PRISM

A Specification of IDEAlliance

PRISM:

Publishing Requirements for Industry Standard Metadata

PRISM Specification: Modular: Version 2.1

The PRISM Usage Rights Namespace

Errata

2009 06 15

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Copyright and Legal Notices

Table of Contents

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_usage_rights_namespace_2.1.pdf

1.3   Version History

Version Number	Release Date	Editor	Description
2.1 Draft A	7/10/08	Kennedy	First Draft PRISM 2.1
2.1 Draft B	8/14/08	Kennedy	Second Draft of PRISM 2.1
2.1 Draft C	8/26/08	Kennedy	Third Draft of PRISM 2.1
2.1 Draft D	9/30/08	Clark	Fourth Draft of PRISM 2.1
2.1 Final Draft	10/14/08	Kennedy	Draft 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

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 [PRISMDCNS] http://www.prismstandard.org/specifications/2.1/ PRISM_dublin_core_namespaces_2.1.pdf	Describes the elements from the Dublin Core namespace that are included in PRISM; includes normative material.
The PRISM Inline Markup Namespace [PRISMIMNS] http://www.prismstandard.org/specifications/2.1/ PRISM_inline_markup_namespace_2.1.pdf	Describes the elements contained in the PRISM Inline Markup Namespace; includes normative material.
The PRISM Rights Language Namespace [PRISMRLNS] http://www.prismstandard.org/specifications/2.1/ PRISM_rights_namespace_2.1.pdf	Describes the elements contained in the PRISM Rights Language Namespace; includes normative material.
The PRISM Usage Rights Namespace [PRISMURNS] http://www.prismstandard.org/specifications/2.1/ PRISM_usage_rights_namespace_2.1.pdf	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] http://www.prismstandard.org/specifications/2.1/ PRISM_controlled_vocabulary_namespace_2.1.pdf	Describes the elements contained in the PRISM Controlled Vocabulary Namespace; includes normative material. The PRISM Controlled Vocabularies are now documented in this document.
The PRISM Aggregator Message Namespace [PRISMAMNS]	Describes the elements contained in the PRISM Aggregator Message Namespace; includes

http://www.prismstandard.org/specifications/2.1/ PRISM_prism_aggregator_message_namespace_2.1.pdf	normative material.

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 Guide is accompanied by both an XSD and a DTD.

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. The PRISM Usage Rights Guide directly references this document.

2.2.2   Access to PRISM Documentation

The PRISM Documentation Package, the PAM Guide (see above), the PAM DTD and PAM XSD, the PRISM Cookbook, and the PRISM Rights Guide and XSD along with a range of other information concerning PRISM are all publicly and freely available on the PRISM website, 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 Usage Rights namespace. All of section 4 of this document is normative.

Note: Additional examples of PRISM Usage Rights can be found in the PRISM Introduction [PRISMINTRO] and are documented in the PRISM Usage Rights Guide [RIGHTSGUIDE].

Note: *This document describes element models and provides examples for all PRISM profiles. In addition, Profile 1 PRISM (well formed XML, with no requirement for RDF), is described in Guide to PRISM Usage Rights V. 2.1 [RIGHTSGUIDE].*

3.2   New in this Version

The PRISM Usage Rights Namespace is a new addition to the PRISM Specification with the release of PRISM V2.1. This namespace replaces several elements in the prism: namespace, and adds a significant number of new elements designed to aid PRISM users in their tracking and distribution of rights information. It is the intent that both the PRISM Rights Language (prl:) namespace and rights elements from the PRISM namespace will be deprecated when the next major revision of PRISM (V3.0) is published.

3.3   Deprecation of the PRISM Rights Language

The PRISM Rights Language (PRL) was originally designed for rights expression within the RDF domain (Profile 2). In the RDF domain, PRL expressions are used to determine if a person or organization may or may not make use of a resource in a particular way. PRL expressions evaluate to a Boolean value that indicates if a particular use is allowed (if the expression evaluates to true) or not (if the expression evaluates to false). In the XML domain, PRISM rights are indicated by evaluating nested elements in a very different fashion from evaluation in the RDF domain.

