



PRISM:
Publishing Requirements for Industry Standard Metadata

Guide to Profile 1
PRISM Usage Rights V2.1

Referencing the PRISM Specification 2.1

2009 05 15



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1 PRISM Usage Rights Guide Structure

This PRISM Usage Rights Guide was written to provide a guide to PRISM Usage Rights expression. This guide is supplementary to the PRISM 2.1 Specification. The Specification is the authoritative source for all issues of concern.

The PRISM Usage Rights Guide is made up of:

- 1. PRISM Usage Rights Guide Structure:** A guide to the structure of the document
- 2. Introduction:** A brief overview of the PRISM Usage Rights Expression for XML
- 3. XML Rights Expression:** An overview of an XML structured usage rights expression for PRISM Profile 1
- 4. PRISM Usage Rights Elements**
 - 4.1 Elements in Alphabetical Order:** A listing of all elements in the PRISM Usage Rights XML Format in alphabetical order with a link to documentation in the PRISM 2.1 Specification Documentation Set.
 - 4.3 Elements by Function:** A list of all elements in the PRISM Usage Rights XML Format grouped according to function.

Two Appendices are also included in the PRISM Usage Rights Elements Guide. These include:

Appendix A: PRISM Usage Rights Model XSD

Appendix B: PRISM Usage Rights Example (non-PAM)

Appendix C: PRISM Usage Rights Example (PAM)

2 Introduction

The PRISM Usage Rights XML format is a standardized XML schema structure for publishers to use to express content usage rights for archive, delivery and management within a digital rights management system.

2.1 About the PRISM Usage Rights XML Model

One expression of the PRISM Usage Rights metadata elements is a standardized XML model for PRISM Profile 1. Adapting your processes to conform to the PRISM Usage Rights XML Format will provide many advantages and financial benefits to you and your business partners.

- The use of a single, industry-standard XML model for usage rights expression in an XML environment reduces the errors and costs of tracking and deploying usage rights fields in a non-specified order and frequency.
- The use of a single format for all organizations using XML for usage rights expression speeds the processing of rights-based content and speeds the integration with tools and partners within a workflow.
- The use of a common industry XML model reduces the barrier to entry for all publishers and content aggregators. This is especially valuable for smaller organizations.
- The PRISM Usage Rights XML model helps everyone in the electronic content business to track, use and re-use their content according to usage rights rules.
- The PRISM Usage Rights XML model provides an excellent starting point for those implementing a digital rights management system.

These advantages will enable you use your contract- and agreement-based content on a wider variety of output media and products, getting more value from your information assets.

By enabling the delivery of detailed information in a consistent format, the PRISM Rights XSD allows publishers and other content-related companies to better communicate with a broader range of partners who are just now standardizing on XML and the use of XML for rights expression. Major publishers, other content rights holders, and developers of software tools and information and retrieval systems have indicated plans to support this standard.

2.2 PRISM Usage Rights Guide V2.1

With the release of PRISM 2.1, The PRISM Usage Rights XML schema will be made available. This schema provides a standard order and frequency for each of the PRISM Usage Rights elements within a special `pur:rightsContainer` element.

2.3 The PRISM 2.1 Specification Documentation Package

The PRISM 2.1 Specification Documentation Package is referred to often in this Guide. The PRISM 2.1 Documentation consists of the following documents. Use these documents as the authoritative source for all issues of concern.

Document	Description
PRISM Introduction [PRISMINT] http://www.prismstandard.org/specifications/2.1/PRISM_introduction_2.1.pdf	Overview, background, purpose and scope of PRISM; examples; contains no normative material.
PRISM Compliance [PRISMCOMP] http://www.prismstandard.org/specifications/2.1/PRISM_compliance_2.1.pdf	Describes two profiles of PRISM compliance for content and systems; includes normative material.
The PRISM Namespace [PRISMPRISMNS] http://www.prismstandard.org/specifications/2.1/PRISM_prism_namespace_2.1.pdf	Describes the elements contained in the PRISM namespace; includes normative material.
The PRISM Subset of the Dublin Core Namespace	Describes the elements from the Dublin Core

