1
4	Philadelphia 76ers	4	5		.444	W-4	3.5						4	5	2 2
5	New York Knicks	4	6		.400	L-1	4						4	6	4 1
6	Miami Heat	2	7		.222	L-5	5.5						2	7	2 4
7	Washington Wizards	2	7		.222	L-6	5.5						2	7	1 4
Central													division	Last 10	home
Rank	Team	W	L	T	Pts.	Streak	GB	PF	PA	W	L	T	W	L	T
1	Milwaukee Bucks	5	1		.833	W-1	-						5	1	2 1
2	Detroit Pistons	5	2		.714	W-1	.5						5	2	3 1

ProgrammeGuideML

ProgramGuideML aims to be the global XML standard for the interchange of Radio/TV Program Information, based on NewsML.

Web site: www.programguideml.org

Discussion group:

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



Manabu Miyake,
(Yomiuri Shimbun)
ProgramGuideML
Lead

Development of the television and radio programme listings system - ProgrammeGuideML - has been undertaken by a team made up from members of the Japan Newspaper Publishers & Editors Association (Nihon Shinbun Kyokai - NSK) with input and assistance from other IPTC members. Version 1.0 draft of the standard was released in October 2003, with formal release planned for Summer 2004.

ProgramGuideML is based on NewsML and designed for the interchange of radio and television programme information between news and broadcasting organisations. As with NewsML it is designed to handle all types of media, including text, video, audio graphics and photographs and combinations of media, in any required language. Although primarily intended for the interchange of programme information, ProgramGuideML is also suitable for the storage of such information.

Programme information for the complete range of broadcast services - such as terrestrial, cable and satellite - can be represented and presented in the form of programme listings. These may be in different formats to suit printed (newspaper) listings, website listings and the information published by the broadcasting stations.

Elements

Main elements are as follows:

ProgramTable-NewsML - provides programme table information for each station being covered;
ProgramCommentary-NewsML - for descriptive commentaries on individual programmes;
ProgramPicture-NewsML - for pictures

used in the commentaries; and Program-NewsML - provides programme information in a format suitable for web content and similar applications.

ProgramGuideML makes provision for extensive administrative information, which includes details of the broadcasting station; programme start and finish dates and times; programme length, broadcast mode (including standard, high definition, and multiview); pay-per-view charges (as applicable); a method of indicating possible programme changes; and information on when the programme was previously shown, or will be shown again.

Descriptive information covers the genre of the programme along with information on the first date of broadcast, the episode number and a descriptive keyword (for example "Adventure" or "Romance") for user searches. Special provision is made for games

Shown right is a sample programme table - for a the NHK World TV service - produced using the ProgrammeGuideML program shown below. The station name can be seen in the fifth line, while the length of the first programme is shown as 58 minutes.

NHK_World-TV	
06:00	News : Good Morning, Japan 6 am
06:58	Weather Report
07:00	News : Good Morning, Japan 7 am
08:15	Drama Serial : Kokoro[117]
08:30	News
08:35	From NHK's Correspondents Archives "Vietnam: After Paris Peace Accord"
09:15	Music Box Dream
09:20	Mountain Panorama
09:23	Weather Report

```
- <program.list order="1">
- <program.information program.id="NHK_World-tv_20030813T0600">
  <language role="main" newsmml:urn="urn:newsmml:iptc.org:20001006:topicset.i
- <administrative.information parentalrate="0">
  <station newsmml:formalname="NHK_World-TV" newsmml:scheme="RadioTV-JP"
    BroadcastService:3"/>
  <startdate>20030813T060000</startdate>
  <enddate>20030813T065800</enddate>
  <length units="minutes">58</length>
- <mode>
  <audio.mode soundtype="monaural" />
</mode>
</administrative.information>
- <rights.information>
```

(sports) where team and player details can be included. Rights information - both copyright and usage rights - is also catered for.

Content

Detailed information is available on the content of individual programmes. The title has a supplementary element for pronunciation (which may be used for automatic voice applications) and a subtitle. Content may be included in the NewsML document, or externally referenced and provision is made for modifications. Repeated credits cater for casts and other participants, and multiple sub-programme can be included, each of which can contain a fresh set of programme information.

Presentation of programme information in table (Schedule) format is specifically catered for with details for the station concerned and the period covered as well as the individual programmes. Provision has also been made for details of substitute programmes - such as items held in reserve to replace a sporting fixture that might be cancelled because of adverse weather conditions.

There is an European Broadcasting Union (EBU) project TV-Anytime (www.tv-anytime.org) which is developing open specifications to simplify the use of consumer devices such as personal video recording systems. TV-Anytime is XML-based with much of the information used being the same as for ProgramGuideML, and steps are being taken to ensure that the two systems will work together.

and start a more general, co-operative, development programme.

There are clear advantages in being able to draw on the expertise of a much larger interest base - both in terms of spreading the development effort and in terms of achieving the widest possible coverage and acceptability.

A possible drawback is that the development process might become drawn-out, while there are also reservations about basing applications on systems that are not under direct IPTC control - for example changes made in the interest of the wider user community could have an adverse effect on news applications.

Requirements

At the same time work has started to build a model of user requirements that could form the basis of a XML Schema. If a co-operative venture goes ahead this model will be available as a starting point. Alternatively, if it is decided to produce an Events listing specific to the news industry, the model will be the basis for the new standard.

Elections

Other areas have also received consideration. These include Election Results, which generates a considerable amounts of

news. Investigations have included a series of detailed presentations from individual members outlining how they handle their national, and local, elections.