After a review of PRL usage, the Working Group has decided to deprecate the PRL namespace and elements with the publication of PRISM 3.0 (date of release is still TBD and will be 2009 or later).

3.4   Deprecation of Rights Elements within the PRISM Namespace

In the PRISM V2.1 release some elements in the new Usage Rights namespace are also present in the PRISM namespace. These elements are prism:copyright/pur:copyright, prism:embargoDate/ pur:embargoDate, prism:expirationDate/pur:expirationDate, and prism:rightsAgent/ pur:rightsAgent. This duplication is intentional, and is part of an effort to consolidate all rights related elements within a single namespace – PRISM Usage Rights. All documentation for duplicate elements in the PRISM namespace indicates that implementers should begin to transition to the PRISM Usage Rights versions. Final deprecation of these elements will take place with the publication of PRISM 3.0 (date of release is still TBD and will be 2009 or later).

3.5   About dc:rights

PRISM maintains a single rights element from the Dublin Core Namespace. Although seldom used, this element remains useful for the expression of simple rights for those that do not need to provide more detailed rights information. The Working Group will retain dc:rights as an element of the PRISM metadata set. It will not be documented within the new PRISM Rights Guide and will remain a standalone element.

4   PRISM Usage Rights Namespace

For the first release of PRISM, the PRISM WG put only the most commonly-needed rights elements into the PRISM namespace. Because of the considerable activity around specifying rights and permissions at that time, the PRISM Working Group could not recommend an existing standard to follow, as they were able to do with XML, RDF, and Dublin Core. Therefore, the Working Group simply defined a small, simple, extensible language for expressing common rights and permissions known as the PRISM Rights Language (PRL).

Today, the landscape has changed considerably. A predominant rights description metadata set for magazine content has yet to emerge. On the digital image side, considerable work has been done by the PLUS Coalition. In addition, new media technologies have complicated matters, as rights are now tied to delivery platforms and distribution channels beyond print. The PRISM Working Group launched a rights committee in late 2007 whose goal was to update the rights portions of the PRISM Specification. The result of that work is the new pur: namespace, which will supplant the existing PRISM Rights Language (PRL) namespace and some elements within the prism: namespace.

The PRISM Usage Rights Namespace (prismUsageRights) seeks to aid publishers in the tracking of rights metadata. Like the PRL namespace, it does not serve to provide rights enforcement. The elements in this namespace capture publisher information regarding permissions, restrictions, recipients, rights owners/agents, and content warnings. There are several elements that specifically pertain to rights surrounding image manipulation. The breadth of the PRISM Usage Rights Namespace greatly surpasses that previously supplied by the PRISM Rights Language (PRL).

Documentation for this namespace can be found at: http://prismstandard.org/namespaces/prismusagerights/2.1/.

The recommended namespace for PRISM Usage Rights is:
xmlns:pur="http://prismstandard.org/namespaces/prismusagerights/2.1/"

4.1   PRISM Usage Rights Element and Attribute Models

All three PRISM profiles are documented in this section. First Profile #1 (XML) is documented. The documentation for the XML-only profile includes a field that indicates whether this element is included in the PRISM Aggregator Message. If the element is included in PAM, please refer to Guide to the PRISM Aggregator Message [PAMGUIDE] for more detailed information about the use of the element in the context of the XML PAM message.

PRISM Profile #2 (RDF/XML) is also documented in this section. In combining XML with RDF, there is far greater flexibility in tagging than we are used to when we define XML elements and attributes with an XML DTD. The remainder of this section contains the most likely element/attribute models for profile 2 PRISM. Other profile 2 models are possible based on the interaction between XML and RDF.

PRISM Profile #3 (XMP) is also documented in this section. The documentation concentrates on the property and container values for the XMP field to provide information required to develop an XMP schema to implement PRISM in the XMP environment. Note that XMP can be particularly useful in extending the capability of encoding multimedia objects with PRISM metadata.

