

## The Converged Media Era Has an Even Greater Need for News Information Technology Standards (Postprint)

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### Abstract

December 29, 2017 marked yet another memorable day for practitioners in news standardization technology. The Standardization Administration of China officially released Announcement No. 32 of National Standards of China: three national standards for news information technology— “News Planning and News Event Markup Language” , “Metadata Specification for Content Description of Chinese News Pictures” , and “Unified Content Label Format Specification” —developed and submitted by the National Technical Committee for Chinese News Information Standardization (hereinafter referred to as the “New Standard Committee”) and under its centralized management, were approved by the General Administration of Quality Supervision, Inspection and Quarantine and the Standardization Administration of China, and will be officially implemented in 2018.

### Full Text

#### Preamble

#### **ChinaXiv Cooperative Journal: The Era of Media Convergence Demands News Information Technology Standards**

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December 29, 2017, marked another significant milestone for news standardization professionals. On this day, the Standardization Administration of China officially issued Announcement No. 32 of National Standards, approving three news information technology standards developed and submitted by the National Technical Committee for Chinese News Information Standardization (hereinafter referred to as “the Committee” ): *News Reporting Planning and*

*News Event Markup Language*, *Chinese News Picture Content Description Metadata Specification*, and *Unified Content Label Format Specification*. These standards, approved by the General Administration of Quality Supervision, Inspection and Quarantine and the Standardization Administration of China, were set to be formally implemented in 2018.

*News Reporting Planning and News Event Markup Language* is a technical standard for news reporting management that serves modern news gathering and editing platforms. Based on the W3C's XML technical standards, it specifies metadata and structures for Chinese news event information to enable content description, exchange, and reuse. This standard is forward-looking, professional, and cross-media in nature, providing scientific technical specifications for innovation in event-based news organization models, reporting management models, and news product distribution models.

The *Chinese News Picture Content Description Metadata Specification* defines metadata elements for both editorial and creative uses of Chinese news images, addressing information processing needs for news picture collection, editing, storage, publication, retrieval, and exchange. With strong professionalism, concise structure, and good extensibility and compatibility, this standard fills a gap in China's news picture application standards and will deliver significant application value to the Chinese news field.

The *Unified Content Label Format Specification* is a content metadata standard for semantic indexing and management of news content information. Adopting a "content-driven" design approach, it enables indexing of content targeted at mass audiences during network transmission, supports multi-dimensional description of vectorized information about media content, and facilitates convergence, dissemination, management, personalized services, and big data sharing and governance of news media information resources.

The release of these three new national standards evoked memories of January 5, 2006—the day when the Standardization Administration of China approved and released two national standards: *Chinese News Information Markup Language* and *Chinese News Information Classification and Code*. This marked the first time the news industry possessed national standards, filling a domestic gap in the news information field. The successful development and implementation of these two standards perfectly aligned with the urgent needs for multimedia news content description, integration, and exchange at that time. Facts have proven that their application played a positive role in the effective integration of news multimedia information and the exchange and sharing of media resources.

Today, the era of comprehensive media convergence has arrived. In his speech at the Party's News and Public Opinion Work Symposium, General Secretary Xi Jinping pointed out that we must follow the laws of news communication and emerging media development, strengthen Internet thinking, and adhere to the complementary advantages and integrated development of traditional and emerging media. We must also insist on using advanced technology as support

and content construction as the foundation to promote deep integration of traditional and emerging media across content, channels, platforms, operations, and management.

Media organizations are actively thinking about, exploring, and practicing ways to promote the integrated development of traditional and emerging media, strengthen media thinking in the Internet era, and enhance the dissemination capacity of Chinese news information. The consensus is that this endeavor certainly cannot be separated from advanced technology, and unified technical standards should constitute a crucial component.

Standardization is a vital national development strategy in China, an important technical support for economic and social development, and an essential driving force for innovation, coordination, green development, openness, and sharing. The 13th Five-Year Plan period represents a critical time for reform and innovation in standardization work and offers tremendous opportunities. The Fifth Plenary Session of the 18th CPC Central Committee proposed the five development concepts of innovation, coordination, green development, openness, and sharing, each placing clear and specific demands on standardization work. The *National Standardization System Construction Development Plan (2016-2020)* provided top-level design and comprehensive deployment for standardization work during the 13th Five-Year Plan period.

The news information standard system constitutes an important component of the national standardization system and a key tool for top-level design and overall planning in media informatization construction. It holds significant meaning for the scientific, healthy, and sustainable development of the news media industry. Although news information standardization work has achieved some breakthroughs and development through these years of effort, overall, its foundation remains relatively weak. Problems persist, including an incomplete standard system, insufficient quantity of standards, low technical levels, weak standardization awareness, poor implementation effectiveness, and weak internationalization capabilities. These issues cannot adequately meet the needs of media convergence development. Media convergence requires more robust support from a complete standard system and a greater number of high-quality standards.

The introduction of these three new news information national standards is timely and highly relevant to current business needs in the media industry. They offer significant application value across multiple stages of the news production workflow and in data resource construction for news information, including planning and management of reporting, gathering and distribution of editorial content, standardized description and semantic indexing of news picture metadata, and management of Internet news dissemination. These standards will help eliminate technical barriers, provide standardization support for media convergence business development, and better serve the innovation of news information products and processes.

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*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv – Machine translation. Verify with original.*