
PRISM: Publishing Requirements for Industry Standard Metadata

Version 1.2 (e)

First Public Draft

Sept. 4, 2002

Copyright 2001,2002 IDEAlliance and the PRISM Working Group. All Rights Reserved.

This specification may be freely redistributed without modifications. Software conforming to this specification may be implemented without fees or further obligations to IDEAlliance or the PRISM Working Group. Conforming implementations may not add any elements, attributes, or other items to the PRISM namespaces and vocabularies. All additions, amendments, and alterations must be made in other XML namespaces.

IDEAlliance and the PRISM Working Group take no position regarding the validity or scope of any intellectual property or other rights that might be claimed to pertain to the implementation or use of the technology described in this document or the extent to which any license under such rights might or might not be available; neither do they represent that they have made any effort to identify any such rights.

For an ongoing list of known errors, workarounds, and issues for future work, please consult the errata page:

http://www.prismstandard.org/errata/spec1_2.html

Abstract

The Publishing Requirements for Industry Standard Metadata (PRISM) specification defines a standard for interoperable content description, interchange, and reuse in both traditional and electronic publishing contexts. PRISM recommends the use of certain existing standards, such as XML, RDF, the Dublin Core, and various ISO specifications for locations, languages, and date/time formats. Beyond those recommendations, it defines a small number of XML namespaces and controlled vocabularies of values, in order to meet the goals listed above.

The PRISM working group, a joint effort of representatives from publishers and vendors in an initiative organized under IDEAlliance, prepared this specification. Comments for the working group may be sent to spec-comments@prismstandard.org.

Status

This is the first public draft for the 1.2 release of the PRISM Metadata specification. Several elements have been added, and some existing elements renamed. Many of the definitions of the elements have been rewritten for clarity and precision, and more examples of their use have been provided. Future drafts of the 1.2 specification will add even more examples of the use of the PRISM elements.

The 1.2 specification is intended to be a very stable release, once completed. While new namespaces may be created in the future to extend its capability, the elements in the 1.2 namespaces are expected to remain unchanged. Nevertheless, implementers and reviewers of the 1.2 specification are advised to consult <http://www.prismstandard.org/errata/spec1.2/> to obtain any corrections and updates to this specification that may have been made.

Changes

The 1.2 specification makes the following changes to the 1.0 version (the 1.1 version was never formally released).

The 'profile' was removed. A new section was added which discusses how this spec may be used by other specifications, such as the article DTD.

Added new elements and terms

Based on implementation experience, the working group decided to add the Section, Page, Volume, Number, IssueName, and Edition elements. The terms stockQuote, newsResult, and portrait were added to the controlled vocabulary of content genre.

A new section, 1.2.10, was added which discusses how this spec may be used by other specifications, such as the article DTD.

Strengthened recommendation around xml:lang

In light of vendor feedback, PRISM has strengthened its recommendation around the use of xml:lang to indicate the language of the metadata record. While the 1.0 version gave several examples of the use of xml:lang, the spec itself did not state whether that attribute MIGHT, SHOULD, or MUST be used. The 1.0 version states that creators of PRISM descriptions SHOULD provide the attribute. Systems that receive PRISM descriptions MUST NOT signal an error if they encounter descriptions without the attribute.

Numbered the examples

To make it easier to refer to specific examples, they were given numbers and a table of examples was added.

Corrected errors in examples

Two examples (#x, y) were missing the '/' character at the end of empty elements. Those were corrected and all the complete examples were validated for compliance with the RDF specification.

Updated namespace URLs

The URLs for the various PRISM namespaces and vocabularies were updated from 1.0 to 1.2.

Acknowledgements

A number of sections were drawn from the XMLNews tutorials and specifications. The working group thanks David Megginson for his permission to use that material.

Working Group Members (Current and former)

Donald Alameda	Sothebys.com	(Integrated Automata)
Paula Angerstein	Vignette Corporation	(Founding Member)
Anna Bjarnestam	Getty Images Inc.	(Founding Member)
Andrea Broadbent	McGraw-Hill	
Linda Burman	L. A. Burman Associates Inc.	(Co-chair and Working Group Founder)
Mario Buscemi	CMP Media, LLC	
Dianna Calleson	Adobe Systems, Inc.	
Kevin Childress	Business Wire Inc.	(Liaison Member from the IPTC)
Corilee Christou	Cahners Business Information	
Zachary Coffin	KPMG	
Anne Considine	Time Inc.	
Ron Daniel Jr.	Interwoven, Inc.	(Co-chair and Co-editor)
Ari Davidow	ITWorld	(IDG Publications)
John Dougherty	Hachette	
Bob DuCharme	LexisNexis	
Charlie Evett	MarketSoft	(Founding Member)
Bob Knippen	LingoMotors	
Jeff Field	Reuters	(Liaison Member from the IPTC)
Lisa Frumkes	Getty Images	
Bruce Gitlin	ContentGuard	
Chris Green	Time Inc.	(Founding Member)
Deren Hansen	Cogito Inc.	(Co-editor, formerly of Wavo Inc., Founding Member)
Rick Holt	Cahners Business Information	(Founding Member)
Paul Kramer	Condé Nast Publications	
Richard Martin	Active Data Exchange	
Christian Mairhofer	McGraw-Hill	
Peter Meirs	Time Inc.	(Founding Member)
Roger Medlin	Artesia Technologies, Inc.	(Founding Member)
Glen Ochsenreiter	iCopyright.com	
Conleith O'Connell	Vignette Corporation	
Charles Olson	Artesia Technologies, Inc.	
Cameron Pope	CreoScitex	(co-editor, formerly of Quark, Inc.)
Laird Popkin	Sothebys.com	
Howie Rafal	Banta New Media, Inc.	
Jay Rothschild	eLogic, Inc.	(A wholly owned subsidiary of Cahners Business Information)
Justin Scroggs	Time Inc.	

Table Of Contents

PART I: INTRODUCTION AND OVERVIEW	7
1 INTRODUCTION.....	9
1.1 Purpose and Scope	9
1.2 Relationship to Other Specifications	9
1.3 Additional Issues.....	12
1.4 Definitions	12
1.5 Structure of this Document	13
2 OVERVIEW	15
2.1 Travel Content Syndication Scenario	15
2.2 Basic Metadata.....	15
2.3 Embedded vs. External Metadata	16
2.4 Controlled Vocabularies.....	18
2.5 Relations.....	20
2.6 Resource Type and Category.....	21
2.7 Rights and Permissions	22
3 ELEMENTS BY FUNCTIONAL GROUP	29
3.1 General Purpose Elements	29
3.2 Provenance.....	29
3.3 Timestamps	29
3.4 Subject Description.....	30
3.5 Resource Relationships.....	30
3.6 Rights and Permissions	31
3.7 Controlled Vocabularies.....	32
3.8 PRISM In-line Markup	33
PART II: NORMATIVE SPECIFICATION.....	35
4 FRAMEWORK.....	37
4.1 Requirement Wording Note	37
4.2 Behavior of PRISM-compliant Software.....	37
4.3 Identifying PRISM Content.....	37
4.4 Namespace and Vocabulary Identifiers.....	37
4.5 Identifiers.....	39
4.6 Cardinality and Optionality.....	39
4.7 Automatic Creation of Inverse Relations	39
4.8 PRISM Profile of the Resource Description Framework.....	40
5 SIMPLE PROFILE OF PRISM	ERROR! BOOKMARK NOT DEFINED.
6 ELEMENT DEFINITIONS	45
6.1 XML Entities Used In Definitions.....	45
6.2 Dublin Core Namespace.....	46
6.3 Basic PRISM Namespace	56
6.4 PRISM Rights Language	77
6.5 PRISM Inline Markup Namespace	80
6.6 PRISM Controlled Vocabulary Namespace.....	82
7 CONTROLLED VOCABULARIES	87
7.1 Rights and Usage Vocabularies.....	87
7.2 Resource Type Vocabulary (presentation style)	87
7.3 Resource Category Vocabulary (intellectual genre)	90
APPENDIX A: BIBLIOGRAPHY	93

Part I: Introduction and Overview

(non-normative)

1 Introduction

1.1 Purpose and Scope

The Publishing Requirements for Industry Standard Metadata (PRISM) specification defines an XML metadata vocabulary for syndicating, aggregating, post-processing and multi-purposing magazine, news, catalog, book, and mainstream journal content. PRISM provides a framework for the interchange and preservation of content and metadata, a collection of elements to describe that content, and a set of controlled vocabularies listing the values for those elements.

Metadata is an exceedingly broad category of information covering everything from an article's country of origin to the fonts used in its layout. PRISM's scope is driven by the needs of publishers to receive, track, and deliver multi-part content. The focus is on additional uses for the content, so metadata concerning the content's appearance is outside PRISM's scope. The working group focused on metadata for:

- General-purpose description of resources as a whole
- Specification of a resource's relationships to other resources
- Definition of intellectual property rights and permissions
- Expressing inline metadata (that is, markup within the resource itself).

Like the ICE protocol [ICE], PRISM is designed to be straightforward to use over the Internet, support a wide variety of applications, not constrain data formats of the resources being described, conform to a specific XML syntax, and be constrained to practical and implementable mechanisms.

The PRISM group's emphasis on implementable mechanisms is key to many of the choices made in this specification. For example, the elements provided for describing intellectual property rights are not intended to be a complete, general-purpose rights language that will let unknown parties do business with complete confidence and settle their accounts with micro-transactions. Instead, it provides elements needed for the most common cases encountered when one publisher of information wants to reuse material from another. Its focus is on reducing the cost of compliance with existing contracts that have been negotiated between a publisher and their business partners.

1.2 Relationship to Other Specifications¹

Because there are already so many standards, the emphasis of the PRISM group was to recommend a coherent set of existing standards. New elements were only to be defined as needed to extend that set of standards to meet the specific needs of the magazine publishing scenarios. This section discusses the standards PRISM is built upon, how it relates to some other well-known standards, and how subsequent standards can build upon this specification.

1.2.1 eXtensible Markup Language (XML)

PRISM metadata documents are an application of XML [W3C-XML]. Basic concepts in PRISM are represented using the element/attribute markup model of XML. The PRISM specification makes use of additional XML concepts, such as namespaces[W3C-XML-NS].

1.2.2 Resource Description Framework (RDF)

The Resource Description Framework [W3C-RDF] defines a model and XML syntax to represent and transport metadata. PRISM uses a simplified profile of RDF for its metadata framework. Thus, PRISM

¹ The descriptions in this section may have been provided in whole or in part by representatives of the specification being described.

compliant applications will generate metadata that can be processed by RDF processing applications. However, the converse is not necessarily true. The behavior of applications processing input that does not conform to this specification is not defined.

1.2.3 Dublin Core (DC)

The Dublin Core Metadata Initiative [DCMI] established a set of metadata to describe electronic resources in a manner similar to a library card catalog. The Dublin Core includes 15 general elements designed to characterize resources. PRISM uses the Dublin Core and its relation types as the foundation for its metadata. PRISM also recommends practices for using the Dublin Core vocabulary.

1.2.4 NewsML

NewsML [IPTC-NEWSML] is a specification from the International Press Telecommunications Council (IPTC) aimed at the transmission of news stories and the automation of newswire services. PRISM focuses on describing content and how it may be reused. While there is some overlap between the two standards, PRISM and NewsML are largely complementary. PRISM's controlled vocabularies have been specified in such a way that they can be used in NewsML. The PRISM working group and the IPTC are working together to investigate a common format and metadata vocabulary to satisfy the needs of the members of both organizations.

1.2.5 News Industry Text Format (NITF)

NITF [IPTC-NITF] is another IPTC specification. NITF provides a DTD designed to mark up news stories. PRISM is a metadata vocabulary designed to describe resources and their relationship to other resources. Although NITF has some elements to specify metadata and header information that are duplicated in PRISM, the two standards are largely complementary. Where there is overlap, such as with PRISM's inline markup, it is noted in the specification.

1.2.6 Information and Content Exchange (ICE)

The Information and Content Exchange protocol manages and automates syndication relationships, data transfer, and results analysis. PRISM complements ICE by providing an industry-standard vocabulary to automate content reuse and syndication processes. To quote from the ICE specification [ICE]:

Reusing and redistributing information and content from one Web site to another is an ad hoc and expensive process. The expense derives from two different types of problem:

- *Before successfully sharing and reusing information, both ends need a common vocabulary.*
- *Before successfully transferring any data and managing the relationship, both ends need a common protocol and management model.*

Successful content syndication requires solving both halves of this puzzle.

Thus, there is a natural synergy between ICE and PRISM. ICE provides the protocol for syndication processes and PRISM provides a description of the resource being syndicated, which can be used to personalize the delivery of content to tightly-focused target markets.

The two working groups have recently defined the means for PRISM to describe ICE items and for ICE to convey PRISM descriptions.

1.2.7 RSS (RDF Site Summary) 1.0

RSS (RDF Site Summary) 1.0 [RSS] is a lightweight format for syndication and descriptive metadata. Like PRISM, RSS is an XML application, conforms to the W3C's RDF Specification and is extensible via XML-namespace and/or RDF based modularization. The RSS-WG is currently developing and standardizing new modules.

The primary application of RSS is as a very lightweight syndication protocol for distributing headlines and links. It is very easy to implement, but does not offer the rich negotiation and reliable delivery features of ICE.

1.2.8 eXtensible Rights Markup Language (XrML)

XrMLTM [XRML], developed by ContentGuard, Inc., is a general-purpose, XML-based specification grammar for expressing rights and conditions associated with digital content, resources, and services. It is fully compliant with XML namespaces using XML schema technology. Rights and conditions can be securely assigned at varying levels of granularity to individuals as well as groups of individuals and the parties can be authenticated. In addition, the licenses can be interpreted and enforced by the consumption application providing persistent protection. XrML is designed to be used in either single tier or multi-tier channels of distribution with the downstream rights and conditions assigned at any level. In addition, the trust environment can be specified in the language in order to maintain the integrity of the rights and conditions. Standards such as XSLT and XPath have been employed in XrML, and XML Signature and XML Encryption have been used for authentication and protection of the rights expressions. ContentGuard intends to transfer the governance responsibilities to an international standards organization

The PRISM Rights Language (PRL, see section 5.4) is the part of the PRISM specification which is closest to XrML. However, the two have different goals. PRL assumes that the sender and receiver of a PRISM communication already have a business arrangement that is specified in a contract. PRISM's focus is on lowering the costs of complying with that agreement. Thus, it provides a standard means of expressing common terms and conditions. PRISM specifies as little as possible about the internal behavior of systems. PRISM's treatment of derivative use rights represents those that are most commonly used in the PRISM environment.

1.2.9 XTM (XML Topic Maps)

XTM is an XML representation of ISO Topic Maps [ISO-13250], an approach for representing topics, their occurrences in documents, and the associations between topics. This is very similar to PRISM's use of controlled vocabularies.

XTM documents require that topics use a URI as a unique identifier. PRISM descriptions can directly cite XTM topics when there is a need to use them where PRISM allows values from controlled vocabularies. There is also a simple mapping between the XTM format and the PRISM group's simple XML format for controlled vocabularies.

1.2.10 Future Specifications

This document defines a number of XML elements to convey metadata that describes content. It also specifies the basic rules of how they can be combined. However, there are any number of specific situations which call for using some, but not all, of the PRISM elements. Many of the situations will also call for combining the PRISM elements with elements from other namespaces. As one example, a magazine publisher might wish to start sending an XML version of their articles to aggregators like LexisNexis. The publisher and aggregator would need to define the details of that XML format. It could use PRISM elements in the header for the articles, while article markup such as paragraph breaks or section headings could come from another namespace such as XHTML. The specific mixture of elements would need to be specified in a DTD.² In other situations, it might be desirable to send more or less metadata, depending on the level of trust the sender has with the receiver.

This selection of subsets of the full specification is encouraged. Groups developing such subsets must, however, ensure that the subset will still be a legal PRISM document. For example, in the application where a publisher is sending articles to the aggregator, Groups which need to develop such follow-on specifications are encouraged to define the specific subsets they will accept.

² In fact, the publishers and aggregators in the PRISM Working Group are currently defining such a DTD.

1.3 Additional Issues

1.3.1 Redundancy

Redundancy is a necessary consequence of re-using existing work. For example, when sending PRISM data in an ICE payload, there will be duplication of PRISM timestamp information and ICE header data. Therefore, in some cases, the same information will be specified in more than one place. This is normally a situation to be avoided. On the other hand, PRISM descriptions need to be able to stand alone, so there is no way to optimize PRISM's content for a particular protocol. The working group decided that redundancy should neither be encouraged nor avoided.

1.3.2 Exchange Mechanisms

PRISM specifies an interchange format, and does not define or impose any particular interchange mechanism. There are many ways to exchange the descriptions and the content they describe. Developers of such interchange protocols should consider the following factors:

- Easily separable content: A tool that provides metadata will need to get at this information quickly. If metadata is mixed with content, these tools will have to always scan through the content. On the other hand, it is significantly easier to keep the metadata associated with the content if it is mixed in (as a header, for example).
- Reference vs. Inline content: Referencing content is visually clean, but presents a challenge with access (security, stale links, etc). Inline requires larger data streams and longer updates in the face of changes.
- Encoding. Depending on the choice of format, encoding of the content may be necessary. Extra computation or space will be needed.

1.3.3 Security

The PRISM specification deliberately does not address security issues. The working group decided that the metadata descriptions could be secured by whatever security provisions might be applied to the resource(s) being described. PRISM implementations can achieve necessary security using a variety of methods, including:

- Encryption at the transport level, e.g., via SSL, PGP, or S/MIME.
- Sending digitally signed content as items within the PRISM interchange format, with verification performed at the application level (above PRISM).

1.3.4 Rights Enforcement

The PRISM specification does not address the issue of rights enforcement mechanisms. The working group decided that the most important usage scenarios at this time involved parties with an existing contractual relationship. This implied that the most important functionality required from PRISM's rights elements was to reduce the costs associated with clearing rights, not to enable secure commerce between unknown parties. Therefore the PRISM specification provides mechanisms to describe the most common rights and permissions associated with content, but does not specify the means to enforce compliance with those descriptions. Essentially, the goal is to make it less expensive for honest parties to remain honest, and to let the courts serve their current enforcement role.

1.4 Definitions

The following terms and phrases are used throughout this document in the sense listed below. Readers will most likely not fully understand these definitions without also reading through the specification.

Authority File	One of the forms of a <i>controlled vocabulary</i> , in which a list of uniquely identified entities, such as companies, authors, countries, employees, or customers, is maintained over time.
Content	Content, as it is used in the PRISM specification is a non-normative term assumed to be a <i>resource</i> or a collection of resources.
Content Provider	A publisher, business, portal site, person or entity making content available in any medium.
Controlled Vocabulary	A list of uniquely identified terms with known meaning. The list itself has a defined maintenance procedure and restricted update access. For example, an employee database is one type of controlled vocabulary. The list of terms (staff names) is uniquely identified (employee number) and is maintained by a known procedure and staff (the HR department). There are two major types of controlled vocabularies - <i>authority files</i> and <i>taxonomies</i> .
Metadata	Information about a <i>resource</i> . In this specification, metadata is expressed as one or more <i>properties</i> .
Property	A field with a defined meaning used to describe a resource. A property plus the value of that property for a specific resource is a <i>statement</i> about that resource. [W3C-RDF]
Resource	Text, graphics, sound, video or anything else that can be identified with a URI or other identification scheme. The PRISM specification uses this term because it is not used in casual writing, so it can be used unambiguously in the PRISM specification.
Statement	An assertion about a <i>resource</i> . Typically, statements assert that relations such as "part of" exist between resources, or that a resource has a particular value of a property, such as a "format" of "text/html".
Taxonomy	One of the forms of a <i>controlled vocabulary</i> , in which the uniquely identified concepts are arranged in a hierarchy that represents the relations between more specific and more general concepts.

1.5 Structure of this Document

The document is organized into two parts, plus an appendix. Part 1 is non-normative. It provides an introduction and tutorial overview of the specification. Despite being non-normative, there are occasional statements using the key words MUST, SHOULD, MAY, etc. Those statements will be repeated in Part 2, the normative portion of the specification.

Part 1 contains three sections. Section 1 provides this general introduction and establishes some of the context for the PRISM specification. Section 2 provides a tutorial for the major features of the spec, using a series of examples around a common scenario. Section 3 provides a quick reference to the elements defined in the specification, organized by functional group. Because elements can be used for multiple functions, they may be repeated in multiple tables.

