

Semantic Web

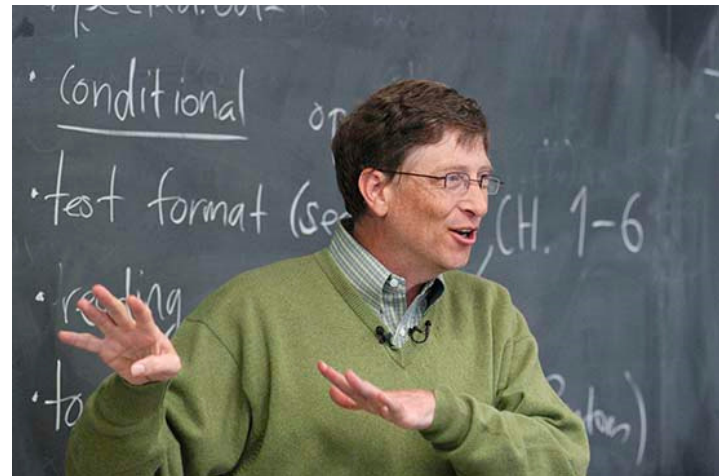
Good News Presentation

For everybody who gets tired of questions like “when is the Semantic Web actually going to happen”, or any other suggestion that the Semantic Web programme is “only vision, no progress”.

Just point them to the following items on real-world adoption of Semantic Web technologies by the New York Times, the BBC, Thompson Reuters, the US and UK governments, etc.

In what follows, I just provide some pointers to the stories, you’re better of reading the sources themselves.

Key witnesses



Adaption by major players

<http://blog.larkc.eu/?tag=microsoft-office-word-2007>

LARKC

LarKC Webblog



[5 Entries \(RSS\)](#) and [Comments \(RSS\)](#)

« [Zahdoo You are the network](#)
[Twine: the debate rages](#) »

Microsoft releases open-source semantic plugin for Word

(by [Frank van Harmelen](#))

The following could well be a very significant development (dare I use the word "watershed"?). It's the first time that I see the words "ontology" and "semantic web" in a Microsoft press release, and this is Microsoft linking the Semantic Web to one of its flagship products, under open source license no less!

The significance of this is not per se in the performance of the particular plugin (various other pieces of software already aim to do similar things, even in the same domain), but IMHO the significance lies in the fact that Microsoft wants to be seen to be doing this.

In an [official press release](#), Microsoft writes:

"Microsoft Releases Open Tools to Enhance Scientific Research Effort Building on Science



Image via [Wikipedia](#)



Facebook

- Facebook “like” button



New "Like" button

Alkemie Dairy-Free Ice Cream

Alkemie was founded with a mission: to provide you with a truly wholesome, nutritionally superior dairy-free frozen dessert that is equally as rich and creamy as premium dairy ice cream. With our unique base of organic raw cashews, coconut and agave nectar, we have taken the purest ingredients and perfected a classic. Our



Use RDFa to state *what* is being liked by whom

50,000 Websites Have Already Integrated Facebook's New Social Plugins

by Jason Kincaid on Apr 28, 2010

2 Comments

 Like 148

 Buzz

427

605

 retweet

There's no question that Facebook's new **social plugins** — which include a 'Like' button for the web and an array of other widgets — have been adopted at a pretty amazing rate (we had our 'Like' buttons live the day they were announced). Facebook has just **given us** an idea of *how* quickly these widgets are being adopted: a week after **f8**, 50,000 websites now feature the Like button and the other new plugins.

75 of those websites were Facebook's launch partners, which included sites like



**“A billion like’s in the first 24hrs of launch”
(that’s a huge RDF graph!)**



BestBuy.com using GoodRelations ontology in web-shop

- Since Fall 2009
- 450.00 products @ 60 triples/product
- Using RDFa (= embedded in HTML)
- Pages with RDFa higher in Google ranking
- BestBuy claims 30% more traffic!
- Yahoo reports 15% higher click-through rate

Example: [BestBuy games in RDF](#)

Governments publish open data

DISCOVER.
PARTICIPATE.
ENGAGE.

