IPTC news exchange standards branding

Document history				[Document URN: urn:iptc:workdoc:dir:0507:1]
Revision	Issue Date	Pages	Author (revised by)	Remark
1	2005-04-20	3	Michael Steidl	

1   Introduction

For a long time the IPTC standards branding policy was to assign brand names only to individual standards, but this policy came under review after acknowledging the long list of true IPTC brands and brand-like terms used by the IPTC. It was felt the standards and their brands have to be grouped to provide a better overview of the standards the IPTC maintains. As a first step it was agreed to subsume all IPTC taxonomies under the "NewsCodes" brand in late 2004.

At the advent of a new generation of news exchange standards it was discussed in spring 2005 to introduce a common brand for all the news exchange standards which will go under the technical umbrella of the News Architecture framework.

At the same time it was felt, the IPTC has to clarify the goals and scopes for each of these standards to avoid ambiguities about the scope of each standard.

This document provides the branding and feature list of the news exchange standards governed by the News Architecture.

2   News Wrapper Suite

IPTC News Wrapper Suite	
Brand & alternate wording	IPTC News Wrapper Suite, Acronym: "INWS"
Key features	- General technical framework for content specific markup languages specified by the IPTC. These markup languages constitute the **members** of this suite. - Generic feature - item lifecycle management: items holding various types of content and being expressed by any one of the suite member markup languages can be managed throughout their lifecycle in a consistent way, e.g. versioning, use status assignment etc. - Generic feature - facilities to express information about a topic as metadata in a structured way. These topic items can be referenced from all items expressed by any one of the suite member markup languages. - Generic feature - facility for structured packages of many items expressed by any one of the suite member markup languages. - Optional exchange message to transport one or more items.
Tech specs & owner	➢ Managed Item specs, governed by the NAR WP ➢ anyComponent specs, governed by the NAR WP ➢ News Metadata Framework specs, governed by the NAR WP
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IPTC News Wrapper Suite members	**NewsML (2 +)**	
	Brand & alternate wording	NewsML™ – *trademark protected* Long form: News Markup Language
	Key features	• Markup language for general news = journalistic expression of news in text, photos, graphics, audio, video • Set of metadata containers focussed on general news: e.g. to describe the content, to assign rights information, to associate similar information, physical properties of the content data • Alternate renditions of the same content, e.g. text in different technical formats (plaintext, PDF), photos in different resolutions, … • Content can be: - text of different markup languages - image data of different technical formats - audio and video data of different technical formats - structured data expressed in XML (not necessarily of an IPTC standard) • Restricted scope compared to NewsML version 1.x
	Tech specs & owner	➢ itemType of "General News", governed by the News Content WP, NewsML WG
	SportsML	
	Brand & acronym	SportsML Long form: Sports Markup Language
	Key features	• Markup language for structured sports data • Set of metadata containers focussed on sports data: about sports events, teams and individual players • Basic data can be extended individually for different types of sports. Extensions are available from the IPTC.
	Tech specs & owner	➢ itemType of "Sports Event" or "SportsML" XML structure to be applied to a content component of a General News item, governed by the News Content WP, SportsML WG
	EventsML	
	Brand & alternate wording	EventsML Long form: Events Markup Language
	Key features	• Markup language for structured data about general events = about political or cultural events. • Set of metadata containers focussed on events data: date, time, place of event, performers, contributors, organisers … • Add on: structured data about the journalistic coverage of this event – for editorial planning • Add on: structured data about the assignment of resources to the coverage of an event – for news provider internal planning
	Tech specs & owner	➢ itemTypes of "General Event", "Coverage", "Assignment" governed by the News Content WP, EventsML WG

3 Other brands (overview)

3.1 NewsCodes

A suite of controlled vocabularies or taxonomies to be used by the news industry – and beyond.

3.2 NITF

News Industry Text Format, uses XML to define the content and structure of news articles. NITF text markup can be used for text content of NewsML 1 and 2+.

3.3 NewsML 1

News Markup Language to exchange news content of various media types plus a packaging mechanism for more than one content item, plus a transportation envelope.
Only maintenance will be provided for NewsML 1 in the future, no further development planned. NewsML 1 users are invited to adopt the IPTC News Wrapper Suite and NewsML 2.

3.4 ProgramGuideML

Radio and TV program listing markup language, a solution for delivering radio and TV information to publishers.
Currently ProgramGuideML is not approved as standard it is rather at the stage of a "Release Candidate".

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