



## **Provider's Guide:**

# **Feeding MSN Channel Web Sites (UCP)**

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## Introduction

This document is a guide for MSN content providers for MSN Channel web sites. It covers the handling of feeds for content which is to be hosted both within MSN and linked to through MSN page features, or feeds containing links to non-MSN websites and articles. MSN feed requirements are based on industry standard NewsML and RSS XML schemas.

In both cases, the provider will need to drop their feeds into directories on a share that they host (<http://...> or <ftp://>), that is accessible to MSN. For MSN to be able to pick up the feed, it is essential that the feeds be in the right format.



Connecting with content providers is one of the most important steps in launching any MSN web site, and it is important to begin work in this area as soon as possible. We look forward to working with you!

## MSN Pages, Features and Modules

Before we get into feed schemas, it is important to have a general understanding of how MSN pages work. This section provides a brief overview of concepts behind MSN Articles and page construction.

### Article and Photo Gallery Pages

Feed providers send articles and photo galleries in NewsML or RSS feeds, which are then transformed and hosted on the MSN Publishing Platform and Content Management System. The content is then rendered live via page “wrappers” for Articles and Photo Galleries.

#### News Article Page



#### Entertainment Photo Gallery Page

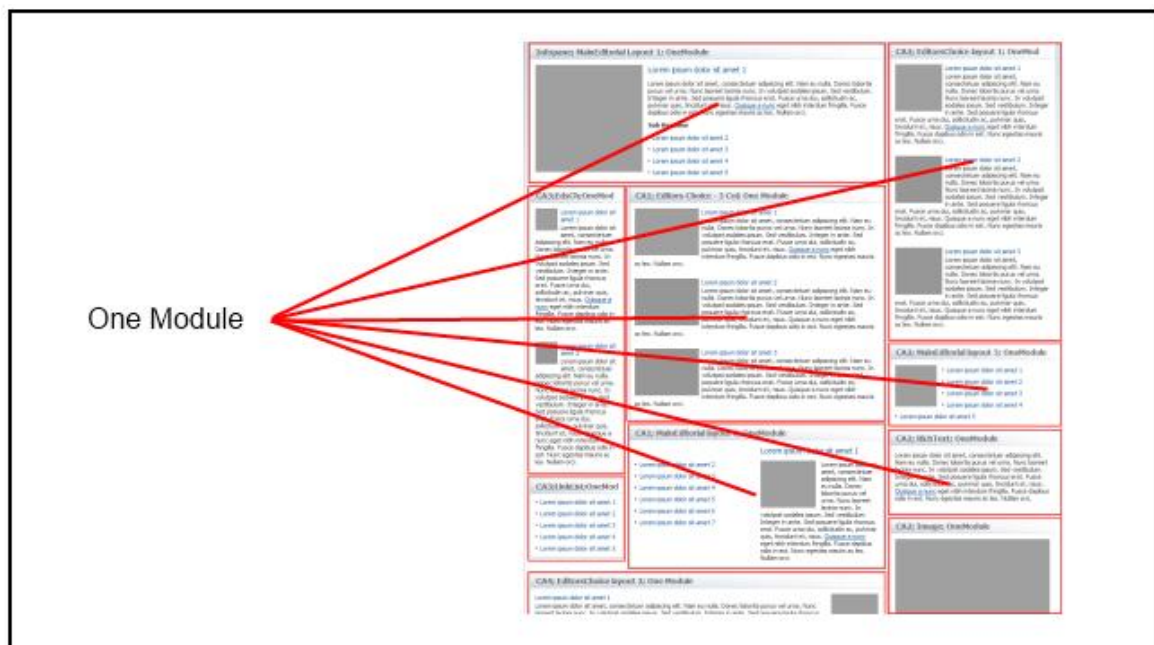


## Page Modules and Features

Page modules are used on pages to link to these articles and photo galleries and, sometimes, to external sites. Each individual page within an MSN channel is constructed of features and underlying data modules, which can be editorially written or fed from external content. The great majority of modules and features on MSN channels can be fed.

A feature called the 'OneModule' has been developed, which makes up the majority of page furniture in a channel page. The 'OneModule' uses a single data schema with multiple 'layouts' on the published page. This concept makes it a more simplified process to feed modules directly on a page.

The following example shows a page with OneModule features, using a single data schema and multiple layouts controlled by editorial:



The OneModule can display content in numerous ways, including:

Linklist

LinkedImage

LinkedImageAbstractList

Abstract

LinkAbstract

A single feed containing items, including Image/Link/Abstract data, can populate a piece of OneModule content from a feed and be displayed in hundreds of ways. MSN has chosen to apply the industry standards formats of NewsML for articles and RSS 2.0 for articles and modules, respectively.

## Feed Types: Article/Gallery Feeds vs. Direct Module Feeds

In processing terms, feeds to MSN fall into two categories

- 1.) feeding full articles/galleries into the MSN Content Management System
- 2.) feeding modules of links/abstracts/images that link to sites and pages hosted elsewhere

The requirements for the two feed types are described in the next two sections.

## Type 1: Feeding Articles and Photo Galleries

### NewsML - Feeding articles and galleries

#### NewsML concept in brief

At the heart of NewsML is the concept of the news item which can contain various different media – text, photos, graphics and video, together with all the meta-information that enables the recipient to understand the relationship between components and understand the roles of each component.

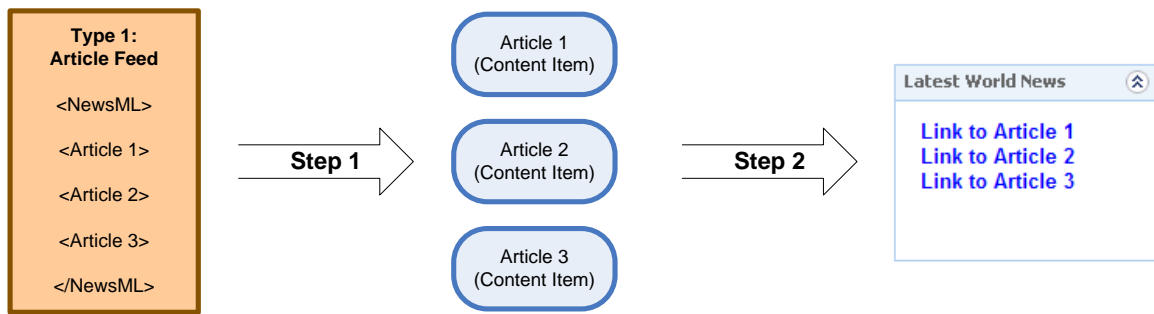
Everything the recipient might need to know about the content of the news provided can be included in NewsML's structure. For example, NewsML enables publishers to provide the same text in different languages; a video clip in different formats; or different resolutions of the same photograph. NewsML's rich metadata concept can help with things like revision levels that make it easy to track the evolution of a NewsItem over time, status details (publishable, embargoed, etc.) and administrative details, such as acknowledgements or copyright details.

NewsML has default metadata vocabularies to ease implementations but it does not dictate which metadata vocabulary is used (IPTC Subject Codes, ISO country codes etc.) – a providers just have to indicate which vocabulary they are using. Multiple vocabularies can be utilised within the same NewsItem. For text objects in a NewsItem, the IPTC's News Industry Text Format (NITF) is recommended.

NewsML is flexible and extensible and uses standard Internet naming conventions for identifying the news objects in a NewsItem. As such, content does not have to actually be embedded within a NewsItem; pointers can be inserted to content held on a publisher's web site instead. This means subscribers retrieve the data only when they need to and this makes NewsML bandwidth-efficient.

Feeding full articles and photo galleries is done via NewsML (and RSS to a lesser degree) and comprises two steps:

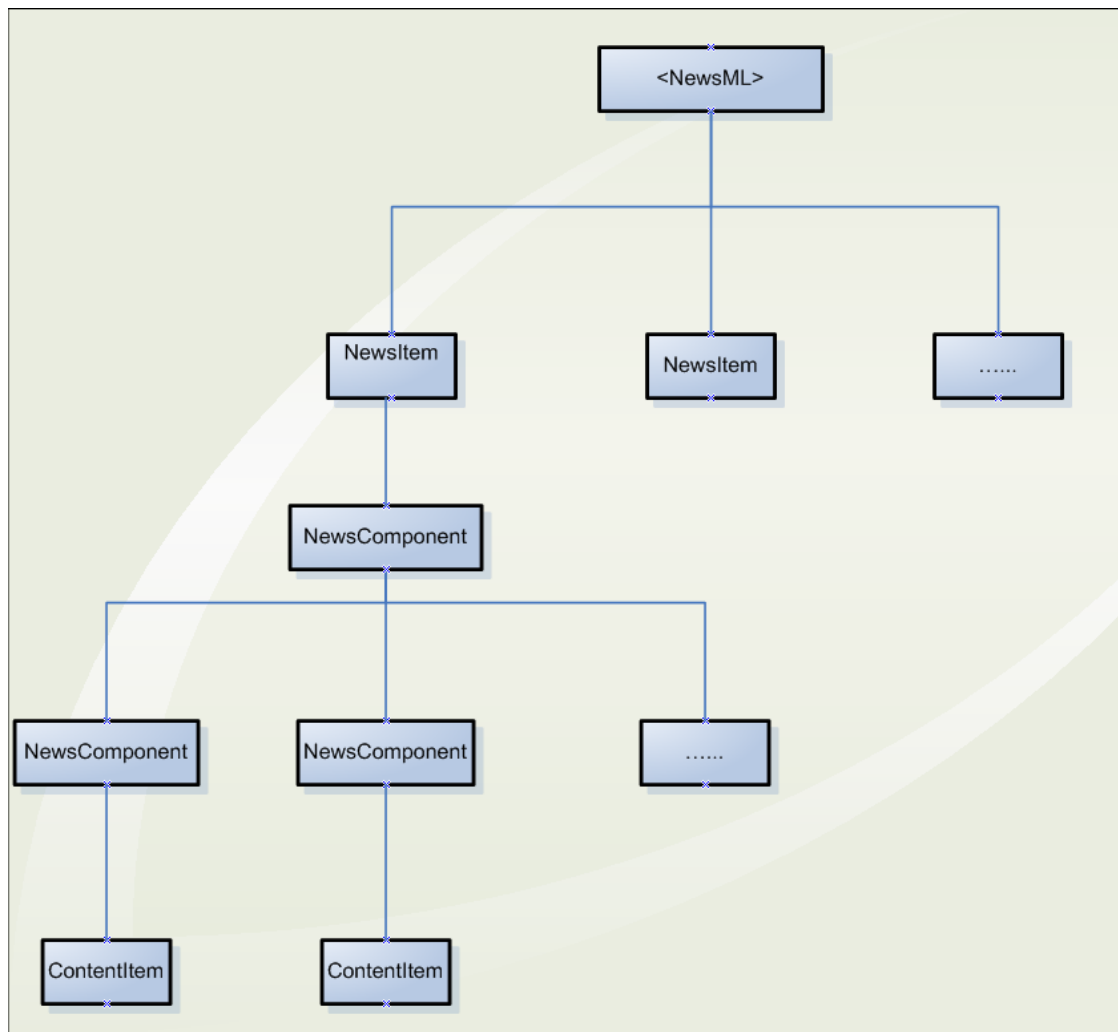
1. Creating the articles in our Content Management System
2. Linking to those articles via modules on our web pages



As stated earlier, the provider drops their NewsML feeds in an http:// or ftp:// (URL) share for pickup by the MSN feed system. It is important the NewsML be in the correct format for the MSN system to pick it up from this share.

