Version 1.0

The PRISM Source Vocabulary Markup Specification

September 27, 2012

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1 STATUS

1.1 Document Status

The status of this document is:

✓	Draft	November 8, 2011
✓	Released for Public Comment	December 12, 2011
✓	Final Draft Released	June 12, 2012
✓	Final Spec Released	September 27, 2012

1.2 Document Location

The location of this document is:

http://www.prismstandard.org/specifications/psv/1.0/PSV_Markup.pdf
or
http://www.prismstandard.org/specifications/psv/1.0/PSV_Markup.htm

1.3 Version History

Version Number	Release Date	Editor	Description
1.0	12/15/2011	Kennedy	Draft for Public Comment
1.0	06/12/2012	Kennedy	Final Draft
1.0	09/27/2012	Kennedy	Final Specification

2 PSV Documentation Structure

PSV is described in a set of formal, modularized documents that, taken together, represent "the nextPub Specification". Together these documents comprise the nextPub Documentation Package.

2.1 Normative and Non-normative Sections

Documents in the nextPub PSV Documentation Package may contain both normative and non-normative material.

2.1.1 Requirement Wording Note

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]. The PRISM Specification also uses the normative term, "STRONGLY ENCOURAGES," which should be understood as a requirement equivalent to "MUST" in all but the most extraordinary circumstances.

Capitalization is significant; lower-case uses of the key words are intended to be interpreted in their normal, informal, English language way.

2.2 The PSV Documentation Package

The nextPub Working Group has developed a series of specifications collectively known as the PRISM Source Vocabulary. The use case for PSV is to encode semantically rich content that can be transformed and delivered to any platform in that platform-native format. This Specification is made up of a modular documentation package that builds on PRISM 3.0 and HTML5. Over time new modules may be added to the documentation package. The documentation package for the nextPub PRISM Source Vocabulary Specification Version 1.0 consists of:

Document	Description
PRISM Source Vocabulary Specification Overview [PSVSO] http://www.prismstandard.org/specifications/psv/1.0/PSV_overview.pdf or http://www.prismstandard.org/specifications/psv/1.0/PSV_overview.htm	The Introduction to the PRISM Source Vocabulary provides an introduction and a non-technical overview of the PRISM Source Vocabulary.
PRISM Source Vocabulary Specification [PSVS] http://www.prismstandard.org/specifications/psv/1.0/PSV.pdf or http://www.prismstandard.org/specifications/psv/1.0/PSV.htm	The PRISM Source Vocabulary Specification defines semantically rich for source metadata and content markup that can be transformed and served to a wide variety of output devices including eReaders, mobile tablet devices, smart phones and print.
PRISM Source Vocabulary Markup Specification [PSVMS] http://www.prismstandard.org/specifications/psv/1.0/PSV_markkup.pdf or http://www.prismstandard.org/specifications/psv/1.0/PSV_markup.htm	The PSV Markup Specification documents the XML tags in the PSV namespace that are used to encode XML Source Content.

Document	Description
PAM to PSV Guide [PAMPSVGUIDE] http://www.prismstandard.org/specifications/psv/1.0/PAM_PSV.pdf or http://www.prismstandard.org/specifications/psv/1.0/PAM_PSV.htm	This Guide documents mappings from PAM XML to PSV XML. It is normative only.

2.3 The PRISM Documentation Package

Because PSV is built on PRISM 3.0, there is a close relationship between the two specifications. In fact, access to the PRISM 3.0 Documentation Package is critical to the implementation of PSV. The PRISM 3.0 Documentation Package consists of:

2.3.1 General Documents

This is a set of general or overview documents that apply to PRISM.

Document	Description
PRISM Introduction [PRISMINT] http://www.prismstandard.org/specifications/3.0/PRISM_introduction_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_introduction_3.0.htm	Overview, background, purpose and scope of PRISM; examples; contains no normative material.
PRISM Compliance [PRISMCOMP] http://www.prismstandard.org/specifications/3.0/PRISM_compliance_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_compliance_3.0.htm	Describes three profiles of PRISM compliance for content and systems; includes normative material.

2.3.2 PRISM Metadata Specifications

This is the set of documents that outline the prism metadata fields and values by PRISM metadata category. PRISM has modularized its metadata specification by namepace so users may pick those modules that meet their unique business requirements without having to implement the entire PRISM specification.

