# IPTC

# *IPTC - NAA*
# *Information Interchange Model Version 4*

Comité International des Télécommunications de Presse

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# IPTC - NAA INFORMATION INTERCHANGE MODEL

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# Chapter 1. GENERAL

## Section 1.1 INTRODUCTION

**Section 1.2** World-wide standardisation has become an acknowledged requirement in the graphics and information industry. In telecommunications, standardisation is centred upon the widely accepted seven-layer "Open Systems Interconnection" (OSI) model. While the lower five or six layers of this model are filled by other bodies, such as telecommunications companies or administrations, the CCITT, the ISO and manufacturers, it remains the responsibility of the users of information to define the model for the dissemination of data.

**Section 1.3** The Newspaper Association of America (NAA) and the International Press Telecommunications Council (IPTC) have worked jointly to design a globally applicable model for all kinds of data. Every effort has been made for this model to be as compatible as possible with ISO and CCITT standards in the fields of application. The joint effort will continue for further development and for amendment when advisable.

**Section 1.4** This model is designed to provide for universal communications embracing all types of data, including text, photos, graphics, etc. on a single network or a single storage medium. A mechanism is provided to use existing formats during transition.

**Section 1.5** The model assumes that the sender wishes to transfer a data object, such as a photographic image, text or perhaps a combination of many types. An envelope is provided around the object for information as to the type of data and the file format. Additional information, such as caption, news category or dateline also is included. The object itself is transferred, together with information regarding the size of the data.

**Section 1.6** Thus ANY form of computerised data may be transferred, together with pertinent editorial and technical information.

**Section 1.7** Older practice consisted primarily of rigidly formatted "headers" with a number of required fields denoting such things as story priority or category. The model here presented has relatively few required pieces of information. Instead, the informa-



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