FEATURED DATA
ENERGY INFO
Residential Energy Co

Search Data.gov catalog by category, agency, or both

All Categories
All Agencies

toxic releases
recent earthquakes
crime statistics
assaults on police
social benefits
unemployment rates

consumer expenditure
consumer price index
tornado reports
trade statistics
river elevations
energy consumption



Data.gov

- from 47 datasets to 250.000 now
- from 250 agencies
- 200+ applications built by third parties
- 97.6 million hits
- But: much of it not in RDF, not web-enabled
- Students of RPI in 8 months web-enabled 6.4 billion facts

Data.gov

<http://data-gov.tw.rpi.edu/wiki/Demos>

- plot broadband capacity against internet use
- faceted browsing on all of data.gov
- plotting postal service expenditure against performance (effectiveness)
- plotting wildland fires against agency budgets (effectiveness)
- uncover interstate migration from tax forms
- plot family income against medicare claims
- compare agency budgets across three public budget datasets
- plot social networks of people visiting the White House

The Daily C

Sunday, August 20, 2006

TBL advising Gordon Brown

Creator of the web Sir Tim Berners-Lee has been appointed by the government to lead a review of how the internet can be used to open up access to official information.

creation of the world wide web, to help us drive the opening up of access to government data in the web over the coming months.

Prime Minister Gordon Brown said Berners-Lee was to oversee a project that would create a single data

"All MPs' past and future expenses should and will be published on the internet in the next few days. Second home claims submitted by MPs from all sides of the House over the last four years must be published by the

<http://www.silicon.com/publicsector/0,3800010403,39440349,00.htm>

<http://www.computing.co.uk/computing/news/2244720/tim-berners-lee-gives-first>

<http://thedextrousweb.com/2009/10/the-wraps-come-off-data-gov-uk/>

Amsterdam fire-fighters

- 4 minutes between alarm and exit of fire-engine.
- Information is life-critical
 - CO2 extinguisher
 - Health records
 - Contact persons



Data driven media

New York Times Index

- Started in 1851, cross ref'd every NYT article, published since 1913
- 10k tags on all kinds of topics
- 3500 in very frequent use
- Open License, usable as reference ontology for anybody
- BTW: strong internal use of semantic technologies for ... targetting advertising





http://www.readwriteweb.com/archives/calais_4_linked_data.php

Music BETA

BBC Music > Artists > Yeah Yeah Yeahs

Yeah Yeah Yeahs

Group. Formed 2000.

PLAYED MOST ON **BBC RADIO**



Now On The BBC

Yeah Yeah Yeahs - Later with Jools Holland

Watch the New York trio performing Heads Will Roll on Later...



Latest News Stories



NEWS FROM THE BBC

Played By

Since December 2008

<http://hibbins.wordpress.com/2009/02/18/i-found-out/>

Leads, baby and more - the year from Yeah Yeahs



Nemone

BBC 6 Music

<http://blogs.talis.com/nodalities/2009/01/building-coherence-at-bbccouk.php>

nemone

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RDF consumed and served by the BBC

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RDF consumed and served by the BBC

Yeah Yeah Yeahs Fever To Tell Review

Album. Released 29 April 2003.

Discography information comes from [MusicBrainz](#). You can add or edit information about [Fever to Tell](#) at [musicbrainz.org](#).



Tracks

- 1 Rich
- 2 Date With the Night
- 3 Man
- 4 Tick
- 5 Black Tongue

BBC Review

This album is like casual sex: messy, with plenty of cheap thrills. But when you wake...

Nick Reynolds 2003-05-07

This album is like casual sex: messy, with plenty of cheap thrills. But when you wake up in the morning you think "Did I really do that?" You ask yourself "Is this just a fling? Or is there anything here that will last?"

