



IPTC Standards

EventsML 1.0 Business Requirements

Draft 4

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1 Management of This Document

1.1 Approvals

Name/Title	Signature	Date
Name/Title	Signature	Date
Name/Title	Signature	Date
Name/Title	Signature	Date

Table 1: Approvals

1.2 Document Control Statement

This document’s content and format are controlled by the IPTC Standards Committee. Any suggestions or inquiries should be directed to the Chairman or the Secretary of the IPTC Standards Committee.

1.3 Distribution

Other departments or groups that receive copies of this document when updated:
 EventsML Working Committee
 Management Committee

1.4 Revision History

Document URN: urn:iptc:std-draft:eventsml:1.0:spec:businessrequirements:4

Revision #	Date	Responsible Person	Description of Change
0.1	19 Jan, /2004	Charles Tichenor	Initial draft. This is essentially a reformatting of the documentation already produced by Johan Lindgren and Dominic Chan.
0.2	10 Feb, 2004	Charles Tichenor	Added use cases. Changed EventML to EventsML.
0.3	17 Feb, 2004	Charles Tichenor	Updated per reviewer comments.
1.0	30 Feb, 2004	Charles Tichenor	Updated per final review comments.
2.0	17 Mar, 2004	Charles Tichenor	Incorporate feedback from publication of version 1.0.
3.0	26 May, 2004	Charles Tichenor	Incorporate feedback from IPTC members.
4.0	25 June, 2004	Charles Tichenor	Incorporate feedback from IPTC members and EventsML group.

Table 2: Revision History

2 Introduction

This document contains the business requirements for a new IPTC standard for describing newsworthy events and their associated coverage. These requirements are intended to be used as the basis for construction of an IPTC standard for the effective interchange of newsworthy event information. This document will refer to the standard as EventsML until an official name is chosen by the IPTC.

2.1 Purpose

An information interchange standard is required for exchanging information about the following subjects:

- **Event publishing** – communicating information about events, including associated news items
- **Event planning** – managing the coverage of breaking or upcoming newsworthy events, including support for gathering associated news items
- **Event coverage** – communicating information about coverage of events by news organizations (often referred to as a “Daybook”) . This **MUST** include support for linkage between resulting news packages and event coverage information.

2.2 Business Objective and Success Metrics

The interchange standard that results from these requirements **MUST** meet the following success criteria:

MUST meet IPTC member needs – **MUST** follow IPTC standards and be compatible with the majority of IPTC member event requirements

MUST be timely – **MUST** satisfy immediate market needs while having the ability to evolve to meet future market needs. The first version of should be standardized this year.

MUST be easily adoptable – complexity and required tool support **SHOULD** be minimized to promote wide adoption. Richness can still be supported, but more complex features **SHOULD** be optional and/or have simple defaults.

MUST be compatible with other IPTC standards – the standard **SHOULD** reuse existing standards where possible and/or **SHOULD** easily interoperate with existing IPTC standards, specifically the IPTC Subject Reference System, NewsML, SportsML and NITF. It may be possible to implement most, if not all, of the EventsML requirements using NewsML. EventsML **SHOULD** complement NewsML and should not recreate any of its existing features.

SHOULD be acceptable by non-IPTC members – standard **SHOULD** be useful to organizations outside the IPTC

SHOULD reuse existing standards - **SHOULD** employ relevant external standards.

2.2.1 Scope of Effort

The project scope is limited to the definition of an information interchange standard for newsworthy event information.

2.3 Definitions, Acronyms and Abbreviations

Assignment - a request for one or more news items to be published concerning an Event.

Coverage – the way in which a news organization will cover a particular news event including planning and assignment of journalists.

Daybook - Daybooks are a news agency's way of tracking and announcing upcoming events for planned coverage. These can include– scheduled press conferences, sporting events, speeches, court ruling on big case, announcement of expected government statistics, birthday biographies, etc.

Event - specific newsworthy events that have already occurred, are unfolding, or will occur in the future. A record of an event can contain assignments, news items, and event related descriptive (event location, contact information, dates, etc.) information and contacts.

Global identifier - An unambiguous, unique and invariant identifier for a resource.

Invariant identifier - The identifier of an object is invariant if its value never changes when time passes, and is never reused as an identifier for another object if the original object disappears.

Must - This word, or the terms "REQUIRED" or "SHALL", mean that the definition is an absolute requirement of the specification. See RFC 2119 for more details. Terms covered by RFC 2119 will be shown in all CAPS.

News Item – a NewsML NewsItem.