Document	Description
The PRISM Basic Metadata Specification [PRISMBMS] http://www.prismstandard.org/specifications/3.0/PRISM_Basic_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Basic_Metadata_3.0.htm	Describes the basic metadata elements contained in the PRISM namespace to describe article content; includes normative material.
PRISM Advertising Metadata Specification [PRISMADMS] http://www.prismstandard.org/specifications/3.0/PRISM_Advertising_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Advertising_Metadata_3.0.htm	Describes advertising metadata elements including those drawn from AdsML, GWG and Ad-ID; includes normative material.

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Document	Description
The PRISM Subset of Dublin Core Metadata Specification [PRISMDCMS] http://www.prismstandard.org/specifications/3.0/PRISM_Dublin_Core_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Dublin_Core_Metadata_3.0.htm	Describes the metadata elements from the Dublin Core namespace that are included in PRISM; includes normative material.
The PRISM Image Metadata Specification [PRISMIMS] http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_Specification_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_Specification_3.0.htm	Describes the metadata elements contained in the PRISM Metadata for Images Namespace and other related image namespaces, includes normative material.
The PRISM Recipe Metadata Specification [PRISMRMS] http://www.prismstandard.org/specifications/3.0./PRISM_Recipe_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0./PRISM_Recipe_Metadata_3.0.htm	Describes the metadata elements contained in the PRISM Recipe Metadata Namespace, includes normative material
The PRISM Usage Rights Metadata Specification [PRISMURMS] http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.htm	Describes the metadata elements contained in the PRISM Usage Rights Namespace; includes normative material. This namespace will supersede elements in both the prism: and prl: namespaces in version 3.0 of the specification.

2.3.3 PRISM Aggregator Message Markup Specification

This module documents the PRISM Markup Elements and Attributes for use with the PRISM Aggregator Message. At the time of the publication of the Introduction to PRISM, the PAM Message remains at version 2.1. This set of documents includes:

Document	Description
The PRISM PAM Markup Specification [PRISMPAMMS] http://www.prismstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.pdf or http://www.prismstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.htm	Describes the XML elements and attributes used to encode the PRISM Aggregator Message from both the pam: and pim: namespaces; includes normative material.

2.3.4 PRISM Inline Markup Specification

This module documents the PRISM Inline Markup Elements and Attributes for use with the PRISM Aggregator Message. This set of documents includes:

PSV Markup Specification V1.0

Document	Description
The PRISM Inline Markup Specification [PRISMIMS] http://www.prismstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification 3.0.pdf or http://www.prismstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification 3.0.htm	Describes the XML elements used to encode the inline markup for the PRISM Aggregator Message. Includes normative material.

2.3.5 PRISM Controlled Vocabulary Specifications

These modules are new with PRISM 3.0. All controlled vocabularies and their terms are documented in this publication set.

Document	Description
The PRISM Controlled Vocabulary Markup Specification [PRISMCVMS] http://www.prismstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.htm	Describes the metadata fields in the PRISM Controlled Vocabulary Namespace that can be used to describe a controlled vocabulary. Actual PRISM controlled vocabularies are now placed in the PRISM Controlled Vocabularies Specification [PRISMCVS]
The PRISM Controlled Vocabularies Specification [PRISMCVS] http://www.prismstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.htm	The PRISM Controlled Vocabularies are now documented in this document.

2.4 PSV Content Management Schema

In order to assist implementers develop a PSV-based federated content management solution, the nextPub Working Group is providing an XML Schema (XSD) that can serve as the basis for the design of a PSV content repository.

> **Note:** The PSV CM schema is not designed for tagging content. It is provided simply to serve as a basis for the design of a content repository. Metadata building blocks from this schema can be combined with HTML5 by publishers who wish to develop a hybrid PSV metadata and content tagging schema.

2.5 Other PSV Schemas

Because PSV is a flexible framework, it supports many different use case scenarios. A different schema, using the PSV metadata fields and content encoding can be developed for each different use case. In order to assist PSV implementers, the nextPub Working Group is planning to provide a number of XML Schemas (XSDs) to support common use cases including tagging an article and transmitting articles to content aggregators. These PSV sample schemas will be available from the nextPub website (http://www.nextpub.org) and documented in the nextPub PSV Implementation Guide that will be published following the publication of this specification.