4.1.1 pur:adultContentWarning

Name	Adult Content Warning
Identifier	pur:adultContentWarning
Definition	This element defines warnings that must be used in conjunction with this resource due to the presence of adult content.
Occurrence	Occurs 0 or more times qualified by distribution channel
Comment	Adult content is defined as content that contains violence, nudity, and/or sexual references. Recommended practice is to use the ISO 3166-1 and 3166-2 country and region codes for the countryCode attribute. Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. PRISM provides an open vocabulary for this attribute as a "starter" set (see Section 5 of this document). If distribution channel is not specified, consider the data applicable to all distribution channels. If this element is used more than one time each instance of the element should be qualified by either platform or by distribution channel which can include a platform modifier. ***Note:*** *PRISM recommends against the use of the 'other' value allowed in the PRISM Platform controlled vocabulary. The 'other' value will be deprecated in a future version of PRISM, as the specification does not allow for definition of the 'other'. In lieu of using 'other' please reach out to the PRISM group at prism-wg@yahoogroups.com to request addition of your term to the Platform Controlled Vocabulary.*
PAM	Yes
Profile #1 (XML)	
Element Content	String
Attributes	(Optional) adultContentAge = non-negative integer (Optional) adultContentCode = user-defined string (Optional) countryCode = string (Optional) distributionChannel = user-defined string (Optional) platform = (value from prism:platform controlled vocabulary) "email", "mobile", "broadcast", "web", "print", "recordableMedia", "other". (Optional) xml:lang = designed for identifying the human language used
Example	`<pur:adultContentWarning adultContentAge="18" adultContentCode="345" platform="mobile" distributionChannel="syndication">Warning: Restricted to those 18 and older due to extreme violence.</pur:adultContentWarning>`
Profile #2 (RDF)	Complex RDF modeling possible
Profile #3 (XMP)	
Property Value	bag Text

4.1.2   pur:agreement

Name	Agreement
Identifier	pur:agreement
Definition	Agreement is used to identify all contracts and releases.
Occurrence	Occurs 0 or more times qualified by distribution channel
Comment	This element can capture a free text description of the agreement in addition to the type, status, agreementID, and xml:lang as attributes. Agreement types are suggested but are not a formal controlled vocabulary. 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 includes limited, unlimited, unknown, NA, None The Agreement ID can be used to tie the resource to a contract or release. The rdf:resource attribute is a pointer to the location of the agreement online or in a database.
PAM	Yes
Profile #1 (XML)	
Element Content	String
Attributes	(Optional) agreementType = property release, subject release, event release, object release, agency agreement, photographer contract, illustrator contract, writer contract. (Required) status = limited, unlimited, unknown, NA, none (Optional) agreementID = string (to tie to a contract or release) (Optional) rdf:resource = pointer to agreement (Optional) xml:lang = designed for identifying the human language used
Example	`<pur:agreement type="property release" status="limited" agreementID="PR080308Tk43">For use of personal home</pur:agreement>`
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	(Optional) rdf:resource = pointer to agreement (Optional) agreementType = property release, subject release, event release, object release, agency agreement, photographer contract, illustrator contract, writer contract. (Required) status = limited, unlimited, unknown, NA, none (Optional) agreementID = string (to tie to a contract or release) (Optional) xml:lang = designed for identifying the human language used et
Model #2	
Element Content	Plain Literal
Attributes	(Optional) agreementType = property release, subject release, event release, object release, agency agreement, photographer contract, illustrator contract, writer contract. (Required) status = limited, unlimited, unknown, NA, none (Optional) agreementID = string (to tie to a contract or release) (Optional) rdf:resource = pointer to agreement (Optional) xml:lang = designed for identifying the human language used
Example	`<pur:agreement type="property release" status="limited" agreementID="PR080308Tk43">For use of personal home</pur:agreement>`
Profile #3 (XMP)	
Property Value	bag Text

4.1.3 pur:copyright

Name	Copyright
Identifier	pur:copyright
Definition	Copyright statement for the resource.
Occurrence	Occurs 0 or more times
Comment	Typically this field will contain the same copyright statement as appears in the printed magazine or displayed on the digital platform. The © character may be provided directly, or by the numeric character entity "©". ***Note:*** *PRISM will deprecate the prism:copyright element in favor of the pur:copyright element in PRISM 3.0. Recommended best practice is to use the element in this namespace.*
PAM	Yes
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	((Optional) xml:lang = designed for identifying the human language used
Example	`<pur:copyright>© Copyright 2001, Time Inc. All rights reserved.</pur:copyright>`
Profile #2 (RDF)	For **profile 2** (XML/RDF) you can combine the attributes from the PRISM namespace with RDF attributes.
Model #1	
Element Content	URI Resource (no element content)
Attributes	Authority Reference.(rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	(Optional) xml:lang = designed for identifying the human language used
Model #3	
Element Content	XML Literal
Attributes	rdf:parseType="Literal" (Optional) xml:lang = designed for identifying the human language used

