IPTC XXXIX ANNUAL GENERAL MEETING, 2004
held at
InterContinental Grand Stanford Hotel
70 Mody Road, Tsimshatsui East, Kowloon, Hong Kong
25th to 28th May 2004

Minutes of the Standards Committee held on 27 May 2004

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Revision	Issue Date	Pages	Author (revised by)	Remark
unrevised	2004-06-15	5 + 7	Michael Steidl/Stéphane Guérillot	

Present:

Chairman: Stéphane Guérillot, Agence France Presse

Koji Akagi, Nihon Shinbun Kyokai
Walter Baranger, New York Times Company
Arnaud Descamps, Relaxnews
Takahiro Fujiwara, EAST Co. Ltd
Walter Grolimund, Keystone
Darko Gulija, HINA
Naoshi Hashimoto, Nihon Shinbun Kyokai
Klaus Herwig, Deutsche Presse-Agentur GmbH
Kelvin Holland, Harris and Baseview
Rudi Horvath, Austria Presse Agentur
John Iobst, Newspaper Association of America
Hugh Johnstone, IPTC
Dean Large, Business Wire
Laurent Le Meur, Agence France Presse
Jaak Leenknegt, Agence de Presse Belga

Trevor Leung, CINTEC
Luka Lo, CINTEC
Harald Löffler, ifra
John Minting, United Press International
Takeshi Moriguchi, Nihon Shinbun Kyokai
Stephen Moyes, The Associated Press
Peter Müller, SDA/ATS
Jean-François Richard, Agence France Presse
Hiroshi Shinotsuka, Kyodo News
Klaus Sprick, Deutsche Presse-Agentur GmbH
Henrik Stadler, Tidningarnas Telegrambyrå
Misha Wolf, Reuters Limited
Kam Fai Wong, CINTEC
Kam Lai Wong, CINTEC

Michael Steidl, IPTC Managing Director as Secretary

1   Minutes of the Meeting held on 15 & 17 March 2004 (STA0402)

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

2   Matters Arising

The Chairman emphasised a decision on IPTC's participation in an effort to launch a News Standards Summit in Europe in Spring 2005 has to be made at the IPTC Autumn Meeting 2004.

3   Chairman's report

The Chairman reported on a conference call of the Working Party chairmen held a week ago to discuss the further development of IPTC standards. This issue will be covered by the next item of this agenda.

4   IPTC Standards development strategy

The Chairman made a presentation to outline his views on the future strategy of IPTC to develop standards. (See presentation slides in Appendix A to these minutes)

The key items of this presentation were:

● All IPTC standards should reconcile their requirements and their technical architecture with NewsML 2 – a common architecture (the "IPTC-Tower") is the main goal for the Roadmap 2005 work.

To achieve this:

● A document with the core Business Requirements for NewsML 2 should be published on 30 June 2004 at the latest.

● The Working Groups of developers of all other IPTC standards (NITF, SportsML, ProgramGuideML, EventsML, Weather Data) should consider these core requirements for NewsML 2 and create a document with additional requirements or changed requirements for NewsML 2 to (better) harmonize their respective standard with NewsML 2. These documents should be available on 13 September 2004 at latest.

● An ad'hoc Working Group for a Metadata Framework is set up to moderate, organise, manage the inputs related to the Metadata Framework, coming from the Standards WGs * Each Standard Working Group has to prepare a consolidated requirement paper on this issue to be presented and discussed in Amsterdam (has to be available on 13 September at the latest) * Each Standard Working Group has to prepare a proposal to the STA Committee on how this issue should be managed until the achievement of the project IPTC 2005 This Working Group will start by 1 July 2004 and will be lead by Laurent Le Meur and Misha Wolf. Alan Karben paper STA0404 is to be considered as the first input paper on the Global IPTC Metadata structure.

The Chairman invited to discuss his presentation.

Henrik Stadler said as Vice-Chair of the SPC WP there are several specialised content standards maintained by the IPTC – what is their role in this future IPTC-Tower?

The Chairman responded each one should act on itself.

Laurent Le Meur asked in which formal format these requirement papers should be created by the Working Groups.

The Chairman responded there has to be no strict format, the paper should only indicate clearly to which NewsML 2 requirements it regards.

Henrik Stadler asked if a "Guideline" paper for NewsML 2 could be provided by the NewsML 2 WG.