Part 2 contains four sections. Section 4 describes PRISM's framework for identifiers, its profile (restricted subset) of RDF, and various other normative requirements on instances of the PRISM format. Section 5 defines a recommended profile (subset) of the elements to assist initial implementations of the specification. Section 6 gives normative definitions for the XML elements and attributes in the namespaces PRISM defines. Non-normative definitions, along with PRISM-recommended cataloging rules, are provided for the XML elements and attributes from namespaces PRISM recommends, but does not define, such as the Dublin Core. Section 7 defines vocabularies that PRISM uses as controlled values for various properties.

Appendix A provides a bibliography, which is also divided into normative and non-normative sections.

2 Overview

This section provides a non-normative overview of the PRISM specification and the types of problems that it addresses. It introduces the core concepts and many of the elements present in the PRISM specification by starting with a basic document with Dublin Core metadata, then uses PRISM metadata elements to create richer descriptions of the article.

Although the PRISM specification contains a large number of elements and controlled vocabulary terms, most of them are optional. A PRISM-compliant description can be very simple, or quite elaborate. It is not necessary to put forth a large amount of effort to apply metadata to every resource, although it is possible to apply very rich metadata to resources whose potential for reuse justifies such an investment. Similarly, PRISM implementations need not support every feature in the specification. Simple implementations will probably begin with the elements listed in Section 5, and only add more capability as needed. Simple implementations will still be able to correctly parse complex descriptions because all PRISM descriptions obey the RDF constraints for structuring XML.

2.1 Travel Content Syndication Scenario

Wanderlust, a major travel publication, has a business relationship with *travelmongo.com*, a travel portal. After *Wanderlust* goes to press, they syndicate all of their articles and sidebars to content partners like *travelmongo.com*. Like many other publications, *Wanderlust* does not have the right to resell all of their images, because some of them have been obtained from stock photo agencies.

When *Wanderlust* creates syndication offers, an automated script searches through the metadata for the issue's content to ensure that anything that cannot be syndicated is removed from the syndication offer with alternatives substituted when possible. Since *Wanderlust* tags their content with rights information in a standard way, this process happens automatically using off-the-shelf software.

Because *Wanderlust* includes standard descriptive information about people, products, places and rights when they syndicate their content, *travelmongo.com* can populate their content management system with all the appropriate data so that the articles can be properly classified and indexed. This reduces the cost to *travelmongo.com* of subscribing to third party content and makes content from *Wanderlust* even more valuable for them.

2.2 Basic Metadata

The elements in the Dublin Core form the basis for PRISM's metadata vocabulary. This simple PRISM document uses some Dublin Core elements to describe a photo taken on the island of Corfu:

```
<?xml version="1.0" encoding="UTF-8"?>
<rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:dc="http://purl.org/dc/elements/1.1/"
  xml:lang="en-US">
  <rdf:Description rdf:about="http://wanderlust.com/2000/08/Corfu.jpg">
    <dc:identifier rdf:resource="http://wanderlust.com/content/2357845" />
    <dc:description>Photograph taken at 6:00 am on Corfu with two models
    </dc:description>
    <dc:title>Walking on the Beach in Corfu</dc:title>
    <dc:creator>John Peterson</dc:creator>
    <dc:contributor>Sally Smith, lighting</dc:contributor>
    <dc:format>image/jpeg</dc:format>
  </rdf:Description>
</rdf:RDF>
```

Example 1: Basic PRISM Description

PRISM descriptions are XML documents [W3C-XML], thus they begin with the standard XML declaration: `<?xml version="1.0" ?>`. A character encoding may be given if needed. As indicated by the two attributes beginning with 'xmlns:', PRISM documents use the XML Namespace mechanism [W3C-XML-NS]. This allows elements and attributes from different namespaces to be combined. Namespaces are the primary extension mechanism in PRISM.

PRISM descriptions are compliant with the RDF constraints on the XML syntax. Thus, they begin with the `rdf:RDF` element. Because PRISM obeys the RDF constraints on XML structure, implementations are guaranteed to correctly parse even unknown elements and attributes. PRISM-compliant applications **MUST NOT** throw an error if they encounter unknown elements or attributes. They are free to delete or preserve such information, although recommended practice is to retain them and pass them along. Retaining the information is an architectural principle which helps new functionality be established in the presence of older versions of software.

PRISM recommends that the language of the metadata record, which is potentially different than the language of the resource it describes, be explicitly specified with the `xml:lang` attribute.

PRISM requires that resources have unique identifiers. In the above example, the photo is identified by a URI in the `rdf:about` attribute of the `rdf:Description` element. The `dc:identifier` element can be used for other identifiers, such as ISBN numbers or system-specific identifiers. In the above example, the `dc:identifier` element contains an asset ID for *Wanderlust's* asset management system.

PRISM follows the case convention adopted in the RDF specification. All elements, attributes and attribute values typically begin with an initial lower case letter, and compound names have the first letter of subsequent words capitalized. Element types may begin with an uppercase letter when they denote *Classes* in the sense of the RDF Schema [W3C-RDFS]. Only one of the elements in any of the PRISM namespaces, `pcv:Descriptor`, does so. PRISM uses a simple naming convention. We avoid abbreviations, use American English spelling, and make the element names into singular nouns (or a pseudoNounPhrase, because of the case convention).

By PRISM convention, property values that are URI references are given as the value of an `rdf:resource` attribute, as shown in the `dc:identifier` element of Example 1. Prose or non-URI values are given as element content, as seen in the `dc:description` element. This allows automated systems to easily determine when a property value is a URI reference.

2.3 Embedded vs. External Metadata

A common question is "Where do I put PRISM metadata?" There are three common places, the choice of which to use depends on the application.

- 1) A description of a single resource can be provided as a complete, standalone, XML document that describes another file. Such a use is shown in Example 1.
- 2) A description can be included in the content, typically as a header or other out-of-band information. Example 2 shows a sample of a simple XML file which contains an embedded PRISM description as a header.
- 3) Descriptions of a number of files can be collected together in a 'manifest'. Such a collection is shown in Example 3. Example 13 also shows multiple items described in a single PRISM document.


```
<?xml version="1.0" encoding="UTF-8"?>
<doc xml:lang="en-US">
  <rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
    xmlns:dc="http://purl.org/dc/elements/1.1/">
    <rdf:Description rdf:about="">
      <dc:description>Start of the Gettysburg Address</dc:description>
      <dc:creator>Abraham Lincoln</dc:creator>
    </rdf:Description>
  </rdf:RDF>
  <body>
    <p>Fourscore and seven years ago, our fathers brought forth on this
    continent a new nation, conceived in liberty, and dedicated to the
    proposition that all men are created equal.
    </p>
  </body>
</doc>
```

Example 2: Embedding a Description in the Resource it Describes

```
<?xml version="1.0" encoding="UTF-8"?>
<rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:dc="http://purl.org/dc/elements/1.1/"
  xml:lang="en-US">
  <rdf:Description rdf:about="Gettysburg.xml">
    <dc:description>Start of the Gettysburg Address</dc:description>
    <dc:creator>Abraham Lincoln</dc:creator>
    <dc:format>text/xml</dc:format>
  </rdf:Description>
  <rdf:Description rdf:about="Corfu.jpg">
    <dc:title>Walking on the Beach in Corfu</dc:title>
    <dc:creator>John Peterson</dc:creator>
    <dc:format>image/jpeg</dc:format>
  </rdf:Description>
  <rdf:Description rdf:about="Welch-bio.html">
    <dc:title>GE's Genius</dc:title>
    <dc:subject>Jack Welch</dc:subject>
    <dc:creator>Jane Doe</dc:creator>
    <dc:format>text/html</dc:format>
  </rdf:Description>
  ...
</rdf:RDF>
```

Example 3: Describing Multiple Resources in a Manifest

2.3.1 A Brief Digression on Identifiers

Note that the empty string is given as the value of the `rdf:about` attribute in Example 2. This means that the PRISM description is about the current file. The value of the `rdf:about` attribute is required to be a URI reference – either absolute or relative. By definition, relative URIs are relative to an absolute URI known as the base. By default, that base URI is the URI of the containing document. In this case, the relative URI reference is the empty string, meaning that it does not modify the base URI. Therefore, the `rdf:about` attribute refers to the current document.

Similarly, Example 3 also shows the use of relative URIs. In this case they would be files in the same directory as the PRISM manifest.

A new attribute, `xml:base` [W3C-XML-BASE], has been specified by the W3C to allow XML documents to explicitly set their base URI. At the time of this writing, it appears the RDF Core Working Group will

update the RDF specification to allow that attribute. PRISM recommends that implementations SHOULD support the `xml:base` attribute.

2.3.2 A Brief Digression on Intent

Example 2 illustrates another important point. Note that the name given in the `dc:creator` element is “Abraham Lincoln”, not the name of the person who actually created the XML file and entered Lincoln’s famous line into it. There are applications, such as workflow, quality assurance, and historical analysis, where it would be important to track the identity of that individual. However, none of those are problems PRISM attempts to solve. PRISM’s purpose is to describe information for exchange and reuse between different systems, but not to say anything about the internal operations of those systems. The PRISM working group decided that workflow was an internal matter. This focus on a particular problem allows PRISM descriptions to avoid some thorny issues that more general specifications must address.

2.4 Controlled Vocabularies

Property values in PRISM may be strings, as shown above, or may be terms from a *controlled vocabulary*. Controlled vocabularies are an important extensibility mechanism. They also enable significantly more sophisticated applications of the metadata. As an example, consider the two Descriptions below. The first provides a basic, human-readable, value for the `dc:creator` element, telling us that the Corfu photograph was taken by John Peterson. The second example appears harder to read, because it does not give us John Peterson’s name³. Instead, it makes reference to John Peterson’s entry in the employee database for Wanderlust.

```
<rdf:Description rdf:about="http://wanderlust.com/2000/08/Corfu.jpg">
  <dc:creator>John Peterson</dc:creator>
  ...
</rdf:Description>

<rdf:Description rdf:about="http://wanderlust.com/2000/08/Corfu.jpg">
  <dc:creator rdf:resource="http://wanderlust.com/emp3845"/>
  ...
</rdf:Description>
```

Example 4: Use of a String Value vs. Controlled Vocabulary Reference

That employee database is an example of a controlled vocabulary – it keeps a list of terms (employee names). It has a defined and controlled update procedure (only authorized members of the HR department can update the employee database, and all changes are logged). It uses a unique identification scheme (employee numbers) to handle the cases where the terms are not unique (Wanderlust might have more than one employee with a name like “John Peterson”). It can associate additional information with each entry (salary, division, job title, etc.)

The unique identifier is one of the keys to the power behind the use of controlled vocabularies. If we are given metadata like the first example, we are limited in the types of displays we can generate. We can list Wanderlust’s photographs, sorted by title or by author name. By using the employee database, we can generate those, but also lists organized by department, job title, salary, etc. We also avoid problems around searching for common names like “John Smith”, dealing with name changes such as those due to marriage and divorce, and searching for items that have been described in other languages. Finally, content items are easier to reuse if they have been coded with widely adopted controlled vocabularies, which increases their resale value.

³ Section 12.4.1 shows how to overcome that limitation, allowing the power of controlled vocabularies with the ease of use of string valued properties.

Defining additional vocabularies for specialized uses is a way to extend descriptive power without resorting to prose explanations. This makes them far more suited to automatic processing.

PRISM specifies controlled vocabularies of values for some elements such as `dc:type` and `prism:category`. Others elements will use controlled vocabularies created and maintained by third parties, such as the International Standards Organization (ISO). For example, PRISM recommends the use of ISO 3166 (Codes for Countries) as the value of elements like `prism:location`. Other third-party controlled vocabularies, such as the Getty Thesaurus of Geographic Names[TGN] may be used. Site-specific controlled vocabularies, such as from employee or customer databases, may also be used at the risk of limiting interoperability.

As another example, we can denote the location shown in the photograph by using the ISO country codes vocabulary:

```
<rdf:Description rdf:about="http://wanderlust.com/2000/08/Corfu.jpg">
  <dc:identifier rdf:resource="http://wanderlust/content/2357845" />
  ...
  <dc:coverage rdf:resource="http://prismstandard.org/vocabs/ISO-3166/GR" />
</rdf:Description>
```

Example 5: Referring to Locations With Controlled Vocabularies

2.4.1 Definition of Controlled Vocabularies

PRISM provides a small namespace of XML elements so that new controlled vocabularies can be defined. For example, Wanderlust might have prepared an exportable version of their employee database that contained entries like:

```
...
<pcv:Descriptor rdf:ID='http://wanderlust.com/emp3845'>
  <pcv:code>3845</pcv:code>
  <pcv:label>John Peterson</pcv:label>
  <hr:hireDate>1995-2-22</hr:hireDate>
  <hr:division>Photography</hr:division>
  <hr:manager rdf:resource="emp2234"/>
</pcv:Descriptor>
<pcv:Descriptor rdf:ID='http://wanderlust.com/emp4541'>
  <pcv:code>4541</pcv:code>
  <pcv:label>Sally Smith</pcv:label>
  <hr:hireDate>1999-12-02</hr:hireDate>
  <hr:division>Photography</hr:division>
  <hr:manager rdf:resource="emp3845"/>
</pcv:Descriptor>
...
```

Example 6: Providing Custom Controlled Vocabularies

These entries use elements from the Prism Controlled Vocabulary (PCV) namespace for information important to the controlled vocabulary nature of the entries – the employee name and the employee ID. The PCV namespace also includes other elements so it can represent basic hierarchical taxonomies. The PCV namespace is not intended to be a complete namespace for the development, representation, and maintenance of taxonomies and other forms of controlled vocabularies. Other vocabularies, such as XTM or VocML, may be used for such purposes. As long as URI references can be used to refer to the terms defined in these other markup languages, there is no problem is using them in PRISM descriptions.

The sample descriptions above also mix in elements from a hypothetical Human Resources (hr) namespace. Providing that information enables useful functions, such as sorting the results by division or by manager, etc. The hr namespace is only an example, provided to show how elements from other namespaces may be mixed into PRISM descriptions.

2.4.2 Internal Description of Controlled Vocabularies

Linking to externally-defined controlled vocabularies is a very useful capability, as indicated by the range of additional views described in the earlier example. However, external vocabularies do require lookups in order to fetch that information, which may make common operations too slow. PRISM also allows portions of a vocabulary entry to be provided within a description that uses them, similar to a caching mechanism. For example, the PRISM description of the Corfu photo can be made more readable, while still allowing all the power that comes from controlled vocabularies, by providing some of the information inline:

```
<?xml version="1.0" encoding="UTF-8"?>
<rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:pcv="http://prismstandard.org/namespaces/pcv/1.2/"
  xmlns:dc="http://purl.org/dc/elements/1.1/"
  xml:base="http://wanderlust.com/">
  <rdf:Description rdf:about="/2000/08/Corfu.jpg">
    <dc:identifier rdf:resource="/content/2357845" />
    <dc:creator>
      <pcv:Descriptor rdf:about="/emp3845">
        <pcv:label>John Peterson</pcv:label>
      </pcv:Descriptor>
    </dc:creator>
    <dc:coverage>
      <pcv:Descriptor
        rdf:about="http://prismstandard.org/vocabs/ISO-3166/GR">
        <pcv:label xml:lang="en">Greece</pcv:label>
        <pcv:label xml:lang="fr">Grece</pcv:label>
      </pcv:Descriptor>
    </dc:coverage>
  </rdf:Description>
</rdf:RDF>
```

Example 7: Providing Human-Readable Controlled Vocabulary References

This approach uses the `pcv:Descriptor` element, which is a subclass⁴ of `rdf:Descriptor`, indicating that the resource is a taxon in a controlled vocabulary. Notice it also uses the `rdf:about` attribute, instead of the `rdf:ID` attribute, which means that we are *describing* the taxon, not *defining* it. The actual definitions of those terms are maintained elsewhere.

2.5 Relations

It is often necessary to describe how a number of resources are related. For example, an image can be part of a magazine article. PRISM defines a number of elements to express relations between resources, so describing that this image is part of a magazine article can be done as follows:

```
<rdf:Description rdf:about="http://wanderlust.com/2000/08/Corfu.jpg">
  <dc:identifier rdf:resource="http://wanderlust.com/content/2357845" />
  ...
  <prism:isPartOf rdf:resource=
    "http://wanderlust.com/2000/08/CorfuArticle.xml" />
</rdf:Description>
```

Example 8: Contained-In Relationship

⁴ This is a subclass in the RDF Schema [W3C-RDF-Schema] sense of the term. This document does not cite the RDF Schema document in a normative way, since that document is not yet a full W3C Recommendation. However, once a full Recommendation is created, it is expected to define the `subClass` predicate so we go ahead and use that term in this section.

It is possible, but not mandatory, to add a statement to the description of the Corfu article saying that it contained the image:

```
<rdf:Description rdf:about="http://wanderlust.com/2000/08/CorfuArticle.xml">
  ...
  <prism:hasPart rdf:resource="http://wanderlust.com/2000/08/Corfu.jpg" />
</rdf:Description>
```

Example 9: Containing Relationship

2.6 Resource Type and Category

Many different kinds of information are frequently lumped together as information about the 'type' of a resource. The PRISM specification breaks out three components in order to allow for more precise searches.

First, file formats are indicated through the use of Internet Media Types (aka MIME types [RFC-2046]) in the `dc:format` element.

Second, information on the stereotypical type of intellectual content, such as obituaries vs. election results, is indicated through the use of the `prism:category` element and the controlled vocabulary presented in Table 17: Categories (intellectual genre).

The PRISM group found that these two were not all the types commonly used. Many 'types' commonly used, such as tables, charts, sidebars, etc. are not intellectual genre, they are stereotypical modes of presentation. As an example, election results could be presented in a table, a map, a pie chart, or many other ways. The style of presentation for a resource is indicated by the `dc:type` element and the values listed in Table 16: Controlled Vocabulary of Presentation Styles.

Table 1: Sample of Content 'Types' shows examples of those three facets for various resources. Advanced searching applications can allow users to search for resources according to the different facets.

Table 1: Sample of Content 'Types'

	<code>dc:format</code>	<code>dc:type</code>	<code>prism:category</code>
Image 1	image/jpg	photo	portrait
Image 2	image/png	illustration	cartoon
Image 3	image/png	graph	financialStatement
Text 1	text/xml	article	biography
Text 2	text/xml	sidebar	biography
Text 3	text/xml	sidebar	opinion
Video 1	video/mpeg	clip	interview
Video 2	video/mpeg	clip	advertisement
Video 3	video/avi	clip	biography

2.7 Rights and Permissions

Licensing content for reuse is a major source of revenue for many publishers. Conforming to licensing agreements is a major cost – not only to the licensee of the content but also to the licensor. For these reasons, PRISM provides elements and controlled vocabularies for the purpose of describing the rights and permissions granted to the receiver of content. The PRISM specification provides those elements in two namespaces. Basic, commonly used, elements are defined as part of the PRISM namespace. A separate namespace is defined for the elements in the PRISM Rights Language (PRL). Since the field of Digital Rights Management (DRM) is evolving so quickly, the working group decided it would be premature to recommend one of the current DRM standards for rights information, such as the eXtensible rights Markup Language [XrML] or Open Digital Rights Language [ODRL]. The working group expects that a rights management language will eventually become an accepted standard. As an interim measure, the working group focused on specifying a small set of elements that would encode the most common rights information to allow interoperable exchange of basic rights information.

To do this, the PRISM rights language makes a couple of simplifying assumption. It assumes that the sender and receiver of content are engaged in a business relation. It may be a formal contract or an informal provision of freely redistributable content. One of the parties may not know the other. Nevertheless, a relation exists and if needed we could make up an identifier for it, such as the contact number. PRL also assumes that its purpose is to reduce the costs of conformance to that relation. The working group explicitly rejected imposing any requirements on enforcing trusted commerce between unknown parties. Instead, the emphasis is on reducing the cost of compliance in common situations.

Organizations implementing DRM functionality are advised that several companies have obtained patents on various techniques for implementing such functionality. Implementers of DRM functionality may wish to investigate further, the PRISM working group takes no stance on such patents nor has it investigated it. ContentGuard is one company that has notified the working group that they hold such patents.

