

rNews

Embedded Data For The News Industry







Diplomatic Breakdown Amid Bieber Fever in Israel

By ISABEL KERSHNER
Published: April 12, 2011

JERUSALEM — The teenage pop idol [Justin Bieber](#) became embroiled in a diplomatic imbroglio on Tuesday when it emerged that plans for a meeting between the singer and Prime Minister [Benjamin Netanyahu](#) of Israel had been called off, with the sides differing over why.

Enlarge This Image



Vittorio Zunino Celotto/Getty Images
Justin Bieber performing in Italy on Saturday.

Mr. Bieber, who was discovered on [YouTube](#) and is famous for hits like "[Baby](#)," is in Israel for an outdoor concert on Thursday night.

A spokesman for Mr. Netanyahu said that his office had been approached with the idea of a meeting, and that the prime minister had been "open to that." The prime minister's office then suggested including children from communities in southern Israel that have been under intense rocket fire from Gaza in recent days.

"Sadly," the spokesman said, "that proved impossible," suggesting that Mr. Bieber's representatives had turned

down the idea of including the children.

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* China Southern Airlines ranks No.1 in passenger volume and fleet in Asia.



中国南方航空 CHINA SOUTHERN



Story components which are obvious to a person...

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STORY

Enlarge This Image



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中国南方航空 CHINA SOUTHERN



The Problem of Structured Data

- Modern Web Sites Built with 3 Tier Architecture
 - **Data Tier:** Database Where Content Lives.
 - **Presentation Tier:** HTML Document that is sent to user.
 - **Logic Tier:** Software that reads from the Data Tier and outputs the Presentation Tier.

Display Tier



Logic Tier



Data Tier



The Problem Of Structured Data: Continued

Data Tier

Label	Type	Value
id	number	1248069162607
Headline	text	New Web Code Draws Concern...
Byline	text	By TANZINA VEGA
Date	date	20101010
Body	text	In the next few years, a powerful...
Length	number	1123
Tag	text	Privacy
Tag	text	Computers and the Internet
Tag	text	Web Browsers

Logic Tier



Display Tier

```
<html>
  <head>
    <title>
      New Web Code Draws Concern...
    </title>
  </head>
  <body>
    <div>
      New Web Code Draws Concern...
    </div>
    <div>
      By TANZINA VEGA
    </div>
    <div>
      October 10, 2010
    </div>
    <div>
      In the next few years, a powerful...
    </div>
  </body>
</html>
```

- Content very well structured on Data Tier, but all of this structure is lost in translation to presentation tier.

