

**PRESS
ASSOCIATION**

Why Semantics Makes Sense for News Agencies

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The Press Association

- Founded in 1868 with the principles of 'Fast, Fair and Accurate'.
- Global coverage of News, Sport, Entertainment and many aspects of media and market intelligence
- Official news service for the 2012 London Olympics
- Provides text, images and video, data services, comprehensive listings, entertainment guides, page production, weather data and a host of other information and data services

The Challenge for Semantic News

- Vast amounts of content
- Often created by people in a hurry
- Stored on a number of silos and a in variety of formats
- Extracting more value from our content
- Different types of content to mash together (editorial, pictures, video, data points, listings...etc)
- Do More with Less

Why this is important to the PA

- Reduces Cost
- Flexible design. Content and metadata separate.
- Higher Level of abstraction.
- Platform-independent, bigger, better services.
- More graceful migration.
- Deliver value earlier.

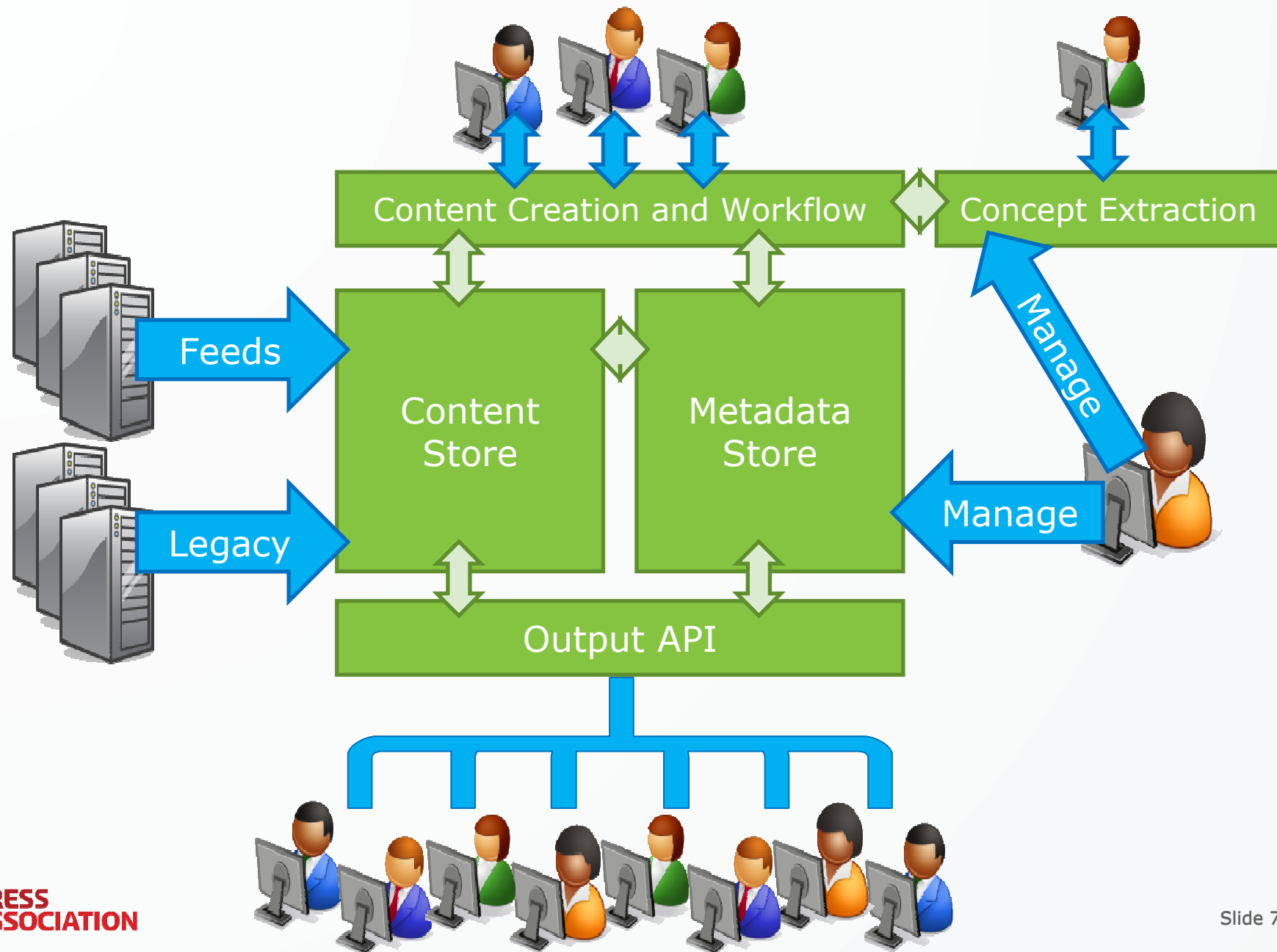
Why this is important to the SW

- A content creator putting their money where their mouth is
- Neutrality and centrality of the PA is an advantage
- Increases the sustainability and feasibility of 'the Semantic Web'
- The Encyclopaedic Coverage
- Further the development of standards and community