2.7.1 No Rights Information

In the example below, no rights information is provided for the Corfu photograph. Does the lack of explicit restrictions mean the sender gives the receiver permission to do everything with the image? Or does the lack of explicitly granted rights imply that they can do nothing? Neither. Instead, we rely on the assumption of an existing business relation. In the absence of specific information, parties in a PRISM transaction assume that the normal rules of their specific business relation apply.

```
<?xml version="1.0" encoding="UTF-8"?>
<rdf:RDF xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/"
  xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:dc="http://purl.org/dc/elements/1.1/">
  <rdf:Description rdf:about="http://wanderlust.com/2000/08/Corfu.jpg">
    <dc:identifier rdf:resource="http://wanderlust.com/content/2357845" />
    <dc:description>Photograph taken at 6:00 am on Corfu with two models
    </dc:description>
    <dc:title>Walking on the Beach in Corfu</dc:title>
    <dc:creator>John Peterson</dc:creator>
    <dc:contributor>Sally Smith, lighting</dc:contributor>
    <dc:format>image/jpeg</dc:format>
  </rdf:Description>
</rdf:RDF>
```

Example 10: No Explicit Rights

2.7.2 Basic Rights Information

While descriptions without any explicit rights information are possible, the working group decided there were some fields that were likely to be very commonly used. Those are provided in the PRISM namespace.

The example below provides a copyright statement⁵ and contact information for the agency representing Wanderlust if someone wants to license the image for reuse.

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE rdf:RDF [
<!ENTITY copy "&#169;">
]>
<rdf:RDF xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/"
xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
xmlns:dc="http://purl.org/dc/elements/1.1/">
<rdf:Description rdf:about="http://wanderlust.com/2000/08/Corfu.jpg">
<dc:identifier rdf:resource=" http://wanderlust.com/content/2357845" />
<prism:copyright>&copy; Copyright 2001, Wanderlust Publications. All
rights reserved.</prism:copyright>
<prism:rightsAgent>Phantasy Photos, Philadelphia</prism:rightsAgent>
</rdf:Description>
</rdf:RDF>
```

Example 11: Copyright and Rights Agent

2.7.3 Specific Rights Information

PRISM also allows more specific information about the rights that the sender is granting to the receiver. This is a very important change in the nature of the metadata being provided. Up to now, all the metadata has been descriptive of the resource, independent of the receiver. Specific rights information, however, can *only* be given in the context of a particular agreement between the sender and receiver. As an example, the stock photo agency representing Wanderlust may have negotiated a contract with a licensor of the image. They could then send the image, accompanied by a description that specifically identifies that contract:

```
<?xml version="1.0" encoding="UTF-8"?>
<rdf:RDF xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/"
xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
xmlns:dc="http://purl.org/dc/elements/1.1/">
<rdf:Description rdf:about="http://wanderlust.com/2000/08/Corfu.jpg">
<dc:rights rdf:resource=
"http://PhillyPhantasyPhotos.com/terms/Contract39283.doc"/>
</rdf:Description>
</rdf:RDF>
```

Example 12: Citing a Specific Agreement

This specifically identifies the terms and conditions for reusing the image. That can make the process of manually tracking down rights and permissions a little easier since the contract number is known. It also lets software be written to enforce the terms of particular contracts.

The prospect of implementing software to enforce the terms of each contract is not enticing. So, PRISM provides some simple mechanisms to accommodate common cases without specialized software. One common case is when a publisher provides a large amount of material, such as the layouts for an entire magazine issue, to a partner publisher who will republish parts of it. Much of the content in the issue will be the property of the sending publisher, and covered under their business agreement with the receiving publisher. However, the issue will also contain stock photos and other materials that are not covered by the agreement. The example below shows how the controlled value `#notReusable` indicates to the receiver, *travelmongo.com*, that this item is not covered under their agreement with the sender, *Wanderlust*. This is,

⁵ Implementers and users who wish to put the copyright symbols ‘©’ into copyright statements are reminded to declare the `©` character entity in the document's DTD, or to use the numeric character reference "`©`" instead. The entity declaration is shown in Example 11.

in fact, a benefit to *Wanderlust*. *Travelmongo.com* will not ask *Wanderlust* staff to search for contract terms on images *Wanderlust* does not own – a considerable cost saving. The `<rightsAgency>` element is provided so that the receiver of a contact item has someone to contact should they wish to obtain the rights to use the non-*Wanderlust* content.

The description below also shows how the descriptions for multiple objects can be packaged into a single PRISM file:

```
<?xml version="1.0" encoding="UTF-8"?>
<rdf:RDF xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/"
  xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:dc="http://purl.org/dc/elements/1.1/">

  <!-- Description of first photo. -->
  <rdf:Description rdf:about="http://wanderlust.com/2000/08/Corfu.jpg">
    <dc:identifier rdf:resource="http://wanderlust.com/content/2357845" />
    <prism:copyright>Copyright 2001, Wanderlust Publications. All
      rights reserved.</prism:copyright>
    <prism:rightsAgent>Phantasy Photos, Philadelphia</prism:rightsAgent>
  </rdf:Description>

  <!-- Description of second photo. -->
  <rdf:Description rdf:about="http://SunsetSnaps.com/20456382927.jpg">
    <dc:description>Sunset over Corfu</dc:description>
    <dc:rights rdf:resource=
      "http://prismstandard.org/vocabularies/1.2/rights.xml#notReusable"/>
    <prism:rightsAgent>Sunset Snaps, New York</prism:rightsAgent>
  </rdf:Description>
</rdf:RDF>
```

Example 13: Describing Multiple Items in a Single PRISM File

The interpretation of the `dc:rights` statement is that the image from *Sunset Snaps* is governed by a specific agreement. The URI reference of that agreement is:

<http://prismstandard.org/vocabularies/1.2/rights.xml#notReusable>.

That agreement, which all PRISM-compliant systems MUST recognize, simply means that there is no agreement to reuse the image. *TravelMongo* is, of course, free to work out an agreement with *Sunset Snaps* if they want to, but they do not need to ask *Wanderlust* about whether they can reuse the image.

2.7.4 Detailed Rights Information

Of course, content licensing deals are frequently more involved than an all-or-nothing arrangement. It is very common to restrict the uses by time, geography, intended use, and industry sector of use. More specialized restrictions are also possible, such as “may not be used on keychains”, but the PRISM Working Group decided there was no need to define a machine-operable way to encode such specialized restrictions.

The example below shows how *Wanderlust*, or their agent, might restrict the length of time that *TravelMongo* can use the *Corfu* photo⁶.

⁶ For details on the evaluation of the PRL rights expressions, see section 15.4 PRISM Rights Language.


```
<?xml version="1.0" encoding="UTF-8"?>
<rdf:RDF xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/"
  xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:dc="http://purl.org/dc/elements/1.1/">
  <rdf:Description rdf:about="http://wanderlust.com/2000/08/Corfu.jpg">
    <dc:identifier rdf:resource="http://wanderlust.com/content/2357845" />
    <dc:rights rdf:parseType="Resource">
      <prism:releaseTime>2001-02-01</prism:releaseTime>
      <prism:expirationTime>2001-02-28</prism:expirationTime>
    </dc:rights>
  </rdf:Description>
</rdf:RDF>
```

Example 14: Restriction Based on Time

In that example, the `dc:rights` element contains the elements that describe the rights and permissions⁷. To decide which elements go inside a `dc:rights` element, consider if they are likely to change as a consequence of who the content is being licensed to. Copyright statements are not highly variable. Time restrictions are variable.

More complex rights agreements, with multiple clauses, can also be conveyed. The description below says that the Corfu image cannot be used in the Tobacco industry⁸, can be used in the US anytime from now on, and can be used in Greece before the end of 2003. Those three clauses are captured in the three elements within the `rdf:Bag` element.

⁷ Sharp-eyed readers familiar with RDF may have noticed that the RDF subject of the `releaseTime` and `expirationTime` elements is not the Corfu photo, but an anonymous node. That is because those elements do not directly describe the photo. Instead, their interpretation is that the agreement governing the use of the photo imposes such a condition. This interpretation is also used in the `geography`, `industrySector`, and `usage` elements shown in the next example.

⁸ That restriction is established by the use of the `#none` value in the first `<prl:usage>` element. Note that the new XML Base mechanism was used to abbreviate the full URI of `#none`. Not all RDF parsers will support the new XML Base standard, so it is safer not to use it. However, it makes the URIs and examples shorter, so we use it to simplify the exposition.

```

<?xml version="1.0" encoding="UTF-8"?>
<rdf:RDF xmlns:prism="http://prismstandard.org/namespaces/basic/1.2/"
  xmlns:prl="http://prismstandard.org/namespaces/prl/1.2/"
  xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:dc="http://purl.org/dc/elements/1.1/">
<rdf:Description rdf:about="http://wanderlust.com/2000/08/Corfu.jpg">
  <dc:identifier rdf:resource="http://wanderlust.com/content/2357845"/>
  <dc:rights xml:base="http://prismstandard.org/vocabularies/1.2/usage.xml">
    <rdf:Bag>
      <rdf:li rdf:parseType="Resource">
        <prl:usage rdf:resource="#none"/>
        <prl:industry rdf:resource=
          "http://prismstandard.org/vocabs/SIC/0132"/>
      </rdf:li>
      <rdf:li rdf:parseType="Resource">
        <prl:geography rdf:resource=
          "http://prismstandard.org/vocabs/ISO-3166/US"/>
        <prism:releaseTime>2001-01-01</prism:releaseTime>
      </rdf:li>
      <rdf:li rdf:parseType="Resource">
        <prl:geography rdf:resource=
          "http://prismstandard.org/vocabs/ISO-3166GR"/>
        <prism:expirationTime>2003-12-31</prism:expirationTime>
      </rdf:li>
    </rdf:Bag>
  </dc:rights>
</rdf:Description>
</rdf:RDF>

```

Example 15: Complex Rights Specification

2.7.5 Extending the PRISM Rights Language

As mentioned earlier, PRL is deliberately small. It can be extended by defining new elements and vocabularies to express new restrictions. New `usage` values could also be developed, but that is expected to be exceedingly rare.

As an example, a stock image provider will have some very common usage restrictions, and some very obscure ones, that need to be applied to images they license. The most common restrictions (time, place, industry) are already covered, but two that are not covered in PRL are audience size and manipulations applied to the photograph. Our example image provider, Sunset Snaps, could define two new RDF property types (`snap:audienceSize` and `snap:manipulations`) to represent those common restrictions. They would also define vocabularies of values for the elements, such as `#flip`, `#rotate`, or `#falseColor`, for the `snap:manipulations` element. There are more obscure conditions that require human evaluation. Popular supermodels may have clauses in their contracts that prevent their images being used to advertise discount or close-out merchandise, or on inexpensive promotional items.

Sunset Snaps can define a number of clauses expressing these conditions and provide them, either by reference or in-line, as shown below.

