



## Standards Committee: new WP organisation (updated →c)

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### Introduction:

The STA committee has organised its work around 5 main Working Parties, namely the

- ◇ NewsCodes WP (former News Metadata)
- ◇ News Management WP
- ◇ NewsML Support WP
- ◇ NITF maintenance WP
- ◇ Specialised Content WP.

Under each of the Working Parties we find Working Groups, ad hoc groups or task forces in charge of very specific subjects with – in theory – a shorter life time.

While scrutinising the existing IPTC standards as a first step of the “Roadmap 2005” effort their high interdependencies were obvious and this was expressed by the “Tower of Standards” view introduced in May 2004 and by the Global Metadata Framework initiative.

As a result Working Groups (e.g. EventsML) are considering adopting components which are common to several standards thus making a standard a composition of specific and common components.

In parallel, it is recognised that within the NewsML Support WP, and to finalise NewsML2 several different issues are discussed which are not specific to a standard for General News purpose but are more structure oriented with definition of common rules to be applied on all IPTC Standards.

In October 2004 it was proposed to the STA chair to reconsider the committee’s working structure to provide a more effective way to achieve the goals of the IPTC Roadmap 2005 and to obtain a much better result regarding any future release of a new IPTC standard.

After long and exciting discussions, exchange of ideas, and conference calls, this document is circulated to provide a guideline and a proposal for a new organisation for the STA Committee and its Working Parties.

### Comments:

In this effort, we have two separate issues that have to be agreed upon by different instances:

- The technical issues which are behind the technical work of creating the tools, the methods in the standards generation process; these issues are to be managed by the STA Committee;
- The communication and branding issues managed by the MAN and PR Committee.

In conclusion all given names within the document could be modified at a validation stage and the NewsML2 branding and concept will be adapted if necessary.



## 1 Goal and Solution

The **Goal** is:

- to become the dominant standard “suite” in the news domain by simplifying the understanding and implementation of IPTC standards for a wider adoption;
- to give IPTC Standards a common base with a family style;
- to make sure that all IPTC standards share as much components as possible and make use of the new common functionalities;
- to shorten the overall standard development cycle;
- to ease and improve the support and management of standards.

The proposed **Solution** is to develop a generic model (abstract notions specifying the Architecture behind IPTC Standards) used as a master plan for all IPTC work and to define and manage **common components** used whenever possible by all IPTC standards.

Then each specific IPTC standard will be created by specialising this generic model plus the inclusion of specialised extensions and use of the common components.

## 2 Areas of work

### 2.1 The generic model for “News”

The work of the IPTC should be based on a generic understanding and model of news – in a broad sense.

While discussing the structures of our standards and how to reconcile them in a way to fit into a “Tower of Standards” architecture our model evolved to:

		Various scopes of „something newsworthy“									
	Layer/ Tier	Description	Technical term	General news	Event	Sports Event	Program Listings	Topic	Packaging	Coverage	e t c
→ Level of abstraction → Scope of the IPTC work .....↑	<b>Exchange</b>	Is about the (B2B) exchange of managed content	Exchange Envelope								
	<b>Management</b>	Is about managing content	Item	Item of type “general news”	Item of type “event”	Item of type “sports event”	Item of type “Radio/TV program”	Item of type “topic”	Item of type “item package”	Item of type “news coverage”	
	<b>Content Metadata</b>	Is about metadata about the content	Metadata	Set of metadata about general news	Set of metadata about an event	Set of metadata about sports	Set of metadata about radio/TV program	Set of metadata about a topic	Set of metadata about an item package	Set of metadata about new coverage	
	<b>Content</b>	Is about the „Real World“ – uses free and structured forms of expression.	Content	e.g. Car crash: On-scene report as text, photo, video	Concert: Formal write up: Where, when, who performs	Football game: Formal write-up: score, players....	Program on radio or TV	Descriptors and explanations about a real world item	(Structured) info how to package a set of items	Info about how to cover something newsworthy	
	„Real World“	The world as it is – as item or as event	Real world item or event					any real world item			

The basic concepts of this model are:





- It has five layers (or tiers) representing different levels of abstraction. Any kind of news is representing the world on a first level of abstraction, this level and additional three layers on top of this one pertain to the scope of work of the IPTC.
- “News” is understood in a broad sense. Not only “traditional” journalistic types of news, like text, photo or video are covered, but also more formalised types such as structured sets of information about events, sports-events, radio & TV programs, financial market data ...
- All the IPTC standards (the one in the area with the bold blue boarder) are at the same level of architecture; they are only different in the way to approach the representation of the “Real World” item or event for a specific communication angle.

