



**PRISM:**  
**Publishing Requirements for Industry Standard Metadata**

PRISM Specification: Modular: Version 2.1

**The PRISM Inline Markup Namespace**

2009 05 15



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## 1 Status

### 1.1 Document Status

The status of this document is:

✓	Draft
✓	Released for Public Comment
✓	Released

### 1.2 Document Location

The location of this document is:

[http://www.prismstandard.org/specifications/2.1/PRISM\\_inline\\_markup\\_namespace\\_2.1.pdf](http://www.prismstandard.org/specifications/2.1/PRISM_inline_markup_namespace_2.1.pdf)

### 1.3 Version History

<b>Version Number</b>	<b>Release Date</b>	<b>Editor</b>	<b>Description</b>
1.2	1/26/05	McConnell	Converted from unmodularized PRISM spec v 1.2
1.3A	6/17/05	Kennedy	Clarify element defs and examples
1.3B	7/13/05	Kennedy	Resolve group comments
1.3 Final	10/01/05	Kennedy	Resolve industry comments
2.0 Draft A	07/06/07	Kennedy	Minor Edits for PRISM 2.0
2.0 Final Draft	7/12/07	Kennedy	Prepare for Public Comment
2.0 FD w Edits	9/14/07	Kennedy	Prepare for Comment Resolution
2.0 Final	10/15/07	Kennedy	Final with Comments Resolved
2.0 Release	2/19/08	Kennedy	Final for Release
2.0 w Errata	7/03/08	Kennedy	Final with Errata
2.1 Draft A	7/10/08	Kennedy	First Draft PRISM 2.1
2.1 Draft B	9/30/08	Clark	Second Draft PRISM 2.1
2.1 Final Draft	10/14/08	Clark	Prepare for Public Comment
2.1 Final	05/15/09	Kennedy	Final Spec with Comments Resolved



## 2 PRISM Documentation Structure

PRISM is described in a set of formal, modularized documents that, taken together, represent “the PRISM Specification”. Together these documents comprise the PRISM Documentation Package.

### 2.1 Normative and Non-normative Sections

Documents in the PRISM Documentation Package may contain both normative and non-normative material; normative material describes element names, attributes, formats, and the contents of elements that is required in order for content or systems to comply with the PRISM Specification. Non-normative material explains, expands on, or clarifies the normative material, but it does not represent requirements for compliance. Normative material in the PRISM Documentation Package is explicitly identified as such; any material not identified as normative can be assumed to be non-normative.

#### 2.1.1 Requirement Wording Note

The key words "MUST", "MUST NOT", "REQUIRED", "SHALL", "SHALL NOT", "SHOULD", "SHOULD NOT", "RECOMMENDED", "MAY", and "OPTIONAL" in this document are to be interpreted as described in [RFC-2119]. The PRISM Specification also uses the normative term, “STRONGLY ENCOURAGES”, which should be understood as a requirement equivalent to MUST in all but the most extraordinary circumstances.

Capitalization is significant; lower-case uses of the key words are intended to be interpreted in their normal, informal, English language way.

### 2.2 The PRISM Documentation Package

The PRISM Documentation Package consists of:

