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| Content Publisher Welcome Kit |
| Articles |
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| **v3.0** |
| **10/16/2014** |

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# Introduction

This document covers specifications for delivering article feeds to Yahoo.

# Supported Acquisition Protocols

Article feed must be available through HTTPS or optionally through HTTP. Any images or videos referenced by the article that are downloaded to Yahoo’s servers must be available through HTTPS or optionally through HTTP. All other previously supported protocols (FTP, FTPS, SFTP) are deprecated and should not be used for new onboarding.

# Supported Feed Formats

Article feed must be available through [RSS](http://www.rssboard.org/). All other previously supported feed formats (NewsML, ATOM and custom XML) are deprecated and should not be used for new onboarding.

# Types of Supported Articles

1. Plain Articles
2. Articles with photos
3. Articles with videos
4. Articles with photos and videos

# Format Specifications

## Supported Tags

The following are the mandatory and optional RSS tags. Any other tag outside of this list will be ignored by the system. All these tags must be directly under <item>.

|  |  |  |  |
| --- | --- | --- | --- |
| Tag | Mandatory/Optional | Description | Additional Comments |
| <title> | Mandatory | Headline of the article |  |
| <description> | Mandatory | Article summary |  |
| <guid> | Mandatory | Unique identifier for the article |  |
| <pubDate> | Mandatory | Time at which the article is published in GMT/UTC |  |
| <link> | Optional | URL of the article available on the web. |  |
| <content:encoded> | Optional | Full body of the article. If this is not provided, description will be taken as the full body | This can contain HTML tags and can be encoded in two ways. a) using CDATA sections <![CDATA[...]]> and b) using HTML encoding. More details in *welcome\_kit\_content\_guidelines.docx* |
| <dc:creator> or <author> | Optional | Author of the article |  |
| <category> | Optional | Identifies the categories that the article belongs to. Must be an IPTC code. | IPTC subject codes found [here](http://cv.iptc.org/newscodes/subjectcode/). |
| <enclosure> (or) <media:content> | Optional | Related images. ‘type’ needs to be ‘image/jpg’ or ’image/png’ or ‘image/gif’. There can be multiple tags each representing an image. |  |
| <media:thumbnail> | Optional | Thumbnail of image associated with the article. The type can be ‘image/jpg’ or ‘image/png’ or ‘image/gif’. There can be only one thumbnail. |  |
| <LinkedVideo> | Optional | Related videos. This should reference the <guid> of the video that has been already sent through a separate MRSS feed (Refer welcome\_kit\_videos). There can be multiple tags each representing a video. | It is required that videos are sent ahead of the article so that required linking can be done. If it is not done, then articles will not be linked with appropriate videos. |
| <Metadata> | Optional | Finance Tickers. Stock symbols of the companies referenced in the article. There can be multiple tags each representing a ticker symbol. | For details, refer to welcome\_kit\_content\_guidelines document. |
| <dcterms:valid> | Optional | Embargo and expiry overrides for the content item. |  |

## Sample RSS

<?xml version="1.0" encoding="UTF-8"?>

<rss version="2.0">

<channel>

<title>Latest News</title>

<link>https://yoursite.com/channel/latestnews</link>

<description>The latest news and headlines</description>

<pubDate>Tue, 09 Sep 2014 04:40:54 -0400</pubDate>

<item>

<title>Amazon slashes prices of its Fire smartphone</title>

<link>https://yoursite.com/news/amazon-slashes-prices-fire-smartphone.html</link>

<description>Amazon slashed the price of its Fire smartphone Monday, a day before Apple is expected to unveil its latest version of the iPhone.</description>

<pubDate>Tue, 09 Sep 2014 03:28:17 GMT</pubDate>

<guid>4835eb2d-52f9-48c7-af38-80959f1bbb12</guid>

<category>iptc:01011000</category>

<author>Eric Wayman</author>

<media:content url=<https://yoursite.com/fire-smartphone.jpg> type="image/jpeg">

</media:content>

<media:content url=<https://yoursite.com/iphone-comparison.jpg> type="image/jpeg">

</media:content>

<LinkedVideo>5a4ef450-4595-49f1-9c1e-ccb1r</LinkedVideo>

<LinkedVideo>4a5ef540-5678-3356-aqwe-qwett</LinkedVideo>

<content:encoded><!CDATA[<p>NEW YORK (AP) — Amazon slashed the price of its Fire smartphone Monday, a day before Apple is expected to unveil its latest version of the iPhone.</p><p>The online retailer said the Fire with 32 gigabytes of memory will now cost 99 cents when customers sign a two-year contract with AT&T.</p>]]</content:encoded>

<Metadata>

<MetaDataType FormalName=”Securities Identifier”/>

<Property FormalName=”Ticker Symbol” Value=”AMZN”/>

<Property FormalName=”Exchange” Value=”NYSE”/>

</Metadata>

<Metadata>

<MetaDataType FormalName=”Securities Identifier”/>

<Property FormalName=”Ticker Symbol” Value=”AAPL”/>

<Property FormalName=”Exchange” Value=”NYSE”/>

</Metadata>

<dcterms:valid>

start= Tue, 09 Sep 2014 04:00:00 GMT;

end= Tue, 15 Sep 2014 04:00:00 GMT;

</dcterms:valid>

</item>

<item>

...

</item>

</channel>

</rss>

## Related Images in Articles

There are two ways by which images can be associated with an article.

* Through separate tags in the RSS (<media:content>, <enclosure> or <media:thumbnail>).
* Inlined within the article body using <img> tags (inside <description> or <content:encoded>)

Yahoo strongly recommends providing images through separate tags. This allows better control over the layout especially when displayed on mobile devices.

When images are inlined, they need to come with clear specifications of size and placement. It is recommended that all images come with title and alt attributes to aid better SEO.

<description>

<p><a href="https://yoursite.com/Law\_Order/index.html"><img src="https://yoursite.com/0001015/images/lenny.gif" width="45" height="53" border="0" align="right" hspace="5" vspace="5" alt="Lenny Picture” title="Lenny Picture”></a>A great line in a recent Law and Order. Lenny Briscoe, played by Jerry Orbach, is interrogating ... <p>

</description>

## Related Videos in Articles

Publishers can send videos in two ways. The first option is to use <embed> or <iframe> tags. The videos referenced in these tags are to be served from the Publisher’s site or video sharing site like YouTube. In this case, Publisher must ensure that the embedded video player functions well in all popular browsers and mobile OS including android and IOS. Sample snippet of a video in a feed file:

<description>

<p> ... <iframe width="560" height="315" src="//www.youtube.com/embed/Kc-n3D\_Kp-8" frameborder="0" allowfullscreen></iframe> ...</p>

</description>

The second option is to provide a separate video feed through MRSS. These videos unlike the first option will be downloaded, transcoded and served from Yahoo’s servers. Publishers can then link videos to their articles through <LinkedVideo> tag. To get more information on how to provide video feeds to Yahoo through MRSS, please refer the document *welcome\_kit\_videos*.

# Other Must Read Documents

The following documents are must read for any publisher giving article feeds.

*welcome\_kit\_content\_guidelines*

*welcome\_kit\_security*