



**PRISM:
Publishing Requirements for Industry Standard Metadata**

Version 3.0

**Guide to
PRISM Usage Rights**

October 4, 2012



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1 STATUS

1.1 Document Status

The status of this document is:

✓	Draft	11/04/2011
✓	Released for Public Comment	12/15/2012
✓	Final Draft Released for Comment	06/12/2012
✓	Final Specification	10/04/2012

1.2 Document Location

The location of this document is:

http://www.prismstandard.org/specifications/PUR/PUR_Guide.pdf

or

http://www.prismstandard.org/specifications/PUR/PUR_Guide.htm

1.3 Version History

Version Number	Release Date	Editor	Description
PRISM 3.0	December 15, 2011	Kennedy	Public Draft as part of PRISM 3.0
PRISM 3.0	June 12, 2012	Kennedy	Final Draft
PRISM 3.0	October 4, 2012	Kennedy	Final Specification

2 PRISM USAGE RIGHTS GUIDE STRUCTURE

This PRISM Usage Rights Guide was written to provide a guide to PRISM Usage Rights expression. This guide is supplementary to the PRISM 2.1 Specification. The Specification is the authoritative source for all issues of concern.

The PRISM Usage Rights Guide is made up of:

- 1. PRISM Usage Rights Guide Structure:** A guide to the structure of the document
- 2. Introduction:** A brief overview of the PRISM Usage Rights Expression for XML
- 3. XML Rights Expression:** An overview of an XML structured usage rights expression for PRISM Profile 1
- 4. PRISM Usage Rights Elements**
 - 4.1 Elements in Alphabetical Order:** A listing of all elements in the PRISM Usage Rights XML Format in alphabetical order with a link to documentation in the PRISM 2.1 Specification Documentation Set.
 - 4.3 Elements by Function:** A list of all elements in the PRISM Usage Rights XML Format grouped according to function.

Two Appendices are also included in the PRISM Usage Rights Elements Guide. These include:

Appendix A: PRISM Usage Rights Model XSD

Appendix B: PRISM Usage Rights Example (non-PAM)

Appendix C: PRISM Usage Rights Example (PAM)

3 INTRODUCTION

The PRISM Usage Rights XML format is a standardized XML schema structure for publishers to use to express content usage rights for archive, delivery and management within a digital rights management system.

3.1 About the PRISM Usage Rights XML Model

One expression of the PRISM Usage Rights metadata elements is a standardized XML model for PRISM Profile 1. Adapting your processes to conform to the PRISM Usage Rights XML Format will provide many advantages and financial benefits to you and your business partners.

- The use of a single, industry-standard XML model for usage rights expression in an XML environment reduces the errors and costs of tracking and deploying usage rights fields in a non-specified order and frequency.
- The use of a single format for all organizations using XML for usage rights expression speeds the processing of rights-based content and speeds the integration with tools and partners within a workflow.
- The use of a common industry XML model reduces the barrier to entry for all publishers and content aggregators. This is especially valuable for smaller organizations.
- The PRISM Usage Rights XML model helps everyone in the electronic content business to track, use and re-use their content according to usage rights rules.
- The PRISM Usage Rights XML model provides an excellent starting point for those implementing a digital rights management system.

These advantages will enable you use your contract- and agreement-based content on a wider variety of output media and products, getting more value from your information assets.

By enabling the delivery of detailed information in a consistent format, the PRISM Rights XSD allows publishers and other content-related companies to better communicate with a broader range of partners who are just now standardizing on XML and the use of XML for rights expression. Major publishers, other content rights holders, and developers of software tools and information and retrieval systems have indicated plans to support this standard.

3.2 PRISM Usage Rights Guide V3.0

With the release of PRISM 2.1, The PRISM Usage Rights XML schema was made available. This schema provides a standard order and frequency for each of the PRISM Usage Rights elements within a special `pur:rightsContainer` element. Usage Rights elements are also employed in the PRISM PAM XML tag set and the nextPub XML Content Source Specification.

3.3 The PRISM Specification Documentation Package

The PRISM Documentation Package consists of:

3.3.1 General Documents

This is a set of general or overview documents that apply to PRISM.

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Document	Description
PRISM Introduction [PRISMINT] http://www.prismstandard.org/specifications/3.0/PRISM_introduction_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_introduction_3.0.htm	Overview, background, purpose and scope of PRISM; examples; contains no normative material.
PRISM Compliance [PRISMCOMP] http://www.prismstandard.org/specifications/3.0/PRISM_compliance_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_compliance_3.0.htm	Describes three profiles of PRISM compliance for content and systems; includes normative material.

3.3.2 PRISM Metadata Specifications

This is the set of documents that outline the prism metadata fields and values by PRISM metadata category. PRISM has modularized its metadata specification by namespace so users may pick those modules that meet their unique business requirements without having to implement the entire PRISM specification.

Document	Description
The PRISM Basic Metadata Specification [PRISMBMS] http://www.prismstandard.org/specifications/3.0/PRISM_Basic_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Basic_Metadata_3.0.htm	Describes the basic metadata elements contained in the PRISM namespace to describe article content; includes normative material.
PRISM Advertising Metadata Specification [PRISMADMS] http://www.prismstandard.org/specifications/3.0/PRISM_Advertising_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Advertising_Metadata_3.0.htm	Describes advertising metadata elements including those drawn from AdSM, GWG and Ad-ID; includes normative material.
The PRISM Subset of Dublin Core Metadata Specification [PRISMDCMS] http://www.prismstandard.org/specifications/3.0/PRISM_Dublin_Core_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Dublin_Core_Metadata_3.0.htm	Describes the metadata elements from the Dublin Core namespace that are included in PRISM; includes normative material.
The PRISM Image Metadata Specification [PRISMIMS] http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_Specification_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_Specification_3.0.htm	Describes the metadata elements contained in the PRISM Metadata for Images Namespace and other related image namespaces, includes normative material.
The PRISM Recipe Metadata Specification [PRISMRMS] http://www.prismstandard.org/specifications/3.0/PRISM_Recipe_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Recipe_Metadata_3.0.htm	Describes the metadata elements contained in the PRISM Recipe Metadata Namespace, includes normative material

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Document	Description
The PRISM Usage Rights Metadata Specification [PRISMURMS] http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.htm	Describes the metadata elements contained in the PRISM Usage Rights Namespace; includes normative material. This namespace will supersede elements in both the prism: and prl: namespaces in version 3.0 of the specification.

