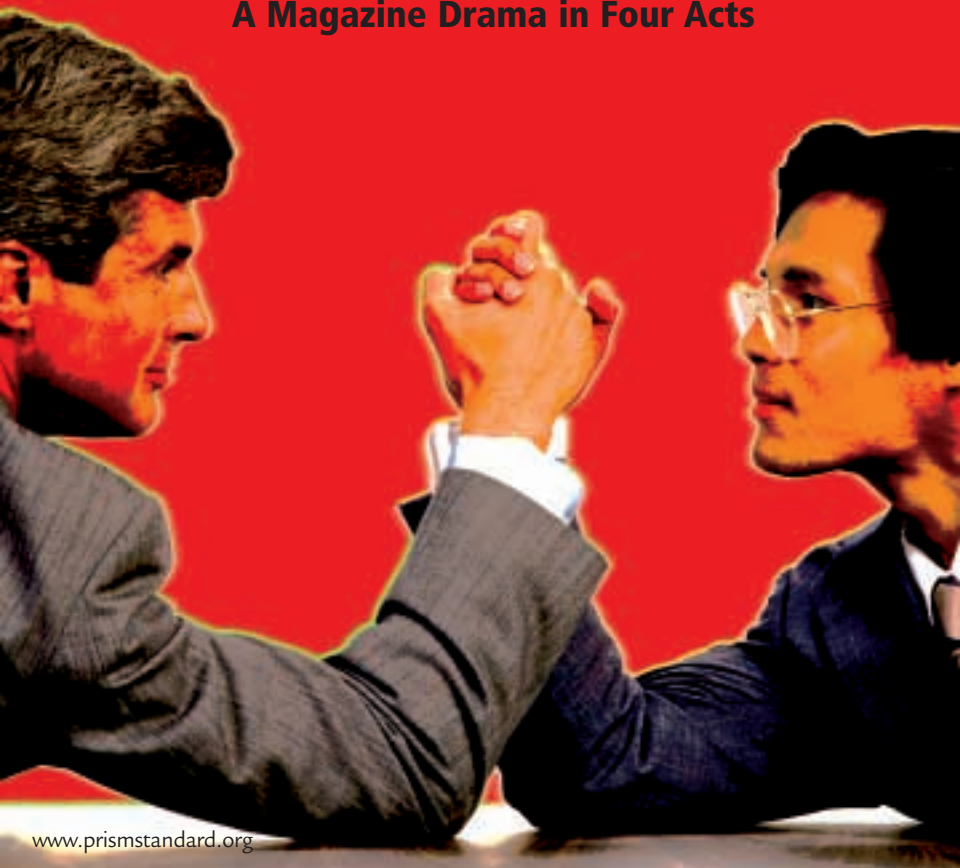# PRISM

Deadline Duel

A Magazine Drama in Four Acts

About **PRISM**

The PRISM *(Publishing Requirements for Industry Standard Metadata)* **specification is an extensible XML metadata standard used to automate workflow processes which facilitate multi-purposing, aggregating, syndicating, personalizing & post-processing of any type of content.**

Letter from the *Working Group Chair, Editor and Advisors*

It is our great pleasure to present this lighthearted drama illustrating how PRISM provides the competitive edge to a deadline-driven team — resulting in an award-winning and cost-effective publication. This scenario shows only one of the many uses of PRISM metadata. At www.prismstandard.org you can see more reference examples and take advantage of this industry standard which has already been adopted by several major publishers.

Deadline Duel celebrates the launch of Version 1.2 of the PRISM specification. PRISM Version 1.0 defined a framework for seamless content sharing among publishers, re-publishers, aggregators and syndicators. With Version 1.2 we took a great specification and made it even better by further clarifying some element definitions and by adding real-world examples and best practice recommendations. We now have a more accessible view of PRISM which will help companies more easily implement the standard within their content processes.

Since its establishment, the group has grown and diversified. At any given meeting you'll see marketing people, application providers, linguists, publishers, content aggregators, standards architects and developers — all coming together to make PRISM a group of specifications that work for all content partners.

Working with the outstanding professionals on the WG has been a wonderful and humbling experience. In spite of the challenges of the last year, these dedicated professionals have committed tremendous time, effort, and humor, to making the spec what it is. We look forward to what's ahead.