<p>[PRISMDCMS] http://www.prismstandard.org/specifications/2.1/PRISM_dublin_core_namespace_2.1.pdf</p>	<p>namespace that are included in PRISM; includes normative material.</p>
<p>The PRISM Inline Markup Namespace [PRISMIMNS] http://www.prismstandard.org/specifications/2.1/PRISM_inline_markup_namespace_2.1.pdf</p>	<p>Describes the elements contained in the PRISM Inline Markup Namespace; includes normative material.</p>
<p>The PRISM Rights Language Namespace [PRISMRLNS] http://www.prismstandard.org/specifications/2.1/PRISM_rights_namespace_2.1.pdf</p>	<p>Describes the elements contained in the PRISM Rights Language Namespace; includes normative material.</p>
<p>The PRISM Usage Rights Namespace [PRISMURNS] http://www.prismstandard.org/specifications/2.1/PRISM_usage_rights_namespace_2.1.pdf</p>	<p>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.</p>
<p>The PRISM Controlled Vocabulary Namespace [PRISMCVNS] http://www.prismstandard.org/specifications/2.1/PRISM_controlled_vocabulary_namespace_2.1.pdf</p>	<p>Describes the elements contained in the PRISM Controlled Vocabulary Namespace; includes normative material. The PRISM Controlled Vocabularies are now documented in this document.</p>
<p>The PRISM Aggregator Message Namespace [PRISMAMNS] http://www.prismstandard.org/specifications/2.1/PRISM_prism_aggregator_message_namespace_2.1.pdf</p>	<p>Describes the elements contained in the PRISM Aggregator Message Namespace; includes normative material.</p>

Table 1.0: PRISM 2.1 Specification Documentation Package

3 PRISM Usage Rights Expression XML Model

In order to provide an easy to implement XML model for PRISM Usage Rights an XML schema has been constructed to standardize the order and frequency of PRISM Usage Rights elements. Benefits of a standardized, structured model are discussed in Section 2 of this document. Many elements from this XSD are implemented in the PRISM Aggregator message.

NOTE: PRISM Usage Rights is designed to be implemented in an international environment. To facilitate multilingual deployment, all text / string fields employ the W3C xml:lang attribute so a language can be specified.

3.1 About the mediaReference Attribute

Many elements are designed with a mediaReference attribute that can be used to provide a pointer (URI) to a media asset being described. This is useful for linking a media asset with its rights metadata in a non-PAM environment. If encoding the media asset along with article content using the PRISM Aggregator Message, metadata for the media asset, along with the link (mediaReference) will be coded within the pam:media structure.

3.2 PRISM Rights Container

The PRISM Rights Container element, pur:rightsContainer, was constructed to serve as a *virtual container* within which all rights elements can be organized by sequence and frequency. See Figure 3.1.

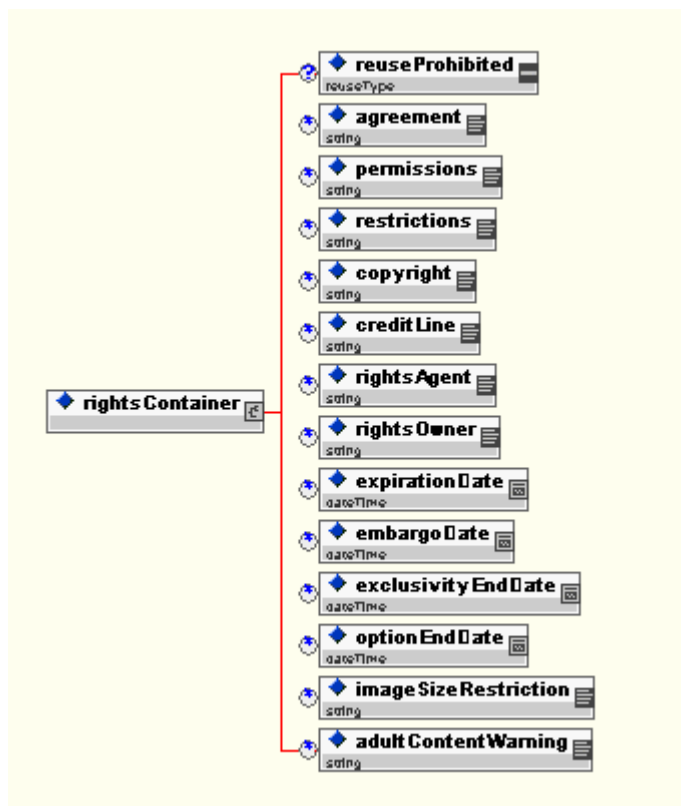


Figure 3.1 Rights Container structure

The PRISM Usage Rights XML Model prescribes a specific order for the PRISM Usage Rights elements, which is depicted in the above figure. Each PRISM Usage Rights element may occur either 0 or 1 time (designed by a ? symbol in the above figure) or 0 or more times (designated by * above).