Example	`Model #1`
	`<pur:copyright rdf:resource="http://www.timeinc.com/copyright/">`
	
	`Model #2`
	`<pur:copyright>© Copyright 2001, Time Inc. All rights reserved.</pur:copyright>`
	
	`Model #3`
	`<pur:copyright rdf:parseType="Literal">© Copyright 1995-2002, Wicked Publications Inc.</pur:copyright>`

Profile 3 (XMP)	
Property Values	bag Text

4.1.4   pur:creditLine

Name	Credit Line
Identifier	pur:creditLine
Definition	Used to encode the credit line for a media asset. The element indicates whether the credit is required by agreement and the distribution channel to which it applies.
Occurrence	Occurs 0 or more times
Comment	If this element is used more than one time each instance of the element should be qualified by distribution channel. Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. PRISM provides an open vocabulary for this attribute as a "starter" set (see Section 5 of this document). If distribution channel is not specified, consider the data applicable to all distribution channels.
PAM	Yes
Profile #1 (XML)	
Element Content	String
Attributes	(Optional) required= (Boolean) (Optional) agreementID = string (Optional) distributionChannel = string (Optional) xml:lang = designed for identifying the human language used
Example	`<pur:creditLine required="y" distributionChannel="internationalAggregator">Courtesy of PETA</pur:creditLine>`
Profile #2 (RDF)	Complex RDF modeling possible
Profile #3 (XMP)	
Property Value	bag Text

4.1.5   pur:embargoDate

Name	Embargo Date
Identifier	pur:embargoDate
Definition	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.
Occurrence	Occurs 0 or more times qualified by distribution channel
Comment	It is common practice to 'embargo' information – provide it to publishers in advance under an agreement that it will not be published until the embargo expires at some specific date and time. After that the information may be released to the outside world. The embargoDate is not a property of the resource as much as it is a property of the agreement under which the resource is provided. Therefore, this element is considered to be a rights-based element. *Note: Best practice is to use the W3C dateTime format. PRISM uses a typed literal in an XSD environment to enforce the W3C date format.* If this element is used more than one time each instance of the element should be qualified by distribution channel. Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. PRISM provides an open vocabulary for this attribute as a "starter" set (see Section 5 of this document). If distribution channel is not specified, consider the data applicable to all distribution channels. *Note: PRISM will deprecate the prism:embargoDate element in favor of the pur:embargoDate element in PRISM 3.0. Recommended best practice is to use the element in this namespace.*
PAM	Yes
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	(Optional) distributionChannel = string (Optional) agreementID= string
Example	`<pur:embargoDate distributionChannel="website">2002-12-31T13:20:00.000-05:00</pur:embargoDate>`
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	(Optional) distributionChannel = string (Optional) agreementID= string
Example	`<pur:embargoDate rdf:datatype="http://www.w3.org/TR/xmlschema-2/#dateTime">2002-12-25</pur:embargoDate>`
Profile 3 (XMP)	
Field Value	bag Date: "If more than one, then refine using XMP Qualifer distributionChannel=

4.1.6   pur:exclusivityEndDate

Name	Exclusivity End Date
Identifier	pur:exclusivityEndDate
Definition	The date (potentially including time) when exclusive use of the resource ends according to a rights agreement.
Occurrence	Occurs 0 or more times qualified by distribution channel
Comment	This is not to be confused with killDate, which is not tied to a rights agreement. If this element is used more than one time each instance of the element should be qualified by distribution channel. ***Note:** Best practice is to use the W3C dateTime format. PRISM uses a typed literal in an XSD environment to enforce the W3C date format.* Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. PRISM provides an open vocabulary for this attribute as a "starter" set (see [Section 5](#) of this document). If distribution channel is not specified, consider the data applicable to all distribution channels.
PAM	Yes
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	(Optional) distributionChannel = string (Optional) agreementID= string
Example	`<pur:exclusivityEndDate distributionChannel="magazineReuse">2002-12-31T13:20:00.000-05:00</pur:exclusivityEndDate>`
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	(Optional) distributionChannel = string (Optional) agreementID= string
Example	`<pur:exclusivityEndDate rdf:datatype="http://www.w3.org/TR/xmlschema-2/#dateTime">2002-12-25</pur:exclusivityEndDate>`
Profile 3 (XMP)	
Field Value	bag Date: "If more than one, then refine using XMP Qualifer distributionChannel=

