AP

Taxonomy and tagging for digital news publishing

Apply rich, semantic metadata to your news content with automated services from The Associated Press. Quickly and efficiently increase the value of your content with the accurate, comprehensive and detailed metadata system that we use to support our own award-winning, global news operation.

How it works

Our complete metadata service is comprised of two components: AP News Taxonomy and AP Tagging Service. Together, they provide a classification system designed to help publishers like you compete in the 24/7 news marketplace.

AP NEWS TAXONOMY is a comprehensive classification system that provides standardized, regularly updated and controlled vocabularies covering 4,300 subjects — including breaking news and planned events — 2,500 geographic locations, 2,500 organizations, 180,000 people and 7,800 companies.

In addition to standard names and unique identifiers for each concept, the taxonomy exposes various semantic relationships between them. Mappings to external taxonomies such as IAB are also available.

AP TAGGING SERVICE employs semantic rules to automatically and accurately analyze content. You deliver your English-language content via a RESTful API and in return receive metadata based on our news taxonomy, including named entities, generic subjects and the subject hierarchy. IAB tags are also available, as are AP core tags, a set of basic categories based on the AP subject taxonomy.

Our tagging service goes beyond the capabilities of other text extraction and analytics services by identifying concepts, not just named entities, that can be linked to other AP taxonomy nodes.

What it brings to your workflow

– Keep readers on-site longer by surfacing related content, and create a seamless experience across content from different sources.

– Develop new services and applications to engage readers and monetize archival content.

– Leverage AP's standard, comprehensive taxonomy, and save the cost of in-house solutions or manual tagging.

– Stay current with regular updates to taxonomy, named entities, concepts and semantic relationships, all made easier with changes delivered via API.

– Augment your contextual advertising with mappings to the IAB Tech Lab Content Taxonomy.

– Easily share and reuse data across content sets, applications and organizations.

Who to contact

For additional information about our taxonomy and tagging services, please contact us at apmetadata@ap.org.