



# Standards Survey 2003 Results

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Rev a.				

The International Press Telecommunications Council – IPTC – conducted an online survey on the use and implementation of XML based news exchange standards and asked for short reviews of their own standards, NITF, NewsML and SportsML.

The survey was open for submissions from November 2003 to January 2004.

The questionnaire of the survey was developed from contributions of IPTC members by John Iobst and NAA.

The online survey was set up and run with the help of NAA.

**This results summary comprises:**

- a replica of the online form that was asked to complete..... 2
- a summary with count totals of all choice fields (were to be ticked only) ..... 4
- a full textual summary of all fields which could be filled with comments:
  - What standards do you currently use..... 6
  - List of standards used by XML-based systems (used by submitters)..... 9
  - List of standards considered competing with IPTC standards..... 11
  - Comments on features of IPTC standards liked BEST ..... 12
  - Comments on features of IPTC standards liked LEAST..... 14
  - List of taxonomies used other than SRS..... 16
  - List of (human) languages used with the Subject Code terms..... 17
  - List of companies participating in this survey ..... 18



## Standard Survey 2003 form replica:

indicates a field to be ticked, all other fields provided a text box for written comments.  
[YES/NO] indicates a field where to choose between yes and no.

### 21 Your information:

Name:

Title:

Company:

Phone:

Email:

22 Can we contact you for follow information?

### 1 Are you a (check all that apply):

- content creator
- content receiver / aggregator
- software vendor

Other:

### 2 Are you a (check all that apply):

- IPTC member
- Member of IPTC newsgroups
- IFRA member
- NAA member
- IDEAlliance / PRISM member

### 3 What standards do you currently use?

4 Do you use any XML-based systems? [YES/NO]

5 If yes, what standards (dtd / schema names) does it use?

6 Do you use xml / sgml for content markup / data representation? [YES/NO]

### 7 Are you familiar with (check all that apply):

- NewsML
- SportsML
- NITF

### 8 In considering NITF, what if any are barriers to implementation (check all that apply):

- Steep XML learning curve
- ANPA 1312 / IPTC 7901 are sufficient for needs
- Have own internal dtd / schema
- No need for standard, ad hoc xml is sufficient
- Technical stuff, for system providers only
- Lack of documentation
- Complexity of documentation / explanatory material
- Complexity of standard
- Metadata features
- Waiting for adoption by others
- Lack of applications/solutions from system vendors
- Lack of tools



9 In considering NewsML, what if any are barriers to implementation (check all that apply):

- Steep XML learning curve
- ANPA 1312 / IPTC 7901 with IIM are sufficient for needs
- Have own internal dtd / schema
- No (multimedia) information packaging needed
- No syndication needs
- No need for standard, ad hoc xml is sufficient
- Technical stuff, for system providers only
- Lack of documentation
- Complexity of documentation / explanatory material
- Complexity of standard
- Metadata features
- News management features
- Waiting for adoption by others
- Lack of applications/solutions from system vendors
- Lack of tools

10 Do you receive a feed of (check all that apply):

- NewsML
- SportsML
- NITF

11 Do you deliver a feed of (check all that apply):

- NewsML
- SportsML
- NITF

12 Have your customers asked for a feed of (check all that apply):

- NewsML
- SportsML
- NITF

13 Are there other standards that you think compete with NewsML, SportsML, and NITF? [YES/NO]

14 If yes, please list.

15 What features of NewsML, SportsML, and NITF do you like best?

16 What features of NewsML, SportsML, and NITF do you like least?

17 Do you use the Subject Reference System (SRS)?

18 What parts of the SRS do you use (check all that apply):

- Subject Codes
- Subject Qualifiers
- Media Type
- Object Type
- Attributes

19 If no, what taxonomy do you use?

20 What language do you use for subject codes?

[END]

# **IPTC Standards Survey 2003: Choice fields result summary**

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## **58 forms were submitted in total**

You are a:

- 34** Content Creator
- 33** Content receiver
- 15** Software Vendor
- 7** Other

Are you a: (Multiple choice)

- 19** IPTC member
- 22** Member of IPTC newsgroup(s)
  - 9** IFRA member
  - 6** NAA member
  - 4** IDEAlliance/PRISM member