Laurent Le Meur said they will deliver the Business Requirements paper.

The Chairman invited explicitly the NSK NewsML team to join this standards reconciliation effort.

The Chairman emphasised this effort to reconcile IPTC's standards applies to the News Metadata Working Party too.

Misha Wolf said primarily the Subject Code encoding should be considered.

Henrik Stadler raised doubts in the timescale presented by the Chairman. This would require the Working Groups to work over the summer (break) and as there are EU election in June and the Olympic Games in August as "big events" and it would be very hard to meet the 13 September deadline.

Motion: To agree to the goals for the future development of IPTC standards as presented by the Chairmen, these goals have to be executed by the respective Working Parties and Working Groups.
On show of hands this was agreed unanimously.

5   IPTC Global Metadata initiative

The Chairman reminded that the work to be done in this area was already outlined in his presentation on the future development and Laurent Le Meur and Misha Wolf volunteered to be leads. He asked who at the table has interest in participating this effort:
Darko Gulija, Dean Large, Takahiro Fujiwara and John Minting indicated they have.

The Managing Director reminded that any paper to be discussed at the Autumn Meeting has to be delivered until 13 September to him.

It was discussed how to proceed with the Yahoo discussion group "iptc-metadata" which is currently under the control of Alan Karben. It was agreed to approach him to hand over the control to the Managing Director and this group should be used for the metadata framework initiative.

6   Update on Roadmap 2005

The Chairman said he expect to have NewsML 2 approved in autumn 2005.

7   Report from the Specialised Content Working Party

Henrik Stadler reported on:
- having heard a report about specialised content for movie listings
- having adopted the Business Requirements document for EventsML
- having heard a report on the current status of the development of ProgramGuideML.

Motion: To adopt the specification and documentation for ProgramGuideML circulated prior to the AGM as "1.0 Release Candidate".
On show of hands this was agreed unanimously.

8   Report from the NewsML Support Working Party

Laurent Le Meur reported on:

- A report about the current status of the NewsML 1 Guidelines documentation, it was agreed in the WP to circulate it as final draft by the NewsML Yahoo group and to circulate the final version after having it copy edited by Walter Baranger in July.

- An extensive presentation and explanation of the Business Requirements paper for NewsML 2 – this raised the question if "Business Requirements" is the right name for the document as there are several requirements beyond a "business" type.
  The next step will be to develop a conceptual model for NewsML 2.

- He and the Managing Director made presentations on NewsML at the Chinese NewsML Community, 2nd Symposion, in Hong Kong earlier this week.

9   Report from the News Metadata Working Party

John Minting reported on:

- SRS Subject Codes Version 12 has been published since the Spring Meeting

- an updated version of the SRS /Genre has been published

- the Working Party has been introduced to a new version of the TopicSetViewer

John Minting presented the motions of the Working Party to the Standards Committee:

Motion: THE NMA WP PROPOSES THAT THE STANDARDS COMMITTEE APPROVE THE INCLUSION INTO THE SRS/GENRE OF THE DOCUMENT NMA 0417 AS CIRCULATED BUT MODIFIED TO REDUCE THE TERM TO "SIDEBAR"
On show of hands this was agreed unanimously.

Motion: THE NMA WP PROPOSES THAT THE STANDARDS COMMITTEE APPROVE THE INCLUSION INTO THE SRS OF THE DOCUMENT NMA 0425 AS CIRCULATED BUT MODIFIED TO CORRECT TYPOS AND THE YEAR OF FOUNDATION IN THE DEFINITION OF "BUDDHISM".
Discussion:
Walter Baranger said he feels reservation about the documentation in this document and he is in doubt about the capability of the Subject Code structure to specify the broad field of religions properly.

On show of hands the motion was agreed by a majority, with 4 abstentions.

Motion:
That the IPTC adopt NewsCodes as a trademark for the Topic Sets under its control;
That the managing director cause a logo and web page to be designed;
And that the PR Committee and Managing Director adopt a strategy for marketing NewsCodes as a product.
On show of hands this was agreed by a majority, with 1 abstention.

The STA Chairman asked about the costs for getting NewsCodes registered world wide and the Managing Director responded this would be several thousand Pound and the Management Committee would have to look into this.

