



## ***History of PRISM***

The PRISM Working Group was founded in June of 1999 by Linda Burman acting on behalf of The Graphic Communications Association (now IDEAlliance). The founding members of the WG were Artesia Technologies, Cahners Business Information (now Reed Business US), Condé Nast Publications, Getty Images, Kinecta, Quark, Time Inc., Vignette, and Wavo.

The original members represented magazine publishers and software suppliers to the publishing industry. They were industry pioneers, understanding the value a common metadata vocabulary would bring to discovery, acquisition and syndication, rights management and better re-purposing and archiving of content. The first editor of the PRISM Specification was Darin Hansen of Wavo.

For the first six months, the group researched other existing publishing standards to see if they met the group's needs. Other standards such as NewsML, ONIX, INDECS, and so on were in developed but did not address the needs of magazine publishers. Therefore, the WG embarked on the development of a set of comprehensive requirements. The goal was to use existing standards wherever possible.

The first draft specification was made public in August 2000. At the Seybold Seminars conference held in New York in February 2000, PRISM members demonstrated an interoperability scenario that introduced the industry to PRISM and demonstrated the benefits of using a metadata standard to automate the work flow. It was well received but it was still very early for most companies.

In April of 2001 the first version of the PRISM specification was released. The editor was Ron Daniel, Standards Architect at Interwoven. It used RDF and Dublin Core as its basis.

Originally, RDF was chosen because the specification could take advantage of an RDF metadata standard for news that one of the PRISM members had already developed. This existing work made it possible to release the specification more rapidly. Dublin Core was used because of its wide adoption but it was extended to create greater specificity particularly for subjects and dates.

The first company to take advantage of PRISM metadata was Reed Business Information followed by McGraw-Hill the next year.

In February 2002, PRISM V.1.1 was released.

During the summer of 2002 members of the WG went through an intensive review of all of the elements in the specification to clarify the structure and usage of all elements. The specification was also updated to reflect the changes and new elements and to ensure that all users would use the elements and the structure in the same way, thereby guaranteeing interoperability.

In September 2002 the WG embarked on the development of a DTD as a use case of the PRISM specification offering a standard format for publishers to mark up and transmit

magazine and journal content to aggregators and to push data to their internal web sites as well. Through a very intensive review process, members of PRISM, in close cooperation with other publishers and content aggregators developed agreed on a simple-to-implement specification. The PRISM aggregator DTD includes basic structural elements found in any serial publication or web-based editorial, such as paragraph headings, photographs and sub-headings. Future releases of the DTD will include additional elements to aid searching and to help track copyright ownership, rights and permissions information, and license agreements.

The PRISM Aggregator DTD package was released in September 2003 and is currently being implemented by publishers and aggregators. [link to press release] The DTD, combined with extensive documentation and samples, is now available for download from the PRISM website at URL, [http://prismstandard.org/PAM\\_1.0/](http://prismstandard.org/PAM_1.0/). It is being put into testing and production by companies such as Time Inc., LexisNexis, ProQuest, Hearst Publishing and The McGraw-Hill Companies' Platts division.

The PRISM Aggregator DTD provides customization of the World Wide Web Consortium (W3C®) XHTML standard and a set of PRISM metadata that augments the widely-accepted Dublin Core metadata standard. Where appropriate, PRISM will continue to adopt additional complimentary standards in the future.

The PRISM specification Version 1.2(h) was released in November 2004. During 2004 the WG will update and release version 1.2 based on feedback from adopters of the PRISM specification and the Aggregator DTD.

The PRISM Working Group has continued to cooperate with other standards bodies such as the IPTC, ONIX, OEBF, CIP4, and RSS. PRISM members were key participants in the News Standards Summit held December 8, 2003..

### ***Current Leadership***

Linda Burman, President & CEO, L. A. Burman Associates Inc, Chair

Peter Meirs, Director of Alternative Media Strategies, Time Inc., Advisor to the Chair

Ron Daniel Jr, Principal, Taxonomy Strategies and Joe McConnell, President – Co-Editors

Dianne Kennedy, VP of Publishing Technologies, IDEAlliance, Project Manager