



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

Version 3.0

PRISM Usage Rights Metadata Specification

October 4, 2012



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1 STATUS

1.1 Document Status

The status of this document is:

✓	Draft	11/04/2011
✓	Released for Public Comment	12/15/2012
✓	Final Draft Released for Comment	06/12/2012
✓	Final Specification	10/04/2012

1.2 Document Location

The location of this document is:

[http://www.prismstandard.org/specifications/3.0/PRISM Usage Rights Metadata 3.0.pdf](http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.pdf)

or

[http://www.prismstandard.org/specifications/3.0/PRISM Usage Rights Metadata 3.0.htm](http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.htm)

1.3 Version History

Version Number	Release Date	Editor	Description
2.1	05/15/09	Kennedy	Final Spec with comments resolved
3.0	12/15/2011	Kennedy	Public Draft
3.0	6/12/2012	Kennedy	Final Draft Spec with comments resolved
3.0	10/04/2012	Kennedy	Final Specification

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:

2.2.1 General Documents

This is a set of general or overview documents that apply to PRISM.

Document	Description
PRISM Introduction [PRISMINT] http://www.prismstandard.org/specifications/3.0/PRISM_introduction_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_introduction_3.0.htm	Overview, background, purpose and scope of PRISM; examples; contains no normative material.
PRISM Compliance [PRISMCOMP] http://www.prismstandard.org/specifications/3.0/PRISM_compliance_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_compliance_3.0.htm	Describes three profiles of PRISM compliance for content and systems; includes normative material.

2.2.2 PRISM Metadata Specifications

This is the set of documents that outline the prism metadata fields and values by PRISM metadata category. PRISM has modularized its metadata specification by namespace so users may pick those modules that meet their unique business requirements without having to implement the entire PRISM specification.

Document	Description
The PRISM Basic Metadata Specification [PRISMBMS] http://www.prismstandard.org/specifications/3.0/PRISM_Basic_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Basic_Metadata_3.0.htm	Describes the basic metadata elements contained in the PRISM namespace to describe article content; includes normative material.
PRISM Advertising Metadata Specification [PRISMADMS] http://www.prismstandard.org/specifications/3.0/PRISM_Advertising_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Advertising_Metadata_3.0.htm	Describes advertising metadata elements including those drawn from AdsML, GWG and Ad-ID; includes normative material.
The PRISM Subset of Dublin Core Metadata Specification [PRISMDCMS] http://www.prismstandard.org/specifications/3.0/PRISM_Dublin_Core_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Dublin_Core_Metadata_3.0.htm	Describes the metadata elements from the Dublin Core namespace that are included in PRISM; includes normative material.
The PRISM Image Metadata Specification [PRISMIMS] http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_Specification_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_Specification_3.0.htm	Describes the metadata elements contained in the PRISM Metadata for Images Namespace and other related image namespaces, includes normative material.
The PRISM Recipe Metadata Specification [PRISMRMS] http://www.prismstandard.org/specifications/3.0/PRISM_Recipe_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Recipe_Metadata_3.0.htm	Describes the metadata elements contained in the PRISM Recipe Metadata Namespace, includes normative material
The PRISM Usage Rights Metadata Specification [PRISMURMS] http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.htm	Describes the metadata 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.

2.2.3 PRISM Aggregator Message Markup Specification

This module documents the PRISM Markup Elements and Attributes for use with the PRISM Aggregator Message. At the time of the publication of the Introduction to PRISM, the PAM Message remains at version 2.1. This set of documents includes:

Document	Description
The PRISM PAM Markup Specification [PRISMPAMMS] http://www.prismstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.pdf or http://www.prismstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.htm	Describes the XML elements and attributes used to encode the PRISM Aggregator Message from both the pam: and pim: namespaces; includes normative material.