Document	Description
PRISM Introduction [PRISMINT] <a href="http://www.prismstandard.org/specifications/2.1/PRISM_introduction_2.1.pdf">http://www.prismstandard.org/specifications/2.1/PRISM_introduction_2.1.pdf</a>	Overview, background, purpose and scope of PRISM; examples; contains no normative material.
PRISM Compliance [PRISMCOMP] <a href="http://www.prismstandard.org/specifications/2.1/PRISM_compliance_2.1.pdf">http://www.prismstandard.org/specifications/2.1/PRISM_compliance_2.1.pdf</a>	Describes two profiles of PRISM compliance for content and systems; includes normative material.
The PRISM Namespace [PRISMPRISMNS] <a href="http://www.prismstandard.org/specifications/2.1/PRISM_prism_namespace_2.1.pdf">http://www.prismstandard.org/specifications/2.1/PRISM_prism_namespace_2.1.pdf</a>	Describes the elements contained in the PRISM namespace; includes normative material.
The PRISM Subset of the Dublin Core Namespace [PRISMDCNS] <a href="http://www.prismstandard.org/specifications/2.1/PRISM_dublin_core_namespaces_2.1.pdf">http://www.prismstandard.org/specifications/2.1/PRISM_dublin_core_namespaces_2.1.pdf</a>	Describes the elements from the Dublin Core namespace that are included in PRISM; includes normative material.
The PRISM Inline Markup Namespace [PRISMIMNS] <a href="http://www.prismstandard.org/specifications/2.1/PRISM_inline_markup_namespace_2.1.pdf">http://www.prismstandard.org/specifications/2.1/PRISM_inline_markup_namespace_2.1.pdf</a>	Describes the elements contained in the PRISM Inline Markup Namespace; includes normative material.
The PRISM Rights Language Namespace [PRISMRLNS] <a href="http://www.prismstandard.org/specifications/2.1/PRISM_rights_namespace_2.1.pdf">http://www.prismstandard.org/specifications/2.1/PRISM_rights_namespace_2.1.pdf</a>	Describes the elements contained in the PRISM Rights Language Namespace; includes normative material.
The PRISM Usage Rights Namespace [PRISMURNS] <a href="http://www.prismstandard.org/specifications/2.1/PRISM_usage_rights_namespace_2.1.pdf">http://www.prismstandard.org/specifications/2.1/PRISM_usage_rights_namespace_2.1.pdf</a>	Describes the elements contained in the PRISM Usage Rights Namespace; includes normative material. This namespace will supersede elements in both the prism: and prl: namespaces in version 3.0 of the specification.
The PRISM Controlled Vocabulary Namespace [PRISMCVNS] <a href="http://www.prismstandard.org/specifications/2.1/PRISM_controlled_vocabulary_namespace_2.1.pdf">http://www.prismstandard.org/specifications/2.1/PRISM_controlled_vocabulary_namespace_2.1.pdf</a>	Describes the elements contained in the PRISM Controlled Vocabulary Namespace; includes normative material. The PRISM Controlled Vocabularies are now documented in this document.

<p>The <a href="http://www.prismstandard.org/specifications/2.1/PRISM_prism_aggregator_message_namespace_2.1.pdf">PRISM Aggregator Message Namespace</a> [PRISMAMNS]</p>	<p>Describes the elements contained in the PRISM Aggregator Message Namespace; includes normative material.</p>
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*Table 1.0: PRISM Documentation Package*

### **2.2.1 Additional PRISM Documentation**

The PRISM Aggregator Message (PAM), an XML-based application of PRISM, adds a small namespace of its own, formally described in [PRISMAMNS]. The structure and use of PAM are described separately in [Guide to the PRISM Aggregator Message V. 2.1. \[PAMGUIDE\]](#).

The PRISM Cookbook [PRISMCB] documents implementation strategies for PRISM Profile 1 applications.

[Guide to Profile 1 PRISM Usage Rights \[RIGHTSGUIDE\]](#) documents an XML-based PRISM Profile 1 application for the expression of PRISM Usage Rights. The Guide is accompanied by an XSD that can be used as the basis for developing a digital rights management system based on PRISM Usage Rights.

### **2.2.2 Access to PRISM Documentation**

The PRISM Documentation Package, the PAM Guide (see above), the PAM DTD and PAM XSD, and a range of other information concerning PRISM are all publicly and freely available on the PRISM website, [www.prismstandard.org](http://www.prismstandard.org).

## 3 Introduction

### 3.1 Purpose and Scope

The purpose of this document is to describe the basic metadata elements that the PRISM Working Group has defined and included in the PRISM Inline Markup namespace. All of section 4 of this document is normative.

All the element definitions appear in a uniform format. Each element definition begins with two fields – the Name and the Identifier of the element. The Name is a human-readable string that can be translated into different languages. Also, note that PRISM does NOT require that users be presented with the same labels. The Identifier is a protocol element. It is an XML element type and MUST be given as shown, modulo the normal allowance for variations in the namespace prefix used.

**Note:** *PRISM Inline Markup is XML markup. It does not follow the rules of RDF/XML, even for profile 2 PRISM Compliance (that documents encoding content using the PRISM Profile of RDF). Likewise, PRISM Inline Markup is never expressed using XMP [XMP] markup.*

### 3.2 New in this Version

See PRISM Introduction 2.1 [PRISMINT] for all changes.

Changes in this document include:

- Updates to Section 2 PRISM Documentation Structure to represent the new PRISM Usage Rights Namespace and Rights Guide available as of version PRISM 2.1.





## 4 Element Definitions: The PRISM Inline Markup Namespace

All of the content models used in this section describing the PRISM inline Markup Namespace follow a model we will call %content.mix; This model is a mix of elements for representing content, such as #PCDATA, <p>, <bold>, <quote>, etc. The details of the parameter entity will depend on the context in which the PRISM namespace is being used.