```

<?xml version="1.0" encoding="UTF-8"?>
<rdf:RDF xmlns:prism="http://prismstandard.org/namespaces/basic/1.2/"
  xmlns:prl="http://prismstandard.org/namespaces/prl/1.2/"
  xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:dc="http://purl.org/dc/elements/1.1/"
  xmlns:snap="http://sunsetsnaps.com/rights/"
  xml:lang="en-US">
<rdf:Description rdf:about="http://sunsetsnaps.com/Zing/asdf0838484">
  <dc:identifier rdf:resource="http://wanderlust.com/content/2357845"/>
  <dc:rights xml:base="http://sunsetsnaps.com/rights/">
    <rdf:Bag>
      <!-- Prohibit flips and recolorings -->
      <rdf:li rdf:parseType="Resource">
        <prl:usage rdf:resource="#none"/>
        <snap:manipulations rdf:resource="#flip">
        </rdf:li>
      <rdf:li rdf:parseType="Resource">
        <prl:usage rdf:resource="#none"/>
        <snap:manipulations rdf:resource="#falseColor">
        </rdf:li>
      <!-- Convey unusual conditions -->
      <rdf:li rdf:parseType="Resource">
        <prl:usage>Not to be used with discount merchandise.</prl:usage>
      </rdf:li>
    </rdf:Bag>
  </dc:rights>
</rdf:Description>
</rdf:RDF>

```

Example 16: Extending PRISM and PRL

2.7.6 Alternative Rights Languages

Recall that the `dc:rights` element may contain an `rdf:resource` attribute that is a URI reference to the agreement specifying the rights granted to the recipient by the sender. It is important to realize that the URL can identify rights agreements in any language or format, not just the PRISM Rights Language. The URL might point to a human-readable contract, or a machine-readable specification in a language such as XrML [XRML] or ODRL [ODRL]. PRISM implementations are NOT required to support any rights language, not even the PRISM Rights Language. They MAY support any number of formats for rights specifications. Applications which receive a rights statement in a format they cannot handle MUST raise an appropriate alert⁹.

⁹ When accessing a URL, the Media type (MIME type) of the resource indicates the format of the agreement. It is also possible to use content negotiation techniques or intermediaries such as RDDDL documents [RDDDL] to allow the rights specification to be given in multiple formats.

3 Elements by Functional Group

This section provides summary tables of the elements specified by the PRISM Working Group, organized by the main intended purpose of the element. This section is intended to be a useful reference, enabling readers to quickly find the elements offered for particular functions. This is NOT the normative definition of the elements. The full, normative, definition of the elements appears in Section 1.

3.1 General Purpose Elements

These elements form the basis for PRISM's descriptive metadata. Many descriptions will need only a few elements from this table. Also see Section 5: Simple Profile of PRISM.

Table 2: General Purpose Descriptive Elements

Element	Role
dc:identifier	Identifier(s) for the resource.
dc:title	The name by which the resource is known.
dc:creator	The primary creator(s) of the intellectual content of the resource.
dc:contributor	Additional contributors to the creation or publication of the resource.
dc:description	Prose description of the resource.
dc:language	The principal language of the resource.
dc:format	The file format of the resource. Values from the Internet Media Types are recommended.
dc:type	The style of presentation of the resource's content, such as image vs. sidebar.
prism:category	The genre of the resource, such as election results vs. biographies.

3.2 Provenance

These elements describe the supply chain for a resource to indicate what the source material for a resource was and through which organizations the resource has passed. PRISM uses the `dc:source` property to identify the original basis for the resource, the `dc:publisher` property to identify the primary provider of the information (such as a major wire service), and the `prism:distributor` property to identify other members of the distribution chain, if any.

Table 3: Elements for Provenance Information

Element	Role
dc:publisher	An identifier for the supplier of the resource.
prism:distributor	An identifier for the distributor of the resource.
prism:edition	An identifier for geographic or demographic versions of an issue.
prism:issueName	An identifier for named issues.
prism:number	Part of volume and number identification for resource's publication.
dc:source	An identifier for source material for the resource.
prism:startingPage	Initial page number for the resource in its publication.
prism:volume	Part of volume and number identification of the resource's publication.

3.3 Timestamps

There are several times that mark the major milestones in the life of a news resource: The time the story is published, the time it may be released (if not immediately), the time it is received by a customer, and the time that the story expires (if any). Dates and times should be represented using the W3C-defined profile of ISO 8601 [W3C-NOTE-datetime]. That profile requires the use of the leading zeros in dates like 2002-07-

04, in order to simplify sorting by date into basic alphanumeric sorting.

Table 4: Elements for Time and Date Information

Element	Role
<code>prism:creationTime</code>	Date and time the identified resource was first created.
<code>prism:expirationTime</code>	Date and time when the right to publish material expires.
<code>prism:modificationTime</code>	Date and time the resource was last modified.
<code>prism:publicationTime</code>	Date and time when the resource is released to the public.
<code>prism:releaseTime</code>	Earliest date and time when the resource may be distributed.
<code>prism:receptionTime</code>	Date and time when the resource was received on current system.

3.4 Subject Description

These elements describe the subject matter of a resource. Experience has shown that there are many different kinds of subjects. People, places, things, events, ... are all possible subcategories of 'subject'. Best practice is for subject description elements to reference controlled vocabulary terms such as the IPTC Subject Reference System. If that is not possible, they may contain simple prose terms. Note that many of these elements have in-line equivalents in the pim (PRISM In-line Markup) namespace.

Table 5: Elements for Describing the Subject of a Resource

Element	Role
<code>dc:coverage</code>	Indicates geographic locations or periods of time that are subjects of the resource. For example, "20th Century". The <code>prism:location</code> element is preferred for geographic subjects.
<code>dc:subject</code>	The subject of the resource.
<code>prism:event</code>	An event referred to in or described by the resource.
<code>prism:industry</code>	An industry referred to in or described by the resource.
<code>prism:location</code>	A location referred to in or described by the resource.
<code>prism:person</code>	A person referred to in or described by the resource.
<code>prism:organization</code>	An organization referred to in or described by the resource.
<code>prism:section</code>	The section, such as "news", "politics", etc., in which the resource might be placed.

3.5 Resource Relationships

Published content has a wide variety of relations to other content items. There are containment relations – such as article containing a photo, story text and caption. There are version relations – such as a resource being a corrected version of another resource. There are alternative formats – such as a Word document also existing in HTML, XML and PDF. There are alternatives – such as an image that cannot be reused having alternatives that can. Many other types of relations exist. Many of the relations provided come from work undertaken by the Dublin Core Metadata Initiative and documented in the Relations Working Draft [DCMI-R].

Table 6: Elements to Convey Relations Between Resources

Element	Role
<code>prism:isPartOf</code>	The described resource is a physical or logical part of the referenced resource.
<code>prism:hasPart</code>	The described resource includes the referenced resource either physically or logically.
<code>prism:isVersionOf</code>	The described resource is a version, edition, or adaptation of the referenced resource. Changes in version imply substantive changes in content rather than differences in format.
<code>prism:hasVersion</code>	The described resource has a version, edition, or adaptation, namely, the referenced resource. Changes in version imply substantive changes in content rather than differences in format.
<code>prism:isFormatOf</code>	The described resource is the same intellectual content of the referenced resource, but presented in another format.
<code>prism:hasFormat</code>	The described resource pre-existed the referenced resource, which is essentially the same intellectual content presented in another format.
<code>prism:references</code>	The described resource references, cites, disputes, or otherwise points to the referenced resource to acknowledge intellectual precedence.
<code>prism:isReferencedBy</code>	The described resource is referenced, cited, or otherwise pointed to by the referenced resource.
<code>prism:isBasedOn</code>	The described resource is a performance, production, derivation, translation, adaptation or interpretation of the referenced resource.
<code>prism:isBasisFor</code>	The described resource has a performance, production, derivation, translation, adaptation or interpretation, namely the referenced resource.
<code>prism:isTranslationOf</code>	The described resource is a human-language translation of the referenced resource.
<code>prism:hasTranslation</code>	The described resource has been translated into an alternative human-language. The translated version is the referenced resource.
<code>prism:requires</code>	The described resource requires the referenced resource to support its function, delivery, or coherence of content.
<code>prism:isRequiredBy</code>	The described resource is required by the referenced resource, either physically or logically.
<code>prism:isAlternativeFor</code>	The described resource can be substituted for the referenced resource.
<code>prism:hasAlternative</code>	The described resource has an alternative version that can be substituted, namely the referenced resource.
<code>prism:isCorrectionOf</code>	The described resource is a corrected version of the referenced resource.
<code>prism:hasCorrection</code>	The described resource has a correction, namely the referenced resource.

3.6 Rights and Permissions

The PRISM rights and permissions vocabulary is designed to facilitate reuse and clearance processes for parties with established business relationships by explicitly specifying the rights and/or restrictions connected with a resource. PRISM is NOT concerned with digital rights enforcement. PRISM does not specify policy or provide instructions to trusted viewers and repositories on how they should behave. PRISM also does not specify fee or payment details. Other efforts, such as XrML, are attempting to meet those needs, although there are no widely adopted solutions at this time.

The design goals of rights and permissions are:

- To be able to describe reuse rights in a precise and consistent manner.

- To make simple cases such as no rights or unrestricted use simple to specify
- To provide the capability to indicate common types of uses or restriction.
- To allow for graceful evolution to future accepted standards for specifying rights.

It is important to note that rights and permissions metadata is usually intended for a particular receiver, unlike elements such as “title” which are expected to be almost invariant.

Table 7: Elements for Specifying Rights and Permissions Information

Term	Role
dc:rights	Container element for specific rights data
prism:copyright	A copyright statement for this resource.
prism:expirationTime	Time at which the right to reuse expires.
prism:releaseTime	Time as which the right to reuse a resource begins, and the resource may be published.
prism:rightsAgent	Name, and possibly contact information, for the agency ¹⁰ to contact to determine reuse conditions if none specified in the description are applicable.
prl:geography	Specifies geographic restrictions.
prl:industry	Specifies restrictions on the industry in which the resource may be reused.
prl:usage	Specifies ways that the resource may be reused.

Note that in addition to the elements summarized in the table above, the PRISM Rights Language uses a small controlled vocabulary to provide well-known values for the prl:usage element's rdf:resource attribute. The values in it are:

Table 8: Predefined Usages

Term	Definition
#none	No use can be made of the resource under the specified conditions.
#use	The resource can be used under the specified conditions. The limits on the use of the resource are not further specified in the PRISM description and the relevant licensing agreement must be consulted.
#notApplicable	The conditions on use are not applicable to the current state of the system and the intended use(s) of the resource.
#permissionsUnknown	It is not known whether the resource may be used. Proceed at own risk.

3.7 Controlled Vocabularies

Many elements in PRISM-approved or PRISM-extended namespaces take values that are intended to come from *controlled vocabularies*. Controlled vocabularies are lists of terms that are updated through a defined and managed procedure. More formally, then entries in a vocabulary are known as *taxons*, since there may be more than one term used for that entry in the vocabulary. For example, “Greece” in English and “Grece” in French are two terms for the same taxon.

The list of taxons may be hierarchically structured subject classification systems like the Dewey Decimal Classification, or they may be simple lists of names of companies, people, places, etc. The vocabulary may come from an external source, or be derived from internal sources such as a company's database systems.

The PRISM specification provides a separate namespace of RDF Property Types for describing taxons in a controlled vocabulary. That namespace is the PRISM Controlled Vocabulary (PCV) namespace. Information about the taxon beyond that provided in the PCV namespace can be handled through the normal extension mechanism of new Property Types.

¹⁰ Agency, in this case, may frequently be the publisher or creator of the resource.

Table 9: Elements for Defining and Describing Controlled Vocabulary Entries

Element	Role
<code>pcv:broaderTerm</code>	Links to a broader (more general) concept in a vocabulary. For example, from the taxon for 'Dog' to the taxon for 'Mammal'. Multiple <code>broaderTerm</code> links are allowed.
<code>pcv:code</code>	Provides the unique identifier for the term.
<code>pcv:definition</code>	Provides a human-readable definition for the item in the vocabulary. Multiple definitions can be provided with different <code>xml:lang</code> attributes.
<code>pcv:Descriptor</code>	Grouping element for the information describing or defining a taxon. The definition of a taxon MUST include a unique URI reference so that the taxon can be unambiguously identified.
<code>pcv:label</code>	Provides a human-readable label for the preferred name(s) of the taxon. Multiple labels can be provided, usually with different <code>xml:lang</code> attributes.
<code>pcv:narrowerTerm</code>	Links to a narrower (more specific) concept in the vocabulary. For example, from the taxon 'Dog' to the taxon 'Dalmatian'. Multiple <code>narrowerTerm</code> links are allowed.
<code>pcv:relatedTerm</code>	Links to a 'related term' in the vocabulary, where the nature of the relation is not specified.
<code>pcv:synonym</code>	Provides alternate human-readable labels (synonyms) for the same property.
<code>pcv:vocabulary</code>	Provides a human-readable string identifying the vocabulary from which the term comes.

3.8 PRISM In-line Markup

Important information, such as dates and the names of people, places, and things, occurs in the text of an article. Some organizations prefer to mark that data in-line rather than create a large set of subject description elements. PRISM provides the following elements for inline markup. These can be mixed into DTDs that specify the allowed structure of the document. Note that all of these except for `pim:quote` and `pim:objectTitle` have out-of-line equivalents given in Table 5: Elements for Describing the Subject of a Resource.

Table 10: Elements for In-Line Markup of Named Entities

Element	Role
<code>pim:location</code>	Marks a geographical location.
<code>pim:objectTitle</code>	Marks the title of a book, film, painting, product, etc.
<code>pim:organization</code>	Marks the name of a government, department, company, charity, club, or any other organization.
<code>pim:person</code>	Marks the name of a person (real or imaginary).
<code>pim:quote</code>	Marks the words attributed to a specific person.

Note that some of these elements, `pim:quote` in particular, have several attributes that provide additional information. See the normative definition of the element for those attributes.

Part II: Normative Specification

4 Framework

4.1 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.

4.2 Behavior of PRISM-compliant Software

The PRISM specification defines the format of XML content exchanged between systems. It constrains the behavior of those systems as little as possible.

Discarding metadata is discouraged but not forbidden. A major cost occurs when metadata has to be recreated after it was discarded earlier in the production process. Therefore implementations MAY retain and retransmit any information that they do not know is actually wrong.

Novel elements and attributes MAY be added to PRISM descriptions. PRISM-compliant software MUST be capable of detecting such novel elements and attributes. It MUST NOT throw an error when a novel element is encountered. The PRISM working group recommends, in keeping with the recommendation above, that implementations MAY retain the novel information and pass it along.

Novel elements and attributes MUST NOT be added to PRISM namespaces and vocabularies or the Dublin Core namespace. One or more new XML namespaces MUST be defined for novel elements and attributes.

4.3 Identifying PRISM Content

The Internet Media Type (aka MIME type)[IETF-MIMETYPES] for PRISM descriptions is¹¹ "application/prism+rdf+xml". When PRISM descriptions are stored as XML files, the preferred filename extension is ".prism". When neither of those two identification methods are appropriate, the content can be scanned for occurrences of the URI "http://prismstandard.org/namespaces/1.0/basic/" used as a namespace URI in an XML documents. Such documents are considered to be PRISM content.

4.4 Namespace and Vocabulary Identifiers

Systems that implement this specification MUST recognize and support at least the first four namespaces in the table below. Systems offering inline markup MUST support the fifth. Systems supporting the more expressive rights language MUST support the sixth. Systems MAY use the namespace declarations below in order to use familiar prefixes.

¹¹ Registration of this media type is in progress.

Table 11: Namespaces Used In PRISM Descriptions

Namespace	Recommended Namespace Declaration
Resource Description Framework	<code>xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"</code>
Dublin Core	<code>xmlns:dc="http://purl.org/dc/elements/1.1/"</code>
PRISM	<code>xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/"</code>
PRISM Controlled Vocabulary	<code>xmlns:pcv="http://prismstandard.org/namespaces/1.2/pcv/"</code>
PRISM Inline Markup	<code>xmlns:pim="http://prismstandard.org/namespaces/1.2/pim/"</code>
PRISM Rights Language	<code>xmlns:prl="http://prismstandard.org/namespaces/1.2/prl/"</code>

The PRISM specification also defines a number of controlled vocabularies. The base URIs for those vocabularies are:

Table 12: Base URIs for PRISM Controlled Vocabularies

Vocabulary Name	Base URI
Content Categories (genres)	http://prismstandard.org/vocabularies/1.2/category.xml
Resource Types (presentation types)	http://prismstandard.org/vocabularies/1.2/resourcetype.xml
PRL Usage Types	http://prismstandard.org/vocabularies/1.2/usage.xml
PRISM Rights	http://prismstandard.org/vocabularies/1.2/rights.xml

All PRISM-compliant systems MUST recognize the #notReusable entry in the PRISM Rights vocabulary and handle it appropriately.

In addition to the PRISM-defined vocabularies, a number of other vocabularies and data formats are recommended by PRISM as current best practice. Those are:

4.4.1 Date-time

PRISM-compliant applications sending metadata to other systems are STRONGLY ENCOURAGED to use the W3C profile of [ISO 8601](#) [W3C-DateTime] as the format of their date and time values, including time zone data (tz). Implementers are advised, however, that this specification may be supplanted in the future by one which allows features such as ranges of times, or the use of the `tz` library's method of specifying time zone offsets as strings composed of Continent/City. So implementations SHOULD be able to deal with other forms.

4.4.2 Locations

PRISM-compliant applications sending metadata to other systems are STRONGLY ENCOURAGED to use the codes from [ISO-3166] as the values for the `<prism:location>` and `<prl:geography>` elements.

ISO has not yet defined a standard URI convention for those codes. In order to maximize interoperability, implementations MAY wish to use the following non-resolvable URLs¹².

<http://prismstandard.org/vocabs/ISO-3166/XX>

where XX is a 2-letter uppercase country code, and

<http://prismstandard.org/vocabs/ISO-3166-2/XX-YYY>

where XX is as above and YYY is a one to three-character alphanumeric subregion code.

The ISO 3166 codes do not cover cities, counties, or historical locations. In situations where finer coverage is needed, implementers MAY wish to use codes from the Thesaurus of Geographic Names [TGN].

¹² These URLs are non-resolvable for copyright reasons.

4.4.3 Industrial Sector

PRISM-compliant applications sending metadata to other systems MAY wish to use the industry sector codes from [NAICS] as the values for the `<prism:industry>` element and `<pim:industry>`'s `href` attribute.

4.5 Identifiers

PRISM files use the `rdf:about` attribute on `rdf:Description` elements to specify the resource being described. The value of the `rdf:about` attribute MUST be a URI reference [RFC-2396]. The `dc:identifier` element MUST be used to contain any additional identifiers to be sent, or any identifiers that cannot be represented as a URI reference¹³. For example, a resource can be identified by a URI and by an internal asset ID that an organization would use to access it in their database. PRISM-compliant applications are STRONGLY ENCOURAGED to maintain the unique identifier(s) provided for a resource.

PRISM's only policy on the assignment of identifiers is that the party assigning an identifier MUST NOT assign the same identifier to a different resource, using whatever definition of 'different' the assigning party deems appropriate.

PRISM systems MUST regard two resources as being 'the same' if they have the same unique identifier. The party assigning the identifier is the sole arbiter of what they mean by 'the same'. Note that this definition does not imply that two resources are different if their identifiers are different. Different identifiers MAY (and frequently will) be assigned to the same resource.

PRISM does not require that all resources carry the same identifier through their entire lifecycle. However, if the publisher assigns a new identifier to non-reusable content obtained from an external party, the publisher SHOULD retain information on the origin and licensing of the resource so that someone later in its lifecycle can determine how to obtain the rights to reuse it.

4.6 Cardinality and Optionality

All PRISM descriptions MUST contain at least one identifier for the resource being described, expressed in the `rdf:about` attribute. Any number of additional identifiers MAY be expressed in `dc:identifier` elements. The identifier in the `rdf:about` attribute is the only mandatory field in a PRISM description. However, at least one other field MUST be specified in a description in order to have a meaningful model.

All Dublin Core elements are optional, and may be repeated any number of times¹⁴. Unless specifically noted otherwise, PRISM elements are also optional and may occur any number of times in a description.

4.7 Automatic Creation of Inverse Relations

PRISM includes elements for specifying relations between resources (e.g. `Resource1 isVersionOf Resource2`). Those relations have inverse relations that are also in the PRISM specification (e.g., `Resource2 hasVersion Resource1`).

¹³ Note that URI references include the forms commonly known as "relative URLs", which allow considerable syntactic freedom. Therefore, almost all identifiers can fulfill the requirement to be a URI reference. Resolving such identifiers, of course, may require special handling.

¹⁴ Dublin Core implementations based on relational databases typically find this condition to be surprising. Implementers are reminded that PRISM specifies a file format, and does not constrain what implementations do with that data.

PRISM-compliant systems which receive one side of such a relation MAY infer the presence of the additional inverse relation. To be more specific, if the implementation tracks the origin of individual RDF statements and can segregate its database in order to undo the addition of such inferred inverses, it SHOULD infer the inverse and keep it segregated from the original input. If an implementation does not track individual statements and sources, it MAY infer the inverse relations but is cautioned about the possibility of data corruption.

4.8 PRISM Profile of the Resource Description Framework

The Resource Description Framework (RDF) has been standardized by the W3C to provide a general framework for metadata. As such, its capabilities exceed those required by PRISM. Therefore, this document specifies a ‘profile’ – a restricted subset – of RDF that all PRISM-compliant software MUST support. This profile excludes certain capabilities of RDF that are not needed in PRISM applications, thus simplifying the development of PRISM applications¹⁵.

Applications conforming to the PRISM specification MUST produce correct RDF documents that can be read by any RDF-compliant software. They MUST also produce documents that conform to the PRISM profile of RDF. PRISM-compliant software does not have to be capable of processing arbitrary RDF documents.

4.8.1 Constraint 1: Top-level structure of Descriptions

The formal grammar for RDF [W3C-RDF] specifies:

```
[6.1] RDF ::= ['<rdf:RDF>'] obj* ['</rdf:RDF>']
[6.2] obj ::= description | container
```

For PRISM descriptions, the `rdf:RDF` wrapper element is required, and its child elements are restricted to being `rdf:Description` elements. The production that replaces productions 6.1 and 6.2 for PRISM systems is:

```
RDF ::= '<rdf:RDF' namespace_decls '>' description+ '</rdf:RDF>'
```

4.8.2 Constraint 2: `rdf:aboutEachPrefix` disallowed

PRISM descriptions MUST NOT use the `rdf:aboutEachPrefix` attribute. Production [6.8] of the RDF M&S specification thus becomes:

```
AboutEachAttr ::= ' aboutEach="' URI-reference '''
```

4.8.3 Further Qualifications

No other overall restrictions in the allowed RDF syntax are specified in this section. However, implementers are advised to pay particular attention to the following points:

Many elements, such as `dc:subject`, may take a string as a value, or may use a URI for identifying an element in a controlled vocabulary of subject description codes. The URI may be a simple reference, or may provide an inline description of the controlled vocabulary term. Implementations MUST be capable of handling all three of those cases reliably.

Implementers must decide how their system will deal with unsupported descriptive elements. The PRISM specification does not preclude other descriptive elements, although their interoperability cannot be guaranteed. PRISM implementations MAY retain unknown descriptive elements and retransmit them¹⁶.

¹⁵ Early drafts of this specification assumed that people would not have ready access to RDF-parsing software, and attempted to reduce the complexity of the syntax generated. Since this project was begun, a number of freeware and commercial RDF parsers have become available, so we no longer make simplifications for that purpose.

¹⁶ Retaining unknown elements is recommended, though not mandated. Much of the resilience and extensibility of the

To aid automated processing of PRISM metadata, this specification defines a separate namespace for PRISM elements suitable for in-line markup. Thus, `prism:organization` is an RDF statement and `pim:organization` is used as in-line markup.

The PRISM working group encourages implementers to keep the generated markup as simple as possible. As an example, if a work has multiple authors, RDF allows that situation to be encoded in two ways, which have slightly different meanings. The first way uses multiple `dc:creator` elements, each listing a separate author. The second way is to have a single `dc:creator` element, which then contains one of RDF's collection constructs, such as `rdf:Bag`. That, in turn, would list the different authors. According to the RDF specification, the first is to be used when the authors acted as a collection of individuals in the creation of a work. The second is to be used when the authors acted as a committee. Experience has shown, however, that this distinction is too subtle for human catalogers to make reliably. The PRISM working group recommends using the first approach in most cases.

Note that although a sequence of `dc:creator` elements in an RDF/XML file implicitly defines a sequence (in the XML world), RDF parsers have no obligation to preserve that ordering, unlike if an explicit `rdf:Seq` were given. PRISM implementors are advised that there are quality of implementation issues between different RDF processors. In general, implementors MAY prefer to build on top of an RDF parser that allows the original order of the statements to be reconstructed. That would allow the original order of the authors on a piece to be reconstructed, which might or might not convey additional meaning to the viewer of a styled version of the record. Similarly, XML software that can handle the recently-standardized `xml:base` attribute MAY be preferred.

4.8.4 Conventions for Property Values

To aid in the automatic processing of PRISM documents, PRISM utilizes some conventions in expressing values of RDF properties. The values are expressed in three ways. First, a resource or an entry in a controlled vocabulary MAY be referenced with the `rdf:resource` attribute. For example, a book can be identified by its ISBN number as follows:

```
<dc:identifier rdf:resource="urn:isbn:0-932592-00-7"/>
```

Second, human readable text MUST be is represented as element content:

```
<dc:title>Juggling for the Complete Klutz</dc:title>
```

barring any circumstances where representing the text in element content would change the RDF as compared to representing it as an attribute value. That element content may contain XML markup, in which case the `rdf:parseType` attribute MUST be given and MUST have a value of `'Literal'`.

Third, controlled vocabulary entries may be specified in-line. For example:

```
<dc:subject>
  <pcv:Descriptor rdf:about="http://loc.gov/LC/QA-76">
    <pcv:vocabulary>Library of Congress Classification</pcv:vocabualry>
    <pcv:code>QA-76</pcv:code>
    <pcv:label>Mathematical software</pcv:label>
  </pcv:Descriptor>
</dc:subject>
```

XML DTDs cannot describe such a flexible content model, but more recent schema languages such as XML Schema and RELAX can, with varying degrees of difficulty.¹⁷

Domain Name System (DNS) has been attributed to its simple rule that if intermediate systems don't understand a record, they just pass it on through. That rule lets up-to-date endpoints communicate without having all intermediate points updated. The situation with PRISM is different, in that intermediary software is not widely expected. Implementations should exercise discretion about passing along any unknown elements or attributes.

¹⁷ A validation tool based on XML Schemas has been developed. It will be available online from the prismstandard.org

4.8.5 Convention 1: In-line controlled vocabulary term definitions preferred

PRISM descriptions make extensive use of values selected from controlled vocabularies. Conceptually, all that is needed is a reference to the vocabulary entry. But for practical considerations such as human readability, ease of use of full-text search tools, and performance, it is useful to be able to provide information about the controlled vocabulary entry, such as its human-readable label, directly in the description.

The PRISM specification recommends that when this additional information is provided, that it be provided in-line, instead of as an additional `rdf:Description` element. For example, a story whose subject is "Mining" as defined in the North American Industrial Classification System (NAICS), would have the following description:

```
<?xml version="1.0" encoding="UTF-8"?>
<rdf:RDF xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/"
        xmlns:pcv="http://prismstandard.org/namespaces/pcv/1.2/"
        xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
        xmlns:dc="http://purl.org/dc/elements/1.1/">
  <rdf:Description rdf:about="story.xml">
    <dc:subject>
      <pcv:Descriptor rdf:about="http://prismstandard.org/vocabs/NAICS/21">
        <pcv:vocab>North American Industrial Classification System</pcv:vocab>
        <pcv:code>21</pcv:code>
        <pcv:label>Mining</pcv:label>
      </pcv:Descriptor>
    </dc:subject>
  </rdf:Description>
</rdf:RDF>
```

as opposed to the form of the description below, where the controlled vocabulary term is described out-of-line instead of in-line.