3 INTRODUCTION

3.1 Purpose and Scope

The purpose of this document is to describe the basic XML elements and attributes that the nextPub Working Group has defined in the psv: namespace.

All the element definitions appear in a uniform format. Each element definition begins with two fields – the Name and the Identifier of the element. The Name is a human-readable string that can be translated into different languages.

3.2 Changes in this document nclude:

This is the first version of this Specification.

4 Element and Attribute Definitions from the PSV Namespace

4.1 PSV Namespace

The nextPub psv: namespace has been developed to support an XML tag set (with a schema) specifically designed to encode PSV source content. PSV metadata fields and controlled vocabularies are *not* encoded within the PSV namespace. These fields and controlled vocabularies are taken from prism: and related metadata namespaces. The psv: namespace is reserved for containing elements for metadata fields developed within the PRISM metadata specifications. PSV is an XML tag set that provides high-level markup structures and uses PRISM metadata for a very specific purpose. PRISM remains the core specification for metadata and controlled vocabularies.

The recommended namespace for PSV markup is:
xmlns:psv ="http://prismstandard.org/namespaces/psv/1.0/"

4.1.1 Relationship to PRISM

PSV builds upon the foundation of PRISM Specifications. PSV defines XML structures for tagging source content, but it *does not* define its own metadata fields or controlled vocabularies. PSV is built upon PRISM and relies on the metadata fields and controlled vocabularies defined by PRISM. Of necessity, the development of PSV has mandated an update to the current version of PRISM because new metadata fields and controlled vocabularies and terms must be added to support nextPub functionality. Therefore PRISM 3.0 will be published simultaneously with the publication of nextPub 1.0 and will be highly referenced by the PRISM Source Vocabulary Specification [PSVS]. See Figure 4.1.

4.1.2 Relationship to PAM

PAM is the PRISM Aggregator Message. PAM is an XML tag set (with a schema) built on the foundation of PRISM metadata and controlled vocabularies. PAM defines XML structures for tagging content to be sent to aggregators, but it *does not* define its own metadata fields or controlled vocabularies. The use case for PAM was originally to encode magazine articles in XML to deliver content to aggregators. While some publishers currently use PAM XML as a content source, that was not the original intent. PAM is an application of PRISM, but PAM and PRISM are not synonymous. PAM is an XML tag set that uses PRISM metadata for a very specific purpose while PRISM remains the core specification for metadata and controlled vocabularies. See Figure 4.1.

Figure 4.1 Relationship of PSV to PRISM and PAM

> **Note:** Because nextPub is not build directly on PAM, A ***PAM to nextPub Transformation Guide*** to document the transformation from PAM encoded content to nextPub XML will be part of the future nextPub Documentation Set. This Guide will enable those publishers currently using PAM XML to encode their source content to move to nextPub as the XML Content Source in the future. An additional ***nextPub to PAM Transformation Guide*** will also be developed so those publishers using nextPub XML as their content source can continue to deliver PAM XML to aggregators.

4.2 PSV Element Definitions

The documentation for the psv: namespace elements are listed alphabetically. To understand the relationship of these elements with one another and with elements from other namespaces, see the PRISM Source Vocabulary Specification [PSVS].

4.2.1 psv:adBooking

Name	Ad Booking
Identifier	psv:adBooking
Definition	This element is a container for the metadata fields associated with the ad booking transaction.
Occurrence	Occurs 0 or 1 time
Comment	See PRISM Ad Materials Metadata Specification[PRISMADMMS] for the structure and a full description of the ad booking metadata fields.
Attributes	None

Model	adsml-at:SellerPlacementID, adsml-at:BuyerName, prism-ad:adPosition, prism-ad:targetAudience, gwg-at:PartVersion, adsml-at:Remarks
Occurs In	psv:description
Example	<psv:adBooking> <adsml-at:BuyerName>Media Associates</adsml-at:BuyerName> <prism-ad:adPostion>BC</prism-ad:adPosition> </psv:adBooking>