Thank you all!

Linda Burman
President & CEO, L.A. Burman Associates Inc.
Founder and chair of the PRISM Working Group

Ron Daniel Jr.
Editor of the PRISM specification
Principal, Taxonomy Strategies

Peter Meirs
Advisor to the PRISM WG
Director of Alternative Media Strategies, Time Inc.

Chris Green
Advisor to the PRISM WG
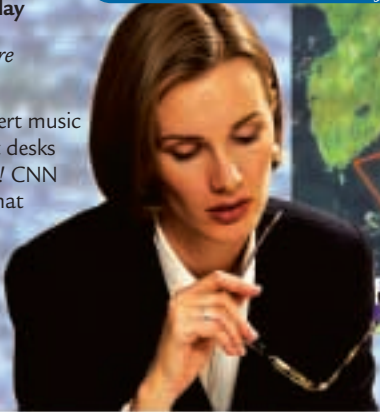Strategic Technologies Analyst, Time Inc. IT Division

Prologue

Two news magazines — *Cool!* and *Sharp!* — are locked in a bitter circulation battle. Both companies have recently grown through acquisitions, requiring the

integration of vast archives of text, graphics and photographs. They have also established syndication and content exchange relationships with other content providers and customers. One company had the foresight to implement standards.
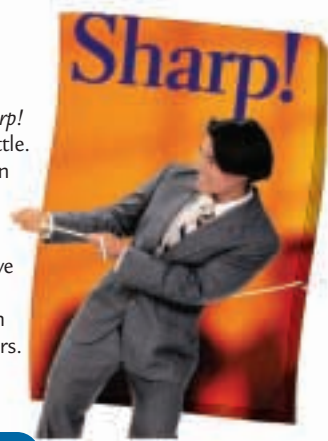
Act I: Late-breaking news

Time — 2 am Friday *morning in the not-too-distant future*

Suddenly, news alert music blares at the night desks of *Sharp!* and *Cool!* CNN breaks the news that the private plane of Bob Fabulous, heir to the Fabulous fortune, has gone down in the Bermuda Triangle.

Bob Fabulous

C N N

3

Both night desks spring into action. They contact their Managing Editors who, sleepily, call their key staff to prep for a 3 AM teleconference. Both magazines have deadlines of 2 AM the following Sunday, when their next issues go to press.

STAN, *Cool!* Managing Editor

GUS, *Sharp!* Managing Editor

Setting: *Cool! editorial conference room.
An air of frustration pervades the room!*

STAN *(growling)*: OK, everyone, what have we got?

NADINE *(stammering)*: Well — we've found a few images of Bob and his family. I know we've acquired more but I need time to locate them... the keyword structures are all different! And also, I need time to research the rights holder — unless it's obvious that we own them. Maynard probably knows where everything is and whether we can use it but I can't find him right now.
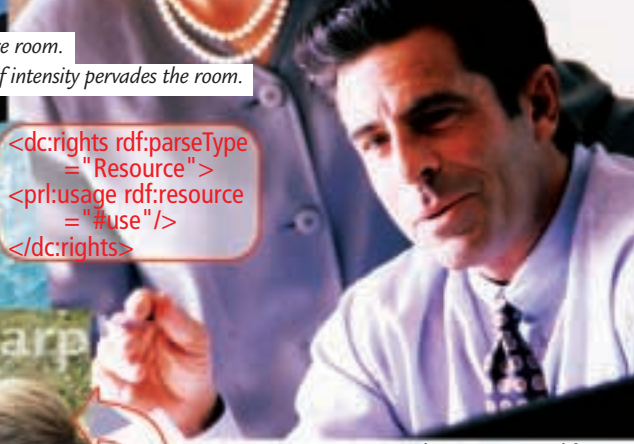
4

MAYNARD, *Cool!* Chief Librarian

Cool!'s editors quickly searched their own archives using their proprietary metadata. Since they haven't implemented a standard vocabulary, they can't search across multiple archives at one time. And lacking standard rights metadata, they can't determine the rights holder without a manual search and cross-checking. Every organization has indispensable personnel like Maynard, whether or not their processes are standardized and automated. But standardization makes automation easier and enables more people to be more productive on their own. In a crisis, such key personnel are bottlenecks if all questions must flow through them.

