

rNews

Embedded Data For The News Industry





ENJOY
MICHELIN STAR
TREATMENT IN
COPENHAGENEXPLORE
COPENHAGEN
-FROM A
HOUSEBOAT
HOTEL

VisitDenmark

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.

Related

Times Topics: [Benjamin Netanyahu](#) | [Justin Bieber](#)

[RECOMMEND](#)[TWITTER](#)[SIGN IN TO E-MAIL](#)[PRINT](#)[REPRINTS](#)[SHARE](#)

**SNOW FLOWER
and the SECRET FAN**
[WATCH THE TRAILER](#)

Log in to see what your friends are sharing on nytimes.com.
[Privacy Policy](#) | [What's This?](#)

[Log In With Facebook](#)

What's Popular Now

Portugal's
Unnecessary
Bailout



Diplomacy
Breaks Down
Amid Bieber
Fever in Israel



Book now

to discover Premium Economy cabin of
China Southern Airlines,
the largest airlines in Asia.

* 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...

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 furor on Saturday 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](#)**PHOTO**
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.

Related

Times Topics: [Benjamin Netanyahu](#) | [Justin Bieber](#)

[RECOMMEND](#)[TWITTER](#)[SIGN IN TO E-MAIL](#)[PRINT](#)[REPRINTS](#)[SHARE](#)

**SNOW FLOWER
and the SECRET FAN**
[WATCH THE TRAILER](#)

Log in to see what your friends are sharing on nytimes.com.
[Privacy Policy](#) | [What's This?](#)

[Log In With Facebook](#)

What's Popular Now

Portugal's Unnecessary Bailout



Diplomacy Breaks Down Amid Bieber Fever in Israel



Book now

to discover Premium Economy cabin of
China Southern Airlines,
the largest airlines in Asia.

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

 **中国南方航空**
CHINA SOUTHERN 

...are not so obvious to a machine.

