IPTC Annual General Meeting 2003

Held at the Radisson SAS Scandinavia Hotel, Aarhus
Margarethepladsen, Aarhus, 8000 Denmark

Minutes of the Standards Committee held on 2 & 5 June 2003

Present:
Chairman: Stéphane Guérillot, Agence France Presse

Yoshimasa Araki, Kyodo Tsushin	Laurent Le Meur, Agence France Presse
Walter Baranger, New York Times	Jaak Leenknegt, Agence Belga
Dominic Chan, Canada NewsWire	Johan Lindgren, Tidningarnas Telegrambyrå
Honor Craig-Bennett, PA News	Harald Löffler, ifra
Darko Gulija, HINA	Takis Mantis, ANA
Naoshi Hashimoto, Nihon Shinbun Kyokai	Angelo Marrara, ANSA
Geoffrey Haynes, The Associated Press	John Minting, United Press International
Andrea Hellmich, Deutsche Presse-Agentur	Motoyasu Mise, Nihon Shinbun Kyokai
Klaus Herwig, Deutsche Presse-Agentur	Peter Müller, SDA/ATS
Niels Hojer-Pedersen, Ritzau Bureau I's	Christian Ratenburg, CCI Europe
Martin Holroyd, PR Newswire	Jean-François Richard, Agence France Presse
Rudi Horvath, Austria Presse Agentur	Kazuyuki Sakamoto, Nihon Shinbun Kyokai
Chris Hugh-Jones, Fingerpost Ltd	Klaus Sprick, Deutsche Presse-Agentur
John Iobst, Newspaper Association of America	Henrik Stadler, Tidningarnas Telegrambyrå
Hugh Johnstone, IPTC	Tom Taylor, PR Newswire
Rob Larson, New York Times	Charles Tichenor, The Associated Press
	Misha Wolf, Reuters Limited

Michael Steidl, IPTC, Secretary

Agenda
Item 1   Future Work (2 June 2003)

The chairman reported on the meeting of the Working Party chairmen, the IPTC chairman and the PR Committee chairmen held in Washington DC from 30 April to 1 May. This group – to be considered as the Standards Steering Committee (SSC) in future - discussed the future steps for the development of IPTC's standards.

The results of this meeting called "Roadmap 2003-2005" was circulated as paper SSC0301.

The chairman opened the discussion of the "Roadmap":

Misha Wolf: The basic intentions of the "Roadmap" and the "IPTC evangelism" notion does not fit together: the Roadmap deals mainly with the things IPTC has to do on its own but the "Evangelism" initiative has in mind to tell others about what IPTC is doing – and IPTC would be just evaluating and developing standards. So first IPTC should develop the suite of new standards and start then this marketing initiative.

For Reuters purposes he requests to open IPTC's XML based standards to the use of XHTML in places where they are not allowed yet but where content goes, eg. the NewsLines.
Finally Misha Wolf pointed out that IPTC should think about better interaction of their standards with other common standards in the news business.
If this could not be achieved Reuters would have to go its own ways.

Laurent Le Meur: Inclusion of XHTML could also be done by including a NITF instance first and include there XHTML – a way of indirect inclusion.

Misha Wolf reminded the Committee of the way the integration of Ruby was done for XHTML. Why could this not be done eg. with NITF.

Walt Baranger urged IPTC should be aware that opening their own standards to those maintained by non-IPTC bodies could make IPTC depending on the technical development and intentions of these bodies. As long as IPTC's intentions meet with those of the other bodies it would work but there could be future developments of those external standards IPTC would dislike and this would cause a serious problem.

Christian Ratenburg pointed out the contradiction inherent to positions pointed out in this discussion: Misha Wolf is right with his request for more integration of other standards since this would meet the intention of most system implementers and Walt Baranger is right on pressing for full control over IPTC's own standards. But IPTC should also consider the interaction with external standards as making their own richer in terms of features.

Laurent Le Meur reminded of one of the requirements during the development of NewsML which called for the ability to include future standards as they become available. IPTC decided for a way of inclusion of external standards even if it could be a slippery path doing it.