## 2.2 The structure of work

The aim is to structure the work at IPTC in conformance with this generic model of news. The proposal is to use the generic model and to apply an overlay to it (area with the bold blue border).

This area is divided into various regions identifying the scope of work of various working parties and working groups while a few areas of work covering the whole scope of the IPTC can be perceived like another overlay in a different layer.

This is shown in the table below, (see also the Legend):

		Tier/Layer	Description	Various scopes of „something newsworthy“										
				Technical term	NewsML		EventsML		SportsML		Program GuideML	e t c		
→ Level of abstraction	Scope of the Standards Committee	Exchange	Is about the (B2B) exchange of managed content	Exchange Envelope										
		Management	Is about managing content	Item	Management	Item Basics	Management	Item Basics	Management	Item Basics	Management	Item Basics		
				Employed item <b>types</b> (not all are show here!) Main item in bold	General news	Packaging	Topic/Person	Event	Coverage	Topic/Location	Sports (event)	Packaging	Topic/Person	Radio/TV program
		Content Metadata	Is about metadata about the content		Selected Common Components	Specialised Components	Selected Common Components	Specialised Components	Selected Common Components	Specialised Components	Selected Common Components	Specialised Components	Selected Common Components	Specialised Components
		Content	Is about the „Real World“ – uses free and structured forms of expression.	Content (of the main item)	General news specific content markup	Events specific content markup	Sports data specific content markup	Radio/TV program specific content markup						
	„Real World“	The world as it is – as item or as event	Real world item or event											

Legend for colours used in the cells above

Colour	= Scope of ... WP/WG	Scope of the
	News Structure WG	News Architecture WP
	News Management WG	
	Common Components WG	News Content WP
	One of the specific "...ML"-Working Groups	
	responsible WG/WP to be defined	

**General note:** The graphic above shows the outline of the work structure and NOT the structure and parts of any specific standard in detail.



In doing so we have identified the following **areas of work**:

The **News Structure** to study, define and propose the construction rules and concepts behind all standards. Up to now it was identified as the Framework behind the new IPTC Standards. These are the basic principles with a lot of abstract notions, conventions, structures, rules and definitions. (We should use the object-oriented programming concepts and vocabulary)

It seems that the initial work load is high but also that the maintenance and follow up could be easy, at least for one generation of standards.

The **News Management** is the continuation of the existing work done by the News Management WP, including processing rules. Its scope is widened from NewsML only to **any item**.

After an initial heavy involvement on the specification and development it seems that because of implied complexity, the maintenance and support work load could be relatively high.

The identification, development, maintenance and support of **Common Components (CC)**. Not all components (or modules) are to be classified as being common. The requirements for any new component should be defined by the respective News Content WG according to their needs. After a pre-study the CC WG could decide either to include it to the Common Components library, or, if too specific, leaving it to local management of the respective News Content WG. It is an ongoing effort.

This for example CCs would include Person-component(s) or Location-component(s).

The provision of a **News Metadata** comprises how to express, refer to, describe, maintain, extend... controlled and uncontrolled vocabularies used by **any of the IPTC standards**. This is the task of the **News Metadata Framework** working group.

It seems that the initial work load is high but also that the maintenance and follow up could be easy, at least for one generation of standards.

The **General News Content** is in fact covering all issues regarding the general news domain as undertaken today within NewsML. In fact it could be defined as one of the content standards for free format journalistic information.

The current **Specialised News Content** standards comprise the EventsML, SportsML, ProgramGuideML, WeatherML standards. They should continue their respective work within the new IPTC framework with a focus on structured information.

A standard set of **metadata values** for controlled vocabulary – the metadata can be used by **any of the IPTC standards** – will be managed by the NewsCodes Working Party.