STORY

PHOTO

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



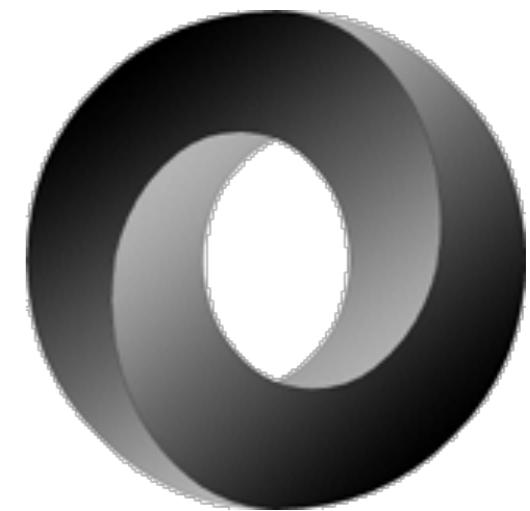
- Official
- Complex
- OpenGraph

Microdata



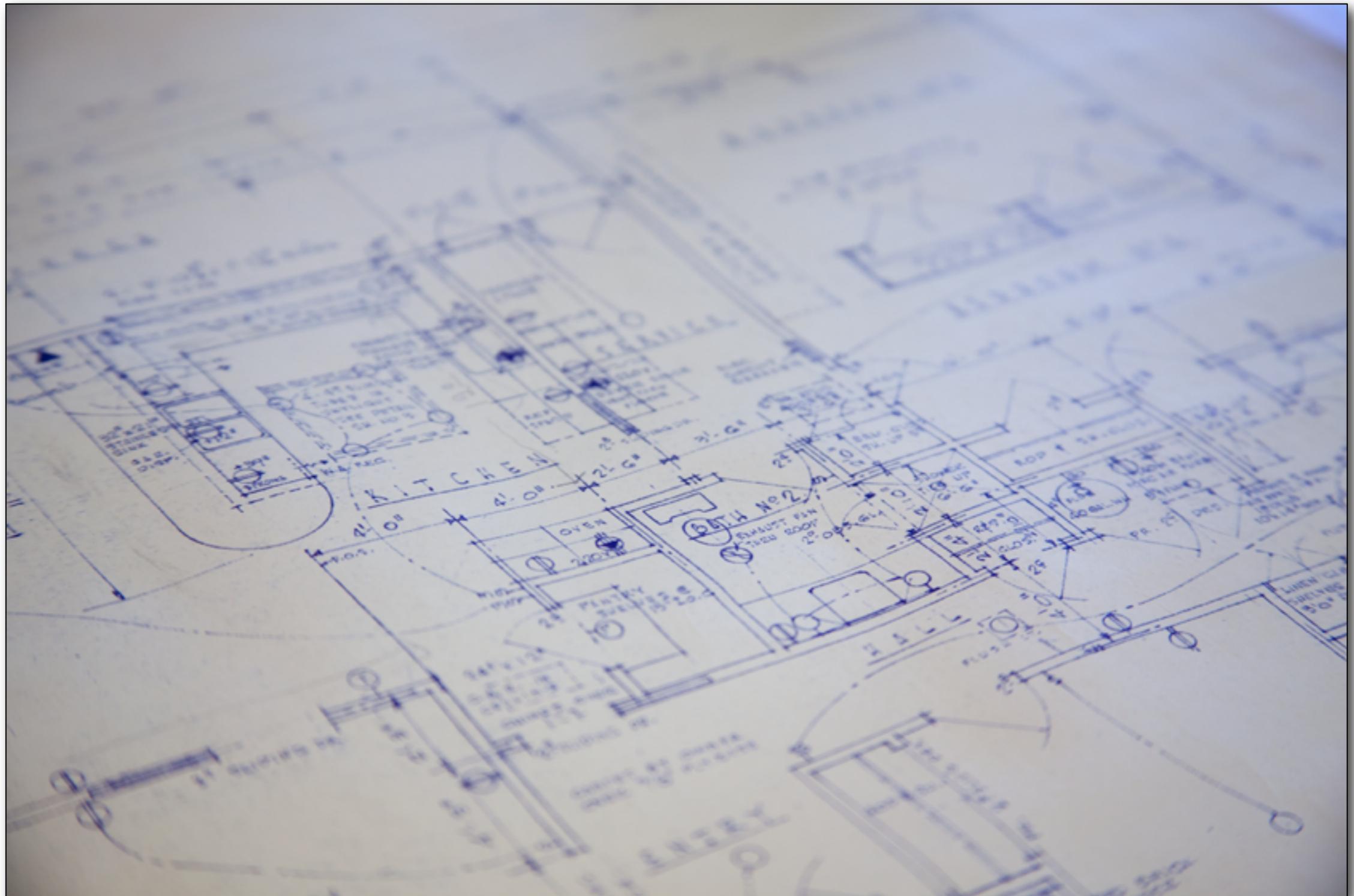
- Unofficial
- Flexible
- Schema.org

JSON



- Official
- Developers
- External





rNews

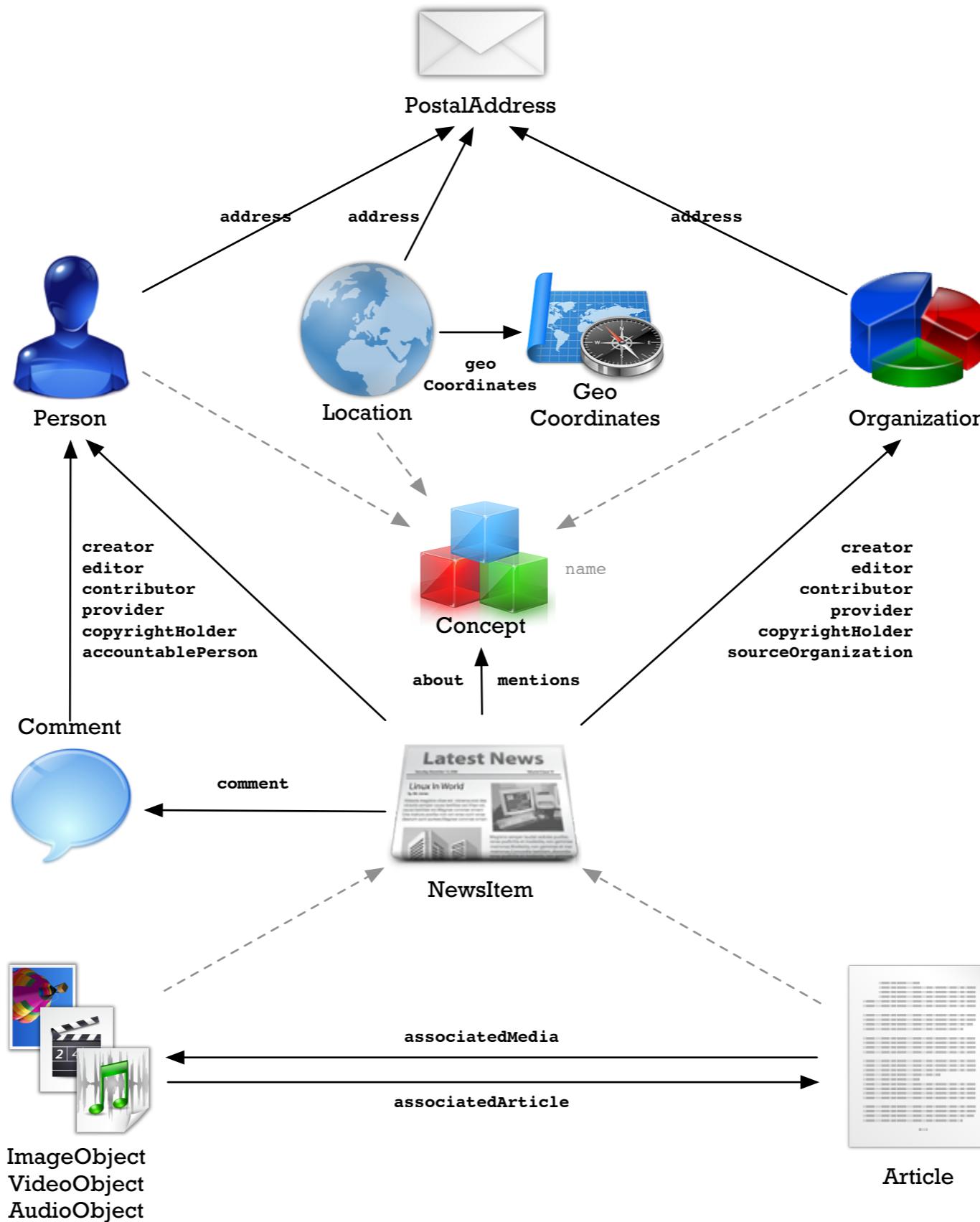


rNews Defined

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

...



The screenshot shows a web browser window for The New York Times. The main content is an article by Alan Cowell published on June 1, 2011, about Germans' deep suspicions of nuclear power. The sidebar