Should - This word, or the adjective "RECOMMENDED", mean that there may exist valid reasons in particular circumstances to ignore a particular item, but the full implications must be understood and carefully weighed before choosing a different course. See RFC 2119 for more details. Terms covered by RFC 2119 will be shown in all CAPS.

Subject of Coverage – a person mentioned within a story/event. The Mayor is a Subject of Coverage if the story is about the Mayor's speech.

Unambiguous identifier - Id is an unambiguous identifier for Obj if there is one and only one Obj for any Id (but Obj may have several different identifiers, i.e. there is a 1:n relationship between Obj and Id, where $n \geq 1$). A news-item identifier is unambiguous, but a person's name is an ambiguous identity (case of homonyms).

Unique identifier - Id is a unique identifier for Obj if there is one and only one Id for any Obj (but Id may refer to several different objects, i.e. there is a 1:n relationship between Id and Obj, where $n \geq 1$). A news-item identifier is unique, but some person's names are not unique (case of different spelling in different writings – e.g Latin and Arabic).

The key words "MUST", "MUST NOT", "REQUIRED", "SHALL", "SHALL NOT", "SHOULD", "SHOULD NOT", "RECOMMENDED", "MAY" and "OPTIONAL" in this document are to be interpreted as described in RFC 2119.

2.4 References and Supporting Documentation

[Chan] Dominic Chan (CNW) and Johan Lindgren (TT), *EventML General Specifications*, EventML-DEV-Spec-v1.0.1-20020219.doc, IPTC, February 2002 – Preliminary requirements document. Contains references to other contributing requirements documentation.

[Lind] Johan Lindgren (TT), *Overall view of (News)EventsML*, NewsEventsML_structure.doc, IPTC, February 2002 – Preliminary list of descriptive data for events

[AFP] AFP, *AFP EventML Requirements*, AFP-EventsML-requirements.doc, - EventML requirements from AFP

3 Overall Solution Description

An event is “something that happens.” by definition. For the news items, it is “something that happens and is subject to news coverage.” All the events in a day make up an “agenda,” which can be a marketable product sold to clients or simply an internal daybook used by editors to organize their work.

An event is planned or unplanned, with breaking news capable of overshadowing everything on the schedule.

Breaking news can generate a series of planned events; it becomes part of the daily news agenda the moment a decision is made to cover it. For agencies, this occurs with the first advisory announcing plans to provide coverage. For broadcasters it comes with the dispatch of a news team to the site; for newspapers it is when space is reserved for the story or page makeups rearranged.

Automated systems need to store and exchange information about news events. This is currently done in a ad-hoc manner, leading to over specialized formats and incompatible exchange models. The industry would benefit from event information interchange standard. Such a standard would facilitate the efficient exchange of event information, and the creation of better tools to support event management.

3.1 Brief History and Historical Reference

The IPTC formed a working party in early 2003 to investigate the need for a news event markup language (EventsML). Dominic Chan led the investigation, and presented various existing event information markup languages, almost all of which are based on vCal (see [Chan]).

It was decided that the existing standards were not sufficient to meet the needs of the IPTC members, so the EventsML committee was tasked to gather requirements for an IPTC EventsML standard. A Yahoo! discussion group was formed and requirements and comments were solicited. The EventsML working group gathered requirements from IPTC members, including AP, Belga, AFP, TT, Canada NewsWire, and DPA.

The IPTC is also attempting to open the standardization process by soliciting the participation of outside standards organizations, such as OASIS and W3C. This has been met with limited success, however one of the fundamental success metrics is to create a standard that is useful to both IPTC members and non-members.

This document is the result of a collation of the requirements documentation produced by the various IPTC members listed above and commentary from the Yahoo! discussion group.

3.2 Constraints and Limitations

Several IPTC members have an immediate business need for an EventsML standard. It is highly desirable that IPTC produce an initial standard for approval at, or before, the last IPTC meeting of the 2004 calendar year.

3.3 The Business Opportunity and Value Proposition

The IPTC exists for the purpose of developing and publishing industry standards for the interchange of news data. IPTC research has shown that there is a need for the standardization of an interchange format for event information. This need is driven by the immediate business goals of several IPTC members.

3.4 The Primary Customers

This section provides a list of the primary consumers of an EventsML standard.

3.4.1 Media Organizations

Media organizations publish events for internal or external uses. The events are primary news oriented. A media organization is an end user as well as publisher and it might use this format for publishing their daybook. The standard can also facilitate the management/planning of news coverage within a news organization.

