

RSS for fun and for profit

Andrew Macintyre

OECD Nuclear Energy Agency

RSS

RSS 101

- **(constantly) updated headlines with summary and a link**
- **Needs specialist software or add-ons**
- **User-controlled (subscribe/unsubscribe)**

RSS

What's in it for them?

- **Keep up to date with your site without having to visit (but they do)**
- **Reduce spam (or e-mail overload)**

RSS

What's in it for us?

- Reach a different, wider audience via direct use and meta-sites
- Improve Google ranking through links from those meta-sites
- ~~It's really cool~~

RSS

Rich Site Summary

- **RSS 0.9x**
- **UserLand Software or Netscape developed**
- **Easy to use, but no dates on items**

RSS

RDF Site Summary

- **RSS 0.9 & 1.0**
- **Open source development**
- **Very easy to use, but still no dates on items**

RSS

Really Simple Syndication

- **RSS 2.x**
- **UserLand Software developed (succeeds 0.92)**
- **More complicated to use (or more flexibility), but with dates on items**
- **Seven different standards**

RSS

Which one to use?

- **2.0 because it's the newest?**
- **Open source?**
- **Depends how date-specific your content is**
- **ATOM is coming**

Website content procedures at the NEA

Central secretariat

Nuclear development

Nuclear safety

Nuclear regulation

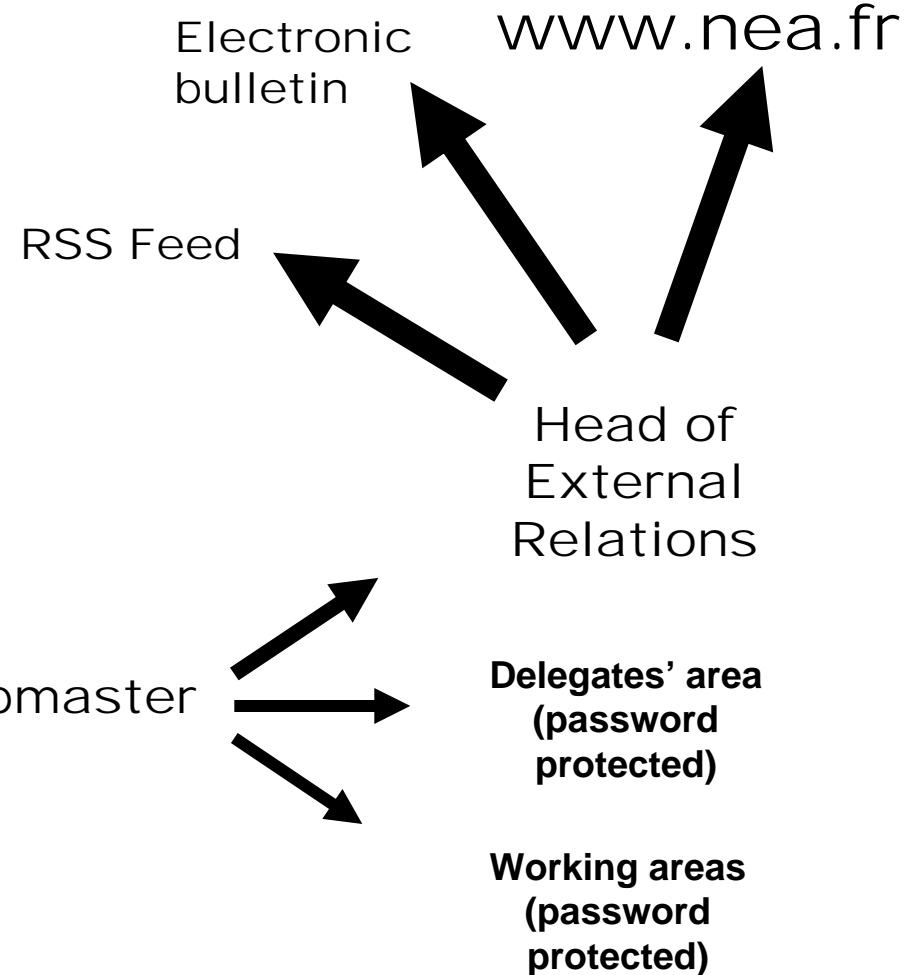
Radiation protection

Nuclear science

Radioactive waste

Nuclear law

Joint projects



Nuclear Energy Agency Press Room - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.nea.fr/html/general/press/welcome.html

Kappa home page masters Media Review OECD Kiosk OECD Private Ads perso ADSL

 Agence pour l'énergie nucléaire
Nuclear Energy Agency

OECD  OCDE

Home About Themes Data Bank Publications Press Room Search

NEA Press Room

Welcome to the NEA Press Room. Here you will find resources for journalists covering all of the NEA's work areas. [Press kits](#) provide introductory information on major nuclear issues, including the accident at [Chernobyl](#). You can [search](#) the press room by keyword and [register](#) for e-mail alerts of new press releases. If you can't find what you're looking for, feel free to [contact the NEA press office](#).

Latest news

[Nuclear Power for the 21st Century: Final Statement](#)
The International Conference on Nuclear Power for the 21st Century was held in Paris on 21 and 22 March 2005, attended by Ministers, high-ranking officials and experts from 74 States and 10 international organizations. The conference was organised by the International Atomic Energy Agency (IAEA) and hosted by the Government of France in co-operation with the Organisation for Economic Co-operation and Development (OECD) and the NEA. 

[Remarks by the Honourable Donald J. Johnston, OECD Secretary-General](#)
International Ministerial Conference "Nuclear Energy for the 21st Century", Paris, France, 21-22 March 2005
When I look at the enormous number of challenges we must address in the first part of the 21st century, climate change must be high on the list. But it is also in stiff competition with development and poverty reduction, all areas where the OECD is much involved and where our Members are deeply committed to finding solutions. 

[New figures on the costs of generating electricity released today](#)
A new study of the costs of generating electricity was published today by the OECD Nuclear Energy Agency (NEA) and the International Energy Agency (IEA). Previous editions of *Projected Costs of Generating Electricity* have served as the reference in this field for energy policy makers, electricity system analysts and energy economists. The study is particularly timely in the light of current discussions of energy policy in many countries. 

Press Contact:

Karen Daifuku
Head of the Executive Office,
Central Secretariat,
External Relations and Public Affairs

E-mail: daifuku@nea.fr
Tel.: +33 (1) 45 24 10 10
Fax: +33 (1) 45 24 11 10

Mailing Address:
Le Seine Saint-Germain
12, boulevard des Îles
F-92130 Issy-les-Moulineaux

[Press kits](#)

[Links](#)

[Search press room](#)

[Press contacts](#)

[Register for news updates](#)

 [\(What's this?\)](#)



Site statistics before RSS (3rd quarter 2003)

- **~ 88 000 visitors**
- **~ 190 000 visits per quarter**
- **~ 600 000 page views per quarter**

Site statistics after RSS (1st quarter 2004)

- **~ 129 000 visitors (up by nearly half)**
- **~ 348 000 visits per quarter (nearly doubled)**
- **~ 2.2 million page views per quarter (tripled)**
- **NYT reported RSS feed generated 5.9 million page views on www.nytimes.com in March 2005**

Conclusions

- **Choose a standard that suits your organisation's needs**
- **Make sure you have a process in place to update the feed**
- **Inform your users (by e-mail if necessary)**
- **Submit to as many meta sites as you can find**
- **Filch anything useful from www.nea.fr/download/washington**

www.nea.fr/download/washington