The maintenance of standards not to be aligned with the Generic News Standards Architecture:

- The maintenance of the NITF standard.
- The maintenance of the **NewsML 1** standard.

The study and recommendation for an **XML Schema style** to be used in common for all IPTC standards. A specific Task Force was formed in October 2004 and its mission is to come with recommendations or alternate options by the Spring 2005 meeting.

It seems that the initial work load is high but also that the maintenance and follow up could be easy, at least for one generation of standards.



### 3 Proposal for a New WP Organisation

The “design rule” for the new organisation is to have three areas or “domains” of work:

- Architectural domain: the result of this work is an abstract/generic framework to be implemented by specific standards; no specific standard is specified or targeted by any group of this domain;
- Content focused domain: the scope of any working group of this domain is a specific IPTC standard;
- Specialised groups: they focus on areas not covered by one of the domains described above.

First the “architectural domain”:

At the STA Committee level, most of the work of the current “NewsML Support Working Party” – which is to develop NewsML version 2 – is transferred into a new **News Architecture Working Party** and reorganised.

Its mission is to take into account all common architectural issues of the “new generation” of IPTC standards.

It will be organised in Working Groups with the following initial composition:

- The **News Structure WG** dealing with an abstract news model customisable to the needs of the IPTC standards;
- The **News Management WG** formed by the transfer of the current News Management WP but its scope will be extended to all IPTC standards;
- The **Common Components WG** to cover all related issues including to review submissions from the News Content Working Groups;
- The **News Metadata Framework WG** with its existing mission statement;

Next the “content focussed domain”:

The Specialised Content Working Party will be renamed to **News Content Working Party** and will maintain its existing form, with the same mission, charter, and Working Groups, and will include the **NewsML WG** as a new group with the mission to cover all content of the type “General journalistic news content”.

The News Content WP responsibilities are extended as it is required to provide full comprehensive requirements to the Common Components WG and take into account the components and related processing and holding structures as made available within the set of Common Components.

Next the “specialised groups”:

The **NewsCodes** and **NITF maintenance Working Parties** are continued in their existing form, with the same mission and charter.

A **NewsML 1 Maintenance WP** will be established with the mission to maintain NewsML 1.x as required.

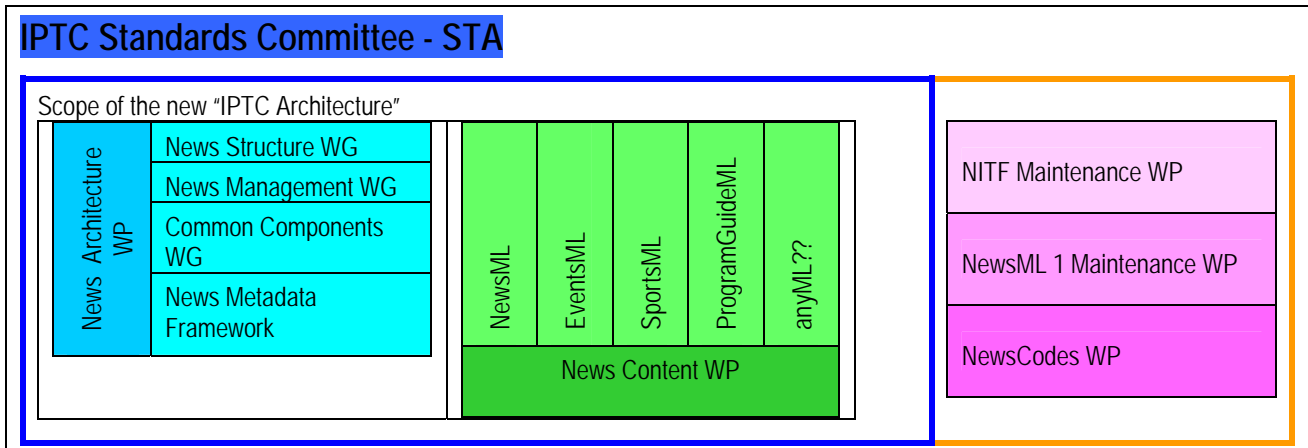
As the **XML Schema style** task force has a limited life time with recommendations to be applied to all Standards, it will remain directly under the STA Committee.



