

# **Publishing Requirements for Industry Standard Metadata**

**Guide to the  
PRISM Aggregator  
Document Type Definition  
(DTD) v. 1.0  
October 2003**

**referencing  
PRISM Specification version 1.2**

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## Introduction

The PRISM Aggregator DTD is a new standard format for publishers to use in transmitting content for online usage to aggregators and syndicators. This document describes the specification in detail and provides some examples of how it is used.

---

### An Overview of PRISM

The PRISM Working Group was established in 1999 by a group of companies primarily involved in the production of serial and web-based editorial content. This group includes publishers, other rights holders, systems integrators, software developers and content aggregators who face common content application challenges such as re-use of content in multiple media types, rights and contract management, better access to content archives, and faster, less expensive exchange and integration of disparate sets of content across the enterprise and with outside business partners. The representatives of these companies believe that developing and adopting a standard set of XML metadata will assist them in managing and automating their labor-intensive content workflow processes.

The result of this collaboration is the PRISM specification. The PRISM specification defines a standard for describing, exchanging, and reusing content in both print and electronic publishing contexts. The Working Group released Version 1.0 of the PRISM specification in April of 2001. Version 1.1 was released a year later.

The PRISM specification is built on a strong foundation of existing standards such as XML, RDF, the Dublin Core, and various ISO specifications for locations, languages, and date/time formats. On top of this base, it defines a small number of XML namespaces and controlled vocabularies in order to meet the goals of interoperability, interchange, and reuse.

For instance, to meet the need for better discovery of information through more granular classification, the PRISM namespace provides an extensive array of elements for describing the subject of an article such as Event, Industry, Location, Organization, Person and Object Title. The *PRISM Specification Version 1.2* is available at <http://www.prismstandard.org>.

## The PRISM Aggregator DTD Version 1.0

The PRISM specification defines a collection of metadata elements for common publishing needs. To apply them in specific situations, it is necessary to define formats, typically through a series of DTDs (Document Type Definitions), that combine PRISM metadata with content markup to support those specific processing objectives.

This document defines such a specific standard - the PRISM Aggregator Message DTD, an XML DTD that provides a simple, flexible model for transmitting content and PRISM metadata from publishers to aggregators or content syndicators.

The PRISM Aggregator Message DTD combines a customization of the World Wide Web Consortium (W3C<sup>®</sup>) XHTML standard and a set of PRISM metadata that augments the widely accepted Dublin Core metadata standard.

The current DTD includes basic metadata and structural elements that will be found in any serial publication or web-based editorial. Future releases of the DTD will include additional elements to aid searching and to help track copyright ownership, rights and permissions information, and license agreements. The Aggregator DTD was developed to support the examples and use cases that are described in this document including corrections and updating processes.

The Aggregator DTD has been designed to meet the business requirements of the members of the Working Group. After examining numerous samples from every publisher, the group did an extensive review of all requirements and the ways the DTD could address them.

### Why use the Aggregator DTD?

Using the Aggregator DTD does not require changes to the current workflow of content between suppliers and aggregators. It can be used as simply a new format. However, adapting your processes to conform to it will provide many advantages and financial benefits to you and your business partners.

- The use of a single, industry-standard format for extraction and acquisition reduces the errors and costs of tracking and deploying multiple formats to communicate with multiple business partners.
- The use of a single format for all organizations speeds the processing of content and speeds the integration of new business partners into your workflow. If a new partner is using a format that you can already handle, little if any process change is necessary to transmit content between you. The value and accessibility of the content will be increased because time to market is reduced.

- The use of a common industry format reduces the barrier to entry for all publishers and content aggregators. This is especially valuable for smaller organizations.
- Aggregators manage content from a large numbers of sources. Today, you receive metadata in as many different formats as you do content. By providing a common metadata standard, PRISM helps everyone in the electronic content business track, use and re-use their content.
- Providing content encoded in XML adds to the content's value because it makes it possible to repurpose it for multiple opportunities:
  - Tables of information marked up as tables can take advantage of more formatting capabilities, making them look more professional on output than the fixed-width font style that many are forced to use. Furthermore, the information within them now becomes accessible as data.
  - The inline XML markup that lets you identify names, key phrases and other important data elements within an article or paragraph, makes it easier to format them, search for them and turn them into links. This ability will also greatly contribute to search and display flexibility.
  - Standardization of the use of special characters gives you wider access to more scientific symbols and foreign characters. Furthermore, they can be handled automatically.

All of these capabilities combine to let you use your content on a wider variety of output media and products, getting more value from your information assets.

By enabling the delivery of detailed information in a consistent format, the new PRISM DTD allows publishers and other content-related companies to better communicate with a broader range of partners who are just now standardizing on XML. Many major publishers, other content rights holders, and developers of software tools and information and retrieval systems have indicated their plans to support this standard.

### **If you have questions:**

If you have a question or comment about the DTD, please contact [feedback@prismstandard.org](mailto:feedback@prismstandard.org)

In your message, please provide the following information:

- Your name and company
- Telephone contact information
- If applicable, reference the document(s) and section(s)

## Building Blocks for the Aggregator DTD

The *PRISM Aggregator DTD* incorporates several namespaces including: XHTML, Dublin Core (dc), PRISM Inline Markup (pim), PRISM Aggregator Message (pam).

The following table lists these namespaces and points to where the documentation resides.

| Namespace                | Description  | Reference in specification   |
|--------------------------|--|--|
| XHTML                    | XHTML is the default namespace. XHTML will not carry a prefix.   | W3C<br><i>Modularization of XHTML</i><br>( <a href="http://www.w3.org/TR/xhtml-modularization/">http://www.w3.org/TR/xhtml-modularization/</a> )   |
| XML                      | Elements and attributes for XML, such as xml:lang  | <i>Extensible Markup Language (XML) 1.0 (Second Edition)</i><br>( <a href="http://www.w3.org/TR/REC-xml">http://www.w3.org/TR/REC-xml</a> )  |
| Dublin Core              | When applicable Dublin Core elements are integrated into this message including general purpose, date and subject.                         | <i>PRISM Specification v.1.2</i><br>Part 5.2<br><br><i>Dublin Core Metadata Element Set, Version 1.1: Reference Description</i><br><a href="http://dublincore.org/documents/dces/">http://dublincore.org/documents/dces/</a> |
| PRISM                    | The 'prism' namespace contains elements suitable for a wide range of content publications, licensing and reuse situations.                 | <i>PRISM Specification v.1.2</i><br>Part 5.3   |
| PRISM Aggregator Message | The 'pam' namespace contains elements specific to the aggregator message.  | <i>Guide to the PRISM Aggregator Document Type Definition (DTD) v.1.0</i><br>Appendix A  |
| PRISM Inline Markup      | The 'pim' namespace defines elements for inline metadata such as locations, organizations, personal names, works, events, quotations, etc. | <i>PRISM Specification v.1.2</i><br>Part 5.5   |

## Status Values Used When Processing PRISM Aggregator DTD

The aggregator DTD can be sent with one of four values in the `pam:status` element. This element indicates whether to process a document in the aggregator message as an addition, correction, deletion or update.

| Level                    | Element | Value  |
|--------------------------|---------|--|
| PRISM Aggregator Message | Status  | <p><b>A- Add</b> - Indicates that this article is new, add it to the database. If the article identifier already exists, throw an error. This is the default case if no status element is defined.</p> <p><b>C- Correction</b> – The article ID should already exist in the database. The article being sent should have a <code>&lt;prism:hasCorrection&gt;</code> element that contains a text description of what needs to be corrected. Aggregators should display the correction block to the reader of the article, at either the beginning or end of the article.</p> <ul style="list-style-type: none"> <li>• If <code>&lt;prism:hasCorrection&gt;</code> appears and <code>&lt;pam:status&gt;C&lt;/pam:status&gt;</code> does not, aggregators should ignore the correction block and communicate a non-fatal error back to the publisher.</li> <li>• If a correction to the article has already been sent, or if there are multiple <code>&lt;prism:hasCorrection&gt;</code> elements in an article header, the aggregator should display all the corrections.</li> </ul> <p><b>D- Delete</b> – The article ID should already exist in the database. Remove that article. If a reader attempts to access it, display a message that the article has been removed at the request of the publisher.</p> <p><b>U- Update</b> - The article ID should already exist in the database. Remove the old article and replace it with the current one.</p> |



## Subject Identifiers

The PRISM Aggregator DTD augments the Dublin Core namespace by allowing multiple subject identifiers instead of only one. The PRISM aggregator format provides for indicating named entities as the subject of an article in both a metadata header and as in-line markup in the body of the article. All of the special subject identifiers have these two forms.