## **45 use XML based systems,4 57 use XML/SGML for content markup / data representation**

Are you familiar with:

- 47** NewsML
- 25** SportsML
- 43** NITF

NITF: what if any are barriers to implementation:

- 4** Steep XML learning curve
- 5** ANPA 1312 / IPTC 7901 are sufficient for needs
- 10** Have own internal dtd / schema
  - 3** No need for standard, ad hoc xml is sufficient
  - 2** Technical stuff, for system providers only
- 12** Lack of documentation
- 10** Complexity of documentation / explanatory material
- 15** Complexity of standard
- 13** Metadata features
- 21** Waiting for adoption by others
- 17** Lack of applications/solutions from system vendors
- 17** Lack of tools

NewsML: what if any are barriers to implementation:

- 5** Steep XML learning curve
- 4** ANPA 1312 / IPTC 7901 with IIM are sufficient for needs
- 5** Have own internal dtd / schema
- 5** No (multimedia) information packaging needed
- 2** No syndication needs
- 3** No need for standard, ad hoc xml is sufficient
- 3** Technical stuff, for system providers only
- 7** Lack of documentation
- 15** Complexity of documentation / explanatory material
- 18** Complexity of standard
- 11** Metadata features
  - 8** News management features
- 20** Waiting for adoption by others
- 16** Lack of applications/solutions from system vendors
- 16** Lack of tools

## **IPTC Standards Survey 2003: Choice fields result summary**

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Do you RECEIVE a feed of:

- 16** NewsML
- 1** SportsML
- 19** NITF

Do you DELIVER a feed of:

- 27** NewsML
- 3** SportsML
- 15** NITF

Have your customers asked for a feed of:

- 22** NewsML
- 5** SportsML
- 17** NITF

What parts of the SRS do you use:

- 20** Subject Codes
- 8** Subject Qualifiers
- 13** Media Type
- 10** Object Type
- 3** Attributes

**55** said they are interested in receiving a survey report 4

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**Question 3: “What standards do you currently use”**

(The text in the last pair of parentheses indicate the company of the submitter)

- XTM, RSS, RDF, ICE (Syndic8)
- NITF (Morris Communications)
- nitf, newsml, xml, webservices ()
- NITF and PICTURE-TAGS (Miles 33)
- NewsML (NetFederation)
- ANPA (Canada NewsWire)
- IPTC7901 (producer) IIM Record 2 embedded in JPEGs (producer/consumer) NewsML (producer) NITF (producer/consumer) (Press Association)
- XML and NITF. (Göteborgs-Posten (newspaper))
- XML/.NET Webservices ()
- XML (Ansa)
- SportsML ()
- IIM, (NITF), SRS, SportsML, NewsML (TT)
- SportsML 1.0 (Falcon Programming Inc.)
- NITF, photo scaption (Lee News Service (Howard))
- NewsML, NITF (News International Newspapers Ltd)
- NITF and SportsML. (Mediabricks AB)
- NewsML (Belga Press Agency)
- NewsML, in some applications. (Dow Jones)
- NewsML NSK TIFF (THE MAINICHI NESPAPERS)
- IPTC NewsML (AFX News Ltd)
- IPTC 7901,IIM embedded in JPEgs, NITF, NEWSML,SPORTSML ( Golf ), (PA News)
- NITF IPTC subject coddng (netPR.pl)
- NITF, NewsML, IIM (CCI Europe)