Semantic Markup Standards

Microformats



- First
- Simple
- Rigid

RDFa



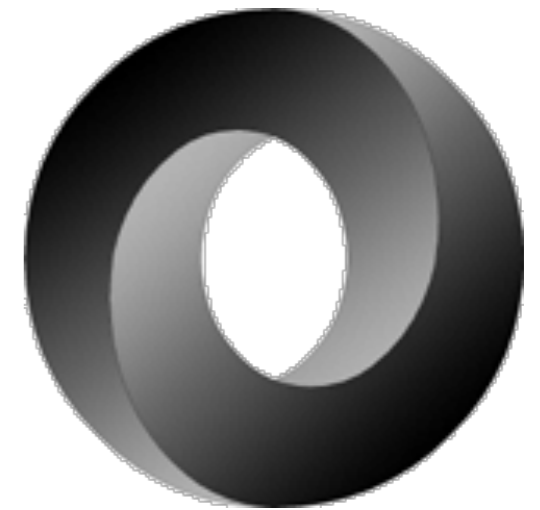
- Official
- Complex
- OpenGraph

Microdata

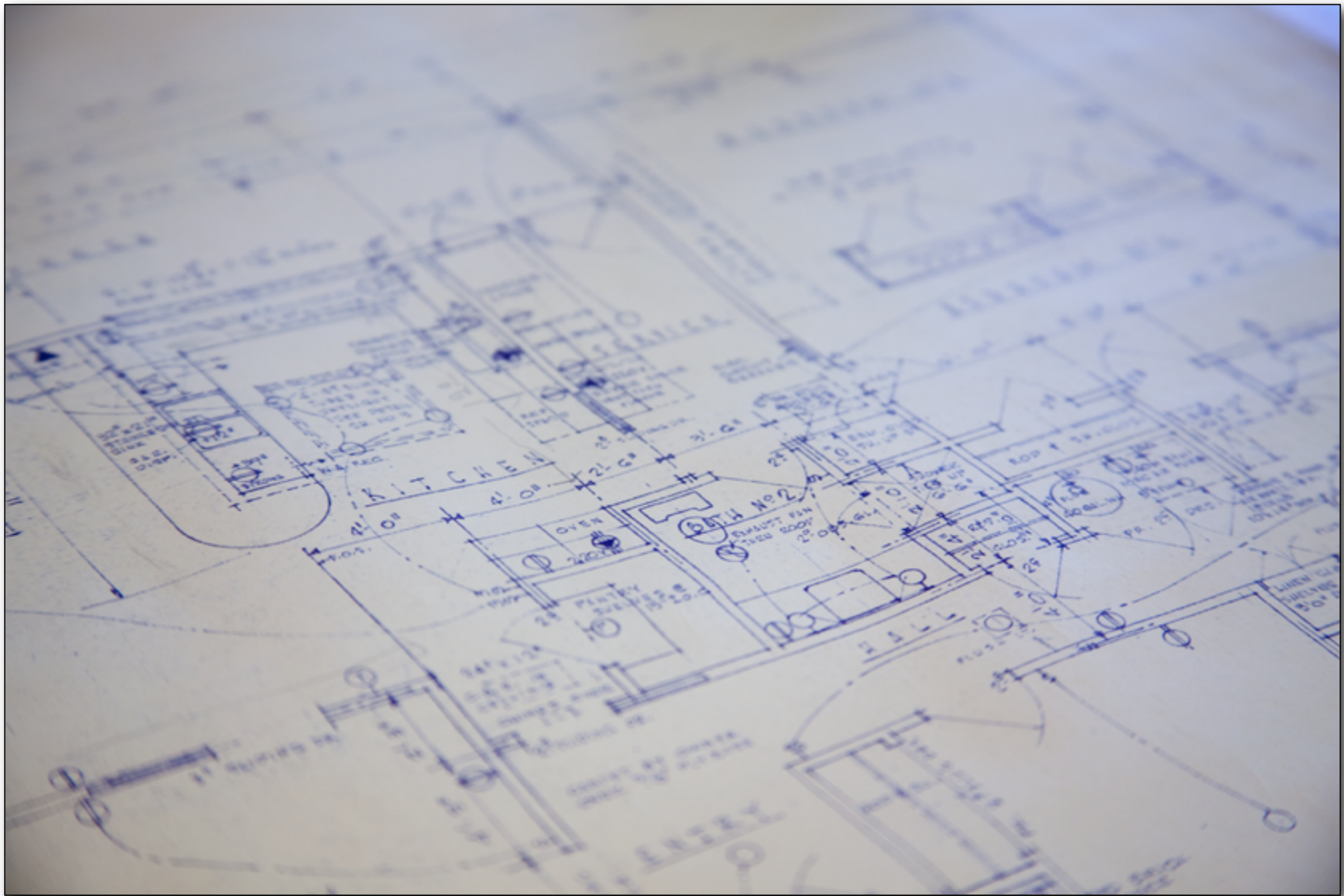


- Unofficial
- Flexible
- Schema.org

JSON



- Official
- Developers
- External



rNews

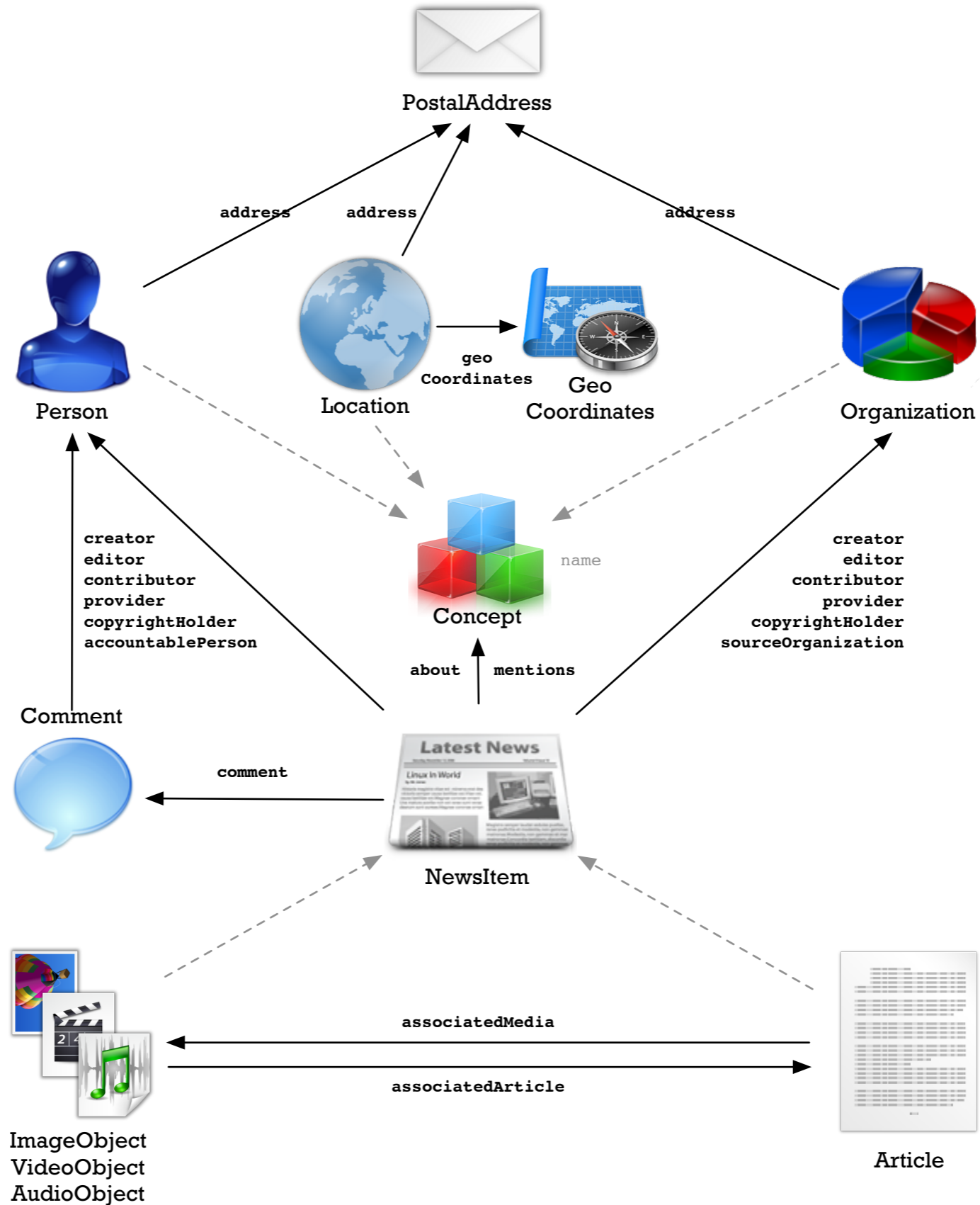


rNews Defined

rNews is a data model for embedding machine-readable publishing metadata in web documents and a set of suggested implementations.



rNews is a data model



for embedding machine-readable publishing metadata in web documents

Headline
Byline
Tags
Creator

...



and a set of suggested implementations

RDFa



Today

Microdata

HTML



Very Soon

JSON



Maybe?

and a set of suggested implementations

RDFa



Today

Microdata

HTML



**Very Soon
Perhaps Before the End
of this presentation**

JSON



Maybe?

