

LEVERAGING AP METADATA SERVICES

Add value to your news content with AP's industry-leading metadata—accurate, comprehensive, richly detailed data, designed specifically for use by news publishers. AP Metadata Services is a set of APIs that gives you direct access to the same metadata system that supports AP's award-winning, global news operation. This document illustrates how you can take advantage of AP metadata to enrich your news content.

SOLUTIONS FOR COMMON CHALLENGES

Are you having trouble finding all content using full-text search?

Use AP metadata to pinpoint the content subject and find content across media types

You can identify the subject matter of content more precisely using AP metadata tags instead of a full-text search. The same concept can be expressed in a variety of ways using synonyms, acronyms and even metaphors in journalistic writing. The rules applying descriptive metadata to content account for this multifaceted use of natural language and also ensure that the search terms appear in the right context.

For example, bird flu is often referred to as avian flu or H5N1. The AP metadata tag *Bird flu* will identify content with either of the two other terms. It will also ensure that a significant portion of the news piece is actually about the topic and not just mentioned in passing.

AP also provides broader terms such as *Flu*, *Infectious diseases* and *Health* on the same content tagged with *Bird flu*. Therefore, indexing all of the AP metadata would mean that a search for *Infectious diseases* would find content about bird flu, even if the text did not contain the exact phrase *Infectious diseases*.

You can apply AP descriptive metadata tags to all types of English-language news text (for example, articles, photo captions, video scripts and shotlists). You can also integrate AP's tagging with your current production workflow and apply it to your archive content. This allows you to take advantage of AP metadata across all media types, sources and your entire content set.

Are contextual ads not always relevant to the topics of your online content?

Use AP descriptive metadata to help your ad agencies more precisely target content

Pass along AP descriptive metadata to your ad placement agency to help them better match their ads to news content. For example, if they serve car ads, it will help them to know that stories tagged with the subject *Automobiles* are a better target than content tagged with *Car accidents*. Similarly, fashion ads could be targeted at content tagged with *Fashion*, *Shopping* or *Luxury goods retail*, but should exclude content also tagged with *Labor issues*, *Labor negotiations*, *Occupational injuries and disabilities*, *Occupational accidents* or *Industrial accidents*.

Are you having trouble aggregating content from multiple content providers?

Map AP's news taxonomy to yours for content integration

AP descriptive metadata can help you better organize content from disparate sources, whether your own, from AP or from third-parties.

One way is to tag all your content using AP Metadata Services and use AP's taxonomy for content integration. Alternatively, if you already have a preferred way of organizing content, you may align AP tags with the terms used in your content management systems.

Mapping metadata between two organizations is not always straightforward. Every organization has its own unique content slicing and packaging methods, and the scope of subjects and other metadata terms may differ significantly even when they have similar names. For example, the terms *Technology* or *Health* in AP subject metadata will not be applied to all content about health or technology industries because AP determined that *Business* and industry-specific terms are more appropriate for that content.

If you would like help in taxonomy mapping, contact your AP account representative.

COMMON USE CASES AND EXAMPLES

Track breaking news event coverage

AP creates terms for particular news events; for example, *Typhoon Haiyan 2013*:



```
<skos:Concept rdf:about="http://cv.ap.org/id/DB0D5FF2FE29410C9AFEB0EFE08AC8A9">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/06A735407CB61004804EBA7FA5283C3E" />
  <skos:prefLabel xml:lang="en">Typhoon Haiyan 2013</skos:prefLabel>
</skos:Concept>
```

In a breaking news situation, even before a specific term is available from the AP, you can identify relevant content using a combination of subject and geography metadata. For example, news stories, photos and video about Typhoons in the Philippines have both of these tags:

```
<skos:Concept rdf:about="http://cv.ap.org/id/72C45C4088F910048CECBA0A2B2CA13E">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/DC90FFA0686948409257760CC35E98EB"/>
  <skos:prefLabel xml:lang="en">Typhoons</skos:prefLabel>
</skos:Concept>

<skos:Concept rdf:about="http://cv.ap.org/id/661FB7687D5B100482B1C076B8E3055C">
  <ap:authority>AP Geography</ap:authority>
  <ap:locationType>Nation</ap:locationType>
  <geo:lat rdf:datatype="http://www.w3.org/2001/XMLSchema#decimal">13</geo:lat>
  <geo:long rdf:datatype="http://www.w3.org/2001/XMLSchema#decimal">122</geo:long>
  <skos:broader rdf:resource="http://cv.ap.org/id/6618C9F87D5B100481FFC076B8E3055C"/>
  <skos:prefLabel xml:lang="en">Philippines</skos:prefLabel>
</skos:Concept>
```