3.3 Reuse Prohibited

This element indicates whether the resource is reusable. If “yes”, the resource may not be reused. If “no”, then the resource may be reused. If there are provisions on reuse then “provisional” is indicated and the agreement must be referenced. If the value “ask” is given it means that it is unclear whether the asset may be reused and the rights owner or rights agent must be consulted. This element may occur only 0 or 1 time. If the reuseProhibited element is not specified, no assumption about reuse should be made. See Figure 3.2.



Figure 3.2 Reuse Prohibited structure

3.4 Agreement

The Agreement element may occur 0 or more times based on the number of agreements that are associated with a resource. This element can capture a free text description of the agreement in addition to the type, status, agreementID, and xml:lang attributes. Agreement types are suggested but are not a formal controlled vocabulary. See Figure 3.7.



Figure 3.7 Agreement structure

Suggested agreement types include:

- property release
- subject release
- event release
- object release
- agency agreement
- photographer contract
- illustrator contract
- writer contract

The status of an agreement comes from the USE Plus Specification for digital images. Status values are:

- limited
- unlimited
- unknown
- NA
- None

3.5 Permissions

The Permissions field allows for the entry of special usage permissions. This element may occur 0 or more times based on factors specified by the attributes. The code attribute allows publishers to enter their own permissions codes. Country code enables the publisher to tie permissions to a country or region. This element also carries an agreement ID to link it to a contract or other agreement and an optional usage fee attribute to link permissions by distribution channel to a usage fee. See Figure 3.3.



Figure 3.3 Permissions structure

3.6 Restrictions

The Restrictions field allows for the entry of special usage restrictions. This element may occur 0 or more times based on factors specified by the attributes. The code attribute allows publishers to enter their own restrictions codes. Country code enables the publisher to tie restrictions to a country or region. See Figure 3.4.



Figure 3.4 Restrictions structure

3.7 Copyright

The Copyright element may occur 0 or more times. For example, there may be a copyright statement in US English and in French. It is simply a string of text used to express copyright information. See Figure 3.5.



Figure 3.5 Copyright structure

3.8 Credit Line

The Credit Line field indicates whether a credit line is required for content usage and enables the entry of a credit line. The field may occur 0 or more times and is based on factors such as distribution channel, agreement, and even language of the credit line. See Figure 3.6.



Figure 3.6 Credit Line structure

3.9 Rights Agent

The Rights Agent field provides the name, and possibly contact information, for the person or organization that should be contacted to license the rights to use a resource. There may be 0 or more Rights Agents specified. The Rights Agent may be tied to a contract through an optional Agreement ID. This element also carries an optional media reference to link it to a media asset. See Figure 3.8.



Figure 3.8 Rights Agent structure

3.10 Rights Owner

Sometimes the Rights Agent is not the Rights Owner. The Rights Owner field provides the name, and possibly contact information, for the person(s) or organization(s) that owns the rights to a resource. There may be one or more Rights Owners. The Rights Owner may be tied to a contract through an optional Agreement ID. This element also carries an optional media reference to link it to a media asset. See Figure 3.9.



Figure 3.9 Rights Owner structure

3.11 Embargo Date

The Embargo Date is the earliest date (potentially including time) the resource may be made available to users or customers according to the rights agreement or to a clause in the rights agreement. This element may occur 0 or more times based on distribution channel. See Figure 3.10.



Figure 3.10 Embargo Date structure

3.12 Exclusivity End Date

The Exclusivity End Date is the date upon which exclusive use for a distribution channel ends. This element may occur 0 or more times based on distribution channel. See Figure 3.11.



Figure 3.11 Exclusivity End Date structure

3.13 Expiration Date

The Expiration Date is the date (potentially including time) by which the resource must be removed from availability to users or customers according to a rights agreement. This element may occur 0 or more times based on distribution channel. See Figure 3.12.