3.4.2 Organizer to public

An event organizer or a organization that has the needs to notify the public or the press that an event will take place such as press conferences, a grand opening of a store, a concert series, the schedule of the entire UEFA season, etc. This information typically originates from the organizer or its PR / communication provider.

Information typically included is date, place, time, and a brief description of the event.

3.4.3 Aggregator / Online Portal

This is where a news aggregator or similar organization will gather and publish all kinds of events such as news events, entertainment events, or sport events. The aggregator in turns publishes all this information in a format for reselling purposes or simply provides a central depository for users to obtain the information.

It is expected that the aggregator will unlikely publish any new information. It is viewed as a gatherer (from all different formats) and publisher in a single format to the end users.

3.5 Assumptions, Constraints and Risks

Table 3: Assumptions, Constraints and Risks below outlines any potential risks associated with the development of the EventsML event information interchange standard.

Assumption	Constraint	Risk	Mitigation
Assume that EventsML will be useful to IPTC and non-IPTC members		Standard might not be widely adopted	Open the standardization process to non-IPTC organizations

Table 3: Assumptions, Constraints and Risks

4 Use Cases

The sections below provides high level use cases for EventsML documents.

Use Case: Planned Event Coverage	
Context of Use	Coverage of a scheduled news event
Scope	Editorial Goal
Level	Primary task
Primary Actor	News agency
Preconditions	News coverage system is running
Minimal Guarantees	Systems continue to run
Success Guarantees	News organization is able to successfully manage coverage of scheduled news item
Trigger	Governor's office notifies public of press conference
Stakeholders	
Stakeholder	Interest
Editorial	Needs to manage and plan scheduled news coverage
Description	
Step	Action
1	Days before the event – Financial editor John McAlpin gets word of a press conference at the Ministry of the Economy, Finance and Industry in a few days. He hands the fax to Editorial Assistant Darren Elvie.
2	Darren opens up the news coverage system, creates a new event record, and enters information in the form. The system knows who he is (because he logged in), so it automatically fills in the information about him, such as his location and contact info. Darren fills in the who, what, when and where of the event.
3	Morning of the event - At the news meeting, photographer Dan Hulshiser decides that there should be photo coverage of this press conference, and Broadcast Editor Shawn Marsh asks John to help with audio actualities.
4	Dan assigns freelance photographer Mary Godleski to cover the event. He looks up the event record in the coverage system, creates a photo coverage record, and selects Mary from the list of photographers in the bureau.
5	The coverage system sends Mary an e-mail, text page or instant message informing her of the assignment. Mary can click on a link to bring up the event record, so that she can learn the details of the press conference before proceeding to the capitol.
6	News Editor Jennifer Yates decides that the event is important enough not only to file a story but also to have a digest line. John (or Jennifer) calls up the event record in the coverage and creates a digest line.

Use Case: Planned Event Coverage	
7	John invokes the text editorial system to create a story. He selects which coverage assignment to relate the story to when he saves the story. He may have several coverage records assigned to him. In this case he picks the Minister of Economy's press conference coverage record.
8	Mary submits her photos to photo editor Henry Durand in the Agency Photo Center, who chooses and tones several good shots. The photo news items are related to the coverage record (and thus the related event record) in the same manner that John related his text story in the previous step.
9	Shawn produces a couple of good actualities as WAV files from John's tape. He selects which coverage assignment to relate the audio to when he saves the audio and associated metadata in the editorial system. They are broadcast on the agency broadcast network and become available in agency Internet audio archive.
10	The coverage system automatically sends a raw digest to the agency news editorial system, where the digest is formatted, finalized and filed on the state wire. The digest includes John's digest line for the press conference.
11	Later that year, while doing research on the Minister of Economy, Finance, and Industry - Supervisor Elizabeth Kennedy sees John's story in the editorial system. Elizabeth calls up the related event record. From the event record, Elizabeth instantly sees all of the related photos and audio clips that have been made available. She can then reuse the related news items to finish her research.

Use Case: News Agency Daybook	
Context of Use	News agency
Scope	Editorial Goal
Level	Primary task
Primary Actor	Lead editor at local bureau
Preconditions	Agency has software that can record events and publish a daybook
Minimal Guarantees	Systems continue to run
Success Guarantees	News organization has copy of news agency daybook
Trigger	News agency enters event information into their news coverage planning system
Stakeholders	
Stakeholder	Interest
News agency	Needs to inform local newspapers of its news coverage
News organization	Needs to consume agency coverage and manage its reporting resources so that its coverage does not overlap with agency unless specifically warranted.
Description	
Step	Action