3.3.3 PRISM Aggregator Message Markup Specification

This module documents the PRISM Markup Elements and Attributes for use with the PRISM Aggregator Message. At the time of the publication of the Introduction to PRISM, the PAM Message remains at version 2.1. This set of documents includes:

Document	Description
The PRISM PAM Markup Specification [PRISMPAMMS] http://www.prismstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.pdf or http://www.prismstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.htm	Describes the XML elements and attributes used to encode the PRISM Aggregator Message from both the pam: and pim: namespaces; includes normative material.

3.3.4 PRISM Inline Markup Specification

This module documents the PRISM Inline Markup Elements and Attributes for use with the PRISM Aggregator Message. This set of documents includes:

Document	Description
The PRISM Inline Markup Specification [PRISMIMS] http://www.prismstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification_3.0.pdf or http://www.prismstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification_3.0.htm	Describes the XML elements used to encode the inline markup for the PRISM Aggregator Message. Includes normative material.

3.3.5 PRISM Controlled Vocabulary Specifications

These modules are new with PRISM 3.0. All controlled vocabularies and their terms are documented in this publication set.

Document	Description
The PRISM Controlled Vocabulary Markup Specification [PRISMCVMS] http://www.prismstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.htm	Describes the metadata fields in the PRISM Controlled Vocabulary Namespace that can be used to describe a controlled vocabulary. Actual PRISM controlled vocabularies are now placed in the PRISM Controlled Vocabularies Specification [PRISMCVS]

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The PRISM Controlled Vocabularies Specification [PRISMCVS] http://www.prismstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.htm	The PRISM Controlled Vocabularies are now documented in this document.
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3.3.6 Additional PRISM Documentation

The [Guide to the PRISM Aggregator Message \[PAMGUIDE\]](#) documents the PRISM Aggregator Message (PAM), an XML-based application of PRISM.

The [PRISM Cookbook \[PRISMCB\]](#) documents implementation strategies for PRISM Profile 1 applications.

The [Guide to PRISM Usage Rights \[RIGHTSGUIDE\]](#) documents an XML-based PRISM application for the expression of PRISM Usage Rights. The Guide is accompanied by an XSD that can be used as the basis for developing a digital rights management system based on PRISM Usage Rights.

The [Guide to PRISM Metadata for Images \[IMAGEGUIDE\]](#) documents an XML-based PRISM Profile 1 application for the expression of the structure and use of PRISM Metadata for Images and can be used as the basis for developing an image management system based on PRISM Metadata for Images and for implementing PMI in XML.

The [Guide to PRISM Recipe Metadata and XML Encoding \[RECIPEGUIDE\]](#) documents the XML-based PRISM Profiles for the encoding of recipes for:

- Establish a Recipe Database
- Establish a tagging scheme to code a wide variety of recipes in XML
- Tag recipes within the PAM message
- Tag recipes in nextPub XML Content Source

3.3.7 Access to PRISM Documentation

The PRISM documentation package, the PAM guide (see above), the PAM DTD, the PAM XSD and a range of other information concerning PRISM are all publicly and freely available on the PRISM website, www.prismstandard.org.

3.3.8 Access to PAM Schemas

Standard URLs have been established to access PRISM/PAM XSDs and DTDs as well as the XSD for the new PRISM Usage Rights Model.

To access PAM XSDs and DTDs:

<http://www.prismstandard.org/schemas/pam/2.1/>
<http://www.prismstandard.org/schemas/pam/2.1/pam.xsd>
<http://www.prismstandard.org/schemas/pam/2.1/pam-dc.xsd>
<http://www.prismstandard.org/schemas/pam/2.1/pam-prism.xsd>

To access PRISM Rights Model XSD

3.5 Other PSV Schemas

Because PSV is a flexible framework, it supports many different use case scenarios. A different schema, using the PSV metadata fields and content encoding can be developed for each different use case. In order to assist PSV implementers, the nextPub Working Group is planning to provide a number of XML Schemas (XSDs) to support common use cases including tagging an article and transmitting articles to content aggregators. These PSV sample schemas will be available from the nextPub website (<http://www.nextpub.org>) and documented in the nextPub PSV Implementation Guide that will be published following the publication of this specification.