Figure 3.12 Distribution Channel structure

3.14 Option End Date

The Option End Date is the date (potentially including time) by which the resource must be used according to the rights agreement. This element may occur 0 or more times based on distribution channel. See Figure 3.13.



Figure 3.13 Option End Date structure

3.15 Image Size Restriction

The Image Size Restriction field is used to specify a usage restriction on image size. This element may occur 0 or more times. Text describing the size restriction may be specified in place of utilizing the horizontalDimension and verticalDimension attributes to designate exact maximum dimensions. This element also carries an agreement ID to link it to a contract or other agreement. See Figure 3.15.



Figure 3.15 Image Size Restriction structure

3.16 Adult Content Warning

The Adult Content Warning element is used to specify a warning that must be displayed due to violence, nudity and/or sexual references in the content. The element may occur 0 or more times based on platform, distribution channel, and country or region. The warning may be provided in different languages using xml:lang. The adult content code may be used to capture any code the publisher uses to specify types of adult content. See Figure 3.16.



Figure 3.16 Adult Content Warning structure

4 PRISM Usage Rights Elements

4.1 Elements in Alphabetical Order

The following is an alphabetical list of the Usage Rights elements with the corresponding section where each element is documented in the PRISM Usage Rights Namespace Specification [PRISMURNS].

adultContentWarning	[PRISMURNS] 4.1.1
agreement	[PRISMURNS] 4.1.2
copyright	[PRISMURNS] 4.1.3
creditLine	[PRISMURNS] 4.1.4
embargoDate	[PRISMURNS] 4.1.5
exclusivityEndDate	[PRISMURNS] 4.1.6
expirationDate	[PRISMURNS] 4.1.7
imageSizeRestriction	[PRISMURNS] 4.1.8
optionEndDate	[PRISMURNS] 4.1.9
permissions	[PRISMURNS] 4.1.10
restrictions	[PRISMURNS] 4.1.11
reuseProhibited	[PRISMURNS] 4.1.12
rightsAgent	[PRISMURNS] 4.1.13
rightsOwner	[PRISMURNS] 4.1.14

4.2 PRISM Usage Rights Elements by Function

The following is a list of the Usage Rights elements grouped by function with the corresponding section where each element is documented in the PRISM Usage Rights Namespace Specification [PRISMURNS].

4.2.1 Adult Content Usage

adultContentWarning	[PRISMURNS] 4.1.1
---------------------	-------------------

4.2.2 Dates

embargoDate	[PRISMURNS] 4.1.5
exclusivityEndDate	[PRISMURNS] 4.1.6
expirationDate	[PRISMURNS] 4.1.7
optionEndDate	[PRISMURNS] 4.1.9

4.2.3 Agreement (Contracts and Releases)

agreement	[PRISMURNS] 4.1.2
copyright	[PRISMURNS] 4.1.3
rightsAgent	[PRISMURNS] 4.1.13
rightsOwner	[PRISMURNS] 4.1.14

4.2.4 Usage Terms

reuseProhibited	[PRISMURNS] 4.1.12
creditLine	[PRISMURNS] 4.1.4
permissions	[PRISMURNS] 4.1.10
restrictions	[PRISMURNS] 4.1.11

4.2.5 Image Usage

imageSizeRestriction	[PRISMURNS] 4.1.8
----------------------	-------------------

Appendix A: PRISM Usage Rights Model XSD

The PRISM Usage Rights XSD is provided to serve as a map to the PRISM Usage Rights elements and attributes. Portions of this XSD are used within the Profile 1 (XML) PRISM Aggregator Message. However this XSD may also serve as a base template for implementing a digital rights management system outside the PAM environment. Note that the attribute `rdf:resource` is imported from the RDF namespace in order to provide a link to the location of the agreement.