© Sharp!

?© Cool!

© Sharp!

NADINE, *Cool!* Photo Editor

```
<dc:rights rdf:parseType
  ="Resource">
<prl:usage rdf:resource
  ="#use"/>
</dc:rights>
```

Time — 7 am Friday

```
<prism:person rdf:resource
  ="/Sharp/Celebs/BobFabulous/">
<prism:category rdf:resource
  ="#photo"/>
```

GUS: Photo, what can you give me? I need that shot of the eight-year-old Bob and his dog. And please tell me we have the plane he went down in.

JOAN *(gleefully)*: We have more than 300 older photos, including ...drum roll, please... his personal plane!

GUS: Great stuff, Joan. But do we own them?

JOAN: Mostly. And we have rights to use the rest. I only looked for photos we could publish right away. Want me to lock the favorites for our use, only, then jack up the price on all the stuff we license to outsiders?
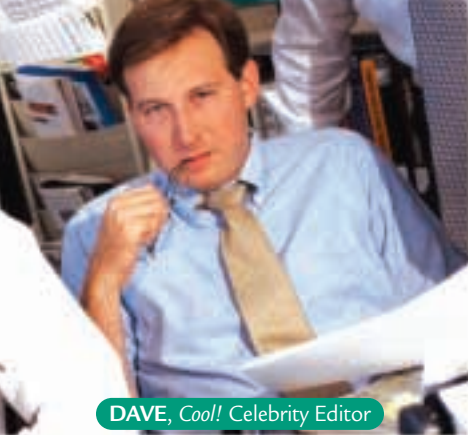
5

The editors can retrieve content quickly because *Sharp!*'s parent company has standardized on PRISM metadata. As the company acquires properties, it adds the new assets to the Digital Asset Management (DAM) or Content Management System (CMS) and describes them with PRISM metadata. Most of their partners also use PRISM metadata but if not, conversion routines are built in.

Joan found the photos by searching fields provided by PRISM metadata, including PRISM's rights tags. Due to the deadline crunch she looked only for photos they had rights to reuse.

JOAN, *Sharp!* Photo Editor

STAN *(groaning)*: Dave, can't we find any archived stories on Bob?

DAVE: We own some on his marriage. I found some about his family and professional life, but frankly, I'm not sure about the reuse rights.

STAN *(sighing)*: Be careful. Remember the Tasini case! Kathy, can't you find a picture of the plane or at least a graphic on the Caribbean weather patterns?

KATHY: Sure. *Aircraft*, the magazine we bought last month, has lots of photos of planes. But I have to go through every issue, one at a time to see if it's the right plane and then I have to find out if we have the rights to use it. If only...

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Dave, like Nadine, is limited in what he can find quickly.

With limited ability to locate resources by subject or type and no way to know if the assets can be reused, the editors of *Cool!* are forced to create virtually all the content from scratch — an expensive and time-consuming proposition.

```
<prism:person person rdf:resource=
    "/NowInc/Celebs/BobFabulous"/>
<dc:type rdf:resource="#interview"/>
<prism:category rdf:resource="#article"/>
```

```
<prism:releaseTime>
<prism:exipreTime>
<prl:industry>
<prl:geography>
<dc:rights>
```

SUSAN, *Sharp!* Celebrity Editor

GUS *(smiling)*: Sure! Let's keep the exclusives until just after we hit the streets. Susan, how about interviews and stories?

SUSAN: Got his life covered — marriage, business and family. There are tons of anecdotes.

GUS: But don't these come from our foreign publications and news feeds? Are you sure we have the rights to reuse them in our U.S.-based magazines and on the website? And can we re-distribute all of them?

SUSAN *(with satisfaction)*: Yup, yup — and yup. I only looked for pieces that we have rights for. We don't have time to make any deals. We even know how long we enjoy the rights before we have to re-negotiate them.

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Just like Joan, Susan was able to limit her searches, zeroing in on specific people, companies, and places. She could also look for particular kinds of pieces — interviews, articles, news briefs, even recipes — because of PRISM's category and type fields. And just like Joan, she could search the archives of partners and external suppliers because they all support the same standard.