Current, industry standard NewsML information is located here: <http://www.newsml.org/>

Here is the basic structure of a **NewsML feed**:



For each ContentItem node, several<nitf> and other types of content are allowed.

The combination of two parameters--**MediaType** and **MimeType**-- decide data type within the <ContentItem>.

**Please note, the schema only accepts lower case html tags such as <strong>, <p>, <li> etc.**

MSN requires the NewsML to be supplied in a specific format. As the accepted schema can sometimes change, see the latest descriptions and samples on the MSN Channels feed verification site. <http://channelinaboxtool.msn.com/>

When viewing the Feed Management Assistant page, select NewsML then scroll to the bottom of the screen where you can download various MSN NewsML examples, which provide details of the format expected for articles and galleries. In addition, the tool can be used for verifying that a NewsML feed complies with the schema format.

msn Feed Management Assistant Tool Internal Wiki Site

Login

Account:

Password:

Login

Navigation

Feed Verification

Jobs History

Schema Search

Keyword:  Search

Click here for NewsML Schema

Searched Schema List

Name	Description
NewsML	The schema of NewsML.
RSS2.0	The schema of RSS2.0.
Shopping Module	The CIAB slot name: INTL_LinkLinkedImageAbstractAbstract2ColumnList
RSS0.92	The schema of RSS0.92
Boxed_Feature2_Right_Slot1	Boxed_Feature2_Right (Slot 1: Chan_LinkImageLinkHeadlineAbstract)

Searched Sample Feed List

Feed Name	Description
NewsML	This is a sample feed xml which is prepare for transformed to article content. 1.NewsItem only can contain one NewsComponent child node. 2.NewsItem LinkType attribute value only allows "normal", "opennew", "openpopup" 3.Formal name of third level NewsComponent/Role value only allows "Main" or "Supporting" 4.body.content only allows "p", "ul", "headline", "h1" and "media". 5.First level /ContentItem/MediaType/FormalName only allows "ComplexData" or "Text" 6.First level /ContentItem/MimeType/FormalName only allows "text/vnd.IPTC.NITF" 7.Formal name of third level NewsComponent/Role value only allows "Main" or "Caption" 8.Second level /ContentItem/MediaType/FormalName only allows "Photo" or "Text" 9.The media-type attribute of media element in body.content only can be "image" 10. Many other restriction on optional or required.
NewsMLWithTable (Table not used in News)	This is a sample feed xml which is prepare for transformed to article content. 1.NewsItem only can contain one NewsComponent child node. 2.NewsItem LinkType attribute value only allows "normal", "opennew", "openpopup" 3.Formal name of third level NewsComponent/Role value only allows "Main" or "Supporting" 4.body.content only allows "p", "ul", "headline", "h1" and "media". 5.First level /ContentItem/MediaType/FormalName only allows "ComplexData" or "Text" 6.First level /ContentItem/MimeType/FormalName only allows "text/vnd.IPTC.NITF" 7.Formal name of third level NewsComponent/Role value only allows "Main" or "Caption" 8.Second level /ContentItem/MediaType/FormalName only allows "Photo" or "Text" 9.The media-type attribute of media element in body.content only can be "image" 10. Many other restriction on optional or required. 11. Each Page only has 1 tables. 12. Each table is in body.content (refer to http://wiki/default.aspx/Microsoft.Teams.b3inthelp/ArticleWithTable.html)
NewsMLForPhotoGallery	This is a sample feed xml which is prepare for transformed to Photogallery content. 1.NewsItem only can contain one NewsComponent child node. 2.Formal name of third level NewsComponent/Role value only allows "Main" or "Supporting" 3.body.content only allows "p", "ul", "headline", "h1" 4.First level /ContentItem/MediaType/FormalName only allows "ComplexData" or "Text" 5.First level /ContentItem/MimeType/FormalName only allows "text/vnd.IPTC.NITF" 6.Formal name of third level NewsComponent/Role value only allows "Main" or "Caption" 7.add three new attribute on node "DataItem" in Newsml of photoGallery "imagetext", "title", "imageabstract".

No schema screen shoot exists.

Feed Verify

Selected Schema: NewsML loaded successfully

Feed Path Type: ☒ Local ☐ URL

Feed Path:  Browse...

Verify Cancel

Verified Information

Upload your feed sample to test

Click Verify

The schema as of November 23, 2009 for this NewsML is embedded below in an .xsd file, for reference. (Note, you will need to have Visual Studio or another development tool installed to view this file).



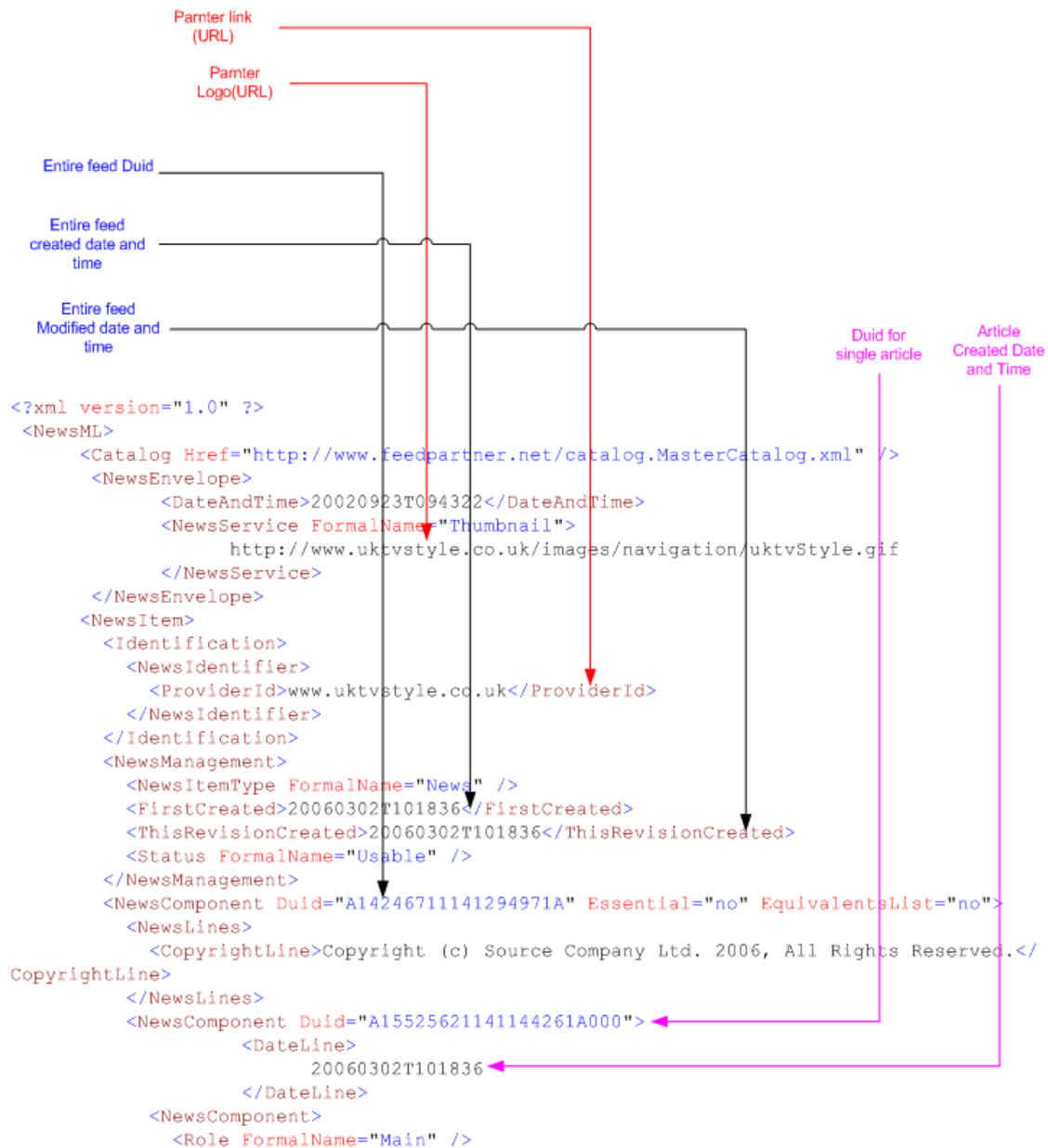
UCPNewsML.xsd

The page modules are then generated from articles feed in NewsML format. This process is carried out after the articles have been loaded into MSN; **nothing more is required of the feed provider.**

### The NewsML Feed Header

A **NewsML** feed should contain a header which includes information about feed version, create/modify time, provider ID and so on. The following chart indicates the corresponding attributes or elements for a NewsML feed:





#### Notes:

- The **DUID** is the unique id for every single article that the database can record.
- Make sure that the width of any image on the source feed xml is less than 410px
- Make sure that the date time format conforms to the example below:  
 "YYYYMMDDTHHMMSS" (eg. the date and time is "08:56:59 of May 31st, 2006" then YYYY is 2006 ,MM is 05 ,DD is 31  
 HH is 08, MM is 56 and SS is 59, together it is 20060531T085659)
- The nodes we have pointed out are essential accessorial items for the Feed format

For now, **NewsItem** doesn't support **LinkType**. But if you have an <a> tag in the "body.content" and it has "target=\_blank" or "target=\_self", it will work.