When the Yeah Yeah Yeahs stormed into the UK from New York last year, everybody cheered. In a so called rock revolution that largely consisted of the usual excess of testosterone and bad heavy metal they were a breath of fresh air. Their stripped down guitar/drums/vocal sound brought some much needed qualities like brevity, intelligence and even wit. Lead singer Karen O is exactly what you want from a rock heroine: feisty, rude, in control but out of control. On the current single "Date With The Night" she rips up the town like a female Godzilla on heat.

This debut album is louder and heavier than their brilliant 5 track CD of last year. There's no denying the impact of the sexy swamp metal of "Cold Light". Or the delirious confusion of "No No No", a track which highlights the bands refreshing ability to try different ideas. You can't imagine the likes of The Datsuns, God forbid, attempting a rock/reggae hybrid but the Yeahs have no problem with it.

Links

Wikipedia article on [Fever to Tell](#)

Links come from [MusicBrainz](#). You can add or edit information about [Yeah Yeah Yeahs](#) at [musicbrainz.org](#). Find out more about our use of this data.

Artist Played By



Nemone
 BBC 6 Music



Steve Lamacq
 BBC 6 Music



Shaun Keaveny
 BBC 6 Music

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RDF consumed and served by the BBC

BBC World Cup Web site

BBC Home News Sport Weather iPlayer TV Radio More... Search

SPORT WORLD CUP 2010

SPORT FOOTBALL WORLD CUP 2010 GROUPS & TEAMS FIXTURES & RESULTS VIDEO BBC COVERAGE

Blogs

Phil McNulty


Cool Rooney key to England hopes
 Manchester United striker needs to curb temper in World Cup

David Bond


Paying the penalty
 David Bond on new spot-kick rules and the threat of match-fixing

Paul Fletcher


Like father, like son
 The US family plotting England's World Cup downfall

No fears over Rooney - Ferdinand



Rio Ferdinand says his England and Man Utd team-mate Wayne Rooney will have no disciplinary issues in South Africa.

- I heard knee snap - Ferdinand
- Ferdinand staying upbeat
- Ref warns Rooney over temper
- Måner suffers high temperature
- Rooney satisfied with win
- Winning all-important - DeLoe
- Terry admits to altitude concerns
- Barry to miss England opener

 Portugal's Nani out of World Cup

- Terry admits altitude concerns
- World Cup nerves for South Africa
- England call too late - Scholes

 Tuesday's World Cup 2010 round-up

- Robben confident of quick return
- Dement warns US of Rooney
- Nigerians defend venue choice
- Ivory Coast hopeful over Drogba

Friday's matches

South Africa v Mexico	15:00
Uruguay v France	19:30

Group tables

A	B	C	D	E	F	G	H
GROUP A TEAMS							
FR	France	W	D	L	GD	PTS	
FR	France	0	0	0	0	0	
MX	Mexico	0	0	0	0	0	
ZA	South Africa	0	0	0	0	0	
UR	Uruguay	0	0	0	0	0	

TEAM TRACKER
 Follow your team and make predictions here



Video choice

-  World Cup legends - Pele [Watch](#)
-  World Cup legends - Zidane [Watch](#)
-  2006 World Cup - Top 10 goals [Watch](#)

