



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

**The PRISM Aggregator Message
Web Content Markup Specification**

January 7, 2015

Version 1.0



Copyright and Legal Notices

© 2001 – 2015 International Digital Enterprise Alliance, Inc. All Rights Reserved.

PRISM® and nextPub® are registered trademarks of the International Digital Enterprise Alliance, Inc. (IDEAlliance).

This document may be downloaded and copied provided that the above copyright notice and this Notice are included on all such copies. This document itself may not be modified in any way, except as needed for the purpose of developing International Digital Enterprise Alliance, Inc. (“IDEAlliance”) specifications. Use of the specification or standard set forth in this document shall not create for the user any rights in or to such specification or standard or this document, which rights are exclusively reserved to IDEAlliance or its licensors or contributors.

Use of this document and any specification or standard contained herein is voluntary. By making use of this document or any specification or standard contained herein, the user assumes all risks and waives all claims against IDEAlliance, its licensors and contributors. By making this document available, IDEAlliance is not providing any professional services or advice to any person or entity. Any person or entity utilizing this document or any specification or standard contained herein should rely upon the advice of a competent professional before using any such information.

NO WARRANTY, EXPRESSED OR IMPLIED, IS MADE REGARDING THE ACCURACY, ADEQUACY, COMPLETENESS, LEGALITY, RELIABILITY OR USEFULNESS OF ANY INFORMATION CONTAINED IN THIS DOCUMENT OR IN ANY SPECIFICATION OR STANDARD OR OTHER PRODUCT MADE AVAILABLE BY IDEALLIANCE. THIS DOCUMENT AND THE INFORMATION CONTAINED HEREIN AND INCLUDED IN ANY SPECIFICATION OR STANDARD OR OTHER PRODUCT OR SERVICE OF IDEALLIANCE IS PROVIDED ON AN "AS IS" BASIS. IDEALLIANCE DISCLAIMS ALL WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, ANY ACTUAL OR ASSERTED WARRANTY OF NON-INFRINGEMENT OF PROPRIETARY RIGHTS, MERCHANTABILITY, OR FITNESS FOR A PARTICULAR PURPOSE.

IN NO EVENT SHALL IDEALLIANCE, ITS LICENSEES, CONTRIBUTORS OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, REPRESENTATIVES, SUPPLIERS OR CONTENT OR SERVICE PROVIDERS BE LIABLE FOR DAMAGES OF ANY KIND, INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, COMPENSATORY, SPECIAL, INCIDENTAL, PUNITIVE OR CONSEQUENTIAL DAMAGES (INCLUDING WITHOUT LIMITATION DAMAGES FROM DATA LOSS OR BUSINESS INTERRUPTION) EVEN IF MADE AWARE OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER IN AN ACTION UNDER CONTRACT, TORT OR ANY OTHER THEORY, ARISING OUT OF OR IN CONNECTION WITH THE USE, INABILITY TO USE OR PERFORMANCE OF THIS DOCUMENT, THE SPECIFICATION OR STANDARD CONTAINED HEREIN, OR ANY OTHER DOCUMENT OR SPECIFICATION OR STANDARD MADE AVAILABLE BY IDEALLIANCE.

Some states do not allow the disclaimer or limitation of damages, so the disclaimers set forth above apply to the maximum extent permitted under applicable law.

IDEAlliance takes no position regarding the validity or scope of any intellectual property or other rights that might be claimed or implicated with respect to the implementation or use of the technology described in this document or the extent to which any license under such rights might or might not be available. IDEAlliance does not represent that it has made any effort to identify any such rights. Information on IDEAlliance's procedures with respect to rights in IDEAlliance specifications can be found at the IDEAlliance website at www.idealliance.org. Copies of third-party claims of rights, assurances of licenses to be made available, or the result of an attempt made to obtain a general license or permission for the use of such proprietary rights by implementers or users of this specification, can be obtained from the President of IDEAlliance at patent-disclosure@idealliance.org.