Use Case: News Agency Daybook	
1	News agencies will continually update their news coverage planning system. The planning system would contain information about planned news, such as political conventions, speeches, debates, sporting events, trials, holidays, etc. Each event could be stored as an EventsML document or a similar representation in a database. Not all events are publishable or worthy of placement in a daybook, so they must be recorded as such in the EventsML document.
2	The coverage planning system would have the ability to generate a listing of the days planned events for publication, known as a daybook. The system would do this by matching all event dates coinciding with the given date. This would be produced as an EventsML document.
3	The daybook EventsML document would provide the who, what, when, and where of the event. It would also contain coverage information that indicates how the news agency plans to cover the event.
4	Upon receiving the EventsML document, a news organization can determine how the news agency is going to be covering local events of the day, and they can plan their coverage accordingly. For example, the agency might not assign a photographer to cover the Mayoral speech if they know that the news agency will already have photo coverage of that event.

Use Case: Sports League Publishes Season Schedule	
Context of Use	Integration between event publisher and news agency
Scope	Editorial Goal
Level	Primary task
Primary Actor	News organization
Preconditions	Systems are running
Minimal Guarantees	Systems continue to run
Success Guarantees	News organization assignment system has record of entire season schedule
Trigger	League makes the decision to publish season schedule
Stakeholders	
Stakeholder	Interest
League	A league can efficiently transfer season schedule information to news organizations thus better ensuring coverage of their league and reducing the chance of errors and associated support costs.
News agency	News agency is able to receive entire season schedule efficiently without error-prone data entry
Description	
Step	Action

Use Case: Sports League Publishes Season Schedule	
1	League creates EventsML file from season data stored in their database systems. They could either create one document for the entire season, or one document per game. In the former case, there would be one main EventsML event for the season with subevents for each game. In the later case, each game document would have an event for the game.
2	Each game event would list who (players, coaches, teams, etc.), when (time and duration of game), and where (stadium) of the game.
3	The EventsML file(s) are made available on the league web site or otherwise transported to news organization consumers.
4	News organization ingests the events into their news planning system, which makes the various fields available for searching and browsing.
5	News organization augments the EventsML file(s) with assignment information. This allows them to manage their news coverage of all the games.
6	News organization can republish the EventsML files with augmented broadcast information to listing services (aggregators) which will allow the listing services, newspapers, or other publishers to publish the broadcast coverage (for example network TV coverage) for games. This will allow the public to know what TV channel is covering their favorite sports team.

Use Case: Urgent Breaking News	
Context of Use	Coverage of urgent breaking news item
Scope	Editorial Goal
Level	Primary task
Primary Actor	News agency
Preconditions	News coverage system is running
Minimal Guarantees	Systems continue to run
Success Guarantees	News organization is able to successfully manage coverage of breaking news item
Trigger	Breaking news occurs
Stakeholders	
Stakeholder	Interest
Editorial	Needs to cover breaking news as quickly and efficiently as possible
Description	
Step	Action
1	There is a serious explosion in the train station in Tula, Russia at rush hour.
2	News reporter Alisa Yudin hears about this from police activity and makes a few phone calls. She files a NewsAlert and writes a first lead with an alert before running out to the scene of the explosion.

Use Case: Urgent Breaking News	
3	The alert causes the news coverage system to automatically create a new event record that includes the headline (or even the full first lead) as the event description, the date and time, and information about Alisa.
4	The news coverage system automatically associates the story with the event as an related news item.
5	Moments later - City News Editor Oleg Lukin assigns reporter Boris Kuzmin to get reaction from people who observed the explosion. He goes into the event record, creates a new text item and selects Boris' name from the list of news reporters. The coverage system sends a message to Boris' pager. Boris receives the message while onsite at the Transportation Authority preparing to cover a routine press conference, and leaves for downtown.
6	Oleg decides that it would be great to send a photographer along with Boris to capture the scene from above. He calls editor Lana Karpov in photos.
7	Lana looks at her alerts list in the coverage system and opens the event record. She creates a new photo coverage assignment in the event record and selects Eduard Bykov to accompany Boris Kuzmin.
8	Eduard and Boris create their story and photo(s), the event records in the coverage system are updated with the related news items.
9	Later still - several text stories and photos have been created and related to the event record in the coverage system.
10	Meanwhile, the Mayor hastily calls a press conference to discuss the city's response to the explosion, which is being treated as a terrorist incident. Political News Editor Lev Savin assigns Marc Voronov to cover this. Marc brings a tape recorder to capture actualities.
11	Lev begins creating a new event record in the coverage system. He enters the event description. The coverage system categorizer detects a very close match with another event record – Alisa's original event record for the bombing story – and pops up a window suggesting a link to it. Lev clicks OK to relate his event record to Alisa's.
12	Alternatively, Lev looks at the existing event record in coverage system creates a new coverage record with a link to Alisa's original event record. Lev enters the coverage description.
13	Marc creates his story (using the editorial system), he selects the bombing assignment as the assignment to which the news story news item should be related when saved.
14	City Broadcast Editor Nina Akamov creates audio clips from Marc's tape; these are also attached to the event record in the coverage system.
15	A similar process takes place in the Moscow as the president holds his own press conference. The categorization engine also detects a close match between the national reporter's event record and Alisa's original one, so once again it suggests a link to Alisa's event record; either that, or the Moscow reporter views Alisa's event record and manually decides to relate the news item to the existing event record.