- NITF, NewsML (PR Newswire)
- ISO, NISO, IPTC, NAICS (Nstein Technologies)
- XML - NITF (TERA UK Ltd.)
- We are converting our content management structure to the PRISM vocabulary and will use PRISM for content exchange within our company and with content aggregators (Time Inc.)
- XML, SQL, PDF, ODBC, Ascii (Göteborgs-Posten)
- HTML ()
- SportsML (proFILE Computersystem GmbH)
- NewsML, NITF (CCI Europe)
- RSS .9x-2.0, GeoURL/ICBM, geo.position, OPML, Dublin Core (Localfeeds.com)
- Java, J2EE, XML (Business Wire)
- IPTC 7901 (APA-IT)
- NewsML (kyodonews)
- NSK-TIFF (Sankei Shimbun(newspaper))
- NewsMLv1.0 (TOKYO NEWS SERVICE,LTD.)
- Pre KYODO NEWS Format(Procedure C) or Original Format (The Niigata Nippo Press)
- NewsML (THE YOMIURI SHIMBUN)
- NewsML (The Nishinippon)
- DUBLIN Core (12 of 15 elements); PBCore (Public Broadcasting Core); ViDe; W3C-DTF; ISO 639-2 (Minnesota Public Radio)
- NewsML (ARGUS DE LA PRESSE)
- NITF 2.5 (Dialog; a Thomson business)
- NewsML; NITF (EAST Co.; Ltd. Japan)
- XML; XSLT; W3C and Microsoft .NET (SiteCore A/S)
- SGML subset (The Charlotte Observer)
- IPTC (KEYSTONE)



- NewsML1.0/SportsML (Fukushima Minpo Newspapers)
- xml (DataMatrix Software)
- NewsML 1.0 (Outsource Management Group)
- NewsML1.1, NITF3.1, IIMv4, IPTC7901, ANPA1312 (AFP)
- NSK(Nihon Shimbun kyokai),Kyodo News,TokyoNews,Jiji tsusin,etc (Sanno Consulting)
- IPTC TECH 7901 NewsML (SDA-ATS)
- ANPA; NewsML; implementing XBRL and NITF (Business Wire)

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**Question 5: “What standards does your XML-based system use”**

(The text in the last pair of parentheses indicate the company of the submitter)

- XML Schema, XPath, XSLT (Xalan) ()
- TTNITF, NewsML, SportsML (TT)
- SportsML 1.0 (Falcon Programming Inc.)
- NITF (Lee News Service (Howard))
- PRISM (Time Inc.)
- Nitf (Göteborgs-Posten)
- Schema (proFILE Computersystem GmbH)
- NewsML 1.1 (Belga Press Agency)
- NewsML, plus proprietary (Dow Jones)
- NewsMLv1.0.dtd (THE MAINICHI NEWSPAPERS)
- NITF (AFX News Ltd)
- NITF (Press Association)
- DTD:s developed with the program supplier plus own development. (Göteborgs-Posten (newspaper))
- DTD but not across all deployment ()
- NITF, NewsML (Ansa)
- ICE, RSS, RDF (Syndic8)
- NITF (Morris Communications)
- proprietary, a lot dont' use dtd's and schemas. we also use nitf 3.0 and newsml dtd.'s ()
- OUR OWN and NITF (Miles 33)
- NewsMLv1.1.dtd (NetFederation)
- NewsML and custom inhouse XML (Canada NewsWire)
- (netPR.pl)
- NITF, NewsML, IIM (CCI Europe)



- NewsML and NITF dtds are used for guidance but are not validated against. (PR Newswire)
- Proprietary (Nstein Technologies)
- NewsMLv1.0.dtd (Outsource Management Group)
- NewsML1.1 + NITF3.1 (AFP)
- NewsML,NITF,Original (Sanno Consulting)
- NewsMLv1.0.dtd (SDA-ATS)
- original formats (Sankei Shimbun(newspaper))
- NewsMLv1.0 (TOKYO NEWS SERVICE,LTD.)
- NewsML (The Nishinippon)
- NewsML (Kobe Shimbun)
- proprietary (KEYSTONE)
- NewsML1.0/SportsML (Fukushima Minpo Newspapaers)
- NewsML (Business Wire)
- Custom (Minnesota Public Radio)
- NewsML (ARGUS DE LA PRESSE)
- We have our own wrapper around NITF that we use to store; deliver and present news. (Dialog; a Thomson business)
- NewsML; NITF (EAST Co.; Ltd. Japan)
- XSLT; DtD (SiteCore A/S)
- NewsMLv1.1.dtd nitf-3-1.dtd (CCI Europe)
- RSS .9x-2.0, GeoURL/ICBM, geo.position, OPML, Dublin Core (Localfeeds.com)
- NewsML (Business Wire)
- simple XML-schema defined by APA-IT (APA-IT)
- NewsML wrap original DTD (kyodonews)