IDEAlliance requests interested parties to disclose any copyrights, trademarks, service marks, patents, patent applications, or other proprietary or intellectual property rights which may cover technology that may be required to implement this specification. Please address the information to the President of IDEAlliance at patent-disclosure@idealliance.org.

Table of Contents

- 1 Status1
 - 1.1 Document Status1
 - 1.2 Document Location1
 - 1.3 Version History1
- 2 PRISM Documentation Structure3
 - 2.1 Normative and Non-normative Sections3
 - 2.1.1 Requirement Wording Note3
 - 2.2 The PRISM Documentation Package3
 - 2.2.1 General Documents3
 - 2.2.2 PRISM Metadata Specifications3
 - 2.2.3 PRISM Aggregator Message Markup Specification4
 - 2.2.4 PRISM Aggregator Message Web Content Markup Specification5
 - 2.2.5 PRISM Inline Markup Specification5
 - 2.2.6 PRISM Controlled Vocabulary Specifications5
 - 2.2.7 Additional PRISM Documentation6
 - 2.2.8 Access to PRISM Documentation6
 - 2.2.9 Access to PAMW Schemas6
 - 2.2.10 PRISM Source Vocabulary Documentation Set7
 - 2.3 PSV Content Management Schema7
 - 2.4 Other PSV Schemas8
- 3 PRISM Aggregator Message Documentation9
 - 3.1 Document Purpose and Scope9
 - 3.2 Use Cases for PAMW9
 - 3.3 Differences from PAM Markup9
 - 3.4 PRISM Aggregator Message for Web Content Namespace 10
 - 3.5 Other Namespaces Used in PAMW 10
 - 3.6 Relationship to PRISM, PAM and PSV 11
 - 3.6.1 Relationship to PRISM 11
 - 3.6.2 Relationship to PAM 11
 - 3.6.3 Relationship to PSV 12
 - 3.7 PAMW Element Definitions 12
 - 3.7.1 pam:article 13
 - 3.7.2 pam:caption 13
 - 3.7.3 pam:credit 13

PAMW Web Content Markup Specification V1.0

- 3.7.4 pam:media 14
- 3.7.5 pam:mediaReference 14
- 3.7.6 pam:mediaTitle 15
- 3.7.7 pam:message 15
- 3.7.8 pam:nonpublishedMediaTitle..... 15
- 3.7.9 pam:status 16
- 3.7.10 pam:textDescription 16
- 3.8 PAMW Attribute Definitions 16
 - 3.8.1 pam:refid 16

PAMW Web Content Markup Specification V1.0

1 STATUS

1.1 Document Status

The status of this document is:

✓	Released for Public Comment	March 18, 2014
✓	Final Specification	January 7, 2015

1.2 Document Location

The location of this document is:

http://www.primstandard.org/specifications/3.1/PRISM_PAM_Web_Markup_1.0.pdf

http://www.primstandard.org/specifications/3.1/PRISM_PAM_Web_Markup_1.0.htm

1.3 Version History

Version Number	Release Date	Editor	Description
V1.0	January 7, 2015	Kennedy	First Version of PAMW (PAM for Web Content)

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 content 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.

PAMW Web Content Markup Specification V1.0

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:

PAMW Web Content Markup Specification V1.0

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 Aggregator Message Web Content Markup Specification

This module documents the PRISM Markup Elements and Attributes for use with the PRISM Aggregator Web Message. At the time of the publication of the Introduction to PRISM, the PAM Web Message is new. This set of documents includes:

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

2.2.5 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.

2.2.6 PRISM Controlled Vocabulary Specifications

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

PAMW Web Content Markup Specification V1.0

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.

2.2.7 Additional PRISM Documentation

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

The [Guide to the PRISM Aggregator Message for Web Content](#) [[PAMWGUIDE](#)] documents the PRISM Aggregator Message for Web Content (PAMW), 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

2.2.8 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.