The Way to rNews



The Way To rNews

2010



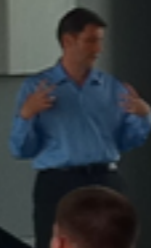
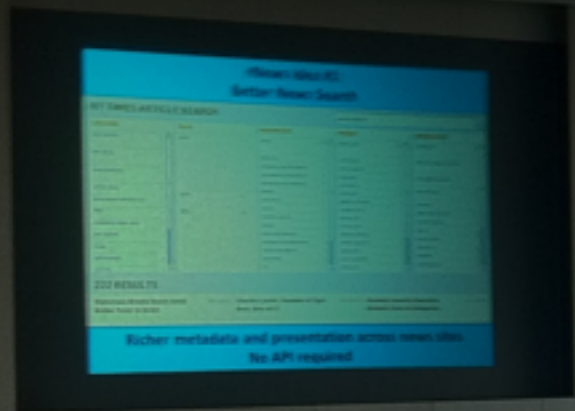
2011



- June: Genesis of rNews - Evan at SemTech 2010
- November 5 - Rome: chartered
- *internal discussions about NYT draft*
- March 9 - Dubai: rNews 0.1
- *lots of feedback, changes and additions*
- June 9 - Berlin: rNews 0.5
- June 28: rNews 0.6
- September 6: rNews 0.7 [aligned w/ schema.org]
- **October 7 - Vienna: rNews 1.0**



Engaging Our Community



Engaging Our Community



2011

- The Business Development Center (BDC) is a 501(c)(3) non-profit organization that provides business consulting and training to small businesses.
- Developed in 1980s
- Non-profit organization
- Focus on economic development
- Focus on "growth" of small business

W3C

Engaging Our Community



Engaging Our Community

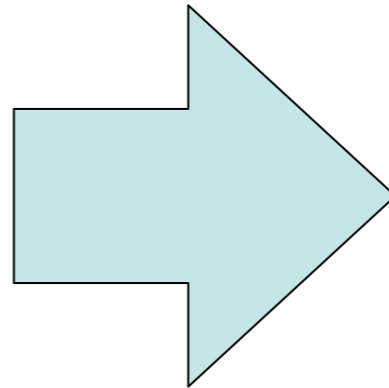


Feedback we incorporated...

latitude
longitude
altitude



Location



**Geo
Coordinates**

point
circle
elevation
polygon
box
line

Feedback we incorporated...



Person

editor



NewsItem

A photograph of a newspaper printing press. Multiple sheets of newspaper are being processed by a series of rollers. The rollers are blue and silver, with yellow and black hazard stripes. The newspaper pages are white with black text and some color images. The text is arranged in columns and rows. The overall scene is industrial and brightly lit.

rNews Benefits

Or Why You Should Care
About rNews

Benefit #1: Better Links

With Structured Data



[New Web Code Draws Concern Over Privacy Risks](#) ☆

New York Times - [Tanzina Vega](#) - 1 day ago

"It's not just **HTML 5**. It's the new Web." But others, while also enthusiastic about the changes, are more cautious. Most Web users are familiar with ...

No Structured Data

[Web Upgrade HTML 5 May Weaken Privacy - NYTimes.com](#) ☆

Oct 10, 2010 ... The new language, **HTML5**, could give marketers access to many more details about users' online activities.

www.nytimes.com/2010/10/11/business/.../11privacy.html - [Add to iGoogle](#)



