

Hearst Magazines

We Read America



Building Asset Management with PRISM and XML



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Hearst magazines**

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We Read America



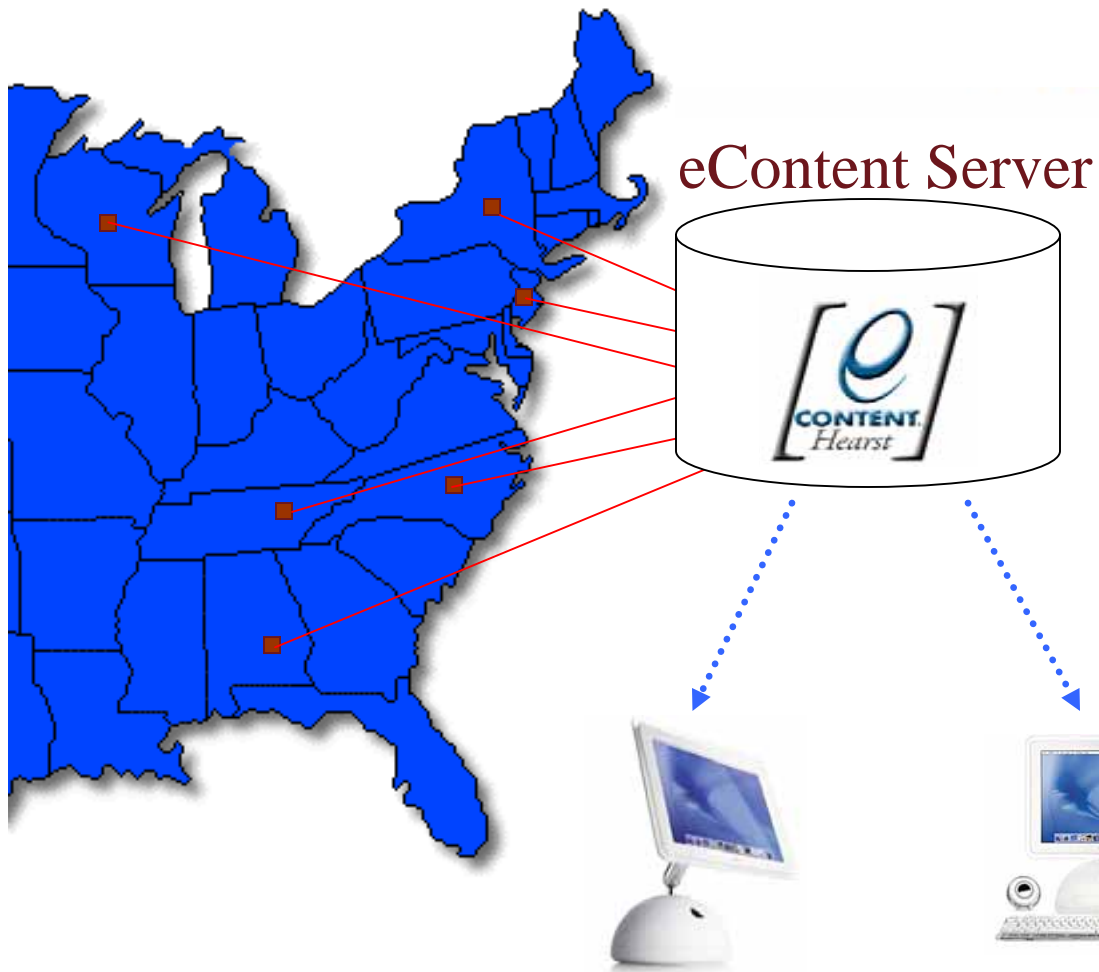
Overview of Benefits



- Facilitate communications with aggregators
- Standardizing Digital Rights Tracking
- More effective intra-division search
- Enterprise-wide Search

eContent Server

<http://Econtent.hearst.com>



- Central Repository
- Central Distribution
- Enterprise access
- Link to disparate systems



Managed Content



- Syndication

NYTSyndicate
ProQuest/EBSCO
Gale/Thomson

- E-Distribution

Zinio
Qmags
Internal (e-commerce)