We need **NewsML** format xml feeds to transform to specific templates (such as Article or Photo-gallery); here is a detailed definition of the **NewsML** format:

The following image highlights how the various elements in NewsML map to the final displayed article:

INTLChannelSK

MSN home SK

Mail SK

My MSN SK

Sign In

<Author>

Author Name

</Author>

<ThisRevisionCreated>

20060302T101836

</ThisRevisionCreated>

<NewsService FormalName="Thumbnail" link-url="http://www.msn.com">

http://www.uktvstyle.co.uk/images/navigation/uktvStyle.gif

</NewsService>

Author Name

Thursday, 02 March 2006

uktv

STYLE

<SlugLine>

I can't believe I didn't add any abstract here that cause me do this every time.....

</SlugLine>

<HeadLine>

Preparing to Decorate Article 1

</HeadLine>

I can't believe I didn't add any abstract here that cause me do this every time.....

<nitf>

2

</nitf>

Preparing to Decorate Article 1




Image text here.

The main

Here are the key steps to preparing a room for a new coat of paint or paper. Whatever type of surface you're going to tackle it must be clean, dry and smooth for the best results - preparation is the secret of a good-looking

Time to complete job: Preparing a room for a new coat of paint or paper will take at least half a day, including filling and smoothing old plaster.

Approximate budget: The basic tools and materials should cost less than £20 for most rooms.

You will need:

- Sugar soap
- Bucket and sponge
- Rubber gloves
- Interior plaster filler
- Decorator's sealant
- Filling knife
- Sanding block or electric sander
- Dust sheets
- Step ladder

<body.content>

<p>

Here are the key steps to preparing a room for a new coat of paint or paper. Whatever type of surface you're going to tackle it must be clean, dry and smooth for the best results - preparation is the secret of a good-looking finish.

</p>

<p>

<strong>Time to complete job:</strong> Preparing a room for a new coat of paint or paper will take at least half a day, including filling and smoothing old plaster.

</p>

<p>

<strong>Approximate budget:</strong> The basic tools and materials should cost less than £20 for most rooms.

</p>

<NewsComponent>

<Role FormalName="Caption" />

<ContentItem>

<MediaType FormalName="Text" />

<MimeType FormalName="text/plain" />

<DataContent>

The main image text here.

</DataContent>

</ContentItem>

</NewsComponent>

<NewsComponent>

<Role FormalName="Main" />

10

**Approximate budget:** The basic tools and materials should cost less than £20 for most rooms.

**You will need:**

- Sugar soap
- Bucket and sponge
- Rubber gloves
- Interior plaster filler
- Decorator's sealant
- Filling knife
- Sanding block or electric sander
- Dust sheets
- Step ladder
- Dust mask

**Tip:** Always wear a dust mask and spread a dust sheet on the floor before tackling the job.

**Step 1: Smoothing the surface**



©copyright here

- Scrape off any flaking paint with a filling knife and smooth with a sanding block. For more on painting, see Paint Strips. On the walls this will be done on doing this, see Stripping Wallpaper.

**Step 2: Repairing damaged plaster**



- Sometimes patches of plaster are loose or cracked. Pick out the loose plaster with your filling knife and repair with plaster filler. Work methodically over the whole room to make sure you repair all the damaged areas.

- When the filler is dry, use an electric sander or sanding block to smooth any rough areas of plaster and blend in the new repairs.

- Very powdery plasterwork or new bare plaster should be coated with a coat of plaster sealer.
- For larger patches of plaster that need repairing, see Patching Damaged Plaster.
- **Tip:** Cracks around the skirting boards and door frames will spoil your new finish. Rake out any chipped paint and fill the gaps with a flexible decorator's sealant.

```
<NewsComponent>
  <Role FormalName="Caption" />
  <ContentItem>
    <MediaType FormalName="Text" />
    <MimeType FormalName="text/plain" />
    <DataContent>
      The main image text here.
    </DataContent>
  </ContentItem>
</NewsComponent>
```

```
<NewsComponent>
  <Role FormalName="Main" />
  <ContentItem>
    Href="http://www.uktvstyle.co.uk/images/standarditem/L1/prepare_to_decorate_main.jpg"
    link-url="http://www.msn.com" copyright="©copyright here"
    <MediaType FormalName="Photo" />
    <MimeType FormalName="image/jpeg" />
    <Characteristics>
      <SizeInBytes>24151</SizeInBytes>
    </Characteristics>
    <comment>
      <scheme>0</scheme>
    </comment>
  </ContentItem>
</NewsComponent>
```

```
<media media-type="image">
  <media-reference>
    mime-type="image/jpeg"
    source="http://www.uktvstyle.co.uk/images/standarditem/M/preparingtodecorate01_112.gif"
    alternate-text="Step 1: Smoothing the surface"
    link-url="http://www.msn.com"
    copyright="©copyright here"
  >
</media-reference>
<media-caption>
</media-caption>
</media>
```

## NewsComponent child nodes

### <NewsComponent/> Node

XML Node	Description	Example
<b>Role</b>	An identifier of the role played by a <u>NewsComponent</u> within a <u>NewsComponent</u> that contains it.	
<b>Role\@FormalName</b>	Describes the role of the <u>NewsComponent</u> , for full list see	Main
<b>NewsLines\Headline</b>	Main headline of news story	
<b>NewsLines\SlugLine</b>	Slugline of new story, corresponding to the article abstract.	
<b>DescriptiveMetadata\Subject Code\Subject\@FormalName</b>	The Subject Code is a three level system for describing content by a well defined set of terms. Topics of level Subject provide a description of the editorial content of a NewsML feed at a high level, SubjectMatter provides a description at a more precise level and finally a SubjectDetail at a rather specific level. Currently about 1300 terms are available - and several of them could be assigned to a single news object enabling a very narrow description of the content.	01001000
<b>ContentItem\MediaType</b>	The type of medium through which the information contained in a data object is presented to the user.	Video
<b>ContentItem\MimeType</b>	<b>A NITF and Image</b> specific string of characters that identifies the format of a data object.	Video

NOTE : **Role\@FormalName** value can only be "Main", "Supporting" or "Caption".

<b>Role\@FormalName</b>	<b>Description</b>
Main	article's body abstract, photogallery top description
Supporting	relative image(s)
Caption	relative image text

NOTE : For each <NewsComponent> node, the two attributes "**MediaType**", "**MimeType**" decide the type of the atomic **NewsComponent**.

If the component content is Richtext (may contain HTML codes), which is prepared for transformation of the **Richtextabstract** field, the attributes should be set strictly as follows:

Attribute	value
<b>ContentItem\MediaType\@FormalName</b>	Complexdata
<b>ContentItem\MimeType\@FormalName</b>	text/vnd.IPTC.NITF

See more detail info about NITF at: <http://www.nitf.org/tutorial.php>

*Example:*

```
<NewsComponent>
  <Role FormalName="Main" />
  <NewsLines>
    <HeadLine>Three in court over £53m depot raid</HeadLine>
  </NewsLines>
  <ContentItem>
    <MediaType FormalName="ComplexData" />
    <MimeType FormalName="text/vnd.IPTC.NITF" />
    <DataContent>
      <nitf>
        <body>
          <body.head>
            <headline>
              <hl1>Three in court over £53m depot raid</hl1>
            </headline>
          </body.head>
          <body.content>
            <p>Two men and a woman will appear in court charged in connection with the
              &#163;53 million Securitas depot raid.</p>
            <p>They were then left tied up, along with 14 other workers at the site, as the
              robbers fled with &#163;53,116,760.</p>
            <media media-type="image">
              <media-reference mime-type="image/jpeg"
source="http://stc.msn.com/br/1/gates.jpg" alternate-text="Bill Gates at the podium."
>
              </media-reference>
              <media-caption>Gates makes speech. </media-caption>
            </media>
          </body.content>
        </body>
      </nitf>
    </DataContent>
  </ContentItem>
</NewsComponent>
```

If the component content is Image, which is prepared for transformation of the *Upload image* field, the attributes should be set strictly as follows:

Attribute	value
<b>ContentItem\MediaType\@FormalName</b>	Photo
<b>ContentItem\MimeType\@FormalName</b>	image/jpeg

If the component content is Image Text, which is prepare for transformation image text field, the attributes should be set strictly as follows:

Attribute	value
<b>ContentItem\MediaType\@FormalName</b>	Text
<b>ContentItem\MimeType\@FormalName</b>	text/plain

*Example:*

```
<NewsComponent>
  <Role FormalName="Supporting" />
  <NewsComponent Duid="A20641461140636391A0">
    <NewsComponent>
      <Role FormalName="Main" />
      <ContentItem Href="http://stc.manga.net/br/intl/life/test.jpg">
        <MediaType FormalName="Photo" />
        <MimeType FormalName="image/jpeg" />
        <Characteristics>
          <SizeInBytes>24151</SizeInBytes>
        </Characteristics>
      </ContentItem>
    </NewsComponent>
    <NewsComponent>
      <Role FormalName="Caption" />
      <ContentItem>
        <MediaType FormalName="Text" />
        <MimeType FormalName="text/plain" />
        <DataContent>The Securitas depot in Tonbridge, Kent</DataContent>
      </ContentItem>
    </NewsComponent>
  </NewsComponent>
</NewsComponent>
```

## Here can find NewsML example for Commonarticle and gallery:



NewsML2CommonArticle\_testdata.xml



NewsML2Gallery\_testdata.xml

## NewsML formatting structure questions

### 1. `<Catalog Href="http://www.feedpartner.net/catalog.MasterCatalog.xml"/>`

Q: Do we need to include this element in the data we supply? If so, should we maintain this Href value exactly as it is, or is there an alternative value we should use?

A: You can just keep this value here. It is used for our maintenance

### 2. `<NewsEnvelope>`

`<DateAndTime>20061122T130515</DateAndTime>`

Q: Does this represent the time the data was delivered, or the time that it was served? Do we need to add this value to the data, or will it be generated automatically when the data is served at your end?

A: The NewsEnvelope element and DateAndTime element are required. DateAndTime should be generated by the provider as this detail the time. It is used for our maintenance work.

### 3. `<NewsService FormalName="Thumbnail" link-url="http://www.msn.com">`

`http://www.uktvstyle.co.uk/images/navigation/uktvStyle.gif</NewsService>`

`</NewsEnvelope>`

Q: Do we need to include a value for this?

A: This node is used for storing the logo URL on article page. If you need a logo there, you have to put the logo URL in the node. Logo dimensions should be 130x30pixels maximum.

### 4. `<NewsItem LinkType="opennew">`

Q: What is the LinkType value?