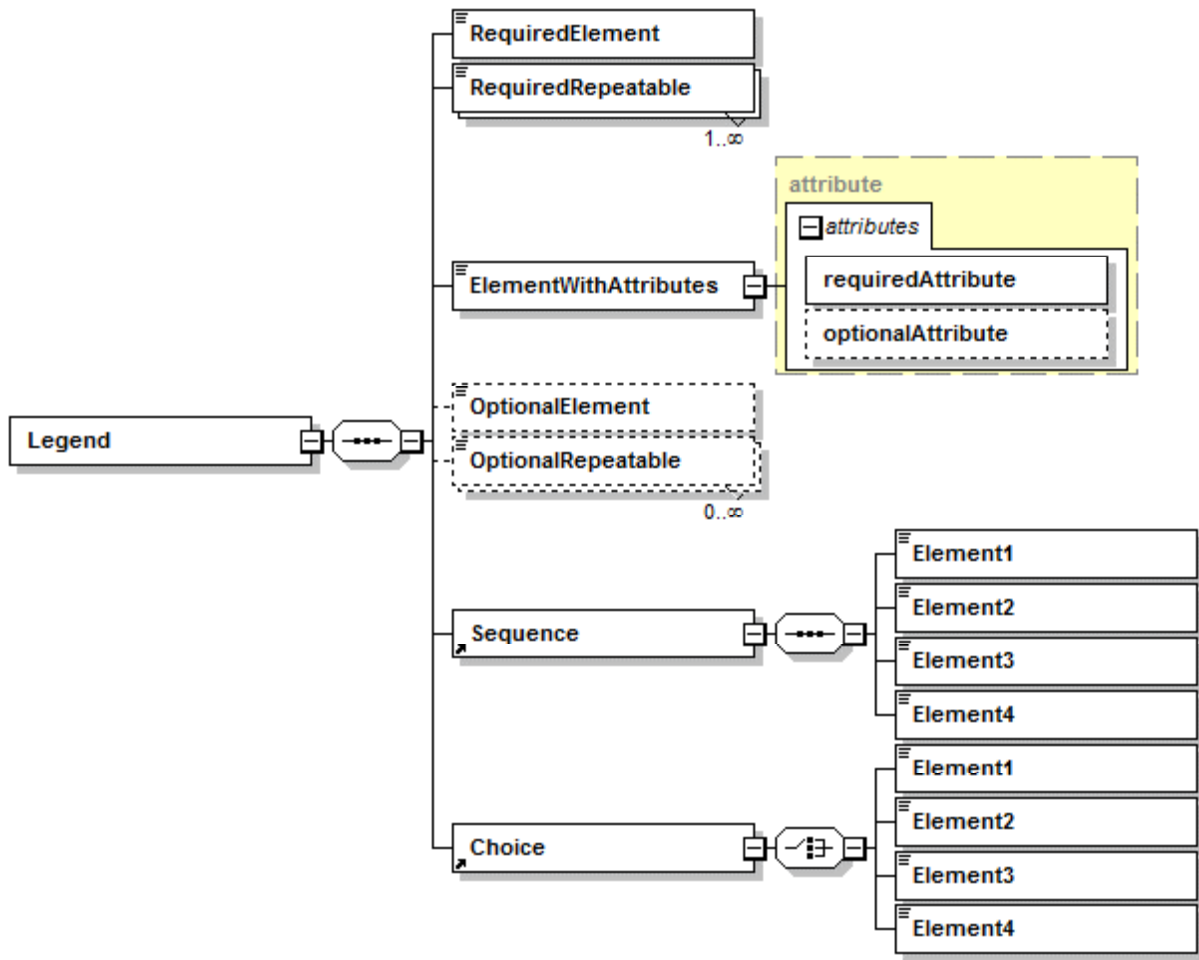
3.6 Legend for Diagrams

In this guide, the XML model is often illustrated by a model diagram. Each diagram was produced with the XML Spy product. These diagrams show the elements and attributes that make up a model and their order and frequency.

The legend for reading XML model diagrams is shown in Figure 1.1. Elements that are required by the model are shown in a solid box. Elements that are optional are shown in a dotted box. Likewise attributes may be required (solid box) or optional (dotted box). A repeatable occurrence of elements is indicated by numbers below each element box to the right.

The diagrams also indicate how elements are assembled. When building some models, elements may occur in a sequence with a specified order. Other models provide a choice from among a number of elements. The legend in Figure 1.2 shows the connectors for sequence and choice.

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Generated by XMLSpy

www.altova.com

Figure 3.1 Legend for XML Diagrams

4 PRISM USAGE RIGHTS EXPRESSION XML MODEL

In order to provide an easy to implement XML model for PRISM Usage Rights an XML schema has been constructed to standardize the order and frequency of PRISM Usage Rights elements. Benefits of a standardized, structured model are discussed in Section 2 of this document. Many elements from this XSD are implemented in the PRISM Aggregator message.

NOTE: PRISM Usage Rights is designed to be implemented in an international environment. To facilitate multilingual deployment, all text / string fields employ the W3C xml:lang attribute so a language can be specified.

4.1 PRISM Rights Metadata Fields

The PRISM Rights Container was constructed to serve as a *virtual container* within which all rights elements can be organized by sequence and frequency. See Figure 4.1.