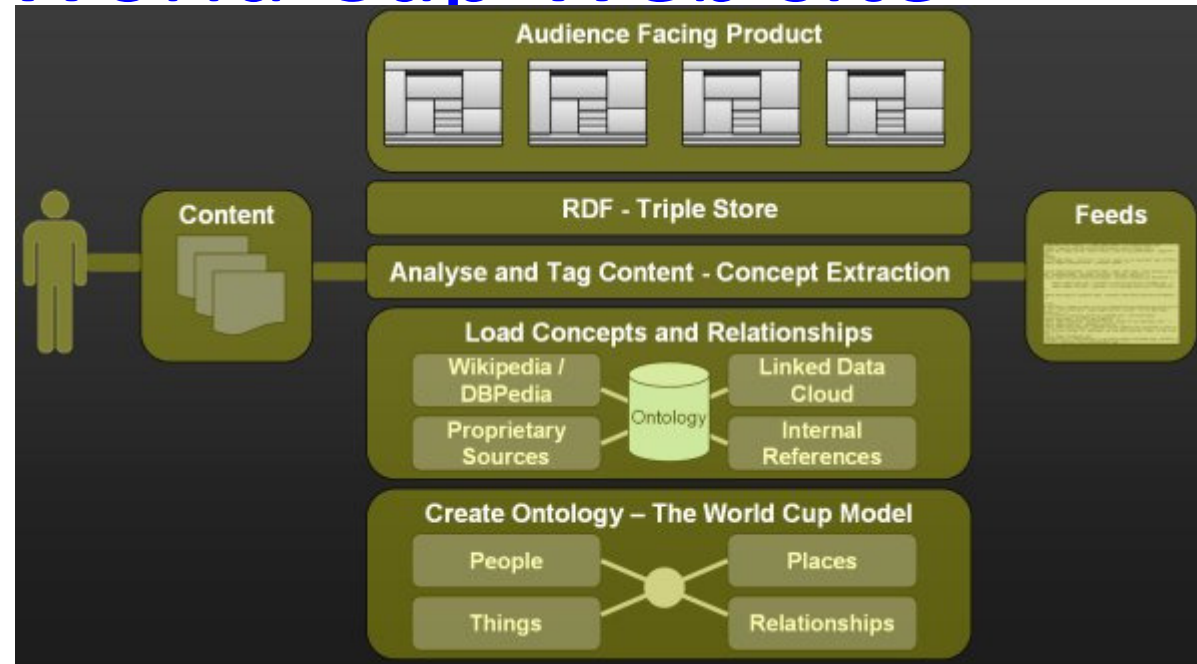
BBC World Cup Web site

- 700 “index” pages
- 1000’s of story pages
- millions of page requests per day
- Run off an RDF triple store
- “model for future dynamic publishing” (BBC)

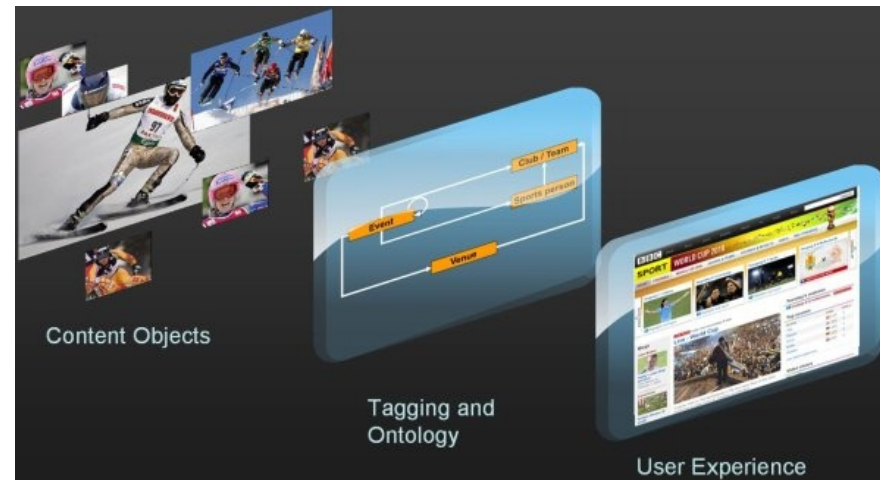


BBC World Cup Web site

Architecture



Workflow



And there is more, much more....



<http://buytaert.net/rdfa-and-drupal>

http://www.oracle.com/technology/tech/semantic_technologies/index.html



<http://cloudofdata.com/2008/12/amazon-public-data-sets-bring-the-cloud-of-data-closer/>

<http://semweb.meetup.com/32/boards/thread/7569801/>



<http://sig-project.org/wordpress/>

<http://3.ly/e8P>



Feel free to add ...

Send me pointers to good stories of real-world take-up of substantial Semantic Web technologies,

I'll be happy to add them to this

Semantic Web Good News Show

Frank.van.Harmelen@cs.vu.nl