The PRISM rights and permissions vocabulary facilitates reuse and clearance by explicitly specifying the rights and permissions for an asset, including restrictions on geography and industry, ways in which the resource may be used, and the dates and times at which the rights for reuse begin and end. The rights could be developed into rules implemented in software to make automatic substitutions, to provide alerts, and so on.

STAN *(sarcastically)*: I know, I know … If only Maynard was available. Will someone please get him! Now, what CAN we do right now?

KATHY: Well, we could try to buy or license exactly what we want.

STAN: OK. Get what you can — from whomever. Then hire some freelance writers and make sure you get rights for Web and external distribution. Draft more staff writers too. ***Let's move it!*** Get ad sales to start selling advertising — fast!

If there had been more time, Maynard could have made it all work. But he was buried in the archives, simultaneously searching through folders to verify the rights of *Cool!*'s assets, and glued to the telephone frantically trying to negotiate missing rights. He knows what's in the archives, but has no time to help everyone.

Since each property has its own categorization metadata, finding partners' content is tedious, but doable. But negotiating each asset's reuse is a nightmare! In this deadline crunch, the lack of standard metadata and tools that take advantage of it is a huge disadvantage.

Bill found these graphics quickly and easily through the use of the category and type fields provided by PRISM.

The Web site uses the <releaseTime> element to ensure that the magazine's content is not shown before the magazine hits the stands. For a substitute for the cover photo, Pat found an alternative funeral photo via the <hasAlternative> element. He could tell if the other content could be used on his site because of PRISM <usage> values.

Since this is a news event, a lot of content will have to be created from scratch. However, the quality of the coverage will be given a dramatic boost by the material from the archives.

9
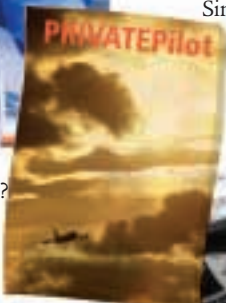
GUS: Bill, what do we know about the weather they were flying through? Have they found the plane yet?

BILL: No, but I've got background on the model — it's been very reliable. There's a story in *Private Pilot* — it'll make a great sidebar. Also got a graphic on the weird weather patterns and satellite images of the actual weather they were flying in, from the Weather Channel. Plenty of maps and 'local color' shots from the travel books too.

GUS: Man, we could do a full special issue. Pat, start putting the background stuff out on the Web site — everything we aren't going to print. Make it happen, people. Call ad sales. ***Hustle everyone! Don't lose focus on quality.***

```
<prism:object>Cessna Citation Bravo
</prism:object>
<prism:category rdf:resource="#photo"/>
<prism:category rdf:resource="#map"/>
<dc:coverage>Bermuda</dc:coverage>
```
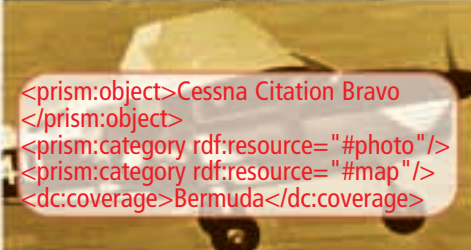
CNN reports that a busboy is being questioned regarding allegations that Bob and his entourage were at a party before leaving for the airport.

STAN: Get ad sales. Tell them to hold the ads from the alcohol companies pending further info. Also, have them go through the layout and pull any other ads that show alcohol. Nadine, get me some shots of Bob and booze — just in case this turns out to be an angle.
NADINE: No problem. But it will be tough to negotiate the rights on the weekend.

Cool! can easily identify ads from alcohol companies. But they can't execute a cross-system search for any image with alcohol in it. Instead, the *Cool!* staff has to look at every page.

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Time: 7:00 PM Friday through 2:00 AM Sunday.
Both magazines work feverishly on their coverage. They both deliver final layouts on time.

<pcv:Descriptor rdf:about="SIC-1988:513"><pcv:label>
Beer, Wine, and Distilled Alcoholic Beverages</pcv:label>
</pcv:Descriptor>

out

GUS: Get ad sales. Tell them to hold the ads from the alcohol companies pending further info. Also, find any other ad that even mentions alcohol. Replace them all with place markers—for now. Joan, look for photos of Bob that link him to alcohol. We can jump on this if alcohol turns out to be a factor in the crash.