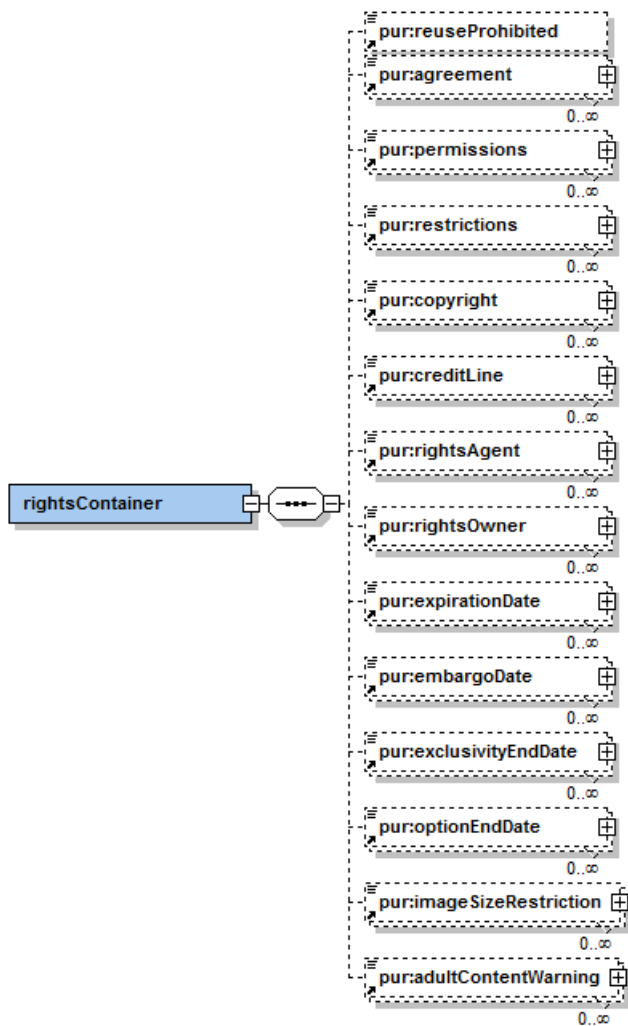


Figure 4.1 Rights Container Structure

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The PRISM Usage Rights XML Model prescribes a specific order for the PRISM Usage Rights elements, which is depicted in the above figure. Each PRISM Usage Rights element may occur either 0 or 1 time (designed by a ? symbol in the above figure) or 0 or more times (designated by * above).

4.2 Reuse Prohibited

This element indicates whether the resource is reusable. If “yes”, the resource may not be reused. If “no”, then the resource may be reused. If there are provisions on reuse then “provisional” is indicated and the agreement must be referenced. If the value “ask” is given it means that it is unclear whether the asset may be reused and the rights owner or rights agent must be consulted. This element may occur only 0 or 1 time. If the reuseProhibited element is not specified, no assumption about reuse should be made. See Figure 3.2.



Figure 4.2 Reuse Prohibited structure

4.3 Agreement

The Agreement element may occur 0 or more times based on the number of agreements that are associated with a resource. This element can capture a free text description of the agreement in addition to the type, status, agreementID, and xml:lang attributes. Agreement types are suggested but are not a formal controlled vocabulary. See Figure 3.3.

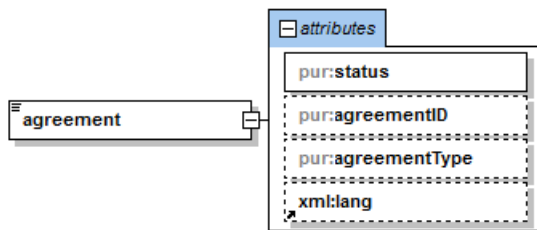


Figure 4.3 Agreement Structure

Suggested agreement types include:

- property release
- subject release
- event release
- object release
- agency agreement
- photographer contract
- illustrator contract
- writer contract

The status of an agreement comes from the USE Plus Specification for digital images. Status values are:

- limited
- unlimited
- unknown
- NA
- None

4.4 Permissions

The Permissions field allows for the entry of special usage permissions. This element may occur 0 or more times based on factors specified by the attributes. The code attribute allows publishers to enter their own permissions codes. Country code enables the publisher to tie permissions to a country or region. This element also carries an agreement ID to link it to a contract or other agreement and an optional usage fee attribute to link permissions by distribution channel to a usage fee. See Figure 4.4.

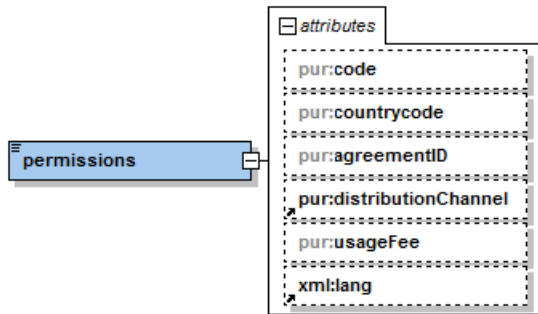


Figure 4.4 Permissions structure

4.5 Restrictions

The Restrictions field allows for the entry of special usage restrictions. This element may occur 0 or more times based on factors specified by the attributes. The code attribute allows publishers to enter their own restrictions codes. Country code enables the publisher to tie restrictions to a country or region. See Figure 4.5.

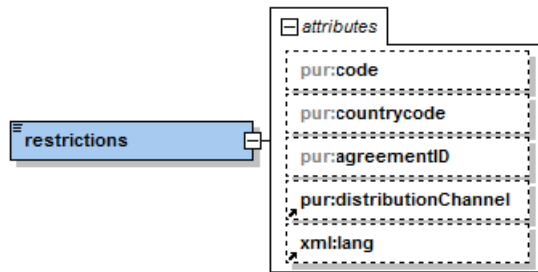


Figure 4.5 Restrictions Structure

4.6 Copyright

The Copyright element may occur 0 or more times. For example, there may be a copyright statement in US English and in French. It is simply a string of text used to express copyright information. See Figure 4.6.

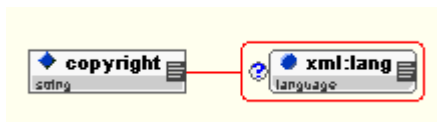


Figure 4.6 Copyright Structure

4.7 Credit Line

The Credit Line field indicates whether a credit line is required for content usage and enables the entry of a credit line. The field may occur 0 or more times and is based on factors such as distribution channel, agreement, and even language of the credit line. See Figure 4.7.

