IPTC Standards

NewsML™ G2
(version 2.15)

Quick Start Guide
to Conveying Text

Public Release

Document Revision 1.1

International Press Telecommunications Council
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www.iptc.org
Quick Start: Text

Introduction

One of the most fundamental needs of a news organisation is to handle text. This chapter covers the basics of a simple NewsML-G2 News Item containing text content.

Read the Quick Guide to G2 Basics before this document.

Terms of Use for this document may be read here.

Example

Below is an example story and supporting information as might be displayed on the journalist’s editing screen at a fictional news provider, Acme News and Media (ANM):

<table>
<thead>
<tr>
<th>Acme News and Media – Content Editing System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slugline</td>
</tr>
<tr>
<td>Created on</td>
</tr>
<tr>
<td>Source</td>
</tr>
<tr>
<td>Author</td>
</tr>
<tr>
<td>Latest edit</td>
</tr>
<tr>
<td>Latest editor</td>
</tr>
<tr>
<td>Categories</td>
</tr>
<tr>
<td>Headline</td>
</tr>
<tr>
<td>Byline</td>
</tr>
<tr>
<td>Location / Date</td>
</tr>
<tr>
<td>Body Text</td>
</tr>
</tbody>
</table>

This screen contains nearly all of the information needed to create a valid NewsML-G2 document.

Document structure

The building blocks of the text document are the <newsItem> root element, with additional wrapping elements for metadata about the News Item (itemMeta), metadata about the content (contentMeta) and the content itself (contentSet). The top level (root) element <newsItem> attributes are:

```xml
```

This is followed by references to the Catalogs used to resolve QCodes in the Item, and Rights information:

```xml
<rightsInfo>
  <copyrightHolder uri="http://www.acmenews.com/about.html#copyright">
    <name>Acme News and Media LLC</name>
  </copyrightHolder>
  <copyrightNotice>(c) 2013 Copyright Acme News and Media LLC</copyrightNotice>
</rightsInfo>
```
Item Metadata <itemMeta>

Note the three mandatory child elements of the mandatory <itemMeta>:

- Item Class
- Provider
- Version Created

In addition, a publication status is also mandatory, but the <pubStatus> element that expresses it may be omitted if the publication status is "usable", the default. It is recommended that the publication status is explicitly carried as in this example. As Acme News & Media is fictional, the Provider property does not use one of the IPTV Provider NewsCodes, and so it expressed using a URI:

```
<itemMeta>
  <itemClass qcode="ninat:text" />
  <provider uri="http://www.acmenews.com/about.html" />
  <versionCreated>2013-11-21T16:25:32-05:00</versionCreated>
  <pubStatus qcode="stat:usable" />
  <embargoed>2013-11-26T12:00:00-05:00</embargoed>
</itemMeta>
```

Content Metadata <contentMeta>

Administrative Metadata

The administrative properties of the example text story are:

```
<contentCreated>2013-11-21T15:21:06-05:00</contentCreated>
<contentModified>2013-11-21T16:22:45-05:00</contentModified>

The place that the content was created uses the <located> element:

```
<located qcode="geoloc:NYC">
  <name>New York, NY</name>
</located>
```

(Note that this is where the story was written, not the place where the subject of the story took place. That would be expressed using <subject>, part of Descriptive Metadata.)

The author of the article is expressed using the <creator> element:

```
<creator uri="http://www.acmenews.com/staff/mjameson">
  <name>Meredith Jameson</name>
</creator>
```

The Information Source for the article is also given. When used without a @role property, <infoSource> is used to denote the person or party that provided the original information on which the content is based. This is the relationship to be expressed here:

```
<infoSource qcode="is:AP">
  <name>Associated Press</name>
</infoSource>
```

The default language for the content is given as U.S. English:

```
<language tag="en-US" />
```

Descriptive Metadata

In the example, the Subject properties use QCodes from the Controlled Vocabulary of Media Topics NewsCodes that are owned and maintained by the IPTC and expressed as QCodes. Thus:

```
<subject qcode="medtop:04000000">
  <name>economy, business and finance</name>
</subject>
<subject qcode="medtop:20000350">
  <name>central bank</name>
</subject>
<subject qcode="medtop:20000379">
  <name>money and monetary policy</name>
</subject>
```
The `<slugline>` property uses the “Slugline” field of the story:

```xml
<slugline>US-Finance-Fed</slugline>
```

In a similar fashion, the `<headline>` property will use the “Headline” field:

```xml
<headline>Fed to halt QE to avert “bubble”</headline>
```

### Complete Content Metadata