```
<?xml version="1.0" encoding="UTF-8"?>
<rdf:RDF xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/"
        xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
        xmlns:dc="http://purl.org/dc/elements/1.1/">
  <rdf:Description rdf:about="story.xml">
    <dc:subject rdf:resource="http://prismstandard.org/vocabs/NAICS/21"/>
  </rdf:Description>
  <pcv:Descriptor rdf:about="http://prismstandard.org/vocabs/NAICS/21">
    <pcv:vocab>North American Industrial Classification System</pcv:vocab>
    <pcv:code>21</pcv:code>
    <pcv:label>Mining</pcv:label>
  </pcv:Descriptor>
</rdf:RDF>
```

The two approaches are identical in terms of the RDF graph that is generated, but the former is believed easier to deal with using standard tools such as full-text indexing software or simple editing scripts.

website. Also, the profile of PRISM in Section **Error! Reference source not found.** is simple enough to be validated with a DTD.

Note that we use the `rdf:about` attribute when providing the information on the controlled vocabulary term. This indicates that the real definition of the term is elsewhere, and we are merely providing some local descriptions of that term.

5 Element Definitions

The PRISM specification recommends existing elements (in the case of the Dublin Core) or defines new elements to use for descriptive metadata. The detailed, normative, definitions of those elements is provided in this section.

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. Also, note that PRISM does NOT require that users be presented with the same labels. The Identifier is a protocol element. It is an XML element type and MUST be given as shown, modulo the normal allowance for variations in the namespace prefix used.

5.1 XML Entities Used In Definitions

Some of the content models used in this section provide content models that use parameter entity references. Those parameter entities and their meaning are:

Table 13: Entities Used as Abbreviations in Element Definitions

Parameter Entity	Definition
%AuthorityReference;	An attribute, “rdf:resource”, whose value is a URI referring to a term in a controlled vocabulary.
%content.mix;	Typical mix of elements for representing content, such as #PCDATA, <p>, <bold>, <quote>, etc. The details of the parameter entity will depend on the context in which the PRISM namespace is being used.
%ResourceReference;	An attribute, “rdf:resource”, whose value is a URI reference to a resource. The set of AuthorityReferences is a subset of the set of ResourceReferences.
%TimeSpecification;	A string specifying a date and time according to the W3C profile of ISO 8601 (e.g., YYYY-MM-DDThh:mm:ssTZD) Note that this includes time zone data which may be important (see PRISM:publicationDate)[W3C-NOTE-datetime].

5.2 Dublin Core Namespace

The normative definitions of the Dublin Core elements can be found in [DCMI]. The following table adds comments to indicate the use of each Dublin Core element in a PRISM document. The use of some DC elements is encouraged, others are discouraged, and others constrained.

None of the Dublin Core elements are required to appear in a PRISM description, and all of them are repeatable any number of times.

5.2.1 dc:contributor

Name	Contributor
Identifier	dc:contributor
Definition	An entity responsible for making contributions to the content of the resource.
Comment	<p>Dublin core recommends that dc:contributor identifies a person, an organization, or a service by name.</p> <p>PRISM recommends that magazine publishers use dc:contributor for people who do additional reporting, or individuals who would be called out for special acknowledgements, such as research assistants. Individuals who would be credited for hair, makeup, etc. would typically NOT be listed in dc:contributor. Instead, such credits are expected to be provided in the marked-up article, but not in the metadata for the article. <i>Individuals called out for special acknowledgements, such as research assistants, would be listed in dc:contributor elements.</i></p> <p>Recommended practice is simply to list the contributors, one dc:contributor per element. For example,</p> <pre><dc:contributor>Diane Smith</dc:contributor> <dc:contributor>James Chou</dc:contributor></pre> <p>is preferred over</p> <pre><dc:contributor>Additional reporting by Dianne Smith and James Chou</dc:contributor>.</pre> <p>However, implementations SHOULD be prepared to deal with the latter.</p>
Attributes	%AuthorityReference;
Model	#PCDATA, or EMPTY if %AuthorityReference; is given.
Occurs In	
Example	<pre><dc:contributor>John Smith</dc:contributor> <dc:contributor rdf:resource="http://wanderlust.com/jas"/></pre>

5.2.2 dc:coverage

Name	Coverage
Identifier	dc:coverage
Definition	The spatial and/or temporal extent of the content of the resource.
Comment	Dublin core recommends that dc:coverage will typically include spatial location (a place name or geographic coordinates), temporal period (a period label, date, or date range). PRISM recommends use of dc:coverage only for temporal subjects of the resource. PRISM's recommended best practice is to use prism:location for cases where a geographic area is a subject of the resource.
Attributes	%AuthorityReference if empty.
Model	#PCDATA or EMPTY if %AuthorityReference is given.
Occurs In	
Example	<dc:coverage>Mauve Decade</dc:coverage> <dc:coverage>ca. 1200 B.C.</dc:coverage> <dc:coverage>1968</dc:coverage> <dc:coverage>1968-1972</dc:coverage>

5.2.3 dc:creator

Name	Creator
Identifier	dc:creator
Definition	An entity primarily responsible for making the content of the resource.
Comment	Dublin core recommends that <code>dc:creator</code> includes a person, an organization, or a service. The Creator may be identified by name, or by reference to an entry in a controlled vocabulary.

PRISM's recommendation for magazine publishing is for `dc:creator` to contain the same as the byline (in most cases this would be the writer or writers).

In principle, any number of creators may be associated with a resource. PRISM recommends that this element contain the name of one person or organization primarily responsible for the intellectual content of the resource. The element **SHOULD** be repeated when more than one entity is considered to have the main responsibility for the intellectual content of the resource.

Additional information on the Creator(s), such as a bio or their contact info, **SHOULD NOT** be given in the content of the `dc:creator` element. Instead, recommended best practice is to reference an external controlled vocabulary which provides the additional information on the creator (see the last example below). Alternatively, the creator contact information or biography may be additional content to go into an article, perhaps as a sidebar or endnote. In such cases, the article DTD must allow for that additional information.

Attributes	%AuthorityReference;
Model	#PCDATA, or EMPTY if %AuthorityReference; is specified.

Occurs In	
Example	

```
<dc:creator>Gartner Group</dc:creator>
```

```
<dc:creator>John Peterson</dc:creator>
```

```
<dc:creator>Jane Davis</dc:creator>
```

```
<dc:creator rdf:resource="http://cogswell.cogs/empID/123"/>
```


5.2.4 dc:date

Name	Date
Identifier	dc:date
Definition	A date associated with an event in the life cycle of the resource.
Comment	<p>Dublin core defines <code>dc:date</code> as any date associated with the creation or availability of the resource. The Dublin Core definition of date is quite loose, therefore, PRISM recommends that this element not be used, other than in the exceptional cases mentioned below. If it is used, its meaning SHOULD be used for the cover date of the magazine in which the resource appeared. One case in which PRISM recommends the use of this element is when the publication date is not specific to a day, month, or year. For example, "Spring, 2002" should go into <code>prism:coverDisplayDate</code>. In such cases the non-specific publication date should be provided in a <code>dc:date</code> element, and a more specific publication date (if available) should be provided in the <code>prism:publicationDate</code> element.</p> <p>If none of the PRISM-defined datetime elements are appropriate, this element MAY be used. However, recommended practice is to define a new element in a local namespace. Advanced implementations may indicate that the new element is an <code>rdfs:subClassOf dc:date</code>.</p> <p>Recommended best practice for encoding the date value is defined in a profile of ISO 8601 [W3C-DateTime] and follows the YYYY-MM-DD format. Note that leading zeros in the month and day ARE RECOMMENDED so that sorting by date is simple, and 2002-7-4 not appear after 2001-12-25.</p>
Attributes	None
Model	%TimeSpecification;
Occurs In	
Example	<dc:date>Spring, 2002</dc:date>

5.2.5 dc:description

Name	Description
Identifier	dc:description
Definition	An account of the content of the resource.
Comment	The Dublin cCore Metadata Initiative recommends that dc:description MAY contain any information (e.g., an abstract, table of contents, reference to a graphical representation of content or a free-text account of the content) that describes the resource.

For PRISM descriptions, the element provides material that describes the resource, such as an abstract or a deckhead. Note that this is intended to appear in metadata for an article, not as inline markup. (In other words, a DTD for articles might have dc:description in the header, but would use elements like <abstract> or <deck> for the markup of such material in the body of the article).

Short descriptions, such as those which appear in the Table of Contents of a magazine, or might appear in the results list of an online search, SHOULD be given in the prism:teaser element.

The content of the dc:description element MUST be plain text, or text marked up with well-balanced XML. In the latter case, the rdf:parseType="Literal" attribute MUST be specified.

The dc:description element MAY refer to separate descriptions, such as an abstract prepared by an A&I service, by providing the URI of the description as the value of an rdf:resource attribute. (In this case, the description is a separate, standalone resource which could have its own metadata. The metadata record for the separate abstract should contain a <prism:category> of abstract, and a <dc:source> element pointing back to the original article.)

Attributes
Model
Occurs In
Example

None
%content.mix;

```
<dc:description>Browse our catalog of desktop and
notebook computers to find one just right for
you.</dc:description>
```

```
<dc:description rdf:parseType="Literal">
  Describes the infamous criminal and gunfighter,
  <em>Billy the Kid</em>.
</dc:description>
```

```
<dc:description rdf:resource=
"http://www2.rhbc.ac.uk/Music/Archive/Disserts/attinell.html"/>
```

5.2.6 dc:format

Name	Format
Identifier	<code>dc:format</code>
Definition	The physical or digital manifestation of the resource.
Comment	Dublin core recommends that <code>dc:format</code> may include the media-type or dimensions of the resource. Format may be used to determine the software, hardware or other equipment needed to display or operate the resource. Examples of dimensions include size and duration.
	PRISM focuses on systems where resources are digital content, not physical objects. Therefore, PRISM-compliant systems sending PRISM records MUST restrict values of the <code>dc:format</code> element to those in list of Internet Media Types [MIME]. Since the Dublin Core specification does not impose that restriction, PRISM-compliant systems receiving descriptions MAY wish to detect when format values are strings other than media types in order to allow application-appropriate handling.
Attributes	None
Model	(#PCDATA)
Occurs In	
Example	<code><dc:format>application/pdf</dc:format></code>

5.2.7 dc:identifier

Name	Identifier
Identifier	<code>dc:identifier</code>
Definition	An unambiguous reference to the resource, within a given context.
Comment	In PRISM, <code>dc:identifier</code> provides a place for additional identifiers of a resource. The <code>rdf:about</code> attribute is always the primary identifier.
	Recommended best practice is to identify the resource by means of a string or number conforming to a formal identification system. Example formal identification systems include the Uniform Resource Identifier (URI) (including the Uniform Resource Locator (URL)), the Digital Object Identifier (DOI) and the International Standard Book Number (ISBN).
	For PRISM usage, the value SHOULD be given in the <code>rdf:resource</code> attribute when the identifier is a (potentially relative) URI reference. If the identifier is not a URI reference, it MUST be given as element content.
	Consistent and thorough use of identifiers is essential for PRISM conformance. Note that multiple <code>dc:identifier</code> statements can be used for internal IDs like, accession number, etc., to identify a particular published item.
	See PRISM:issueName
Attributes	<code>rdf:resource</code> when element is EMPTY.
Model	#PCDATA or EMPTY. May occur zero or more times.
Occurs In	
Example	<code><dc:identifier rdf:resource="#chapter1"/></code> (Note that because <code>#chapter1</code> appears in the <code>rdf:resource</code> attribute, we know it is a URL. In this case, the <code>#chapter1</code> is a relative URL. It unambiguously identifies an element in the current document tagged with an ID attribute containing "chapter1".) <code><dc:identifier>10-234/3245</dc:identifier></code>

5.2.8 dc:language

Name	Language
Identifier	dc:language
Definition	A language of the intellectual content of the resource.
Comment	Recommended best practice for the values of the Language element is defined by RFC 3066 [RFC3066]. It specifies the use of a two-letter (or three-letter) Language Code taken from the ISO 639 standard [ISO639] (or from ISO 639-2), optionally followed by a two-letter Country Code (taken from the ISO 3166 standard [ISO3166]). For example, 'en' for English, 'fr' for French, or 'en-GB' for English used in the United Kingdom.
Attributes	None
Model	#PCDATA
Occurs In	
Example	<dc:lang>en-US</dc:lang>

5.2.9 dc:publisher

Name	Publisher
Identifier	dc:publisher
Definition	An entity responsible for making the resource available.
Comment	The organization or individual that released the resource for publication.
	For magazine title use PRISM:publicationName.
Attributes	rdf:resource if content empty.
Model	#PCDATA or EMPTY
Occurs In	
Example	<dc:publisher rdf:resource="http://wanderlust.com/" /> <dc:publisher>Hearst Magazines, a unit of the Hearst Corporation</dc:publisher> <dc:publisher>Time Inc.</dc:publisher>

5.2.10 dc:relation

Name	Relation
Identifier	dc:relation
Definition	A reference to a related resource.
Comment	Because the notion of “related resource” is vague, PRISM recommends that this element not be used. Preference should be given to the more specific PRISM relationship elements, or to use of the extension mechanisms available in RDF.
Attributes	rdf:resource
Model	EMPTY
Occurs In	
Example	<i>No example shown since element is not recommended.</i>

5.2.11 dc:rights

Name	Rights
Identifier	dc:rights
Definition	Information about rights held in and over the resource.
Comment	Typically, a Rights element will contain a rights management statement for the resource, or reference a service providing such information. Rights information often encompasses Intellectual Property Rights (IPR), Copyright, and various Property Rights. If the Rights element is absent, no assumptions can be made about the status of these and other rights with respect to the resource.

For PRISM, the `dc:rights` element specifies the (perhaps implicit) agreement under which the sender allows the receiver to use the content. All rights elements (the PRL elements and the time-specific rights elements) must be contained directly or indirectly in a `dc:rights` element. Other rights information, such as a copyright statement, that will not vary from one receiver to another may be given as a direct child element of the `rdf:Description` element about the resource.

Attributes	<code>rdf:resource</code> if EMPTY
------------	------------------------------------

Model	EMPTY or ANY
-------	--------------

Occurs In	
-----------	--

Example	
---------	--

```
<dc:rights>
  <prism:embargoDate>2001-03-01</prism:embargoDate>
</dc:rights>
```

```
<dc:rights rdf:resource="#standardTerms"/>
```

5.2.12 dc:source

Name	Source
Identifier	dc:source
Definition	A reference to a resource from which the present resource is derived. The present resource is a performance, production, derivation, adaptation or interpretation of the referenced resource.
Comment	This is provided to give appropriate credit to the intellectual heritage of the resource being described when it is an adaptation of another work.
Attributes	When possible, use a URI for an unambiguous reference to the source. Otherwise, a textual identifier of the source may be provided.
Model	None or rdf:resource if EMPTY
Occurs In	%content.mix; or EMPTY
Example	<dc:source>Adapted from "The River" by Bruce Springsteen.</dc:source>

```
<dc:source rdf:resource=
"http://example.com/classics/Romeo%20and%20Juliet"/>
```

The example below shows how a stand-alone abstract could refer back to the document it describes, plus use the prism:category element to indicate that this is an abstract of that other document, as opposed to some other kind of derived work:

```
<rdf:Description rdf:about=
  "http://citeseer.nj.nec.com/witten01power.html">
  <prism:category>abstract</prism:category>
  <dc:source rdf:resource=
    "http://www.cs.waikato.ac.nz/~ihw/papers/01IHW-DB-SB-
    Powertothepeopl.pdf"/>
</rdf:Description>
```

5.2.13 dc:subject

Name	Subject
Identifier	dc:subject
Definition	The topic of the content of the resource.
Comment	Dublin core recommends that dc:subject will be expressed as keywords, key phrases, or classification codes that describe a topic of the resource. Dublin Core and PRISM's recommended best practice is to select a value from a controlled vocabulary, if available. The element SHOULD be repeated when multiple codes are specified. If local operations on the name(s) or definition(s) of the vocabulary elements is needed, PRISM's recommended practice is to provide the value of the dc:subject element using the pcv:Descriptor element and its allowed elements of pcv:vocab, pcv:code, and pcv:label. Note that PRISM defines several elements for more specific types of subjects, such as when people, places, organizations, etc. are the subject of the resource. Those elements SHOULD be used in preference to the dc:subject element when they are appropriate.
Attributes	rdf:resource if EMPTY
Model	(%content.mix;), or pcv:Descriptor or EMPTY if rdf:resource given.
Occurs In	
Example	<pre><dc:subject rdf:resource= "http://prismstandard.org/vocabs/lcc/QA76"/> <dc:subject>Seasonal Affective Disorder</dc:subject> <dc:subject>Dogs</dc:subject> <dc:subject>Cats</dc:subject></pre>

5.2.14 dc:title

Name	Title
Identifier	dc:title
Definition	A name given to the resource.
Comment	Dublin core recommends that dc:title will be a name by which the resource is formally known. PRISM recommends that magazine publishers use this for the headline of an article. The name of the magazine in which the article appears can be provided in the prism:publicationName element. The PRISM specification allows titles to contain special markup characteristics. In such cases the rdf:parseType="Literal" MUST be given.
Attributes	rdf:parseType if XML content
Model	%content.mix;
Occurs In	
Example	<pre><dc:title>Is the economy on the rebound?</dc:title> <dc:title rdf:parseType="Literal">E=mc<sup>2</sup>: The Einstein Myth in 1950's Popular Culture</dc:title> <dc:title>Man of the Year, 2002</dc:title> <prism:publicationName>Time Magazine</prism:publicationName> <dc:publisher>Time, Inc.</dc:publisher></pre>

5.2.15 dc:type

Name	Type
Identifier	dc:type
Definition	The style of presentation of the resource's content, such as image vs. sidebar.
Comment	The 'type' of a resource can be many different things. In PRISM descriptions, the <code>dc:type</code> element takes values that indicate the style of presentation of the content, such as "Map", "Table", or "Chart". This is in contrast to <code>prism:category</code> , which represents the genre, or stereotypical intellectual content type, of the resource. For example, the genre 'electionResults' can be presented in a map, a table, or a chart.
	<p>Recommended practice for PRISM implementations is to use a value from Table 16: Controlled Vocabulary of Presentation Styles, expressed as a URI reference. Implementations MUST also be able to handle text values, but interoperability with text values cannot be guaranteed.</p> <p>To describe the physical size or digital file format of the resource, use the <code>dc:format</code> element.</p>
Attributes	%AuthorityReference;
Model	EMPTY if <code>rdf:resource</code> attribute given, (#PCDATA) otherwise.
Occurs In	
Example	<p>The two examples below show how <code>prism:type</code>, <code>prism:category</code>, and <code>dc:format</code> all describe different aspects of a resource. For brevity, the examples below use relative URI references. Assume that they are within the scope of a base URI declaration: <code>xml:base="http://prismstandard.org/vocabularies/1.2/"</code></p> <pre><dc:type rdf:resource="resourcetype.xml#article"/> <dc:category rdf:resource="category.xml#column"/> <dc:format>text/html</dc:format></pre> <pre><dc:type rdf:resource="resourcetype.xml#birdsEye"/> <dc:category rdf:resource="category.xml#photo"/> <dc:format>image/jpeg</dc:format></pre>

5.3 The PRISM Namespace

In addition to the Dublin Core elements, the PRISM specification defines additional namespaces. The ‘prism’ namespace contains elements suitable for a wide range of content publication, licensing, and reuse situations. Many of them are, in effect, extensions of the elements from the Dublin Core.

5.3.1 prism:byteCount

Name	Byte Count
Identifier	prism:byteCount
Definition	Size, in 8-bit bytes, of the resource.
Comment	Typically, prism:byteCount is the size of a file. That might be used to display an estimate of download time to a user, to serve as a quick check on if a file was transmitted correctly between systems, etc. If the resource is compressed, such as a JPEG image, byteCount gives its compressed size, which is much easier to obtain. Abbreviations, such as kB, MB, .. MUST NOT be used.
Attributes	None
Model	(#PCDATA) - May appear 0 or 1 times.
Occurs In	
Example	<code><prism:byteCount>2938472</prism:byteCount></code>

5.3.2 prism:category

Name	Category
Identifier	prism:category
Definition	The nature or genre of a resource’s intellectual content.
Comment	Recommended practice for PRISM implementations is to reference values from Table 17: Categories (intellectual genre) as URIs. Text values are allowed, so implementations MUST be capable of handling them, although interoperation with text values cannot be guaranteed.
	See dc:type for an explanation of the relation between dc:type, dc:format, and prism:category.
Attributes	%AuthorityReference; if empty.
Model	(#PCDATA) if no rdf:resource attribute, EMPTY otherwise. Repeat element for resources in multiple genre.
Occurs In	
Example	<pre> <prism:category rdf:resource="category.xml#electionResults"/> <dc:type rdf:resource="resourcetype.xml#map"/> <dc:format>image/gif</dc:format> <prism:category rdf:resource="category.xml#newsBulletin"/> <dc:type rdf:resource="resourcetype.xml#sidebar"/> <dc:format>text/html</dc:format> </pre>

5.3.3 prism:copyright

Name	Copyright
Identifier	prism:copyright
Definition	Copyright statement for the resource.
Comment	Typically this field will contain the same copyright statement as in the printed magazine. The © character may be provided directly, or by the numeric character entity "©". Use of the “©” character entity is discouraged.
Attributes	rdf:parseType if element content contains XML markup.
Model	#PCDATA
Occurs In	
Example	<pre><prism:copyright>© Copyright 2001, Time Inc. All rights reserved.</prism:copyright></pre> <pre><prism:copyright rdf:parseType="resource">&#169; Copyright 1995-2002, Wicked Publications Inc.</prism:copyright></pre>

5.3.4 prism:coverDate

Name	Cover Date
Identifier	prism:coverDate
Definition	Date on the cover of a magazine issue, suitable for storing into a database field with a 'date' datatype.
Comment	The cover date on a magazine indicates the last date the issue should be displayed for sale, NOT the publication date as commonly believed. The value of the date SHOULD be given in YYYY-MM-DD format.
	See also coverDisplayDate.
Attributes	None
Model	#PCDATA May appear 0 or 1 times.
Occurs In	
Example	<pre><prism:coverDate>2002-07-14</prism:coverDate></pre>

5.3.5 prism:coverDisplayDate

Name	Cover Display Date
Identifier	prism:coverDisplayDate
Definition	Date on the cover of a magazine issue, provided as a textual string.
Comment	This field has the same meaning as the prism:coverDate element – the last date an issue should be displayed for sale. However, many issues will not have a simple date which can be loaded into a database field of a 'date' datatype. For example, "Spring, 2002". Such dates should be placed into this element.

For the convenience of applications which allow the user to search content within a specified range of dates, both the prism:coverDate and the prism:coverDisplayDate elements may be provided. In applications where the cover date is to be displayed to a user, this element SHOULD be used in preference to prism:coverDate. The prism:coverDate element SHOULD be used for the date comparisons.

Attributes	None
Model	#PCDATA, May appear 0 or 1 times.
Occurs In	
Example	<pre><prism:coverDisplayDate>Fall-Winter, 2002-2003 </prism:coverDisplayDate> <prism:coverDisplayDate>June, 2002</prism:coverDisplayDate> <prism:coverDisplayDate>June-July, 2002</prism:coverDisplayDate> <prism:coverDisplayDate>March 31, 2002</prism:coverDisplayDate> <prism:coverDate>2002-03-31</prism:coverDate> <prism:coverDisplayDate>Spring, 2002</prism:coverDisplayDate> <prism:coverDate>2002-03-31</prism:coverDate></pre>

5.3.6 prism:creationDate

Name	Creation Date
Identifier	prism:creationDate
Definition	Date (and potentially the time) the identified resource was first created.
Comment	A publisher will not usually send this information to external parties, but will only use it in internal applications such as editorial workflow. The prism:coverDate element will be more commonly sent to others. In common with the other date and time fields, recommended best practice is to use a date and time format from [W3D-datetime].

Attributes	None
Model	%TimeSpecification; May appear 0 or 1 times.
Occurs In	
Example	<pre><prism:creationDate>2002-12-25</prism:creationDate> <prism:creationDate>2001-02-28T23:30:13-05:00 </prism:creationDate></pre>

5.3.7 prism:distributor

Name	Distributor
Identifier	<code>prism:distributor</code>
Definition	An identifier for the distributor of the resource.
Comment	The organization or individual that most recently made the resource available, typically as part of a value-added service such as aggregation, syndication, or distribution. If the Publisher is the most recent distributor, omit this field.
	Advanced practice is to use a URI for the distributor as a value for the <code>rdf:resource</code> attribute.
Attributes	<code>%AuthorityReference</code> ;
Model	<code>#PCDATA</code> , or <code>EMPTY</code> if <code>%AuthorityReference</code> ; specified.
Occurs In	
Example	<pre><prism:distributor>LexisNexis</prism:distributor></pre> <pre><prism:distributor rdf:resource= "http://prismstandard.org/vocabs/NYSE/NEWS"/></pre>

5.3.8 prism:edition

Name	Edition
Identifier	<code>prism:edition</code>
Definition	An identifier for one of several alternate issues of a magazine or other resource.
Comment	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.
Attributes	<code>NONE</code>
Model	<code>#PCDATA</code>
Occurs In	
Example	<pre><prism:edition>Domestic</prism:edition></pre> <pre><prism:edition>Large Type</prism:edition></pre> <pre><prism:edition>Southwest</prism:edition></pre>

5.3.9 prism:embargoDate

Name	Embargo Date
Identifier	<code>prism:embargoDate</code>
Definition	Earliest date (potentially including time) the resource may be used according to the rights agreement, or clause in the rights agreement.
Comment	It is common practice to 'embargo' information – provide it to publishers in advance under an agreement that it will not be published until the embargo expires at some specific date and time. After that the information may be released to the outside world. Note: This element was known as <code>prism:releaseTime</code> in previous versions of the PRISM specification. The <code>embargoDate</code> is not a property of the resource as much as it is a property of the agreement under which the resource is provided. Therefore, this element must occur within the context of a <code>dc:rights</code> element.
Attributes	None
Model	(%TimeSpecification) ; Optional, MUST NOT occur more than once per rights clause.
Occurs In	<code>dc:rights</code> element
Example	<code><prism:embargoDate>2001-03-09:00:00:01</prism:embargoDate></code> states that the described resource cannot be used (published) until 1 second into March 9, 2001. Note that a time zone was not specified, so there is 24 hours of leeway. To avoid that, a timezone must be specified. The example below shows the same time, in Eastern Standard Time. <code><prism:embargoDate>2001-03-09:00:00:01-05:00</prism:embargoDate></code>

5.3.10 prism:event

Name	Event (as the subject of a resource)
Identifier	<code>prism:event</code>
Definition	An event (social gathering, phenomenon, or more generally something that happened at a specifiable place and time) referred to in order to indicate a subject of the resource.
Comment	If there is more than one event related to a resource, include a separate instance of <code>prism:event</code> for each event. The value may be a text string or an authority file reference.
Attributes	%AuthorityReference; if content EMPTY
Model	#PCDATA or EMPTY
Occurs In	
Example	<code><prism:event>Superbowl XXXIV</prism:event></code> <code><prism:event>1968 Democratic National Convention</prism:event></code> <code><prism:event>Woodstock</prism:event></code>

5.3.11 prism:expirationDate

Name	Expiration Date
Identifier	<code>prism:expirationDate</code>
Definition	Latest date (potentially including time) that the resource may be used according to a rights agreement.
Comment	Since the <code>expirationDate</code> is a property of a rights agreement, not of the resource itself, this element must appear in the context of a <code>dc:rights</code> element.

If it is important that the time NOT be interpreted as a local time, a time zone must be specified. As documented in [W3C-Datetime], the 'Z' character indicates Universal Coordinated Time (formerly known as Greenwich Mean Time). Other time zones are indicated by hour and minute displacements from UTC. For example, US Eastern Standard time is five hours behind UTC, so 8:00 AM EST on January 15, 2002 is written as 2002-01-15T08:00-05:00. That same instant could also be written as any of:

