



# IPTC

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*IPTC - NAA*  
*Information*  
*Interchange*  
*M o d e l*  
*Guideline 2*

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**INTERNATIONAL PRESS TELECOMMUNICATIONS COUNCIL**

**IMPLEMENTATION GUIDELINE NO 2**

**USING THE IPTC/NAA IIM FOR THE TRANSPORT OF TEXTUAL NEWS**

**Version 1.0  
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## **GLOSSARY**

ANPA	American Newspaper Publishers Association
ANPA 1312	News wire format used mainly in US, Canada, Latin America and Asia.
IIM	Information Interchange Model, standard published by NAA and IPTC.
IPTC	International Press Telecommunications Council.
IPTC 7901	Newswire format used mainly within Europe.
NAA	Newspaper Association of America.
SGML	Standard Generalised Mark-up Language.

## **STATUS**

Version 0.1	First draft, November 93, IPTC 7901 only, circulated to IPTC members for comment.
Version 0.2	Second draft. Changed to incorporate comments of IPTC members after review in Windsor 17 November 93. Updated to include ANPA 1312.
Version 1.0	Issue Incorporating NAA comments from Miami meeting 20 January 94.

## **SECTION 1 INTRODUCTION**

The purpose of this guideline document is to propose a method for delivering textual news stories using the IPTC/NAA Information Interchange Model (IIM). This guideline describes a method for using the IIM to encapsulate both existing IPTC 7901 and ANPA 1312 wire format stories.

The aim of this guide is to enable news providers to migrate their existing wire services to the IIM, whilst also providing them with a method for converting back to the existing wire formats for customers who are unable or unwilling to handle the IIM.

This approach to using the IIM does, however require that the receiving system (which should be provided by the news agency, in the case of back conversion) is intelligent, being able to either directly process the IIM envelope or carry out the back conversion procedure.

## **SECTION 2 BENEFITS OF USING THE IIM**

For transporting textual news, the IIM offers a number of benefits over existing IPTC and ANPA wire formats such as:

- Format independence
- Upgrade path to new formats

Format independence.

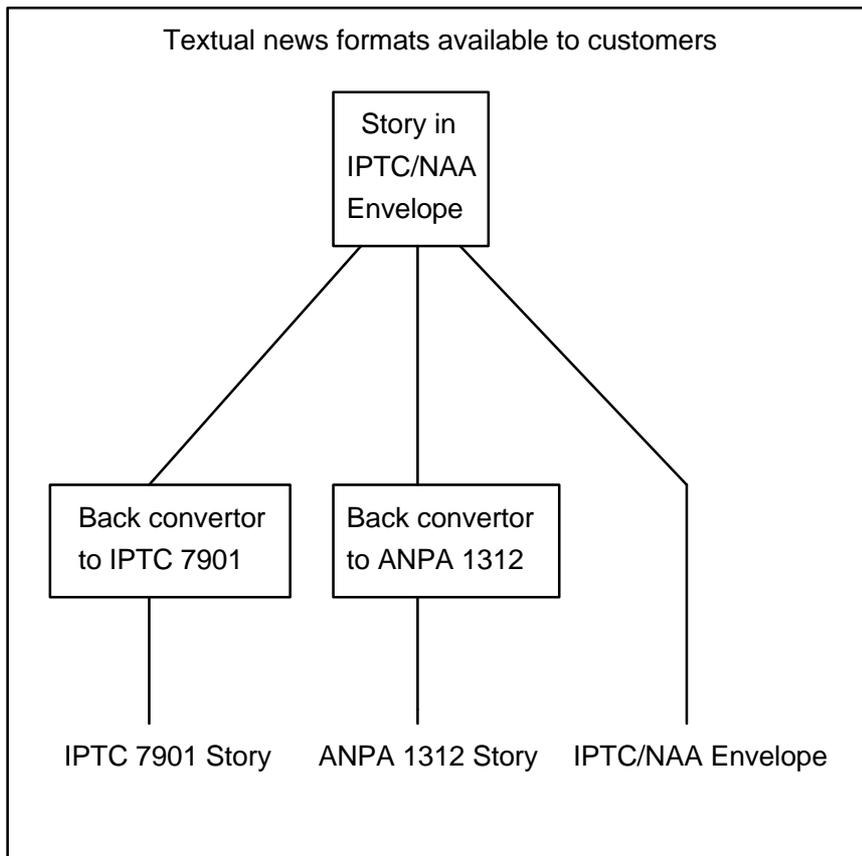
By filling in appropriate fields in the IIM header it is possible to correctly reproduce both IPTC 7901 and ANPA 1312 formats from one story. This means that a provider delivering in IIM envelopes has the choice of providing the customer with 7901, 1312 or IIM format. This removes the need to duplicate services when one customer wants the feed in ANPA and another in IPTC. Also if the customer is able to deal directly with the IIM envelopes other IIM fields could be used to add further coding information to enable customers to sort and route the story more easily and accurately.

