# **The News Industry**







down the idea of including the children.



#### Story components which are obvious to a person...



Friday, September 23, 2011

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#### 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**

**Logic Tier** 

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



 Content very well structured on Data Tier, but all of this structure is lost in translation to presentation 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>
```

**Display Tier** 



#### **Semantic Markup Standards**



**Microformats** 

- First
- Simple
- Rigid





- Official
- Complex
- OpenGraph



Microdata

- Unofficial
- Flexible
- Schema.org





- 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

🖨 🧶 🌒 🥂 Roots of Germany's Nuclear 🛪 🕂

### Headline Byline Tags Creator



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#### and a set of suggested implementations





#### and a set of suggested implementations





# The Way to rNews





Friday, September 23, 2011

#### The Way To rNews

- June: Genesis of rNews Evan at SemTech 2010 2010
  - November 5 Rome: chartered
    - Internal discussions about NYT draft
- 2011 March 9 - Dubai: rNews 0.1
  - Iots 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 



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Friday, September 23, 2011

Friday, September 23, 2011

#### Feedback we incorporated...





#### Feedback we incorporated...





# Benefits Or Why You Should Care About rNews

A.

Friday, September 23, 2011

#### **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**



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



#### **Benefit #3: Better Ad Placement**



#### Leverage metadata not just text

#### Last U.S. survivor of Titanic sinking, 99, dies



Lillian Gertrud Asplund was 5 when liner sank in North Atlantic in 1912

#### D Associated Press

#### Updated: 7:57 a.m. ET May 8, 2006

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.

Story continues below [

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Nost Wewed

 Today in history: May 8 Celebrity birthdays, highlig more facts about this day Take MSNBC.com's week! OST POPULAR

Top Ra



#### **Avoid unfortunate** juxtapositions

#### In Pictures: America's 20 Most Miserable Cities



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.

Read Full Story

Roanoke, Virginia Living here gives you everything but the hassle. ww.roanoke.org 

Kimberly White/Bloomberg via Getty Images

Ads by Google



#### 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

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# ne Meter Hands Chan

Hank You!

Evan Sandhaus Lead Architect, Semantic Platforms

Friday, September 23, 2011