



## Collection of questions for the IPTC Standards Survey 2003 as of: 7 July 2003

==== Initial statement

Date: June 5<sup>th</sup> 2003

From: Stéphane Guérillot

In order to prepare for the survey discussed in the meetings, these are some ideas about the target of the survey and the questions we have to take into account in it.

I have the strong feeling that the chairman of the WP, i.e. you, are the right persons to raise the proper questions so I would like to suggest that you feel free to through your propositions so we can all share them and therefore put flesh on the project.

2 points have to be covered:

- A) The list of people who should receive the survey and answer
- B) The survey questions

*We might need to split the target as it could be difficult to follow up closely the survey answers from a large list of*

A. Determine who our users are (target):

- In general:
  - Content Creators
  - Content Receivers / Aggregator
  - Software Vendors
  - Other standards bodies
- More specifically
  - IPTC members
  - Members of IPTC newsgroups
  - IFRA members list
  - NAA members list
  - PRISM ?

B. What do our users need – What are their opinion, wishes?

- What standards are currently in use ?
- Is there use of XML in the editing system



- If Yes, what are the XML standards in use
- What are the barriers to NewsML / NITF adoption?
- Are they cost constraints?
- System compatibility
- Adapting interfaces
- Inside or outside developers efforts
- To be completed

==== end Stéphane Guérillot

Items/questions contributed by Laurent Le Meur:

What are the barriers to NewsML adoption?

- Steep XML learning curve in general?
- IPTC7901 + IIM are perfect for the years coming?
- No (multimedia) information packaging needed?
- No syndication needs?
- Only interesting for news agency wires reception?
- Have our own internal DTD?
- No need of a standard: ad hoc xml representation is enough?
- Technical stuff, for system providers only?
- Lack of documentation?
- Complexity of documentation / explanatory material?
- Complexity of the standard?
- News management features?
- Packaging features?
- Metadata features?
- Waiting for adoption by others (system providers, newspapers)?
- Not a real standard, as there is one implementation per provider?
- Competition with other standards (which standards)?
- Few open-source NewsML reader implementations?
- No commercial NewsML reader implementations?

==== end Laurent Le Meur

Items/questions contributed by Michael Steidl

These questions target managers of news content companies, not system vendors.

Is NewsML / NITF / SportsML (NNS) known at all

IF YES:

- What features of NNS did you like most / least
- Did your company receive requests for NNS feeds
- Did you discuss NNS feeds (delivery) with your customers
- If your customers were not interested in NNS feeds:



What are the reasons for not being interested in:

IPTC7910/ANPA1312 or IIM meets all requirements

Customers are interested but no news management systems available

Customers are interested but don't want to spend money on new systems.

Do you consider other standards as "competing" with NNS

IF YES: which one (list ?)

Did you think about adopting/implementing one or more of NNS

IF YES:

What features of NNS were so important for your company to adopt NNS.

Do you use NNS in house only or also for production streams

How hard was it to implement NNS (scale)

What were the most complex problems during implementation

IF NO:

What are the reasons for not adopting/implementing NNS: (choice list)

complex technology, no products available on the market, customers not

interested in NNS feeds, would have to reorganise the editorial workflow,

Would you think about implementing NNS again in: 1, 2, 3, 5 years

IF NO:

"I don't deal with technology matters in our company"

"I am interested in news technology but never heard of any of them"

General questions:

Does your company use SGML for content markup

Does your company use XML for data representations/markup

To what kinds of customers do you deliver: (list)

printed press (newspapers, magazines), online news services, news aggregators/syndicators,  
mobile telecommunication industry.

Questions about the Subject Reference System (SRS):

Do you know the SRS?

IF YES:

Does your company use SRS

IF YES:

What parts of SRS do you use: Subject Codes, Subject Qualifiers, Media Type,  
Object Type, Attributes,

Do you use all / only a portion of the Subject Codes

Do you use the description of the SRS terms in only one language (which ...) or in  
several (which ..)

IF NO:

What terms/taxonomy do you use for metadata of your news.

These questions target managers of system vendors.

Is NewsML / NITF / SportsML (NNS) known at all

IF YES:

What features of NNS did you like most / least

Did your company receive requests for NNS enabled systems

Did you discuss NNS features with your customers



If your customers were not interested in NNS enabled systems:

What are the reasons for not being interested in:

IPTC7910/ANPA1312 or IIM meets all requirements

Customers are interested but no NNS news feeds provided by news agencies

Customers are interested but don't want to spend money on new systems.

Do you consider other standards as "competing" with NNS

IF YES: which one (list ?)

Did you think about implementing one or more of NNS

IF YES:

What features of NNS were so important for your company to adopt NNS.

How hard was it to implement NNS (scale)

What were the most complex problems during implementation

IF NO:

What are the reasons for not implementing NNS: (choice list)

complex technology, no reference feeds available, customers not interested in NNS feeds

Would you think about implementing NNS again in: 1, 2, 3, 5 years

IF NO:

"I am interested in news technology but never heard of any of them"

=== end Michael Steidl

Items/questions contributed by Henrik Stadler:

1) In conclusion with question A (who the users are) : What branch of the industry are they from ? Media, Banking, Graphic industry, Business service, .... , .....

2) I would like to see a more "investigating" question concerning a "PR" matter : How do they like to be informed about IPTC activities ? newsletter, Web-site, .....

== end Henrik Stadler

Items/questions contributed by Charles Tichenor:

1) What are the barriers to adoption of the IPTC XML standards?

2) What competitive standards are being used?

3) Would like to see a breakdown of the market share of the different standards (IPTC7910, ANPA1312, IPTC IIM, NewsML, NITF, other?)

=== end Charles Tichenor

Items/questions contributed by NSK (Kazuyuki Sakamoto):

What are the barriers to NNS adoption?

\*Difficulty in keeping up with the version up of NNS. (Customers newly implement NNS tend to use the latest version, while the existing customers are using the old version)



Do you know the SRS

IF YES:

Does your company use SRS

IF YES:

\*Is the classification of your news service fit to terms/taxonomy of SRS.

IF NO:

\*It is difficult to translate descriptions of subject code into our own language.

\*The amount of SRS terms is insufficient for our news service.

\*The classification of SRS does not fit our news service.

=== end NSK

Items/questions contributed by Honor Craig-Bennett:

NewsML and NITF, assume that the receiver has a good grounding in the "newspaper terms". If you were a software house that normally deals with different information, NewsML & NITF does not look very inviting. We assume that terms are understood, should we ask if a glossary of terms would be useful?

This glossary should be a common document for all NNS standards.

=== end Honor Craig-Bennett

=== END of document ===