Syndication using Web Content Publisher

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Abstract

This paper defines syndicated content and explains how you should use Web Content Publisher (WCP) to author and publish syndicated content.

Describing Syndicated Content

Syndicated content is content that is licensed for use on a web site but not owned by the authors of the site. An example of syndicated content is a news story written by CNN™. WCP can pull web content from syndicated content providers for inclusion on a web site.

WCP can be used not just as a consumer of syndicated content but also as a means of publishing syndicated content to others.

Syndicated content is typically described using XML and organized into collections called *channels*. For example, one can find a *channel* about IBM® and another *channel* about Celebrity News. A *channel* is described in a single file. One popular format for describing syndicated content is called RSS.

To take the mystery out of these terms, here is an example of a *channel*.

Consumers of syndicated content, such as web sites, have mechanisms for understanding channels described in this format. For example, IBM WebSphere® Portal, has a portlet that can display RSS files.

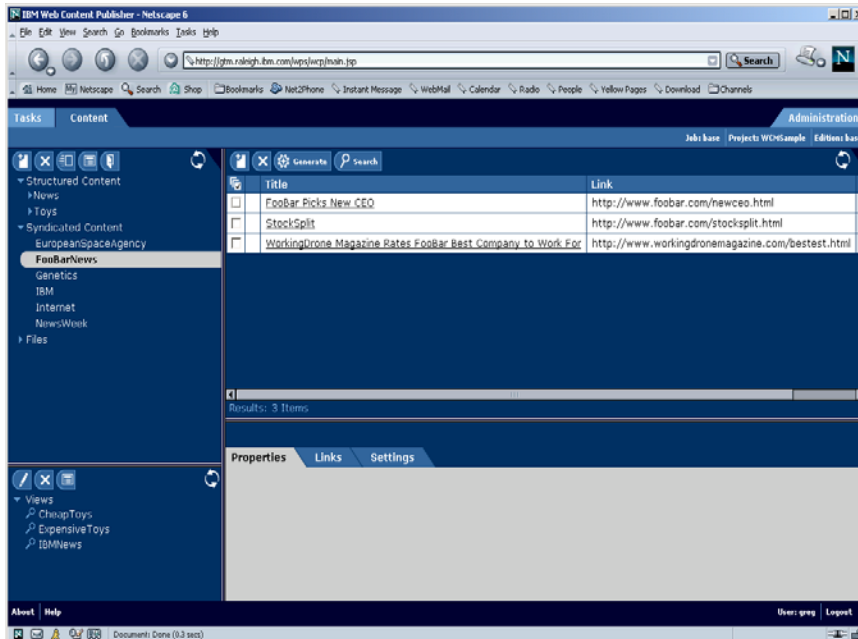## Sources of Syndicated Content

Syndicated content is made available to web sites by content *aggregators*. Aggregators take content from a variety of sources and make it available in formats like RSS. Web Content Publisher provides you with the ability to create and publish syndicated content like an aggregator.

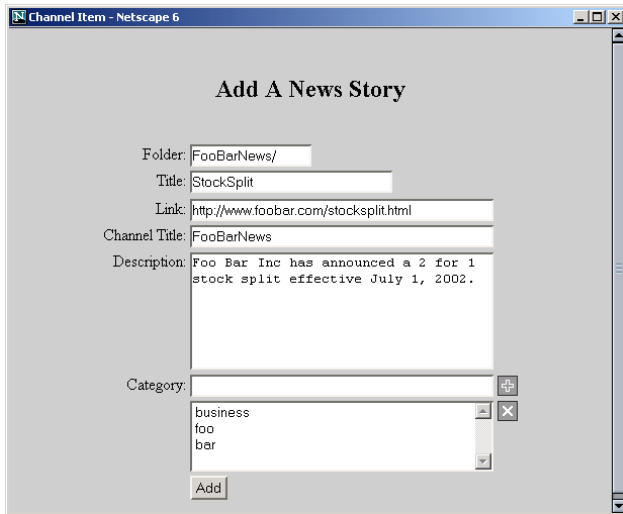## Publishing Syndicated Content with Web Content Publisher

Publishing syndicated content with Web Content Publisher is a simple three-step process.

Step 1. Creating Channel Items

The first step in using Web Content Publisher to syndicate content is to decide on the source of the content. The easiest approach is to use the built-in RSS resource type. Resources of this type are visible in the Syndicated Content folder of Web Content Publisher. They are called *channel items*. This graphic shows the contents of a Syndicated Content folder.

