

News markup


News Content Working Party
 Laurent Le Meur (AFP)
 WG chairman, IPTC
 Spring meeting, Vancouver / March 27, 2006



What it is?

- The standard of representation of general news:
 - Text articles
 - Audio clips
 - Illustrations (pictures, graphics, video clips)
 - Illustrated articles
 - Multimedia presentations (e.g .flash + video)
- **Still looking for a name ...**
- The standard deals with general journalistic multimedia content, ie a representation of a point of view at a given time on some event.

© IPTC – www.iptc.org 2



Latest proposals

- Use a prefix NewsML2 plus a specific suffix
 - NewsML2:media or NewsML2:news
 - Scope of such a syntax could be either this standard only or all IPTC standards (NewsML2:events, NewsML2:sports?)
- Find an XxxML
 - Compatible with SportsML/EventsML
 - MediaML?
 - Get back NewsML2, hijacked by *the family*

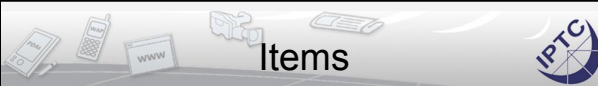
© IPTC – www.iptc.org 3



About media

- “Media, means of communicating information.”
 - News media
 - Mass media
 - Multimedia
 - Cross media
 - Traditional and new media


© IPTC – www.iptc.org 4



Items

- News Item: THE object used for news markup; all processors must support specified profiles (metadata plus content)
- Topic and Package Item: naturally included “by reference”. But not fully specified as part of the standard (a processor may ignore them).
 - Should we create a PackageML? A TopicML?
- Conformance levels: some content features maybe extended at the power level

© IPTC – www.iptc.org 5



Text markup

- Conf call in December 2005.
- No existing markup fully covers the NAR requirements.
- Proposals
 1. Keep neutral
 2. Define a “core” NITF
 3. Use XHTML2 modules and extend if needed
 4. Create a new ArticleML
- Test planned by AP on evaluating a “core” NITF along with the NAR

© IPTC – www.iptc.org 6

Some examples


- News: [NITF Text](#)
- News: [XHTML Text](#)
- News: [photo – IPTC logo](#)
- News: [video](#)
- Package: [a story, a photo and a video](#)

• As you can see, much simpler than NewsML1 counterparts

© IPTC – www.iptc.org 7

Demo

- AFP: prototype of an editor
 - XML – object de-serialization
 - Processing of the Java object, using Eclipse RCP
 - Object – XML serialization



© IPTC – www.iptc.org 8

Other initiatives

- IPTC4XMP
- PAM and DIM2 (PRISM)
- [Image Annotation on the Semantic Web](#)

© IPTC – www.iptc.org 9

Next Steps

- Drafting a specification document
- Processing oriented: “How to implement”
 - A photo in multiple resolution, with IPTC4XMP compatible metadata
 - A vector graphic with a thumbnail
 - An audio clip with a logo
 - An illustrated article
- References to the NAR documents
- Need for a spec writer!

© IPTC – www.iptc.org 10