4.2.2 psv:adIDBlk

Name	Ad Identification Block
Identifier	psv:adIDBlk
Definition	This element is a container for Ad identification metadata fields
Occurrence	Occurs 0 or 1 time
Comment	See PRISM Advertising Metadata Specification[PRISMADMS] for the structure and a full description of the ad identification metadata fields.
Attributes	None
Model	adsml-at:PrimaryMaterialsID, prism-ad:IDType?, prism-ad:adTitle
Occurs In	psv:uniqueIdentifier
Example	<psv:adIDBlk> <adsml-at:PrimaryMaterialsIdentifier>ACDV1234567</adsml-at:PrimaryMaterialsIdentifier> <prism-ad:IDType>Ad-ID</prism-ad:IDType> <prism-ad:adTitle>Mac & Cheese is for adults too! </prism-ad:adTitle> </psv:adIDBlk>

4.2.3 psv:adMaterials

Name	Ad Materials
Identifier	psv:adMaterials
Definition	This element is a container for the metadata fields associated with the ad materials production.
Occurrence	Occurs 0 or 1 time
Comment	See PRISM Ad Materials Metadata Specification [PRISMADMMS] for the structure and a full description of the ad materials metadata fields.
Attributes	None
Model	(adsml-at:CreatorName?, adsml-at:AdvertiserName?, adsml-at:AdvertisedProduct?, adsml-at:PrintFixArea?
Occurs In	psv:description
Example	<psv:adMaterials> <adsml-at:CreatorName>ABC Agency</adsml-at:CreatorName> <adsml-at:AdvertiserName>Kraft Foods</adsml-as:AdvertiserName> </psv:adMaterials>

4.2.4 psv:aggregationInfo

Name	Aggregation Info
Identifier	psv:aggregationInfo
Definition	This element is a container for the metadata fields associated with the aggregation where this content is used..
Occurrence	Occurs 0 or 1 time

Comment	See PRISM Source Vocabulary Specification [PSVS] for the structure and a full description of aggregation info metadata fields.
Attributes	None
Model	(prism:aggregationType, dc:identifier, prism:platform?, prism:device*)
Occurs In	psv:whereUsed
Example	<psv:aggregationInfo> <prism:aggregationType>book</prism:aggregationType> <dc:identifier>K1213</dc:identifier> </psv:aggregationInfo>

4.2.5 psv:articleInfo

Name	Article Info
Identifier	psv:publicationInfo
Definition	This element is a container for the metadata fields associated with the article where this content is used..
Occurrence	Occurs 0 or 1 time
Comment	See PRISM Source Vocabulary Specification [PSVS] for the structure and a full description of article information metadata fields.
Attributes	None
Model	
Occurs In	psv:description
Example	<psv:articleInfo> <prism:startingPage>24</prism:startingPage> <prism:section>Lifestyle</prism:section> </psv:articleInfo>

4.2.6 psv:blogEntryInfo

Name	Blog Entry Info
Identifier	psv:blogEntryInfo
Definition	This element is a container for the metadata fields associated with a blog entry where this content is used..
Occurrence	Occurs 0 or 1 time
Comment	See PRISM Source Vocabulary Specification [PSVS] for the structure and a full description of article information metadata fields. This field refines psv:blogInfo.
Attributes	None
Model	*prism:publicationDate, dc:title, meta
Occurs In	psv:whereUsed
Example	<psv:blogEntryInfo> <prism:publicationDate>09/21/2012</prism:publicationDate> <dc:title>In a Panic</dc:title> </psv:blogEntryInfo>

4.2.7 psv:blogInfo

Name	Blog Info
Identifier	psv:blogInfo
Definition	This element is a container for the metadata fields associated with the blog where this content is used..
Occurrence	Occurs 0 or 1 time

Comment	See PRISM Source Vocabulary Specification [PSVS] for the structure and a full description of article information metadata fields.
Attributes	None
Model	Prism:blogtitle, prism:blogURL?, meta?
Occurs In	psv:whereUsed
Example	<psv:blogInfo> <prism:blogTitle>Dianne Kennedy's Blog</prism:blogTitle> <prism:blogID>568879</prism:blogID> </psv:blogInfo>

