



XML, Metadata and Syndication

How XML-based standards can help solve your publishing challenges

**A Seminar Produced by IDEAlliance and Hosted by XML.gov
July 18, 2002, GSA Auditorium**

Introduction

XML, the Extensible Markup Language, was designed to improve the functionality of the Web by providing more flexible and adaptable information identification. XML, which could be described as a 'meta-language', is a markup language that lets you design your own customized “tagsets” or “vocabularies” for limitless types of applications.

The presentations will provide an overview of XML and will focus on specific XML vocabularies that have been developed to address particular publishing application challenges. These vocabularies are now industry standards — they are being deployed in the publishing supply chain, helping to manage workflow costs and processes, increase the value of content and cost-effectively produce and distribute new content within or outside the enterprise.

AGENDA

9:00 - 9:10 Welcome and Introduction from IDEAlliance
Marion Elledge, Senior VP, IDEAlliance

9:10 - 9:45 Overview of XML and the XML-based Standards for Publishing including PRISM (Publishing Requirements for Industry Standard Metadata) and ICE (Information and Content Exchange)

Bill Kearney, IT Consultant

9:45 - 10:15 RSS (i.e. Simple syndication)
Bill Kearney, IT Consultant

RSS is an evolution of CDF intended to allow web sites to easily broadcast links to web pages in order to promote traffic to the web site. It was originally intended to enable subscription to web "channels" for offline browsing, but has proven valuable as a simple means of exchanging web content between web sites.

A brief demonstration will be given on how these links are created and how to make use of them for personal consumption as well as within group-wide portal type environments.

10:15 - 11:00 ICE Overview (Information & Content Exchange)

Laird Popkin, Chair, ICE Authoring Group

ICE is an open, XML-based protocol that standardizes the controlled distribution of data and content among business partners. The ICE protocol enables automatic exchanging, updating, supplying and controlling of information assets in a trusted fashion without requiring manual packaging of content or knowledge of remote Web site or database structures.

Presentation will include:

- Introduction to ICE (overview, status, available implementations, etc.)
- Using ICE for Subscription Management
- Using ICE for Transporting Information
- Content Packaging Options and Syndication Metadata in ICE
- Update on ICE 2 (web services, modularity)

11:00 - 11:15 Break

PRISM Overview (Publishing Requirements for Industry Standard Metadata)

PRISM is an XML standard for describing content so that it can be efficiently located, published, re-used and exchanged. This flexible standard ensures compatibility across organizations, activities and tools.

Metadata is the information attached to an asset that helps you find it — searching by name, author, keywords, etc. — and then tells your tools what to do with it. But if different tools and organizations describe content using different conventions, how can they interpret this valuable information? Therefore what's needed is industry standard metadata — a set of rules governing information when exchanging, re-using, aggregating and syndicating content. PRISM was developed to meet that need.

11:15 – 11:45 Using XML and Metadata in the Publishing Workflow

Peter Meirs, Director, Alternative Media Technologies, Time Inc.

This presentation will address the value of XML and Metadata Standards such as PRISM in the publishing workflow. It will answer the questions:

Why use XML?

What is metadata and why do you need it?

Where do XML and XML-based metadata standards fit in the content workflow?

How do processes such as content management take advantage of these technologies?

11:45 – 12:15 Now that you know why you want XML and standard metadata, how do you get it into the content?

Linda Burman, Chair of the PRISM Working Group, representing L. A. Burman Associates and LingoMotors

Andrew Bart, President, Publishing Connections Inc., (PCI)

XML and PRISM are extremely useful how can the process of creating them be made easier? This presentation will discuss and demonstrate some tools that can be used to assist in automating the process of XML metadata.

12:15 - 12:45 Closing Panel Discussion and Q &A

Moderator: Marion Elledge, IDEAlliance

Panel: Representatives from ICE and PRISM Working Groups

Registration for this Seminar is free. A form has been provided online. For more information or if you have any questions please email Tanya Bosse at IDEAlliance: tbosse@idealliance.org.

IDEAlliance (International Digital Enterprise Alliance) is a not-for-profit membership organization. Its mission is to advance user-driven, cross-industry solutions for all publishing and content-related processes by developing standards, fostering business alliances, and identifying best practices. IDEAlliance has been a leader in information technology since 1966 (founded as Graphic Communications Association) having fostered the development and adoption of standards such as ADIS, GRACoL, ICE, JIFFI, Mail.dat, papiNet, PRISM, PROSE XML, SPACE XML, SGML, and XML.

For more information on IDEAlliance, contact us at: 703-837-1070

www.idealliance.org

Standards and Best Practices Through Publishing