- Content Distribution



- Rights Management

- Internal Research Tool

- Additional Capabilities

E Tear Sheets

- Ad Repository



iVillage.com

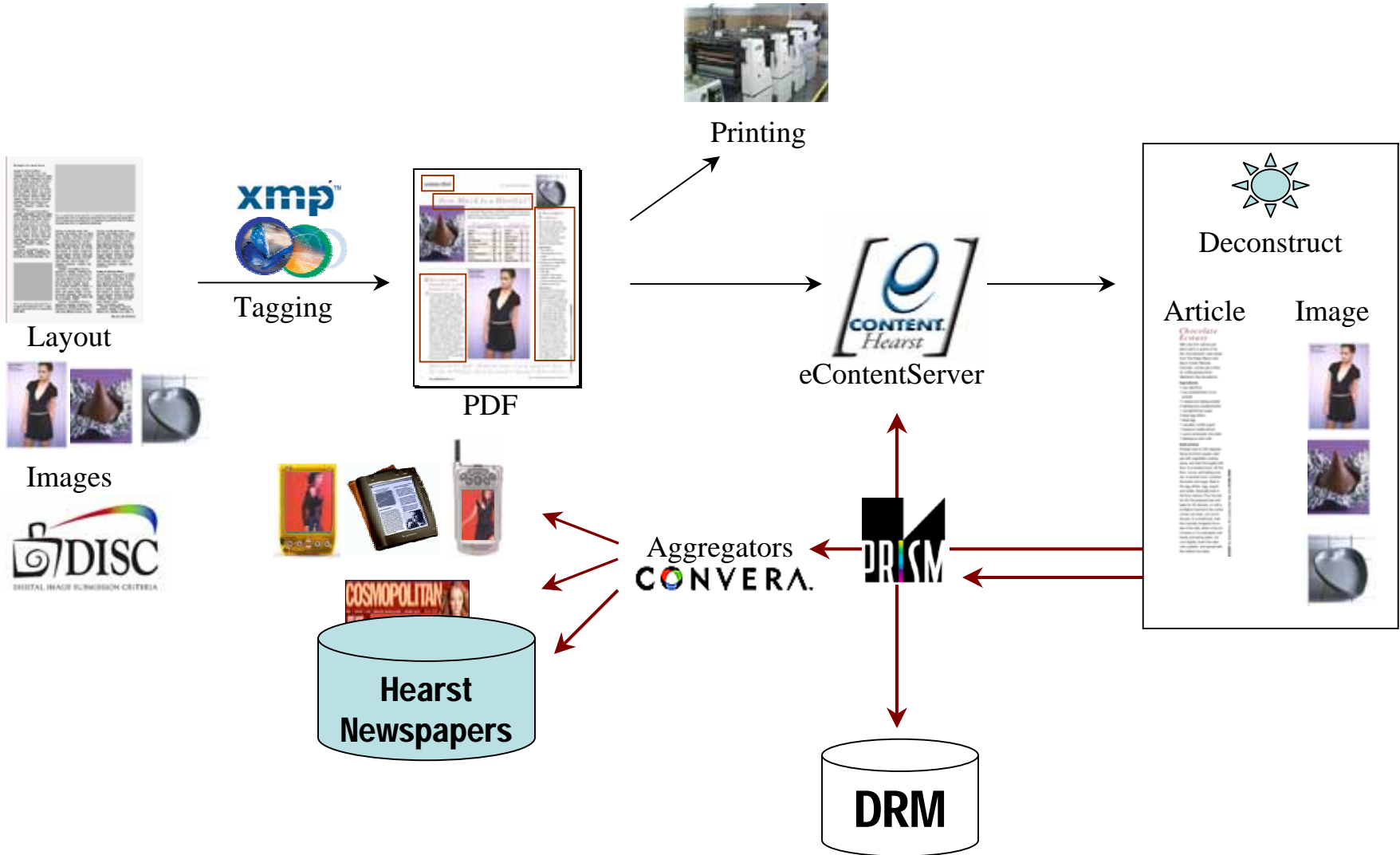


Foreign Editions



Hand Helds

Workflow Design



DISC Specifications



Hearst Image Metadata Requirements

- Photographer's Name
- Photo credit
- Source & Contact Info
- Location
- State
- Country
- Date of shoot
- Caption
- Photographer's contact information
- **Contract ID**



Data Tagging



- Feature
- Byline
- Header
- Side Bar
- Body
- Caption
- Credit
- Call-out
- Blurb

cosmo diet

How Much Is a Handful?

Nutrient	Per Handful	Per 1/2 Cup
Calories	100	200
Total Fat	10g	20g
Protein	10g	20g
Cholesterol	10g	20g
Total Carbohydrate	10g	20g
Fiber	10g	20g
Sodium	10g	20g
Total Sugars	10g	20g
Total Phosphorus	10g	20g

Chocolate Ecstasy

Q Does herbal fen-phen work and is it safe?

A The answer is pretty much "no." Fen-phen is a potent stimulant, and its safety is highly debated. It is a combination of the prescription drug fenfluramine (fen) and the stimulant phentermine (phen). Fenfluramine is a serotonin reuptake inhibitor, which means it blocks the reuptake of serotonin, leading to increased levels of the neurotransmitter in the brain. This can lead to weight loss, but it also causes a variety of side effects, including headaches, dizziness, heart palpitations, heart attack, and stroke. The FDA continues to investigate the dangers of fen-phen, and it is likely that it will be withdrawn from the market. It is not safe to use fen-phen for weight loss, and it is not recommended for anyone who is taking other medications or who has any underlying health conditions.

Diet-saver info: Women who work out are likely to binge than women who just diet alone.