4.2.8 psv:chapterInfo

Name	Chapter Info
Identifier	psv:chapterInfo
Definition	This element is a container for the metadata fields associated with a chapter where this content is used..
Occurrence	Occurs 0 or 1 time
Comment	See PRISM Source Vocabulary Specification [PSVS] for the structure and a full description of article information metadata fields. This field refines psv:bookInfo
Attributes	None
Model	prism:chapterNumber?, dc:title?, prism:startingPage?, prism:endingPage?, prism:pageCount?, prism:samplePageRange?, prism:section?, meta*
Occurs In	psv:whereUsed
Example	<psv:chapterInfo> <prism:chapterNumber>10</prism:chapterNumber> <dc:title>Main Dishes</dc:title> <prism:startingPage>73</prism:startingPage> <prism:endingPage>74</prism:endingPage> </psv:chapterInfo>

4.2.9 psv:components

Name	Components
Identifier	psv:components
Definition	This element is a container for the metadata fields associated with components of an article or other nextPub content.
Occurrence	Occurs 0 to 1 time
Comment	
Attributes	None
Model	Attributes: refines= , componentType= dc:identifier, dc:title, psv:creators?, psv:usageRights?, psv:meta*
Occurs In	psv:metadata
Example	<psv:components> <psv:otherComponent> <dc:identifier>234KY8</dc:identifier> <dc:title>Recipe Tip #1</dc:title> <psv:otherComponent> </psv:components>

4.2.10 psv:componentType

Name	Component Type
Identifier	psv:componentType
Definition	This element indicates the type of component for which metadata is being expressed.
Occurrence	1 time
Comment	
Attributes	None
Model	text
Occurs In	psv:metadata
Example	<psv:componentType>image</psv:componentType>

4.2.11 psv:content

Name	Content
Identifier	psv:content
Definition	This element is a container for nextPub content coded in HTML5
Occurrence	Occurs 1 time
Comment	
Attributes	None
Model	html5:head, html5:body
Occurs In	psv:nextPub
Example	<psv:nextPub> <psv:metadata> . . . </psv:metadata> <psv:content> . . . </psv:content> </psv:nextPub>

4.2.12 psv:creators

Name	Creators Block
Identifier	psv:creator
Definition	This element is a container for nextPub creator/contributor metadata
Occurrence	Occurs 0 or 1 time
Comment	
Attributes	None
Model	dc:creator*, dc:contributor*
Occurs In	psv:metadata
Example	<psv:metadata> <psv:creators> <dc:creator prism:role="writer">Phil Taylor</dc:creator> </psv:creators> </psv:metadata>

4.2.13 psv:description

Name	Description
Identifier	psv:description
Definition	This element is a container for the metadata fields describing a unit of content such as an article or advertisement.
Occurrence	Occurs 0 or 1 time

Comment	
Attributes	None
Model	prism:genre*, dc:subject*, dc:description?, dc:language*, prism:keyword*, dc:creator*, dc:contributor*, prism:flipDirection?, prism:wordCount?, prism:byteCount?, prism:event*, prism:industry*, prism:field*, prism:location*, prism:object*, prism:organization*, prism:person*, prism:timePeriod*, prism:ticker*, psv:adMaterials?, psv:adBooking?, psv:meta*
Occurs In	psv:metadata
Example	<psv:description> <prism:genre>feature</prism:genre> <prism:genre>opinion</prism:genre> <dc:creator prism:role="writer">Phil Taylor</dc:creator> <prism:wordcount>2175</prism:wordcount> <prism:organization>Colorado Rockies</prism:organization> </psv:description>

4.2.14 psv:IDBlk

Name	Identification Block
Identifier	psv:metadata
Definition	This element is a container for the metadata fields that provide identification for non-advertising content.
Occurrence	Occurs 0 or 1 time
Comment	See [PAMGUIDE] for the structure and a full description of pam:article.
Attributes	xmlns:pam=, xmlns:prism=, xmlns:dc=, xmlns:pim=
Model	head (body)? (redefined in the PAM DTD to serve as containers) See [PAMGUIDE].
Occurs In	psv:uniqueID
Example	<psv:uniqueID> <psv:IDBlk> <dc:identifier>20110502044</dc:identifier> <dc:title> Oh, The Places They'll Go</dc:title> </psv:IDBlk> </psv:uniqueID>