JOAN *(hunched over laptop)*: Hey, here are some pictures of Bob at a recent charity function, with glass raised high.

GUS: ***We're cooking now!***

in

The ads from the alcohol companies are easily found. Harder to find is an ad for designer jeans that might be set in an upscale bar showing alcohol. Since *Sharp!*'s ad management system (AMS) uses the same rich PRISM elements and subject codes as their DAM, finding the alcohol-related ads is straightforward.

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Act 4: The Dénouement

Monday — 8 AM.

Stan knows it's going to be a bad day when he hears NPR *(National Public Radio)* praising *Sharp!*'s special issue on the untimely death of Bob Fabulous. At a corner newsstand, he picks up a copy of *Sharp!*

STAN *(muttering to himself)*: How the … did they get all of this material together in 48 hours! It must have cost them a fortune in extra staff! Even then it seems impossible. Their staff is no better than mine.

The difference was not staff quality, or even bodies. Standardized metadata and software tools that take advantage of that standard gave *Sharp!* the competitive advantage. The editors were liberated from laboriously searching through masses of content and then finding the rights. They were free to concentrate on their real jobs: creating, publishing and distributing a great editorial product.

The staff of *Cool!* scrambled to meet the challenge of the issue but could not match *Sharp!*'s special coverage. As a result, *Cool!* missed revenue opportunities.

- *Cool!* couldn't charge more for their issue since they had only created an insert.

- *Cool!* couldn't raise advertising rates for their issue since projected circulation was not substantially higher.

- *Cool!* could increase advertising only a small amount.

- *Cool!* did enjoy some increase in circulation but at the newsstand most people bought *Sharp!*

- *Cool!* couldn't justify an ad rate increase for subsequent issues.

- *Cool!* did enjoy increased traffic to their Web site for a short time but it was not prolonged enough to raise ad rates.

- *Cool!* was unable to leverage their coverage into additional revenue-generating vehicles.

    - *Cool!*'s costs were higher.

    - *Cool!* had to purchase content from partners because they couldn't rapidly search their own archives.

- *Cool!* was forced to hire many freelancers to produce the issue since most of the background text and graphics had to be recreated.

- *Cool!* paid a lot of overtime in producing the issue.

The staff of *Sharp!*, efficient and focused on creating and integrating editorial content rather than on finding or acquiring assets, produced a superior product and garnered the praise of the magazine community. **And**, it generated new revenue.

Due to the additional coverage:

- *Sharp!* increased the newsstand cost of their special issue.

- *Sharp!* could charge higher advertising rates and maintain those rates into subsequent issues.

- *Sharp!* sold more advertising.

- *Sharp!* increased the normal monthly circulation.

- *Sharp!*'s Web site attracted more traffic, allowing an increase in ad rates.

- *Sharp!* produced multiple new vehicles:

    - new content distribution agreements with various news portals

    - a retrospective Web site that included chat — driving constant new traffic

    - enough content for both a paperback and an ebook commemorating the life of Bob Fabulous

Sharp! also controlled costs:

- *Sharp!* saved money by reusing existing content.

- *Sharp!* hired a minimum of extra staff to produce the special issue.

- *Sharp!* kept overtime for the production to a minimum.

PRISM 1.2 Quick Reference

PRISM ELEMENTS BY FUNCTION

GENERAL PURPOSE

dc:identifier
dc:title
dc:creator
dc:contributor
dc:language
dc:description
dc:format
dc:subject
dc:type
prism:category
prism:startingPage
prism:byteCount
prism:wordCount

TIMES AND DATES

dc:date
prism:coverDate
prism:coverDisplayDate
prism:creationDate
prism:modificationDate
prism:publicationDate

PROVENANCE

dc:publisher
prism:publicationName
prism:volume
prism:number
prism:edition
prism:issueName
prism:receptionDate
prism:distributor
dc:source

SUBJECT DESCRIPTION

dc:subject
dc:description
dc:coverage
prism:section
prism:teaser
prism:industry
prism:location
prism:object
prism:organization
prism:person

RELATIONS

dc:relation
prism:hasAlternative
prism:hasCorrection
prism:hasFormat
prism:hasPart
prism:hasPreviousVersion
prism:hasTranslation
prism:isCorrectionOf
prism:isFormatOf
prism:isPartOf
prism:isReferencedBy
prism:isTranslationOf
prism:isRequiredBy
prism:isVersionOf
prism:references