Commemorate historic event anniversaries

You can identify content relevant to many historic events using AP tags for major anniversaries and commemorations; for example:



```
<skos:Concept rdf:about="http://cv.ap.org/id/4B50387FF5EA496F9A240347C07EF9C6">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/06A735407CB61004804EBA7FA5283C3E"/>
  <skos:prefLabel xml:lang="en">Assassination of John F. Kennedy</skos:prefLabel>
</skos:Concept>
```

```
<skos:Concept rdf:about="http://cv.ap.org/id/8EF7588539984680AE4E034CFDB34E76">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/E065F9BE33B84C39A408B8FA295615FD"/>
  <skos:prefLabel xml:lang="en">Fall of the Berlin Wall</skos:prefLabel>
</skos:Concept>
```

```
<skos:Concept rdf:about="http://cv.ap.org/id/8448B7CFA4A143F8A6D022140517E37B">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/E065F9BE33B84C39A408B8FA295615FD"/>
  <skos:prefLabel xml:lang="en">Rwandan Genocide</skos:prefLabel>
</skos:Concept>
```

Automatically populate photo galleries

Many customers use AP metadata to power their photo galleries by identifying images with topical subjects; for example:



```
<skos:Concept rdf:about="http://cv.ap.org/id/31338A343DB34B79B6B1823FB6DEEF96">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/90AEAC5089EF10048F63D56C852D093E" />
  <skos:prefLabel xml:lang="en">Royal weddings</skos:prefLabel>
</skos:Concept>
```

```
<skos:Concept rdf:about="http://cv.ap.org/id/B4ED19D87E5C10048565DF092526B43E">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/5B431970DD310048B23DF092526B43E" />
  <skos:prefLabel xml:lang="en">Celebrity</skos:prefLabel>
</skos:Concept>
```

```
<skos:Concept rdf:about="http://cv.ap.org/id/7448DD4882A0100481DDDF092526B43E">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/31711EC0894B10048983BA0A2B2CA13E" />
  <skos:prefLabel xml:lang="en">Natural disasters</skos:prefLabel>
</skos:Concept>
```

Target your readership's local and global interests

Favorite college teams

The Northwest Florida Daily News wanted to supplement its main sports page with dedicated pages for its readerships' most popular college football teams. They used AP's organization metadata to precisely target news stories, photos and video relevant to each team:

```
<skos:Concept rdf:about="http://cv.ap.org/id/0364869BDFD747A69336B57DE64C0754">
  <ap:authority>AP Organization</ap:authority>
  <skos:prefLabel xml:lang="en">Alabama Crimson Tide football</skos:prefLabel>
</skos:Concept>
<skos:Concept rdf:about="http://cv.ap.org/id/859439A33E3147C492C07B1CAFF2097C">
  <ap:authority>AP Organization</ap:authority>
  <skos:prefLabel xml:lang="en">Auburn Tigers football</skos:prefLabel>
</skos:Concept>
<skos:Concept rdf:about="http://cv.ap.org/id/7EB7BE1395EA46DEB169E569ABD9E257">
  <ap:authority>AP Organization</ap:authority>
  <skos:prefLabel xml:lang="en">Florida State Seminoles football</skos:prefLabel>
</skos:Concept>
```

Homegrown celebrities and athletes

The Daily Mail of Charleston built a page for their hometown celebrity Jennifer Garner. The page is dynamically populated with her latest movie premiers, red carpet events, personal life stories, photos and video using the AP Party term for the actress:



```
<skos:Concept rdf:about="http://cv.ap.org/id/560033A8836910048B9CDF092526B43E">
  <ap:authority>AP Person</ap:authority>
  <rdf:type rdf:resource="http://cv.ap.org/c/Actor" />
  <rdf:type rdf:resource="http://cv.ap.org/c/Celebrity" />
  <skos:prefLabel xml:lang="en">Jennifer Garner</skos:prefLabel>
</skos:Concept>
```

Similarly, another newspaper built a niche website about LeBron James using AP's person metadata. At the time, he played for the Cleveland Cavaliers. When he transferred to the Miami Heat, his AP Party term kept the same ID and was updated with the new team affiliation:

```
<skos:Concept rdf:about="http://cv.ap.org/id/7C05129D1A1741AF8BCC326C9459545C">
  <ap:authority>AP Person</ap:authority>
  <dbpedia-owl:team rdf:resource="http://cv.ap.org/id/8A85BE975BF94CD18836B6EB5A1F6391" />
  <rdf:type rdf:resource="http://cv.ap.org/c/ProfessionalAthlete" />
  <rdf:type rdf:resource="http://cv.ap.org/c/SportsFigure" />
  <skos:prefLabel xml:lang="en">LeBron James</skos:prefLabel>
</skos:Concept>
```

Political news - local, state, national and international

AP applies government organization terms to political news at state, national and international levels. For example, news about the government of California has the following metadata:

```
<skos:Concept rdf:about="http://cv.ap.org/id/496ED67AD179489A888A5B0900CF1C59">
  <ap:authority>AP Organization</ap:authority>
  <skos:prefLabel xml:lang="en">California state government</skos:prefLabel>
</skos:Concept>
```