4.2.15 psv:issueInfo

Name	Issue Info
Identifier	psv:issueInfo
Definition	This element is a container for the metadata fields associated with the issue where this content is used..
Occurrence	Occurs 0 or 1 time
Comment	See PRISM Source Vocabulary Specification [PSVS] for the structure and a full description of issue information metadata fields.
Attributes	None
Model	(prism:versionIdentifier?, prism:productCode?, prism:issn?, prism:elssn?, , prism:uspsNumber?, prism:volume?, prism:numbe?, prism:edition?, prism:coverDate?, prism:coverDisplayDate, prism:publicationDate, prism:publicationDisplayDate?, prism:onSaleDate?, prism:offSaleDate?, prism:issueName?, prism:issueType?, prism:aggregateIssueNumber?, prism:issueIdentifier?, prism:issueTeaser?, prism:meta?)
Occurs In	psv:whereUsed
Example	<psv:issueInfo>

	<prism:coverDate>05/05/2005</prism:coverDate> <prism:issueName>Mobile Advertising Issue</prism:issueName> </psv:issueInfo>

4.2.16 psv:meta

Name	Meta
Identifier	psv:meta
Definition	This element allows for the encoding of metadata from specifications outside IDEAlliance PRISM.
Occurrence	Occurs 0 to many times
Comment	
Attributes	prefix=, name=, content=
Model	Empty
Occurs In	psv:description, psv:mediaDescription
Example	<meta prefix=”adsml-at” name=”color” content=”BW”/>

4.2.17 psv:metadata

Name	Metadata Block
Identifier	psv:metadata
Definition	This element is a container for all nextPub metadata fields.
Occurrence	Occurs 1 time
Comment	All metadata goes inside the nextPub metadata block. Metadata is not allowed witin the HTML5 <head element.
Attributes	None
Model	prism:contentType, psv:uniqueID, psv:description?, psv:relations?, psv:usageRights?, psv:components?, psv:whereUsed?
Occurs In	psv:nextPub
Example	<psv:nextPub> <psv:metadata> <prism:contentType>article</prism:contentType> <psv:uniqueID> <psv:IDBlk> <dc:identifier>20110502044</dc:identifier> <dc:title> Oh, The Places They'll Go</dc:title> </psv:IDBlk> </psv:uniqueID> <psv:description> <prism:genre>feature</prism:genre> <prism:genre>opinion</prism:genre> <dc:creator prism:role="writer">Phil Taylor</dc:creator> <prism:wordcount>2175</prism:wordcount> <prism:organization>Colorado Rockies</prism:organization> </psv:description> <psv:whereUsed> <prism:aggregationType>magazine</prism:aggregationType> <prism:platform>tablet</prism:platform> <prism:device>iPad 1</prism:device> <prism:publisher>Time, Inc.</prism:publisher> <prism:publicationName>Sports Illustrated</prism:publicationName> <prism:issueIdentifier>SI20110502</prism:issueIdentifier>

	<prism:coverDate>2011-05-02</prism:coverDate> <prism:coverDisplayDate>May 2, 2011</prism:coverDisplayDate> <prism:volume>114</prism:volume> <prism:number>18</prism:number> <prism:issn>0038-822X</prism:issn> <prism:startingPage>44</prism:startingPage> <prism:section>BASEBALL</prism:section> <prism:subsection1>THE ROCKIES</prism:subsection1> </psv:whereUsed> </psv:metadata>

4.2.18 psv:psv

Name	PRISM Source Vocabulary
Identifier	psv:psv
Definition	This element is the container for one unit of content
Occurrence	Occurs 1 time
Comment	This is the Root Element for PSV
Attributes	None
Model	psv:metadata, psv:content
Occurs In	--
Example	<psv:psv> <psv:metadata> . . . </psv:metadata> <psv:content> . . . </psv:content> </psv:psr>

4.2.19 psv:publicationInfo

Name	Publication Info
Identifier	psv:publicationInfo
Definition	This element is a container for the metadata fields associated with the publication where this content is used..
Occurrence	Occurs 0 or 1 time
Comment	See PRISM Source Vocabulary Specification [PSVS] for the structure and a full description of publication information metadata fields.
Attributes	None
Model	(prism:publisher?, prism:publicationName?, prism:corporateEntity?, prism:sellingAgency?, prism:publishingFrequency?, prism:onSaleDay?, prism:meta?)
Occurs In	psv:whereUsed
Example	<psv:publicationInfo> <prism:publisher>IDEAlliance</prism:publisher> <prism:publicationName>Spectrum</prism:publicationName> </psv:publicationInfo>