A: Every NewsItem corresponds with one single article. LinkType should be set 'Normal' for articles/galleries.

### 5. `<Identification><NewsIdentifier>`

Q: Do we maintain this value as is?

A: Just keep default state there

Q: Please clarify -- what is the default state for this value? Would the following be acceptable:

**<NewItem LinkType="">**

A: LinkType used to illustrate what kind of link action you want to use, there are three options here. (normal, opennew, openpopup). LinkType should be set to Normal for articles and galleries.

**normal:** when clicking link text, the page will go through to new page within its self window.

**opennew:** the page will direct to new page in a new open window

**openpopup:** the page will direct to new page in a pop up window .

The default value is normal so using <NewItem LinkType="normal"> should be fine.

6. **<ProviderId>www.uktvstyle.co.uk</ProviderId></NewsIdentifier></Identification>**

Q: What is our provider ID?

A: The node is used for providing the partner link information for the article page. So if you need this link, you should provide your URL here. Generally the link here could be a reference to the authors own web site

7. **<NewsManagement>**

**<NewItemType FormalName="News"/>**

**<FirstCreated>20061123T101836</FirstCreated>**

Q: What do we change here?

A: The First Created field details when the feed file was first created for released, set the value once and there is no need to set it again.

8. **<ThisRevisionCreated>20061123T101836</ThisRevisionCreated>**

Q: We assume we need to update this value each time we update the content; could you confirm?

A: Yes, it should record the NewsML last updated time.

9. **<Status FormalName="Usable"/>  
</NewsManagement>**

Q: Do we maintain this value as is?

A: Just keep it there

Q: Please clarify -- is it acceptable to include the Status value below in every file:

**<Status FormalName="Usable"/>**

A: That is fine



10. **<NewsComponent Duid="A14246711141294971A"**

Q: Do we need to provide this ID, if so, can you provide the ID convention.

A: It is used for our maintenance work, which identifies the entire feed. The ID is following GUID convention. You can leave this DUID as is or enter an alphanumeric string of 20 characters.

11. **Essential="no" EquivalentList="no">**

Q: Do we maintain these values as they are?

A: Just keep it there

Q: Please clarify -- is it acceptable to include the values below in every file?

**Essential="no"**

**EquivalentList="no"**

A: That is fine

12. **<NewsLines> </NewsLines>**

Q: What do we need to set here?

A: You can keep it there, or add <CopyrightLine></CopyrightLine> for image under the node

13. **<NewsComponent Duid="A15525621141144261A000">**

Q: Do we need to provide this ID, if so, can you provide your ID convention, if any? Or can we use our own internal IDs?

A: This value is used for identifying the unique article .The ID is also following GUID convention

Q: Please clarify -- do you want us to generate and supply article IDs, or will you insert them after supply? At present we do not have enough information to be able to generate IDs that will be unique within your system.

A: You can leave this DUID as is or enter an alphanumeric string of 20 characters.

14. **<DateLine>20060302T101836 </DateLine>**

Q: Can you explain how this is different from ThisRevisionCreated and FirstCreated?

A: This value represents the article created time or article first published time and would be displayed above the article content and just below the article author name

15. **<Role FormalName="Main"/>**

Q: Do we maintain this value as is?

A: It is used for storing your feed content such as article content or photo gallery content which needs to be transformed to bedrock content format. The Role element and FormalName are both required. The FormalName should be one of: Main or Supporting

Q: Please clarify -- if we supply the value below for every file, will this be acceptable:

<Role FormalName="Main"/>

A: This is acceptable.

Here's an example:

```
<Role FormalName="Main" />
<NewsLines>
  <HeadLine>Preparing to Decorate Article 1</HeadLine>
  <SlugLine>I can't believe I didn't add any abstract here that cause me do this every
time.....</SlugLine>
  <MoreLink>http://www.msn.com</MoreLink>
</NewsLines>
<ContentItem>
  <MediaType FormalName="ComplexData" />
  <MimeType FormalName="text/vnd.IPTC.NITF" />
  <DataContent>
    <nitf>
      <body>
        <body.head>
          <headline>
            <h1>Preparing to Decorate Article 1</h1>
          </headline>
        </body.head>
        <body.content>
          <p>Here are the key steps to preparing a room for a new coat of paint or paper.
Whatever type of surface you're going to tackle it must be clean, dry and smooth for
the best results - preparation is the secret of a good-looking finish.</p>
          <p>
            <strong>Time to complete job:</strong>
            Preparing a room for a new coat of paint or paper will take at least half a day,
including filling and smoothing old plaster.
          </p>
          <p>
            <strong>Approximate budget:</strong>
            The basic tools and materials should cost less than £20 for most rooms.
          </p>
          <h1>You will need:</h1>
          <ul>
            <li>Sugar soap</li>
            <li>Bucket and sponge</li>
            <li>Rubber gloves</li>
            <li>Interior plaster filler</li>
            <li>Decorator's sealant</li>
          </ul>
        </body.content>
      </body>
    </nitf>
  </DataContent>
</ContentItem>
```

```
<li>Filling knife</li>
<li>Sanding block or electric sander</li>
</ul>
<p>
</body.content>
</body>
</nitf>
</DataContent>
</ContentItem>
```

16. **<SlugLine>I can't believe I didn't add any abstract here that cause me do this every time.....</SlugLine>**

Q: Can you let us know whether we need to include content for SlugLine, and if so, what it's used for?

A: The slugline is used as the first main abstract for the article.

17. **<MoreLink>http://www.msn.com</MoreLink></NewsLines>**

Q: Do we need to supply data for this element, and if so, is there a particular value we should use?

A: For future expansion. Just keep it there

18. **<ContentItem><MediaType FormalName="ComplexData"/>**

Q: Do we need to maintain this value as is?

A: Just keep it there. It is for future expansion.

19. **<MimeType FormalName="text/vnd.IPTC.NITF"/>**

Q: Do we need to maintain this value as is?

A: Just keep it there.

19. **<nitf>**

Q: What is this used for?

A: nitf is required and one <nitf> relates to one single page in your article. If you wish to have multiple pages in your article, then each subsequent <nitf></nitf> element relates to a new page (If there are two <nitf></nitf> blocks in the <NewsItem> block then your article will have two pages).

20. **<body>**

Q: What is this used for?

A: Body is required and defines the body section of your article.

21. **<body.head>**  
    **<hedline>**  
        **<hl1><hl1>**  
    **<hedline>**  
**</body.head>**

Q: What is this section used for? What should we put here?

A: hedline and hl1 are required as they set the title for the article

22. **<body.content>**

Q: What is this section for?

A: body.content is required, as it is the main text body for your article.

23. **<p></p>**

Q: What can we use in combination with <p> elements?

A: In the <p> elements, only the following tags are allowed: <ul>, <hedline>, <hl1>, <strong> and <a>.

24. **<media media-type>="image">**  
    **<media-reference mime-type="image/jpeg" source=**  
**"http://www.uktvstyle.co.uk/images/standardItem/M/preparingtodecorate01\_112.gif"**  
**alternate-text="Step 1: Smoothing the surface" link-url="**[\*\*http://www.msn.com\*\*](http://www.msn.com)**"**  
**copyright="copyright here">**  
**</media-reference>**  
**<media-caption></media-caption>**  
**</media>**

Q: What do we need to set here?

A: The attribute media-type is required and should be set to "image". media-reference is required. The mime-type, source and alternate-text are required. The link-url and copyright are optional. Media-caption is optional.

## Content formatting examples

Our implementation of the fetch and transform function of our Content Management System will not parse the **<![CDATA ... ]>** element. In fact, our system completely strips out CDATA and will not render any content data contained therein.

**Please ensure that all elements contained within <body> or <body.content> elements are lower case. Mixed case elements will fail verification i.e.**

**<p>**The XYZ Wireless Starter Kit found here **<A**  
**href="http://www.xyswireless.com/xyzwireless/index.aspx">**XYZ Wireless site**</A>** is the best wireless

solution on the market, bar none.</p>

**The above example will fail verification due to the capitalization of the <A> element.**

## Media (image) elements

All external image references MUST be fully qualified.

**You cannot surround Media elements with <p></p> elements for formatting as this use will not validate.**

The following examples will not validate:

```
<p>
<media media-type="image">
  <media-reference mime-type="image/jpeg" alternate-text=""
source="http://reviews.cnet.co.uk/i/c/rv/e/accessories/devolo/dlan_avdesk/200x150_1.jpg" />
  <media-caption />
</media>
</p>
```

```
<p>
<h1>The XYZ Wireless kit</h1>
Aimed primarily at those daunted by the prospect of setting up an ordinary wired home network, the XYZ
Wireless Starter Kit simply
plugs into into electical plug sockets and streams files over your power cables. It's secure and easy to
setup, but it doesn't achieve
its manufacturer's performance claims.
<H1>The XYZ Wireless kit breakdown</h1>
The XYZ Wireless kit sends data signals at x speed with y latency. Secured through Z protocols for business
use.
</p>
```

The following examples will validate:

```
<p/>
<media media-type="image">
  <media-reference mime-type="image/jpeg" alternate-text=""
source="http://reviews.cnet.co.uk/i/c/rv/e/accessories/devolo/dlan_avdesk/200x150_1.jpg" />
  <media-caption />
</media>
<p/>
```

```
</p>
<h1>The XYZ Wireless kit</h1>
<p>
Aimed primarily at those daunted by the prospect of setting up an ordinary wired home network, the
XYZ Wireless Starter Kit simply
plugs into into electical plug sockets and streams files over your power cables. It's secure and easy to
setup, but it doesn't achieve
its manufacturer's performance claims.
</p>
```

## Partner Logo

Maximum size for the logo image is: 130x30pixels

## Using <p> element for formatting

The paragraph elements <p></p> should be used heavily throughout the feed text for formatting, i.e.

```
<p>The Devolo dLAN 200 AVdesk Starter Kit is aimed primarily at those daunted by the prospect of setting
up an ordinary wired home network -- you simply plug it into electical plug sockets. In contrast to standard
Windows networking configurations, this product is designed to get you sharing files within minutes at a
theoretical maximum of 200Mbps -- twice as fast as an ordinary PC network.
It's a real alternative to both wired and wireless networks and should appeal to anyone with thick Wi-Fi-
blocking walls, ceilings or floors, or those whose spouses forbid the installation of lengthy cables. Strengths
The Devolo dLAN 200 AVdesk Starter Kit's strongest asset is its ease of use. You can pretty much do it with
your eyes (half) closed even if you've never configured a home network before. </p>
```

The paragraph would be better formatted as:

```
<p>The Devolo dLAN 200 AVdesk Starter Kit is aimed primarily at those daunted by the prospect of setting
up an ordinary wired home network -- you simply plug it into electical plug sockets.</p>
<p>In contrast to standard Windows networking configurations, this product is designed to get you sharing
files within minutes at a theoretical maximum of 200Mbps -- twice as fast as an ordinary PC network.</p>
<p>It's a real alternative to both wired and wireless networks and should appeal to anyone with thick Wi-
Fi-blocking walls, ceilings or floors, or those whose spouses forbid the installation of lengthy cables. </p>
<p>Strengths The Devolo dLAN 200 AVdesk Starter Kit's strongest asset is its ease of use. You can pretty
much do it with your eyes (half) closed even if you've never configured a home network before.</p>
```

You can use <p/> or <br/> for line breaks.