Walt Baranger pointed at the conflict between keeping IPTC's standards simple and the notion of including external standards. From his experience referencing an XML instance to two DTDs is extremely complicated and error prone.

Laurent Le Meur asked for not merging two problems: the problem of software tools not capable to deal with more than one DTD as reference and the strategy in designing standards.

John Iobst:
First issue: IPTC has to think about changes to NewsML that support enhanced features in NewsItems; IPTC should fix this in a way people need them to work.
Second issue is on XHTML versus NITF: The current standing of IPTC is that NITF should be the preference for using any text in a NewsML NewsItem. This does not preclude anybody from using XHTML there, and this should be made possible by providing the necessary hooks.
Finally the issue of bringing XHTML features into IPTC standards has to be considered, he thought it will cause problems to bring them in rather doing this by reference. If somebody would be able to say that XHTML will do everything NITF does now this inclusion should be considered thoroughly but currently nobody would be able to say this.

Klaus Sprick underlined that the direction of the "Roadmap" is the right move for IPTC since there are definitely some inconsistencies between the current standards and IPTC should pursue this move with all its efforts.
With reference to Misha Wolf's comments he urged to have an explicit item in the Roadmap that calls for consideration of interaction with external standards – independent from how this could be achieved.
He asked Misha Wolf if there is any paper from Reuters available that shows those requirements for XHTML and gives a technical background.

Misha Wolf replied he sent an email by the end of April as he has understood the discussion at the Spring meeting to do so containing some proposals for NewsML version 2. This paper also stated that it should be possible to include XHTML in as many places as possible, explicitly in the NewsLines.

Regarding the points of John Iobst and Walter Baranger he pointed out that XHTML is the XML based language for marking up text. It is a modularised language and it is currently used for very different things like HDTV or in the mobile phone industry, they use different modules of XHTML and add their own modules. He reported Prism is thinking about taking the functionality of NITF and make out of it an XHTML module. He emphasised that IPTC would also be able to define such additional modules.

Christian Ratenburg agreed that the NewsLines definition not allowing for line breaks there would cause problems for some implementations. CCI did run into this in a project using NewsML for data integration at an archive level.

He proposed to go back to the start of developing NewsML in terms of procedure and to collect a new set of requirements for a next generation NewsML. And IPTC should evaluate the requirements for the first version of NewsML whether they are still valid in the current news industry and this would be the main reason for him to start this proposed survey.

He pointed out IPTC should not only think of who actually uses IPTC standards but also of who IPTC wants to use its standards. CCI watched more and more of their clients, who are primarily newspapers, asking for NewsML as a standard covered by CCI's systems – even without knowing exactly what it is about. There are some flavours of NewsML used in practice and this is a problem.

Darko Gulija

The first issue that should be discussed in depth is how integration of text into a NewsML instance should be done best.

The second issue is the problems of tools dealing with such integrations when there are different DTDs involved.

Therefore he urged to have first a strategic decision on how to deal best with the text integration and to have some "tactical" thoughts which tools would fit these requirements best.

Geoffrey Haynes reported a big installed NITF base in the US and AP would not be able to tell their customers to abandon the current installations and move to the next standard because developing the integration of standards at the client level is very expensive. For instance Knight-Ridders has a lot of work done to integrate all their media on the NITF level.

Misha Wolf said NITF resembles of HTML and therefore he assumed that it would be no dramatic change to base the next generation of NITF on an XHTML module and it should be possible to transform NITF instances by an XSL stylesheet between the format of the different versions.

Laurent Le Meur reported from XML Europe a discussion on how to deal with versioning in UBL (an ebXML language). There it had been pointed out that dealing with different versions should be handled at the client side and that clients will use different versions in parallel.

Christian Ratenburg reminded that the adoption of standards is an issue of time also. What timeframe does IPTC expect for the adoption of their standards?

Johan Lindgren pointed out that from his experience the structure of an XML document is not so much of a problem compared to problems arising from different use of specific elements, how they are used and what values are used there.