4.2.20 psv:relations

Name	Relations Metadata
Identifier	psv:relations
Definition	This element is a container for the metadata fields that provide relationship information among content units such as articles
Occurrence	Occurs 0 or 1 time

Comment	See The PRISM Dublin Core Metadata Specification [PRISMDCMS] for more information about the relations metadata fields. Note that values for the relations fields must be non-literal values such as a URI.
Attributes	None
Model	dcterms:hasPart*, dcterms:isPartOf*, dcterms:requires*, dcterms:isRequiredBy*
Occurs In	psv:metadata
Example	<psv:relations> <dcterms:isPartOf>/usnews/articles/June/2011/kkry02.xml</dcterms:isPartOf> </psv:relations.

4.2.21 psv:supplementInfo

Name	Supplement Info
Identifier	psv:supplementInfo
Definition	This element is a container for the metadata fields associated with the supplement where this content is used..
Occurrence	Occurs 0 or 1 time
Comment	See PRISM Source Vocabulary Specification [PSVS] for the structure and a full description of supplement information metadata fields.
Attributes	None
Model	
Occurs In	psv:whereUsed
Example	<psv:supplementInfo> <prism:supplementTitle></prism:supplementTitle> </psv:supplementInfo>

4.2.22 psv:uniqueID

Name	Unique Identifier
Identifier	psv:uniqueID
Definition	This element is a container for the metadata fields that provide a unique identifier for any unit of nextPub content.
Occurrence	Occurs 1 time
Comment	A unique identifier is required for each nextPub content unit.
Attributes	None
Model	IDBlk or adIDBlk
Occurs In	pam:message
Example	<psv:uniqueID> <psv:IDBlk> <dc:identifier>20110502044</dc:identifier> <dc:title> Oh, The Places They'll Go</dc:title> </psv:IDBlk> </psv:uniqueID>

4.2.23 psv:usageRights

Name	Usage Rights
Identifier	psv:usageRights
Definition	This element is a container for the metadata fields associated with the usage rights of a content unit.
Occurrence	Occurs 0 or 1 time

Comment	See The PRISM Usage Rights Metadata Specification [PRISMURMS] for the structure and a full description of usage rights metadata.
Attributes	None
Model	pur:reuseProhibited?, pur:agreement*, pur:permissions*, pur:restrictions*, pur:copyright*, pur:creditLine*, pur:rightsAgent*, pur:rightsOwner*, pur:expirationDate*, pur:embargoDate*, pur:exclusivityEndDate*, pur:optionEndDate*, pur:adultContentWarning*,
Occurs In	pam:message
Example	<psv:usageRights> <pur:reuseProhibited>No</pur:reuseProhibited> <pur:restrictions>No rights in Europe</pur:restrictions> </psv:usageRights>

4.2.24 psv:websiteInfo

Name	Article Info
Identifier	psv:websiteInfo
Definition	This element is a container for the metadata fields associated with the website where this content is used..
Occurrence	Occurs 0 or 1 time
Comment	See PRISM Source Vocabulary Specification [PSVS] for the structure and a full description of website information metadata fields.
Attributes	None
Model	
Occurs In	psv:whereUsed
Example	<psv:websiteInfo> <prism:url>http://www.idealliance.org/spectrummagazine/</prism:url> </psv:websiteInfo>

4.2.25 psv:whereUsed

Name	Where Used
Identifier	psv:whereUsed
Definition	This element is a container for the metadata fields associated with usage for a unit of content such as an article or media asset.
Occurrence	Occurs 0 to many times
Comment	The intent of this field is to track each use of a unit of content such as an article. When an article is published in print, on a smart phone and on two tablets, 4 instances of use may be recorded.
Attributes	None
Model	psv:aggregationInfo? psv:publicationInfo?, psv:issueInfo?, psv:articleInfo?, psv::websiteInfo?, psv: supplementInfo?, psv:bookInfo?, psv:chapterInfo?, psv:blogInfo?, psv:blogEntryInfo?
Occurs In	psv:metadata
Example	<psv:whereUsed> <prism:aggregationInfo> <prism:aggregationType>magazine</prism:aggregationType> <prism:platform>tablet</prism:platform> <prism:device>iPad 1</prism:device> </prism:aggregationType> </psv:whereUsed>