It is clear that this is a major area of interest, but after careful consideration it was decided that the wide variety of voting systems, along with varying requirements for how the results are presented meant that there was little prospect of putting together a general-purpose system.

However, individual members will continue with their own projects in this area with a general watching brief being maintained. This will include monitoring other initiatives in the area - including the work being undertaken by an OASIS Technical Committee on an Election and Voter Services System.

Compatibility

Other systems being produced by outside bodies are also monitored to see if there are any possibilities of co-operation - in particular to ensure that the output from such systems can be made available in a form that is readily compatible with NewsML. These applications include XBRL (eXtensible Business Research Language), which appears to have been well received by the financial industry, and the Extensible Public Relations Language (XPRL).

Fantasy Sports

The way in which systems developed for specific news applications can find other uses is illustrated by the potential application of SportsML to fantasy sports.

Now a major business area, fantasy sports make it possible for enthusiasts to use their knowledge and compete against one another in team management.

Exact details can vary but - as a typical example - for a given sport the participants select a "team" made up of individual players selected from a specific division of the sport. Points are awarded to each of these players on the basis of their performances in the real games and the rating of each "fantasy team" calculated according to the performances of the players making it up.

Since the game depends on having precise details of the individual player's performances there is a requirement for substantial amounts of formatted data - something that SportsML is well able to provide.

/ritzau/ Ritzau Bureau I's

Ritzaus Bureau was founded in 1866 by the Danish journalist Erik Nikolai Ritzau and is now the biggest independent Danish news agency. It provides a round-the-clock news service to the Danish press as well as supplying information to several government ministries and financial institutions.

The core product is written news, which is distributed online to all Danish media and to several media in the remaining part of Scandinavia. As well as the written news Ritzau supplies radio- and tv-stations with a ready-to-use news service and soundbites, while graphics are offered to media in Denmark and abroad. English language news is also provided.

Ritzau state that accuracy, speed and credibility are the backbone of their corporate policy, and that surveys show that Ritzau is rated as one of the most trustworthy Danish news media.

In addition to their domestic operations Ritzau employs special and permanent

correspondents in a number of international capital, and co-operates with European news agencies: Reuters in London, dpa in Hamburg, and afp in Paris.

See www.ritzau.dk



News Management Working Party

Techniques for the handling of individual NewsItems and collection of NewsItems and their links to other NewsItems throughout their entire life cycle, including the development of processing models for news.

Web site:

www.newsml.org

Discussion group:

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



Stuart Myles
(Dow Jones & Co)
Working Party
Chairman

Under Control

Making the most of the News Management features built into NewsML required a good understanding of the various update approaches that can be used.

By its nature, news is constantly changing so information providers need to be able to update, delete, or change the news objects that have been sent to their customers. NewsML has an extensive and versatile set of mechanisms for carrying out such news management, and a formal guide to the process has now been released. This guide does not add anything to the standard but pulls together and explains the various features.

There are three ways in which news management can be applied using NewsML, with operations being carried out on individual NewsItems, or on parts of NewsItems. In NewsML a NewsItem is a managed set of information and has a unique identifier (the NewsItemID which includes a RevisionID). In addition individual elements of a NewsML document can have a Duid (document unique identifier) and/or a Euid (element unique identifier).

Simplest form of news management is the "No Archive" scenario in which the subscriber is supplied with a set of NewsItems. To make changes the provider simply supplies a replacement set of NewsItems, and the original set is discarded by the subscriber. In this case there is no need to use any of the available identifiers.

Replacement

With the "Write Through" approach the subscriber maintains a news archive containing a set of published NewsItems. If changes or updates are necessary the information provider issues new NewsItems with all the changes having been made to the content. Replacement NewsItems have the same basic identifier as the items they replace, but with a higher RevisionID and the subscriber uses the identifier to find the previous version and replace it.

New NewsItems have the RevisionID set to 0 and the item is simply added to the archive. Deletion of a NewsItem is achieved by issuing a "blank" replacement that only contains identification and news management information.

The highest level of News Management involves operations on parts of NewsItems, which can be replaced, deleted, or have additional material incorporated. The information provider supplies a NewsItem which has the same basic identifier (as before)

but is further identified as an update. Instead of the original content this update NewsItem contains the changes that are to be made in one or more update elements, each of which can contain a series of Delete, Replace, InsertBefore and InsertAfter subelements.

To update the subscriber's archive the relevant NewsItem is found and the Update subelements are processed in order, with the parts (of the NewsItem) to be modified being identified using their Duid or Euid. Again, the revised NewsItem will be given a higher RevisionID.

Processing Model

With the Guide completed and released, attention of the News Management Working Party has turned to the development of a Standard Processing Model that can be used to define the way an application should process an NewsML instance. Because of the flexibility of the standard there can be several ways of carrying out an operation and detailed knowledge is needed to establish the best approach. This is seen as a source of confusion among implementers and can lead to incompatibility between systems.

Use of a Processing Model would simplify things by providing a way of interpreting the underlying semantics (facts about, and relationships between, the XML components) of the XML application, and by using an object model to interpret the data. With a simple Processing Model each NewsML instance would be associated with a set of semantics that would provide information on how processing should be carried out.

A more elaborate model might involve splitting the NewsML instance into a set of individual objects - using the object model. Specific processes and behaviours can then be associated with each object. To do this there has to be an object model for NewsML and this work has been started. Since the Processing Model and the object model are closely related, the two models will have to be developed together.

It is recognised that this will be a significant commitment so initial efforts will be concentrated on a Processing Model for News Management in V2 of the standard, with the intension of subsequently extending coverage to other operations.