## NITF examples

The <NITF> node only allows 2 types of content: text and image.

### Text example:

```

<nitf>
  <body>
    <body.head>
      <hedline>
        <hl1>Three in court over £53m depot raid</hl1>
      </hedline>
    </body.head>
    <body.content>
      <p>Two men and a woman will appear in court charged with the Securitas depot raid.</p>
      <p>Car salesman John Fowler is accused of conspiracy to rob Securitas at Tonbridge, in Kent. </p>
      <p>Fellow car dealer Stuart Royle, 47, of no fixed abode.</p>
      <p>All three will appear before Maidstone Magistrates' Court.</p>
      <p>They are the first people to be charged over Britain's biggest ever cash robbery.</p>
      <p>A Police spokeswoman said that a woman arrested on Monday had been released on bail.</p>
      <p>The Tonbridge depot was raided in the early hours of last Wednesday morning.</p>
      <p>A gang kidnapped depot manager Colin Dixon, 51, who lived in Herne Bay. </p>
      <p>They were then left tied up, along with 14 other workers at the site, as the robbers fled.</p>
    </body.content>
  </body>
</nitf>

```

#### Image example:

```

<nitf>
  <body>
    <body.content>
      <media media-type="image">
        <media-reference mime-type="image/jpeg"
          source="http://stc.msn.com/br/1/gates.jpg"
          alternate-text="Bill Gates at the podium." >
        </media-reference>
        <media-caption>
          Gates makes speech.
        </media-caption>
      </media>
      <media media-type="image">
        <media-reference
          mime-type="image/jpeg"
          source="http://stc.msn.com/br/1/BillG.jpg"
          alternate-text="Bill Gates at the podium." >
        </media-reference>
        <media-caption>
          Gates makes speech again.
        </media-caption>
      </media>
    </body.content>
  </body>
</nitf>

```

#### Table example:

```

<nitf>

```

```

<body>
  <body.content>
    ...
  </body.content>
  <body.table>
    <table style="width: 417px" border="1">
      <tr>
        <td>
          Data:Row1_Col1
        </td>
        <td>
          Data:Row1_Col2
        </td>
        <td>
          Data:Row1_Col3
        </td>
      </tr>
      <tr>
        <td>
          Data:Row2_Col1
        </td>
        <td>
          Data:Row2_Col2
        </td>
        <td>
          Data:Row2_Col3
        </td>
      </tr>
      <tr>
        <td>
          Data:Row3_Col1
        </td>
        <td>
          Data:Row3_Col2
        </td>
        <td>
          Data:Row3_Col3
        </td>
      </tr>
    </table>
  </body.table>
</body>
</nitf>

```

## Multiple pages per article

To create multiple pages in an article you should put additional <nitf> elements and associated content within the <NewsItem> element. This creates the multiple page effect in each article, for example:



```

<nitf>
  <body>
    <body.head>
      <hedline>
        <hl1>Example item page 1</hl1>
      </hedline>
    </body.head>
    <body.content>
      <p/>
      <media media-type="image">
        <media-reference mime-type="image/jpeg" alternate-text=""
          source="http://www.example.com/image01.jpg" />
        <media-caption />
      </media>
      <p/>
      <p>Lots of example text about this article. Page 1 Page 1 Page 1</p>
    </body.content>
  </body>
</nitf>
<nitf>
  <body>
    <body.head>
      <hedline>
        <hl1>Example item page 2</hl1>
      </hedline>
    </body.head>
    <body.content>
      <p/>
      <media media-type="image">
        <media-reference mime-type="image/jpeg" alternate-text=""
          source="http://www.example.com/image02.jpg" />
        <media-caption />
      </media>
      <p/>
      <p>Lots of example text about this article. Page 2 Page 2 Page 2</p>
    </body.content>
  </body>
</nitf>

```

## Article and Gallery InfoPath examples

**CASE 1:** <NITF> includes both text content and several images, no 'supporting' type image. This will be transformed to an Article. Notice image resources in <NITF> node will be uploaded in the InfoPath Richtext field.

```

<?xml version="1.0" ?>
<NewsML>
  <Catalog Href="http://www.feedpartner.net/catalog.MasterCatalog.xml" />

```

```

<NewsEnvelope>
  <DateAndTime>20060302T101836</DateAndTime>
</NewsEnvelope>
<NewsItem>
  <Identification>
    <NewsIdentifier>
      <ProviderId>www.feedpartner.net</ProviderId>
      <DateId>20060302</DateId>
      <NewsItemId>Source_Company_Ltd(NEWS)_UK_News_10_18_36_36</NewsItemId>
      <RevisionId PreviousRevision="0" Update="N">1</RevisionId>
    </NewsIdentifier>
  </Identification>
  <NewsManagement>
    <NewsItemType FormalName="News" />
    <FirstCreated>20060302T101836</FirstCreated>
    <ThisRevisionCreated>20060302T101836</ThisRevisionCreated>
    <Status FormalName="Usable" />
  </NewsManagement>
  <NewsComponent Duid="A14246711141294971A" Essential="no" EquivalentList="no">
    <NewsLines>
      <CopyrightLine>Copyright (c) Source Company Ltd. 2006, All Rights Reserved.</CopyrightLine>
    </NewsLines>
    <NewsComponent Duid="A15525621141144261A000">
      <NewsComponent>
        <Role FormalName="Main" />
        <NewsLines>
          <HeadLine>Three in court over £53m depot raid</HeadLine>
          <SlugLine>POLICE Robbery Thur6 Three charged 2nd Lead</SlugLine>
        </NewsLines>
        <DescriptiveMetaData>
          <SubjectCode>
            <Subject FormalName="01001000" />
          </SubjectCode>
        </DescriptiveMetaData>
        <ContentItem>
          <MediaType FormalName="ComplexData" />
          <MimeType FormalName="text/vnd.IPTC.NITF" />
          <DataContent>
            <nitf>
              <body>
                <body.head>
                  <hedline>
                    <hl1>Three in court over £53m depot raid</hl1>
                  </hedline>
                </body.head>
                <body.content>
                  <p>Two men and a woman will appear in court charged in connection with the
Securitas depot raid.</p>
                  <p>Car salesman John Fowler is accused of conspiracy to rob Securitas at Tonbridge, in
Kent.</p>
                  <p>Fellow car dealer Stuart Royle, 47, of no fixed abode.</p>
                </body.content>
              </body>
            </nitf>
          </DataContent>
        </ContentItem>
      </NewsComponent>
    </NewsComponent>
  </NewsComponent>
</NewsComponent>

```

robbery.</p>
 <p>All three will appear before Maidstone Magistrates' Court.</p>
 <p>They are the first people to be charged over Britain's biggest ever

morning.</p>
 <p>A Kent Police spokeswoman said that a woman arrested on Monday had now been released on bail.</p>
 <p>The Tonbridge depot was raided in the early hours of last Wednesday

fled
 <p>A gang kidnapped depot manager Colin Dixon, 51, who lived in Herne Bay. </p>
 <p>They were then left tied up, along with 14 other workers at the site, as the robbers

with £53,116,760.</p>
 <media media-type="image">
 <media-reference
 mime-type="image/jpeg"
 source="http://stc.msn.com/br/1/gates.jpg"
 alternate-text="Bill Gates at the podium." >
 </media-reference>
 <media-caption>
 Gates makes speech.
 </media-caption>
 </media>
 <p>Two men and a woman will appear in court charged in connection with the
 £53 million Securitas depot raid.</p>
 <p>Car salesman John Fowler is accused of conspiracy to rob Securitas at Tonbridge, in Kent.</p>
 <p>Fellow car dealer Stuart Royle, 47, of no fixed abode.</p>
 <p>All three will appear before Maidstone Magistrates' Court.</p>
 <p>They are the first people to be charged over Britain's biggest cash

robbery.</p>
 <p>A Kent Police spokeswoman said that a woman arrested on Monday had now been released on bail.</p>
 <p>The Tonbridge depot was raided in the early hours of last Wednesday

morning.</p>
 <p>A gang kidnapped depot manager Colin Dixon, 51, who lived in Herne Bay. </p>
 <p>They were then left tied up, along with 14 other workers at the site, as the robbers

fled with £53,116,760.</p>
 <media media-type="image">
 <media-reference
 mime-type="image/jpeg"
 source="http://stc.msn.com/br/1/gates.jpg"
 alternate-text="Bill Gates at the podium." >
 </media-reference>
 <media-caption>
 Gates makes speech.
 </media-caption>
 </media>
 </body.content>
 </body>
 </nitf>
 </DataContent>
 </ContentItem>

```

    </NewsComponent>
  </NewsComponent>
</NewsComponent>
</NewsItem>
</NewsML>

```

**CASE 2:** <NITF> includes both text content and several images, and there is one ‘supporting’ type image. This feed will be transformed into an Article.