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<!--Generated by Turbo XML 2.4.2.7. Conforms to w3c http://www.w3.org/2001/XMLSchema-->
<!--==== 040909      =====>
      <!-- ++++++
              PUR: XSD
      ++++++ -->

<xs:schema xmlns:xs="http://www.w3.org/2001/XMLSchema"
  xmlns:xhtml="http://www.w3.org/1999/xhtml"
  xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:pur="http://prismstandard.org/namespaces/prismusagerights/2.1/"
  targetNamespace="http://prismstandard.org/namespaces/prismusagerights/2.1/"
  elementFormDefault="qualified" attributeFormDefault="qualified"
  version="pam20090402">
  <xs:import namespace="http://www.w3.org/XML/1998/namespace"/>
  <xs:import namespace="http://www.w3.org/1999/xhtml" schemaLocation="pam-xhtml.xsd"/>
  <xs:import namespace="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  schemaLocation="pam-rdf.xsd"/>

  <!--====      =====>
  <!--====      ATTRIBUTE DEFINITIONS =====>
  <!--====      =====>
    <xs:attribute name="adultContentAge" type="xs:string">
    <xs:annotation>
      <xs:documentation>Age for acces to adult Content</xs:documentation>
    </xs:annotation>
    </xs:attribute>

    <xs:attribute name="adultContentCode" type="xs:string"/>

    <xs:attribute name="countryCode" type="xs:string"/>

    <xs:attribute name="distributionChannel" type="xs:string"/>

    <xs:attribute name="agreementID" type="xs:string"/>

    <xs:attribute name="horizontalDimension" type="xs:string"/>

    <xs:attribute name="verticalDimension" type="xs:string"/>

    <xs:attribute name="required">
      <xs:simpleType>
        <xs:restriction base="xs:NMTOKEN">
          <xs:enumeration value="yes"/>
          <xs:enumeration value="no"/>
        </xs:restriction>
      </xs:simpleType>
    </xs:attribute>

    <xs:attribute name="platform">
      <xs:simpleType>
        <xs:restriction base="xs:NMTOKEN">
```

```

        <xs:enumeration value="email"/>
        <xs:enumeration value="mobile"/>
        <xs:enumeration value="broadcast"/>
        <xs:enumeration value="web"/>
        <xs:enumeration value="print"/>
        <xs:enumeration value="recordableMedia"/>
        <xs:enumeration value="other"/>
    </xs:restriction>
</xs:simpleType>
</xs:attribute>

<xs:attribute name="status">
    <xs:simpleType>
        <xs:restriction base="xs:NMTOKEN">
            <xs:enumeration value="limited"/>
            <xs:enumeration value="unlimited"/>
            <xs:enumeration value="unknown"/>
            <xs:enumeration value="NA"/>
            <xs:enumeration value="none"/>
        </xs:restriction>
    </xs:simpleType>
</xs:attribute>

<!--====          =====>
<!--====          ELEMENT DEFINITIONS          =====>
<!--====          =====>

<!--====          =====>
<!--==== Adult Content Warning          =====>
<!--====          =====>

    <xs:element name="adultContentWarning">
        <xs:annotation>
            <xs:documentation>adultContentWarning indicates right to use
based on age, code, country, distribution channel or platform.</xs:documentation>
        </xs:annotation>
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute ref="pur:adultContentAge"/>
                    <xs:attribute ref="pur:adultContentCode"/>
                    <xs:attribute ref="pur:countryCode"/>
                    <xs:attribute ref="pur:distributionChannel"/>
                    <xs:attribute ref="pur:platform"/>
                    <xs:attribute ref="xml:lang"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>

<!--====          =====>
<!--====          Agreement          =====>
<!--====          =====>

    <xs:element name="agreement">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute ref="pur:status" use="required"/>
                    <xs:attribute ref="pur:agreementID"/>
                    <xs:attribute ref="rdf:resource"/>
                    <xs:attribute ref="xml:lang"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>

```

```

        </xs:complexType>
    </xs:element>

<!--====          =====>
<!--====      Reuse Prohibited      =====>
<!--====          =====>
    <xs:element name="reuseProhibited" type="pur:reuseType"/>

        <xs:simpleType name="reuseType">
            <xs:restriction base="xs:NMTOKEN">
                <xs:enumeration value="yes"/>
                <xs:enumeration value="no"/>
                <xs:enumeration value="provisional"/>
                <xs:enumeration value="ask"/>
            </xs:restriction>
        </xs:simpleType>

<!--====          =====>
<!--====      Embargo Date          =====>
<!--====          =====>
    <xs:element name="embargoDate">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="agreementID" type="xs:string"/>
                    <xs:attribute ref="pur:distributionChannel"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>

