XML in the News

how XML is being implemented in newspapers and related media

Date: **Tuesday 7th October 2003**   **Organised by: RivCom Ltd**
Location: **The Magic Circle**
Euston, London

XML and related Internet technologies present the news and media industries with more challenges and opportunities than virtually any other business sector. Not only are these technologies transforming the editorial and production processes within newspapers, they also enable news and advertising content to be repurposed across publications and media in ways that ignore geographical boundaries and existing business models.

This one-day conference will give delegates:
- a overview of the most important XML news-specific standards
- an insight into how some innovative publishers are implementing and gaining business benefit from XML
- an analysis of the threats and opportunities in this dynamic environment.

David Allen – IPTC/NewsML
Alison Clark – XPRL.org
David Cole – The Cole Papers
Ian Davies – Archant Group
David Jones – Vio Worldwide/AdsML
Allan Marshall – Associated Mediabase
Tony Stewart – RivCom

Programme

09:00 – 10:00		**registration & coffee**
10:00 – 10:30	**Tony Stewart** Director of Consulting RivCom Ltd	**Introduction and overview**
10:30 – 11:00	**David Allen** Form Managing Director IPTC	**NewsML and news content processes**
11:00 – 11:30		**coffee**
11:30 – 12:00	**Alison Clark** Chair XPRL.org/Transport for London	**XPRL and public relations processes**
12:00 – 12:30	**David Jones** CTO Vio Worldwide	**AdsML and advertising processes**
12:30 – 13:30		**lunch**
13:30 – 14:05	**Ian Davies** Director of Business Development Archant Group	**Challenges and Opportunities: the regional publishers' perspective**
14:05 – 14:50	**Allan Marshall** Managing Director Associated Mediabase	**XML and the national publishers' perspective**
14:50 – 15:30		**tea**
15:30 – 16:15	**David Cole** Editor and Publisher The Cole Papers	**XML and the strategic perspective**
16:15 – 17:00	**chair: Tony Stewart**	**Panel discussion**
17:00		**close**

Target audience
- Those in the newspaper, PR, advertising and related industries who are interested in the technical and business implications of XML.
- Publishers in other media who are interested in the current and potential uses of XML.
- Developers of software systems for these verticals.

The Magic Circle
The Magic Circle Headquarters is in Central London near Euston Station, well served by public transport. There are car-parking facilities nearby. Details from www.xmluk.org.

Exhibition
During the day there will be an exhibition area with company stands. If you would like to exhibit, please contact the exhibition organiser, Marie Moment marie.moment@rivcom.com.

Registration:
£90/£140/£115/£45
http://www.xmluk.org

Presentations and Speakers

Introduction and overview Tony Stewart,
Director of Consulting, RivCom

XML is now accepted as a core technology that will underpin significant changes in processes within and between newspaper, advertising, PR and related media organisations. But how can we make sense of the plethora of XML standards that are coming into existence and harness them to generate business benefit? This talk will provide an introductory framework to define the relationship between key processes involved in the sector and the enabling XML technologies.

Tony Stewart is Director of Consulting at **RivCom**. Building on a successful career in software development, IT management and telecommunications, Tony has spent the last four years leading business process analysis and design projects. He is also Chair of the Technical Working Group of the **AdsML** Consortium.

NewsML and news content processes David Allen
IPTC

NewsML is a global XML standard developed by the IPTC (International Press Telecommunications Council) for the management and dissemination of electronic news. Reuters describes NewsML as "the structure used to publish news in any format" and adds, "it can be used by news providers to combine their pictures, video, text, graphics and audio files in news output available on web sites, mobile phones, high end desktops, interactive television and any other device." This talk will provide an up-to-date description of the role and application of this important standard.

David Allen was the Managing Director of the **International Press Telecommunications Council** from 1991 until his retirement at the beginning of 2003. Prior to that he was an Electrical Engineering Officer in the Royal Air Force before being appointed as Telecommunications Manager of the **Press Association** and then Operations Director of **BSB DataVision**. David has been closely involved with all the standards work of the IPTC and has presented at seminars and conferences in Europe and North America.