The source image in the “supporting” role will display on the top left of an Article page body. All <NITF> info will be copy to the Article <RichTextAbstract> field, and image resources included.

```

<?xml version="1.0" ?>
<NewsML>
  <Catalog Href="http://www.feedpartner.net/catalog.MasterCatalog.xml" />
  <NewsEnvelope>
    <DateAndTime>20060302T101836</DateAndTime>
  </NewsEnvelope>
  <NewsItem>
    <Identification>
      <NewsIdentifier>
        <ProviderId>www.feedpartner.net</ProviderId>
        <DateId>20060302</DateId>
        <NewsItemId>Source_Company_Ltd(NEWS)_UK News_10_18_36_36</NewsItemId>
        <RevisionId PreviousRevision="0" Update="N">1</RevisionId>
      </NewsIdentifier>
    </Identification>
    <NewsManagement>
      <NewsItemType FormalName="News" />
      <FirstCreated>20060302T101836</FirstCreated>
      <ThisRevisionCreated>20060302T101836</ThisRevisionCreated>
      <Status FormalName="Usable" />
    </NewsManagement>
    <NewsComponent Duid="A14246711141294971A" Essential="no" EquivalentList="no">
      <NewsLines>
        <CopyrightLine>Copyright (c) Source Company Ltd. 2006, All Rights Reserved.</CopyrightLine>
      </NewsLines>
      <NewsComponent Duid="A15525621141144261A000">
        <NewsComponent>
          <Role FormalName="Main" />
          <NewsLines>
            <HeadLine>Three in court over £53m depot raid</HeadLine>
            <SlugLine>POLICE Robbery Thur6 Three charged 2nd Lead</SlugLine>
          </NewsLines>
          <DescriptiveMetaData>
            <SubjectCode>
              <Subject FormalName="01001000" />
            </SubjectCode>
          </DescriptiveMetaData>

```

```

<ContentItem>
  <MediaType FormalName="ComplexData" />
  <MimeType FormalName="text/vnd.IPTC.NITF" />
  <DataContent>
    <nitf>
      <body>
        <body.head>
          <headline>
            <hl1>Three in court over £53m depot raid</hl1>
          </headline>
        </body.head>
        <body.content>
          <p>Two men and a woman will appear in court charged in connection with the
Securitas
          depot raid.</p>
          <p>Car salesman John Fowler is accused of conspiracy to rob Securitas at Tonbridge, in
          Kent.</p>
          <p>Fellow car dealer Stuart Royle, 47, of no fixed abode.</p>
          <p>All three will appear before Maidstone Magistrates' Court.</p>
          <p>They are the first people to be charged over Britain's biggest ever cash
          robbery.</p>
          <p>A Kent Police spokeswoman said that a woman arrested on Monday had now been
          released on bail.</p>
          <p>The Tonbridge depot was raided in the early hours of last Wednesday
morning.</p>
          <p>A gang kidnapped depot manager Colin Dixon, 51, who lived in Herne Bay. </p>
          <p>They were then left tied up, along with 14 other workers at the site, as the robbers
          fled
          with £53,116,760.</p>
          <media media-type="image">
            <media-reference mime-type="image/jpeg"
            source="http://stc.msn.com/br/1/gates.jpg"
            alternate-text="Bill Gates at the podium."
            >
          </media-reference>
          <media-caption>
            Gates makes speech.
          </media-caption>
          </media>
          <p>Two men and a woman will appear in court charged in connection with the
£53 million Securitas depot raid.</p>
          <p>Car salesman John Fowler is accused of conspiracy to rob Securitas at Tonbridge, in
          Kent.</p>
          <p>Fellow car dealer Stuart Royle, 47, of no fixed abode.</p>
          <p>All three will appear before Maidstone Magistrates' Court.</p>
          <p>They are the first people to be charged over Britain's biggest ever cash
          robbery.</p>
          <p>A Kent Police spokeswoman said that a woman arrested on Monday had now been
          released on bail.</p>
          <p>The Tonbridge depot was raided in the early hours of last Wednesday
morning.</p>

```

```

        <p>A gang kidnapped depot manager Colin Dixon, 51, who lived in Herne Bay. </p>
        <p>They were then left tied up, along with 14 other workers at the site, as the robbers
fled with &#163;53,116,760.</p>
        <media media-type="image">
            <media-reference mime-type="image/jpeg"
source="http://stc.msn.com/br/1/gates.jpg" alternate-text="Bill Gates at the podium." >
            </media-reference>
            <media-caption>
                Gates makes speech.
            </media-caption>
        </media>
    </body.content>
</body>
</nitf>
</DataContent>
</ContentItem>
</NewsComponent>
<NewsComponent>
    <Role FormalName="Supporting" />
    <NewsComponent Duid="A20641461140636391A0">
        <NewsComponent>
            <Role FormalName="Main" />
            <ContentItem Href="http://stc.manga.net/br/intl/life/test.jpg">
                <MediaType FormalName="Photo" />
                <MimeType FormalName="image/jpeg" />
                <Characteristics>
                    <SizeInBytes>24151</SizeInBytes>
                </Characteristics>
            </ContentItem>
        </NewsComponent>
        <NewsComponent>
            <Role FormalName="Caption" />
            <ContentItem>
                <MediaType FormalName="Text" />
                <MimeType FormalName="text/plain" />
                <DataContent>The Securitas depot in Tonbridge, Kent</DataContent>
            </ContentItem>
        </NewsComponent>
    </NewsComponent>
</NewsComponent>
</NewsComponent>
</NewsComponent>
</NewsItem>
</NewsML>

```

Please NOTE: Do NOT put too many image resources in one <NITF> node (not more than 5). If you do, this feed will not be suitable for transformation into an Article. We strongly recommend that you move all image resources over into supporting type image nodes, and then follow Case 3.

**CASE 3:** <NITF> inside include both text content and several images, and there is more than one supporting type image. **This feed will be transformed to a gallery.**

This transformation will ignore all image node in <NITF>, for the NewsML>gallery transform the first supporting image be used as the main image and the subsequent supporting images be used as the gallery images.

**CASE4: If this feed will be transformed to an article.**

For the NewsML>gallery transform the first supporting image be used as the main image. The other supporting images will be ignored.

```
<?xml version="1.0" ?>
<NewsML>
  <Catalog Href="http://www.feedpartner.net/catalog.MasterCatalog.xml" />
  <NewsEnvelope>
    <DateAndTime>20060302T101836</DateAndTime>
  </NewsEnvelope>
  <NewsItem>
    <Identification>
      <NewsIdentifier>
        <ProviderId>www.feedpartner.net</ProviderId>
        <DatId>20060302</DatId>
        <NewsItemId>Source_Company_Ltd(NEWS)_UK News_10_18_36_36</NewsItemId>
        <RevisionId PreviousRevision="0" Update="N">1</RevisionId>
      </NewsIdentifier>
    </Identification>
    <NewsManagement>
      <NewsItemType FormalName="News" />
      <FirstCreated>20060302T101836</FirstCreated>
      <ThisRevisionCreated>20060302T101836</ThisRevisionCreated>
      <Status FormalName="Usable" />
    </NewsManagement>
    <NewsComponent Duid="A14246711141294971A" Essential="no" EquivalentList="no">
      <NewsLines>
        <CopyrightLine>Copyright (c) Source Company Ltd. 2006, All Rights Reserved.</CopyrightLine>
      </NewsLines>
      <NewsComponent Duid="A15525621141144261A000">
        <NewsComponent>
          <Role FormalName="Main" />
          <NewsLines>
            <HeadLine>Three in court over £53m depot raid</HeadLine>
            <SlugLine>POLICE Robbery Thur6 Three charged 2nd Lead</SlugLine>
          </NewsLines>
          <DescriptiveMetaData>
            <SubjectCode>
              <Subject FormalName="01001000" />
            </SubjectCode>
          </DescriptiveMetaData>
          <ContentItem>
            <MediaType FormalName="ComplexData" />
            <MimeType FormalName="text/vnd.IPTC.NITF" />
          </ContentItem>
        </NewsComponent>
      </NewsComponent>
    </NewsComponent>
  </NewsItem>
</NewsML>
```

```

<DataContent>
  <nitf>
    <body>
      <body.head>
        <headline>
          <hl1>Three in court over £53m depot raid</hl1>
        </headline>
      </body.head>
      <body.content>
        <p>Two men and a woman will appear in court charged in connection with the
Securitas depot raid.</p>
        <p>Car salesman John Fowler is accused of conspiracy to rob Securitas at Tonbridge, in
Kent.</p>
        <p>Fellow car dealer Stuart Royle, 47, of no fixed abode.</p>
        <p>All three will appear before Maidstone Magistrates' Court.</p>
        <p>They are the first people to be charged over Britain's biggest ever cash
robbery.</p>
        <p>A Kent Police spokeswoman said that a woman arrested on Monday had now been
released on bail.</p>
        <p>The Tonbridge depot was raided in the early hours of last Wednesday
morning.</p>
        <p>A gang kidnapped depot manager Colin Dixon, 51, who lived in Herne Bay. </p>
        <p>They were then left tied up, along with 14 other workers at the site, as the robbers
fled with £53,116,760.</p>
        <media media-type="image">
          <media-reference
            mime-type="image/jpeg"
            source="http://stc.msn.com/br/1/gates.jpg"
            alternate-text="Bill Gates at the podium."
          >
        </media-reference>
        <media-caption>
          Gates makes speech.
        </media-caption>
        </media>
        <p>Two men and a woman will appear in court charged in connection with the
£53 million Securitas depot raid.</p>
        <p>Car salesman John Fowler is accused of conspiracy to rob Securitas at Tonbridge, in
Kent.</p>
        <p>Fellow car dealer Stuart Royle, 47, of no fixed abode.</p>
        <p>All three will appear before Maidstone Magistrates' Court.</p>
        <p>They are the first people to be charged over Britain's biggest ever cash
robbery.</p>
        <p>A Kent Police spokeswoman said that a woman arrested on Monday had now been
released on bail.</p>
        <p>The Tonbridge depot was raided in the early hours of last Wednesday
morning.</p>
        <p>A gang kidnapped depot manager Colin Dixon, 51, who lived in Herne Bay. </p>
        <p>They were then left tied up, along with 14 other workers at the site, as the robbers
fled with £53,116,760.</p>
        <media media-type="image">

```



```

        <media-reference
          mime-type="image/jpeg"
          source="http://stc.msn.com/br/1/gates.jpg"
          alternate-text="Bill Gates at the podium."
        >
      </media-reference>
      <media-caption>
        Gates makes speech.
      </media-caption>
    </media>
  </body.content>
</body>
</nitf>
</DataContent>
</ContentItem>
</NewsComponent>
<NewsComponent>
  <Role FormalName="Supporting" />
  <NewsComponent Duid="A20641461140636391A0">
    <NewsComponent>
      <Role FormalName="Main" />
      <ContentItem Href="http://stc.manga.net/br/intl/life/test.jpg">
        <MediaType FormalName="Photo" />
        <MimeType FormalName="image/jpeg" />
        <Characteristics>
          <SizeInBytes>24151</SizeInBytes>
        </Characteristics>
      </ContentItem>
    </NewsComponent>
    <NewsComponent>
      <Role FormalName="Caption" />
      <ContentItem>
        <MediaType FormalName="Text" />
        <MimeType FormalName="text/plain" />
        <DataContent>The Securitas depot in Tonbridge, Kent</DataContent>
      </ContentItem>
    </NewsComponent>
  </NewsComponent>
  <NewsComponent Duid="A20641461140636391A0">
    <NewsComponent>
      <Role FormalName="Main" />
      <ContentItem Href="http://stc.manga.net/br/intl/life/test.jpg">
        <MediaType FormalName="Photo" />
        <MimeType FormalName="image/jpeg" />
        <Characteristics>
          <SizeInBytes>24151</SizeInBytes>
        </Characteristics>
      </ContentItem>
    </NewsComponent>
    <NewsComponent>
      <Role FormalName="Caption" />