**Questions 13/14: “Are there other standards you think compete with NITF ...”**

- RSS XHTML
- RSS-1.0
- ad hoc, per vendor delivery. you could call it the flexible standard.
- RDF, RSS for simple syndication
- ICE
- RSS, RDF, PRISM, ICE
- RSS, PRISM, OASIS standards
- XMP, PRISM
- RSS
- XHTML
- XHTMLv2 will compete with NITF Atom shall compete with NewsML
- KdDHKgMLv1.0.dtd (Copyright (c) 2002 KYODO NEWS. All rights reserved.)
- Adobe; MXF

**Question 15: “What features of NewsML, SportsML, NITF do you like BEST”**

- They are a collaborative work among NewsPapers and News Agencies.
- Categories
- It's a STANDARD and the dtd is well documented and easy to understand over time. It meets the majority of my needs
- consistency across heterogenous vendors.
- It is a standard
- modularity
- NewsML - multiple document and non-text content
- Hard to say since I took part in developing them.
- I like the concept of a standard for representation of sports statistics
- Best fit for news
- Simple the fact that it's a standard so I don't have to adopt to every content providers own XML-format.
- clients can rather easily be convinced to use it because it is a standard in the news industry --> less customisation/ communication effort needed per client to be connected
- Relatively general-purpose, would suit our needs if more widely used.
- NewsML
- Some standard structured data is used, eg dates,
- subject codes international xml standard
- Richness, NITF documentation, collected experiences, NewsML Topicsets, extensibility
- Their flexibility.
- Not having to fight with parsing, character mapping, date formats, etc. Internal newspaper structure of our system maps pretty well into NewsML.
- NewsML
- I was introduced to SportsML today. It looks to be of interest to my youth sport soccer tournament web service
- status



- NewsML: packaging capabilities, content agnostic NITF: named entities tagging (people, organizations, events, places, object-names)
- News Management
- As concerns NewsML global & national standard
- The method of defining topicsets and controlling by FormalName is very good.
- Controll of many information by metadata.
- NewsML
- NewsML
- NewsML
- The fact that its not ANPA; you have complete flexlibility over the document's content value and presentation.
- NewsML : adaptability
- We aggregate news; and NITF is designed for news.
- Everyone can create and deliver NewsML-TopicSet. And it is universal access for metadata.
- NITF is useful now; NewsML has great promise.

**Question 16: “What features of NewsML, SportsML, NITF do you like LEAST”**

→ NewsML TopicSets & Catalogues - far too complicated & over-engineered NITF - the 'copy and paste' of DTD from XHTML; if embedding NITF in NewsML the only useful bits remaining (that NewsML does not provide) are XHTML markup elements so why does IPTC recommend NITF over XHTML (a standard with broader acceptance)?

→ They are not well known outside IPTC

→ Complexity

→ Metadata features of NITF enable NITF providers to circumvent NITF standards by using metadata. The Associated Press for instance in their NITF feed doesn't use the <tbody> element for subject information, they use metadata instead.

→ unclear what exactly some tags/attributes are supposed to be used for. more examples would be desirable

→ It can be complex

→ modularity

→ too complex and heavy payload in comparison to ANPA

→ In attempting to cover all sports with one standard, I feel SportsML is making itself too complex and too involved for mass acceptance and difficult to implement.

→ We need a better way to handle aget. we need to define classes of aget copy rather than trying to have 100's of tags for every kind of copy.

→ They aren't schemas. NewsML expansion features are not well explained.

→ It's sometimes big and complex to use if you just want to publish small news/sports articles.

→ a) in NewsML it's very difficult to find tags which help to make the difference between 'national' and 'international' news; an item very important in the context of a small press agency b) the SRS system with the 17 main categories doesn't provide clear categorisations for 'social' news themes such as mobility; environment; security...

→ Could be less complex; difficult to extend; difficult to implement.