Use Case: Urgent Breaking News	
16	The agency broadcast news national editor Raisa Fomin is creating a package of coverage of the bombing for a multimedia feed to TV stations. She looks in the coverage system and finds three linked event records: one from the bureau in the city where the bombing took place, one from the state capitol bureau, and one from a reporter in the national bureau.
17	From the news items related to the event records, Raisa sees several photos, audio clips, and video clips as well as text stories. In addition, she gets the broadcast graphics team to create a background graphic for TV stations to use with audio clips. The graphic news item is related to the original event record in the coverage system.
18	Raisa selects a number of the aforementioned video clips and a couple of audio clips suitable for television use, links them in with the lead story, and moves the resulting package onto the TV wire using the appropriate content packaging tool.
19	The next day – the Mayor’s office issues a statement with the toll of deaths and injuries, and a monetary damage estimate.
20	City News Editor Oleg Lukin assigns Alisa to write a story on the Mayor’s statement. In the coverage system, he creates a coverage record that he links to the event created for the original alert (he knows to link it himself, since his bureau created the original one).
21	The process continues as more coverage of the bombing unfolds, all linked to the original alert for quick, easy reference as an EventsML package.
22	Throughout the entire process of event creation and augmentation, the event information was transmitted to news agency customers via push and pull channels. Customers could use the information to track agency news coverage and plan their own complementary coverage.
23	The news agency will continue to provide news coverage of this event over time. All news content related to this event will contain links to the event.

Use Case: Leisure News Listing	
Context of Use	Coverage of Leisure Events, events that readers can access to.
Scope	Editorial Goal
Level	Primary task
Primary Actor	News agency
Preconditions	News coverage system is running
Minimal Guarantees	Systems continue to run
Success Guarantees	News organization is covering the area ; with information capable of being sorted, with medatada and without doubles
Trigger	Regular coverage of Leisure news by the media and the agency
Stakeholders	
Stakeholder	Interest
Editorial	Needs to cover Leisure news as efficiently as possible, having the choice to select among a large choice of ideas, with detailed practical information

Interactive Editor	Needs to have enough metadata to publish with good browsing and search functionalities on an interactive system the content published
Description	
Step	Action
1	Many Leisure Events are organised by Concert Halls, Theaters, Museums, Public bodies, Commercial organisations, etc.
2	Readers spend more and more of their time and interests into Leisure. They want more information about Leisure
3	<i>Liforama</i> , is a newspaper that wants to give people news about the spectrum of activities they enjoy in their life. They want to include . more and more news with practical information.
4	<i>LifeNewsAgency</i> is a news agency ; they produce, besides dispatches and features, what they call an "agenda" of Leisure events.
5	Every day, <i>LifeNewsAgency</i> adds new events to their agenda, including comments and practical information. Each event, accessible to the public, for exemple concert or theatre show or exposition, has a place where it takes place (like a concert hall) and dates or time when it shows.
6	<i>Liforama</i> has subscribed to <i>LifeNewsAgency</i> news wires, and receives new informations at the EventsML format and stores it in its xml database .
7	The journalist at <i>Liforama</i> consults news, he looks at events happening at day +2, by selecting the date of after tomorow on his news wire search engine on his intranet. He can also navigate through the news and consult the whole program of events at one place. He can also save time through convenient navigation links through persons, places, objects ; for example he can jump from a concert featuring an artist to other events or to recents news or photos where the same artist is present.
8	He selects in the basket of his system the events he wants to publish.
9	He rewrites some events description, for which he wants to publish his opinioned review.
10	He then automatically fills the print page (Quark for ex.) : the events are sorted by city and surrouding and are formatted with the right styles, with for example artist names in italic and adress in bold
11	The system also exports the information to web and mobile internet services of <i>Liforama</i> . Since rich metadata for where and when are transmitted, the end user has good navigation and search tools to find info of events of interest to him where and when he likes. If a concert has 3 shows on 3 days, he could even pick a day and reveive a VCal file to help him write the info in his personal electronic agenda (outlook) as a meeting for the chosen day. He could also get the VCard of the concert hall, in order to store electronically the adress, phone number, etc of where he will be going...