XPRL and public relations processes Alison Clark
XPRL.org/Transport for London

XPRL is an XML standard being developed by XPRL.org to support processes within the Public Relations sector. The vision of XPRL is to provide the world-wide Public Relations industry with a fast track to benefit from the latest developments in data, information, business and news communication and for management and execution of PR practice. This talk will describe the current status of the initiative and the projected role that XPRL will play.

Alison Clark, chair of **XPRL.org**, is a strategic public relations consultant. She is currently Head of Network Information and Performance in the Directorate of Traffic Management of **Transport for London**, and was previously Managing Director of **Shandwick Public Affairs Ltd** and Head of Corporate Communications at **Wessex Water Plc**.

AdsML and advertising processes David Jones
AdsML.org/CTO, Vio Worldwide

The AdsML Consortium was established in 2003 to create the first comprehensive, global standard for end-to-end advertising workflow. AdsML is supported by Ifra and the Newspaper Association of America (NAA) and includes key industry players such as ABB Schweiz, Agfa, Associated Newspapers, CCI Europe, ppi Media, Rosetta and Vio Worldwide. This talk will introduce AdsML and describe its role in the evolving world of advertising.

David Jones has worked in the newspaper and magazine publishing industry most of his life including in the newsroom and in production editing for UK regional newspapers and magazines, as Night Editor and Assistant Editor and then IT Director at the **Financial Times**, and as CIO at the newly merged **Trinity Mirror Group**. He joined **Vio** to develop advanced services for stream-lining business processes across the graphics arts, publishing and printing industries. He has been a frequent public speaker advocating standards-based solutions, been active in Ifra and other industry and standards bodies, chairman of supplier user groups, and is Treasurer and Steering Committee member of the **AdsML** Consortium.

Challenges and Opportunities: the regional publishers' perspective Ian Davies
Business Development Director, Archant Group

In this talk we will be provided with an analysis of the fundamental changes that are affecting the news media industry and the consequent challenges and opportunities that technologists and technologies will need to address. The presentation will include a description of the business development strategy of one of Britain's most vibrant and respected regional newspaper groups that is putting the principles of convergence into practice today.

Ian Davies is Director of Business Development at Archant, a group that includes **Archant Regional**, the newspaper publishing division which publishes a portfolio of four daily titles, 23 weekly paid-for and 34 weekly free newspapers totalling a combined weekly circulation of around 2.6 million copies. **Archant Lifestyle**, the magazine publishing arm which publishes around 40 magazines, **Archant Print**, the printing arm of Archant with press facilities in Norwich and Ipswich and **Archant Regional Events** which produce a number of exhibitions and Ideal Home events all over the UK. Ian joined Archant with a background in radio and television.

XML and the national publishers' perspective   Allan Marshall
Managing Director, Associated Mediabase

In this talk we will hear from one of the world's leading advocates and exponents of the use of XML within the news, who will describe his experience in developing and applying a strategic approach to the adoption of XML and related technologies at Associated Newspapers. We will hear of the benefits that have been derived and the challenges that lie ahead.

Allan Marshall is the managing director for **Associated MediaBase**, the organisation that is responsible for the development and integration of **Associated Newspapers' (Daily Mail, Mail on Sunday, Evening Standard, Metro, Ireland on Sunday, Loot)** expansion into electronic information delivery. He has worked in the newspaper industry since 1971 and in several different capacities: production, editorial and systems management. He has also been involved in remote communications, satellite and page makeup development programs. Allan has been an early advocate and adopter of **XML** and related standards, and has spoken on newspaper technology at conferences throughout Europe and America.

XML and the strategic perspective   David Cole
Proprietor and Principal Consultant, The Cole Group

Having gained an understanding of the key XML technologies that are being developed to support newspapers and related media, and having heard from leading practitioners in the field, we will be provided with a strategic perspective on the potential business impact of XML and related technologies and how these will affect business models as they become fully established.

David Cole is the publisher of **The Cole Papers**, the monthly newsletter on technology, journalism and publishing, and NewsInc., the weekly newsletter on the business of the newspaper business; he is also proprietor and principal consultant at The Cole Group. The former assistant managing editor for systems of the **San Francisco Examiner**, during his 12-year career Cole was responsible for all newsroom computer systems (mostly under the title "systems editor"), ranging from on-line experiments in the early '80s to developing desktop colour separation systems by the end of the decade. In addition, Cole has many years of experience in a variety of roles within newspaper organisations ranging from art director, assistant news editor and makeup editor.