2.2.4 PRISM Inline Markup Specification

This module documents the PRISM Inline Markup Elements and Attributes for use with the PRISM Aggregator Message. This set of documents includes:

Document	Description
The PRISM Inline Markup Specification [PRISMIMS] http://www.prismstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification_3.0.pdf or http://www.prismstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification_3.0.htm	Describes the XML elements used to encode the inline markup for the PRISM Aggregator Message. Includes normative material.

2.2.5 PRISM Controlled Vocabulary Specifications

These modules are new with PRISM 3.0. All controlled vocabularies and their terms are documented in this publication set.

Document	Description
The PRISM Controlled Vocabulary Markup Specification [PRISMCVMS] http://www.prismstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.htm	Describes the metadata fields in the PRISM Controlled Vocabulary Namespace that can be used to describe a controlled vocabulary. Actual PRISM controlled vocabularies are now placed in the PRISM Controlled Vocabularies Specification [PRISMCVS]
The PRISM Controlled Vocabularies Specification [PRISMCVS] http://www.prismstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.htm	The PRISM Controlled Vocabularies are now documented in this document.

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2.2.6 Additional PRISM Documentation

The Guide to the PRISM Aggregator Message [[PAMGUIDE](#)] documents the PRISM Aggregator Message (PAM), an XML-based application of PRISM.

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

The Guide to PRISM Usage Rights [[RIGHTSGUIDE](#)] documents an XML-based PRISM 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 Guide to PRISM Metadata for Images [[IMAGEGUIDE](#)] documents an XML-based PRISM Profile 1 application for the expression of the structure and use of PRISM Metadata for Images and can be used as the basis for developing an image management system based on PRISM Metadata for Images and for implementing PMI in XML.

The Guide to PRISM Recipe Metadata and XML Encoding [[RECIPEGUIDE](#)] documents the XML-based PRISM Profiles for the encoding of recipes for:

- Establish a Recipe Database
- Establish a tagging scheme to code a wide variety of recipes in XML
- Tag recipes within the PAM message
- Tag recipes in nextPub XML Content Source

2.2.7 Access to PRISM Documentation

The PRISM documentation package, the PAM guide (see above), the PAM DTD, the PAM XSD and a range of other information concerning PRISM are all publicly and freely available on the PRISM website, www.prismstandard.org.

2.2.8 Access to PAM Schemas

Standard URLs have been established to access PRISM/PAM XSDs and DTDs as well as the XSD for the new PRISM Usage Rights Model.

To access PAM XSDs and DTDs:

<http://www.prismstandard.org/schemas/pam/2.1/>

<http://www.prismstandard.org/schemas/pam/2.1/pam.xsd>

<http://www.prismstandard.org/schemas/pam/2.1/pam-dc.xsd>

<http://www.prismstandard.org/schemas/pam/2.1/pam-prism.xsd>

To access PRISM Rights Model XSD

<http://www.prismstandard.org/schemas/rights/3.0/rightsmodel.xsd>

To access PRISM Recipe Tagging and Recipe Database XSD

<http://www.prismstandard.org/schemas/recipe/3.0/recipe.xsd>

2.2.9 nextPub PRISM Source Vocabulary Documentation Set

nextPub has developed a series of specifications collectively known as the PRISM Source Vocabulary. The use case for PSV is to encode semantically rich content for transformation and delivery to any platform. This Specification is made up of a modular documentation package that builds on PRISM 3.0 and HTML5. Over time new modules may be added to the documentation package. The documentation package for the nextPub PRISM Source Vocabulary Specification Version 1.0 consists of:

Document	Description
PRISM Source Vocabulary Specification Overview [PSVSO] http://www.prismstandard.org/specifications/psv/1.0/PSV_overview.pdf or http://www.prismstandard.org/specifications/psv/1.0/PSV_overview.htm	The Introduction to the PRISM Source Vocabulary provides an introduction and a non-technical overview of the PRISM Source Vocabulary.
PRISM Source Vocabulary Specification [PSVS] http://www.prismstandard.org/specifications/psv/1.0/PSV.pdf or http://www.prismstandard.org/specifications/psv/1.0/PSV.htm	The <u>PRISM Source Vocabulary Specification</u> defines semantically rich for source metadata and content markup that can be transformed and served to a wide variety of output devices including eReaders, mobile tablet devices, smart phones and print.
PRISM Source Vocabulary Markup Specification [PSVMS] http://www.prismstandard.org/specifications/psv/1.0/PSV_markup.pdf or http://www.prismstandard.org/specifications/psv/1.0/PSV_markup.htm	The PSV Markup Specification documents the XML tags in the PSV namespace that are used to encode XML Source Content.
PAM to PSV_Guide [PAMPSVGUIDE] http://www.prismstandard.org/specifications/psv/1.0/PAM_PSV.pdf or http://www.prismstandard.org/specifications/psv/1.0/PAM_PSV.htm	This Guide documents mappings from PAM XML to PSV XML. It is normative only.

2.3 PSV Content Management Schema

In order to assist implementers develop a PSV-based federated content management solution, the nextPub Working Group is providing an XML Schema (XSD) that can serve as the basis for the design of a PSV content repository.

Note: The PSV CM schema is not designed for tagging content. It is provided simply to serve as a basis for the design of a content repository. Metadata building blocks from this schema can be combined with HTML5 by publishers who wish to develop a hybrid PSV metadata and content tagging schema.

2.4 Other PSV Schemas

Because PSV is a flexible framework, it supports many different use case scenarios. A different schema, using the PSV metadata fields and content encoding can be developed for each different use case. In order to assist PSV implementers, the nextPub Working Group is planning to provide a number of XML Schemas (XSDs) to support common use cases including tagging an article and transmitting articles to content aggregators. These PSV sample schemas will be available from the nextPub website (<http://www.nextpub.org>) and documented in the nextPub PSV Implementation Guide that will be published following the publication of this specification.

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 [\[PRISMINT\]](#) 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. 3.0 \[RIGHTSGUIDE\]](#).

3.2 New in this Version

The PRISM Usage Rights Metadata Specification has replaced any recommendation to use the Distribution Channel Controlled Vocabulary with the new PRISM Aggregation Type Controlled Vocabulary and separated the identification of delivery platform into a separate platform attribute. See The PRISM Controlled Vocabularies Specification [\[PRISM CVS\]](#) Version 3.0 for documentation about the PRISM Aggregation Type CV and the PRISM Platform CV.

The PRISM Rights Language (PRL) has been deprecated with the publication of The PRISM Usage Rights Metadata Specification [\[PRISMURMS\]](#) Version 3.0.

Rights elements within the PRISM namespace have also been deprecated with the publication of The PRISM Usage Rights Metadata Specification [\[PRISMURMS\]](#) Version 3.0.

3.3 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.

Other Dublin Core and PRISM rights elements have been deprecated from this specification with the publication of Version 3.0.

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 (prism:usageRights) seeks to aid publishers in the description and tracking of usage 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/pur/3.0/>.

The recommended namespace for PRISM Usage Rights is:
xmlns:pur="http://prismstandard.org/namespaces/pur/3.0/"

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 PRISM Profile# 2. Other PRISM 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.

4.2 Specifying the Platform

The PRISM Usage Rights Platform attribute describes the platform for content distribution. The attribute is used for the following elements in the PRISM Usage Rights Namespace [PRISMURNS]:

- pur:restrictions
- pur:permissions
- pur:copyright
- pur:creditLine
- pur:embargoDate
- pur:exclusivityEndDate
- pur:expirationDate
- pur:optionEndDate
- pur:adultContentWarning

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.

4.3 Specifying the Distribution Channel

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:exclusivityEndDate
- pur:expirationDate
- pur:optionEndDate
- pur:adultContentWarning

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.

One method to define a distribution channel controlled vocabulary is to base the vocabulary on the PRISM Aggregation Type Controlled Vocabulary combined with regionalization terms such as domestic, international, and internal. See The PRISM Controlled Vocabularies Specification [[PRISM CVS](#)] Version 3.0 for documentation about PRISM Aggregation Types.