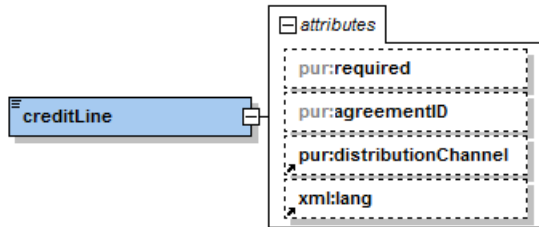


Figure 4.7 Credit Line Structure

4.8 Rights Agent

The Rights Agent field provides the name, and possibly contact information, for the person or organization that should be contacted to license the rights to use a resource. There may be 0 or more Rights Agents specified. The Rights Agent may be tied to a contract through an optional Agreement ID. This element also carries an optional media reference to link it to a media asset. See Figure 4.8.

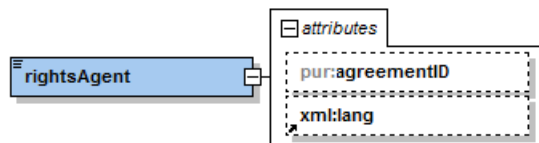


Figure 4.8 Rights Agent Structure

4.9 Rights Owner

Sometimes the Rights Agent is not the Rights Owner. The Rights Owner field provides the name, and possibly contact information, for the person(s) or organization(s) that owns the rights to a resource. There may be one or more Rights Owners. The Rights Owner may be tied to a contract through an optional Agreement ID. This element also carries an optional media reference to link it to a media asset. See Figure 4.9.

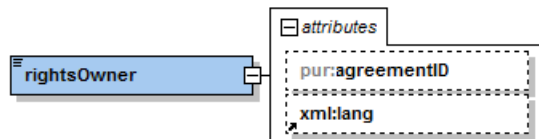


Figure 4.9 Rights Owner Structure

4.10 Embargo Date

The Embargo Date is the earliest date (potentially including time) the resource may be made available to users or customers according to the rights agreement or to a clause in the rights agreement. This element may occur 0 or more times based on distribution channel. See Figure 4.10.

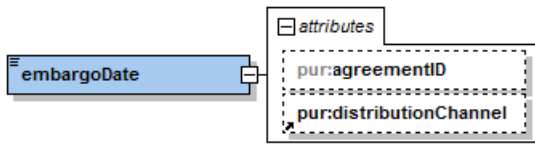


Figure 4.10 Embargo Date Structure

4.11 Exclusivity End Date

The Exclusivity End Date is the date upon which exclusive use for a distribution channel ends. This element may occur 0 or more times based on distribution channel. See Figure 4.11.

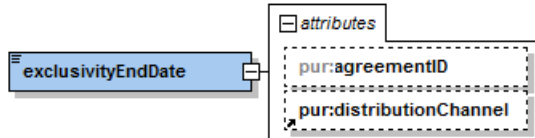


Figure 4.11 Exclusivity End Date Structure

4.12 Expiration Date

The Expiration Date is the date (potentially including time) by which the resource must be removed from availability to users or customers according to a rights agreement. This element may occur 0 or more times based on distribution channel. See Figure 4.12.

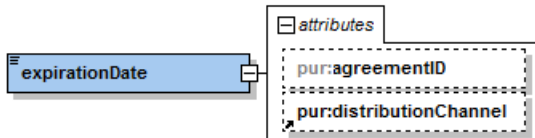


Figure 4.12 Expiration Date Structure

4.13 Option End Date

The Option End Date is the date (potentially including time) by which the resource must be used according to the rights agreement. This element may occur 0 or more times based on distribution channel. See Figure 4.13.

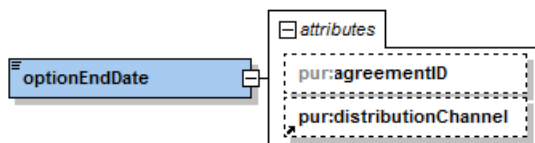


Figure 4.13 Option End Date Structure

4.14 Image Size Restriction

The Image Size Restriction field is used to specify a usage restriction on image size. This element may occur 0 or more times. Text describing the size restriction may be specified in place of utilizing the horizontalDimension and verticalDimension attributes to designate exact maximum dimensions. This element also carries an agreement ID to link it to a contract or other agreement. See Figure 4.14.

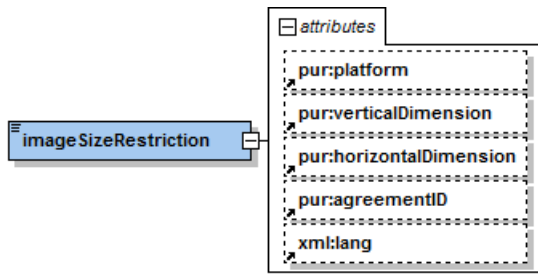


Figure 4.14 Image Size Restriction Structure

4.15 Adult Content Warning

The Adult Content Warning element is used to specify a warning that must be displayed due to violence, nudity and/or sexual references in the content. The element may occur 0 or more times based on platform, distribution channel, and country or region. The warning may be provided in different languages using `xml:lang`. The adult content code may be used to capture any code the publisher uses to specify types of adult content. See Figure 4.15.