See the following elements in the glossary:

### Event

- prism:event
- pim:event

### Industry

- prism:industry
- pim:industry

### Location

- prism:location
- pim:location

### Organization

- prism:organization
- pim:organization

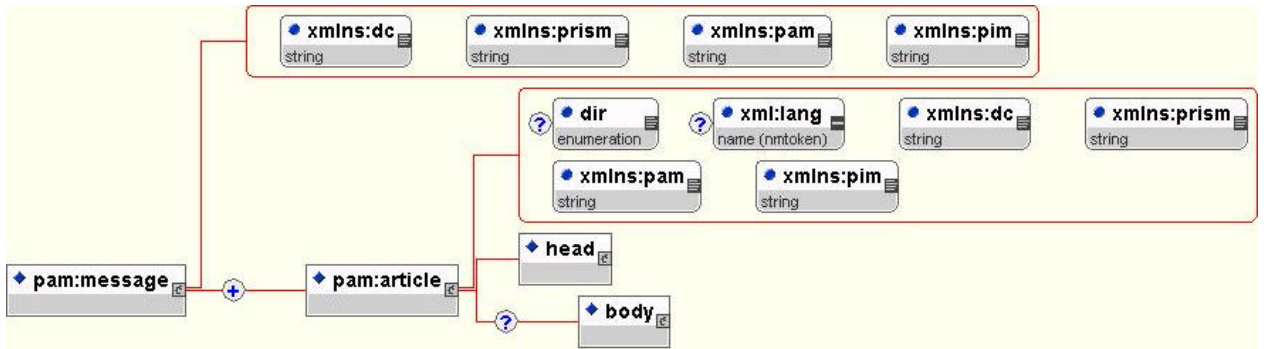
### Person

- prism:person
- pim:person

### Object Title

- prism:objectTitle
- pim:objectTitle

## High-level Diagram of the Aggregator DTD



## Overview of Aggregator Structure

Attributes are in italics.

|                    |   | Type      | Required        | Occurrence |
|--------------------|---|-----------|-----------------|------------|
| <b>pam:message</b> |   | Root      |                 |            |
|                    | <i>xmlns:dc points to Dublin Core</i>               | Attribute | <b>Required</b> | Single     |
|                    | <i>xmlns:prism points to Prism</i>                  | Attribute | <b>Required</b> | Single     |
|                    | <i>xmlns:pam points to PRISM Aggregator Message</i> | Attribute | <b>Required</b> | Single     |
|                    | <i>xmlns:pim points to PRISM Inline Markup</i>      | Attribute | <b>Required</b> | Single     |
| <b>pam:article</b> |   | Element   | <b>Required</b> | Multiple   |
|                    | <i>Dir</i>  | Attribute | Optional        | Single     |
|                    | <i>xml:lang</i>                                     | Attribute | Optional        | Single     |
|                    | <i>xmlns:dc points to Dublin Core</i>               | Attribute | <b>Required</b> | Single     |
|                    | <i>xmlns:prism points to Prism</i>                  | Attribute | <b>Required</b> | Single     |
|                    | <i>xmlns:pam points to PRISM Aggregator Message</i> | Attribute | <b>Required</b> | Single     |
|                    | <i>xmlns:pim points to PRISM Inline Markup</i>      | Attribute | <b>Required</b> | Single     |
| <b>Head</b>        |   | Element   | <b>Required</b> | Single     |
|                    | <i>xmlns</i>  | Attribute | <b>Required</b> | Single     |
|                    | <i>dir</i>  | Attribute | Optional        | Single     |
|                    | <i>xml:lang</i>                                     | Attribute | Optional        | Single     |
|                    | <i>profile</i>                                      | Attribute | Optional        | Single     |
|                    | dc:identifier                                       | Element   | <b>Required</b> | Single     |
|                    | pam:status  | Element   | Optional        | Single     |
|                    | prism:hasCorrection                                 | Element   | Optional        | Single     |
|                    | dc:title  | Element   | Optional        | Single     |
|                    | dc:creator  | Element   | Optional        | Multiple   |
|                    | prism:publicationName                               | Element   | <b>Required</b> | Single     |
| <b>or</b>          | prism:coverDate                                     | Element   | <b>Required</b> | Single     |
|                    | prism:coverDisplayDate                              | Element   | Optional        | Single     |
|                    | prism:c overDisplayDate                             | Element   | <b>Required</b> | Single     |
|                    | prism:volume  | Element   | Optional        | Single     |
|                    | prism:number  | Element   | Optional        | Single     |
|                    | prism:issueName                                     | Element   | Optional        | Single     |
|                    | prism:edition                                       | Element   | Optional        | Single     |

|             |   |  |                 |                 |
|-------------|---|--|-----------------|-----------------|
|             | prism:startingPage                                    | Element  | Optional        | Single          |
|             | prism:section   | Element  | Optional        | Single          |
|             | prism:subsection1                                     | Element  | Optional        | Single          |
|             | prism:subsection2                                     | Element  | Optional        | Single          |
|             | <b>The following elements can appear in any order</b> |  |                 |                 |
| <b>Body</b> | dc:subject  | Element  | Optional        | Multiple        |
|             | prism:event   | Element  | Optional        | Multiple        |
|             | prism:location  | Element  | Optional        | Multiple        |
|             | prism:objectTitle                                     | Element  | Optional        | Multiple        |
|             | prism:organization                                    | Element  | Optional        | Multiple        |
|             | prism:person  | Element  | Optional        | Multiple        |
|             | prism:category  | Element  | Optional        | Multiple        |
|             | prism:copyright                                       | Element  | Optional        | Single          |
|             |   | Element  | <b>Required</b> | Single          |
|             | <i>xmlns</i>  | <i>Attribute</i>   | <b>Required</b> | Single          |
|             | <i>id</i>   | <i>Attribute</i>   | Optional        | Single          |
|             | <i>class</i>  | <i>Attribute</i>   | Optional        | Single          |
|             | <i>title</i>  | <i>Attribute</i>   | Optional        | Single          |
|             | <i>dir</i>  | <i>Attribute</i>   | Optional        | Single          |
|             | <i>xml:lang</i>                                       | <i>Attribute</i>   | Optional        | Single          |
|             |   | <b>The following elements can appear in any order but at least one is required</b> | Element         | <b>Required</b> |
|             | h1  | Element  | Optional        | Multiple        |
|             | h2  | Element  | Optional        | Multiple        |
|             | h3  | Element  | Optional        | Multiple        |
|             | h4  | Element  | Optional        | Single          |
|             | h5  | Element  | Optional        | Multiple        |
|             | h6  | Element  | Optional        | Multiple        |
|             | ul  | Element  | Optional        | Multiple        |
|             | ol  | Element  | Optional        | Multiple        |
|             | dl  | Element  | Optional        | Multiple        |
|             | p   | Element  | Optional        | Multiple        |
|             | div   | Element  | Optional        | Multiple        |
|             | table   | Element  | Optional        | Multiple        |
|             | blockquote  | Element  | Optional        | Multiple        |
|             | address   | Element  | Optional        | Multiple        |
|             | pam:media   | Element  | Optional        | Multiple        |

|                     |           |                 |          |
|---------------------|-----------|-----------------|----------|
| dc:type             | Element   | Optional        | Multiple |
| pam:mediaref        | Element   | Optional        | Multiple |
| <i>pam:refid</i>    | Attribute | <b>Required</b> | Single   |
| <i>pam:mimetype</i> | Attribute | Optional        | Single   |
| pam:credit          | Element   | Optional        | Single   |
| caption             | Element   | Optional        | Single   |
| prism:copyright     | Element   | Optional        | Single   |
| prism:textdesc      | Element   | Optional        | Single   |
| pam :extension      | Element   | Optional        | Single   |