features a 'Latest in My Network' section with recommendations from Lucy Wood McManus, Elliot Pierce, and William S. Niederkorn, along with a link to 'Technology Provides an Alternative to Love'. Social sharing icons for Facebook, Twitter, Email, Print, Single Page, Reprints, and Share are visible on the right side of the article.



and a set of suggested implementations

RDFa



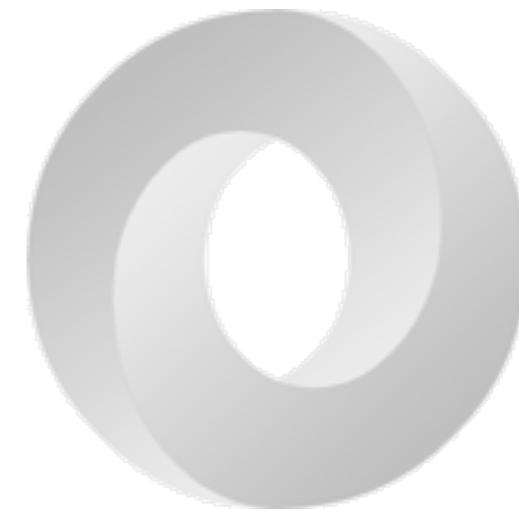
Today

Microdata



Very Soon

JSON



Maybe?



and a set of suggested implementations

RDFa



Today

Microdata



Very Soon
Perhaps Before the End
of this presentation

JSON



Maybe?

