

# Semantic Exchange links the News Industry

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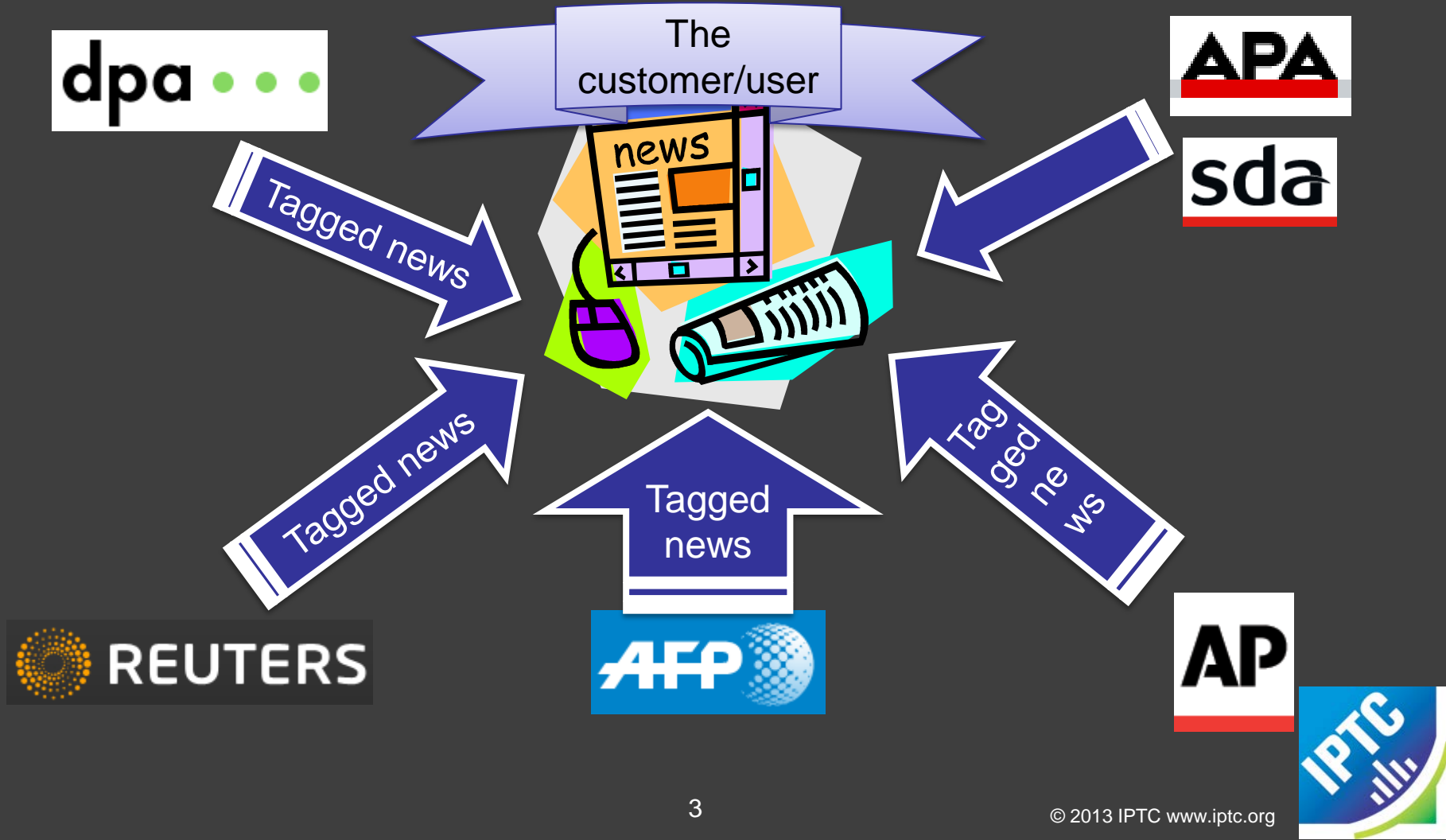
# What is IPTC?