## Graphical Representation of Aggregator DTD

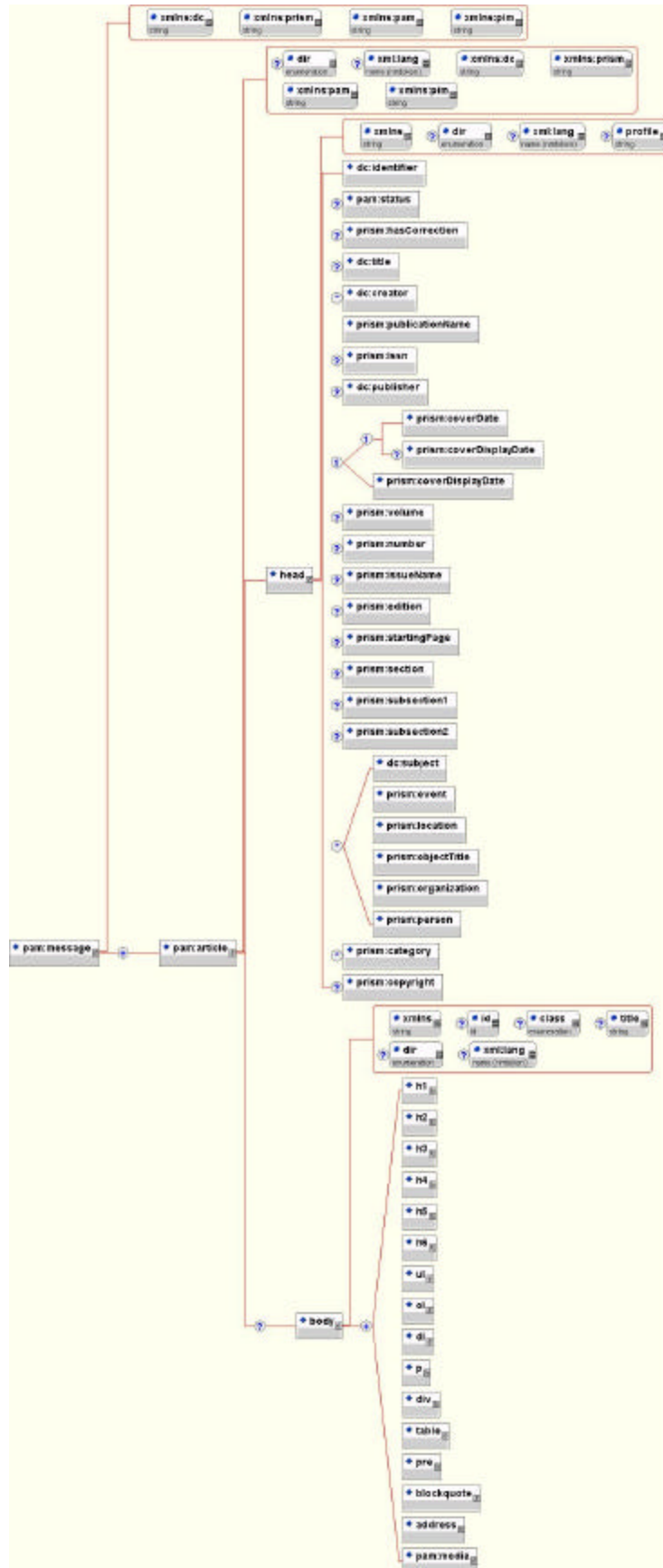
The following section provides a detailed graphical view of the Aggregator DTD structure. On the next page is an expanded view of a **message** that can contain one or more **articles** with each **article** composed of a **head** and a **body**.

The graphical display of the DTD contains occurrence indicators and data type information. These indicators appear to the left of the boxes in the schema graphic and they have the following meanings:

- (Blank) Required, single instance
- (+) Required, multiple instances
- (?) Optional, single instance
- (\*) Optional, multiple instances

In the schematic, attributes are boxed.

# Guide to PRISM Aggregator DTD V 1.0



## Detail Structure of the Body

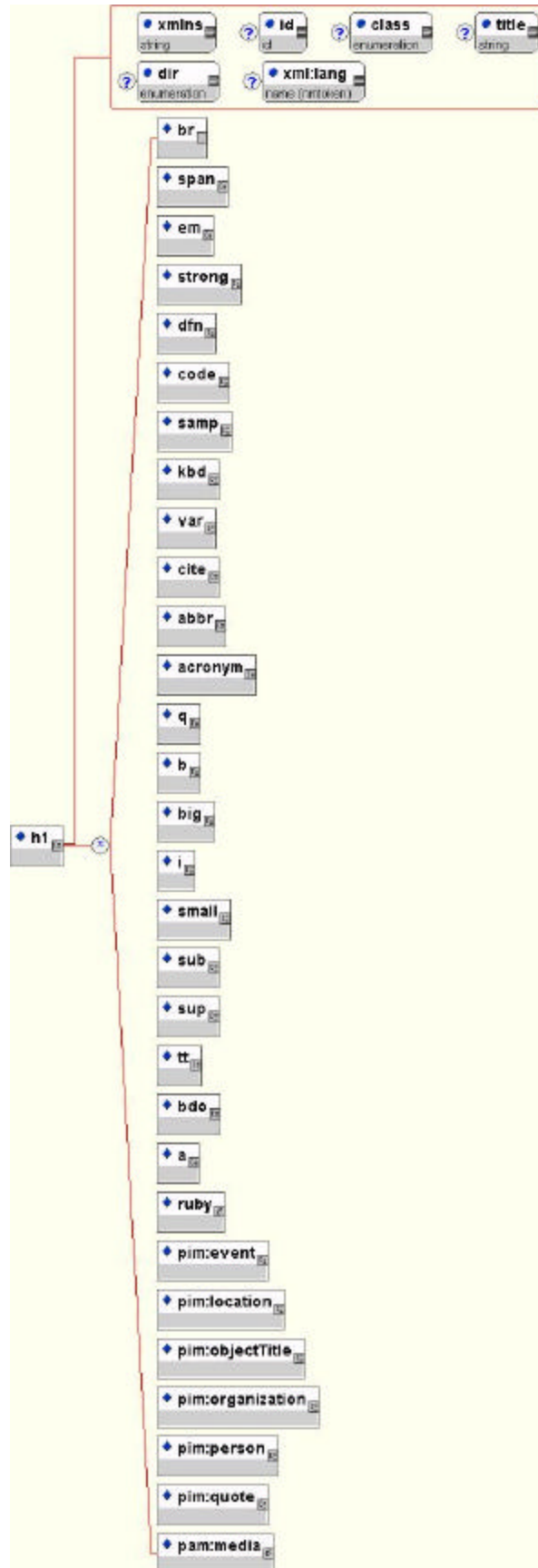
The body element is an XHTML body element with some modifications. This has the advantage of familiarity, and the disadvantage of a relatively wide-open content model.

As an example, consider the **h1** (Header 1) element. In an XHTML document, the content of an **h1** element will typically be just text. However, markup is allowed for cases such as superscripts, or for bold and italic portions of the heading.

In the Aggregator DTD, **h1** is extended from XHTML by adding some elements from the pim namespace. The pim extensions allow us to markup mentions of people, places, or things - very powerful for discovery purposes.

However, because of details of XHTML's structure, it also allows the pam:media element to appear. While images in a heading are OK for HTML, it is nonsensical for magazine content. However, this did not seem so serious a fault as to outweigh the advantage of easy availability of XHTML tools.

A detail schematic of **h1** follows.





The **pam:media** construct is an alternative to the XHTML `img` element. Currently, magazines rarely send images to aggregators. However, they do send image captions, descriptions, and credits. **pam:media** includes elements and attributes from XHTML (e.g. **caption**), Dublin Core (like **dc:type**), PRISM Aggregator Message (e.g. **pam:credit**), and Prism (e.g. **prism:copyright**).