Upgrade path to new formats.

The proposals in this document describe the use of the IIM for moving textual news in a plain format (IPTC Unstructured Character Oriented Format). However, work is under way on the development of a new joint IPTC/NAA text format using SGML. The guidelines in this document do not preclude use of this new format but offer a "half-way house" between existing wire formats and the new text record, enabling both existing wire customers and those using envelopes to be catered for. Any news provider distributing text in the way these guidelines describe could later enhance their delivery system to carry the new SGML format.

## **SECTION 3 IIM USAGE**

This guideline shows how a story encapsulated in an IIM envelope can be converted back into both IPTC 7901 and ANPA 1312 format. This would offer customers the choice of either of the two existing wire formats or the story in the envelope. This is shown schematically below.



### **3.1 IIM Encapsulated Story**

This section shows how a typical story could be coded using the IPTC/NAA IIM envelope. Subsequent sections detail how this encoded story could be turned back into both IPTC 7901 and ANPA 1312 formats.

The encapsulated story is shown below. The following points should be noted:

- 1) Record 1 information is specific to Reuters and does not form part of this guideline.
- 2) There is no word-count field in the IIM. Therefore the word-count would have to be computed by the receiving device doing the back conversion to IPTC 7901 or ANPA 1312.
- 3) Sequence number (IPTC 7901) and story number (ANPA 1312) fields could be created from the envelope number DataSet (1:40) however, it may not be possible to exactly replicate the existing sequence/story number.

4) Not all IIM DataSets are necessary to encapsulate an IPTC 7901/ANPA 1312 story and therefore only those thought necessary/desirable have been included.

1:00 Model version	02
1:05 Destination	ENGLI
1:20 File format	08
1:22 File format version	01
1:30 Service identifier	RTR_TNS
1:40 Envelope number	00922035
1:50 Product ID	TXT
1:60 Envelope priority	5
1:70 Date sent	19931110
1:80 Time sent	154813+0000
1:90 Coded char set	1B 25 35
2:00 Record version	02
2:05 Object name	CUSTOMS-COUNTERFEITING
2:07	Not used in this story
2:10 Urgency	5
2:15 Category	OEC
2:20 Supplemental category	reecr
2:55 Date created	19931110
2:60 Time created	154813+0000
2:65 Originating program	RTR_ETIS
2:70 Program version	1.0
2:75 Object Cycle	b
2:103 Orig TX reference	F1001481
2:105 Headline	Commission to press Internal Market Council on pirated goods
2:110 Credit	Reuter
2:120 Caption	CUSTOMS-COUNTERFEITING Commission to press Internal Market Council on pirated goods
2:135 Language Identifier	EN
7:10 Size mode	1
7:20 Max subfile size	683
7:90 Object size announced	683
8:10 Subfile	BRUSSELS, Nov 10 (Reuter) - Customs commissioner Fred Bloggs today announced that pirated goods would be available in all European markets by the end of the millennium  The commission's proposal was welcomed by all member states however, customs authorities declined to comment due to the possible implications on staffing levels.  Bloggs criticised the customs reaction and was surprised by the attitude of customs. He hoped that by the time the declaration was translated in to all 387 languages of the community customs officers everywhere would have a better understanding of the commission's decision.
9:10 Confirmed Object size	683

### 3.2 IPTC 7901

This section shows how the DataSets in the above example can be used to reconstruct the story into an IPTC 7901 format.