2.2.9 Access to PAMW Schemas

Standard URLs have been established to access PRISM XSDs. Because PAMW shares schema modules with PAM 2.2, the schema is in the same location.

PAMW Web Content Markup Specification V1.0

To access PAMW XSD: <http://www.prismstandard.org/schemas/pamw/1.0/pamw.xsd>.

2.2.10 PRISM Source Vocabulary Documentation Set

The nextPub Working Group has developed a series of specifications collectively known as the PRISM Source Vocabulary (PSV). 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 PRISM Source Vocabulary Specification 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 PRISM AGGREGATOR MESSAGE DOCUMENTATION

3.1 Document Purpose and Scope

The purpose of this document is to describe the basic elements that the PRISM Working Group has defined and included in the PRISM Aggregator Message for Web Content (PAMW) namespace. All of this section is normative.

This document is not a complete guide to implementing PAM for Web Content; users must use the [\[PAMWGUIDE\]](#) as well.

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

Note: PRISM PAMW markup is **XML markup**. It does not follow the rules of **RDF/XML**, even for profile 2 PRISM Compliance (that documents encoding content using the PRISM2 profile of RDF). Likewise, PRISM Aggregator Message **is never expressed using XMP** [\[XMP\]](#) markup.

3.2 Use Cases for PAMW

PAMW is the PRISM Aggregator Message for Web Content. The use cases for PAMW include:

- Automated harvest of Web and Mobile content in an XHTML and PRISM Metadata format
- Distribute content to aggregators, syndicators and other online and mobile revenue stream
- Establish publisher DAM Systems to use for editorial research
- Establish publisher DAM Systems to create new content by reusing content originally published on websites.
- Establish publisher systems to manage usage/reuseage rights for online and mobile content
- Provide a richly encoded alternative to static PDF replicas for EPUB2-based magazine newsstands

3.3 Differences from PAM Markup

Because this schema is designed to capture Web content, the elements relating to print content have been deleted. In addition, the prism: usage rights elements have been deprecated in favor of pur: usage rights elements:

- aggregateIssueNumber
- copyright
- coverDate
- coverDisplayDate
- edition
- embargoDate (prism:)
- endingPage
- expirationDate (prism:)
- isbn
- issn
- issueIdentifier
- issueName
- issueTeaser

PAMW Web Content Markup Specification V1.0

- issueType
- number
- pageRange
- section
- seriesNumber
- seriesTitle
- startingPage
- subsection1
- subsection2
- subsection3
- subsection4
- supplementDisplayID
- supplementStartingPage
- supplementTitle
- uspsNumber
- volume

PAMW has added two metadata to the head that are not included in PAM 2.2. These metadata fields are descriptive for content captured from the Web.

- byteCount
- captureDate

PAMW does not allow for styling attributes or elements which were out of scope for the use case of delivering raw content (i.e. unformatted) to aggregators. Because one use case for PAMW is the capture of data from websites, styling tags and attributes must be allowed. Modifications of PAM for the development of PAMW include:

- Modified the HTML <body to be compliant with the HTML 4 specification for both elements and attributes.
- Added elements <noscript, <font, <img, <hr.
- Added support for uppercase=, align=, and valign= attributes.
- Added width=, height=, and background= to tableCellElementType.
- Added bgcolor=, style= and class attributes to <tr to support pre-HTML4 code.