The recommended namespace for PRISM Inline Markup is:  
**xmlns:pim="http://prismstandard.org/namespaces/pim/2.0/"**

### 4.1 PRISM Inline Markup Namespace

Metadata is typically considered as out-of-line information. Fields such as Author, Title, and Subject are stereotypical examples of information that is descriptive of the whole of a resource and is frequently held separately from it. However, the publisher members of the PRISM Working Group consistently identified a need for inline markup of organizations, locations, product names, personal names, quotations, etc. Therefore, the PRISM Specification defines a namespace of XML elements and attributes for inline metadata. Such inline metadata was needed for a number of applications and is made use of in the PRISM Aggregator Message [PAMGUIDE].

Developers of XML specifications for the publishing industry can use the following DTD fragment to incorporate PRISM's inline markup elements into their DTDs. The fragment assumes that the basic textual content markup is described in another parameter entity known as %content.mix; Content mix is made up of \*\*\*

The attributes on inline markup elements, specified by a parameter entity known as %inlineAttrs includes

```
<!-- href attribute contains an authority file reference -->
<!ENTITY % inlineAttrs " href CDATA #IMPLIED">
<!ELEMENT pim:event          (%content.mix; )>
<!ELEMENT pim:industry       (%content.mix; )>
<!ELEMENT pim:timeframe      (%content.mix; )>
<!ELEMENT pim:keyword        (%content.mix; )>
<!ELEMENT pim:location       (%content.mix; )>
<!ELEMENT pim:object         (%content.mix; )>
<!ELEMENT pim:organization   (%content.mix; )>
<!ELEMENT pim:person         (%content.mix; )>
<!ELEMENT pim:quote          (%content.mix; )>
<!ELEMENT pim:ticker         (%content.mix; )>

<!ATTLIST pim:event          %inlineAttrs; >
<!ATTLIST pim:industry       %inlineAttrs; >
<!ATTLIST pim:timeFrame     %inlineAttrs; >
<!ATTLIST pim:person        %inlineAttrs; >
<!ATTLIST pim:keyword       %inlineAttrs; >
<!ATTLIST pim:location      %inlineAttrs; >
<!ATTLIST pim:object        %inlineAttrs; >
<!ATTLIST pim:organization  %inlineAttrs; >
<!ATTLIST pim:quote         %inlineAttrs; >
<!ATTLIST pim:ticker        %inlineAttrs; >
```

#### 4.1.1 pim:event

Name	Event
Identifier	pim:event
Definition	Used to tag mentions of events within the content of an article.
Comment	
PAM	Yes
Attributes	href – (for an authority file reference for a controlled vocabulary)
Model	(%content.mix;)
Example	<p>&lt;p&gt;During the &lt;pim:event&gt;Toronto Film Festival&lt;/pim:event&gt;, films from 17 countries were shown.&lt;/p&gt;</p> <p>&lt;p&gt;Recent conflicts in the region include the &lt;pim:event&gt;Iran-Iraq War&lt;/pim:event&gt;, the &lt;pim:event&gt;First Gulf War&lt;/pim:event&gt;, and the &lt;pim:event&gt;Second Gulf War&lt;/pim:event&gt;.&lt;/p&gt;</p>

#### 4.1.2 pim:industry

Name	Industry
Identifier	pim:industry
Definition	Used to tag mentions of industry sectors within the content of an article.
Comment	
PAM	Yes
Attributes	href – (for an authority file reference for a controlled vocabulary)
Model	(%content.mix;)
Example	<p>&lt;p&gt;The &lt;pim:industry&gt;records industry&lt;/pim:industry&gt; attributes the recent slump in CD sales to rampant piracy of their intellectual content.&lt;/p&gt;</p> <p>&lt;p&gt;&lt;pim:industry&gt;Forestry&lt;/pim:industry&gt;, pardon the pun, is the new growth industry.&lt;/p&gt;</p>

#### 4.1.3 pim:keyword

Name	Keyword
Identifier	pim:keyword
Definition	Used to tag keywords within the text of an article that are likely to be used in search queries.
Comment	Be sure to differentiate between tagging a keyword and tagging an event, industry, location, object, organization or person that is the subject of an article. Keywords are specifically used to aid search.
PAM	Yes
Attributes	href – (for an authority file reference for a controlled vocabulary)
Model	(%content.mix;)
Example	<p>&lt;p&gt;The &lt;pim:keyword&gt;avian flu&lt;/pim:keyword&gt; outbreak in &lt;pim:location&gt;Asia&lt;/pim:location&gt; is constantly being monitored.&lt;/p&gt;</p>

