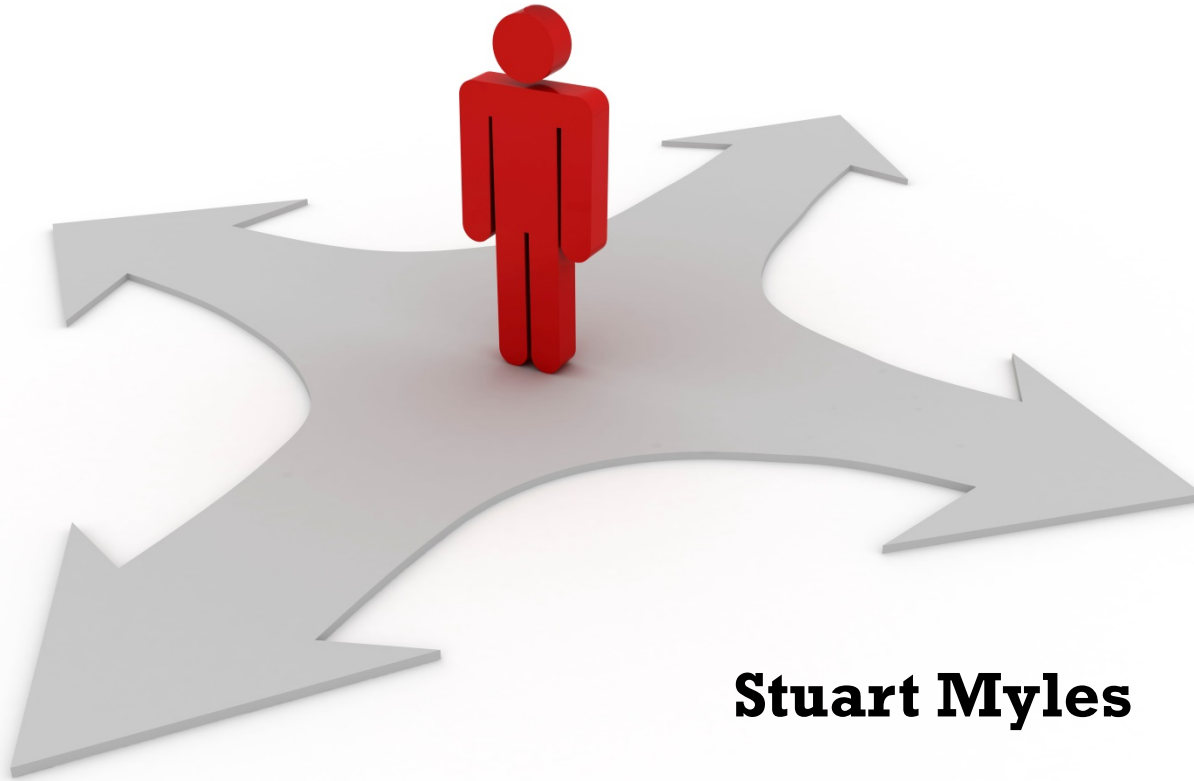




IPTC

***INFORMATION TECHNOLOGY
FOR NEWS***

News at a Crossroads: Navigating a Changing Landscape

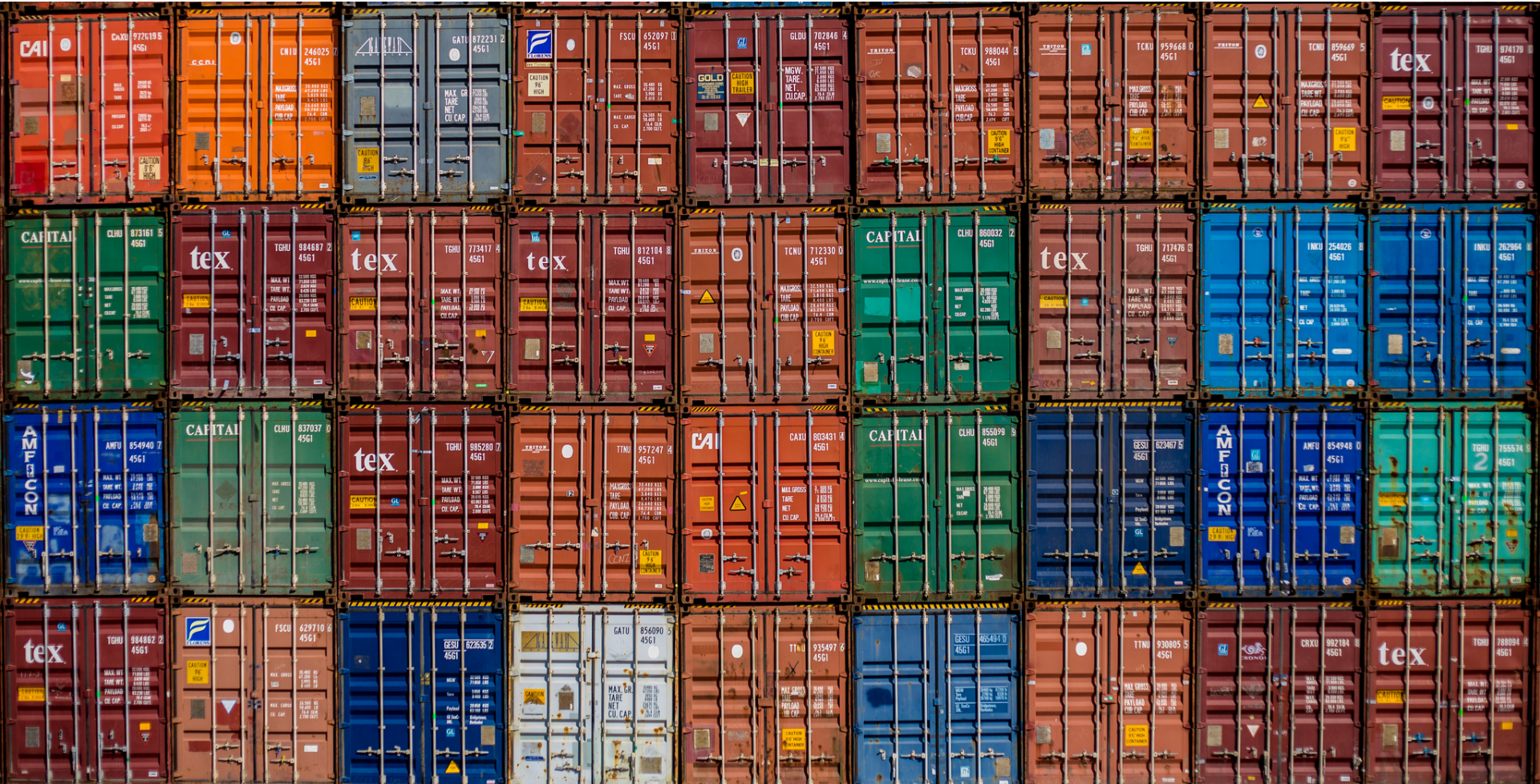


Stuart Myles

Director of Information Management, The Associated Press **AP**

Chairman of the Board, IPTC 

IPTC Standards



The technical foundation for the news ecosystem

Photo Metadata



In every digital camera

NewsML-G2



XML for