4.4 PRISM Usage Rights Elements and Attributes

4.4.1 pur:adultContentWarning

Name	Adult Content Warning
------	-----------------------

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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	<p>Adult content is defined as content that contains violence, nudity, and/or sexual references.</p> <p>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.</p> <p><i>PRISM recommends against the use of the #other value allowed in the PRISM Platform controlled vocabulary. 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.</i></p>
Included in PAM?	Yes
Included in PSV?	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 the PRISM Platform Controlled Vocabulary) (Optional) xml:lang = designed for identifying the human language used
Example	<pur:adultContentWarning adultContentAge="18" adultContentCode="345" platform="mobile" distributionChannel="feed">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

4.4.2 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	<p>This element is used to 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.</p> <p>The status of an agreement comes from the USE Plus Specification for digital images includes limited, unlimited, unknown, NA, None</p> <p>The Agreement ID can be used to tie the resource to a contract or release.</p> <p>The rdf:resource attribute is a pointer to the location of the agreement online or in a database.</p>
Included in PAM?	Yes
Included in PSV?	Yes
Profile #1 (XML)	

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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) platform = (value from the PRISM Platform Controlled Vocabulary) (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) 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

4.4.3 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 magazine, book or other publication. The © character may be provided directly, or by the numeric character entity "©".
Included in PAM?	Yes
Included in PSV?	Yes
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	(Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (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

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	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) platform = (value from the PRISM Platform Controlled Vocabulary) (Optional) xml:lang = designed for identifying the human language used
Model #3	
Element Content	XML Literal
Attributes	rdf:parseType="Literal" (Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (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

4.4.4 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. If distribution channel is not specified, consider the data applicable to all distribution channels.
Included in PAM?	Yes
Included in PSV?	Yes
Profile #1 (XML)	
Element Content	String
Attributes	(Optional) required= (Boolean) (Optional) agreementID = string (Optional) distributionChannel = user-defined string (Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (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)	

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Property Value	bag Text
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4.4.5 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	<p>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.</p> <p>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.</p> <p><i>Best practice is to use the W3C dateTime format. PRISM uses a typed literal in an XSD environment to enforce the W3C date format.</i></p> <p>If this element is used more than one time, each instance of the element should be qualified by distribution channel.</p> <p>Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. If distribution channel is not specified, consider the data applicable to all distribution channels.</p>
Included in PAM?	Yes
Included in PSV?	Yes
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	(Optional) distributionChannel = user-defined string (Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (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 = user-defined string (Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (Optional) agreementID= string
Example	<pur:embargoDate rdf:datatype="http://www.w3.org/TR/xmlschema-2/#dateTime">2002-12-25</pur:embargoDate>
Profile #3 (XMP)	
Property Value	bag Date: "If more than one, then refine using XMP Qualifer distributionChannel="

4.4.6 pur:exclusivityEndDate

Name	Exclusivity End Date
Identifier	pur:exclusivityEndDate

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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	<p>This is not to be confused with killDate, which is not tied to a rights agreement.</p> <p>If this element is used more than one time each instance of the element should be qualified by distribution channel.</p> <p>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.</p> <p>Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. If distribution channel is not specified, consider the data applicable to all distribution channels.</p>
Included in PAM?	Yes
Included in PSV?	Yes
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	(Optional) distributionChannel = user defined string (Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (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 = user defined 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)	
Property Value	bag Date: "If more than one, then refine using XMP Qualifer distributionChannel=

4.4.7 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	<p>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.</p> <p>This element differs from pur:exclusivityEndDate in that the expiration date indicates when a resource must be removed from availability, not the expiration of <i>exclusive</i> availability.</p> <p>If this element is used more than one time each instance of the element should be qualified by distribution channel.</p>