Misha Wolf explained some requirements of XHTML more in depth and some of its rich features link anchors and external links.

Klaus Sprick pointed out the reasons for the success of NewsML: its process of development was managed in a proper and clean way, IPTC defined a list of requirements and during the process of development each developed feature was checked against the requirements. He suggested to set up such a procedure for the development of the next generation of IPTC standards.

Darko Gulija said that "modularity" is some kind of buzzword but it attracts users and is in fact a step forward.

The Managing Director reported from XML Europe he attended in May:
* Vodafone develops a software for news aggregation and they consider Prism as base technology for that and apparently subsidiaries of Vodafone would have to use this worldwide. Therefore he suggested IPTC should not only address the traditional members of the news industry but should also think about new aggregators and syndicaters of news and their requirements.
* Some people he met there knew about NewsML but considered it quite complex. So he would put an emphasis on such an "evangelism" initiative for IPTC standards to tell the news industry more in depth about it. This could also be done with having the final next version of our standards available.
* From a presentation of the Internationalisation initiative I18N he reported that IPTC should check all their standards whether they comply to the I18N requirements.
* Laurent Le Meur – who also was at this conference – and he discussed an IPTC presentation at an XML conference next year since most presentations were about the current state of standards or products and not only about latest developments.

Misha Wolf referred to the Vodafone issue and pointed out IPTC should listen more to the companies in the news industry and their requirements and should do less "evangelism" for their standards.

Walter Baranger was surprised hearing Vodafone would like to go with Prism because this group has had a lot of ups and downs and IPTC has a quite more steady history.

Christian Ratenburg asked for more information on RSS and Laurent Le Meur provided some.

The Managing Director pointed out that for the near future the news industry will have some standards in parallel. Therefore it would make sense to do a SWOT analysis for IPTC's standards but also for relevant other standards and to create a table with those findings. Maybe this could be a guideline for users which standard they should use for which purpose.

Darko Gulija presumed that the more simple standards will survive.

Misha Wolf supported to conduct a survey of standards in the news industry.

Johan Lindgren added that TT customers required RSS feed and it is important to have clients that accept standards.

The Chairman pointed out cooperation with other groups require a lot of time and IPTC members should share this burden.

Darko Gulija added cooperation could also be used for monitoring what is going on around IPTC.

Christian Ratenburg reminded of the idea discussed at this Spring meeting to invite representatives of other standardization bodies to IPTC meetings.

Geoffrey Haynes said this watching of other standards in the news industry is one of the goals of the Specialized Content Working Party.

Misha Wolf proposed to discuss with OASIS to host a "news summit" at the next big XML conference. All people of standardization bodies of the news industry should come along and explain to each other their different standards – how they work, what they do and how they complement each other – and how these organizations could work together.
Referring to ideas at IPTC to integrate vCard into its standards this would be a good opportunity to start an initiative under the OASIS umbrella and to combine efforts.

The Chairman said he is grateful about this in depth discussion of vital issues for IPTC. He would like to discuss this with the members of the Working Party chairmen and to adapt the Roadmap reflecting this discussion for the second part of the Committee meeting on Wednesday.

The meeting was adjourned at 1230 hrs.

Agenda (5 June 2003)
Item 3   Minutes of the Meeting held on 18 and 20 March 2003 in Nice (STA0304)

It was proposed by John Minting and seconded by Henrik Stadler that the minutes be accepted as circulated. This was agreed unanimously.

Agenda
Item 4   Matters arising

Relation with OASIS: the Managing Director reported he was at the OASIS reception at the XML Europe Conference in May and got in touch with some people from the OASIS management and IPTC was invited to take part in their technical working parties.

Agenda
Item 5   Naming standard for IPTC standards and documents (STA0307)

The Managing Director presented the paper STA0307 as an update to the first thoughts on this issue at the Spring meeting.

Misha Wolf proposed to move the version number for supporting documents to the end of the file name.
The Managing Director replied that he proposed this at the last meeting and it was agreed there to put the version right after the document name and before standard name.

