




NITF Maintenance

[www.NITF.org](http://www.nitf.org)

Presentation available soon at <http://www.nitf.org/dev/>


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Agenda

- Approval of Minutes from previous meeting
- NITF 3.3 Schema: Ready for Posting
- NITF Editorial: What I Think
- Vote on NITF 3.3 Schema


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NITF 3.3 Schema

- Emailed around a few weeks ago
- Since then, three improvements
 - Replaced repetitive listings of elements with Schema <group>s
 - Fixed <table> content model:
 - <element ref="nitf:tr" minOccurs="0" maxOccurs="unbounded"/>
 - Removed <flurp>

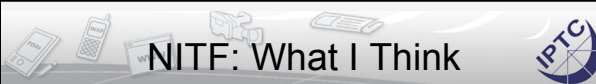
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NITF 3.3 Schema

- Ready for vote?
 - Compiles; tested thoroughly for most common pieces
 - Has not gotten the “workout” that, say, the SportsML schema had received
 - See it for yourself, at <http://www.nitf.org/dev>

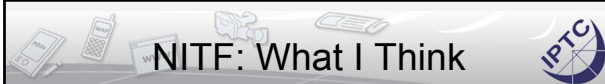
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NITF: What I Think

- NITF is one of the IPTC’s greatest successes – likely our biggest success produced in the past 15 years or so.
 - Used by many global newswires and their clients
 - Used by several large U.S. newspaper companies
- Ranks up there with:
 - #1: ANPA 1312 & IPTC 7901 & IIM & various satellite protocols
 - #2: NewsCode usage (esp. within photo headers) (SportsML = still an up-and-comer)

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NITF: What I Think

- NITF still the best public standard at doing what it’s intended to do:
 - XML structure that describes in a (generally) formatting-free manner the substance and structure of a news article
- (Amazingly!) there’s still no (public) competitive standard near its level of popularity
 - Plain Text & HTML otherwise rule the day

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NITF: What I Think

- Any (public) talk of dropping / deprecating NITF when no other IPTC standard (or external, IPTC-approved standard) has been **released and proven in the field** should be summed up with one word:

Arrogance

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NITF: What I Think

- Case in point:
 - July 6, 2000 in Geneva: Exactly 50% of IPTC's "voting units" were **SURE** that NewsML at that stage was **Just The Thing for the Market**. Instead, it was released as 1.0 beta.
 - October 6, 2000 in Amsterdam: After **significant reworkings**, NewsML 1.0 is released.
 - October 18, 2006... After **heavy-duty overhaul**, NewsML 2.0 released?

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NITF: What I Think

- With HTML out there, does the market need an XML structure that describes in a (generally) formatting-free manner the substance and structure of a news article?
 - Methinks: YES
 - For: Newswires, Newspapers, Bloggers

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NITF: What I Think

- Why NITF will likely never reach its global potential:
 - Too many elements and attributes
 - Naming conventions are many, and often cryptic (having evolved organically)
 - "NITF" name is not so catchy

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NITF: What I Think


- One option:
 - Better marketing of NITF, perhaps pared down:
 - Now == 132 elements (and tons of attributes)
 - Split into Core and Power levels...
 - Core == 82 elements
 - Power == 50 additional elements

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NITF: What I Think

- Another option (along with / instead of NITF)
 - HTML, pared down from 91 elements:
 - <h1>, maybe <h2> and/or <h3>
 - <p>
 - , <i>
 - , <a>
 - <table>, , ,
 -
 - <div class="sidebar">
 - This solution is used all the time, sometimes "raw", sometimes with GUI, sometimes with "textile"
 - IPTC could release an XHTML Article Guideline of Conventions


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NITF: What I Think

- Another option:
 - New, slim-and-trim DTD & Schema
 - Functional equivalent of NITF Core
 - Free of NITF's organically evolved quirky nomenclature
 - Free of NITF's not-so-catchy name
 - ArticleML
 - 33 elements
(10 of which are basically HTML <table>)
 - Better to cannibalize yourself then get eaten by someone else


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NITF: What I Think

- The Risk of Inaction:
 - Someone else will make a good, lightweight Article Schema
 - HTML will continue unchallenged
 - Without standard content-centric inline markup
 - Without structured headlines and bylines
 - Without standard abstracts, captions, creditlines, etc.
 - NITF may well continue as a very useful niche standard, but will not “reign supreme in its space” as it deserves


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NITF: What I Think

- In Conclusion:
 - We should keep on supporting and promoting NITF...
 - It is the best out there
 - Creating “core” and “power” profiles can only help
 - ... until and unless the IPTC standardizes or backs some other solution.

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Next Steps

- Post NITF 3.3 Schema(s)
 - With “profiles” for core and power
- Post announcement to Yahoo!Group
- Create “IPTC Article Profile for xHTML”?
- Conduct further market research among editorial tool providers?

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