<p>Note: The decisions about modifications to PAM when developing PAMW were based on real-life content scraping and automated conversion tests. PAMW represents a 95% automation rate for legacy website content capture.</p>
--

3.4 PRISM Aggregator Message for Web Content Namespace

PAMW uses the same namespaces as PAM for convenience. To call in specialized PAMW xsd modules, the <import statements need to use pointers to the following schema PAMW modules:

- For xmlns:pam=<http://prismstandard.org/namespaces/pam/2.2/> the schema is pamw.xsd
- For xmlns:prism=<http://prismstandard.org/namespaces/basic/2.2/> the schema is pamw-prism.xsd
- For xmlns:xhtml=<http://www.w3.org/1999/xhtml> the schema is pamw-xhtml.xsd

3.5 Other Namespaces Used in PAMW

PAMW is implemented using elements from other namespaces. Because PAMW is remaining stable and backwardly compatible, it does not directly use the new PRISM 3.0 namespaces. Rather it uses special

PAMW Web Content Markup Specification V1.0

namespaces designed to retain the stability of the overall PRISM Aggregator Message. These namespaces include:

- `xmlns:pim="http://prismstandard.org/namespaces/pim/2.2/"`
- `xmlns:dcterms="http://purl.org/dc/terms/"`
- `xmlns:pur="http://prismstandard.org/namespaces/prismuserights/2.1/"`
- `xmlns:dc="http://purl.org/dc/elements/1.1/"`

3.6 Relationship to PRISM, PAM and PSV

PAMW is the PRISM Aggregator Message for Web Content. PAMW has special use cases yet it is related to PRISM, PAM and PSV. See Figure 3.1.

Note: PSV is based on PRISM 3.0 while PAM 2.2 remains backwardly compatible and is based on PRISM 2.1 with a few extensions to include a few critical elements from PRISM 3.0.



Figure 3.1 Relationship of PAM, PAMW, PRISM and PSV

3.6.1 Relationship to PRISM

PAMW is the PRISM Aggregator Message for Web content. One use case for PAMW is to capture and encode online magazine content in XML to deliver content to aggregators. PAMW is an XML tag set built on the foundation of PRISM metadata and controlled vocabularies. PAMW is an application of PRISM, but PAMW and PRISM are not synonymous. PAMW is an XML tag set that uses PRISM metadata for a very specific purpose while PRISM remains the core specification for metadata and controlled vocabularies. See Figure 3.1.

3.6.2 Relationship to PAM

PAMW is the PRISM Aggregator Web Message. The use case for PAM is to encode online magazine content in XML to deliver content to aggregators. PAMW is the version of PAM that has been optimized for the capture of online magazine content and the interchange of that content with aggregators. PAMW is very similar to PAM, but it has the print publication elements removed and processing/formatting tagging included.

3.6.3 Relationship to PSV

PAMW is the PRISM Aggregator Message for Web Content. PSV, like PAMW is also built on the foundation of PRISM metadata and controlled vocabularies. But PSV and PAMW are not the same. Each has a very specific use case and each has a different XML tag set. PSV defines an architecture for content sources while PAMW is specific to Web and mobile content that has already been published and is being captured for archive and re-distribution.

3.7 PAMW Element Definitions

Although much of PAMW is implemented using elements defined in the other PRISM namespaces, a small set of additional elements and attributes were required to meet the unique needs of this application. Those elements and attributes are documented here. These elements are identical to the elements that makeup PAM.

3.7.1 pam:article

Name	Article
Identifier	pam:article
Definition	(Element) Contains the metadata and markup for one article.
Occurrence	Occurs 0 or 1 time
Comment	See [PAMGUIDE] for the structure and a full description of pam:article.
PSV Mapping	<html5:article
Attributes	xmlns:pam=, xmlns:prism=, xmlns:dc=, xmlns:pim=
Model	head (body)? (redefined in the PAM DTD to serve as containers) See [PAMGUIDE] .
Occurs In	pam:message
Example	<pre> <pam:message> <pam:article> <head> ... </head> <body> ... </body> </pam:article> </pam:message> </pre>

3.7.2 pam:caption

Name	Caption
Identifier	pam:caption Allows for capture of published text that describes the media object.
Definition	(Element)
Occurrence	Occurs 0 or 1 time
Comment	Permits capture of captions for media associated with an article. Do NOT use the XHTML caption element for capturing caption text, unless the text is for a table.
PSV Mapping	photoshop:Headline
Attributes	None
Model	#PCDATA mixed with XHTML elements
Occurs In	pam:media
Example	<pre> <pam:caption>This Clinton campaign again offers &quot;two for one,&quot; but the aspiring First LaddieLaddie and strategist in chief, shown with Hillary in New Hampshire, is trying not to outshine his wife</pam:caption> </pre>