4.1.7   pur:expirationDate

Name	Expiration Date
Identifier	pur:expirationDate
Definition	The date (potentially including time) by which the resource must be removed from availability to users or customers according to a rights agreement.
Occurrence	Occurs 0 or more times qualified by distribution channel
Comment	Since the expirationDate is a property of a rights agreement, not of the resource itself, this element is a rights-based element. This is not to be confused with killDate, which is not tied to a rights agreement. This element differs from pur:exclusivityEndDate in that the expiration date indicates when a resource must be removed from availability, not the expiration of *exclusive* availability. If this element is used more than one time each instance of the element should be qualified by distribution channel. ***Note:*** *Best practice is to use the W3C dateTime format. PRISM uses a typed literal in an XSD environment to enforce the W3C date format.* Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. PRISM provides an open vocabulary for this attribute as a "starter" set (see Section 5 of this document). If distribution channel is not specified, consider the data applicable to all distribution channels. ***Note****: PRISM will deprecate the prism:expirationDate element in favor of the pur:expirationDate element in PRISM 3.0. Recommended best practice is to use the element in this namespace.*
PAM	Yes
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	(Optional) distributionChannel = string (Optional) agreementID= string
Example	`<pur:expirationDate distributionChannel="buyerGuide">2002-12-31T13:20:00.000-05:00</pur:expirationDate>`
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	(Optional) distributionChannel = string (Optional) agreementID= string
Example	`<pur:expirationDate rdf:datatype="http://www.w3.org/TR/xmlschema-2/#dateTime">2009-09-19</pur:expirationDate>`
Profile 3 (XMP)	
Field Value	bag Date: "If more than one, then refine using XMP Qualifer distributionChannel=

4.1.8   pur:imageSizeRestriction

Name	Image Size Restriction
Identifier	pur:imageSizeRestriction
Definition	Specifies the usage restriction on image size.
Occurrence	Occurs 0 or 1 time per digital image
Comment	When horizontal and vertical maximum usage dimensions are specified they must include a unit of measure specific to the platform on which the publication will be delivered. When the publication platform is web, for example, the unit should be pixels. Text describing the size restriction may be specified in place of exact maximum dimensions. For example, the restriction may be "full page" or "spread". **Note:** *PRISM recommends against the use of the 'other' value allowed in the PRISM Platform controlled vocabulary. The 'other' value will be deprecated in a future version of PRISM, as the specification does not allow for definition of the 'other'. In lieu of using 'other' please reach out to the PRISM group at prism-wg@yahoogroups.com to request addition of your term to the Platform Controlled Vocabulary.*
PAM	Yes
Profile #1 (XML)	
Element Content	String
Attributes	(Optional) verticalDimension = (include unit of measure) (Optional) horizontalDimension = (include unit of measure) (Optional) platform = (Optional) agreementID = string (to tie to a contract or release) (Optional) xml:lang = designed for identifying the human language used
Example	`<pur:imageSizeRestriction platform="print">full page</pur:imageSizeRestriction>`
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource) Optional) verticalDimension = (include unit of measure) (Optional) horizontalDimension = (include unit of measure) (Optional) platform = (Optional) agreementID = string (to tie to a contract or release) (Optional) xml:lang = designed for identifying the human language used
Model #2	
Element Content	Plain Literal
Attributes	Optional) verticalDimension = (include unit of measure) (Optional) horizontalDimension = (include unit of measure) (Optional) platform = (Optional) agreementID = string (to tie to a contract or release) (Optional) xml:lang = designed for identifying the human language used