## Appendix A: PRISM Aggregator Message Glossary

This appendix contains many of the elements and *attributes* referenced in the Aggregator DTD. Since the Aggregator DTD references other name spaces, additional information for elements or attributes from these namespaces can be found in their specifications.

This appendix is in alphabetical order without the namespace but includes pointers to the namespace source of each element or *attribute*. *Attribute names are noted in italics*.

### Caption

| Fully prefixed name | Namespace | Reference in specification   |
|---------------------|-----------|--|
| caption             | XHTML     | W3C<br><i>Modularization of XHTML</i><br>( <a href="http://www.w3.org/TR/xhtml-modularization/">http://www.w3.org/TR/xhtml-modularization/</a> ) |

Text identifying or explaining a graphic element within the article, such as a photograph, table, graph, illustration, line drawing, etc., which is in close proximity to such images. If an article contains a caption the Caption element should be included in the content sent to the aggregators.

Some captions have *lead-ins*, a short section typically rendered in bold type. The PAM format provides the "lead-in" value of the "class" attribute for indicating those.

### Example:

```
<caption>The Sentry Owl UAV (top), which has a 42-in. wingspan, is being used to patrol the perimeters of military facilities.</caption>
```

```
<caption><span class="lead-in">Going, Going, Gong</span> Chuck Barris dismisses a contestant from The Gong Show</caption>
```

## Category

| Fully prefixed name | Namespace | Reference in specification                     |
|---------------------|-----------|--|
| prism:category      | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.2 |

The 'genre' of the article, such as biography, interview, feature, etc.

Example:

```
<prism:category>Feature</prism:category>
```

```
<prism:category>Review</prism:category>
```

## Copyright

| Fully prefixed name | Namespace | Reference in specification                     |
|---------------------|-----------|--|
| prism:copyright     | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.3 |

The Copyright information about the article. Typically, this statement will contain the same copyright statement as in the printed magazine and describes the entity that has the right to publish the article.

Either of the following metadata can be provided in each document by the publisher or other rights holder:

### Example 1 - Standard Copyright statement:

```
<prism:copyright>Copyright © 2003 Time, Inc. All rights reserved.</prism:copyright>
```

### Example 2 - Standard Copyright notice with additional text:

```
<prism:copyright>Copyright © yyyy, The McGraw-Hill Companies, Inc.  
www.mcgraw-hill.com Information has been obtained from sources believed to  
be reliable. However, accuracy, adequacy or completeness is not guaranteed. The  
editorial material may not be published, networked, stored or otherwise copied  
or distributed, except as expressly authorized by the service provider and The  
McGraw- Hill Companies, Inc.</ prism:copyright>
```

Note: In the example directly above, the copyright field is padded with a few spaces to include the publisher's website URL, which is not intended to be a live link.

## Cover Date and Cover Display Date

| Fully prefixed name                       | Namespace | Reference in specification                                   |
|---|-----------|--|
| prism:coverDate<br>prism:coverDisplayDate | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.4<br>Part 5.3.5 |

The issue date printed on the magazine, newsletter or journal in which the article appears, or the date on which the web-originated article was first displayed.

In magazine publishing, the cover date of an issue may appear in many different forms. Some, such as January 12, 2003, are easy to convert to a form that can sort chronologically. Others, such as "Fall-Winter 2002-2003", are quite difficult to convert to such forms. The DTD provides two elements for conveying the publication's date. <prism:coverDisplayDate> contains the date, as displayed on the cover of the printed issue. The data type of the content is a string. This element fills the need for being able to search for articles that appeared in an issue whose date is of the form "Fall-Winter 2002-2003". <prism:coverDate> contains the cover date,

formatted as an ISO 8601 date (yyyy-mm-dd). This fulfills the need for being able to sort items chronologically.

At least one date should be provided. Both may be provided. The recommendation from the PRISM technical committee is to use the <prism:coverDisplayDate> element, whose value is a string.

Example:

```
<prism:coverDate>2003-01-10</prism:coverDate>
<prism:coverDisplayDate>January 10, 2003</prism:coverDisplayDate>
<prism:coverDisplayDate>January 12, 2003</prism:coverDisplayDate>
<prism:coverDisplayDate>Fall-Winter, 2002-2003</prism:coverDisplayDate>
<prism:coverDisplayDate>Fall-Winter, 2002-2003</prism:coverDisplayDate>
<prism:coverDisplayDate>January 12, 2003</prism:coverDisplayDate>
<prism:coverDisplayDate>January, 2003</prism:coverDisplayDate>
<prism:coverDisplayDate>12 January, 2003</prism:coverDisplayDate>
```

## Creator

| Fully prefixed name | Namespace   | Reference in specification |
|---------------------|-------------|----------------------------|
| dc:creator          | Dublin Core |                            |

Names of the people primarily responsible for the intellectual content of the article.

If this element is not supplied, look inside the <body> for text marked with the class='byline' attribute. If this element is supplied, then the recipient **MUST** use it, and not the class='byline' text, when providing citations for the article.

If there are multiple creators, they **SHOULD** be credited in separate dc:creator elements. However, recipients are advised not to rely on that, and to be prepared to separate multiple names which appear in a single dc:creator element if they need.

### Example:

```
<dc:creator>ANTONIN KRATOCHVIL</dc:creator>
```

```
<dc:creator>Fred Westbrook, Joseph Temple, Susan Jones</dc:creator>
```

## Credit

| Fully prefixed name | Namespace                | Reference in specification |
|---------------------|--------------------------|----------------------------|
| pam:credit          | PRISM Aggregator Message | Documented here            |

Acknowledgement appearing in the style of a caption.

### Example:

```
<pam:credit>PHOTOGRAPH BY ANTONIN KRATOCHVIL/VII</pam:credit>  
<pam:credit>FRED WESTBROOK</pam:credit>
```

## Edition

| Fully prefixed name | Namespace | Reference in specification                     |
|---------------------|-----------|--|
| prism:edition       | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.8 |

The name of the edition of the magazine in which an article was published, if it did not appear in all editions.

An issue of a magazine may be produced in multiple editions, with each edition providing content customized for a particular demographic or geographic group. Fortune, for example, is produced in a Domestic edition, a European edition, and an Asian edition. While much of the content overlaps, there is some content that is peculiar to each edition.

### Example:

```
<prism:edition>Southeastern US</prism:edition>
```

```
<prism:edition>International</prism:edition>
```



## Event

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:event         | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.10 |
| pim:event           | PIM       | <i>PRISM Specification v.1.2</i><br>Part 5.5.1  |

An event referred to in or described by the resource (article).

The PRISM aggregator format provides for indicating named entities as the subject of an article in both a metadata header and as in-line markup in the body of the article. Therefore, the format provides two different elements for those different usages.

Example1 – Event as metadata header:

```
<prism:event>Toronto film festival</prism:event>
```

Example 2 – Event as in-line markup:

```
<p>During the <pim:event>Toronto film festival</pim:event>,  
viewers were treated to the sight of ...</p>
```

## HasCorrection

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:hasCorrection | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.13 |

The text of the 'correction block', which corrects errors in the article. The correction block is typically printed in the letters to the editor section of a subsequent issue. Handling of corrections, and the use of the status element, are discussed earlier in this document.

### Example:

```
<prism:hasCorrection>Published November 4, 2002 page 24. Clarification: The graphic with our report on spyware programs installed on your computer without your consent [PERSONAL TIME: YOUR TECHNOLOGY, Oct. 7] referred to B3D, a product of Brilliant Digital Entertainment, saying that when you download a copy of Kazaa's file-sharing software, B3D is installed. We also said that B3D allows your PC's spare computer power to be used by Brilliant's network. This power-sharing feature has not yet been activated, and, the company says, it will not be used without the computer owner's specific consent.</prism:hasCorrection>
```

## Headline

| Fully prefixed name              | Namespace | Reference in specification   |
|----------------------------------|-----------|--|
| h1<br>h2<br>h3<br>h4<br>h5<br>h6 | XHTML     | W3C<br><i>Modularization of XHTML</i><br>( <a href="http://www.w3.org/TR/xhtml-modularization/">http://www.w3.org/TR/xhtml-modularization/</a> ) |

Title of the story article, or headings of sections within the article.