text, images, video, audio, sports, events...

rNews



**Embedding metadata in online news
schema.org**

RightsML

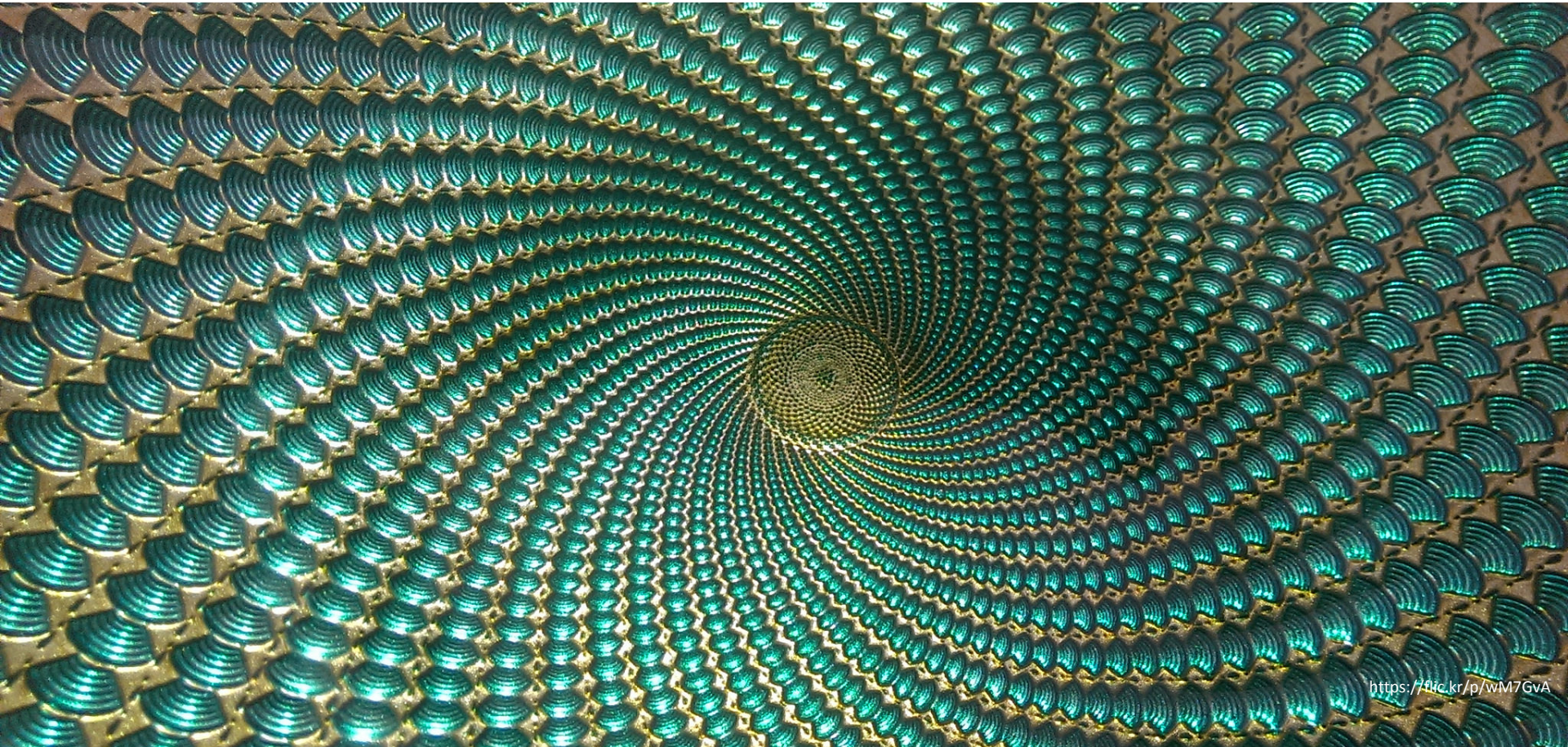


<https://flic.kr/p/5sy1z>

Rights expression language for the media industry

ODRL 

And Much More



<https://iftc.kr/p/wM7GvA>

**News Taxonomy, Sports data, Video metadata
HTML, XML, JSON, APIs...**



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**Thank
You!**