3.7.3 pam:credit

Name	Credit
Identifier	pam:credit
Definition	(Element) A caption-style attribution for a media object.
Occurrence	Occurs 0 or more times
Comment	Permits capture of credits for media associated with an article, especially where the credit is different than the overall article credit, captured in dc:creator. pur:creditLine specifies the credit that is contractually required. This may differ from what appears in print, which is captured by pam:credit.
PSV Mapping	photoshop:Credit
Attributes	None
Model	#PCDATA

PAMW Web Content Markup Specification V1.0

Occurs In	pam:media
Example	<pam:credit>PHOTOGRAPH BY ANTONIN KRATOCHVIL/VII</pam:credit> <pam:credit>FRED WESTBROOK</pam:credit>

3.7.4 pam:media

Name	Media
Identifier	pam:media
Definition	(Element) An alternative to the XHTML <img element. Permits referring to and providing metadata for a media object related to an article.
Occurrence	Occurs 0 or more times
Comment	pam:media provides a method for publishers to transmit image captions, descriptions, and credits to aggregators. pam:media includes elements and attributes from Dublin Core (like dc:type), PRISM Aggregator Message (e.g. pam:credit) and PRISM Usage Rights (e.g. pur:copyright) and PRISM Usage Rights (e.g. pur:rightsOwner). XHTML will be treated as the default namespace in a PAM document, so that XHTML elements in the document's examples will not have a namespace prefix. The body element in the example below is an example using xhtml: as the default namespace.
PSV Mapping	<html5:figure
Attributes	xmlns:pam=, xmlns:prism=, xmlns:dc=
Model	Elements in order: (dc:type?, dc:format?, dc:identifier?, dc:creator*, dc:contributor*, pam:mediaReference?, pam:mediaTitle?, pam:nonpublishedMediaTitle?, pam:credit*, pam:caption?, pam:textDescription?)
Occurs In	pam:article
Example	<pam:media> <dc:format>image/jpeg</dc:format> <pam:mediaReference pam:refid="Clinton0213.jpj"/> <pam:mediaTitle>Bill Clinton</pam:mediaTitle> <pam:credit>BROOKS KRAFT--CORBIS FOR TIME</pam:credit> <pam:caption>This Clinton campaign again offers "two for one," but the aspiring First Laddie and strategist in chief, shown with Hillary in New Hampshire, is trying not to outshine his wife</pam:caption> <pam:textDescription>Image of Hillary & Bill Clinton</pam:textDescription> </pam:media>

3.7.5 pam:mediaReference

Name	Media Reference
Identifier	pam:mediaReference
Definition	(Element) Links to the media file referred to by pam:media.
Occurrence	Occurs 0 or 1 time
Comment	In a pam:media element, pam:mediaReference is a means to name the media object -- image file, sound file, video file, etc. Its attribute refid= holds the name of the file See definitions for attributes in Section 4.3.
PSV Mapping	<html5:img src=, <html5:video src=, <html5:audio src=
Attributes	pam:refid =
Model	Empty
Occurs In	pam:media
Example	<pam:media> <dc:type>chart</dc:type> <dc:format>image/gif</dc:format> <pam:mediaTitle>West day-ahead markets</pam:mediaTitle>

PAMW Web Content Markup Specification V1.0

	<pre><pam:mediaReference pam:refid="MD_20070103-west.gif"/> <pam:caption>Note: Based on averages from each region</pam:caption> </pam:media></pre>
--	--