John Minting requested to have an issue date in the file name of a document.
The Managing Director showed a draft web page with a table of current IPTC documents where the date of publication is visible.

The Chairman proposed to leave the date of implementation of these naming rule up to the Managing Director.

Walt Baranger proposed and John Minting seconded to approve document STA0307 with leaving the implementation date to the Managing Director's decision.
This was approved.

**Agenda
Item 6   Vice Chairman for all working parties**

The Chairman proposed to have a Vice Chairman for all IPTC working parties for improved continuity in the work of the Working Parties.

John Minting asked who would decide on the person of the Vice Chairman – would this be the chairman of the respective WP or the chairman of the Standards Committee.

Action ● The Chairman asked the chairmen of all IPTC Working Parties to nominate a Vice Chairman at the next meeting.

**Agenda
Item 7   EventsML WP report**

Dominic Chan said the main action of the WP is to collect further requirements for events coverage.

**Agenda
Item 8   Specialised Content WP report**

Geoffrey Haynes said the WP
- went over weather data markup
- heard from the latest developments of ProgramGuideML and agreed on a roadmap to have the 1.0 proposal at the Autumn meeting and to agree on the standard at the Spring 2004 meeting.
- had a presentation on Rights Expression Languages (REL)

The Chairman asked about the implications of RELs for IPTC.
Geoffrey Haynes replied
Action ● it should be studied how REL could be incorporated into metadata of IPTC standards.

**Agenda
Item 9   NewsML Support WP report**

Laurent Le Meur reported the WP discussed
- the evolution of the documentation
- the new NewsML URI
- a new term for the "Location/HowPresent" Topicset
- that the DOCTYPE statement in a NewsML instance could be removed for technical reasons
- that probably a new topic set for languages has to be created
- NewsML is interested in having vCard-like information about persons in the metadata and the Standards Committee is asked to initiate an appropriate process at OASIS
- how to open NewsML for external metadata, a prototype will be shown in the Autumn meeting
- an update for NewsML to version 1.2 in the Autumn meeting.

Misha Wolf underlined Reuters urgent need for vCard-like information because currently they have to use the "Property" syntax and asked how much effort could be put into this initiative by IPTC.

Laurent Le Meur pointed out that this information about persons is also needed for EventsML.

The Chairman asked if he would be backed by IPTC for starting such a joint initiative with OASIS.
Geoffrey Haynes supported this and said it would be worthwhile to find out how successful or painful such a cooperation would be.

Agenda Item 10   **News Management WP report**

No report since the WP meeting was not held.

Agenda Item 11   **News Metadata WP report**

John Minting reported there had been several requests for updates to the SRS and the WP prepared four motions to the Standards Committee.

Motion #1:
The News Metadata Working Party requests that the Standards Committee approve a new "Genre" as described in the document NMA0317, circulated to all members on June 4th 2003.

Motion #1 was approved by the majority.

Motion #2:
The News Metadata Working Party requests that the Standards Committee approve new Subject Code terms as described in the documents NMA0307c, NMA0308d and NMA0313a, circulated to all members on June 4th 2003.

Peter Müller withdrew the term "unihockey" since it is equivalent with an already existing one.

Rober Larson pointed out that the terms of the two Subject Qualifiers in NMA0307c should be in lower case.

After a discussion of the term "military sport", whether it should be a Subject Qualifier or if there are types of sports with special rules for military people, John Minting withdrew the term.

Motion #2 with these 3 changes was approved by the majority.

Motion #4:
The News Metadata Working Party requests that the Standards Committee approve a "Standard Structure for Topics in IPTC Topic-Sets" as described in the document NMA0315a, circulated to all members on June 4th 2003

Motion #4 was approved by the majority.

Motion #3:
The News Metadata Working Party requests that the Standards Committee approve a "Procedure for the management of all language versions of the IPTC Subject Codes" as described in the document NMA0309a, circulated to all members on June 4th 2003

Motion #3 was approved unanimously.