```
2002-01-15T05:00-08:00 (5:00 AM Pacific Standard Time)
2002-01-15T13:00Z (1:00 PM UTC)
2002-01-15T14:00+01:00 (2:00 PM in Paris, France)
```

Attributes	None
Model	(%TimeSpecification) ; Optional, MUST NOT occur more than once per rights clause.
Occurs In	<code>dc:rights</code> element
Example	<pre><dc:rights rdf:parseType="Resource"> <prism:expirationDate>2001-04-09</prism:expirationDate> </dc:rights> <dc:rights rdf:parseType="Resource"> <prism:expirationDate>2001-04-09T00:01-05:00 </prism:expirationDate> </dc:rights></pre>

5.3.12 prism:hasAlternative

Name	Has Alternative
Identifier	<code>prism:hasAlternative</code>
Definition	Identifies an alternative resource in case the current resource cannot be used (typically because of rights restrictions).
Comment	Identifies another resource that can be substituted in place of the current resource. This provides a means for avoiding unsightly things like printing blank rectangles containing "No rights to reproduce this image".

Alternatives are not simply a reformatting of the original work, they are a separate intellectual work. To point to alternatives which are a different resolution, color space, file format, etc. see `prism:hasFormat`. For alternatives which are newer or older versions of the same intellectual work, see `prism:hasVersion`.

Attributes	<code>rdf:resource</code> contains an identifier for the related resource
Model	EMPTY
Occurs In	
Example	<p>As an example, imagine a publisher distributing an article containing a stock photo to which they did not secure Brazilian rights. If the publisher sent the article to Brazil, they might describe the original image that was published, but suggest an alternative to their syndication partners using an element like:</p> <pre><prism:hasAlternative rdf:resource= "http://freeimages.com/Pool.jpg"/></pre>

5.3.13 prism:hasCorrection

Name	Has Correction
Identifier	<code>prism:hasCorrection</code>
Definition	Identifies any known corrections to the current resource.
Comment	The <code>prism:hasCorrection</code> element identifies the "correction block", not a corrected version of the current resource. Typically this will be added by a content aggregator, not the publisher. Corrected versions of the resource can be identified with the <code>hasVersion</code> element.
Attributes	%ResourceReference;
Model	EMPTY
Occurs In	
Example	<code><prism:hasCorrection rdf:resource="2002-08-corrections.xml"/></code>

5.3.14 prism:hasFormat

Name	Has Format
Identifier	<code>prism:hasFormat</code>
Definition	Identifies another resource, which is essentially the same intellectual content as the current resource, but presented in another file format, or after some mechanical transformation like a different resolution, different color depth, etc.
Comment	The <code>prism:hasFormat</code> element points from the original resource, to the alternative version derived from it. In other words, the metadata of the original resource will contain the <code>prism:hasFormat</code> element. The <code>prism:isFormatOf</code> element is used to point in the other direction, from the alternative back to the original. If the 'original' version cannot be determined, use <code>prism:hasFormat</code> for both directions of the relationship.
Attributes	The element is repeated if there are multiple alternative formats for the resource. %ResourceReference;
Model	#PCDATA, or EMPTY if <code>rdf:resource</code> attribute specified.
Occurs In	
Example	<code><prism:hasFormat rdf:resource="http://wap.wanderlust.com/2000/08/Belize.wml"/></code> <code><prism:hasFormat rdf:resource="doi:123/p92-1293"/></code> <code><prism:hasFormat>photo1293.jpg</prism:hasFormat></code> <code><prism:hasFormat>photo1293.tiff</prism:hasFormat></code>

5.3.15 prism:hasPart

Name Has Part
Identifier `prism:hasPart`
Definition The described resource includes the referenced resource either physically or logically.
Comment `prism:hasPart` allows the metadata for an article to identify images, sidebars, tables, graphs, maps, illustrations, etc. in the article which exist as separate, identifiable, resources. The metadata for those resources can then be fetched, based on the identifier for the included resource.

Recommended best practice is to describe photos, etc. as separate objects, rather than embedding their metadata in the metadata for an article, in order to ease their reuse and to simplify data maintenance when the resources are reused. Best practice is also to identify the resources with URIs, rather than human-readable text descriptions, in order to enable automated handling of the resource.

Attributes The element is repeated if there are multiple parts included in the current resource.
Model `%ResourceReference`;
Occurs In `#PCDATA`, or `EMPTY` if `rdf:resource` attribute specified.

Example

```
<prism:hasPart rdf:resource=
  "http://travelmongo.com/2000/08/BelizePhoto.jpg"/>

<prism:hasPart>dam-obj-32485u2</prism:hasPart>
```

5.3.16 prism:hasPreviousVersion

Name Has Previous Version
Identifier `prism:hasPreviousVersion`
Definition Identifies a previous version of the current resource.
Comment Changes in version imply substantive changes in intellectual content rather than differences in format. For changes in format, use the `prism:hasFormat` element. For the special case of versions known as “corrections”, use `prism:hasCorrection` to point from the current resource to correction blocks. Use `prism:hasPreviousVersion` to point from the corrected resource back to the earlier one.

Attributes `%ResourceReference`;
Model `#PCDATA` or `EMPTY` if `rdf:resource` attribute specified.

Example

```
<prism:hasPreviousVersion rdf:resource=
  "http://travelmongo.com/2000/08/BelizeTravelUpdate.xml" />
```


5.3.17 prism:hasTranslation

Name	Has Translation
Identifier	<code>prism:hasTranslation</code>
Definition	The described resource has been translated into another language, and the referenced resource is that translation.
Comment	Points from the original article to the translation(s), which must have a different identifier than the original resource. The language of the translated version can be determined by looking up the metadata for the translated version.
Attributes	Recommended best practice is to identify the translated version with a URI. %ResourceReference;
Model	#PCDATA or EMPTY if <code>rdf:resource</code> attribute specified.
Occurs In	
Example	<pre><prism: hasTranslationhasPart rdf:resource= "http://example.com/classics/Romeo%20e%20Giulietta" /></pre>

5.3.18 prism:industry

Name	Industry (as the subject of a resource)
Identifier	<code>prism:industry</code>
Definition	An industry or industry sector, referred to in order to indicate a subject of the resource.
Comment	If there is more than one industry related to a resource, include a separate instance of <code>prism:industry</code> for each industry. The value may be a text string or an authority file reference, or an authority file entry can be included inline.
Attributes	%AuthorityReference if content EMPTY
Model	#PCDATA or <code>pcv:Descriptor</code> or EMPTY
Occurs In	
Example	<pre><prism:industry rdf:resource= "http://prismstandard.org/vocabs/SIC/21395502"/> <prism:industry>Luxury goods</prism:industry> <prism:industry> <pcv:Descriptor> <pcv:label>Electric Power Generation</pcv:label> </pcv:Descriptor> </prism:industry></pre>

5.3.19 prism:isCorrectionOf

Name	Is Correction Of
Identifier	<code>prism:isCorrectionOf</code>
Definition	The described resource is a corrected version of the referenced resource.
Comment	This element is a sub-property of the <code>prism:isVersion</code> element, and is the inverse of the <code>prism:hasCorrection</code> element.

The working group requests feedback on whether it is better to use `prism:isCorrectionOf`, or to use something like:

```
<prism:category>correction</prism:category>
<prism:hasPreviousVersion>id for the earlier
version</prism:hasPreviousVersion>
```

Attributes	%ResourceReference;
Model	EMPTY
Occurs In	
Example	<pre><prism:isCorrectionOf rdf:resource= "http://wanderlust.com/2000/08/BelizeTravel.xml" /></pre>

5.3.20 prism:isFormatOf

Name	Is Format Of
Identifier	<code>prism:isFormatOf</code>
Definition	The current resource is the same intellectual content of the referenced resource, but presented in another format.
Comment	This is the inverse of the <code>prism:hasFormat</code> relation. It is used to point from the modified version to an earlier version. It is only used when it is known that the referenced resource is closer to being the 'original' than the current resource.
Attributes	%ResourceReference; or none
Model	#PCDATA, or EMPTY if <code>rdf:resource</code> attribute specified
Occurs In	
Example	<pre><rdf:Descriptionrdf:about="Belize.pdf"> <prism:isFormatOf rdf:resource= "http://wanderlust.com/2000/08/Belize.qxd" /> </rdf:Description></pre>

5.3.21 prism:isPartOf

Name	Is Part Of
Identifier	<code>prism:isPartOf</code>
Definition	The described resource is a physical or logical part of the referenced resource.
Comment	This is the inverse of the <code>prism:hasPart</code> relation. Note that it is NOT required to always have both sides of the relationship asserted, as one can be derived from the other.
	Recommended best practice is to identify the containing resource with a URI. However, textual identifiers are possible so implementations SHOULD be able to accept them, possibly with reduced functionality.
Attributes	%ResourceReference; or none
Model	#PCDATA, or EMPTY if <code>rdf:resource</code> attribute specified.
Occurs In	
Example	<pre><prism:isPartOf rdf:resource= "http://TravelMongo.com/2000/08/BelizeArticle.xml" /></pre>

5.3.22 prism:isReferencedBy

Name	Is Referenced By
Identifier	<code>prism:isReferencedBy</code>
Definition	The described resource is referenced, cited, or otherwise pointed to by the referenced resource. [DCMI- R]
Comment	This is the inverse of the <code>prism:references</code> relation. [This seems a likely candidate for removal. The working group request feedback on whether this element must be kept.]
Attributes	<code>%ResourceReference;</code>
Model	EMPTY
Occurs In	
Example	<code><prism:references rdf:resource= "http://example.com/documents/dl1124352345.xml"/></code>

5.3.23 prism:issueName

Name	Issue Name
Identifier	<code>prism:issueName</code>
Definition	An additional identifier, typically used for major issues of a magazine or other resource.
Comment	Certain issues of a magazine may be commonly known by a name like "Swimsuit issue" or "Buyer's Guide issue". These are frequently the issues which are the most memorable and have the material of greatest reference value. Issues may be tied to a particular day, but still be known by a name, such as the "Halloween issue". If an issue is known by a general date, such as "Spring, 2002", use the <code>prism:coverDisplayDate</code> element instead of this one.
Attributes	NONE
Model	<code>%content.mix;</code>
Occurs In	
Example	<code><prism:issueName>Swimsuit Issue</prism:issueName></code> <code><prism:issueName>1997 Buyer's Guide</prism:issueName></code>

5.3.24 prism:isTranslationOf

Name	Is Translation Of
Identifier	<code>prism:isTranslationOf</code>
Definition	The described resource is a human-language translation of the referenced resource.
Comment	This is a more specific version of <code>prism:hasTranslation</code> . This element is used when pointing from the translated resource back to the original. If the original resource is not known, the <code>prism:hasTranslation</code> element should be used for both directions of the relationship.
Attributes	%ResourceReference or none
Model	#PCDATA, or EMPTY if the <code>rdf:resource</code> attribute is specified. This element is expected to occur zero or one times.
Occurs In	
Example	<pre><prism:isTranslationOf rdf:resource= "http://example.com/classics/Romeo%20and%20Juliet"/> <prism:isTranslationOf>Ovid's <i>Ars Amatoria</i></prism:isTranslationOf></pre>

5.3.25 prism:isRequiredBy

Name	Is Required By
Identifier	<code>prism:isRequiredBy</code>
Definition	The described resource is required by the referenced resource, either physically or logically.
Comment	This is the inverse of the <code>prism:requires</code> relation.
Attributes	%ResourceReference;
Model	EMPTY
Occurs In	
Example	<pre><prism:isRequiredBy rdf:resource= "http://wanderlust.com/2000/08/BelizePhoto.jpg" /></pre>

5.3.26 prism:isVersionOf

Name	Is Version Of
Identifier	<code>prism:isVersionOf</code>
Definition	The described resource is a version, edition, or adaptation of the referenced resource. Changes in version imply substantive changes in intellectual content rather than differences in format.
Comment	This is the inverse of <code>prism:hasVersion</code> . For corrections, use the subproperty <code>prism:isCorrectionOf</code> . For alternative versions that do not have substantive changes in intellectual content, use <code>prism:isAlternativeFor</code> .
Attributes	%ResourceReference
Model	EMPTY
Occurs In	
Example	<pre><prism:isVersionOf rdf:resource= "http://travelmongo.com/2000/08/BelizeTravel.xml" /></pre>

5.3.27 prism:location

Name	Geographic Location (as the subject of a resource)
Identifier	<code>prism:location</code>
Definition	A geospatial location, referred to in order to indicate a subject of the resource.
Comment	As with other subject identifiers, the best practice is NOT to tag locations which are only mentioned in passing. The staff doing the tagging should assume that a full-text engine will be available to find those. The location element, on the other hand, is to call out those locations which are a subject for the story, no matter how many times they are mentioned in the story. As a test, the tagging staff should ask themselves "if I was searching for information on location X, would I want to get this story as one of the search results?" If so, then it should be tagged with that location, otherwise not. If there is more than one location related to a resource, include a separate instance of <code>prism:location</code> for each. The value may be a string or an authority file reference. This element SHOULD be used in preference to the <code>dc:coverage</code> element for geospatial locations.
Attributes	%AuthorityReference if content EMPTY
Model	%content.mix; or EMPTY
Occurs In	
Example	<pre><prism:location rdf:resource= "http://prismstandard.org/vocabs/ISO-3166/GR" /> <prism:location>Mississippi River Delta</prism:location> need more examples</pre>

5.3.28 prism:modificationDate

Name	Modification Date
Identifier	<code>prism:modificationDate</code>
Definition	Date and time the resource was last modified.
Comment	Publishers will not usually send this information to external parties, but will use it for internal applications.
Attributes	None
Model	%TimeSpecification; may occur 0 or 1 times.
Occurs In	
Example	<pre><prism:modificationDate> 2000-02-28T23:55:38 </prism:modificationDate></pre>

5.3.29 prism:number

Name	Number
Identifier	<code>prism:number</code>
Definition	Indication of the magazine issue.
Comment	This element is intended to be used in combination with the <code>prism:volume</code> element to specify the magazine issue using the common scheme of Volume and Number. The <code>prism:number</code> element must contain only a single identifier. In the case of a double issue – a magazine with one volume number but two issue numbers – the element is repeated, with each containing only a single number.
Attributes	NONE
Model	PCDATA; may occur 0 or more times.
Occurs In	
Example	<pre><prism:number>7</prism:number></pre> <pre><prism:number>11</prism:number></pre> <pre><prism:number>12</prism:number></pre>

5.3.30 prism:object

Name	Object (as the subject of a resource)
Identifier	<code>prism:object</code>
Definition	A physical or virtual object, referred to in order to indicate a subject of the resource.
Comment	This element is particularly intended for use when categorizing content by products, such as for product reviews. For example, <code><prism:object>Dodge Viper</prism:object></code> would be used to indicate that a subject of the story was a certain high-performance automobile. If there is more than one object related to a resource, include a separate instance of <code>prism:object</code> for each. The value may be a string or an authority file reference.
Attributes	%AuthorityReference if content EMPTY
Model	%content.mix; or EMPTY
Occurs In	
Example	<pre><prism:object>Eames chair</prism:object></pre> <pre><prism:object>Klein bottle</prism:object></pre> <pre><prism:object rdf:resource="urn:upc:3847-4837-4"/></pre>

5.3.31 prism:organization

Name	Organization (when used as the subject of a resource)
Identifier	<code>prism:organization</code>
Definition	An organization, referred to in order to indicate a subject of the resource.
Comment	This element is used to indicate a company, government agency, non-profit organization, etc. as a subject of the current resource. If there is more than one organization related to a resource, include a separate instance of <code>prism:organization</code> for each.
Attributes	The value may be a text string or an authority file reference.
Model	%AuthorityReference if content EMPTY
Occurs In	%content.mix; or EMPTY
Example	<pre><prism:organization>Dept. of Energy</prism:organization></pre> <pre><prism:organization rdf:resource= "http://prismstandard.org/vocabs/NYSE/IBM"/></pre> <pre><prism:organization rdf:resource= "http://prismstandard.org/vocabs/NASDAQ/MSFT"/></pre>

5.3.32 prism:person

Name	Person (when used as the subject of a resource)
Identifier	<code>prism:person</code>
Definition	A person, referred to in order to indicate a subject of the resource.
Comment	Recommended best practice is to cite an entry into a controlled vocabulary of people. However, textual names are acceptable and are expected to be commonly used.
	As with other subject identifiers, do not mark a resource for every person mentioned in the resource, only those which it is "about".
	PRISM makes no recommendation on the issue of direct vs. sort order for names (in other words, we do not recommend "Smith, Jane Q." vs. "Jane Q. Smith").
	If there is more than one person who is a subject of a resource, include a separate instance of <code>prism:person</code> for each.
Attributes	%AuthorityReference if content EMPTY
Model	#PCDATA or EMPTY
Occurs In	
Example	<pre><prism:person>Bill Richardson</prism:person></pre> <pre><prism:person rdf:resource= "http://example.org/vocabs/People/BillRichardson172"/></pre>

5.3.33 prism:publicationDate

Name	Publication Date
Identifier	<code>prism:publicationDate</code>
Definition	Announced date and time when the resource is released to the public.
Comment	For magazines, this element will rarely be used. If it is used, the publication date for an issue is the date that it became available for sale. It is NOT the cover date. See <code>prism:coverDate</code> and <code>prism:coverDisplayDate</code> for that information. For other resources, such as product reports published to a corporate web site, <code>publicationDate</code> is the day (and possibly time) the report was deployed to the live web site. Recommended practice is to use the format from ISO 8601 (see section 4.4.1) including time zone data.
Attributes	None
Model	(%TimeSpecification); May occur zero or one times.
Occurs In	
Example	<code><prism:publicationDate>2001-03-01T06:30Z</prism:publicationDate></code>

5.3.34 prism:publicationName

Name	Publication Name
Identifier	<code>prism:publicationName</code>
Definition	Title of the magazine, or other publication, in which a resource was/will be published.
Comment	Typically this will be used to provide the name of the magazine an article appeared in, as metadata for the article, along with information such as the article title, the publisher, volume, number, and cover date.
Attributes	None
Model	#PCDATA; May occur zero or one times.
Occurs In	
Example	<code><prism:publicationName>Aviation Week</prism:publicationName></code> <code><prism:publicationName>Time Magazine</prism:publicationName></code>

5.3.35 prism:receptionDate

Name	Reception Date
Identifier	<code>prism:receptionDate</code>
Definition	Date (and potentially time) the resource was received on current system.
Comment	This element will not usually be provided by a publisher. Instead, it is provided so aggregators can inform their customers of the time when the aggregator received the resource from the publisher.
Attributes	None
Model	(%TimeSpecification); ; May occur zero or one times.
Occurs In	
Example	<code><prism:receptionDate>2001-03-01T06:30:00</prism:receptionDate></code> states that the described resource was received at 6:30 AM (local time) on the morning of March 1, 2001.

5.3.36 prism:references

Name	References
Identifier	<code>prism:references</code>
Definition	The described resource references, cites, or otherwise points to the referenced resource.
Comment	Use is to collect bibliography entries into metadata for the resource described. When multiple items are cited, use one <code>prism:references</code> element per item.
Attributes	%ResourceReference;
Model	#PCDATA description or URI in <code>rdf:resource</code> attribute
Occurs In	
Example	<pre><prism:references rdf:resource= "http://travelbelize.com/HotelInformation.html"/> <prism:references>Melville, Moby Dick</prism:references> <prism:references>Poe, The Pit and the Pendulum</prism:references></pre>

5.3.37 prism:rightsAgent

Name	Rights Agent
Identifier	<code>prism:rightsAgent</code>
Definition	Name, and possibly contact information, for the person or organization that should be contacted to license the rights to use a resource.
Comment	This element should contain human-readable information. PRISM recommends that this be a simple text element. However, the content of this element may be elements from other namespaces, such as one that gives contact information, should such a namespace be acceptable to all the parties in the PRISM communication.
Attributes	
Model	(%content.mix;) or ANY
Occurs In	For the common case of one company to contact for licensing information, the element SHOULD appear as an immediate child of the <code>rdf:Description</code> element for the resource. In that case it SHALL appear 0 or 1 times. In cases where the rights agent to contact differs from one country to another, or for other reasons, this element SHOULD appear within the scope of a <code>dc:rights</code> element.
Example	<pre><prism:rightsAgent>Phantastic Photos, Philadelphia </prism:rightsAgent></pre>

5.3.38 prism:section

Name	Section
Identifier	<code>prism:section</code>
Definition	Name of the magazine section in which the resource was categorized. A section is a logical subdivision of a magazine which helps to identify the general subject domain of the contained content. It does NOT refer to the hierarchical organization of an article into sections and sub-sections. In general, sections are named, may contain one or more stories, and may be either recurring or one-time. Stories may or may not be associated with a section.
Comment	Corresponds to magazine and newspaper sections. Sections without story content, such as "Table of Contents" and "Letters to the Editor" are also possible. Some sections will have subsections – for example a section on 'Economy' might have subsections for Europe, Asia, the US, and Latin America. In such cases the element should contain a string which follows the publisher's practice for indicating hierarchy, such as using the "/" character. Note that some demographically-targeted editions may contain sections which are not available in the other editions of an issue. Sections and subsections within an article, used to structure the story, are in-line markup and are not the intent of this element.
Attributes	NONE
Model	#PCDATA
Occurs In	
Example	<code><prism:section>Travel</prism:section></code> <code><prism:section>Health & Beauty / Cosmetics</prism:section></code> <code><prism:section>Special Section: Bioterrorism</prism:section></code>

5.3.39 prism:startingPage

Name	Starting Page
Identifier	<code>prism:startingPage</code>
Definition	Identifies the first page number for the published version of the resource.
Comment	Provided to meet the needs of basic bibliographic citation of articles. A more complete description of an article's pages is possible, but more difficult to obtain. Current practice is adequately addressed with a starting page number. People who want to look at the number of pages to get an estimate of the article's length should look at the <code>prism:wordCount</code> or <code>prism:byteCount</code> elements.
Attributes	NONE
Model	#PCDATA
Occurs In	
Example	<code><prism:startingPage>17</prism:startingPage></code> <code><prism:startingPage>B-6</prism:startingPage></code>

5.3.40 prism:teaser

Name	Teaser
Identifier	<code>prism:teaser</code>
Definition	A short description of the resource.
Comment	This provides a place for short descriptions, such as those given in an issue's Table of Contents, or displayed in the results of an online search, which try to entice readers to read the full article.
	The content of the <code>prism:teaser</code> element MUST be plain text, or text marked up with well-balanced XML content (in order to allow features such as bold or italicized text, URLs, etc. If the content contains XML markup, the <code>rdf:parseType="Literal"</code> attribute MUST be specified.
Attributes	NONE
Model	<code>%content.mix;</code>
Occurs In	
Example	<pre><prism:teaser>What's in a name? Bill Jamison explains ICANN and the Domain Name System.</prism:teaser></pre> <pre><dc:title>Architecture, Search, and Information: Classification is the Common Denominator</dc:title></pre> <pre><prism:teaser>You can't go to a conference nowadays without every speaker referring to the importance of taxonomies, thesauri, and classification. The better the classification, the better the intranet. It is as simple as that.</prism:teaser></pre>

5.3.41 prism:volume

Name	Volume
Identifier	<code>prism:volume</code>
Definition	Additional identifier for the publication where the resource appeared, providing the Volume portion of the common Volume, Number scheme.
Comment	Provided for basic bibliographic citations. The content SHOULD NOT contain "Vol." Or other abbreviations for "Volume", it should only be the alphanumeric volume identifier. The Number portion of the issue identification is specified in the <code>prism:number</code> element.
Attributes	NONE
Model	<code>#PCDATA</code>
Occurs In	
Example	<pre><prism:volume>17</prism:volume></pre> <pre><prism:volume>XIV</prism:volume></pre>

5.3.42 prism:wordCount

Name	Word Count
Identifier	<code>prism:wordCount</code>
Definition	The (approximate) count of the number of words in a textual resource.
Comment	PRISM does not mandate a specific word counting algorithm, as there are no known algorithms which are widely accepted for use across multiple languages. Therefore, the information provided by this field must be regarded as advisory. It can be displayed to a user to give an indication of the length of the article, but it can not be depended upon as a check on the correct transmission of a document.
Attributes	The value is a single integer. Abbreviations such as 'k' MUST NOT be used.
Model	None
Occurs In	(#PCDATA) - May appear 0 or 1 times.
Example	<code><prism:wordCount>2938</prism:wordCount></code>

5.4 PRISM Rights Language

The PRISM WG put only the most commonly-needed rights elements into the PRISM namespace. For more involved treatment of rights and permissions in PRISM descriptions, elements from another namespace must be used. Because of the considerable activity around specifying rights and permissions, the PRISM working group could not recommend an existing standard to follow, as they were able to do with XML, RDF, and the Dublin Core. Therefore the working group has defined a small, simple, extensible language for expressing common rights and permissions. That language is known as the PRISM Rights Language (PRL). This section specifies that language. Note that implementations of PRISM MAY also implement PRL, but it is not mandatory. The PRISM Working Group expects PRL to be supplanted in time, once the activity around many different rights languages has settled down.

This portion of the specification will probably be made into a separate document before the 1.2 version of the PRISM specification is finalized.

5.4.1 Processing Model

Collections of PRL statements are known as *PRL expressions*. The purpose of a PRL expression is to determine if a person or organization may or may not make use of a resource in a particular way. PRL expressions evaluate to a Boolean value that indicates if a particular use is allowed (if the expression evaluates to true) or not (if the expression evaluates to false).

PRL evaluation is described in RDF domain, not in the XML syntax domain. Note that PRL expressions do not describe the resource directly. They describe the real or virtual agreement under which the sender and receiver are operating. PRL expressions consist of one or more *clauses*. A clause, in the RDF domain, is a resource that represents a real or virtual clause in the agreement between the sender and receiver. It is the RDF subject of statements that convey the intent of the clause. In PRISM descriptions, PRL expressions MUST appear only within the scope of a `dc:rights` element. The `dc:rights` statement contains the clause, or an `rdf:Bag` element if there are multiple clauses.

Each clause has a possibly empty set of *usage* statements and a possibly empty set of *condition* statements. If no usage is specified, the default usage is `#use`. (`#use` will be defined later in this section). If no conditions are specified, the default condition evaluates to 'true'.

Conditions evaluate to Boolean true or false. Conditions are expressed in XML using elements from the PRL namespace, such as `prl:geographic` and `prl:industry`. Two elements from the PRISM namespace, `prism:releaseTime` and `prism:expirationTime`, also express PRL conditions. To evaluate a condition, a comparison is made between the value(s) supplied in the XML element and the current state of the system or the intended use of content. The exact nature of the comparison depends on the condition being tested. True values mean that the condition applies. For example, the `prism:releaseTime` condition evaluates to 'true' if the current system date and time is greater than or equal to the date and time specified in that element's content. The `prl:industry` condition evaluates to 'true' if the content is intended to be used in the specified industry. This specification does not define how the current state of the system and the intended use(s) of the content are made available for evaluating the conditions.

Usages do not evaluate to Booleans. Instead, they evaluate to a set of URI references (which is typically of length 1). The URI references govern what the receiving system can do with the described resource. PRL defines only the four URI references shown in Section 6.1, Rights and Usage Vocabularies. Others can be defined, but this is expected to be an exceedingly rare form of extension.

To evaluate a clause, the logical AND of the conditions in the clause is computed. If that is false, the clause evaluates to the PRL usage `#notApplicable`. If the logical AND is true, the set of usages in the clause is evaluated and returned as the value of the clause.

To evaluate a PRL expression, all the clauses are evaluated and their results are merged according to the following rules, which **MUST** be applied in the following order:

- 1) U, the UNION of the sets of URI references is computed. If multiple PRL expressions exist because the described resource had multiple `dc:rights` elements, those usages are also included in the computation of U.
- 2) If `#none` is a member of U, the expression evaluates to false.
- 3) Any special rules needed by extension elements are applied.
- 4) If `#use` is a member of U, the expression evaluates to true¹⁸.

If the PRL expression evaluates to `true`, the resource may be used. If it evaluates to `false`, it may not be used. Typically, human intervention at runtime will be needed to convert the URI references, such as `#permissionsUnknown`, to a Boolean value.

Note that because PRL defines both `#none` and `#use`, the NOT operator is not needed.

PRL can be extended by defining new conditions and usages in other namespaces. Conditions **MUST** be defined to return a Boolean where `true` means the condition applies to the current state of the system or intended use of the content. Also, the conditions **MUST** be side-effect-free. Usages **MUST** return a URI reference. Another extension mechanism exists in PRL. The content model of the `prl:usage` element allows text content. When text content is given, implementations **MUST** convert it to a URI reference. This specification does not specify how that is to happen, however, a common means of doing so is expected to be showing the text to a user and asking them if the result should be `#use` or `#none`.

5.4.2 prl:geography

Name	Geography (as condition on use of a resource)
Identifier	<code>prl:geography</code>
Definition	Name of, or authority file reference to, a geographic region of interest.
Comment	Recommended practice is to use the ISO 3166-1 and 3166-2 country and region codes.
Attributes	%AuthorityReference; or EMPTY
Model	(%content.mix;) or EMPTY
Occurs In	PRL clauses, which are contained in or referred to by a <code>dc:rights</code> element.
Example	<pre><prl:geography>Oklahoma</prl:geography> <prl:geography rdf:resource= "http://prismstandard.org/vocabs/ISO-3166/GB"/></pre>

5.4.3 prl:industry

Name	Industry (as condition on use of a resource)
Identifier	<code>prl:industry</code>
Definition	Name of, or authority file reference to, an industry or industrial sector of interest.
Comment	Recommended practice is to specify the industry sector using the NAICS industrial classification system.
Attributes	%AuthorityReference; or EMPTY
Model	%content.mix;
Occurs In	PRL clauses, which are contained in or referred to by a <code>dc:rights</code> element.
Example	<pre></prism:industry>Cellular radiotelephone service </prism:industry></pre>

¹⁸ Recall that the default usage is `#use`, so it should always be a member of U, unless extension rules have modified the members of U.

5.4.4 prl:usage

Name	Resource Usage
Identifier	<code>prism:usage</code>
Definition	Authority reference or human-readable description of a use that is allowed or restricted. Authority references SHOULD reference values from Table 8: Predefined Usages.
Comment	
Attributes	%AuthorityReference;
Model	(%content.mix;)
Occurs In	
Example	<code><prl:usage>May not use on keychains or coffee mugs.</prl:usage></code>

5.5 PRISM Inline Markup Namespace

Metadata is typically considered as out-of-line information. Fields such as Author, Title, and Subject are stereotypical examples of information that is descriptive of the whole of a resource and is frequently held separately from it. However, the publisher members of the PRISM working group consistently identified a need for inline markup of organizations, locations, product names, personal names, quotations, etc. Such inline metadata was needed for a number of applications.

Therefore, the PRISM specification defines a namespace of XML elements and attributes for inline metadata. Developers of XML specifications for the publishing industry can use the following DTD fragment to incorporate PRISM's in-line markup elements into their DTDs. The fragment assumes that the basic textual content markup is described in another parameter entity known as %content.mix;

```

<!-- href attribute contains an authority file reference -->
<!ENTITY % inlineAttrs " href CDATA #IMPLIED">

<!ELEMENT pim:location      (%content.mix; )>
<!ELEMENT pim:objectTitle  (%content.mix; )>
<!ELEMENT pim:organization (%content.mix; )>
<!ELEMENT pim:person       (%content.mix; )>
<!ELEMENT pim:quote        (%content.mix; )>

