



Attorneys at Law

# Consortium Standards Bulletin

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## AWARDS

### STANDARDS NEWS SOURCES OF THE YEAR

**Introduction:** To state the obvious, standards news reportage does not receive the type of attention and awards that movies and Broadway shows (or even advertisements) attract. While the American National Standards Institute (ANSI) annually bestows its President's Award for Journalism to an individual reporter, we are aware of no official recognition given to those standards organizations that release the most noteworthy news, or the media that provide the most thorough and discriminating specific coverage of the standards world.

In order to give credit where credit is due, we therefore recognize in this issue those news sources that we found to be particularly significant this year. That credit is based upon an actual count (by source) of those news items we found to be sufficiently interesting and important to share at the Standards News Portal during the eight months ending November 30, 2004.

**Sample Set:** During the measuring period, we included news from 149 different sources, gleaned from thousands of nominally qualified items represented by press releases and the harvest of several tailored Google News searches that we conduct on a daily basis. Out of many possible sources, we posted news during the measurement period from a total of 46 standard setting organizations and 103 on-line media sources, including other news portals, on-line journals, and on-line versions of magazines and newspapers.

**Selection Criteria:** In order to be chosen for posting at our news portal, a news item must fall into one of the fifteen categories of news we cover at our portal (e.g., New Standards, Open Source, New Consortia, and so on), or otherwise be interesting and noteworthy enough to merit inclusion under the sixteenth category (Miscellaneous). In a few categories (e.g., New Consortia) inclusion is automatic, while in most others, it is also necessary to have additional qualities that we believe make it not only newsworthy, but interesting as well.

What makes a standards story interesting (at least to us)? Several attributes can help a story make the grade:

- Does it relate to how we live, work or transact business?
- Does it illustrate the importance of standards to society?
- Does it help a reader understand what standards are all about?
- Will the standard or event in question have a major impact beyond purely technical ramifications?

Our particular thanks go to the media that have chosen to give the world of standards the attention that we think it deserves (please keep up the good work).

#### **Most Newsworthy Standard Setting Organization (Consortium or SDO)**

The following awards do not indicate what standards organization was most prolific in generating new (or amended) standards, but rather which ones announced the most significant new standards, initiatives or other news in the Information and Communications Technology space.

- **First Place:** *Telecommunications Industry Association (TIA)* [www.tiaonline.org](http://www.tiaonline.org): 16 Items
- **Second Place:** *World Wide Web Consortium (W3C)* [www.w3.org](http://www.w3.org): 13 Items
- **Third Place:** *Organization for the Advancement of Structured Information Systems (OASIS)* [www.oasis-open.org/home/index.php](http://www.oasis-open.org/home/index.php): 9 Items\*

#### **Best On-Line Coverage of ICT Standards by the Media**

We posted no items that are purely technical in nature, due to the selection criteria noted above. As a result, those media that we found to be most worthwhile in their coverage instead focused on the societal, strategic or business significance of the standards world, and presented the news that clearly and perceptively.

- **First Place (tie):** *The Cover Pages* <http://xml.coverpages.org> and *InfoWorld* [www.infoworld.com](http://www.infoworld.com): 27 Items Each
- **Second Place:** *CNET News.com* <http://news.com.com>: 17 Items
- **Third Place:** *eWeek* [www.eweek.com](http://www.eweek.com): 14 Items

\*Disclosure: OASIS is a client of the author and of the sponsor of this site.

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