Finally John Minting said further activities of the WP are to close the gaps in the Subject Codes.

**Agenda
Item 12   NITF WP report**

No report was given since the chairman was not present.

**Agenda
Item 13   Any other business**

◆ Follow up of the "Roadmap 2003-2005"
The Chairman presented an update version of the basic elements for the Roadmap:
The Roadmap will include improvement of:
  technical documentation + examples
  marketing material
  internal communication & IPTC "evangelism" initiative

Goals:
Widen IPTC standards use in the market
Make the implementation simpler and easier
Make use of the up-to-date technology & standards
Give consistency to the IPTC products

How to (1)
1) Have NewsML simplified to be the core standard and the other standards organised as payloads
2) Create a common representation of Metadata
3) Identify common Metadata for each of the standards
4) Open up Metadata to third parties
5) Enhance Digital Rights Management support
6) Study the implementation of topic association

IPTC standards suite
currently:
NewsML 1.1
NITF 3.2
SportsML 1.0
ProgramGuideML 1.0ß
EventsML (under question)

Next generation:
NewsML 2.0 (base)
NITF 4.0
SportsML 2.0
ProgramGuideML 2.0
EventsML (1.0 ?)

How to (2)
Identify the current response from the users
For this a Survey should be conducted
Prepare for a requirement list to be discussed and approved for each existing standards
Prepare the discussion about the potential move to Schema

Synchronisation
Define synchronisation between IPTC stds
Work closer to std bodies such as OASIS
Work closer to tangential XML Content structures such as XBRL, PRISM, XHTML
Look at other working groups to watch for
Synergies
Mistakes or failures

Survey
How to proceed?
Determine who our users are:
Content Creators
Content Receivers / Aggregator
Software Vendors
Other standards bodies
What do our users need?
What standards are they currently using?
What are the barriers to NewsML / NITF adoption?
What are the cost constraints?
What is their business case?
Need members support and contribution

Time Frame Survey
June 2003
Elaborate a specific survey
June - July - August
Email the survey, with phone follow-up June (Nexpo in June), July, August
Expecting comments by end of August from Members

Time Frame
September 2003 Survey result analysis
October 2003 (Leipzig) Roadmap ratification
Subject to acceptance by the membership:
Simplified NewsML Spring 2004 as a Beta version
AGM 2004 - official release of NewsML 2.0, including documentation and examples
October 2004 Beta version of NITF 4.0, SportsML 2.0
Spring 2005 for the final validation, including the documentation, examples…
AGM 2005 - official release of the IPTC new Standard Suite

After the presentation the Chairman asked for comments:

John Iobst said at the NAA they have contacts with a web survey company and he would ask for their support.

The Chairman asked Christian Ratenburg for support in creating the survey since he represents a system vendor.

John Iobst added at NAA are people specialised in creating surveys, he will ask them to work out the specific survey sheet, but IPTC would have to define what the people should be asked about.

Walt Baranger offered to have the survey people of the New York Time to crosscheck the IPTC survey before it is circulated.

The Chairman said three items have to prepared for the survey:
1 to prepare a list of "raw" questions
2 to organise the survey in terms of logistic, presentation and management
3 to define a list of the audience for this survey.

Honor Craig-Bennett suggested to have also people from software companies that work for media companies on that list.
The Chairman agreed.

John Iobst pointed out the web survey company would give simple analysis for the survey, more analysis has to be made by IPTC on its own.

Action ● The Chairman underlined that a lot of input from the members is required for a successful survey and he asked them for support.

Misha Wolf proposed to start a "News Summit" initiative with OASIS to get the people of the various news exchange related standards together.
The Chairman agreed to this initiative.

Finally it was agreed for further discussion of the Roadmap to:
- discuss this on the IPTC members list on Yahoo
(http://groups.yahoo.com/group/iptcmembers)
- formal proposals should be sent to the Managing Director and he would circulate it to the members.

Agenda
Item 14   Date and place of next meeting

8 – 10 October 2003, Leipzig (Germany)

=== END of document ===