The Way to rNews



2010
↓
2011

The Way To rNews

- 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



Engaging Our Community



Engaging Our Community

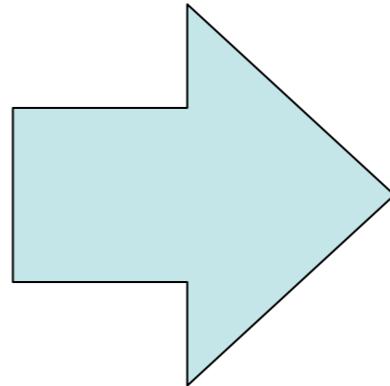


Feedback we incorporated...

latitude
longitude
altitude



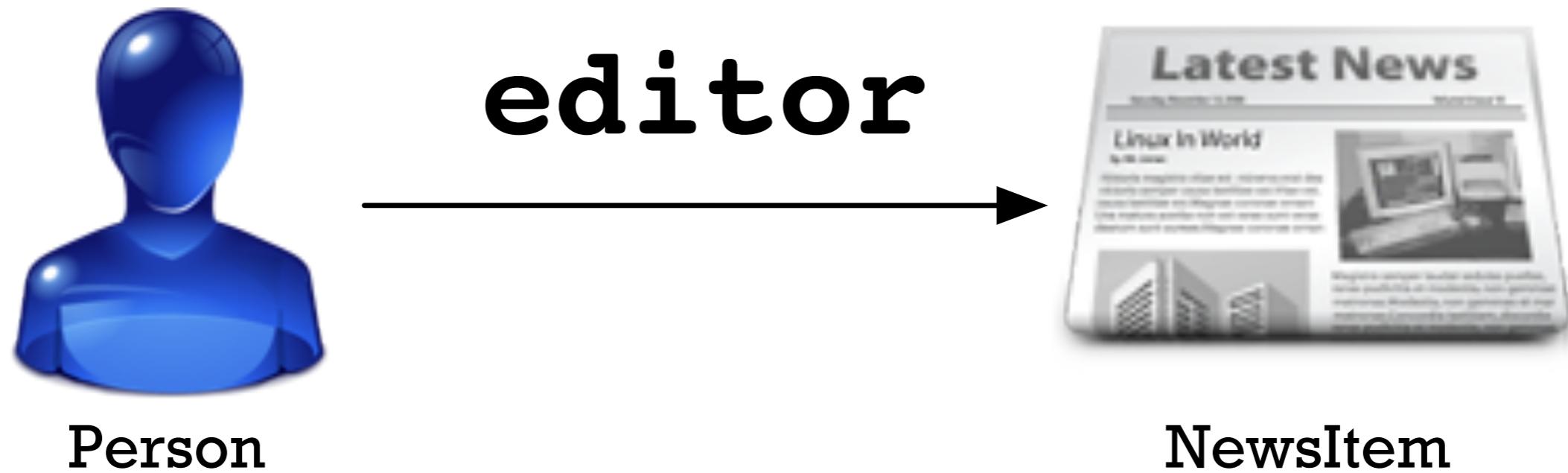
Location



**Geo
Coordinates**

point
circle
elevation
polygon
box
line

Feedback we incorporated...





