

Proceedings of the 2017 Annual Conference and Standards Seminar of the News Information Standardization Sub-committee of the China News Technology Alliance, Chongqing

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Abstract

According to the agenda, the conference distributed a questionnaire on the Chinese news information standardization system and approved the project proposal for the “HTML5 Mobile Converged Media Technology Specification.” Following expert keynote presentations, participants engaged in discussions on both the “Reporting Planning and News Event Markup Language” standard and the HTML5 project proposal.

Full Text

2017 China News Technology Federation News Information Standardization Branch Annual Meeting and Standardization Seminar Held in Chongqing

By Lu Haiyan

On November 24, the “China News Technology Federation News Information Standardization Branch Annual Meeting and Standardization Seminar” was convened in Chongqing. The conference, themed “Converged Media News Technology Standards and Applications,” attracted nearly 60 participants from newspaper groups, radio and television stations, universities, and high-tech enterprises. Secretary-General Wu Guowei chaired the meeting, while Director Gao Liantao emphasized in his address the need to strengthen standardization research, accelerate the construction of standardization systems, and promote the application of key technical standards. He encouraged participants to actively join working groups, submit standards based on their organizations’ needs, participate in training programs, and intensify standardization efforts in new media and emerging technologies to better support media convergence development.

According to the agenda, the conference distributed a questionnaire on the Chinese news information standardization system and approved the project proposal for the “HTML5 Mobile Converged Media Technology Specification.” Following expert keynote presentations, participants engaged in discussions on both the “Reporting Planning and News Event Markup Language” standard and the HTML5 project proposal.

Experts from Tsinghua University, Dayang Technology, Xinhua News Agency Technology Bureau, Wuhan University School of Journalism, Xinhua News Agency New Media Center, and Beijing Lexiang Yunchuang Technology Co., Ltd. delivered presentations on topics including “Reporting Planning and News Event Markup Language,” “Application of News Event Standards in Converged Media Reporting,” “Introduction to Foreign Media News Event Standard Applications,” “Converged Media Narrative for News,” “HTML5 Application and Success Case Analysis in New Media Converged Reporting,” and “Discussion on HTML5 Technology and News Application Specifications.”

During the discussion session on the “Reporting Planning and News Event Markup Language” standard, participants noted its broad application prospects in areas such as breaking news coverage, lead collection, public opinion management, central kitchen operations, event tracking in media big data, knowledge system construction, and semantic search. They explored its significance for promoting media convergence transformation and offered ideas and suggestions for the standard’s application and development.

In the discussion segment on the “HTML5 Mobile Converged Media Technology Specification” project proposal, participants highlighted how HTML5 technology can enrich presentation formats and enhance user experience in converged media reporting. They discussed accumulating data products while ensuring security in data and process review, and using standardized tool support to facilitate the combination and sharing of data resource content, thereby improving work efficiency and reducing costs.

The China News Technology Federation News Information Standardization Branch was officially approved and established in 2014 as a professional committee under the China News Technology Federation. It is dedicated to practical work in standard formulation, application, promotion, training, consultation, and technical services within the media industry. The branch undertakes the revision of news industry standards, facilitates communication and exchange in the Internet+ era, removes technical standard barriers, and aims to promote media convergence and achieve resource sharing.

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

Source: ChinaXiv — Machine translation. Verify with original.