10 Any Other Business

- Business Requirement Template document
  The Managing Director reported members were unclear about the control over the Business Requirements documents as the version circulated with the EventsML BRs showed a statement that its structure is under control of the Standards Committee. Then this structure was changed by the NewsML 2 WG to a high extent and therefore a consolidation of these structures appears to be necessary.

  Walter Baranger and Klaus Sprick said they propose to leave it to the STA Cttee chairman to define a binding structure for this document.
  Action ● This template should be provided at the Autumn 2005 Meeting.
  It was discussed if there should be defined several levels of requirements. The current name of the document relates to Business Requirements, but in fact documents currently out hold many requirements at a technical level.
  Misha Wolf added there should also be a qualifier for requirements like "low, medium, high" to indicate the relevance of each stated requirement.
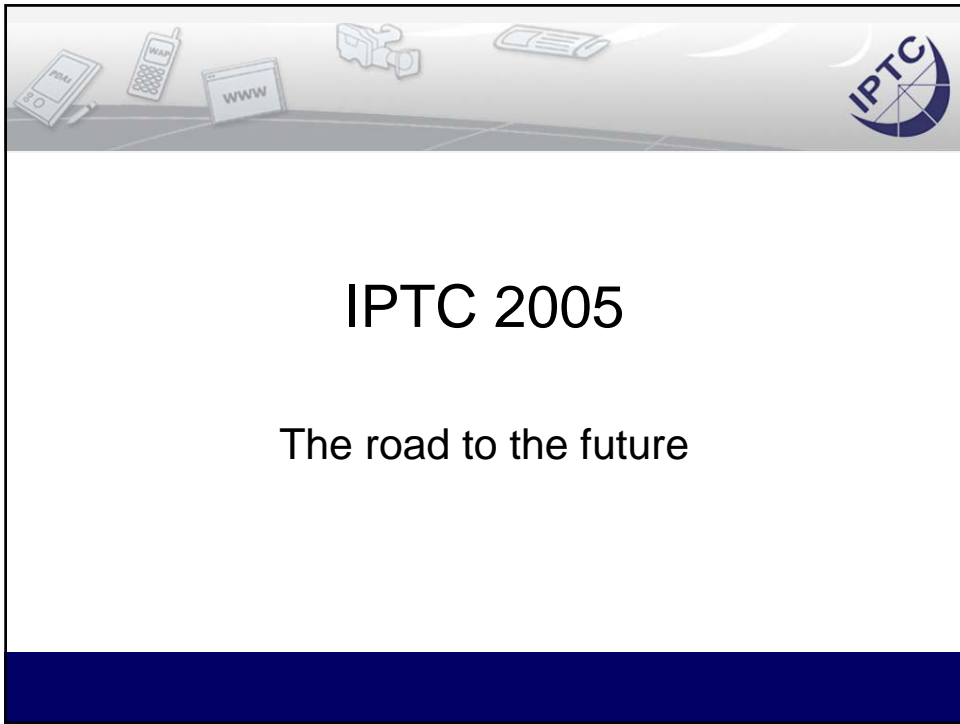
- Adobe XMP / IPTC Header
  The Managing Director reported on the joint initiative of Adobe and IPTC launched right after the Spring Meeting to introduce a well defined way to transfer metadata from the current "IPTC header structure" to the news XMP framework.
  Adobe intends to announce this effort at Nexpo in June and to complete and introduce it at the IFRA Show in October, prior to that they will make a presentation at the IPTC Autumn Meeting.

- IPTC URN namespace
  The Managing Director reports the registration is under way but due to a failure in processing by the IETF the final adoption is delayed until mid June.

- EANA presentation
  The Managing Director reported on a presentation he made at a seminar of the European Alliance of News Agencies (EANA) to persons at management and marketing level of news agencies in mid May.

- TT moved to NITF
  Henrik Stadler reported TT has abandoned its feed in IPTC 7901 and moved to a full NITF feed and they intend to move slowly to a NewsML feed in future. This required several years of preparation with TT's feed consumers in Sweden.
  He received applause from the floor for this effort.

- Atom vs NewsML
  Laurent Le Meur reported on the initative of W3C to adopt and develop Atom as standard for news content transfer and this could be considered as breeding a competitor to NewsML.
  The STA Chairmen said this was discussed at the MAN meeting earlier this week and it was said there:
  - Atom is Business-to-Consumer centric while NewsML is Business-to-Business centric; but the MAN is aware of the momentum a standard can gain from being adopted by W3C.
  - MAN considers to approach the W3C to present there the work on NewsML 2 and the Roadmap 2005, this could make W3C think about adopting NewsML 2 for news exchange.

