Quarterly Update
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RIXML Standards Committee

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Buy-Side Advisory Council

Jack Roehrig led our first meeting of the Buy-Side Advisory Council on May 14th. The idea of the Council is to help guide the RIXML roadmap, staying focused on core research issues and keeping the RIXML group on-track. The first meeting was attended by representatives from Fidelity, Capital Group, Franklin Templeton, and American Century, with T. Rowe Price to join in the future. There were introductions and updates from the various RIXML work streams. Social media usage and packaging content for the mobile space were the key topics of interest.

The next meeting will likely be in August, or perhaps, just after Labor Day.

Componentization Working Group

The group met for another workshop on May 16th at the Jordan & Jordan office in New York. We're narrowing in on the model and approach we will use. Richard Brandt and Mark Daniels spoke about their respective models for casting the contributed sample documents into a putative HTML5-based structure. We also discussed the blending of the models with regard to structuring sections and utilizing a tagging standard like RDF to place semantic meaning on words and phrases in the report body. There's a high confidence level in our choice of HTML5 as the basis for componentization. As a next step, we will draft a taxonomy for report sections, focusing on typical first-page content.

Emerging Technology Committee

Richard Brandt led two calls since our last quarterly *Steering Committee* meeting – May 10th and June 7th.

Schema & Production Process
With RIXML v2.4 out the door, the group is thinking of both sample instance documents and an assessment of the distribution of RIXML versions in the field. Interested parties continue to ask the RIXML organization for sample instance documents, so this remains an area of focus for us. We've had some good input from member firms already, but more is better. From a solid base of samples, we can create reference-quality files that new adopters can use to guide their implementations. Good samples also help our marketing and adoptions efforts, since they are effective at demonstrating the value proposition of RIXML.

The group also discussed how the various RIXML versions are represented in the field. Which versions are most common? Have any fallen away completely? We hope our associate members can shed some light.

Social Media Planning
We feel that social media and componentization are particularly interesting topics when considered together. Componentized content leads to greater opportunities for generating mind-share across modern distribution channels. We'd like to follow-up the presentation from Google during our last Steering Committee meeting with further engagement with our buy-side members and partners. Today's meeting will feature a guest speaker on this topic. We're also planning a distinct RIXML Working Group for social media engagement.

Spot Tags
The notion of spot tagging was raised again. This is the idea that RIXML should accommodate the need for new Subject tags (or the like) without the need for a production release to officially augment the enumerated list. A registry would be necessary for publishers to search for and

contribute spot tags on an on-going basis. The registry would prevent unnecessary variants of the same idea – e.g. GreekDebtCrisis vs. GreekDebt vs. GreeceCrisis, etc.. Such a registry could consist of a web site designed for human interaction, or a web service that would accept some kind of RIXML side-car data, or a combination.

The next call will be held on Friday, July 12th, at 9:30am EDT.

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