RIGHTS

dc:rights
prism:copyright
prism:embargoDate
prism:expirationDate
prism:rightsAgent
prl:geography
prl:industry
prl:usage

TABLE 1: NAMESPACES USED IN PRISM DESCRIPTIONS

Namespace	*Recommended Namespace Declaration*
Resource Description Framework	xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
Dublin Core	xmlns:dc="http://purl.org/dc/elements/1.1/"
PRISM	xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/"
PRISM Controlled Vocabulary	xmlns:pcv="http://prismstandard.org/namespaces/1.2/pcv/"
PRISM Inline Markup	xmlns:pim="http://prismstandard.org/namespaces/1.2/pim/"
PRISM Rights Language	xmlns:prl="http://prismstandard.org/namespaces/1.2/prl/"

TABLE 2: BASE URIs FOR PRISM CONTROLLED VOCABULARIES

Vocabulary Name	*Base URI*
Content Categories (genres)	http://prismstandard.org/vocabularies/1.2/category.xml
Resource Types (presentation types)	http://prismstandard.org/vocabularies/1.2/resourcetype.xml
PRL Usage Types	http://prismstandard.org/vocabularies/1.2/usage.xml
PRISM Rights	http://prismstandard.org/vocabularies/1.2/rights.xml

PRISM Elements by Namespace

Terms for Presentation Types

article
birdsEye
book
body
caption
catalog
clip
close-up
credit
correction
electronicBook
graph
homePage
illustration
index
interactiveContent
Issue
journal
list
magazine
manual
map
newspaper
photo
sidebar
table
webPage
wormsEye

PRISM Controlled Vocabulary Namespace

broaderTerm
code
definition
Descriptor
label
narrowerTerm
relatedTerm
synonym
vocabulary

Terms for Content Genre

abstract
acknowledgement
advertisement
authorBio
autobiography
bibliography
biography
brief
cartoon
classifiedAd
column
dateline
electionResults
eventsCalendar
feature
financialStatement
interview
legalDocument
letterToEditor
logo
newsBulletin
notice
obituary
opinion
poll
portrait
pressRelease
productDescription
profile
quotation
recipe
review
stockQuote
schedule
tableOfContents
transcript

Terms for Basic PRISM Rights

notReusable

Terms for PRL Usages

none
use
notApplicable
permissionsUnknown

Dublin Core Namespace

contributor
creator
date
description
format
identifier
language
publisher
relation
rights
source
subject
title
type

PRISM Rights Language Namespace

geography
industry
usage

PRISM Inline Markup Namespace

location
objectTitle
organization
person
quote

PRISM Namespace

byteCount
category
copyright
coverDate
coverDisplayDate
creationDate
distributor
edition
embargoDate
event
expirationDate
hasAlternative
hasCorrection
hasFormat
hasPart
hasPreviousVersion
hasTranslation
industry
isCorrectionOf
isFormatOf
isPartOf
isReferencedBy
issueName
isTranslationOf
isRequiredBy
isVersionOf
location
modificationDate
number
object
organization
person
publicationDate
receptionDate
references
rightsAgent
section
startingPage
teaser
volume
wordCount

14

gettyimages

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To become a PRISM Working Group or Network member visit www.prismstandard.org. Get your company involved in this critical industry initiative!

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  EasyPress Technologies Inc.
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  ITWorld (IDG Publications)
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■●❋ **L. A. Burman Associates Inc.**
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❋ **LingoMotors Inc.**
❋ **Lippincott Williams & Wilkins,**
  a Wolters Kluwer Company
  MarketSoft Corporation
  Netscape Corporation
❋ **Oracle Corporation**
❋ **Publishing Connections Inc.** (PCI)
■ ❋ **Quark Inc.**
■ ❋ **Reed Business Information US,**
  a division of Reed Elsevier plc
■ **Sothebys.com**
❋ **Stellent, Inc.** (■ through Kinecta)
▲❋ **Taxonomy Strategies**
❋ **The McGraw-Hill Companies**
■❖❋**Time Inc.**
■ ❋ **Vignette Corporation**
■ **Wavo Inc.**
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❋ Current Working Group member