



RIXML.org

Quarterly Update

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RIXML Standards Committee



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Emerging from the summer months, we renew our focus on the RIXML roadmap by re-engaging our main working groups – i.e. Emerging Technology, Componentization, and Schema Build-Out.

Emerging Technology Committee

Richard Brandt led two calls since our last quarterly *Steering Committee* meeting – August 3rd and September 7th.

Registry of Spot-Tags

The group talked about how we might put together an interactive registry of spot-tags. When a publisher wants to make use of a new spot-tag, such as “JapanEarthquake” or “GreekDebtCrisis”, there could be a central registry to check. The registry could inform publishers of spot-tags already chosen by other publishers, so that we all avoid using multiple tag variants that mean the same thing. This helps improve the quality of search results across the marketplace. The downside to this approach is that the RIXML organization would need some kind of an IT shop to maintain the registry service. In our history, we’ve consistently avoided doing that. Implementation of this idea could be very lightweight, though, so we might want to consider it further.

HTML5

We acknowledged that the HTML5 space is of interest, but we need to spend some time educating the group on the technology and its concomitant opportunities for RIXML. Richard Brandt volunteered to assist with this, as Quark has some in-house expertise that would be helpful.

RIXML Web Site Improvements

Work continues toward improving our web site and documentation. Our web site vendor is about 80% complete with planned updates.

The next call will be held on Friday, October 5th, at 9:30am EDT.

Internal Document Componentization

Richard Brandt led one call since our last quarterly *Steering Committee* meeting – September 12th. The strong business drivers around monetization of content make this topic a promising one for the RIXML organization. The motivation is clear, but the best path forward has not yet become so. We may bring this topic back in to the Emerging Technology Committee until the work level warrants separate tracking. We also talked about having a broader workshop in-person in New York to help us firm-up a roadmap. Richard offered to present a well-established use-case for internal componentization derived from the pharmaceutical industry. That would be an excellent start.

Schema Build-Out

After two more workshops – June 27th and September 13th – the schema build-out process has reached a point at which we feel good about scope. RIXML members have come together in these workshops and brought a high-level of expertise and insight to the topics at hand. We've been able to converge on a set of updates to the schema that add value without introducing too much disruption.

Some additional points are worth mentioning here to give a flavor of some of the more recent changes.

Embedded Markup for Text Tags

First, we've decided on a simple set of HTML tags that support our effort to address formatting within text tags like title, subtitle, abstracts, etc.. The in-scope HTML tags are shown in the table below.

Supported Formatting	HTML Example	Example Displayed
Paragraph	<code><P>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam iaculis gravida orci, semper convallis mauris tempor non. Nulla facilisi. </P></code>	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam iaculis gravida orci, semper convallis mauris tempor non. Nulla facilisi. Nulla facilisi.
Unordered List with List Item	<code> Lorem ipsum Dolor sit amet Consectetur </code>	<ul style="list-style-type: none">• Lorem ipsum• Dolor sit amet• Consectetur
Ordered List with List Item	<code> Lorem ipsum Dolor sit amet Consectetur </code>	<ol style="list-style-type: none">1. Lorem ipsum2. Dolor sit amet3. Consectetur
Bold	<code>Lorem ipsum</code>	Lorem ipsum
Underline	<code><U>Lorem ipsum</U></code>	<u>Lorem ipsum</u>
Italics	<code><I>Lorem ipsum</I></code>	<i>Lorem ipsum</i>

We think these tags will be easily supported and do a good job covering the simple types of mark-up found in abstracts and synopses.

A couple of alternatives were also considered before reaching this decision. We looked at BBcode (<http://www.bbcode.org/>), but did not want to add another language to a space likely to be dominated by HTML. We also briefly discussed the prospect of formulating our own simple mark-up language, but rejected that approach for similar reasons.

In implementing the formatted text tags in the schema, we'll also need to address the matter of escaping certain characters or enclosing the tag values in CDATA blocks.

Product Series ID

The second point I want to mention is that we've added a product series identifier in the Context package. We'll have an optional child element called ProductSeriesID added to the existing element ProductSeries. In the current state, product series are identified by a series name, which

can change throughout the publication lifetime of a series. A separate, unique ID tag will give the publisher an opportunity to maintain continuity in the series across name changes. This is a small change which closes a gap in the schema.

Rated Aspect

Thirdly, we're adding an attribute to the rating element that gives publishers the ability to indicate the aspect of the rated entity addressed by the rating itself. Examples of tag values include Investment, CreditRisk, MarketRisk, EarningsQuality, and CompetitiveMoat.