5 Requirements

The sections below provide the requirements for the EventsML information interchange standard.

5.1 Information Requirements

This section outlines the specific information that will be supported by the EventsML standard. The information requirements are broken into three categories. Event information, Coverage information, and generic Meta information. The Event information describes the news event itself. The Coverage information describes the news coverage assignment information, if any, for a particular event. The Meta information contains reusable generic descriptive information about people, organizations, contacts, and locations.

The information requirements are identified by name (instead of number). Each requirement includes a brief description and an indication if whether the information is mandatory and repeatable. Please note that the requirement names are provided for identification purposes only and do not necessarily reflect the actual names to be used in the final EventsML standard.

5.1.1 Event Information

The Event information describes a particular event in detail. This includes the “who”, “what”, “when”, and “where” information for the event along with identification and publication (news management) information. The Event information also includes facilities for relating events to each other and relating news items (both complete and incomplete) to the Event information.

5.1.1.1 Related Events

The EventsML standard **MUST** support the relation of events to other events. The relation **MUST** include a link to another event. It **MUST** also include information describing the link relationship. Possible relationships can include (but **MUST** not be limited to) chronological ordering, siblings in a collection, and parent-child (main and sub-events).

5.1.1.2 Related News Items

The EventsML standard **MUST** support the relation of events to news items. The relation could be to news items that already exist, or planned news items. If the publisher has a system where he/she can assign id's to unpublished material in advance this could be included here to indicate that the event will be covered and when that is done the result will be found here/have this id.

5.1.1.3 Identification

Identification of the event. This SHOULD be done by the provider of the information but could include global identifier of an event if it exists.

PubEventId *Mandatory, non repeatable*

ID assigned by the publisher of this information. (But possibly not the organizer.)

GlobalEventId *Optional, non repeatable*

A global identifier. If this is possible and exists, this is an identifier for the event that is invariant across all event publishers

PublicationId *Optional, non repeatable*

Publication ID with which publication (daybook) this is associated

Publisher *Optional, non repeatable*

Data about the publisher. For IPTC this exists in NewsML.

CreateDateTime *Optional, non repeatable*

Formal datetime of creation When this information was created not really connected to the datetime info of the event.

Creator/Contributor *Optional, repeatable*

Local to the provider. As in NewsML.

RevisionDateTime *Optional, non repeatable*

When the information was revised. As in NewsML.

RevisedBy *Optional, non repeatable*

Party making the last revision.

RevisionNumber *Optional, non repeatable*

Which revision level of the information. As in NewsML.

ServiceID *Optional, non repeatable*

A value the allows collections of events to be identified by service if the document contains various collections of event data.

5.1.1.4 Metadata

Metadata about the event Categories, areas of interest, geographical areas, language, importance, links etc.

Subject	<i>Optional, repeatable</i> What subjects the event cover According to the IPTC SUBJECT REFERENCE SYSTEM.
Type	<i>Optional, non repeatable</i> Type of event According to controlled vocabulary.
Language	<i>Optional, repeatable</i> Language in which the event will be described. There might be several languages in the same event both sequentially and simultaneously. Language info for the actual text content of various elements SHOULD be indicated with the xml:lang attribute.
Translations	<i>Optional, non repeatable</i> Translations in which the event will be available. Not necessary the same as language ID (above).
Keyword	<i>Optional, repeatable</i> Keywords describing the event. For searching and filtering purposes.
OfInterestTo	<i>Optional, repeatable</i> The publishers view of interested audience. Much like in NewsML.
Geographical	<i>Optional, non repeatable</i> Various details of geographical information. In a more controlled and computer friendly format compared to the more free format described in the "Where" section.
Note	<i>Optional, repeatable</i> Special notes.
SupportMaterial	<i>Optional, repeatable</i> Additional material for the publication of this event. Most likely logos and pictures describing the event. Could also be sound and vide or even other texts. SHOULD have elements and attributes to describe the format and role of the material.
Slug	<i>Optional, non repeatable</i> Slug summary of event.
Covered	<i>Optional, non repeatable</i>

Will the event be covered by the publisher.

Registration *Optional, repeatable*

How and when to register to participate. Could also include information about cost etc.