→ NITF

→ Required number of tags used for relatively small items

→ Too many ways to use the standard, need one way to do the same workflow,

→ Too few explanatory sample files, NewsML too many ways of achieving same thing, extensibility to complex, topicsets too complex



- NewsML: complexity of TopicsSets.
- Having problems including NITF in NewsML using xsd's. More example material would be great. In NewsML: Still having to use a lot of custom metadata which might be common for several other vendors. Lack of software means having to write a lot of custom XSL transformations for object viewing.
- NewsML: too complex. NITF: Seems simple enough, but having some toolkit for say creating NITF from RTF or something would make me use it.
- SportsML
- NewsML: complexity NITF: redundancy with NewsML for metadata handling; should be a plug-in of NewsML; non compatibility with structural features of XHTML.
- topicset(When a newspaper manufacture edit system and a database use)
- It is difficult to adjust to Japanese news industry culture.
- I am worried. The system was developed by NewsMLv1.0. When a version rises, it is uneasy in whether compatibility with a low rank is maintained.
- General usage(but this is advantage point,too)
- The fact that the world still wants ANPA which means any NewsML or NITF system has to be backwards compatible with ANPA...not an easy task.
- NITF needs top handle more metadata about the publication and article type information.
- Specification is little bit changed for the reason of implementation status of IPTC members.  
(FormalName of NewsML)
- The multimedia features of NewsML

**Question 19: “What (other) taxonomy (apart from SRS) do you use”**

- Bespoke system of 3-letter category codes as 7901 (Press Association)
- proprietary, along with comtex, reuters.
- We currently use our own controlled vocabulary (Time Inc.)
- We don't.
- I really don't know.
- Proprietary for the most part (Dow Jones)
- Our own codes (AFX News Ltd)
- Our own,( need to sell SRS to editorial ) (PA News)
- Various (PR Newswire)
- custom (CCI Europe)
- ? (Business Wire)
- own internal taxonomy (The Yomiuri Shimbun Osaka)
- original taxonomy (Sankei Shimbun(newspaper))
- Originaltaxonomy (The Niigata Nippo Press)
- Original (Kobe Shimbun)
- internal (KEYSTONE)
- internal (ARGUS DE LA PRESSE)
- Thomson's internal topic and company taxonomy (Dialog; a Thomson business)
- you can build one within our system (SiteCore A/S)
- Use custom taxonomy now; planning to adopt SRS. (The Charlotte Observer)



**Question 20: “What language do you use for Subject Codes”**

- English
- english
- English
- english
- en
- Swedish
- We currently use our own subject code list
- Java and Perl.
- english
- en-us
- Japanese
- English
- English
- english , polish
- English
- English, French, Arabic, Spanish
- custom
- ?
- german
- en-GB
- Japanese
- En, RO
- SRS is language agnostic
- English
- RadioTV NewsML
- Japanese
- german and english
- Japanese
- English
- Don't understand the question.
- Japanese and English
- XML and XSLT



Companies represented by submitters an alphabetical order:

- AFP
- AFX News Ltd
- Ansa
- APA-IT
- ARGUS DE LA PRESSE
- Belga Press Agency
- Business Wire
- Business Wire
- Canada NewsWire
- CCI Europe
- CCI Europe
- DataMatrix Software
- Dialog; a Thomson business
- Dow Jones
- EAST Co.; Ltd. Japan
- Falicon Programming Inc.
- Fukushima Minpo Newspapaers
- Gifu Newspaper
- Göteborgs-Posten
- Göteborgs-Posten (newspaper)
- KAHOKU SHIMPOU
- KEYSTONE
- Kobe Shimbun
- kyodonews
- Lee News Service (Howard)
- Localfeeds.com
- Mediabricks AB
- Miles 33
- Minnesota Public Radio
- Morris Communications
- NetFederation
- netPR.pl
- News International Newspapers Ltd
- Nstein Technologies
- Outsource Management Group
- PA News
- PR Newswire
- Press Association
- proFILE Computersystem GmbH
- Sankei Shimbun(newspaper)
- Sanno Consulting
- SDA-ATS
- SiteCore A/S
- Syndic8
- TERA UK Ltd.
- The Charlotte Observer
- THE MAINICHI NESPAPERS
- The Niigata Nippo Press



- The Nishinippon
- THE YOMIURI SHIMBUN
- The Yomiuri Shimbun Osaka
- Time Inc.
- TOKYO NEWS SERVICE,LTD.
- TT

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