Examples	`Model #1`
	`<pur:imageSizeRestriction rdf:resource="http://www.PhantasticPhotos.com"/>`
	
	`Model #2`
	`<pur:imageSizeRestriction>full page</pur:imageSizeRestrictiton>`

Profile #3 (XMP)	
Property Value	Text

4.1.9 pur:optionEndDate

Name	Option End Date
Identifier	pur:optionEndDate
Definition	The date (potentially including time) by which the resource must be used according to the rights agreement.
Occurrence	Occurs 0 or more times qualified by distribution channel
Comment	If this element is used more than one time each instance of the element should be qualified by distribution channel. ***Note:*** *Best practice is to use the W3C dateTime format. PRISM uses a typed literal in an XSD environment to enforce the W3C date format.* Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. PRISM provides an open vocabulary for this attribute as a "starter" set (see Section 5 of this document). If distribution channel is not specified, consider the data applicable to all distribution channels.
PAM	Yes
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	(Optional) distributionChannel = string (Optional) agreementID= string
Example	`<pur:optionEndDate distributionChannel="website">2002-12-25</pur:optionEndDate>`
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	(Optional) distributionChannel = string (Optional) agreementID= string
Example	`<pur:optionEndDate rdf:datatype="http://www.w3.org/TR/xmlschema-2/#dateTime">2009-09-19</pur:optionEndDate>`
Profile 3 (XMP)	
Field Value	bag Date: "If more than one, then refine using XMP Qualifer distributionChannel=

4.1.10 pur:permissions

Name	Permissions
Identifier	pur:permissions
Definition	Specifies special usage permissions by distribution channel.
Occurrence	Occurs 0 or more times qualified by distribution channel
Comment	Recommended practice is to use ISO 3166-1 Country Codes or a publisher defined set of country codes. If this element is used more than one time each instance of the element should be qualified by the distribution channel. Note that a usage fee may be tied to each distribution channel using the permissions element by combining the distributionChannel= attribute with the usageFee= attribute on the permissions element. Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. PRISM provides an open vocabulary for this attribute as a "starter" set (see Section 5 of this document). If distribution channel is not specified, consider the data applicable to all distribution channels.
PAM	Yes
Profile #1 (XML)	
Element Content	String
Attributes	(Optional) code = (special user-defined permissions code) (Optional) countryCode = (when permissions vary by country) (Optional) agreementID = string (to tie to a contract or release) (Optional) distributionChannel = (Optional) usageFee= (Optional) xml:lang (specify language of permissions statement
Example	`<pur:permissions distributionChannel="domesticMagazineReuse">Image may be used in a spread where alcoholic beverages are advertised.</pur:permissions>`
Profile #2 (RDF)	Complex RDF modeling possible
Profile #3 (XMP)	
Property Value	bag Text; If more than one, then refine using XMP Qualifer distributionChannel=

4.1.11 pur:restrictions

Name	Restrictions
Identifier	pur:restrictions
Definition	Specifies special usage restrictions by distribution channel.
Occurrence	Occurs 0 or more times qualified by distribution channel
Comment	Recommended practice is to use the ISO 3166-1 country codes or a publisher-defined set of country codes for Country Code. The values used for the attribute code could be the same as the codes used for prism:usageRights:permissions. In this case, users should take care to ensure that the code can be properly interpreted as a restriction. If this element is used more than one time each instance of the element should be qualified by distribution channel. Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. PRISM provides an open vocabulary for this attribute as a "starter" set (see Section 5 of this document). If distribution channel is not specified, consider the data applicable to all distribution channels.
PAM	Yes
Profile #1 (XML)	
Element Content	String
Attributes	(Optional) code = (special user-defined permissions code) (Optional) countryCode (when permissions vary by country) (Optional) agreementID = string (to tie to a contract or release) (Optional) distributionChannel = (Optional) xml:lang (specify language of permissions statement
Example	`<pur:restrictions distributionChannel="domesticMagazineReuse">Image may not be used in a spread where alcoholic beverages are advertised.</pur:restrictions>`
Profile #2 (RDF)	Complex RDF modeling possible
Profile #3 (XMP)	
Property Value	bag Text; If more than one, then refine using XMP Qualifer distributionChannel=