News about the elections of mayors in Newark, New Jersey is identified by these subject and geography tags:

```
<skos:Concept rdf:about="http://cv.ap.org/id/9E98D1E0886B1004810DCB8225D5863E">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/A4B107F0886B10048117CB8225D5863E" />
  <skos:prefLabel xml:lang="en">Mayoral elections</skos:prefLabel>
</skos:Concept>
<skos:Concept rdf:about="http://cv.ap.org/id/A693A5A082C6100487DFDF092526B43E">
  <ap:authority>AP Geography</ap:authority>
  <ap:locationType>City</ap:locationType>
  <geo:lat rdf:datatype="http://www.w3.org/2001/XMLSchema#decimal">40.73566</geo:lat>
  <geo:long rdf:datatype="http://www.w3.org/2001/XMLSchema#decimal">-74.17237</geo:long>
  <skos:broader rdf:resource="http://cv.ap.org/id/A0EED68882C6100487CDDF092526B43E" />
  <skos:prefLabel xml:lang="en">Newark</skos:prefLabel>
</skos:Concept>
```

Company and industry news

If your readers are interested in particular companies or industries, you can identify relevant content using company and subject metadata.

For example, news specific to General Motors has this company metadata:

```
<skos:Concept rdf:about="http://cv.ap.org/id/F90A666C12444142BD2288549ACD7EBE">
  <ap:authority>AP Company</ap:authority>
  <ap:industry rdf:resource="http://cv.ap.org/id/31F4C0688ADB10048F839A38BE1DD83E" />
  <ap:industry rdf:resource="http://cv.ap.org/id/539D69088BF910048FF8A13D9888B73E" />
  <ap:industry rdf:resource="http://cv.ap.org/id/A4B7599C3FE8E84E9A6AD1FD9A88F376" />
  <ap:instrument>NYSE:GM</ap:instrument>
  <skos:prefLabel xml:lang="en">General Motors Co</skos:prefLabel>
</skos:Concept>
```

Content about all car manufacturers has the following subject tag:

```
<skos:Concept rdf:about="http://cv.ap.org/id/A4B7599C3FE8E84E9A6AD1FD9A88F376">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/539D69088BF910048FF8A13D9888B73E" />
  <skos:prefLabel xml:lang="en">Automobile manufacturing</skos:prefLabel>
</skos:Concept>
```

News about mergers and acquisitions in the food manufacturing industry carries both of these tags:

```
<skos:Concept rdf:about="http://cv.ap.org/id/52352E8888E910048F1DF8851349F9BD">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/4D3302D8857510048D06FF2260DD383E" />
  <skos:prefLabel xml:lang="en">Ownership changes</skos:prefLabel>
</skos:Concept>
<skos:Concept rdf:about="http://cv.ap.org/id/79C6E3E08A7DF746BE78E1C031D37251">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/9BE3FBC88C9910048ACDF7AE5E3FFD3E" />
  <skos:prefLabel xml:lang="en">Food manufacturing</skos:prefLabel>
</skos:Concept>
```

Content about all kinds of small businesses can be identified by the following subject metadata:

```
<skos:Concept rdf:about="http://cv.ap.org/id/5D20CDFCCDF84298AD2872218742C414">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/C8E409F8858510048872FF2260DD383E" />
  <skos:prefLabel xml:lang="en">Small business</skos:prefLabel>
</skos:Concept>
```

Latest in technology

Content about software, gadget reviews and trends (for example, digital cameras, e-book readers, tablets, personal computers, mobile phones and televisions) has the following subject tags:

```
<skos:Concept rdf:about="http://cv.ap.org/id/C946C3908B6B10048D99A385CD5CE603">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/455EF2B87DF7100483D8DF092526B43E" />
  <skos:prefLabel xml:lang="en">Consumer electronics</skos:prefLabel>
</skos:Concept>

<skos:Concept rdf:about="http://cv.ap.org/id/29DFDD288B6B10048FF4BD945080B03E">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/455EF2B87DF7100483D8DF092526B43E" />
  <skos:prefLabel xml:lang="en">Computing and information technology</skos:prefLabel>
</skos:Concept>
```

Lifestyle trends

Many of AP's customers use AP subject metadata to identify lifestyle content; for example:

```
<skos:Concept rdf:about="http://cv.ap.org/id/B0B014588986100486BCBC885DBC3010">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/E02CEC40898310048337BC885DBC3010" />
  <skos:prefLabel xml:lang="en">Weddings</skos:prefLabel>
</skos:Concept>
```

```
<skos:Concept rdf:about="http://cv.ap.org/id/002189A084FE1004882B91F43387513E">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/3E37E4B87DF7100483D5DF092526B43E" />
  <skos:prefLabel xml:lang="en">Food and drink</skos:prefLabel>
</skos:Concept>
```

```
<skos:Concept rdf:about="http://cv.ap.org/id/D391AFA88987100488D3BC885DBC3010">
  <ap:authority>AP Subject</ap:authority>
  <skos:broader rdf:resource="http://cv.ap.org/id/3142D808898710048785BC885DBC3010" />
  <skos:broader rdf:resource="http://cv.ap.org/id/BOAFC6388986100486BBBC885DBC3010" />
  <skos:prefLabel xml:lang="en">Holiday shopping</skos:prefLabel>
</skos:Concept>
```