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](#) ☆

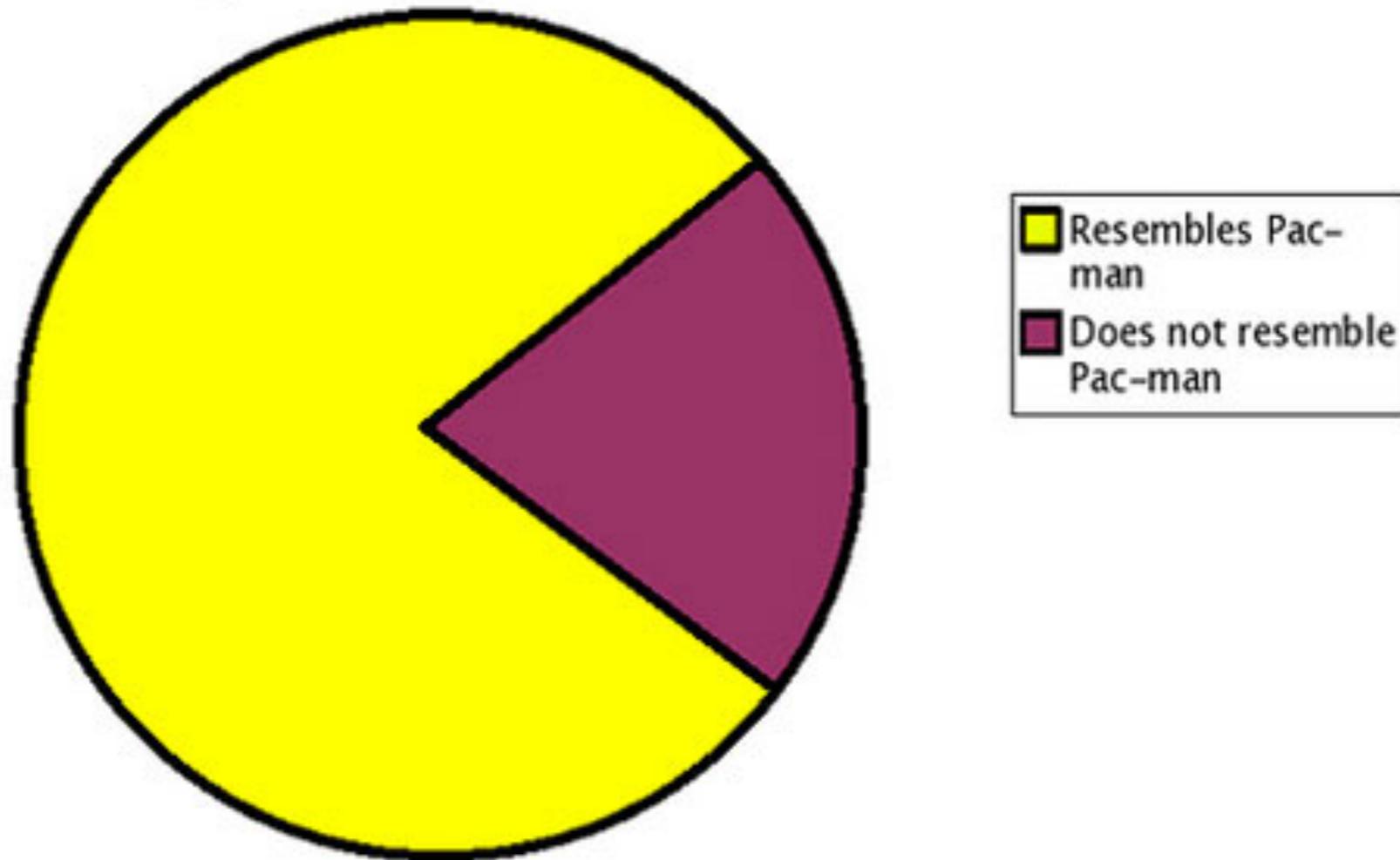
Oct 10, 2010 ... The new language, **HTML5**, could give marketers access to many more details about users' online activities.

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



C Web MSNBC Search Alerts Newsletters RSS Help MSN Home Hotmail Sign In msn



MSNBC Home > U.S. News > U.S. Life

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

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

AP 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 ↓

advertisement



DID YOU KNOW?