Accreditation *Optional, repeatable*

How and when for news-people to get accredited for an event. Mostly internal usage but could also be transmitted to other news organizations etc.

5.1.1.5 Publication

Publication data for this provider for this event. Things like embargoes, copyright etc.

Copyright *Optional, non repeatable*

Copyright information

Embargo *Optional, non repeatable*

Publish time If there is an embargo on the information and possibly an ending time.

Restrictions *Optional, repeatable*

More generic publication information that can cover more restrictions than just embargoes. Similar to NewsML news management.

5.1.1.6 When

Date and time information about the event. This SHOULD include data about the timing event, duration, repetition, status etc. This SHOULD also include information on event registration and accreditation.

StartDate *Mandatory, non repeatable*

Date when the event starts. This is overall info for the whole event.

StartTime *Optional, non repeatable*

Time when the event starts. This is overall info for the whole event.

EndDate *Optional, non repeatable*
Date when the event ends. This is overall info for the whole event.

EndTime *Optional, non repeatable*
Time when the event ends. This is overall info for the whole event.

Length/Duration *Optional, non repeatable*
Length of event MUST be possible to deduct from start and end. But might be interesting for specific events which have a very precise length but where maybe end is empty.

Status *Optional, non repeatable*
How certain the event is. According to controlled vocabulary. Examples could include "sold out" or "canceled".

**PlannedPublication
DateTime** *Optional, repeatable*
The planned date and time for the publication of the event information. SHOULD support optional comments for each planned publication.

Historical *Optional, non repeatable*
Indicates that the event is a historical event which could include commemorations or anniversaries. SHOULD include information and possible links to the original event.

Recurring *Optional, non repeatable*
If the event reoccurs at some time or interval. It MUST be possible to indicate this either through set datetime information or through relative information of the type "first day of each year", "One month later", etc. MUST support the information below, at a minimum:

- Interval Recurring
- Day/month Recurring
- Include Weekends (MUST support a method for indicating what days comprise the observed weekend)

5.1.1.7 Where

Location of the event. Possibilities of real geographical location(s) as well as virtual locations for broadcasts, web-conferences etc.

Location *Optional, repeatable*

Location of event. This need to be broken up into various elements for place, street, city, country, etc. MUST be repeatable for events in several locations simultaneously.

Link *Optional, repeatable*

Virtual locations. Web conference, broadcasts, teleconference etc. This SHOULD be provided in both machine and human readable formats.

Direction *Optional, repeatable*

Free text description If you need to have a more lengthy description of the location and how to get there. "The king inaugurate a tourist path in the mountains." Not easy to describe with street, city etc.

5.1.1.8 What

Description of the event. Mostly text describing the event. Some provided for publication in various formats, other for informal internal or external use. Links to more information.

Title *Mandatory, non repeatable*

Like a headline for the event. This SHOULD always have some information so the event could be listed with some meaningful text.

Summary *Optional, non repeatable*

Text summary of the event. This SHOULD be mostly unformatted text but we might consider some markup.

Text *Optional, non repeatable*

Text describing the event. Possible container for more rich markup version of the summary.

Links *Optional, repeatable*

Link to more info about the event. Could be web-pages, related info, published documents etc. Preferably a generic element with attributes to show the purpose.

5.1.1.9 Parties

There can be many parties associated with an event. A party can be a subject of coverage, a contact, a journalist assigned to cover the event, a company/organization associated with the event, or a contact as described below:

- **Subject of Coverage** - Parties involved in the event. Mostly information about people and their role in this event.
- **Organizer** - Parties organizing the event. Contact information about the organizers. Could include links to more information about them (see below).
- **Information Supplier** – Supplier of event info other than organizer. Often this information is gathered by other parties and distributed in other forms. Could include information about the reliability of the information (see below).
- **Contacts** - These are general contacts for the event. This MUST include contact type information.

The generic information associated with most parties is described in 5.1.3 Meta Information below. The following non-generic party fields:

Link *Optional, repeatable*

Organizer specific. Links to more general pages with info about the organizers separate from the actual event.

Reliability *Optional, non repeatable*

Reliability of provider of event information.

5.1.2 Coverage Information

The coverage information describes the plan of news coverage for this event. Each event may have zero or more assignments containing this coverage information. This information can be used internally within a news organization for assignment of resources, planning of coverage, etc. It can also be used to publish information about expected coverage, so that consumers of the news coverage can plan their own news coverage accordingly.