4.1.12 pur:reuseProhibited

Name	Reuse Prohibited
Identifier	pur:reuseProhibited
Definition	Specifies that there are no rights to reuse this resource.
Occurrence	Occurs 0 or 1 time
Comment	If not specified, some kind of reuse is assumed to be allowed. This is a "flag" that lets users know that reuse is not an option.
PAM	Yes
Profile #1 (XML)	
Element Content	String (yes / no/ provisional/ ask)
Attributes	None
Example	`<pur:reuseProhibited>yes</pur:reuseProhibited>`
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None

Examples	`Model #1`
	`<pur:reuseProhibited rdf:resource="http://www.xyzCorp.com/usage"/>`
	
	`Model #2`
	`<pur:reuseProhibited>yes</pur:reuseProhibited>`

Profile #3 (XMP)	
Property Value	Text

4.1.13 pur:rightsAgent

Name	Rights Agent
Identifier	pur:rightsAgent
Definition	Name, and possibly contact information, for the person or organization that should be contacted to license the rights to use a resource.
Occurrence	Occurs 0 or more times
Comment	This element should contain human-readable information. PRISM recommends that this be a simple text element. However, the content of this element may be elements from other namespaces, such as one that gives contact information, should such a namespace be acceptable to all the parties in the PRISM communication. The rights agent is not necessarily the rights owner. *Note: PRISM will deprecate the prism:rightsAgent element in favor of the pur:rightsAgent element in PRISM 3.0. Recommended best practice is to use the element in this namespace.*
PAM	Yes
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	(Optional) agreementID = (Optional) xml:lang designed for identifying the human language used
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	xml:lang (optional) designed for identifying the human language used
Model #3	
Element Content	XML Literal
Attributes	rdf:parseType="Literal" (Optional) agreementID = (Optional) xml:lang designed for identifying the human language used