- Today in history: May 8
Celebrity birthdays, highlights
more facts about this day
- Take MSNBC.com's weekly

HOT & POPULAR

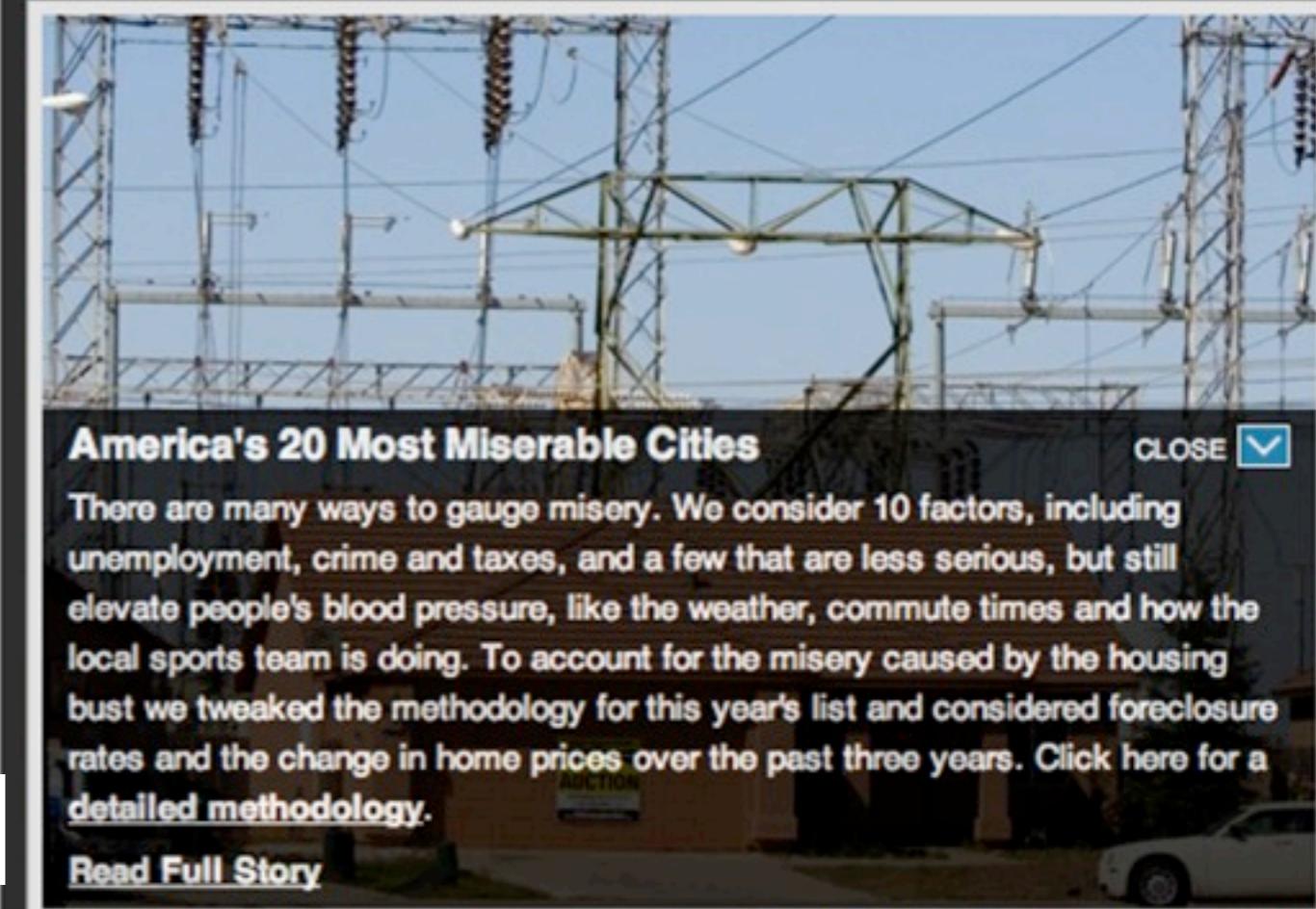
Most Viewed Top Rated

Avoid unfortunate juxtapositions



Leverage metadata not just text

In Pictures: America's 20 Most Miserable Cities



America's 20 Most Miserable Cities

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](#).

[Read Full Story](#)

Kimberly White/Bloomberg via Getty Images

[Roanoke, Virginia](#)

Living here gives you everything but the hassle.
www.roanoke.org



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

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





The New York Times

Thank You!

Evan Sandhaus
Lead Architect, Semantic Platforms