### Example 1 – Regular headline:

```
<h1>Lifestyles of the Kitsch and Semi-Famous</h1>
```

### Example 2 - Continued headline:

```
<h1>Will this Bill Pass...</h1> would be the headline of one article, while  
<h1>... Or Won't It</h1> would be the headline of the other.
```

## Identifier

| Fully prefixed name | Namespace    | Reference in specification                     |
|---------------------|--------------|--|
| dc:identifier       | Dublin Core. | <i>PRISM Specification v.1.2</i><br>Part 5.2.7 |

Unique identifier at the article level of a publication. An article (referred to as "resource" in the PRISM Specifications) is a fully attributed unit of a publication. The party assigning the Identifier is the sole arbiter of the metadata to be used. The Identifier contains information that fully qualifies it to a publication and issue. For example, a publication code, system-generated article accession number or internal tracking number. The Identifier may be based on the publication's ISSN, (extended as needed to uniquely identify the article), but this is not a requirement. Similarly, the identifier may be formatted as a URL or DOI, but this is not a business requirement. The Identifier must be unique across the publisher's cumulative inventory of articles.

### Example:

```
<dc:identifier>MHP_IMS_AW5_Vol 1_No 43_123456789</dc:identifier>  
<dc:identifier>335440</dc:identifier>
```

NOTE : Aggregators must be able to deal with purely numeric identifiers, it is their responsibility not to confuse an article from one magazine labeled with "123456" with one from a different publisher given the same number.

## Industry

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:industry      | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.18 |
| pim:industry        | PIM       | <i>PRISM Specification v.1.2</i><br>Part 5.5.2  |

An industry referred to in or described by the resource (article).

The PRISM aggregator format provides for indicating named industry as the subject of an article in both a metadata header and as in-line markup in the body of the article.

Example 1 – Industry as metadata header:

```
<prism:industry>Movies and TV</prism:industry>
```

Example 2 – Industry as in-line markup:

```
<p>The condition of <pim:industry>Movies and TV</pim:industry>,  
in Iran can be summed up as ... </p>
```

## ISSN

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:issn          | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.23 |

International Standard Serial Number of the publication.

If a publication has an ISSN the ISSN element should be sent in the aggregator content.

### Example:

```
<prism:issn>0149-4953</prism:issn>
```

## Issue Name

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:issueName     | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.24 |

Contains any special name for the issue of the magazine, such as "Swimsuit Issue" or "Buyer's Guide Issue".

### Example:

```
<prism:issueName>Spring Movie Preview</prism:issueName>
```

```
<prism:issueName>Special Investor's Issue</prism:issueName>
```

## Language

| Fully prefixed name             | Namespace | Reference in specification  |
|---------------------------------|-----------|---|
| <i>xml:lang is an attribute</i> | XML       | <i>Extensible Markup Language (XML) 1.0 (Second Edition)</i><br>( <a href="http://www.w3.org/TR/REC-xml">http://www.w3.org/TR/REC-xml</a> ) |

The language of the intellectual content of a particular element. Language is defined by the `xml:lang` attribute and defaults to "eng-US" (American English).

The language value, if used, should conform to the appropriate specification. The values of the attribute are language identifiers as defined by [[IETF RFC 1766](#)], *Tags for the Identification of Languages*, or its successor on the IETF Standards Track.

The recommendation is to use the `xml:lang` attribute on the `<pam:article>` element. In keeping with XML practice, the DTD allows the attribute to be used with other elements (such as on paragraphs or inline spans which are in a different language than the rest of the article). However, dealing with mixed-language content is more advanced than the current state of the art for most of the publishing industry. Accordingly, aggregators will only be required to support the attribute's use at the `pam:article` level. They may ignore it in other places.

Example:

```
<pam:article xml:lang="en-US">
```



## Location

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:location      | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.28 |
| pim:location        | PIM       | <i>PRISM Specification v.1.2</i><br>Part 5.5.3  |

A subject identifier for the geographical location referred to in the article.

The PRISM aggregator format provides for indicating location as the subject of an article in both a metadata header and as in-line markup in the body of the article.

Example 1 – Location as metadata header:

```
<prism:location>Germany</prism:location>
```

Example 2 – Location as in-line markup:

```
<p>The condition of <pim:location>Germany</pim:location> suffers from high labor costs.</p>
```

## Media

| Fully prefixed name | Namespace                | Reference in specification |
|---------------------|--------------------------|----------------------------|
| pam:media           | PRISM Aggregator Message | This document              |

Replacement for HTML's img element. Described more completely elsewhere in this document.

## Message

| Fully prefixed name | Namespace                | Reference in specification |
|---------------------|--------------------------|----------------------------|
| pam:message         | PRISM Aggregator Message | This document              |

Root element for message from publisher to aggregator. Contains one or more article elements.

### Example:

See examples at end of document.

## Number

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:number        | PRISM     | PRISM Specification Version 1.2 (e) Part 5.3.30 |

Issue display field of a magazine, newsletter, or journal. Generally accompanies the publication Volume (see *Volume*). Used for print publications that identify their issues by number. Not required for web-originated content, or for publications which do not use an issue number.

### Example:

```
<prism:number>690</prism:number>
```

## Object Title

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:objectTitle   | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.31 |
| pim:objectTitle     | PIM       | <i>PRISM Specification v.1.2</i><br>Part 5.5.4  |

Metadata or In-line markup of the name of an intellectual work or physical item that is a subject of an article.

The PRISM aggregator format provides for indicating *things* (such as products, books, movies, etc.) as the subject of an article in both a metadata header and as in-line markup in the body of the article.

Example 1 – Title of an intellectual work as metadata header:

```
<prism:objectTitle>Confessions of a Dangerous Mind</prism:objectTitle>
```

Example 2 – Work as in-line markup:

```
<p>This review of <pim:objectTitle>Confessions of a Dangerous Mind</pim:objectTitle> is positive.</p>
```

## Organization

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:organization  | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.32 |
| pim:organization    | PIM       | <i>PRISM Specification v.1.2</i><br>Part 5.5.5  |

A company, government agency, or other organization that is a subject of the article.

The PRISM aggregator format provides for indicating organization as the subject of an article in both a metadata header and as in-line markup in the body of the article.

### Example1 – Organization as metadata header:

```
<prism:organization>Paramount Pictures</prism:organization>  
<prism:organization>The Screen Actors Guild</prism:organization>
```

### Example 2 – Organization as in-line markup:

```
<p>The success of <pim:organization>Paramount Pictures</pim:organization>  
varies year to year.</p>  
  
<p>The clout of <pim:organization>The Screen Actors Guild</pim:organization> is  
considerable.</p>
```

## Person

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:person        | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.33 |
| pim:person          | PIM       | <i>PRISM Specification v.1.2</i><br>Part 5.5.6  |

A person referred to in or described by the resource (article).

The PRISM aggregator format provides for indicating person as the subject of an article in both a metadata header and as in-line markup in the body of the article.

Example 1 – Person as metadata header:

```
<prism:person>Chuck Barris</prism:person>
```

Example 2 – Person as in-line markup:

```
<p>This profile of <pim:person>Chuck Barris</pim:person> follows his career.</p>
```

## Publication Name

| Fully prefixed name   | Namespace | Reference in specification                      |
|-----------------------|-----------|---|
| prism:publicationName | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.35 |

Title of the publication or name of the website in which the article is published.

Example:

```
<prism:publicationName>Aviation Week</prism:publicationName>
```

```
<prism:publicationName>Sports Illustrated</prism:publicationName>
```



## Publisher

| Fully prefixed name | Namespace   | Reference in specification       |
|---------------------|-------------|----------------------------------|
| dc:publisher        | Dublin Core | <i>PRISM Specification v.1.2</i> |

The name of the organization or person which published the article.