Sidecar Schemas

The fourth point relates to our plan to include sidecar schemas in this release. In particular, we are interested in sidecar schemas for Analyst Rosters and Coverage Universes. During one of our workshops we decided that these schemas should focus on updates (deltas) rather than full sets. That is, there is more value in a format designed to communicate changes in rosters and universes than on providing full listings.

Pushed Items

Lastly, we've decided to push a few items to a future release. This happens when there is insufficient clarity on the requirements for a proposed change or the group was unable to converge on a good approach for implementing it.

Proposed Tag	Reason for Push
Country Groupings	Similar to our notion of regions, these groupings would be defined by factors other than geography. For example, we'd support economic groupings and coverage regions. Example tag values would be IndustrializedG7, DevelopedMarkets, EmergingMarkets, FrontierMarkets, etc.. We don't have good definitions for these yet, or an approach for integrating them into the schema relative to the existing Region element.
Term Enumerations	We had some proposed additions to the TermEnum list, expanding from the existing short-term/long-term choice toward a more flexible set of values that would include three-year and five-year terms. However, the group felt that maybe what's needed is some kind of explicit term specification rather than a pick-list. Lack of convergence on a good approach led us to push this item to the next cycle.

Release Roadmap

As far as the release roadmap, we had been targeting today's meeting to present our first actual build of RIXML v2.4 to the organization, followed by the public comment period to begin October 1st. Given recent progress on implementation, however, it looks like we're running about two to three weeks behind that schedule. At this point, a public comment period running from October 22nd to November 23rd is realistic. Richard and I will maintain focus on completing this work and do what we can to avoid further slippage.

Social Media Strategy

The RIXML organization needs to formulate a social media strategy in order improve our interaction with both members and non-member interested parties. Social media platforms have become premier mechanisms for engaging a diverse audience effectively. Since we purport to play an important role in a technology-rich marketplace, our on-line presence must be positive, active, and crisp.

Types of communication from RIXML to interested parties, internal and external, as appropriate:

- Schema
 - Roadmap for new schema releases.
 - Start and end of public comment period for a new schema release.
 - Official release announcement after the comment period.
 - Asking for input to guide schema development.
- Governance
 - Quarterly Steering Committee meeting logistics and featured speakers. Agenda and select minutes.
 - Working Group conference calls. Agenda and select minutes.
- Marketing
 - Periodic marketing messages pointing to our web site and introductory materials.
 - Pointers to each new issue of our RIXML Newsletter.
 - Invitations to consider RIXML membership.
- Conferences
 - Announcements of RIXML participation in industry conferences, seminars, and panels.

For each social media platform on which RIXML plans to participate, we should establish the following:

- Prepare a high-quality logo image for RIXML, and a paragraph describing the organization and its role in the marketplace. A group photo from one of our larger meetings would be a nice addition (as a Facebook cover photo, for example).
- Identify a small number of current RIXML members who will act as ambassadors for our organization on the platform.
- Ensure we have high-quality profile information for each ambassador, such as a biography paragraph, a clear description of role in RIXML, and a professionally-taken head-and-shoulders photograph. Each photograph should have a small RIXML logo super-imposed at the bottom.
- Create and abide by written guidelines for communication. The guidelines should address matters like: frequency of communication, authorization for statements relating to RIXML official positions, etc..

Here are the social media platforms we ought to consider.

LinkedIn (<http://www.linkedin.com/>)

RIXML.org has both a “company” profile page and a Group on the business-focused social networking site, LinkedIn. Our membership policy for the Group is that only people from present or past RIXML member firms are accepted. The RIXML Group has 94 members as of the date of this document. Jack posted a couple of discussions back in 2009, but we haven’t used this feature, generally. However, we’re already well-positioned to do more on LinkedIn. RIXML members already have accounts, and need no further preparation in order to initiate discussions or respond to questions.

Facebook (<http://www.facebook.com/>)

While Facebook is more a platform for personal interaction, rather than business interaction, many businesses do maintain “pages”. These pages can be used to communicate important

information and give individual users the opportunity to “like” the business and provide feedback on our activities. We could take (informal) group photos at our in-person meetings and post them to Facebook. We could do the same when RIXML participates in conferences, seminars, or panel discussions. This might sound gimmicky, but would help to foster a sense of activity around our organization. In the past, we’ve seen some comments from non-members that question the level of activity and even our continued existence! Some photos from recent meetings would show that we’re still hard at work on our goals.

Twitter (<http://www.twitter.com/>)

There’s lots of opportunity for us to make use of Twitter. Twitter has become a terrific venue for following breaking news in any domain. Many people use it as a general news source. Integrating our own messages into the Twitter timelines of individual interested parties, both inside and outside our organization, would be very effective.

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