11 Date and Place of Next Meeting

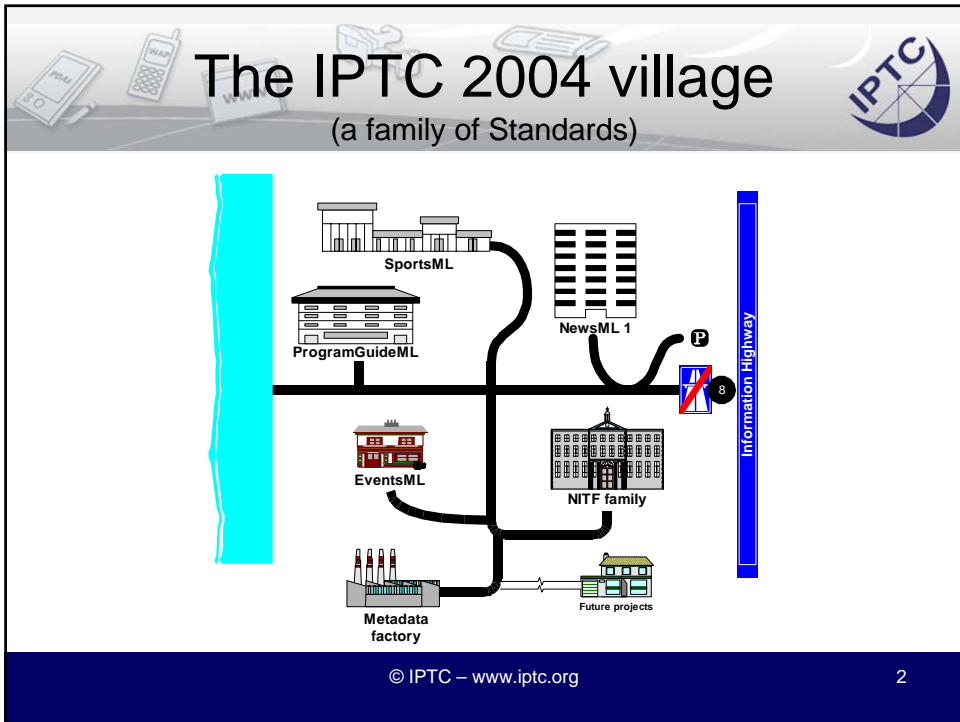6 – 8 October 2004, Amsterdam (The Netherlands), Park Hotel

=== END of document ===

IPTC 2005

The road to the future

The IPTC 2004 village
(a family of Standards)