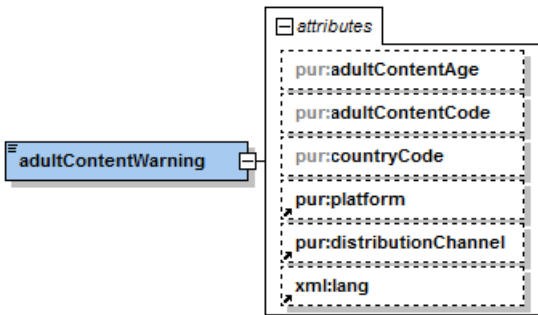


Figure 4.15 Adult Content Warning Structure

5 PRISM USAGE RIGHTS ELEMENTS

5.1 Elements in Alphabetical Order

The following is an alphabetical list of the Usage Rights elements with the corresponding section where each element is documented in the *PRISM Usage Rights Metadata Specification* [\[PRISMURMS\]](#).

adultContentWarning	[PRISMURMS] 4.5.1
agreement	[PRISMURMS] 4.5.2
copyright	[PRISMURMS] 4.5.3
creditLine	[PRISMURMS] 4.5.4
embargoDate	[PRISMURMS] 4.5.5
exclusivityEndDate	[PRISMURMS] 4.5.6
expirationDate	[PRISMURMS] 4.5.7
imageSizeRestriction	[PRISMURMS] 4.5.8
optionEndDate	[PRISMURMS] 4.5.9
permissions	[PRISMURMS] 4.5.10
restrictions	[PRISMURMS] 4.5.11
reuseProhibited	[PRISMURMS] 4.5.12
rightsAgent	[PRISMURMS] 4.5.13
rightsOwner	[PRISMURMS] 4.5.14

5.2 PRISM Usage Rights Elements by Function

The following is a list of the Usage Rights elements grouped by function with the corresponding section where each element is documented in the *PRISM Usage Rights Metadata Specification* [\[PRISMURMS\]](#).

5.2.1 Adult Content Usage

adultContentWarning	[PRISMURMS] 4.5.1
---------------------	-----------------------------------

5.2.2 Dates

embargoDate	[PRISMURMS] 4.5.5
exclusivityEndDate	[PRISMURMS] 4.5.6
expirationDate	[PRISMURMS] 4.5.7
optionEndDate	[PRISMURMS] 4.5.9

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5.2.3 Agreement (Contracts and Releases)

agreement	[PRISMURMS] 4.5.2
copyright	[PRISMURMS] 4.5.3
rightsAgent	[PRISMURMS] 4.5.13
rightsOwner	[PRISMURMS] 4.5.14

5.2.4 Usage Terms

reuseProhibited	[PRISMURMS] 4.5.12
creditLine	[PRISMURMS] 4.5.4
permissions	[PRISMURMS] 4.5.10
restrictions	[PRISMURMS] 4.5.11

5.2.5 Image Usage

imageSizeRestriction	[PRISMURMS] 4.5.8
----------------------	-----------------------------------

Appendix A PRISM USAGE RIGHTS MODEL XSD

The PRISM Usage Rights XSD is provided to serve as a map to the PRISM Usage Rights elements and attributes. Portions of this XSD are used within the Profile 1 (XML) PRISM Aggregator Message. However this XSD may also serve as a base template for implementing a digital rights management system outside the PAM environment. Note that the attribute `rdf:resource` is imported from the RDF namespace in order to provide a link to the location of the agreement.

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<!--Generated by Turbo XML 2.4.2.7. Conforms to w3c http://www.w3.org/2001/XMLSchema-->
<!--==== 040909      =====>
      <!-- ++++++
              PUR: XSD
      ++++++ -->

<xs:schema xmlns:xs="http://www.w3.org/2001/XMLSchema"
xmlns:xhtml="http://www.w3.org/1999/xhtml"
xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
xmlns:pur="http://prismstandard.org/namespaces/prismusagerights/3.0/"
targetNamespace="http://prismstandard.org/namespaces/prismusagerights/3.0/"
elementFormDefault="qualified" attributeFormDefault="qualified"
version="pam20090402">
  <xs:import namespace="http://www.w3.org/XML/1998/namespace"/>
  <xs:import namespace="http://www.w3.org/1999/xhtml" schemaLocation="pam-xhtml.xsd"/>
  <xs:import namespace="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
schemaLocation="pam-rdf.xsd"/>

  <!--====      =====>
  <!--====      ATTRIBUTE DEFINITIONS      =====>
  <!--====      =====>
    <xs:attribute name="adultContentAge" type="xs:string">
      <xs:annotation>
        <xs:documentation>Age for acces to adult Content</xs:documentation>
      </xs:annotation>
    </xs:attribute>

    <xs:attribute name="adultContentCode" type="xs:string"/>

    <xs:attribute name="countryCode" type="xs:string"/>

    <xs:attribute name="distributionChannel" type="xs:string"/>

    <xs:attribute name="agreementID" type="xs:string"/>

    <xs:attribute name="horizontalDimension" type="xs:string"/>

    <xs:attribute name="verticalDimension" type="xs:string"/>

    <xs:attribute name="required">
```

```

        <xs:simpleType>
            <xs:restriction base="xs:NMTOKEN">
                <xs:enumeration value="yes" />
                <xs:enumeration value="no" />
            </xs:restriction>
        </xs:simpleType>
    </xs:attribute>

    <xs:attribute name="platform">
        <xs:simpleType>
            <xs:restriction base="xs:NMTOKEN">
                <xs:enumeration value="email" />
                <xs:enumeration value="mobile" />
                <xs:enumeration value="broadcast" />
                <xs:enumeration value="web" />
                <xs:enumeration value="print" />
                <xs:enumeration value="recordableMedia" />
                <xs:enumeration value="other" />
            </xs:restriction>
        </xs:simpleType>
    </xs:attribute>

    <xs:attribute name="status">
        <xs:simpleType>
            <xs:restriction base="xs:NMTOKEN">
                <xs:enumeration value="limited" />
                <xs:enumeration value="unlimited" />
                <xs:enumeration value="unknown" />
                <xs:enumeration value="NA" />
                <xs:enumeration value="none" />
            </xs:restriction>
        </xs:simpleType>
    </xs:attribute>