<!--====          =====>
<!--====      Expiration Date      =====>
<!--====          =====>
    <xs:element name="expirationDate">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="agreementID" type="xs:string"/>
                    <xs:attribute ref="pur:distributionChannel"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>

<!--====          =====>
<!--====      Exclusivity End Date =====>
<!--====          =====>
    <xs:element name="exclusivityEndDate">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="agreementID" type="xs:string"/>
                    <xs:attribute ref="pur:distributionChannel"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>

<!--====          =====>
<!--====      Option End Date      =====>
<!--====          =====>
    <xs:element name="optionEndDate">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="agreementID" type="xs:string"/>

```

```

                <xs:attribute ref="pur:distributionChannel" />
            </xs:extension>
        </xs:simpleContent>
    </xs:complexType>
</xs:element>
<!--====          =====>
<!--====          Copyright      =====>
<!--====          =====>
    <xs:element name="copyright">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute ref="xml:lang" />
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
<!--====          =====>
<!--====          Permissions    =====>
<!--====          =====>
    <xs:element name="permissions">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="code" type="xs:string" />
                    <xs:attribute name="countrycode" type="xs:string" />
                    <xs:attribute name="agreementID" type="xs:string" />
                    <xs:attribute ref="pur:distributionChannel" />
                    <xs:attribute name="usageFee" type="xs:string" />
                    <xs:attribute ref="xml:lang" />
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
<!--====          =====>
<!--====          Restrictions   =====>
<!--====          =====>
    <xs:element name="restrictions">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="code" type="xs:string" />
                    <xs:attribute name="countrycode" type="xs:string" />
                    <xs:attribute name="agreementID" type="xs:string" />
                    <xs:attribute ref="pur:distributionChannel" />
                    <xs:attribute ref="xml:lang" />
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
<!--====          =====>
<!--====          Rights Agent   =====>
<!--====          =====>
    <xs:element name="rightsAgent">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="agreementID" type="xs:string" />
                    <xs:attribute ref="xml:lang" />
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>

```

```
<!--====          =====>
<!--====      Rights Owner          =====>
<!--====          =====>
    <xs:element name="rightsOwner">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="agreementID" type="xs:string"/>
                    <xs:attribute ref="xml:lang"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
<!--====          =====>
<!--====      Credit Line          =====>
<!--====          =====>
    <xs:element name="creditLine">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute ref="pur:required"/>
                    <xs:attribute ref="pur:agreementID"/>
                    <xs:attribute ref="pur:distributionChannel"/>
                    <xs:attribute ref="xml:lang"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
<!--====          =====>
<!--====      Image Size Restriction  =====>
<!--====          =====>
    <xs:element name="imageSizeRestriction">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute ref="pur:verticalDimension"/>
                    <xs:attribute ref="pur:horizontalDimension"/>
                    <xs:attribute ref="pur:platform"/>
                    <xs:attribute ref="pur:agreementID"/>
                    <xs:attribute ref="xml:lang"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
</xs:schema>
```

Appendix B: PRISM Usage Rights (Non-PAM) XML Example

This appendix contains an example of the expression of PRISM Usage Rights in the XML Format.

Note: The default namespace for PRISM rights container is the *pur:* namespace and can be defaulted in this instance.

```
<?xml version="1.0" encoding="UTF-8"?>
<rightsContainer
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://prismstandard.org/namespaces/pur/2.1 rightsmodel.xsd"
xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
xmlns="http://prismstandard.org/namespaces/pur/2.1">
  <reuseProhibited>no</reuseProhibited>
  <agreement>WD08-000284</pur:agreement>
  <permissions code="Y" agreementID="WD08-000284" distributionChannel="book"/>
  <permissions code="PR" agreementID="WD08-000284" distributionChannel="anthology"/>
  <permissions code="PR" agreementID="WD08-000284" distributionChannel="newsletter"/>
  <permissions code="Y" agreementID="WD08-000284" distributionChannel="website"/>
  <permissions code="NR" agreementID="WD08-000284" distributionChannel="syndicationPrint"
usageFee="50%"/>
  <permissions code="NR" agreementID="WD08-000284"
distributionChannel="syndicationElectronic" usageFee="30%"/>
  <permissions code="Y" agreementID="WD08-000284" distributionChannel="publicityHFM"/>
  <permissions code="Y" agreementID="WD08-000284"
distributionChannel="publicityMagazine"/>
  <permissions code="PR" agreementID="WD08-000284" distributionChannel="magazineReuse"/>
  <permissions code="PR" agreementID="WD08-000284" distributionChannel="foreignEdition"/>
  <creditLine agreementID="WD08-000284">Mark Katzman photographer</creditLine>
  <creditLine agreementID="WD08-000284">Hair '&#x26amp;' makeup by Kathy Ferrara
</creditLine>
</rightsContainer>
```

Appendix C: PRISM Usage Rights (PAM) XML Example

This appendix contains an example of the expression of PRISM Usage Rights in the PAM XML Format. Note that PRISM usage rights elements are used within the PAM media element so that is illustrated by this example.

Note: *The default namespace for PAM is the xhtml: namespace. In this example all other elements in PAM media will need full namespace qualification.*