```xml
<contentMeta>
  <contentCreated>2013-11-21T15:21:06-05:00</contentCreated>
  <contentModified>2013-11-21T16:22:45-05:00</contentModified>
  <located qcode="geoloc:NYC">New York, NY</located>
  <creator uri="http://www.acmenews.com/staff/mjameson">Meredith Jameson</creator>
  <infoSource qcode="is:AP">Associated Press</infoSource>
  <language tag="en-US"/>
  <subject qcode="medtop:04000000">economy, business and finance</subject>
  <subject qcode="medtop:20000350">central bank</subject>
  <subject qcode="medtop:20000379">money and monetary policy</subject>
  <slugline>US-Finance-Fed</slugline>
  <headline>Fed to halt QE to avert “bubble”</headline>
</contentMeta>
```

### Text content choices

#### Inline XML

The content of the NewsML-G2 document is enclosed by the `<contentSet>` wrapper. In the example, the IPTC news mark-up language NITF (News Industry Text Format) is used to format the text content. As an XML standard, it is contained in an `<inlineXML>` child element of `<contentSet>`, and uses @contenttype to denote the XML-based standard, using the IANA MIME type.

XHTML is also a popular text mark-up choice among G2 providers. As alternatives, the contents of `<inlineXML>` may be any XML language that can express generic or specialised news information, including SportsML-G2 and EventsML-G2. Other languages such as XBRL (Extended Business Reporting Language) may also be used. The content inside `<inlineXML>` must be valid XML, in other words, it could stand alone as a valid XML document in its own namespace.

```xml
<contentSet>
  <inlineXML contenttype="application/nitf+xml">
    <nitf xmlns="http://iptc.org/std/NITF/2006-10-18/">
      <!--STORY CONTENT HERE -->
    </nitf>
  </inlineXML>
</contentSet>
```

#### Inline data

The `<inlineData>` element can contain plain text, and in this case MUST be identified by the IANA MIME type of “text/plain” thus:

```xml
<contentSet>
  <inlineData contenttype="text/plain">
    Et, sent luptat luptat ...
  </inlineData>
</contentSet>
```
Quick Start: Text

NewsML-G2 Implementation Guides

Public Release

Putting it together

A complete example:

**NEWSML-G2 Text Document**

```xml
<?xml version="1.0" encoding="UTF-8" ?>
  <catalogRef href="http://iptc.org/std/catalog/catalog.IPTC-G2-Standards_22.xml" />
  <rightsInfo>
    <copyrightHolder uri="http://www.acmenews.com/about.html#copyright">
      <name>Acme News and Media LLC</name>
    </copyrightHolder>
    <copyrightNotice>© 2013 Copyright Acme News and Media LLC</copyrightNotice>
  </rightsInfo>
  <itemMeta>
    <itemClass qcode="ninat:text" />
    <provider uri="http://www.acmenews.com/about/" />
    <versionCreated>2013-11-21T16:25:32-05:00</versionCreated>
    <embargoed>2013-11-26T12:00:00-05:00</embargoed>
    <pubStatus qcode="stat:usable" />
  </itemMeta>
  <contentMeta>
    <contentCreated>2013-11-21T15:21:06-05:00</contentCreated>
    <contentModified>2013-11-21T16:22:45-05:00</contentModified>
    <located qcode="geoloc:NYC">
      <name>New York, NY</name>
    </located>
    <creator uri="http://www.acmenews.com/staff/mjameson">
      <name>Meredith Jameson</name>
    </creator>
    <infoSource qcode="is:AP">
      <name>Associated Press</name>
    </infoSource>
    <language tag="en-US" />
    <subject qcode="medtop:04000000">
      <name>economy, business and finance</name>
    </subject>
    <subject qcode="medtop:20000350">
      <name>central bank</name>
    </subject>
    <subject qcode="medtop:20000379">
      <name>money and monetary policy</name>
    </subject>
    <slugline>US-Finance-Fed</slugline>
    <headline>Fed to halt QE to avert "bubble"</headline>
  </contentMeta>
  <contentSet>
    <inlineXML contenttype="application/nitf+xml">
      <nitf xmlns="http://iptc.org/std/NITF/2006-10-18/">
        <body head="Fed to halt QE to avert "bubble"">
          <hedline>By Meredith Jameson, <byttl>Staff Reporter</byttl></hedline>
          <byline>New York, NY - November 21) Et, sent luptat luptat, commy Nim zzri uret vendretue mod dol enim ex euisis nosto et lan ullandit l um dol or etter vullia.
          </byline>
          <p>Ugiating ea feugiat utat, veni m vel ent nim quis nulluptat num Volorem inci enim dol obor et eetere sendre ercin uptatio dol or percinc.</p>
        </body>
      </nitf>
    </inlineXML>
  </contentSet>
</newsItem>
```

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NewsML-G2 Implementation Guidelines and Specification


The NewsML-G2 Specification documents are located here: http://www.iptc.org/std/NewsML-G2/2.15/specification/

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Contacting the IPTC

IPTC, International Press Telecommunications Council
Web address: http://www.iptc.org
Follow us on Twitter: @IPTC
Email: office@iptc.org
Business address
25 Southampton Buildings
London WC2A 1AL
United Kingdom

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