    <!--====          =====>
    <!--====          ELEMENT DEFINITIONS          =====>
    <!--====          =====>

<!--====          =====>
<!--====  Adult Content Warning          =====>
<!--====          =====>

    <xs:element name="adultContentWarning">
        <xs:annotation>
            <xs:documentation>adultContentWarning indicates right to use
based on age, code, country, distribution channel or platform.</xs:documentation>
        </xs:annotation>
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">

```

```

        <xs:attribute ref="pur:adultContentAge"/>
        <xs:attribute ref="pur:adultContentCode"/>
        <xs:attribute ref="pur:countryCode"/>
        <xs:attribute ref="pur:distributionChannel"/>
        <xs:attribute ref="pur:platform"/>
        <xs:attribute ref="xml:lang"/>
    </xs:extension>
</xs:simpleContent>
</xs:complexType>
</xs:element>

<!--====          =====>
<!--====      Agreement          =====>
<!--====          =====>
    <xs:element name="agreement">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute ref="pur:status" use="required"/>
                    <xs:attribute ref="pur:agreementID"/>
                    <xs:attribute ref="rdf:resource"/>
                    <xs:attribute ref="xml:lang"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>

<!--====          =====>
<!--====      Reuse Prohibited    =====>
<!--====          =====>
    <xs:element name="reuseProhibited" type="pur:reuseType"/>

    <xs:simpleType name="reuseType">
        <xs:restriction base="xs:NMTOKEN">
            <xs:enumeration value="yes"/>
            <xs:enumeration value="no"/>
            <xs:enumeration value="provisional"/>
            <xs:enumeration value="ask"/>
        </xs:restriction>
    </xs:simpleType>

<!--====          =====>
<!--====      Embargo Date        =====>
<!--====          =====>
    <xs:element name="embargoDate">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="agreementID" type="xs:string"/>
                    <xs:attribute ref="pur:distributionChannel"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>

```

```

        </xs:simpleContent>
    </xs:complexType>
</xs:element>
<!--====          =====>
<!--====      Expiration Date      =====>
<!--====          =====>
    <xs:element name="expirationDate">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="agreementID" type="xs:string"/>
                    <xs:attribute ref="pur:distributionChannel"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
<!--====          =====>
<!--====      Exclusivity End Date      =====>
<!--====          =====>
    <xs:element name="exclusivityEndDate">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="agreementID" type="xs:string"/>
                    <xs:attribute ref="pur:distributionChannel"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
<!--====          =====>
<!--====      Option End Date      =====>
<!--====          =====>
    <xs:element name="optionEndDate">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="agreementID" type="xs:string"/>
                    <xs:attribute ref="pur:distributionChannel"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
<!--====          =====>
<!--====      Copyright      =====>
<!--====          =====>
    <xs:element name="copyright">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute ref="xml:lang"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>

```

```

        </xs:simpleContent>
    </xs:complexType>
</xs:element>
<!--====>
<!--====>      Permissions      <!--====>
<!--====>
    <xs:element name="permissions">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="code" type="xs:string"/>
                    <xs:attribute name="countrycode" type="xs:string"/>
                    <xs:attribute name="agreementID" type="xs:string"/>
                    <xs:attribute ref="pur:distributionChannel" />
                    <xs:attribute name="usageFee" type="xs:string"/>
                    <xs:attribute ref="xml:lang"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
<!--====>
<!--====>      Restrictions      <!--====>
<!--====>
    <xs:element name="restrictions">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="code" type="xs:string"/>
                    <xs:attribute name="countrycode" type="xs:string"/>
                    <xs:attribute name="agreementID" type="xs:string"/>
                    <xs:attribute ref="pur:distributionChannel" />
                    <xs:attribute ref="xml:lang"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
<!--====>
<!--====>      Rights Agent      <!--====>
<!--====>
    <xs:element name="rightsAgent">
        <xs:complexType>
            <xs:simpleContent>
                <xs:extension base="xs:string">
                    <xs:attribute name="agreementID" type="xs:string"/>
                    <xs:attribute ref="xml:lang"/>
                </xs:extension>
            </xs:simpleContent>
        </xs:complexType>
    </xs:element>
<!--====>

```

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```
<!--====           Rights Owner           =====>
<!--====           =====>
  <xs:element name="rightsOwner">
    <xs:complexType>
      <xs:simpleContent>
        <xs:extension base="xs:string">
          <xs:attribute name="agreementID" type="xs:string"/>
          <xs:attribute ref="xml:lang" />
        </xs:extension>
      </xs:simpleContent>
    </xs:complexType>
  </xs:element>
<!--====           =====>
<!--====           Credit Line           =====>
<!--====           =====>
  <xs:element name="creditLine">
    <xs:complexType>
      <xs:simpleContent>
        <xs:extension base="xs:string">
          <xs:attribute ref="pur:required"/>
          <xs:attribute ref="pur:agreementID"/>
          <xs:attribute ref="pur:distributionChannel"/>
          <xs:attribute ref="xml:lang" />
        </xs:extension>
      </xs:simpleContent>
    </xs:complexType>
  </xs:element>
<!--====           =====>
<!--====           Image Size Restriction   =====>
<!--====           =====>
  <xs:element name="imageSizeRestriction">
    <xs:complexType>
      <xs:simpleContent>
        <xs:extension base="xs:string">
          <xs:attribute ref="pur:verticalDimension"/>
          <xs:attribute ref="pur:horizontalDimension"/>
          <xs:attribute ref="pur:platform"/>
          <xs:attribute ref="pur:agreementID"/>
          <xs:attribute ref="xml:lang" />
        </xs:extension>
      </xs:simpleContent>
    </xs:complexType>
  </xs:element>
</xs:schema>
```

Appendix B PRISM USAGE RIGHTS (NON-PAM) EXAMPLE

This appendix contains an example of the expression of PRISM Usage Rights in the XML Format.