SportsML

ProgramGuideML

NewsML 1
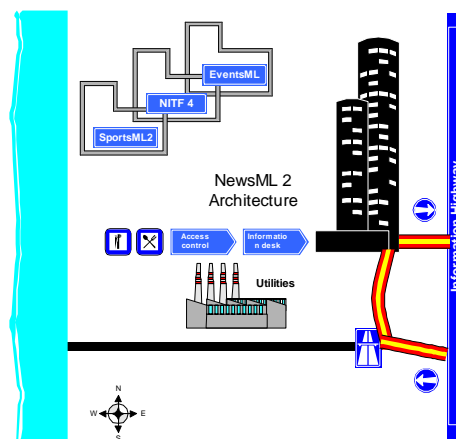
P

8
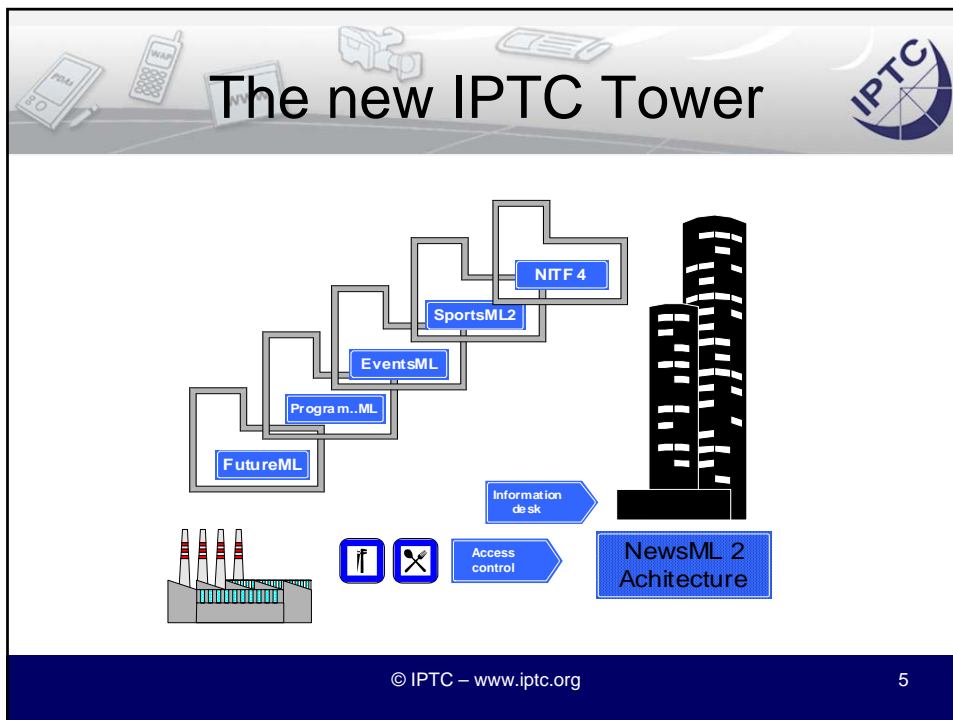
Information Highway

EventsML

NITF family

Metadata factory

Future projects

Why move to NewsML 2 ?

- This is just a matter of logic as we need
  - To improve the access to our standards
  - To ease their implementation
    - You have one, you have ALL
  - To simplify the IPTC workload
  - To concentrate on the Business issues
  - To place IPTC on the Information Highway

The IPTC 2005 facilities

The new IPTC Tower

NITF 4
SportsML2
EventsML
Program..ML
FutureML

Information desk

Access control

NewsML 2 Achitecture

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5

NewsML 2

Compare the NewsML 2 to a "Technology tower" architecture to:

– Adopt a **Standard Architecture**
– Standardize the access to IPTC facilities
  • such as Information desk, Security ...
– Prepare the housing structure for each floor
  • Lifts and stairways, toilets and water pipe access
  • power lines provided (220v and 110v – 50Hz)
– Have a common structure for each floors
  • standard doors and windows

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6

3

NewsML 2 - principles

- NewsML itself is not able to convey any specific content, it always relies on a specific standard for content.

- Lean - no bells nor whistles

- The content focused standards will benefit from features that can only be found in NewsML. No duplication of features **!**

Metadata

- **How to express Metadata?**
  - Arbitrary values (unformatted, not controlled)
  - Rule based values (data typed or based on some other set of rules, eg RFC 3066)
  - Values from a Controlled Vocabulary
    - list of allowed values (eg values of Status)
    - structured topics (eg Events, People, Locations)
      - including some common parts and
      - parts specific to individual standards

Prepare for the move

- Each existing Standard WG should review their requirements for NewsML and for Metadata to prepare for their move into the IPTC Tower
  - new or changed requirements for NewsML 2
  - requirements for our Global Metadata Framework

Proposal for actions (1)

- The NewsML 2 core business requirements should be made available for review and to be used by the Standards WG as reference
  - ✉ By June 30th, 2004
- Each Standard WG should present, in writing, their requirements for services and features to be provided by NewsML 2
  - ✉ By September 13th, 2004

Proposal for actions (2)

- An ad'hoc WG is set up to:
  - moderate, organise, manage the inputs related to the Metadata Framework and coming from the Standards WG
  - prepare a consolidated requirement paper to be presented and discussed in Amsterdam
  - prepare a proposal to the STA Committee on how this issue should be managed until the achievement of the project IPTC 2005
    - K start by July 1st, 2004

Proposal for actions (3)

- Alan Karben paper STA0404 is the first input paper on the Global IPTC Metadata structure
- Each Standard WG should present, in writing, their requirements for Metadata and Metadata structures
  - ⊠ At the latest by September 13th, 2004
- IPTC members are also asked, if they feel it so useful or necessary, to provide inputs or participate to the corresponding Yahoo groups

Request for Approval

Comments or Questions ?