To add a new channel item, click the button and fill out the entry form, like this:

Step 2. Creating a Presentation Template

Now that we have created some channel items, the next step is to create a *summary generation* template.   This is a simple XSL style sheet that transforms the channel items into an XML file in RSS format.   A *summary generation* template that converts Web Content Publisher channel items into an RSS file looks like this.

```
<?xml version="1.0"?>
<xsl:stylesheet xmlns:xsl="http://www.w3.org/1999/XSL/Transform" version="1.0">

 <xsl:template match="com.ibm.wcm.resources.Rsschannelitem">

 <rss version="0.91">

  <channel>

    <title>FooBarNews</title>
    <link>www.foobar.com</link>
    <description>FooBar news from around the world</description>
    <image>
    <title>FooBar image</title>
       <url>http://www.FooBar.com/images/foo.gif</url>
       <width>200</width>
       <height>100</height>
       <link>www.foobar.com</link>
       <description>FooBar news from around the world</description>
    </image>

 <xsl:apply-templates select="properties" />

 </channel>

 </rss>

</xsl:template>
```

```
<xsl:template match="properties">
 <item>
  <title>
    <xsl:for-each select="property">
      <xsl:if test="@name='TITLE'">
        <xsl:value-of select="." />
      </xsl:if>
    </xsl:for-each>
  </title>

  <link>
    <xsl:for-each select="property">
      <xsl:if test="@name='LINK'">
        <xsl:value-of select="." />
      </xsl:if>
    </xsl:for-each>
  </link>

  <description>
    <xsl:for-each select="property">
      <xsl:if test="@name='DESCRIPTION'">
        <xsl:value-of select="." />
      </xsl:if>
    </xsl:for-each>
  </description>

 </item>
</xsl:template>

</xsl:stylesheet>
```
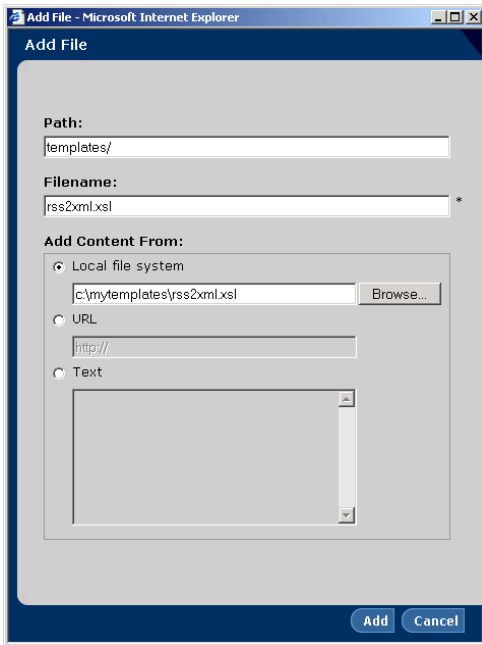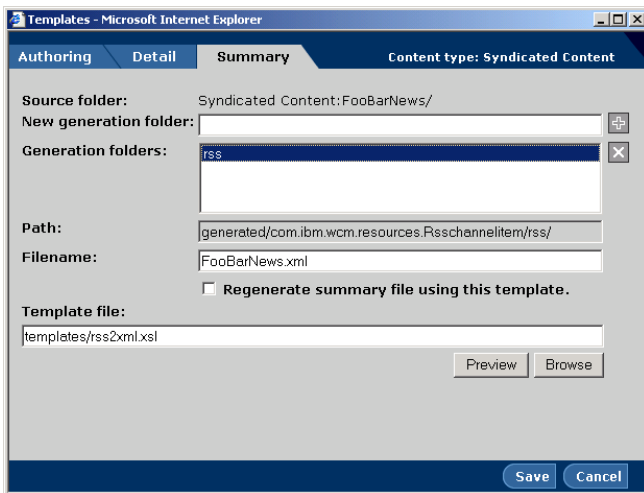
A file containing this XSL template can be created using WebSphere Studio Application Developer or any editor of your choice. Now that we have created the *summary generation template*, the next step is to add the file contents into WCP as a file resource. This is done using the *Add File* window, as in the following example.
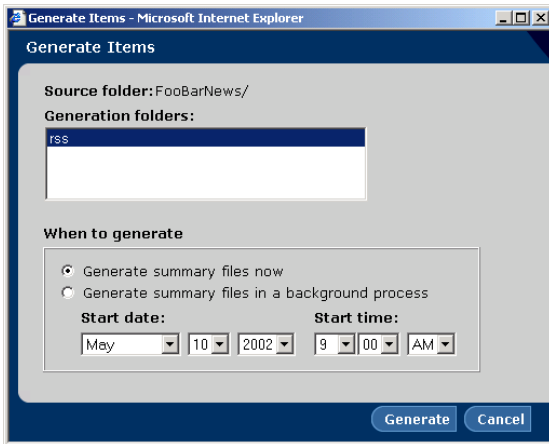
Then, you associate this template with the WCP folder containing your syndicated content, as in the following example.