XML Tools



- Not an automated process, but very necessary
- Several tools available to semi-automate process
- Simplified by InDesign and InCopy
- Enhanced by XMP: eXtensible Metadata Platform
 - Vehicle that enables XML/PRISM to be acted upon by APIs



Metadata Mapping



NICA	Definitions	Field Type	Source	PRISM Equivalent
Unique Contract ID	ID number created by MIC	Alphanumeric	Manual	
Contract PDF	??	Content Field	Relational from MIC	
Contract Expiration Date	Dates when MIC contracts expire	Date		
Usage Detail	??	Text		
Relationship to Page File	??	Text	MIC	
Author (Photographer name)	Photographer or writer's name	Keyword (data check)	IPTC	dc:creator
Date image appeared	First appeared in Publication	Date		prism:publicationDate
Description Field	??	Indexed text field		dc:description
Designer	Designer for a given shoot	Keyword (data check)		dc:contributor
File Resolution	Resolution of image (Min 300 dpi)	Text	Auto Entry Nica	
File Size	Number of bytes for asset	Number	Auto Entry Nica	prism:byteCount
File Type	Format of asset	Text	Auto Entry Nica	dc:format
Height	Height of image (in inches)	Number	Auto Entry Nica	
Keywords	Indexed text field for description of asset	Pull down, indexed text field		
Location	This could be the location of the shoot or location of the photographer as a contact. Define.	Text		prism:location
Model	Name of the model.	Keyword (data check)		prism:person
Month	What is this in reference to? If the issue then it is the cover display date.	Text		? prism:coverDisplayDate
Notes	What is this in reference to? If the issue then it is the cover display date.	Text		
Page Number	The page number that the image asset appeared on and the page number that the article initiated on.	Text		? prism:startingPage
Published	This may refer to the weather or not the image was used or if it is an outtake or a killed image	Yes/No	Manual	
Related Magazine	What is this for??	Text		? prism:publicationName
Retouched	If the image is retouched or color corrected in any way.	Yes/No		
Width	Width of image (in inches)	Number	Auto Entry Nica	
Year	The year that was on the cover when asset was used	Number		? prism:coverDisplayDate
Unique Photo ID	ID generated by NICA for the photo	Alphanumeric	Calculated Nica	dc:identifier
Author's Position	Look up IPTC definitiona for all of the following.	Text	IPTC	

Aggregator DTD



- One Aggregator DTD to all syndication groups
- Decrease the costs for publishers in DTD creation
- Move from Proprietary methods
- Faster delivery of content

PRISM Rights Language



- Common internal rights language
- More specific search by rights
- Shared assets (e-commerce)
- Stock photo houses

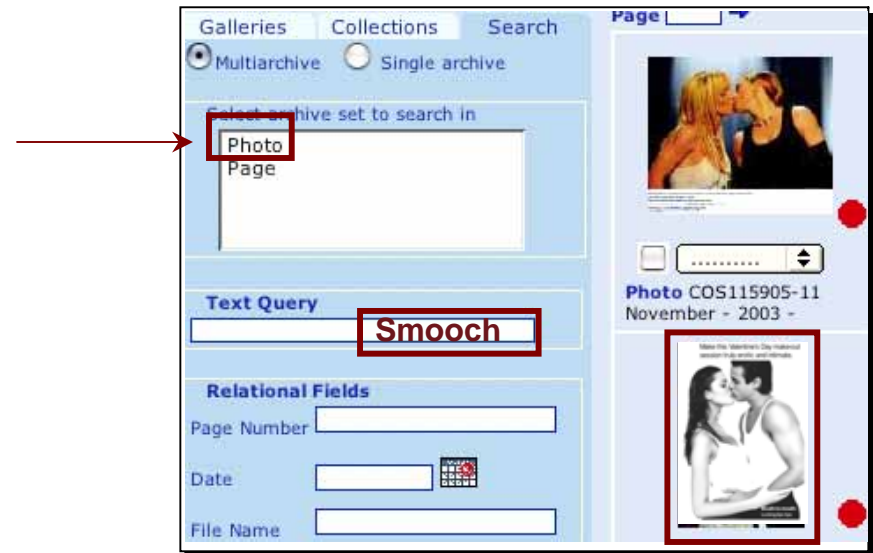
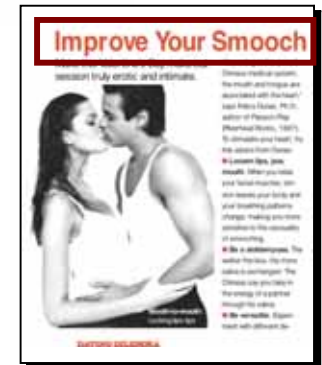


Advanced Image Searches



Descriptive Metadata tagging

- Search on photo archive by related article content as metadata - auto linking
- Use of Categorization Tool
- PRISM Vocabulary for weighted results
 - Keywords from PRISM
 - header, caption, Credit



Enhance Enterprise Search



- Common categories across divisions: Newspapers
- To enhance search criteria
- Across publishers

Thank You