AssignedTo *Optional, repeatable*

Person assigned to this event. Could be repeated if several with additional info on their individual task. MUST include the following information in addition to the party (see "Party" in 5.1.3 Meta Information below) information for the assignee:

- reporter initials
- type of reporter
- expertise
- assigned coverage

AssignmentId *Mandatory, non repeatable*

Unique identifier for this assignment.

Status *Optional, non repeatable*

Status of the assignment

TypeOfCoverage *Mandatory, repeatable*

Text, Pictures, Video, Collection...

GenreOfCoverage *Optional, repeatable*

Additional attribute(s) describing the nature of the coverage type.

TypeCoverage *Optional, repeatable*

Details

Depending on format (But maybe all this need to be nested with each assignedto since they can have various deadlines etc). One example would be the expected word length of a news story.

Deadline *Optional, non repeatable*

When the result is due

Slug *Optional, non repeatable*

Assigned slug

Destination *Optional, non repeatable*

Internal or external

Priority *Optional, non repeatable*

Priority of Coverage

StartDateTime *Optional, non repeatable*

When the assignment starts. This is overall info for the whole assignment.

EndDateTime *Optional, non repeatable*

When the assignment ends. This is overall info for the whole assignment.

Length/Duration *Optional, non repeatable*

Length of assignment. MUST be possible to deduct from start and end. But might be interesting for specific events which have a very precise length but where maybe end is empty.

Recurring *Optional, non repeatable*

If the assignment reoccurs at some time or interval. It SHOULD be possible to indicate this either through set datetime information or through relative information of the type "first day of each year", "One month later", etc. MUST support the information below, at a minimum:

- Interval Recurring
- Day/month Recurring
- Include Weekends (MUST support a method for indicating what days comprise the observed weekend)
- Repeat viewpoint

5.1.2.1 Related News Items

The EventsML standard MUST support the relation of coverage assignments to news items. The relation could be to news items that already exist, or planned news items. If the publisher has a system where he/she can assign id's to unpublished material in advance this could be included here to indicate that the event will be covered and when that is done the result will be found here/have this id.

5.1.3 Meta Information

The sections below describe the generic metadata that can be reused to describe various information entities in the EventsML standard.

5.1.3.1 Parties

This section describes the various metadata that is used to describe a party. EventsML requires that a party be a person or an organization.

The following metadata is associated with an organization party:

- **Company** – Name of the company/organization
- **CompanyId** – ID associated with the company/organization (stock symbol, etc.)

- **Sector** – Industry sector for the company/organization
- **Location** – location information for the company/organization (see “Location” section below)
- **ContactInfo** – contact information for the company/organization (see “Contact Information below)

The following metadata is associated with a person party:

- **Salutation**
- **GivenName**
- **MiddleName**
- **FamilyName**
- **Title**
- **Affiliation** - identification of the person and his/her organization
- **Photo** - photo of person
- **Location** – location information for the company/organization (see “Location” section below)
- **ContactInfo** – contact information for the company/organization (see “Contact Information below)

5.1.3.1.1 Contact Information

A party can have associated contact information. EventsML MUST support the following contact information, and provide extensibility for new contact methods in the future:

- **phone**
- **fax**
- **email**
- **website**
- **instant messaging**
- **pager**

5.1.3.2 Location

Events, assignments, and parties can have one or more associated locations. EventsML MUST support the following location information at a minimum:

- **name**
- **address**
- **box**
- **postal code**
- **city**
- **country area**
- **country**
- **worldregion**

- **GPS coordinates**
- **Virtual locations (e.g. online events)**

5.2 Compatibility with Other Standards

The EventsML standard SHOULD be compatible with the vCard and vCalendar standards (see <http://www.imc.org/pdi/> for details).

5.3 Internationalization

EventsML MUST be language and locale neutral. It MUST be able to support content in any language, including multiple languages within the same EventsML document. Dates, currency, and other data values having locale specific presentation qualities MUST be represented in a locale presentation neutral manner.

5.4 Licensing Requirements

TBD

5.5 Legal, Copyright, and Other Notices

Copyright © 2004 by IPTC, the International Press Telecommunications Council.

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This project intends to use materials that are either in the public domain or are available by the permission for their respective copyright holders.

Permissions of copyright holder will be obtained prior to use of protected material.

In order of all interested parties to take advantage of NewsML™ only materials and information that their respective copyright holders will license to interested parties in a non-discriminatory manner will be used.

All materials of this IPTC standard covered by copyright shall be licensable at no charge.

5.6 Security and Confidentiality Requirements

EventsML is not required to support any specific security features, however it MUST not contain features that hinder its use in a secure environment. For example, it MUST not have features that make EventsML documents difficult to encrypt or hash.