### Example:

```
<dc:publisher>The McGraw-Hill Companies, Inc.</dc:publisher>
```

```
<dc:publisher>Time Inc.</dc:publisher>
```

## Section

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:section       | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.39 |

Name of the section of the magazine in which the article was published.

Example:

```
<prism:section>Nation</prism:section>
```

```
<prism:ssection>Arts</prism:section>
```

## Starting Page

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:startingPage  | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.40 |

The page number for the first page of the article as published in print. Not all articles have page numbers. For example, articles which originated on the web. Also, page numbers may not be an integer.

### Example:

```
<prism:startingPage>32</prism:startingPage>
```

```
<prism:startingPage>A14 [Not available in all editions]</prism:startingPage>
```

## Subject

| Fully prefixed name | Namespace   | Reference in specification                      |
|---------------------|-------------|---|
| dc:subject          | Dublin Core | <i>PRISM Specification v.1.2</i><br>Part 5.2.13 |

The central topic or topics of the article. More specific subject categories, such as person, organization, location, ... are preferred when appropriate.

Note: For articles with multiple subjects, include one value for each Subject element. The Subject element takes text strings as its value. Those strings may or may not come from a list of pre-defined values. Communication of such lists of pre-defined values (known as controlled vocabularies) between publishers and aggregators is outside the scope of this specification.

### Examples:

```
<dc:subject>Television</dc:subject>
```

```
<dc:subject>Movies</dc:subject>
```

```
<dc:subject>Homeland security</dc:subject>
```

```
<dc:subject>Reconnaissance equipment</dc:subject>
```

```
<dc:subject>Cryogenic rocket engines</dc:subject>
```

```
<dc:subject>SLI engines</dc:subject>
```

### Subsection1

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:subsection1   | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.41 |

Name of the section/subsection of the magazine in which the article was published. The section name is given in the prism:section element.

#### Example:

```
<prism:section>Arts</prism:section>
```

```
<prism:subsection1>Movies</prism:subsection1>
```

```
<prism:section>FORTUNE Advisor</prism:section>
```

```
<prism:subsection1>On the Job</prism:subsection1>
```

## Subsection2

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:subsection2   | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.42 |

Name of the section/subsection/sub-subsection of the magazine in which the article was published.

### Example:

```
<prism:section>Arts</prism:section>  
<prism:subsection1>Movies</prism:subsection1>  
<prism:subsection2>Reviews</prism:subsection2>
```

```
<prism:section>FORTUNE Advisor</prism:section>  
<prism:subsection1>On the Job</prism:subsection1>  
<prism:subsection2>Career Advice</prism:subsection2>
```

## Textdesc

| Fully prefixed name | Namespace                | Reference in specification |
|---------------------|--------------------------|----------------------------|
| pam:textdesc        | PRISM Aggregator Message | This document              |

Contains a textual description for the item in the media element, akin to XHTML's ALT attribute.

### Example:

```
<pam:textdesc>Photo of President Bush and Prime Minister Blair</pam:textdesc>
```

## Title

| Fully prefixed name | Namespace   | Reference in specification                      |
|---------------------|-------------|---|
| dc:title            | Dublin Core | <i>PRISM Specification v.1.2</i><br>Part 5.2.14 |

The title (headline) for the article.

This element is optional. If it is not supplied, look inside the <body> for an <h1> element. If this element is supplied, then the recipient **MUST** use it, and not the content of an <h1>, when providing citations for the article (under the assumption that if the publisher has gone to the effort of making it different than the headline, they had a reason to do so).

### Example:

```
<dc:title>The Gong Goodbye</dc:title>
```

```
<dc:title>Toil And Trouble: Online Shopping Is Still A Muddle</dc:title>
```



## Type

| Fully prefixed name | Namespace   | Reference in specification                      |
|---------------------|-------------|---|
| dc:type             | Dublin Core | <i>PRISM Specification v.1.2</i><br>Part 5.2.15 |

The type of image or illustration used in a pam:media element. Typically this will indicate if a photo is color or black and white.

### Example:

```
<dc:type>COLOR PHOTO</dc:type>
```

```
<dc:type>B/W PHOTO</dc:type>
```

## Volume

| Fully prefixed name | Namespace | Reference in specification                      |
|---------------------|-----------|---|
| prism:volume        | PRISM     | <i>PRISM Specification v.1.2</i><br>Part 5.3.44 |

Volume display field of a magazine, newsletter, or journal. Generally accompanies Issue No. (see *Issue No. above*). Mandatory for print publications that identify issues by volume. Not required for web-originated content. If publication does not use "volume" this element will not appear.

Volume number is often utilized within a digital asset management system for fast access to an article. It is also used for the editorial calendar, e.g., double issues combine Volumes 26 and 27, and Volumes 50 and 51, thus eliminating the need to specify the date of those issues in the retrieval process.

The value should not contain abbreviations such as "Vol.". Implementations must not assume the value is a simple integer.

Example 1 - integer:

```
<prism:volume>88</prism:volume>
```

Example 2 – roman numeral:

```
<prism:volume>XXVI</prism:volume>
```

## Appendix B: Non-element markup

A major requirement on the DTD was that it be easy to apply to magazine articles. There are some parts of magazine articles, which commonly appear in different ways. Bylines, for example, may appear as a separate line, or embedded within a descriptive paragraph. This flexibility is awkward to handle with a simple element. Accordingly, several common features are marked up using predefined values for the 'class' attribute. The class attribute can appear on almost any XHTML element. In PRISM Aggregator messages, it will typically appear on p, span, and div elements. The predefined values for the class attribute are:

### deck

A sub-head or secondary headline that generally is preceded by the article headline and precedes the body of the story. See "headline" above. Deckheads are not headlines or subheadlines, which are marked up using <h1>, <h2>, <h6>. They are really a special kind of introductory paragraph. Therefore, they are marked up using a <p> element, which contains a special value, "deck", in the class attribute.

### Example:

```
<p class="deck">Cash-strapped U.S. strategists ask: Is the nuclear stockpile still a viable deterrent-- and can we afford it?</p>
```

```
<p class="deck">Mix a dash of 'E! True Hollywood Story,' a pinch of 'Real World,' and a big helping of broken dreams, and you have THE SURREAL LIFE, The WB's new reality experiment.</p>
```

## byline

The byline (author) of the story.

Example:

```
<p class='byline'>John A. Byrne</p>
```

Occasionally the dateline is included with the byline in the original publication. The granularity of the markup will depend on the level of sophistication of the publisher's production system. Either of the examples below is acceptable:

Example:

```
<p class='byline'>John A. Byrne in Tokyo</p>
<p><span class='byline'>John A. Byrne</span> in <span class="dateline">Tokyo</span></p>
```

Note: Occasionally the byline is embedded in running text, typically the deckhead, as shown below:

```
<p class="deck">... In the first part of our special report on Iran, <span class="byline">John
Roberts</span> looks into the future.</p>
```

---

## Iran faces Iraqi squeeze in any post-Saddam future

In any post-Saddam future for Iraq, there will also be winners and losers among its neighbours. One of those that could be hit hard by the creation of any new, more favourable regime in Iraq is Iran. Has Iran taken this possibility on board? If so, is change on the way? In the first part of our special report on Iran,

**John Roberts** looks into the future

Of Iraq's neighbours, Iran stands to be the biggest single loser from any post-Saddam, post-sanctions regime in Teheran. It would lose out both from any resurgence in Iraqi oil production – and from the opening up of the Iraqi oil industry to international companies which would result.

military authority prepared to defy international law by instituting production-sharing agreements on its own authority.

Officially, Iran plans to raise its oil production capacity to 5.0m b/d by 2005, and eventually to 5.5m b/d. The first goal was set out in 2001 by the

### **dateline**

The geographical location where the story was filed, e.g., city, state, and/or country where the story originated.

```
<p class='dateline'>Atlanta</p>
```

Note: Dateline is not often used in newsletter and journal articles.

Note: As mentioned in byline, there are times when the byline and dateline information are intermingled to a degree that it is not cost-effective for the publishers to separate. In such cases, all the information will be marked as byline.