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	<p><i>Best practice is to use the W3C dateTime format. PRISM uses a typed literal in an XSD environment to enforce the W3C date format.</i></p> <p>Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. If distribution channel is not specified, consider the data applicable to all distribution channels.</p> <p>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.</p>
Included in PAM?	Yes
Included in PSV?	Yes
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	(Optional) distributionChannel = user-defined string based on the PRISM Aggregation Type Controlled Vocabulary combined with qualifying prefixes (Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (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 = user-defined string based (Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (Optional) agreementID= string
Example	<pur:expirationDate rdf:datatype="http://www.w3.org/TR/xmlschema-2/#dateTime">2009-09-19</pur:expirationDate>
Profile #3 (XMP)	
Property Value	bag Date: "If more than one, then refine using XMP Qualifer distributionChannel=

4.4.8 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	<p>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.</p> <p>Text describing the size restriction may be specified in place of exact maximum dimensions. For example, the restriction may be "full page" or "spread".</p> <p>Note: PRISM recommends against the use of the #other value allowed in the PRISM Platform controlled vocabulary. In lieu of using #other please reach out to the PRISM group at prism-wg@yahoogle.com to request addition of your term to the Platform Controlled Vocabulary.</p>
Included in PAM?	Yes
Included in PSV?	Yes

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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.PhanstasticPhotos.com"/> Model #2 <pur:imageSizeRestriction>full page</pur:imageSizeRestrictiton>
Profile #3 (XMP)	
Property Value	Text

4.4.9 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. If distribution channel is not specified, consider the data applicable to all distribution channels.
Included in PAM?	Yes
Included in PSV?	Yes
Profile #1 (XML)	

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Model #1	
Element Content	String
Attributes	(Optional) distributionChannel = string (Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (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 = user-defined string (Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (Optional) agreementID= string
Example	<pur:optionEndDate rdf:datatype="http://www.w3.org/TR/xmlschema-2/#dateTime">2009-09-19</pur:optionEndDate>
Profile #3 (XMP)	
Property Value	bag Date: "If more than one, then refine using XMP Qualifer distributionChannel=

4.4.10 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	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. If distribution channel is not specified, consider the data applicable to all distribution channels.
Included in PAM?	Yes
Included in PSV?	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 = user-defined string (Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (Optional) usageFee= string (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=

4.4.11 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	<p>Recommended practice is to use the ISO 3166-1 country codes or a publisher-defined set of country codes for Country Code.</p> <p>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.</p> <p>If this element is used more than one time each instance of the element should be qualified by distribution channel.</p> <p>Best practice for the distributionChannel attribute is for the publisher to define a controlled vocabulary defining relevant distribution channels. If distribution channel is not specified, consider the data applicable to all distribution channels.</p>
Included in PAM?	Yes
Included in PSV?	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 = user-defined string (Optional) platform = (value from the PRISM Platform Controlled Vocabulary) (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=

4.4.12 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.
Included in PAM?	Yes
Included in PSV?	Yes
Profile #1 (XML)	
Element Content	String (yes / no/ provisional/ ask)
Attributes	None
Example	<pur:reuseProhibited>yes</pur:reuseProhibited>
Profile #2 (RDF)	
Model #1	

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Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None
Examples	<p>Model #1 <code><pur:reuseProhibited rdf:resource="http://www.xyzCorp.com/usage"/></code></p> <p>Model #2 <code><pur:reuseProhibited>Yes</pur:reuseProhibited></code></p>
Profile #3 (XMP)	
Property Value	Text

4.4.13 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	<p>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.</p> <p>The rights agent is not necessarily the rights owner.</p>
Included in PAM?	Yes
Included in PSV?	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	<p>Model #1 <code><pur:rightsAgent rdf:resource=http://www.PhanstasticPhotos.com/></code> <code><pur:rightsOwner rdf:resource=http://www.PhanstasticPhotos.com/></code></p> <p>Model #2 <code><pur:rightsAgent>Phanstastic Photos, Philadelphia</pur:rightsAgent></code></p>

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	<pur:rightsOwner>Victoria's Secret</pur:rightsOwner>
Profile #3 (XMP)	
Property Value	Bag Text

4.4.14 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.
Included in PAM?	Yes
Included in PSV?	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)	
Property Value	bag Text