Note: The default namespace for PRISM rights container is the pur: namespace and can be defaulted in this instance.

```
<?xml version="1.0" encoding="UTF-8"?>
<rightsContainer
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://prismstandard.org/namespaces/prismusagerights/3.0/rightsmodel.xsd"
xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
xmlns="http://prismstandard.org/namespaces/pur/3.0">
  <reuseProhibited>no</reuseProhibited>
  <agreement>WD08-000284</pur:agreement>
  <permissions code="Y" agreementID="WD08-000284" distributionChannel="book"/>
  <permissions code="PR" agreementID="WD08-000284"
distributionChannel="anthology"/>
  <permissions code="PR" agreementID="WD08-000284"
distributionChannel="newsletter"/>
  <permissions code="Y" agreementID="WD08-000284" distributionChannel="website"/>
  <permissions code="NR" agreementID="WD08-000284"
distributionChannel="syndicationPrint" usageFee="50%"/>
  <permissions code="NR" agreementID="WD08-000284"
distributionChannel="syndicationElectronic" usageFee="30%"/>
  <permissions code="Y" agreementID="WD08-000284"
distributionChannel="publicityHFM"/>
  <permissions code="Y" agreementID="WD08-000284"
distributionChannel="publicityMagazine"/>
  <permissions code="PR" agreementID="WD08-000284"
distributionChannel="magazineReuse"/>
  <permissions code="PR" agreementID="WD08-000284"
distributionChannel="foreignEdition"/>
  <creditLine agreementID="WD08-000284">Mark Katzman photographer</creditLine>
  <creditLine agreementID="WD08-000284">Hair '& make up by Kathy Ferrara
</creditLine>
</rightsContainer>
```

Appendix C PRISM USAGE RIGHTS (PAM) 2.2 EXAMPLE

This appendix contains an example of the expression of PRISM Usage Rights in the PAM XML Format. Note that PRISM usage rights elements are used within the PAM media element so that is illustrated by this example.

Note: The default namespace for PAM is the `xhtml: namespace`. In this example all other elements in PAM media will need full namespace qualification.

```
<?xml version="1.0" encoding="UTF-8"?>
<pam:message xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://prismstandard.org/pam2.2/pam pam.xsd"
xmlns:pam="http://prismstandard.org/namespaces/pam/2.2/"
xmlns:xhtml="http://www.w3.org/1999/xhtml"
xmlns:prism="http://prismstandard.org/namespaces/basic/3.0/"
xmlns:pim="http://prismstandard.org/namespaces/pim/3.0/"
xmlns:dcterms="http://purl.org/dc/terms/"
xmlns:prl="http://prismstandard.org/namespaces/prl/3.0/"
xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
xmlns:pur="http://prismstandard.org/namespaces/pur/3.0/"
xmlns:dc="http://purl.org/dc/elements/1.1/"
xmlns="http://www.w3.org/1999/xhtml">

<pam:message> . . .
  <pam:article> . . .
    <head> . . .
    </head>
    <body> . . .
      <pam:media>
        <dc:type>photo</dc:type>
        <dc:format>image/jpeg</dc:format>
        <dc:identifier>urn:laser:lga:us:tsn:61558</dc:identifier>
        <dc:creator>Mark Katzman prism:role="photographer"</dc:creator>
        <dc:contributor>Kathy Ferrara prism:role="makeupArtist"</dc:contributor>
        <pam:mediaTitle>Kathryn Galen</pam:mediaTitle>
        <pam:credit>Mark Katzman photographer; hair '& make up by Kathy
Ferrara</pam:credit>
        <pam:caption>"Once we had a plan, there was hope," says Kathryn, "and a chance
for happiness." </pam:caption>
        <pam:textDescription>PHOTO</pam:textDescription>
        <pur:reuseProhibited>no</pur:reuseProhibited>
        <pur:agreement>WD08-000284</pur:agreement>
        <pur:permissions pur:code="Y" pur:agreementID="WD08-000284"
pur:distributionChannel="book"/>
        <pur:permissions pur:code="PR" pur:agreementID="WD08-000284"
pur:distributionChannel="anthology"/>
        <pur:permissions pur:code="PR" pur:agreementID="WD08-000284"
pur:distributionChannel="newsletter"/>
```



```
<pur:permissions pur:code="Y" pur:agreementID="WD08-000284"
pur:distributionChannel="website"/>
  <pur:permissions pur:code="NR" pur:agreementID="WD08-000284"
pur:distributionChannel="syndicationPrint" usageFee="50%"/>
  <pur:permissions pur:code="NR" pur:agreementID="WD08-000284"
pur:distributionChannel="syndicationElectronic" pur:usageFee="30%"/>
  <pur:permissions pur:code="Y" pur:agreementID="WD08-000284"
pur:distributionChannel="publicityHFM"/>
  <pur:permissions pur:code="Y" pur:agreementID="WD08-000284"
pur:distributionChannel="publicityMagazine"/>
  <pur:permissions pur:code="PR" pur:agreementID="WD08-000284"
pur:distributionChannel="magazineReuse"/>
  <pur:permissions pur:code="PR" pur:agreementID="WD08-000284"
pur:distributionChannel="foreignEdition"/>
  <pur:creditLine pur:agreementID="WD08-000284">Mark Katzman
photographer</pur:creditLine>
  <pur:creditLine pur:agreementID="WD08-000284">Hair '& make up by Kathy
Ferrara </pur:creditLine>
  </pam:media>
</body>
</pam:article>
</pam:message>
```