Example:

```
<p class="dateline">Atlanta</p>
```

```
<p class="byline">John A. Byrne in Tokyo</p>
```

```
<p class='byline'>Simon Elegant/Kuala Lumpur  
With reporting by Baradan Kuppusamy/Sungei Tiram, Zamira  
Loebis/Tenggulun, Mageswary Ramakrishnan/Kuala Lumpur  
and Jason Tedjasukmana/Bali</p>
```

### **sidebar**

A separate piece of content presented as part of an article.

Example:

```
<div class="sidebar">...  
</div>
```

### **lead-in**

Eye catching beginning to a caption.

Example:

```
<caption><span class="lead-in">Top amateur</span> Kevin Fravel is one of  
Marketocracy's champs.</caption>
```

## Footnotes

A footnote has two parts - the note and the reference to the note. The reference is typically a number or letter, which directs the reader to the note. The reference is typically repeated in the note, where it is known as the key. The PRISM Aggregator message provides class attributes for those three kinds of text:

**fnRef**  
**fnBody**  
**fnKey**

Example:

```
... Enron (Houston)<span class="fnRef">3</span>...  
  
<p class="fnBody"><span class="fnKey">3</span>Company filed for bankruptcy  
...</p>
```

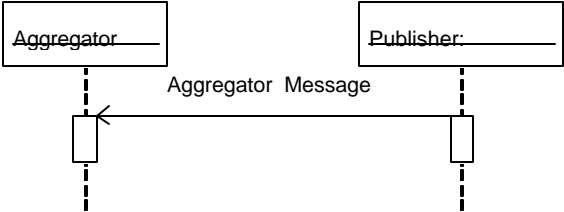
## Appendix C: Aggregator Business Scenarios

---

### Listing of Business Scenarios

|                            |   |
|----------------------------|---|
| <a href="#">Scenario A</a> | A Publisher (Supplier) sends content to an Aggregator or Syndicator for one issue of a serial publication |
| <a href="#">Scenario B</a> | A Publisher (Supplier), sends a correction of an article to an Aggregator or Syndicator                   |
| <a href="#">Scenario C</a> | A Publisher (Supplier), sends an update of an article to an Aggregator or Syndicator                      |
| <a href="#">Scenario D</a> | A Publisher (Supplier), sends a deletion of an article to an Aggregator or Syndicator                     |

**Scenario A**

|                         |  |
|-------------------------|--|
| Message                 | Aggregator   |
| Business Scenario       | <p>A Publisher sends content to an Aggregator or Syndicator for one issue of a serial publication.</p>  <pre> sequenceDiagram     participant Publisher     participant Aggregator     Publisher-&gt;&gt;Aggregator: Aggregator Message     </pre> |
| Step 1; Agreement       | The Publisher and Aggregator or Syndicator have an agreement for delivery of content.  |
| Step 2; Detail Scenario | An article, "Confessions of a Dangerous Mind" about Chuck Barris has been published. The Publisher is sending its content to the Aggregator.   |
| Example                 | Refer to the xml example good-barris.xml that is attached.   |
| Step 3; Format Head     | Refer to the comments on the XML example that follows  |
| Step 4; Format Body     | Refer to the the comment on the XML example that follows   |
| Results                 | Aggregator adds article to its content   |

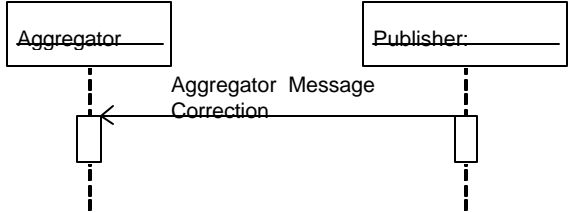


| XML Example   | Comments   |
|---|--|
| <pre>&lt;?xml version="1.0" encoding="ISO-8859-1"?&gt; &lt;!DOCTYPE pam:message PUBLIC "-//PRISMstandard.org/DTD Aggregation with XHTML v1.0//EN"&gt; &lt;pam:message xmlns:pam="http://prismstandard.org/namespaces/pam/0.0/" xmlns:prism="http://prismstandard.org/namespaces/basic/1.2/" xmlns:pim="http://prismstandard.org/namespaces/pim/1.2/" xmlns:dc="http://purl.org/dc/elements/1.1/"&gt;   &lt;!-- This is a sample of a fairly completely marked-up article. --&gt;</pre>  | <p>Contains pointers to namespaces</p>                           |
| <pre>&lt;pam:article&gt;   &lt;head&gt;     &lt;dc:identifier&gt;335398&lt;/dc:identifier&gt;     &lt;pam:status&gt;A&lt;/pam:status&gt;     &lt;dc:title&gt;The Gong Goodbye&lt;/dc:title&gt;     &lt;dc:creator&gt;Karen Valby&lt;/dc:creator&gt;     &lt;prism:publicationName&gt;ENTERTAINMENT WEEKLY&lt;/prism:publicationName&gt;     &lt;dc:publisher&gt;Time, Inc.&lt;/dc:publisher&gt;     &lt;prism:coverDate&gt;2003-01-10&lt;/prism:coverDate&gt;     &lt;prism:coverDisplayDate&gt;January 10, 2003&lt;/prism:coverDisplayDate&gt;     &lt;prism:number&gt;690&lt;/prism:number&gt;     &lt;prism:startingPage&gt;28&lt;/prism:startingPage&gt;     &lt;dc:subject&gt;Television&lt;/dc:subject&gt;     &lt;dc:subject&gt;Movies&lt;/dc:subject&gt;     &lt;prism:person&gt;Chuck Barris&lt;/prism:person&gt;     &lt;prism:objectTitle&gt;Confessions of a Dangerous Mind&lt;/prism:objectTitle&gt;     &lt;prism:category&gt;Profile&lt;/prism:category&gt;     &lt;prism:copyright&gt;Copyright 2003, Time Inc.&lt;/prism:copyright&gt;   &lt;/head&gt;</pre> | <p>Note that pam:status A is for addition of article.</p>        |
| <pre>&lt;body&gt;   &lt;h1&gt;The Gong Goodbye&lt;/h1&gt;   &lt;p class="deck"&gt;Was game-show king &lt;pim:person&gt;Chuck Barris&lt;/pim:person&gt; a hitman or just a hitmaker? The subject of &lt;pim:objectTitle&gt;Confessions of a Dangerous Mind&lt;/pim:objectTitle&gt; confronts his past lives.&lt;/p&gt;</pre>   | <p>Note the inline mark-up of pim:person and pim:objectTitle</p> |
| <pre>&lt;p class="byline"&gt;Karen Valby&lt;/p&gt;</pre>  | <p>Note the use of the byline class for inline mark-up</p>       |