Finally the Committee itself:

The **STA Committee** will then co-ordinate the work of the NewsCodes WP, NITF maintenance WP, NewsML 1 maintenance WP, News Content WP and News Architecture WP plus, on a temporary basis, the XML Schema Style task force.

This new structured is shown in the figure below:



This table reflects only the current state of the work on standards at the time of the approval of this document (January 2005). The content of this table does not imply deprecating any of the existing standards or standard versions.





## 4 E-Communication Structure

For the electronic communication of these Working Parties and Working Groups these facilities will be set up:

WP/WG	Code	For internal use only	For public communication
News Architecture WP	NAR	Yahoo: <a href="#">iptc-news-architecture-dev</a> <a href="#">prefix: iptc-nar-dev</a>	Yahoo: <a href="#">iptc-architecture</a>
News Structure WG	NSTR	Yahoo: <a href="#">iptc-news-structure-dev</a> <a href="#">prefix: iptc-nstr-dev</a>	Yahoo: <a href="#">iptc-architecture</a>
News Management WG	NMAN	Yahoo: <a href="#">iptc-news-management-dev</a> <a href="#">prefix: iptc-nman-dev</a>	Yahoo: <a href="#">iptc-architecture</a>
Common Components WG	COCO	Yahoo: <a href="#">iptc-common-components-dev</a> <a href="#">prefix: iptc-coco-dev</a>	Yahoo: <a href="#">iptc-architecture</a>
News Metadata Framework WG	NMDF	Yahoo: <a href="#">iptc-metadata-dev</a> <a href="#">prefix: iptc-nmdf-dev</a>	Yahoo: <a href="#">iptc-metadata</a>
News Content WP	NCT	Yahoo: <a href="#">iptc-news-content-dev</a> <a href="#">prefix: iptc-nct-dev</a>	
NewsML WG	NSML	Yahoo: <a href="#">iptc-newsml-dev</a> <a href="#">prefix: iptc-nsml-dev</a>	Web: <a href="#">www.newsml.org</a> Yahoo: <a href="#">newsml</a>
EventsML WG	EVML	Yahoo: <a href="#">iptc-eventsml-dev</a> <a href="#">prefix: iptc-evml-dev</a>	Web: <a href="#">www.eventsml.org</a> Yahoo: <a href="#">eventsml</a>
SportsML WG	SPML		Web: <a href="#">www.sportsml.org</a> Yahoo: <a href="#">sportsml</a>
ProgramGuideML WG	PGML		Web: <a href="#">www.programguideml.org</a> Yahoo: <a href="#">programguideml</a>
NewsCodes WP	NCD		Web: <a href="#">www.newscodes.org</a> Yahoo: <a href="#">newscodes</a>
NITF Maintenance WP	NM		Web: <a href="#">www.nitf.org</a> Yahoo: <a href="#">nitf</a>
NewsML1 Maintenance WP	NML1	Yahoo: <a href="#">iptc-newsml-dev</a> <a href="#">prefix: iptc-nsml-dev</a>	Web: <a href="#">www.newsml.org</a> Yahoo: <a href="#">newsml</a>

“[prefix](#)” in blue: prefix of the e-mail subject line as it will appear in a mail circulated by this group.

“Style guide” for abbreviation codes: WPs have 2 or 3 letters, WGs have 4 letters.

Interactive online communication:

Internet Relay Chat – public channel: #iptc

Internet Relay Chat – members-only channel: #iptcmembers

(using the server of the freenode net / irc.freenode.net)

The IRC use should be considered as experimental.

**Comment:** Final naming conventions should be approved (for public communication) by the PR and MAN Committees.





## 5 Glossary

**Component:** a component is a specific part of an overall structure used within the exchange of newsworthy information and it is to be specified by the IPTC.

The generic scope of use of such a component is being adopted by any IPTC standard for news exchange on an optional basis; hence these components are attributed as “Common Components” of IPTC standards.

These Components have to be independent from each other to a high extent.

Examples are: Labels, Rights Management, Management and Identification.

An **item** is a managed object.

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