Benefit #2: Better Analytics

Percentage of Chart Which Resembles Pac-man



**Javascript can extract richer news metadata
Analytics per item, not just per page**

Benefit #3: Better Ad Placement



**Leverage metadata
not just text**

A screenshot of an MSNBC news article. The article title is "Last U.S. survivor of Titanic sinking, 99, dies". The sub-headline reads: "Lillian Gertrud Asplund was 5 when liner sank in North Atlantic in 1912". The article is attributed to AP Associated Press and is dated May 8, 2006. A photograph of Lillian Gertrud Asplund is shown. The article text states: "BOSTON - Lillian Gertrud Asplund, the last American survivor of the sinking of the Titanic in 1912, has died, a funeral home said Sunday. She was 99. Asplund, who was just 5 years old, lost her father and three brothers — including a fraternal twin — when the 'practically unsinkable' ship went down in the North Atlantic after hitting an iceberg. She died Saturday at her home in Shrewsbury, said Ronald E. Johnson, vice president of the Nordgren Memorial Chapel in Worcester, Mass." The page includes a sidebar with navigation links and a "DID YOU KNOW?" section.

An advertisement for "America's 20 Most Miserable Cities". The top part features a photograph of a power substation with high-voltage towers and power lines. Below the photo is the title "America's 20 Most Miserable Cities" and a "CLOSE" button. The text reads: "There are many ways to gauge misery. We consider 10 factors, including unemployment, crime and taxes, and a few that are less serious, but still elevate people's blood pressure, like the weather, commute times and how the local sports team is doing. To account for the misery caused by the housing bust we tweaked the methodology for this year's list and considered foreclosure rates and the change in home prices over the past three years. Click here for a detailed methodology." Below this is a "Read Full Story" link. At the bottom, it says "Roanoke, Virginia" with a link to "www.roanoke.org" and the text "Living here gives you everything but the hassle." The advertisement is attributed to "Kimberly White/Bloomberg via Getty Images" and includes the "Ads by Google" logo.

**Avoid unfortunate
juxtapositions**



What is Schema.org?

This site provides a collection of schemas, i.e., html tags, that webmasters can use to markup their pages in ways recognized by major search providers. Search engines including Bing, Google and Yahoo! rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Many sites are generated from structured data, which is often stored in databases. When this data is formatted into HTML, it becomes very difficult to recover the original structured data. Many applications, especially search engines, can benefit greatly from direct access to this structured data. On-page markup enables search engines to understand the information on web pages and provide richer search results in order to make it easier for users to find relevant information on the web. Markup can also enable new tools and applications that make use of the structure.

A shared markup vocabulary makes easier for webmasters to decide on a markup schema and get the maximum benefit for their efforts. So, in the spirit of sitemaps.org, Bing, Google and Yahoo! have come together to provide a shared collection of schemas that webmasters can use.

We invite you to [get started!](#)



And Today New to Schema.org

CreativeWork.accountablePerson
CreativeWork.alternativeHeadline
CreativeWork.comment
CreativeWork.contributor
CreativeWork.copyrightHolder
CreativeWork.copyrightNotice
CreativeWork.copyrightYear
CreativeWork.creator
CreativeWork.dateCreated
CreativeWork.dateModified
CreativeWork.discussionUrl
CreativeWork.editor
CreativeWork.headline
CreativeWork.mentions
CreativeWork.provider
CreativeWork.publishingPrinciples
CreativeWork.sourceOrganization
CreativeWork.usageTerms
CreativeWork.version

Corporation.tickerSymbol

ImageObject.thumbnail

ImageObject.transcript

MediaObject.associatedArticle

MediaObject.encodingFormat

NewsArticle.dateline

NewsArticle.printColumn

NewsArticle.printEdition

NewsArticle.printPage

NewsArticle.printSection

NewsArticle.wordCount

Person.additionalName

Person.familyName

Person.givenName

Person.honorificPrefix

Person.honorificSuffix

UserComments.commentText

UserComments.commentTime

UserComments.creator

UserComments.discusses

UserComments.replyToURL



A photograph of the New York Times building at night. The building's facade is a grid of glass and metal, with the words "The New York Times" in a large, black, gothic-style font across the upper section. The interior lights are on, and the building is illuminated from within. In the foreground, there is a blurred yellow taxi cab, suggesting a busy city street. The sky is dark, and the overall atmosphere is urban and modern.

The New York Times

Thank You!

Evan Sandhaus

Lead Architect, Semantic Platforms