Panel discussion   Chair: Tony Stewart
Director of Consulting, RivCom

A final panel discussion will provide an opportunity to pose questions to the speakers and to explore what conclusions should be drawn from the presentations.

REGISTRATION FORM & PRO FORMA INVOICE
XML UK – "XML in the News" conference Tuesday 7th October, 2003

Please complete this form in BLOCK CAPITALS and return with cheque (only) payable to 'XML UK', to:
Mrs Y Vine, XML UK, Copse House, 15 Upton Close, Swindon, Wilts SN25 4UL
Email: admin@xmluk.org   **Tel: +44 (0)1793 721106   Fax: +44 (0)1793 721106**

All registrations AND PAYMENTS must be received by 5.30 pm on Friday 3rd October 2003.

Company:

Address:

Telephone: Fax:
Email:

DELEGATES / EXHIBITORS AND SPECIAL REQUIREMENTS (please enter names)

1.		Requires a vegetarian meal at lunch	☐
2.		Requires a vegetarian meal at lunch	☐
3.		Requires a vegetarian meal at lunch	☐
4.		Requires a vegetarian meal at lunch	☐

PAYMENT DETAILS
(please enter number of delegates in appropriate categories and amount remitted)

Number of Delegates	Category and fee		£ Total
	Student Member	£45	£
	XML UK Member (max 2)	£90	£
	EPSG Member (max 2)	£90	£
	Additional XML UK or EPSG Corporate Member	£115	£
	Neither XML UK nor EPSG Member	£140	£
	Total delegates **Amount payable**		**£**

Please Note: WE DO NOT HAVE A CREDIT CARD FACILITY

XML UK Membership fees £20 Student/£50 individual/£100 corporate. Contact Yvonne Vine above for further details. A Membership Application Form is available online at: http//www.xmluk.org To qualify for the Member Registration Fee all new members must pay their Membership Fees at the same time as the Registration Fee.

NOTE: Registrations will not be accepted unless accompanied by payment. Any registrations received without payment will be returned. Terms and conditions overleaf.

Please treat the form overleaf as a pro forma invoice.
Should you require an invoice please fax a request to XML UK on 01793 721106.
Cheques to be made payable to "XML UK".
Receipts will be issued.

To make payment via BACS/Swift please use following bank details:
Bank: National Westminster Bank plc, Lambeth North Branch, POBox 7929, 91 Westminster Bridge Road, London SE1 7ZB
Sort Code: 60-60-04
Account: 13229931
Account Name: XML UK

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Registration Details

To register, please complete the registration form and send it together <u>with</u> payment to the conference administrator, Mrs Yvonne Vine, at the address below. The conference fee includes lunch and all refreshments.

If registering more than four delegates, please complete additional copies of the form for additional delegates.

Terms and Conditions of Booking

CONFIRMATION: Email confirmation will be forwarded directly to the delegates unless otherwise specified within 24 hours of receipt of registration forms and accompanying payment.
Joining instructions will be emailed directly to the delegates unless otherwise specified on Friday 4th October 2002
We regret that we are unable to accept or confirm bookings over the telephone.

CANCELLATION: If a booking is cancelled within 10 working days of the conference we reserve the right to deduct our costs from the refund. NO REFUNDS can be given to delegates cancelling after 5.30 p.m. on Friday 4th October 2002 or through failure to attend. Substitute delegates are welcome at no extra charge (provided that notification is received within two working days of the conference).
Please confirm cancellations in writing or by fax.

LIABILITY: The conference organisers will not accept any responsibility for damage to property or injury to persons during the entire event.

NOTE: It may be necessary for reasons beyond our control to change the content or timing for the programme, the speakers or the venue. Every effort will be made to avoid changes and to provide appropriate substitutions if necessary.

Conference Administrator:
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http://www.xmluk.org/slides/magic-circle_2003/XMLUK-conference-2003-10-07.pdf