Examples	```Model #1```
	`<pur:rightsAgent rdf:resource=http://www.PhantasticPhotos.com/>`
	`<pur:rightsOwner rdf:resource=http://www.PhantasticPhotos.com/>`
	
	```Model #2```
	`<pur:rightsAgent>Phantastic Photos, Philadelphia</pur:rightsAgent>`
	`<pur:rightsOwner>Victoria's Secret</pur:rightsOwner>`

Profile #3 (XMP)	
Field Value	Bag Text

4.1.14 pur:rightsOwner

Name	Rights Owner
Identifier	pur:rightsOwner
Definition	Name, and possibly contact information, for the person(s) or organization(s) that owns the rights to use a resource. This may differ from the rights agent.
Occurrence	Occurs 0 or more times
Comment	This element should contain human-readable information. PRISM recommends that this be a simple text element. However, the content of this element may be elements from other namespaces, such as one that gives contact information, should such a namespace be acceptable to all the parties in the PRISM communication.
PAM	Yes
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	(Optional) agreementID = (Optional) xml:lang designed for identifying the human language used
Example	`<pur:rightsOwner>Victoria's Secret</pur:rightsOwner>`
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource) (Optional) agreementID = (Optional) xml:lang designed for identifying the human language used
Model #2	
Element Content	Plain Literal
Attributes	(Optional) agreementID = (Optional) xml:lang designed for identifying the human language used

Examples	`Model #1`
	`<pur:rightsAgent rdf:resource=http://www.PhantasticPhotos.com/>`
	`<pur:rightsOwner rdf:resource=http://www.PhantasticPhotos.com/>`
	
	`Model #2`
	`<pur:rightsAgent>Phantastic Photos, Philadelphia</pur:rightsAgent>`
	`<pur:rightsOwner>Victoria's Secret</pur:rightsOwner>`

Profile #3 (XMP)	
Field Value	bag Text

Distribution Channel Open Vocabulary

The PRISM Usage Rights Distribution Channel attribute describes a type of content recipient or a method of reuse for content distribution. The attribute is used for the following elements in the PRISM Usage Rights Namespace [PRISMURNS]:

> pur:permissions
> pur:restrictions
> pur:creditLine
> pur:embargoDate
> pur:exlusivityEndDate
> pur:expirationDate
> pur:optionEndDate
> pur:adultContentWarning

Values for the distribution channel attribute can be obtained from the below open vocabulary (see *Table 2.0*) or can be publisher defined. PRISM recognizes that distribution channels will frequently be publisher specific, and therefore did not see fit to constrain users to a controlled vocabulary. Best practice is for each publisher to define their own controlled vocabulary for distribution channel and communicate that vocabulary to all content recipients.

Term	*Definition*
#aggregator	A content recipient who aggregates content from multiple publishers or platforms. Ex. LexisNexis
#anthology	A collection of works collected into a single volume for publication.
#audio	Sound-based content.
#audioBook	A recording of a reading of a previously published text resource.
#blog	A web site with regular entries commonly displayed in reverse-chronological order.
#book	A literary work, or a main division of such a work. A book is a monograph while magazines or journals are serial periodicals.
#broadcast	Streaming audio and video such as TV and radio. PRISM recommends that podcasts be separately identified.
#buyerGuide	A publication that appraises buyers of the terms and conditions of a purchase.
#digitalMagazine	A digital facsimile of a print magazine that simulates the print experience by providing a page turning feature.
#electronicPaper	Publication on a display device that mimics the appearance of ordinary ink on paper using positively and negatively charged pigments. Ex. Amazon's Kindle or Sony's Reader
#email	Electronic mail which is sent over an electronic communication system (internet) using SMTP.
#magazineReuse	Republication in a magazine.
#mobile	Text and images delivered to a mobile device, such as a cell phone.
#newsletter	A regularly distributed publication generally about one main topic that is of interest to its subscribers.
#podcast	Downloadable material containing audio and/or video content. It is self-contained and is not streaming.
#printMagazine	Paper and ink periodicals containing articles, essays, poems, or other writings by different authors, usually on a variety of topics and intended for a general reading public or treating a particular area of interest for a popular audience.
#promotion	A publication disseminating information about a product, product line, brand, or company.
#publicity	A publication that deliberately attempts to manage the public's perception of a subject. Can take many forms including a report, press release, flyer, contest, etc.
#reprints	Ink and paper (print) republication of a resource.
#rss	A web feed format delivered via a specialized RSS (Really Simple Syndication) reader.

Term	Definition
#syndication	Supply of material for reuse and integration with other content, often through a paid service subscription. Ex. Magazines may syndicate content to newspapers or other periodicals.
#video	A format that captures moving visual images.
#website	A collection of web pages, images, videos, or other digital assets hosted on web servers and accessible via the Internet.
#whitePaper	An authoritative report or guide offering a specific position or solution to a problem, frequently produced in a political or business environment.

Table 2.0 Distribution Channel Open Vocabulary

PRISM suggests that implementers utilize the distribution channel open vocabulary in combination with a set of modifiers (prefixes). These modifiers can be concatenated to provide information regarding the geographical location of the recipient or the platform on which the recipient publishes. Use of modifiers is optional.

Suggested Geographical Modifiers:

Modifier	Definition
Domestic	Usage inside the publisher's country.
Internal	Usage within the original publishing company/organization.
international	Usage outside the publisher's country.

Suggested Platform Modifiers (values are taken from the PCV Platform Vocabulary):

Modifier	Definition
email	Text and images delivered by internet email.
mobile	Text and images delivered to a mobile device, such as a cell phone.
print	Text and static images delivered as print on paper or other printable surface.
recordableMedia	Delivered on a recordable media such as CD or DVD.
broadcast	TV, radio, podcast (streaming audio and video).
web	Viewable on a website with a browser.

Here are examples of use of the distribution channel attribute, both with and without use of modifiers.

Ex. Embargo date for domestic print aggregator use:

```
<pur:embargoDate distributionChannel="domesticPrintAggregator">2009-02-
12</pur:embargoDate>
```

Ex. Embargo date for international print aggregator use:

```
<pur:embargoDate distributionChannel="internationalPrintAggregator">2009-02-
01</prism:usageRights:embargoDate>
```

Ex. Embargo date for all aggregators (including domestic, international, print and all other platforms):

```
<pur:embargoDate distributionChannel="aggregator">2009-02-08</pur:embargoDate>
```

Additional examples are provided in the documentation for the individual elements that allow for use of the distribution channel attribute.