- Exploring the common ground of technology and management of content in the news industry ...
- ... and making standards if required
  - Metadata schemas + formats for the news exchange
  - Metadata taxonomies for the classification of news
- Global not-for-profit organisation of ~60 members:
  - dpa, APA, keystone (and more) in DACH
  - Reuters, AFP, AP, PA, Xinhua, Kyodo News ...
- Active since 1965



# The Dream

The customer is able to find stories about the same ...



# How To ...

... make the dream come true?



# Building Block: Vocabulary

## What is this exactly?

Something to classify content.

And in detail ...

- A list of terms?
- ... created by a statistics engine?
- A list of concepts – with how many details?
- ... researched and verified by experienced persons?
- A free giveaway?
- A collection of intellectual property assets = value?

Conclusion: we have to take a view on the semantic technology facts – and on the business



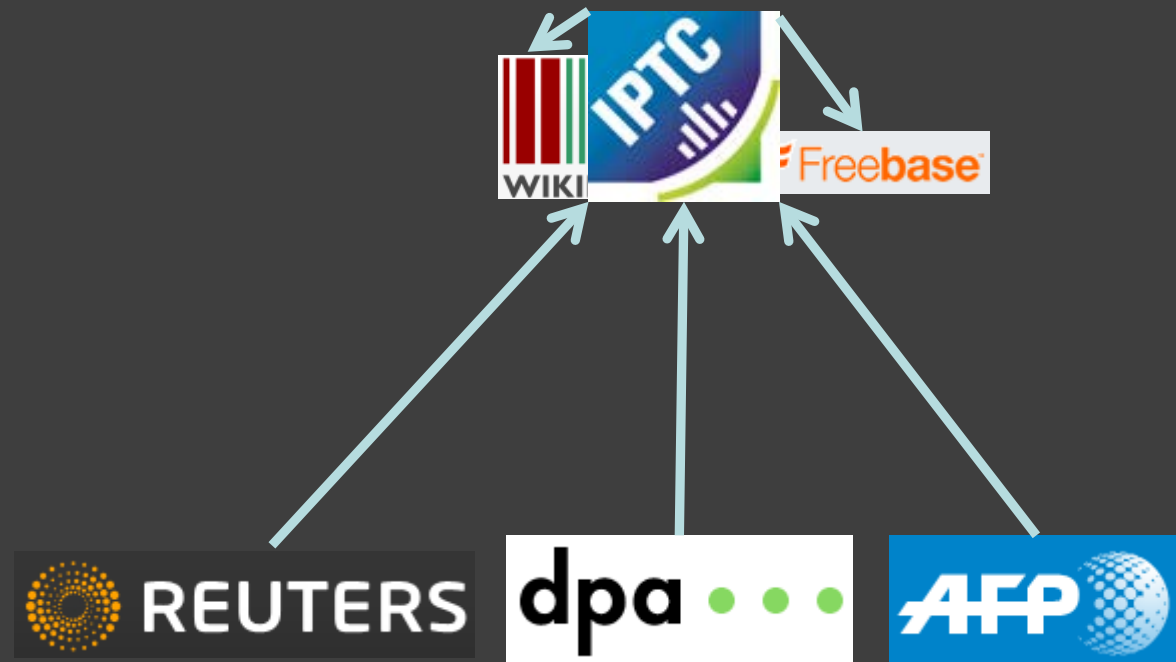
# Building Block: Linking

## How to implement it?

This way ...



... or that way?



# Building Block: Linking

## Who applies the linking?



Who's hand is this?