Step 3. Generating and Publishing a Channel

The next step in the process is to generate a channel file containing the syndicated content. Open the folder containing your syndicated content.
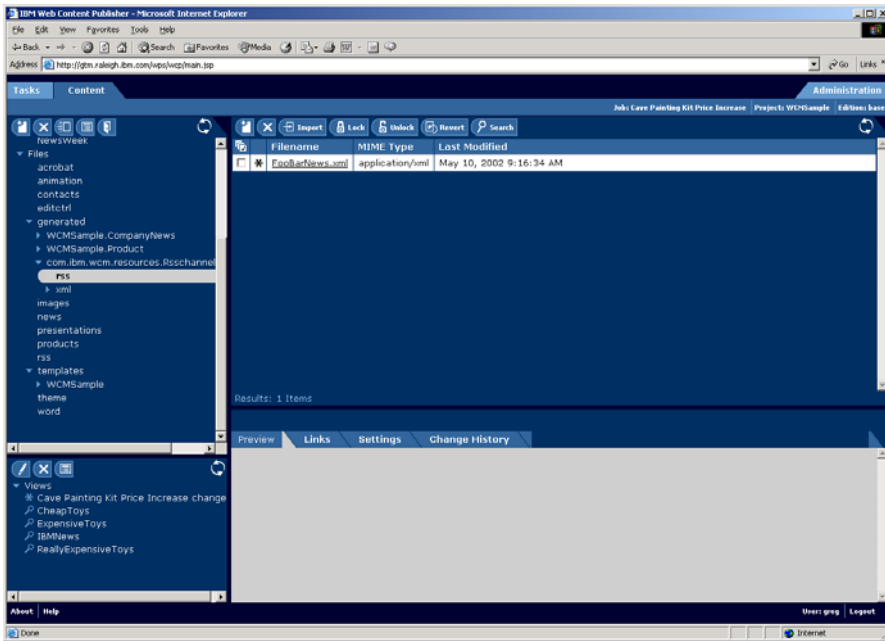
Click the *generate* button to display the following window.
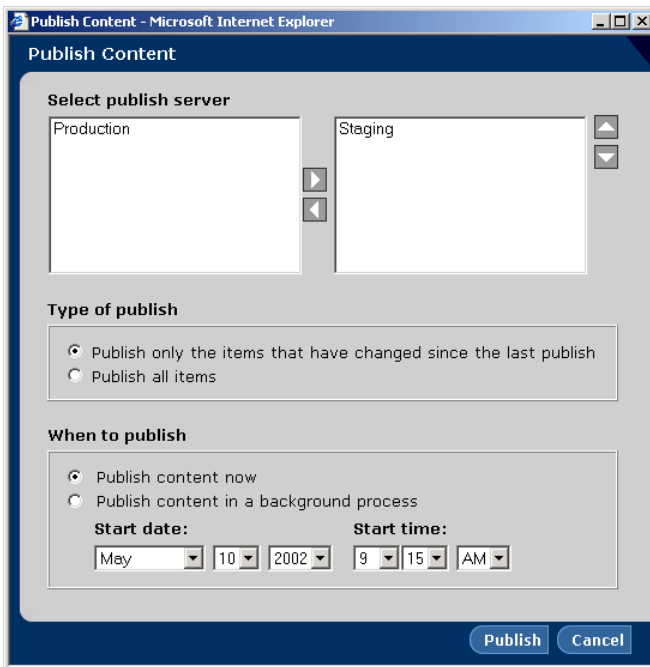
After you click the generate button you should see the following confirmation window.

This window tells you that the channel was successfully generated. Note the name of the file it generated, com.ibm.wcm.resources.Rsschannelitem/rss/FooBarNews.xml. To see this file, open the corresponding WCP file folder, as in the following example.

This is the file that you should publish in order to make your channel visible to end users. To do this, press the *publish* button, and then choose the location of your publish server, as in the following example.

And that's it! Now your channel is available to users as a source of news stories.

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