```

```

    <ContentItem>
      <MediaType FormalName="Text" />
      <MimeType FormalName="text/plain" />
      <DataContent>The Securitas depot in Tonbridge, Kent</DataContent>
    </ContentItem>
  </NewsComponent>
</NewsComponent>
<NewsComponent Duid="A20641461140636391A0">
  <NewsComponent>
    <Role FormalName="Main" />
    <ContentItem Href="http://stc.manga.net/br/intl/life/test.jpg">
      <MediaType FormalName="Photo" />
      <MimeType FormalName="image/jpeg" />
      <Characteristics>
        <SizeInBytes>24151</SizeInBytes>
      </Characteristics>
    </ContentItem>
  </NewsComponent>
  <NewsComponent>
    <Role FormalName="Caption" />
    <ContentItem>
      <MediaType FormalName="Text" />
      <MimeType FormalName="text/plain" />
      <DataContent>The Securitas depot in Tonbridge, Kent</DataContent>
    </ContentItem>
  </NewsComponent>
</NewsComponent>
<NewsComponent Duid="A20641461140636391A0">
  <NewsComponent>
    <Role FormalName="Main" />
    <ContentItem Href="http://stc.manga.net/br/intl/life/test.jpg">
      <MediaType FormalName="Photo" />
      <MimeType FormalName="image/jpeg" />
      <Characteristics>
        <SizeInBytes>24151</SizeInBytes>
      </Characteristics>
    </ContentItem>
  </NewsComponent>
  <NewsComponent>
    <Role FormalName="Caption" />
    <ContentItem>
      <MediaType FormalName="Text" />
      <MimeType FormalName="text/plain" />
      <DataContent>The Securitas depot in Tonbridge, Kent</DataContent>
    </ContentItem>
  </NewsComponent>
</NewsComponent>
<NewsComponent Duid="A20641461140636391A0">
  <NewsComponent>
    <Role FormalName="Main" />
    <ContentItem Href="http://stc.manga.net/br/intl/life/test.jpg">

```



- No article included in the feed
- No Duid for feed or for news component
- Sluglines/Abstract too long – keep these fairly short (about 400 chars)
- Titles too long (keep these around 40 characters / 5-6 words if possible)
- Images are too small. (For more on image guidelines, please refer to the document: MSN Feed Image Requirement Guide)

## RSS 2.0 - Feeding Articles

### RSS 2.0 Specification

RSS is an industry standard format for providing news and content around the internet. The current RSS 2.0 specification is located here:

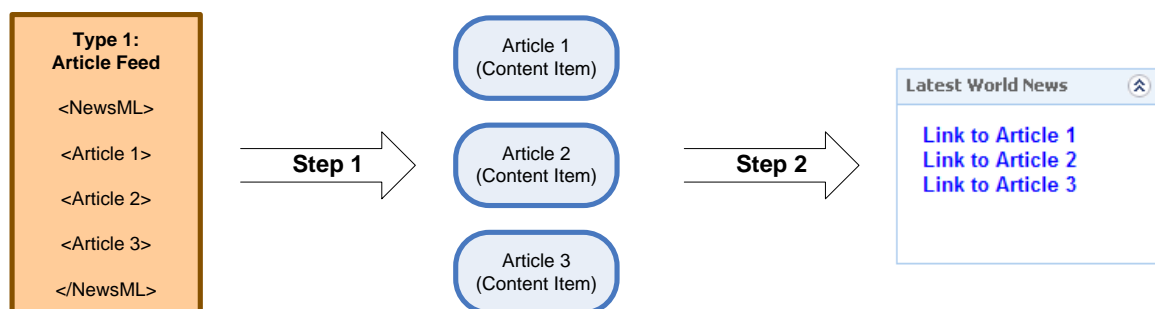
<http://www.rssboard.org/rss-specification>

There is also a very good overview here:

<http://en.wikipedia.org/wiki/RSS>

Articles or Modules can be provided to MSN using the existing standard elements available within the RSS format.

As with NewsML, the provider drops their RSS feeds in an http:// or ftp:// (URL) share for pickup by the MSN feed system. It is important the RSS be in the correct format for the MSN system to pick it up from this share.



For more information refer to the feed verification tool here:

<http://channelinaboxtool.msn.com/>

When viewing this page, select RSS then scroll to the bottom of the screen where you can input your xml feed URL, and verify that the RSS feed complies with the schema format.

## RSS2.0 Blank Sample

The following blank sample shows the key elements of RSS that MSN are interested in:

```
<?xml version="1.0" encoding=""?>
<rss version="2.0">
  <channel>
    <title> </title>
    <link> </link>
    <description> </description>
    <language> </language>
    <copyright> </copyright>
    <pubDate> </pubDate>
    <lastBuildDate> </lastBuildDate>
    <category> </category>
    <docs> </docs>
    <item>
      <title> </title>
      <link> </link>
      <description> </description>
      <enclosure url=" " length="" type="image/jpeg" />
      <guid> </guid>
    </item>
    <item>
      <title> </title>
      <link> </link>
      <description> </description>
      <enclosure url=" " length="" type="image/jpeg" />
      <guid> </guid>
    </item>
  </channel>
</rss>
```

## Sample with 3 Items

The following completed sample with 3 articles:

```
<?xml version="1.0" encoding="utf-8"?>
<rss version="2.0">
  <channel>
    <title>Sample</title>
    <link>http://sample.example.com/</link>
    <description>Sample to Feed MSN Module: Boxed_Feature6_Left</description>
```

```

<language>en-us</language>
<copyright>Copyright 2007 ABC Company Limited</copyright>
<pubDate>Tue, 10 Jun 2003 04:00:00 GMT</pubDate>
<lastBuildDate>Tue, 10 Jun 2003 09:41:01 GMT</lastBuildDate>
<category>world news</category>
<docs>http://sample.mysite.com/docs/rss</docs>
<item>
  <title>BA passengers in radiation alert</title>
  <link>http://pa.press.net/?A38127561164884260A</link>
  <description><p>Tens of thousands of British Airways passengers have found themselves caught up in the investigation into the death of former Russian spy Alexander Litvinenko.</p><p>Tens of thousands of British Airways passengers have found themselves caught up in the investigation into the death of former Russian spy Alexander Litvinenko</p><p>Tens of thousands of British Airways passengers have found themselves caught up in the investigation into the death of former Russian spy Alexander Litvinenko</p><p>Tens of thousands of British Airways passengers have found themselves caught up in the investigation into the death of former Russian spy Alexander Litvinenko</p><p>Tens of thousands of British Airways passengers have found themselves caught up in the investigation into the death of former Russian spy Alexander Litvinenko</p></description>
  <enclosure url="http://pa.press.net/images/B23969771164040217A0.jpg" length="1234"
type="image/jpeg" />
  <guid>http://pa.press.net/?A38127561164884260A</guid>
</item>
<item>
  <title>Blair sets out life skills vision</title>
  <link>http://pa.press.net/?A166365931164846276A00</link>
  <description><p>Tony Blair is due to set out his vision for a broader education system that teaches "life skills" as well as academic subjects. Tony Blair is due to set out his vision for a broader education system that teaches "life skills" as well as academic subjects</p><p>Tony Blair is due to set out his vision for a broader education system that teaches "life skills" as well as academic subjects</p><p>Tony Blair is due to set out his vision for a broader education system that teaches "life skills" as well as academic subjects</p><p>Tony Blair is due to set out his vision for a broader education system that teaches "life skills" as well as academic subjects</p><p>Tony Blair is due to set out his vision for a broader education system that teaches "life skills" as well as academic subjects</p><p>Tony Blair is due to set out his vision for a broader education system that teaches "life skills" as well as academic subjects</p><p>Tony Blair is due to set out his vision for a broader education system that teaches "life skills" as well as academic subjects</p></description>
  <enclosure url="http://pa.press.net/images/A23249561161103120A.jpg" length="2345"
type="image/jpeg" />
  <guid>http://pa.press.net/?A166365931164846276A00</guid>
</item>
<item>
  <title>Brown upbeat despite baby diagnosis</title>
  <link>http://pa.press.net/?A166363121164838840A0003</link>
  <description><p>Gordon Brown has insisted he remains upbeat about his baby son Fraser's future after revealing that his third-born has cystic fibrosis.</p><p>Gordon Brown has insisted he remains upbeat about his baby son Fraser's future after revealing that his third-born has cystic fibrosis.</p><p>Gordon Brown has insisted he remains upbeat about his baby son Fraser's future after revealing that his third-born has cystic fibrosis.</p><p>Gordon Brown has insisted he remains upbeat about his baby son Fraser's future after revealing that his third-born has cystic fibrosis.</p><p>Gordon Brown has insisted he remains upbeat about his baby son Fraser's future after revealing that his third-born has cystic fibrosis.</p><p>Gordon Brown has insisted he remains upbeat about his baby son Fraser's future after revealing that his third-born has cystic fibrosis.</p><p>Gordon Brown has insisted he remains upbeat about his baby son Fraser's future after revealing that his third-born has cystic fibrosis.</p><p>Gordon Brown has insisted he remains upbeat about his baby son Fraser's future after revealing that his third-born has cystic fibrosis.</p><p>Gordon Brown has insisted he remains upbeat about his baby son Fraser's future after revealing that his third-born has cystic fibrosis.</p><p>Gordon Brown has insisted he remains upbeat about his baby son Fraser's future after revealing that his third-born has cystic fibrosis.</p></description>
  <enclosure url="http://pa.press.net/images/B17964031164828920A0.jpg" length="3456"
type="image/jpeg" />

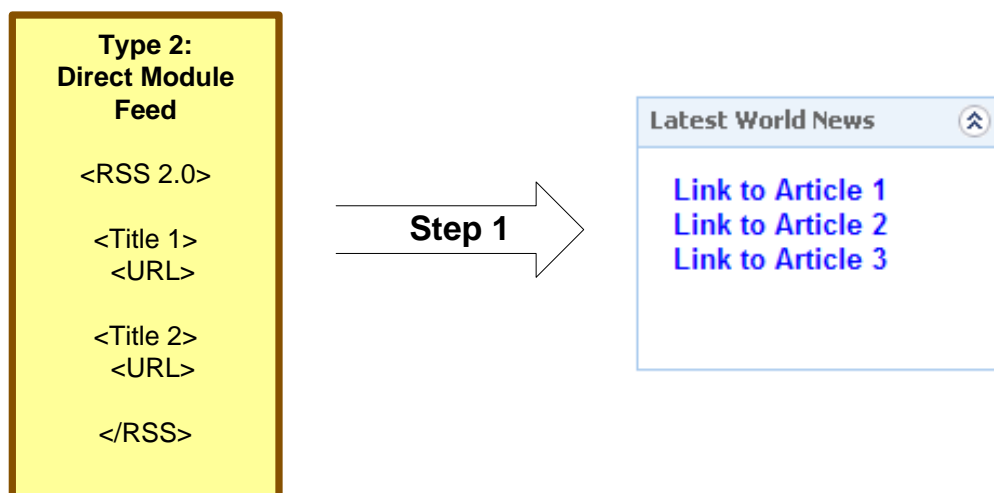
```

```
<guid>http://pa.press.net/?A166363121164838840A0003</guid>
</item>
</channel>
</rss>
```

