rNews
Embedded Data For
The News Industry
Wednesday, November 30

5:00 PM – 6:00 PM

Chair’s call

Monday, December 5

7:30 AM – 9:00 AM

Board of Directors meeting

5:00 PM – 6:00 PM

Meeting sessions by the chairs

Tuesday, December 6

9:00 AM – 11:00 AM

Discussion about product strategies and usage of technology

1:00 PM – 2:00 PM

Presidential matters from working parties

3:00 PM – 4:00 PM

New structure of the ITS and IT’s news releases approved by the council

New draft for version unchanged

Friday, December 9

2:00 PM – 3:00 PM

Discussion about how sports and news can be used with this format

3:00 PM – 4:00 PM

Semantic linked data

2:00 PM – 3:00 PM

Presentation of the new editorial system for video by IPTC

6:00 PM – 7:00 PM

Coffee break

Wednesday, December 14

10:00 AM – 11:00 AM

Discussion about how the format is used for semantic linked data and news

12:00 PM – 1:00 PM

Presentation of the new editorial system for video by IPTC
Diplomatic Breakdown Amid Bieber Fever in Israel

By ISABEL KERSHNER
Published: April 12, 2011

JERUSALEM — The teenage pop idol Justin Bieber became embroiled in a diplomatic imbroglio on Tuesday when it emerged that plans for a meeting between the singer and Prime Minister Benjamin Netanyahu of Israel had been called off, with the sides differing over why.

Mr. Bieber, who was discovered on YouTube and is famous for hits like “Baby,” is in Israel for an outdoor concert on Thursday night.

A spokesperson for Mr. Netanyahu said that his office had been approached with the idea of a meeting, and that the prime minister had been “open to that.” The prime minister’s office then suggested including children from communities in southern Israel that have been under intense rocket fire from Gaza in recent days.

“Sadly,” the spokesman said, “that proved impossible,” suggesting that Mr. Bieber’s representatives had turned down the idea of including the children.
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...are not so obvious to a machine.
Modern Web Sites Built with 3 Tier Architecture

- **Data Tier**: Database Where Content Lives.
- **Presentation Tier**: HTML Document that is sent to user.
- **Logic Tier**: Software that reads from the Data Tier and outputs the Presentation Tier.

The Problem of Structured Data
The Problem Of Structured Data: Continued

- Content very well structured on Data Tier, but all of this structure is lost in translation to presentation tier.
Semantic Markup Standards

- **Microformats**
  - First
  - Simple
  - Rigid

- **RDFa**
  - Official
  - Complex
  - OpenGraph

- **Microdata**
  - Unofficial
  - Flexible
  - Schema.org

- **JSON**
  - Official
  - Developers
  - External

Friday, September 23, 2011
rNews Defined

rNews is a data model for embedding machine-readable publishing metadata in web documents and a set of suggested implementations.
rNews is a data model
for embedding machine-readable publishing metadata in web documents
and a set of suggested implementations

RDFa  Today

Microdata  Very Soon

JSON  Maybe?
and a set of suggested implementations

RDFa

Microdata

JSON

Today

Very Soon
Perhaps Before the End
of this presentation

Maybe?
The Way To rNews

- June: Genesis of rNews - Evan at SemTech 2010
- November 5 - Rome: chartered
- *internal discussions about NYT draft*
- March 9 - Dubai: rNews 0.1
- *lots of feedback, changes and additions*
- June 9 - Berlin: rNews 0.5
- June 28: rNews 0.6
- September 6: rNews 0.7 [aligned w/ schema.org]
- October 7 - Vienna: **rNews 1.0**
Engaging Our Community
Engaging Our Community
Engaging Our Community
Feedback we incorporated...
Feedback we incorporated...
rNews

Benefits

Or Why You Should Care About rNews
## Benefit #1: Better Links

<table>
<thead>
<tr>
<th>With Structured Data</th>
<th>No Structured Data</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
</tbody>
</table>
| **New Web Code Draws Concern Over Privacy Risks**  
New York Times - Tanzina Vega - 1 day ago  
"It's not just HTML 5. It's the new Web." But others, while also enthusiastic about the changes, are more cautious. Most Web users are familiar with ...  
| **Web Upgrade HTML 5 May Weaken Privacy**  
NYTimes.com  
Oct 10, 2010 ... The new language, HTML5, could give marketers access to many more details about users' online activities.  
[Read More](https://www.nytimes.com/2010/10/11/business/.../11privacy.html) - Add to iGoogle |
Benefit #2: Better Analytics

Javascript can extract richer news metadata
Analytics per item, not just per page
Benefit #3: Better Ad Placement

Leverage metadata not just text

Avoid unfortunate juxtapositions
What is Schema.org?

This site provides a collection of schemas, i.e., html tags, that webmasters can use to markup their pages in ways recognized by major search providers. Search engines including Bing, Google and Yahoo! rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Many sites are generated from structured data, which is often stored in databases. When this data is formatted into HTML, it becomes very difficult to recover the original structured data. Many applications, especially search engines, can benefit greatly from direct access to this structured data. On-page markup enables search engines to understand the information on web pages and provide richer search results in order to make it easier for users to find relevant information on the web. Markup can also enable new tools and applications that make use of the structure.

A shared markup vocabulary makes easier for webmasters to decide on a markup schema and get the maximum benefit for their efforts. So, in the spirit of sitemaps.org, Bing, Google and Yahoo! have come together to provide a shared collection of schemas that webmasters can use.

We invite you to get started!
And Today New to Schema.org

CreativeWork.accountablePerson
CreativeWork.alternativeHeadline
CreativeWork.comment
CreativeWork.contributor
CreativeWork.copyrightHolder
CreativeWork.copyrightNotice
CreativeWork.copyrightYear
CreativeWork.creator
CreativeWork.dateCreated
CreativeWork.dateModified
CreativeWork.discussionUrl
CreativeWork.editor
CreativeWork.headline
CreativeWork.mentions
CreativeWork.provider
CreativeWork.publishingPrinciples
CreativeWork.sourceOrganization
CreativeWork.usageTerms
CreativeWork.version

Corporation.tickerSymbol

ImageObject.thumbnail

ImageObject.transcript

MediaObject.associatedArticle
MediaObject.encodingFormat

NewsArticle.dateline
NewsArticle.printColumn
NewsArticle.printEdition
NewsArticle.printPage
NewsArticle.printSection
NewsArticle.wordCount

Person.additionalName
Person.familyName
Person.givenName
Person.honorificPrefix
Person.honorificSuffix

UserComments.commentText
UserComments.commentTime
UserComments.creator
UserComments.discusses
UserComments.replyToURL
Thank You!

Evan Sandhaus
Lead Architect, Semantic Platforms

Friday, September 23, 2011