```
<?xml version="1.0" encoding="UTF-8"?>
<pam:message xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://prismstandard.org/pam2.1/pam pam.xsd"
xmlns:pam="http://prismstandard.org/namespaces/pam/2.1/"
xmlns:xhtml="http://www.w3.org/1999/xhtml"
xmlns:prism="http://prismstandard.org/namespaces/basic/2.1/"
xmlns:pim="http://prismstandard.org/namespaces/pim/2.1/"
xmlns:dcterms="http://purl.org/dc/terms/"
xmlns:prl="http://prismstandard.org/namespaces/prl/2.1/"
xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
xmlns:pur="http://prismstandard.org/namespaces/pur/2.1/"
xmlns:dc="http://purl.org/dc/elements/1.1/"
xmlns="http://www.w3.org/1999/xhtml">

<pam:message> . . .
  <pam:article> . . .
    <head> . . .
    </head>
    <body> . . .
      <pam:media>
        <dc:type>photo</dc:type>
        <dc:format>image/jpeg</dc:format>
        <dc:identifier>urn:laser:lga:us:tsn:61558</dc:identifier>
        <dc:creator>Mark Katzman prism:role="photographer"</dc:creator>
        <dc:contributor>Kathy Ferrara prism:role="makeupArtist"</dc:contributor>
        <pam:mediaTitle>Kathryn Galen</pam:mediaTitle>
        <pam:credit>Mark Katzman photographer; hair '&amp;' makeup by Kathy
Ferrara</pam:credit>
        <pam:caption>"Once we had a plan, there was hope," says Kathryn, "and a chance
for happiness." </pam:caption>
        <pam:textDescription>PHOTO</pam:textDescription>
        <pur:reuseProhibited>no</pur:reuseProhibited>
        <pur:agreement>WD08-000284</pur:agreement>
        <pur:permissions pur:code="Y" pur:agreementID="WD08-000284"
pur:distributionChannel="book"/>
        <pur:permissions pur:code="PR" pur:agreementID="WD08-000284"
pur:distributionChannel="anthology"/>
        <pur:permissions pur:code="PR" pur:agreementID="WD08-000284"
pur:distributionChannel="newsletter"/>
        <pur:permissions pur:code="Y" pur:agreementID="WD08-000284"
pur:distributionChannel="website"/>
        <pur:permissions pur:code="NR" pur:agreementID="WD08-000284"
pur:distributionChannel="syndicationPrint" usageFee="50%"/>
        <pur:permissions pur:code="NR" pur:agreementID="WD08-000284"
pur:distributionChannel="syndicationElectronic" pur:usageFee="30%"/>
        <pur:permissions pur:code="Y" pur:agreementID="WD08-000284"
pur:distributionChannel="publicityHFM"/>
        <pur:permissions pur:code="Y" pur:agreementID="WD08-000284"
pur:distributionChannel="publicityMagazine"/>
        <pur:permissions pur:code="PR" pur:agreementID="WD08-000284"
pur:distributionChannel="magazineReuse"/>
        <pur:permissions pur:code="PR" pur:agreementID="WD08-000284"
pur:distributionChannel="foreignEdition"/>
```

```
<pur:creditLine pur:agreementID="WD08-000284">Mark Katzman  
photographer</pur:creditLine>  
<pur:creditLine pur:agreementID="WD08-000284">Hair ' & makeup by Kathy Ferrara  
</pur:creditLine>  
</pam:media>  
</body>  
</pam:article>  
</pam:message>
```