3.7.6 pam:mediaTitle

Name	Media Title
Identifier	pam:mediaTitle
Definition	Published title of the media element.
Occurrence	Occurs 0 or 1 time
Comment	
PSV Mapping	dc:title
Attributes	None
Model	#PCDATA
Occurs In	pam:media
Example	<pre><pam:media> <pam:mediaTitle>Bill Clinton</pam:mediaTitle> <pam:credit>BROOKS KRAFT--CORBIS FOR TIME</pam:credit> <pam:caption>This Clinton campaign again offers &quot;two for one,&quot; but the aspiring First Laddie and strategist in chief, shown with Hillary in New Hampshire, is trying not to outshine his wife</pam:caption> <pam:textDescription> Image of Hillary & Bill Clinton</pam:textDescription> </pam:media></pre>

3.7.7 pam:message

Name	Message
Identifier	pam:message
Definition	(Element) Root element for message from publisher to aggregator. Contains one or more article elements.
Occurrence	Occurs 0 or 1 time
Comment	See [PAMGUIDE] for the complete description of the pam:message structure.
PSV Mapping	No mapping exists
Attributes	xmlns:pam=, xmlns:prism=, xmlns:dc=, xmlns:pim=
Model	pam:article
Occurs In	Root Element
Example	<pre><pam:message xmlns:pam="http://prismstandard.org/namespaces/pam/2.1/" xmlns:prism="http://prismstandard.org/namespaces/basic/2.1" xmlns:pim="http://prismstandard.org/namespaces/pim/2.1/" xmlns:dc="http://purl.org/dc/elements/1.1/"> <pam:article> ... </pam:article> <pam:article> ... </pam:article> </pam:message></pre>

3.7.8 pam:nonpublishedMediaTitle

Name	Non-published Media Title
Identifier	pam:nonpublishedMediaTitle
Definition	Non-published title of the media element.

PAMW Web Content Markup Specification V1.0

Occurrence	Occurs 0 or 1 time
Comment	
PSV Mapping	--
Attributes	None
Model	#PCDATA
Occurs In	pam:media
Example	<pre><pam:media> <dc:type>photo</dc:type> <dc:format>image/jpeg</dc:format> <pam:nonpublishedMediaTitle>Photo of Bill Clinton</pam:nonpublishedMediaTitle> <pam:credit>BROOKS KRAFT--CORBIS FOR TIME</pam:credit> <pam:caption>This Clinton campaign again offers &quot;two for one,&quot; but the aspiring First Laddie and strategist in chief, shown with Hillary in New Hampshire, is trying not to outshine his wife</pam:caption> </pam:media></pre>

3.7.9 pam:status

Name	Status
Identifier	pam:status
Definition	Defines the processing status of the article.
Occurrence	Occurs 0 or 1 time
Comment	(Element) Contents of this element MUST be one of {A, C, D, U}, indicating that the article is to be A dded (i.e., it's a new article, never before transmitted to the recipient), or is a C orrection, a D elete request, or an U ppdate for a previously transmitted article.
PSV Mapping	--
Attributes	None
Model	#PCDATA
Occurs In	pam:article
Example	<pam:status>A</pam:status>

3.7.10 pam:textDescription

Name	Text Description
Identifier	pam:textDescription
Definition	(Element) Contains a textual description for the item referred to in a pam:media element.
Occurrence	Occurs 0 or 1 time
Comment	Permits a fully-marked up description of a media item to accompany it.
PSV Mapping	dc:subject
Attributes	None
Model	#PCDATA
Occurs In	pam:media
Example	<pam:textDescription>Photo of President Bush and Prime Minister Blair</pam:textDescription>

3.8 PAMW Attribute Definitions

3.8.1 pam:refid

Name	Reference ID
Identifier	pam:refid
Definition	(Attribute) ID used to reference.

PAMW Web Content Markup Specification V1.0

Comment	Use to hold the actual name of the media file in a pam:mediaReference, or a unique identifier.
Model	Empty
Occurs In	pam:mediaReference
Example	<pam:mediaReference pam:refid="MD_20070103-west.gif"/>