#### 4.1.4 pim:location

Name	Location
Identifier	pim:location
Definition	Used to tag mentions of geographic locations such as “New York City”, “Georgetown”, or “Canada” within the content of an article.
Comment	Even at the simplest level, the location element helps to distinguish, for example, the Scottish city “Paisley” from the fabric design, or the country “China” from the tableware.
PAM	Yes
Attributes	href – (for an authority file reference for a controlled vocabulary)
Model	(%content.mix;)
Example	<p>&lt;p&gt;He spoke on the history of the&lt;pim:location&gt;Great Lakes basin&lt;/pim:location&gt; at the Royal Ontario Museum in &lt;pim:location&gt;Toronto&lt;/pim:location&gt;.&lt;/p&gt;</p> <p>&lt;p&gt;China patterns were selected before their honeymoon in &lt;pim:location href=“http://prismstandard.org/vocabs/ISO-3166/CN”&gt;China&lt;/pim:location&gt;.&lt;/p&gt;</p>

#### 4.1.5 pim:object

Name	Object
Identifier	pim:object
Definition	Used to tag mentions of a physical object such as a book, a horse, or a house within the content of an article.
Comment	Use for both living and non-living objects. Should not be used for concepts, diseases, sports, or other concepts that are not truly physical objects.
PAM	Yes
Attributes	href – (for an authority file reference to a controlled vocabulary)
Model	(%content.mix;)
Example	<code>&lt;p&gt;Some analysts compared the recent events to the film &lt;pim:object&gt;Wag the Dog&lt;/pim:object&gt;.&lt;/p&gt;</code>

#### 4.1.6 pim:organization

Name	Organization
Identifier	pim:organization
Definition	Used to tag the name of any organization, such as a government, department, ministry, corporation, charity, private company, or club within the content of an article.
Comment	
PAM	Yes
Attributes	href – (for an authority file reference to a controlled vocabulary)
Model	(%content.mix;)
Example	<code>&lt;p&gt;&lt;pim:organization href="http://prismstandard.org/vocabs/NYSE:NT"&gt;Nortel Networks&lt;/pim:organization&gt; saw its stock fall in the face of the Brazilian devaluation.&lt;/p&gt;</code>

#### 4.1.7 pim:person

Name	Person
Identifier	pim:person
Definition	Used to tag the name of a human individual (real or imaginary) in the text of an article.
Comment	
PAM	Yes
Attributes	href – (for an authority file reference to a controlled vocabulary)
Model	(%content.mix;)
Example	<code>&lt;p&gt;Prime Minister &lt;pim:person&gt;Tony Blair&lt;/pim:person&gt; will meet with the other &lt;pim:organization&gt;EU&lt;/pim:organization&gt; leaders to discuss agricultural policy.&lt;/p&gt;</code>  <code>&lt;p&gt;Catch-22 is &lt;pim:person href="http://lc.gov/catdir/LC-NAF? Heller,+Joseph"&gt;Joseph Heller&lt;/pim:person&gt;'s best-known work.&lt;/p&gt;</code>

#### 4.1.8 pim:quote

Name	Quote
Identifier	pim:quote
Definition	Marks the words attributed to a specific person in the text.
Comment	Note that quotes may contain other quotes.
PAM	Yes
Attributes	
Model	(%content.mix;)
Example	<code>&lt;pim:quote speakerRef="USPres#JFK" placeRef="city/Berlin" occasion="Address to West Berlin" xml:lang="de"&gt;Ich bin ein Berliner&lt;/pim:quote&gt;</code>  (Assumes that an earlier xml:base has set the base attribute to <a href="http://prismstandard.org/vocabs/">http://prismstandard.org/vocabs/.</a> )

#### 4.1.9 pim:ticker

Name	Ticker Symbol
Identifier	pim:ticker
Definition	Marks the appearance of stock ticker symbols in the text.
Comment	
PAM	Yes
Attributes	href – (for an authority file reference for a controlled vocabulary)
Model	(%content.mix;)
Example	<pim:ticker>TWX</pim:ticker>

#### 4.1.10 pim:timePeriod

Name	Time Period
Identifier	pim:timePeriod
Definition	Used to tag mentions of a temporal time frame such as “Dark Ages”, “Roaring Twenties”, or “Golden Age” within the content of an article.
Comment	
PAM	Yes
Attributes	href – (for an authority file reference for a controlled vocabulary)
Model	(%content.mix;)
Example	<p>Flappers were the rage during the <pim:timePeriod>Roaring Twenties</pim:timePeriod></p>