## Guide to PRISM Aggregator DTD V 1.0

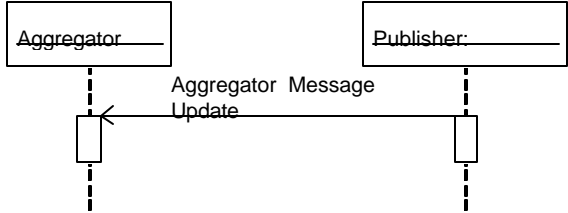
|   |  |
|---|--|
| <pre> &lt;p&gt;Chuck Barris can't stand the sight of himself. Old episodes of The Gong Show, the daffy '70s talent show he created and hosted with manic glee, turn his stomach. "I went nuts up there on the stage to a point where it was pitiful," he says. "I. Was. So. Obnoxious." Three decades later he still can't shake his buffoon persona. "If I died," says the 73-year-old Barris, "I wouldn't be surprised if an obituary says, 'Gonged. He's Gonged. He's finally Gonged.' But that's not me. It's not me." &lt;/p&gt; &lt;p&gt;So who is Chuck Barris? The new movie Confessions of a Dangerous Mind, based on his '80s memoir, alleges that when he wasn't bedding leggy ladies or dreaming up &lt;pim:objectTitle&gt;The Dating Game&lt;/pim:objectTitle&gt; and &lt;pim:objectTitle&gt;The Newlywed Game&lt;/pim:objectTitle&gt;, Barris was a CIA assassin who murdered 33 enemies of the American state. So he was the dreaded killer of Cold War criminals. Or he's the Game Show King who inspired today's reality TV. Either way, he just wants to leave the past behind. &lt;/p&gt; </pre>   | <p>Note the use of multiple pim:objectTitle for in-line markup</p> |
| <pre> &lt;pam:media&gt;   &lt;dc:type&gt;B/W PHOTO&lt;/dc:type&gt;   &lt;pam:credit&gt;PHOTOGRAPH BY ANTONIN KRATOCHVIL/VII&lt;/pam:credit&gt;   &lt;/pam:media&gt;   &lt;pam:media&gt;     &lt;dc:type&gt;COLOR PHOTO&lt;/dc:type&gt;     &lt;pam:credit&gt;FRED WESTBROOK&lt;/pam:credit&gt;     &lt;caption&gt;       &lt;span class="lead-in"&gt;HE GOT GAME&lt;/span&gt; Barris hammed it up as the host of the program he created, The Gong Show&lt;/caption&gt;   &lt;/pam:media&gt;   &lt;pam:media&gt;     &lt;dc:type&gt;COLOR PHOTO&lt;/dc:type&gt;     &lt;pam:credit&gt;TAKASHI SEIDA&lt;/pam:credit&gt;     &lt;caption&gt;       &lt;span class="lead-in"&gt;MIND- EXPANDING&lt;/span&gt; Barris, (1) who's played by Rockwell (with Barrymore) in the movie, dreamed up (2) The Newlywed Game and (3) The Dating Game &lt;/caption&gt;   &lt;/pam:media&gt;   &lt;pam:media&gt;     &lt;dc:type&gt;COLOR PHOTO&lt;/dc:type&gt;     &lt;pam:credit&gt;Fred Westerbrook&lt;/pam:credit&gt;     &lt;caption&gt;[See caption above]&lt;/caption&gt;   &lt;/pam:media&gt;   &lt;pam:media&gt;     &lt;dc:type&gt;COLOR PHOTO&lt;/dc:type&gt;     &lt;pam:credit&gt;Photofest&lt;/pam:credit&gt;     &lt;caption&gt;[See caption above]&lt;/caption&gt;   &lt;/pam:media&gt; &lt;/body&gt; &lt;/pam:article&gt; &lt;/pam:message&gt; </pre> | <p>Note the multiple pam:media that relate to the article</p>      |

**Scenario B**

|                         |   |
|-------------------------|---|
| Message                 | Aggregator  |
| Business Scenario       | <p>A Publisher (Supplier), sends a correction of an article to an Aggregator or Syndicator</p>  <pre> sequenceDiagram     participant Publisher     participant Aggregator     Publisher-&gt;&gt;Aggregator: Aggregator Message Correction     </pre> |
| Step 1; Agreement       | The Publisher and Aggregator or Syndicator has an agreement for delivery of content. Whenever there are corrections to be made to a previously sent article, the publisher sends a full correction noting what was corrected.   |
| Step 2; Detail Scenario | An article, "What Spies Beneath". The Publisher needs to note a correction.   |
| Example                 | Refer to the xml example good-corr.xml that is attached.  |
| Step 3; Format Head     | Refer to the comments on the XML example that follows   |
| Step 4; Format Body     | Resend the entire body of the article.  |
| Results                 | Aggregator updates article and retains correction information.  |

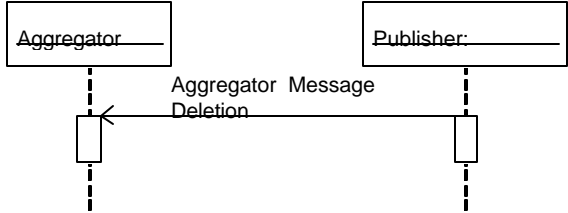
| XML Example  | Comments   |
|--|--|
| <pre> &lt;?xml version="1.0" encoding="ISO-8859-1"?&gt; &lt;!DOCTYPE pam:message PUBLIC "-//PRISMstandard.org/DTD Aggregation with XHTML v1.0//EN"&gt; &lt;pam:message xmlns:pam="http://prismstandard.org/namespaces/pam/0.0/" xmlns:prism="http://prismstandard.org/namespaces/basic/1.2/" xmlns:pim="http://prismstandard.org/namespaces/pim/1.2/" xmlns:dc="http://purl.org/dc/elements/1.1/"&gt;   &lt;pam:article xml:lang="en-US"&gt;     &lt;head&gt;       &lt;dc:identifier&gt;329915&lt;/dc:identifier&gt;       &lt;pam:status&gt;C&lt;/pam:status&gt;       &lt;prism:hasCorrection&gt;Published November 4, 2002 page 24 Clarification The graphic with our report on spyware programs installed on your computer without your consent [PERSONAL TIME: YOUR TECHNOLOGY, Oct. 7] referred to B3D, a product of Brilliant Digital Entertainment, saying that when you download a copy of Kazaa's file-sharing software, B3D is installed. We also said that B3D allows your PC's spare computer power to be used by Brilliant's network. This power-sharing feature has not yet been activated, and, the company says, it will not be used without the computer owner's specific consent.&lt;/prism:hasCorrection&gt; </pre> | <p>Note the<br/>pam:Status of<br/>"C" is for a<br/>correction and<br/>prism:hasCorre<br/>ction explains<br/>the correction</p> |

**Scenario C**

|                         |  |
|-------------------------|--|
| Message                 | Aggregator   |
| Business Scenario       | <p>A Publisher (Supplier), sends an update of an article to an Aggregator or Syndicator</p>  <pre> sequenceDiagram     participant Publisher     participant Aggregator     Publisher-&gt;&gt;Aggregator: Aggregator Message Update     </pre> |
| Step 1; Agreement       | <p>The Publisher and Aggregator or Syndicator has an agreement for delivery of content. Whenever there are updates to be made to a previously sent article, the publisher sends a full update without noting what was updated.</p>   |
| Step 2; Detail Scenario |  |
| Example                 | None   |
| Step 3; Format Head     | <p>Refer to the comments on the XML example that follows</p>   |
| Step 4; Format Body     | <p>Resend the entire body of the article.</p>  |
| Results                 | Aggregator updates article   |

| XML Example   | Comments  |
|---|---|
| <pre data-bbox="198 296 613 344">&lt;dc:identifier&gt;329915&lt;/dc:identifier&gt;<br/>&lt;pam:status&gt;U&lt;/pam:status&gt;</pre> | <p data-bbox="1362 300 1550 558">Note the pam:Status of “U” is for a update; the dc:identifier is used to find the article to be updated.</p> |

**Scenario D**

|                         |   |
|-------------------------|---|
| Message                 | Aggregator  |
| Business Scenario       | <p>A Publisher (Supplier), sends a deletion of an article to an Aggregator or Syndicator</p>  <pre> sequenceDiagram     participant Publisher     participant Aggregator     Publisher-&gt;&gt;Aggregator: Aggregator Message Deletion     </pre> |
| Step 1; Agreement       | <p>The Publisher and Aggregator or Syndicator have an agreement for delivery of content. Whenever there are deletions to be made to a previously sent article, the publisher sends a message directing which articles should be deleted.</p>  |
| Step 2; Detail Scenario |   |
| Example                 | None  |
| Step 3; Format Head     | Refer to the comments on the XML example that follows   |
| Step 4; Format Body     |   |
| Results                 | Aggregator deletes article  |

| XML Example   | Comments   |
|---|--|
| <pre data-bbox="198 296 613 344">&lt;dc:identifier&gt;329915&lt;/dc:identifier&gt;<br/>&lt;pam:status &gt;D&lt;/pam:status &gt;</pre> | Note the pam:Status of “D” is for a deletion; the dc:identifier is used to find the article to be deleted. |

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**Please send all questions to:**

[feedback@prismstandard.org](mailto:feedback@prismstandard.org)