<b>IPTC 7901 Format</b>	<b>IIM DataSet</b>	<b>IPTC Field</b>
SOH	N/A	Start of header
REU1143	Created by back converter	Source ID & message no.
SP	N/A	Field separator
4	1:60, converted to range 1 to 6 from IIM range 1 to 8	Priority
SP	N/A	Field separator
OED	2:15	Category
SP	N/A	Field separator
114	9:10 divided by 6	Word count
SP	N/A	Field separator
(reoccur) F1001481	2:20 + 2:103	Optional inf. (Reuter specific)
CR	N/A	Field separator
LF	N/A	Field separator
BC-CUSTOMS-COUNTERFEITING	2:75 expanded + 2:05	Keyword/catch line
CR	N/A	Field separator
LF	N/A	Field separator
SOH	N/A	Start of text
Text	2:120 + 8:10+Reuter	Message text
CR	N/A	Field separator
LF	N/A	Field separator
ETX	N/A	End of text
1548 101193 GMT	Extracted from 1:70 & 1:80	
EOT	N/A	End of transmission
CR	N/A	Field separator
LF	N/A	Field separator

Using the above DataSets the reconstructed story in IPTC 7901 format would look as follows:

REU1143 4 OEC 114 (reecr) F1001481  
 BC-CUSTOMS-COUNTERFEITING  
 Commission to press Internal Market Council on pirated goods  
 BRUSSELS, Nov 10 (Reuter) - Customs commissioner Fred  
 Bloggs today announced that pirated goods would be available in  
 all European markets by the end of the millennium  
 The commission's proposal was welcomed by all member  
 states however, customs authorities declined to comment due to  
 the possible implications on staffing levels.  
 Bloggs criticised the customs reaction and was surprised by  
 the attitude of customs. He hoped that by the time the declaration  
 was translated in to all 387 languages of the community customs  
 officers everywhere would have a better understanding of the  
 commission's decision.

REUTER

1548 101193 GMT

### 3.3 ANPA 1312

This section shows how the DataSets in the example envelope in section 3.1 can be used to reconstruct the story into ANPA 1312 format.

ANPA 1312 Format	IIM DataSet	ANPA Field
SYN	N/A	A
SYN	N/A	A
SOH	N/A	A
a	Mapped from 2:15 (J)	B
1143	Composed by receiver	C
TFI	N/A	E
reecr	2:20	F
LF	N/A	G
d	1:60, converted to ANPA priorities using a conversion table	H, 1 to 8=f,b,u,r,d,w, a,s
SP	N/A	I
i	from 2:15 using a conversion table	J
DC3	Set to body	K
DC1	set to text	K
SP	N/A	L
BC-CUSTOMS-COUNTERFEITING	2:75 expanded + 2:05	M
SP	N/A	N
Not used in this story	2:07	O
SP	N/A	P
Not used in this story	2:103	Q

SP	N/A	R
SP	N/A	Extra space to ensure 5 spaces between end of slug & date
SP	N/A	as above
11-10	Extracted from 2:55	S
SP	N/A	T
114	9:10 divided by 6	U
CR	N/A	V
LF	N/A	V
STX	N/A	W
Text	2:75 expanded + 2:120 + 8:10	X
ETX	N/A	Y
Reut15:48 11-10	Reut+extracted from 1:70 & 1:80	Z
EOT	N/A	AA

Using the above DataSets the reconstructed story in ANPA 1312 format would look as follows:

```

a1143 reocr
d i BC-CUSTOMS-COUNTERFEITING 11-10 114
BC-CUSTOMS-COUNTERFEITING
Commission to press Internal Market Council on pirated goods
  BRUSSELS, Nov 10 (Reuters) - Customs commissioner Fred
Bloggs today announced that pirated goods would be available
in all European markets by the end of the millennium
  The commission's proposal was welcomed by all member
states however, customs authorities declined to comment due to
the possible implications on staffing levels.
  Bloggs criticised the customs reaction and was surprised by
the attitude of customs. He hoped that by the time the
declaration was translated in to all 387 languages of the
community customs officers everywhere would have a better
understanding of the commission's decision.
Reut15:48 11-10

```

## **SECTION 4 NOTES**

- 1) It should be noted that the DataSets shown are considered to be the minimum necessary to convert back to IPTC 7901 & ANPA 1312. Implementors may use additional DataSets to convey further information.
- 2) To allow the example to be coded completely some Reuter specific information is shown in DataSets.

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