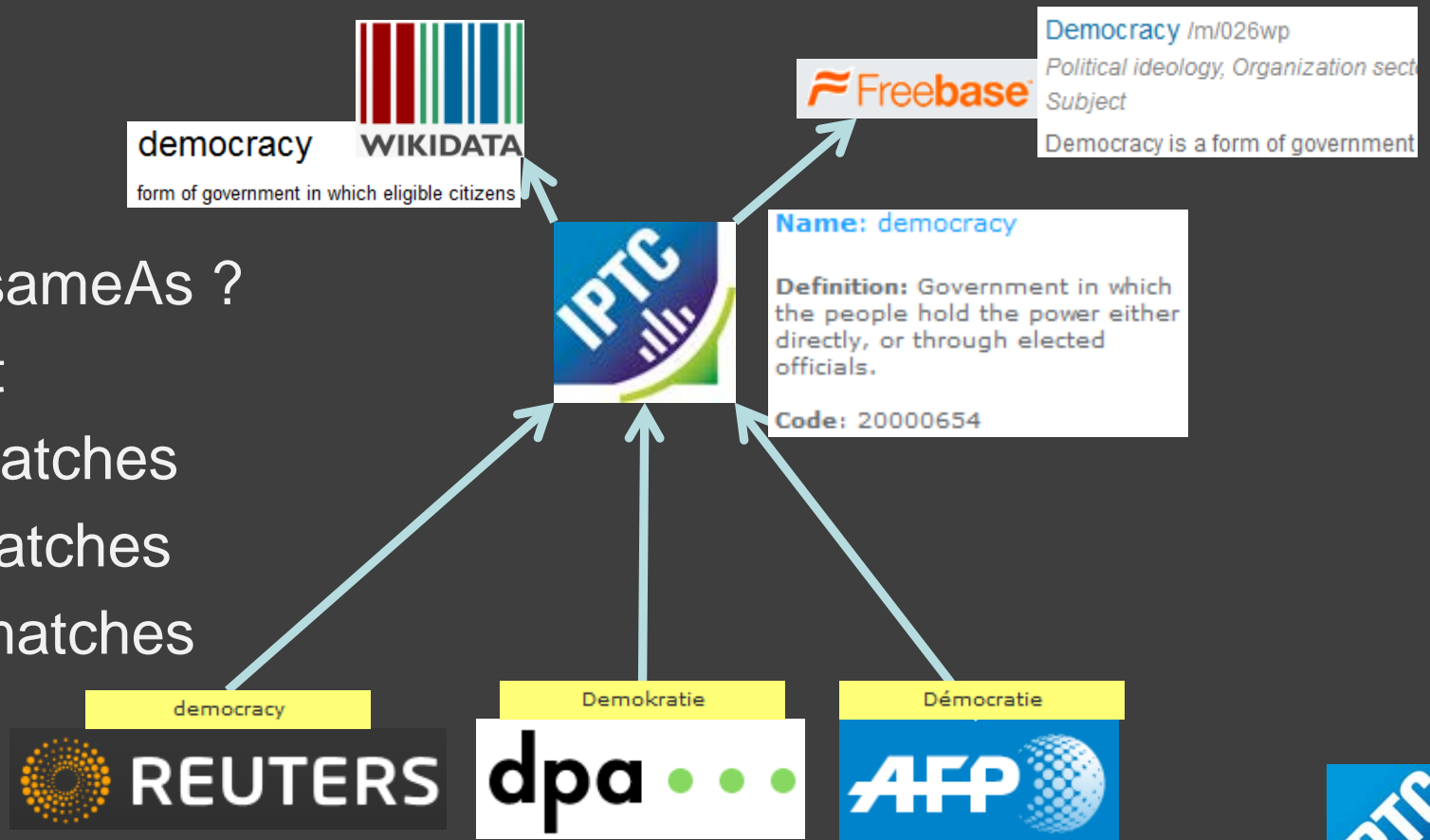
# Building Block: Linking

## Who shares the matching?

Is it a full semantic sameAs ?

Or are that

- equal matches
- close matches
- vague matches





# Building Block: Semantic Exchange

IPTC works on the **Semantic Exchange** project

Outline: a system to link vocabularies of news providers to publicly available and free vocabularies - IPTC and more.

IPTC aims at finding out more about:

- How easy is it to find corresponding concepts in other vocabularies?
- How much effort does the linking require?
- Is the correctness of the linking/matching widely shared?
- Under what business conditions are vocabularies of news providers shared with customers, ... the public?
- How easily can the linking be used by customers?



# Thanks



for making the dream come true with us!

You are welcome at [www.iptc.org](http://www.iptc.org)