## Type 2: Feeding Modules Directly

Where full articles are NOT being supplied, providers can supply feeds for modules which link to external sites. This can be done with RSS 2.0.

There is only one step in this process – the feed directly creates modules and links using the OneModule format.



MSN will use a transform against your RSS feed to change the elements into a OneModule content item. The editors can then change the layout or your content to be displayed on the live channel page.

**The format used for feeding modules is exactly the same format as used above in the article examples for RSS2.0. Restricting the abstract length to a single sentence/paragraph will provide the good abstract lengths for any modules within UCP.**

## Data Samples for MSN Modules

An important requirement for feeding MSN modules is that enough data is included in the feeds to feed respective modules: links, images, and abstracts will cover most modules on the site.


Below are some examples from UCP Channels. This section is to give an idea on the different formats of modules and their links, abstracts, images etc. to ensure the feeds include the required items.


Here are a few examples:

---


Layout: **OneModule EditorsChoice (Single Column)**

Description: An example of providing enough information for this feature with external links.

**Infopane; EditorsChoice; OneModule**



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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu nulla. Donec lobortis purus vel urna. Nunc laoreet lacinia nunc. In volutpat sodales ipsum. Sed vestibulum. Integer in ante. Sed posuere ligula rhoncus erat. Fusce urna dui, sollicitudin ac, pulvinar quis, tincidunt et, risus. [Quisque a nunc](#) eget nibh interdum fringilla. Fusce dapibus odio in est. Nunc egestas mauris ac leo. Nullam orci.




[Lorem ipsum dolor sit amet 2](#)  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu nulla. Donec lobortis purus vel urna. Nunc laoreet lacinia nunc. In volutpat sodales ipsum. Sed vestibulum. Integer in ante. Sed posuere ligula rhoncus erat. Fusce urna dui, sollicitudin ac, pulvinar quis, tincidunt et, risus. Quisque a nunc eget nibh interdum fringilla. Fusce dapibus odio in est. Nunc egestas mauris ac leo. Nullam orci.

---

Layout: **OneModule EditorsChoice (Image switch option)**

Description: An example of providing enough information for this feature with external links.  
Images for item 2 and 3 can be switched off by the editor.

**CA2; EdsChoice-imagetoggle;OneMod**



[Lorem ipsum dolor sit amet 1](#)  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu nulla. Donec lobortis purus vel urna. Nunc laoreet lacinia nunc. In volutpat sodales ipsum. Sed vestibulum. Integer in ante. Sed posuere ligula rhoncus erat. Fusce urna dui, sollicitudin ac, pulvinar quis, tincidunt et, risus. [Quisque a nunc](#) eget nibh interdum fringilla. Fusce dapibus odio in est. Nunc egestas mauris ac leo. Nullam orci.

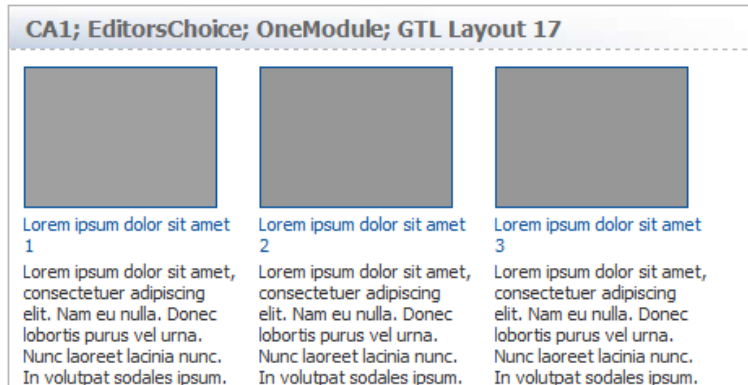
[Lorem ipsum dolor sit amet 2](#)  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu nulla. Donec lobortis purus vel urna. Nunc laoreet lacinia nunc. In volutpat sodales ipsum. Sed vestibulum. Integer in ante. Sed posuere ligula rhoncus erat. Fusce urna dui, sollicitudin ac, pulvinar quis, tincidunt et, risus. Quisque a nunc eget nibh interdum fringilla. Fusce dapibus odio in est. Nunc egestas mauris ac leo. Nullam orci.



---

Layout: **OneModule EditorsChoice (3 column)**

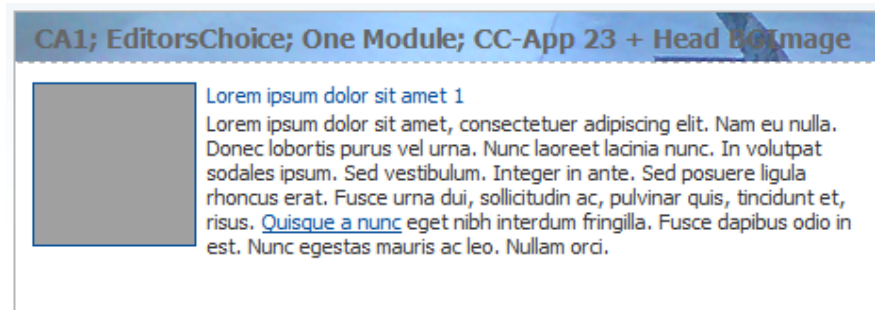
Description: An example of providing enough information for this feature with external links.



---

Layout: **OneModule EditorsChoice (With sponsor styling enabled)**

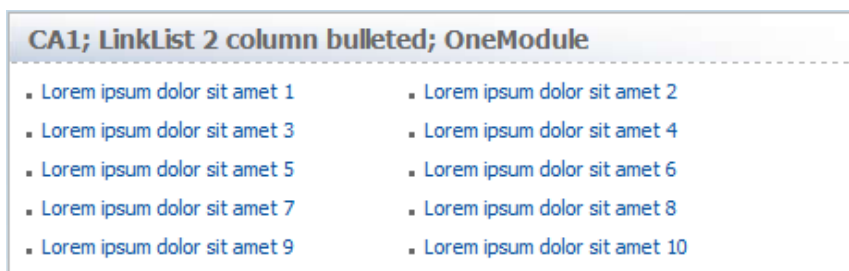
Description: An example of providing enough information for this feature with external links. Only the first item will be used, everything else will be ignored. Sponsor styling options enabled by editor.



---

Layout: **OneModule Linklist**

Description: An example of providing enough information for this feature with external links. Item images and description are not shown in this layout.



## RSS to Modules – Detail on Elements

Each of the main RSS elements and attributes that MSN are concerned with are described below.

Element/Attribute Path	Description	Required?
/xml@encoding	Please supply encoding tag.	Required.
/rss	Represents the outer RSS element	Required.
/rss@version	The version of RSS being provided. Version 2.0 formatting should be used.	Required.
/rss/channel	Represents the RSS channel element. Expected only 1 channel per feed.	Required.
/rss/channel/title	The name of the channel	Required.
/rss/channel/link	The URL link to the channel	Required.
/rss/channel /description	Descriptive phrase describing the feed	Required.
/rss/channel /language	Please specify the language of the content.	MSN Required.
/rss/channel /copyright	Please specify suitable copyright information.	MSN Required.
/rss/channel /pubDate	Please include the last published date, being the last published date for the content.	MSN Recommended.
/rss/channel /lastBuildDate	Please include the last build date, being the last time the content changed.	MSN Recommended.
/rss/channel /category	Please include the category to which this feed relates. For example: world news	MSN Recommended.
/rss/channel/docs	Location of definition of the format used in this RSS feed. This can point to <a href="http://www.rssboard.org/rss-specification">http://www.rssboard.org/rss-specification</a>	MSN Optional.
/rss/channel/item	Each item must have an item node. The correct number of items must be provided based on the number of required slots on the page.	MSN Required.
/rss/channel /item/title	Each item must have a title.	MSN Required.
/rss/channel /item	Each item must have a URL to link back to the content which is external to MSN	MSN Required.

/link		
/rss/channel /item /description	An item must have a description, if it is feeding a Common article and a module which has a description/abstract.	MSN Required
/rss/channel /item /enclosure	<p>An item must have an image specified, if it is feeding a module which has an image.</p> <p>@url should be set to the image location</p> <p>@type should be set to the mime type of the image either "image/jpeg" or "image/gif"</p> <p>@length should be supplied if known – otherwise optional – this will be included during conversion into MSN.</p> <p>For modules all images size which displayed on the webpage can be selected in the 'Image Type' in the 'slot metadata'. All images will be resized to proper sizes which defined in the configure file by the image resize process.</p>	MSN Optional – supply if the module requires
/rss/channel /item/pubData	An item must have an last published data, it is feeding a module and common article which must have a publish or update time.	MSN Required

## Images

For both article/gallery feeds and for feeding modules directly, it is recommended that the partner provides large dimension images for each article/gallery main image, and for images for use in content items to be displayed in modules.

The MSN Content Management system handles the images, creating multiple image dimensions for use in the varying content areas on MSN pages. MSN will accept images up to 900px in width.

**\*NOTE\* All external image references MUST be fully qualified.**