<!ATTLIST pim:person       %inlineAttrs; >
<!ATTLIST pim:location    %inlineAttrs; >
<!ATTLIST pim:objectTitle %inlineAttrs; >
<!ATTLIST pim:organization %inlineAttrs; >
<!ATTLIST pim:quote       speakerRef CDATA #IMPLIED
                           placeRef  CDATA #IMPLIED
                           occasion  CDATA #IMPLIED
                           date      CDATA #IMPLIED >

```

5.5.1 pim:location

Name	Location
Identifier	pim:location
Definition	The location element tags a geographical location in the text.
Comment	Even at the simplest level, the location element helps to distinguish, for example, the Scottish city “Paisley” from the fabric design, or the country “China” from the tableware.
Attributes	href (for an AuthorityReference)
Model	(%content.mix;)
Occurs In	
Example	<p><p>He spoke on the history of the<pim:location>Great Lakes basin</pim:location> at the Royal Ontario Museum in <pim:location>Toronto</pim:location>.</p></p> <p><p>China patterns were selected before their honeymoon in <pim:location href= "http://prismstandard.org/vocabs/ISO-3166/CN">China</pim:location>.</p></p>

5.5.2 pim:objectTitle

Name	Object title
Identifier	pim:objectTitle
Definition	The <code>pim:objectTitle</code> element tags the title of an object (such as a book, song, movie, etc.) in the text.
Comment	
Attributes	<code>href</code> (for an <code>AuthorityReference</code>)
Model	(<code>%content.mix;</code>)
Occurs In	
Example	<pre><p>Some analysts compared the recent events to the film <pim:objectTitle>Wag the Dog</pim:objectTitle>.</p></pre>

5.5.3 pim:organization

Name	Organization
Identifier	pim:organization
Definition	The organization element tags the name of any organization, such as a government, department, ministry, corporation, charity, private company, or club.
Comment	
Attributes	<code>href</code> (for an <code>AuthorityReference</code>)
Model	(<code>%content.mix;</code>)
Occurs In	
Example	<pre><p><pim:organization href="http://prismstandard.org/vocabs/NYSE:NT">Nortel Networks</pim:organization> saw its stock fall in the face of the Brazilian devaluation.</p></pre>

5.5.4 pim:person

Name	Person
Identifier	pim:person
Definition	The person element tags the name of a human individual (real or imaginary) in the text.
Comment	
Attributes	<code>href</code> (for an <code>AuthorityReference</code>)
Model	(<code>%content.mix;</code>)
Occurs In	
Example	<pre><p>Prime Minister <pim:person>Tony Blair</pim:person> will meet with the other <pim:organization>EU</pim:organization> leaders to discuss agricultural policy.</p> <p>Catch-22 is <pim:person href="http://lc.gov/catdir/LC-NAF? Heller,+Joseph">Joseph Heller</pim:person>'s best-known work.</p></pre>

5.5.5 pim:quote

Name	Quote
Identifier	pim:quote
Definition	Marks the words attributed to a specific person in the text.
Comment	Note that quotes may contain other quotes.
Attributes	speakerRef – authority file reference to speaker placeRef – authority file reference to place date – ISO date occasion – Textual description of the occasion
Model	(%content.mix;)
Occurs In	
Example	<pre><pim:quote speakerRef="USPres#JFK" placeRef="city/Berlin" occasion="Address to West Berlin" xml:lang="de">Ich bin ein Berliner </pim:quote></pre> <p>(assuming an earlier xml:base has set the base attribute to "http://prismstandard.org/vocabs/").</p>

5.6 PRISM Controlled Vocabulary Namespace

The PRISM Controlled Vocabulary provides a mechanism for describing and conveying all or a portion of a controlled vocabulary or authority file. This may be used to define entire new taxonomies, or it may be used to optimize the final speed of the system by caching useful information from externally-held vocabularies.

5.6.1 pcv:broaderTerm

Name	Broader Term
Identifier	pcv:broaderTerm
Definition	Links to a broader (more general) taxon in the vocabulary. For example, from a taxon for 'dog' to one for 'mammal'.
Comment	Implementers should note that more than one pcv:broaderTerm link IS ALLOWED. This means that polyhierarchic structures are possible. However, cycles of pcv:broaderTerms are forbidden.
Attributes	rdf:resource
Model	EMPTY
Occurs In	pcv:Descriptor
Example	<pre><pcv:broaderTerm rdf:resource="#mammal"/></pre>

5.6.2 pcv:code

Name	Code
Identifier	pcv:code
Definition	Provides a unique machine-readable identifier for the term within the vocabulary.
Comment	This is usually an alphanumeric code, or a purely numeric one. However, markup is still allowed because of BiDi and ruby considerations.
Attributes	
Model	(%content.mix)
Occurs In	pcv:Descriptor
Example	<pre><pcv:code>3245</pcv:code></pre>

5.6.3 pcv:definition

Name	Definition
Identifier	<code>pcv:definition</code>
Definition	Provides a human-readable definition for the item in the vocabulary.
Comment	Multiple definitions for the same term can be given, but PRISM recommended practice is only to do so when it has different values of the <code>xml:lang</code> attribute. Definitions are a place where embedded markup is very likely - paragraph breaks being especially common. For such embedded markup, recommended practice is to use elements from the XHTML namespace. The <code>rdf:parseType</code> attribute MUST be given the value of 'Literal' when embedded markup is used.
Attributes	<code>xml:lang</code> , <code>rdf:parseType</code>
Model	(%content.mix;)
Occurs In	<code>pcv:Descriptor</code>
Example	<pre><pcv:definition rdf:parseType="Literal"> Mammal describes the class of animals which: breathe air give birth to live young have hair </pcv:definition></pre>

5.6.4 pcv:Descriptor

Name	Descriptor
Identifier	<code>pcv:Descriptor</code>
Definition	Represents an entry, formally called a <i>taxon</i> , in a controlled vocabulary. <code>pcv:Descriptor</code> is the container for all the PCV elements used to define or describe such an entry.
Comment	There are two main uses of <code>pcv:Descriptor</code> , corresponding to the two different attributes. When the <code>rdf:ID</code> attribute is used, the <code>pcv:Descriptor</code> is providing the <i>definition</i> of the taxon. The URI reference used in the <code>rdf:ID</code> attribute should be used by any other elements wishing to refer to the taxon. When the <code>rdf:about</code> attribute is used, <code>pcv:Descriptor</code> is a <i>description</i> of a taxon that is <i>defined</i> elsewhere. That external definition does NOT have to be made using the PCV elements.
Attributes	<code>rdf:ID</code> or <code>rdf:about</code>
Model	ANY – but elements from the PCV namespace MUST be handled.
Occurs In	
Example	<pre><pcv:Descriptor ID="mammal"></pre>

5.6.5 pcv:label

Name	Label
Identifier	<code>pcv:label</code>
Definition	Provides a human-readable label for the term in the vocabulary.
Comment	Multiple labels can be provided, but typically this will be done when they bear different <code>xml:lang</code> attributes. Most vocabularies will have only one 'preferred' term for a concept. For example, "Mad Cow Disease" is more properly referred to as "Bovine Spongiform Encephalopathy". The <code><pcv:label></code> element SHALL be used for any preferred labels for a concept, whether there are multiple terms in a single language or not. For all alternate labels, use the <code><pcv:synonym></code> element.
Attributes	
Model	<code>%content.mix;</code>
Occurs In	
Example	<code><pcv:label>Bovine Spongiform Encephalopathy </pcv:label></code>

5.6.6 pcv:narrowerTerm

Name	Narrower Term
Identifier	<code>pcv:narrowerTerm</code>
Definition	Links to a narrower (more specific) concept in the vocabulary. For example, from 'dog' to 'Dalmatian'.
Comment	Multiple <code>pcv:narrowerTerm</code> links are allowed. <code>pcv:narrowerTerm</code> and <code>pcv:broaderTerm</code> are the inverse of each other. Cycles of <code>pcv:narrowerTerms</code> are forbidden.
Attributes	<code>rdf:resource</code>
Model	EMPTY
Occurs In	
Example	<code><pcv:narrowerTerm rdf:resource="#Dalmatian"/></code>

5.6.7 pcv:relatedTerm

Name	Related Term
Identifier	<code>pcv:relatedTerm</code>
Definition	Links to a 'related term' in the vocabulary, where the nature of the relation is not specified.
Comment	Where possible, PRISM recommends this element not be used. Elements that specify the relation more precisely are preferred. However, the difficulty in precisely identifying the exact nature of the relationship between obviously related words, such as farm and farmer), are difficult to overestimate. Therefore, <code>pcv:relatedTerm</code> is expected to be used frequently.
Attributes	<code>rdf:resource</code>
Model	EMPTY
Occurs In	
Example	<code><pcv:relatedTerm>Wolves</pcv:relatedTerm></code> <code><pcv:relatedTerm rdf:resource="http://example.com/cats.html"/></code>

5.6.8 pcv:synonym

Name	Synonym
Identifier	<code>pcv:synonym</code>
Definition	Alternate labels (synonyms) for the same vocabulary term. While semantically equivalent, the synonyms are not the preferred terms for the concept. See <code>pcv:label</code> for more on preferred vs. alternate terms. The synonyms are used to increase the likelihood of matching to the proper controlled vocabulary term.
Comment	
Attributes	
Model	%content.mix;
Occurs In	
Example	<code><pcv:synonym>Mad Cow Disease</pcv:synonym></code> <code><pcv:synonym>BSE</pcv:synonym></code>

5.6.9 pcv:vocabulary

Name	Vocabulary
Identifier	<code>pcv:vocabulary</code>
Definition	Provides a human-readable string identifying the vocabulary from which the term comes.
Comment	The <code>pcv:vocabulary</code> element is not expected to be used when <i>defining</i> the taxons in a vocabulary. It is expected to be used when providing small, in-line, <i>descriptions</i> of those taxons so that a reader may be able to track down a complete copy if they do not already own one.
Attributes	
Model	%content.mix;
Occurs In	
Example	<code><pcv:vocabulary>NAICS – North American Industrial Classification System, Canadian Edition, 1997</pcv:vocabulary></code>

6 Controlled Vocabularies

The specification to this point has focused on the elements and attributes that may be used in a PRISM metadata document. Elements, in effect, define the syntax of the document. To convey the meaning of a document, the values that a given element may take must also be defined. This section lists the controlled vocabularies that comprise the set of legal values for certain PRISM elements. Other elements use controlled vocabularies created and maintained by third parties (such as the ISO 3166 codes for country names). Still other elements will require some domain-specific controlled vocabulary (e.g., the North American Industrial Classification System).

Media types, such as text/html or image/jpeg, provide enough information for software to render data. But activities like discovery and re-purposing demand more specific information about the role of a resource. The PRISM Specification defines two controlled vocabularies for specifying different aspects of the nature of a resource: the Resource Type and the Resource Category. It also defines a one-element vocabulary for very basic rights operations. PRL also defines a small controlled vocabulary of usages for content.

6.1 Rights and Usage Vocabularies

Table 14: Predefined Resource Usages in PRISM Rights Language

Term	Definition
#none	No use can be made of the resource under the specified conditions.
#use	The resource can be used under the specified conditions. The limits on the resource's use are not further specified in the PRISM description and the relevant licensing agreement must be consulted.
#notApplicable	The conditions on use are not applicable to the current state of the system and the intended use(s) of the resource.
#permissionsUnknown	It is not known whether the resource can be used or not. Proceed at own risk.

Note that this table, as part of the PRISM Rights Language, is likely to be pulled out and put into a separate specification of PRL before the 1.2 version of PRISM is published.

Table 15: Predefined Resource Usages in PRISM

Term	Definition
#notReusable	The sender does not grant the receiver the rights to reuse the content.

6.2 Resource Type Vocabulary (presentation style)

The Resource Type defines the way that a resource *presents* information. The Resource Type captures different information than the format of a resource, as specified using MIME types. For example, a JPEG could be a photo, line drawing, or chart. The rendering software does not care, but potential users of the content do. The Resource type is also not specific to its intellectual content (e.g. election results vs. death rates can both be rendered as JPEG charts, but not as photographs). The Resource Type values form a controlled vocabulary for the `dc:type` element.

The URI for the PRISM resource type vocabulary is:

<http://prismstandard.org/vocabularies/1.2/resourcetype.xml>.

The PRISM resource type vocabulary is largely drawn from the print medium. Presentations that are idiomatic to film, audio, animation, and other mediums are only thinly represented. Organizations interested in describing items in such media may wish to consult the Art and Architecture Thesaurus [AAT].

Table 16: Controlled Vocabulary of Presentation Styles

Term	Description
article	Literary compositions prepared for publication as an independent portion of a magazine, newspaper, encyclopedia, or other work. [AAT]
birdsEye	Visual depiction from an extremely high viewpoint.
book	Sheets of paper, parchment, or similar material, that are blank, written on, or printed, and are strung or bound together; especially, when printed, a bound volume, or a volume of some size. [AAT]
body	The principal component of the resource. [NewsML]
caption	Text identifying or explaining, and printed in close proximity to, illustrations or other images. [AAT]
catalog	Enumerations of items, usually arranged systematically, with descriptive details; may be in book or pamphlet form, on cards, or online. [AAT]
clip	A short segment of a work, typically in audio and/or visual presentation.
close-up	A visual presentation emphasizing the proximity of the point of view to the observed object. [after AAT]
credit	An acknowledgement, appearing in the style of a caption.
correction	A new version of an item, replacing what was wrong in the previous version.
electronicBook ¹⁹	A digital object typically thought of as an electronic analog to a physical hardcover or softcover book.
graph	Representations of any sort of data by means of dots, lines, or bars; usually to illustrate relationships. [AAT]
homePage	A web page intended as an entry point into a set of web pages.
illustration	Representations or diagrams that clarify, usually accompanying a text, sometimes part of an advertisement. [AAT]
index	A list, usually in alphabetical order, of persons and/or subjects referred to in a document, with location of references thereto.
interactiveContent	Content, such as crossword puzzles, financial calculators and applets, that invites a person to do something other than read or view the material.
Issue	One issue from a serial publication
journal	Periodicals containing scholarly articles or otherwise disseminating information on developments in scholarly fields. [AAT]
list	A series of names, words, or other items written, printed, or imagined one after the other. [Dictionary.com]
magazine	Periodicals containing articles, essays, poems, or other writings by different authors, usually on a variety of topics and intended for a general reading public or treating a particular area of interest for a popular audience. [AAT]
manual	Work containing concise information, often rules or instructions needed to perform tasks or processes. [AAT]
map	Graphic or photogrammetric representations of the Earth's surface or a part of it, including physical features and political boundaries, where each point corresponds to a geographical or celestial position according to a definite scale or projection. The term may also refer to similar depictions of other planets, suns, other heavenly bodies, or areas of the heavens. Maps are typically depicted on a flat

¹⁹ The PRISM Specification does not say anything about the logical structure of books, e.g. chapters, sections or the like.

	medium, such as on paper, a wall, or a computer screen. [AAT]
newspaper	Collections of material distributed daily, weekly, or at some other regular and usually short intervals and which contain news, editorials and opinions, features, advertising, and other matter considered of general interest. [AAT]
photo	A picture of a person or scene in the form of a print or transparent slide; recorded by a camera on light-sensitive material. [WORDNET]
sidebar	Component associated with an article, that typically presents additional, contrasting, or late-breaking news. [AAT]
table	Condensed, orderly arrangements of data, especially those in which the data are arranged in columns and rows. [AAT]
webPage	An HTML document.
wormsEye	Visual depiction from an extremely low viewpoint.

6.3 Resource Category Vocabulary (intellectual genre)

The Resource Category describes the genre, or the stereotypical form of the *intellectual* content of the resource. Sample genre include obituaries, biographies, and movie reviews. The Resource Category values form a controlled vocabulary for the `prism:category` element, defined by the PRISM specification.

The URI for the PRISM Resource Category vocabulary is:

<http://prismstandard.org/vocabularies/1.2/category.xml>

Some genre, such as maps or indices, strongly associate the nature of the intellectual content and the style of presentation. Those are only listed in Table 16: Controlled Vocabulary of Presentation Styles

Table 17: Categories (intellectual genre)

Term	Description
abstract	A section featuring the most important points of a work. [NewsML]
acknowledgement	Written recognition of acts or achievements. [AAT]
advertisement	Piece of material whose presence is paid for. [NewsML]
authorBio	Brief text about the author of a work.
autobiography	Biography of an individual written by himself or herself. [after AAT]
bibliography	A section describing lists of books or other textual materials arranged in some logical order giving brief information about the works, such as author, date, publisher, and place of publication; may be works by a particular author, or on a particular topic. [AAT]
biography	Written accounts of the lives of individuals. [AAT]
brief	Material shorter than a typical article, frequently part of a collection under a single headline.
cartoon	Pictorial images using wit to comment on such things as contemporary events, social habits, or political trends, usually executed in a broad or abbreviated manner. [AAT]
classifiedAd	An advertisement, usually brief, appearing in a publication under headings with others of the same category.
column	Editorial or syndicated column.
dateline	Date and location of the content's creation.
electionResults	The results of an election.
eventsCalendar	Describes events that are happening over a specified period of time.
feature	A prominent or special article, story, or department in a newspaper or periodical. [Dictionary.com]
financialStatement	Reports summarizing the financial condition of an organization on any date or for any period. [AAT]
interview	Statements, transcripts, or recordings of conversations in which one person obtains information from another such as for research purposes, publication, or broadcast. [AAT]
legalDocument	Documents having legal relevance in general. [AAT]
letterToEditor	A letter sent to the editors of a publication expressing an opinion.
logo	Graphic images that are designed for ready recognition to identify a product, company, or organization and sometimes used as trademarks, and that are symbol- or picture-based. [AAT]
newsBulletin	Information about recent events or happenings, especially as reported by newspapers, periodicals, radio, or television. [AAT]
notice	Announcements given for a specific purpose.
obituary	Published notices of a death, usually with a brief biography of the deceased.

	[AAT]
opinion	An article in a publication expressing the opinion of its author.
poll	An inquiry into public opinion conducted by interviewing a random sample of people [WORDNET]
portrait	A depiction of an individual.
pressRelease	Official or authoritative statements giving information for publication in newspapers or periodicals. [AAT]
productDescription	A description of a product with no editorial evaluation. (See “review”)
profile	An essay presenting noteworthy characteristics and achievements. Use “profile” for places and organizations and “biography” for individual persons.
quotation	A repetition or copy of the words or expressions of (another), usually with acknowledgment of the source. [after dictionary.com]
recipe	Sets of directions with a list of ingredients for making or preparing something, especially food. [AAT]
review	A description of some thing (e.g., a product, event, or service) that includes an editorial evaluation. (See “productDescription”)
stockQuote	Information on a company's stock price, too brief to be considered a financial statement.
schedule	Plans of procedure, showing the sequence of items or operations and the time allotted for each. [AAT]
tableOfContents	A sequential list of the parts of a work, usually with a page number or other symbols indicating where each part begins. [AAT]
transcript	Written record of words originally spoken, such as of court proceedings, broadcasts, or oral histories. [AAT]

Appendix A: Bibliography

Part 1: Normative References

- [AAT] Getty Art and Architecture Thesarus. <http://shiva.pub.getty.edu/aat_browser/>
- [DCMI] Dublin Core Metadata Element Set, Version 1.1: Reference Description.
<http://purl.org/dc/documents/rec-dces-19990702.htm>
- [DCMI-R] Relation Element Working Draft; Dublin Core Metadata Initiative; 1997-12-19.
<<http://dublincore.org/documents/relation-element/>>
- [Dictionary.com] <http://dictionary.com>
- [IETF-MIMETYPES] Internet Assigned Numbers Authority (IANA); Internet Media Types.
<http://www.isi.edu/in-notes/iana/assignments/media-types/media-types>
- [IETF-XML-Media] M. Murata, S. St.Laurent, D. Kohn; XML Media Types; Jan. 2001.
<http://www.ietf.org/rfc/rfc3023.txt>
- [IPTC-NEWSML] International Press and Telecommunications Council, NewsML Specification & Documents; <http://www.iptc.org/site/NewsML/NewsMLSpec.htm>
- [IPTC-NITF] International Press and Telecommunications Council, News Industry Text Format.
<http://www.nitf.org/html/tech-nitf.html>
- [ISO-639] ISO 639 - Codes for the representation of names of languages.
<http://www.oasis-open.org/cover/iso639a.html>
- [ISO-3166] ISO 3166 - Codes for the representation of names of countries and their subdivisions.
<http://www.din.de/gremien/nas/nabd/iso3166ma/a3ptnorm.html>
- [NAICS] North American Industry Classification System; 1997.
<http://www.census.gov/epcd/www/naics.html>
- [RFC-3066] H. Alvestrand; Tags for the Identification of Languages; January 2001.
<http://www.ietf.org/rfc/rfc3066.txt>
- [IETF-MediaTypes] N. Freed & N. Borenstein. November 1996, Multipurpose Internet Mail Extensions (MIME) Part Two: Media Types. <http://www.ietf.org/rfc/rfc2046.txt>
- [RFC-2119] S. Bradner, Key words for use in RFCs to Indicate Requirement Level
<http://www.ietf.org/rfc/rfc2119.txt>
- [RFC-2396] Uniform Resource Identifiers (URI): Generic Syntax, Internet RFC 2396.
<http://www.ietf.org/rfc/rfc2396.txt>
- [TGN] Getty Thesaurus of Geographic Names. http://shiva.pub.getty.edu/tgn_browser/

[W3C-DateTime] Misha Wolf, Charles Wicksteed; Date and Time Formats; W3C Note;
<http://www.w3.org/TR/NOTE-datetime.html>

[W3C-RDF] Ora Lassila, Ralph R Swick, Resource Definition Framework (RDF) Model and Syntax Specification. <http://www.w3.org/TR/REC-rdf-syntax>

[W3C-XML] Tim Bray, Jean Paoli, C. M. Sperberg-McQueen (eds.), Extensible Markup Language (XML)
<http://www.w3.org/TR/REC-xml>

[W3C-XML-BASE] Jonathan Marsh (ed.); XML Base; <http://www.w3.org/TR/xmlbase/>

[W3C-XML-NS] Tim Bray, Dave Hollander, Andrew Layman (eds.); Namespaces in XML.
<http://www.w3.org/TR/REC-xml-names>

Part 2: Non-Normative References

[ICE] The Information and Content Exchange (ICE) Protocol.
<http://www.w3.org/TR/Note-ice-19981026>

[ISO-8601] ISO (International Organization for Standardization), ISO 8601:1988 (E) Data elements and interchange formats - Information interchange - Representation of dates and times, 1998.
<http://www.iso.ch/cate/d15903.html>

[ISO-13250] ISO/IEC 13250 Topic Maps: Information Technology -- Document Description and Markup Languages.

[ODRL] Open Digital Rights Language, Version 1.0; Dec. 2001. <http://odrl.net>

[RDDL]

[TZ-LIB] Time Zone Library; <ftp://elsie.nci.nih.gov/pub/>

[W3C-RDFS] Dan Brickley, R.V. Guha (eds.), Resource Description Framework (RDF) Schema Specification 1.0, W3C Candidate Recommendation, 27 March 2000, <http://www.w3.org/TR/2000/CR-rdf-schema-20000327>

[W3C-SMIL] Synchronized Multimedia Integration Language (SMIL) 1.0 Specification (SMIL)
<http://www.w3.org/TR/Rec-SMIL>

[XrML] ContentGuard, Inc., Extensible Rights Markup Language. <http://www.xrml.org/>

[XTM] XTM: XML Topic Maps (XTM) 1.0: TopicMaps.Org Specification,; TopicMaps.Org XTM Authoring Group; 3 Mar 2001. <http://www.topicmaps.org/xtm/1.0/>

Appendix B – Examples

A future draft of version 1.2 will provide more detailed examples of the use of PRISM to describe real magazine content. This section currently only describes a few of the things we intend to include.

Example 1: Show use of creator and contributor, where a research assistant is listed as a contributor. The article (or its photos) should also have credits for hair, makeup, or fashion. Those need to be conveyed in the article itself, as a credit line on photos, but those should not be provided as metadata on the article or photo.

Example 2: More on creators and contributors. In this case, provide additional information on the creator, such as a bio, but not directly in the metadata.