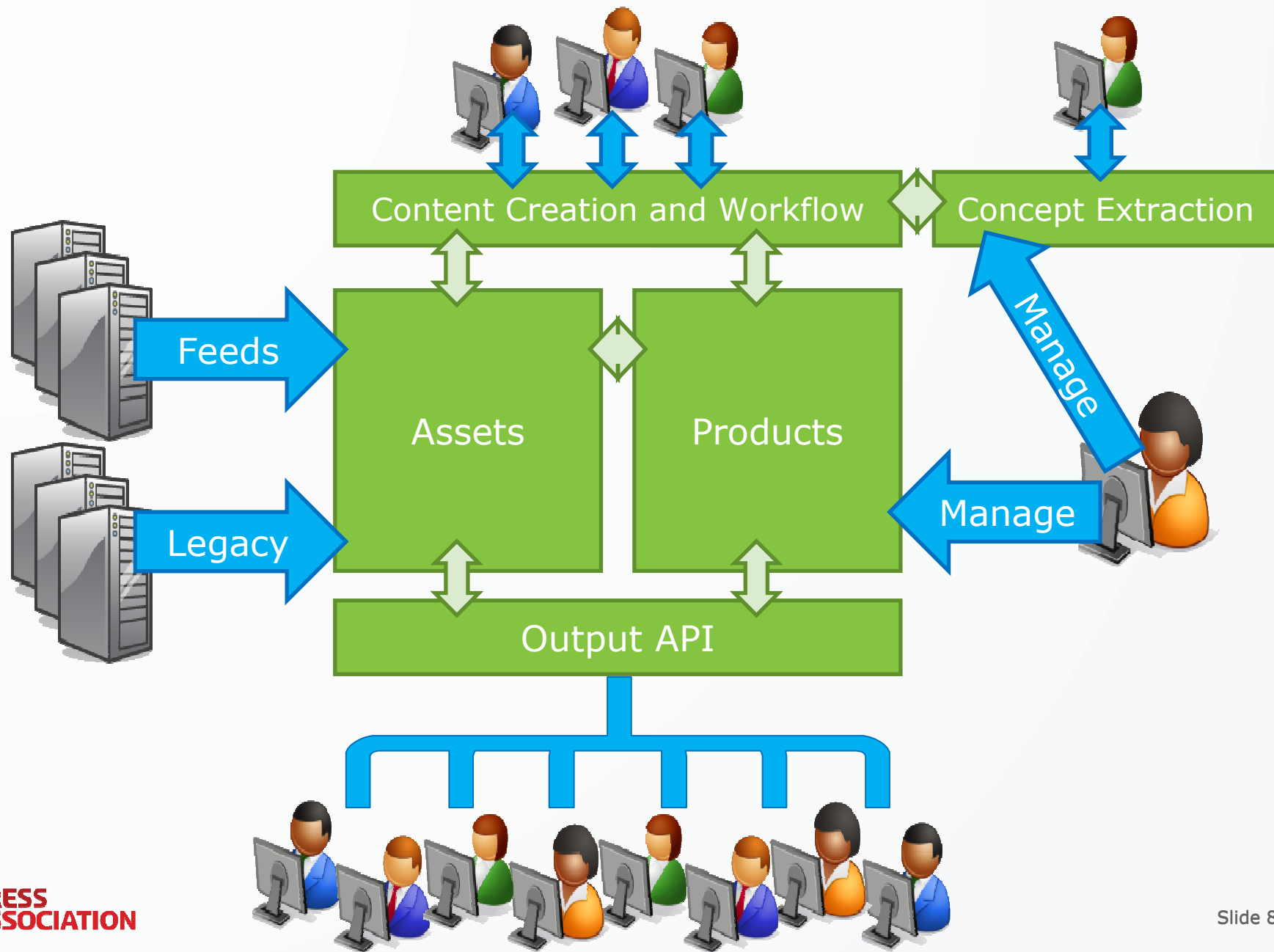
Standards and Community

- W3C community group for 'Semantic News'
- IPTC semantic web working group
- <http://data.press.net>
- Government and non-government activists around open data initiatives.

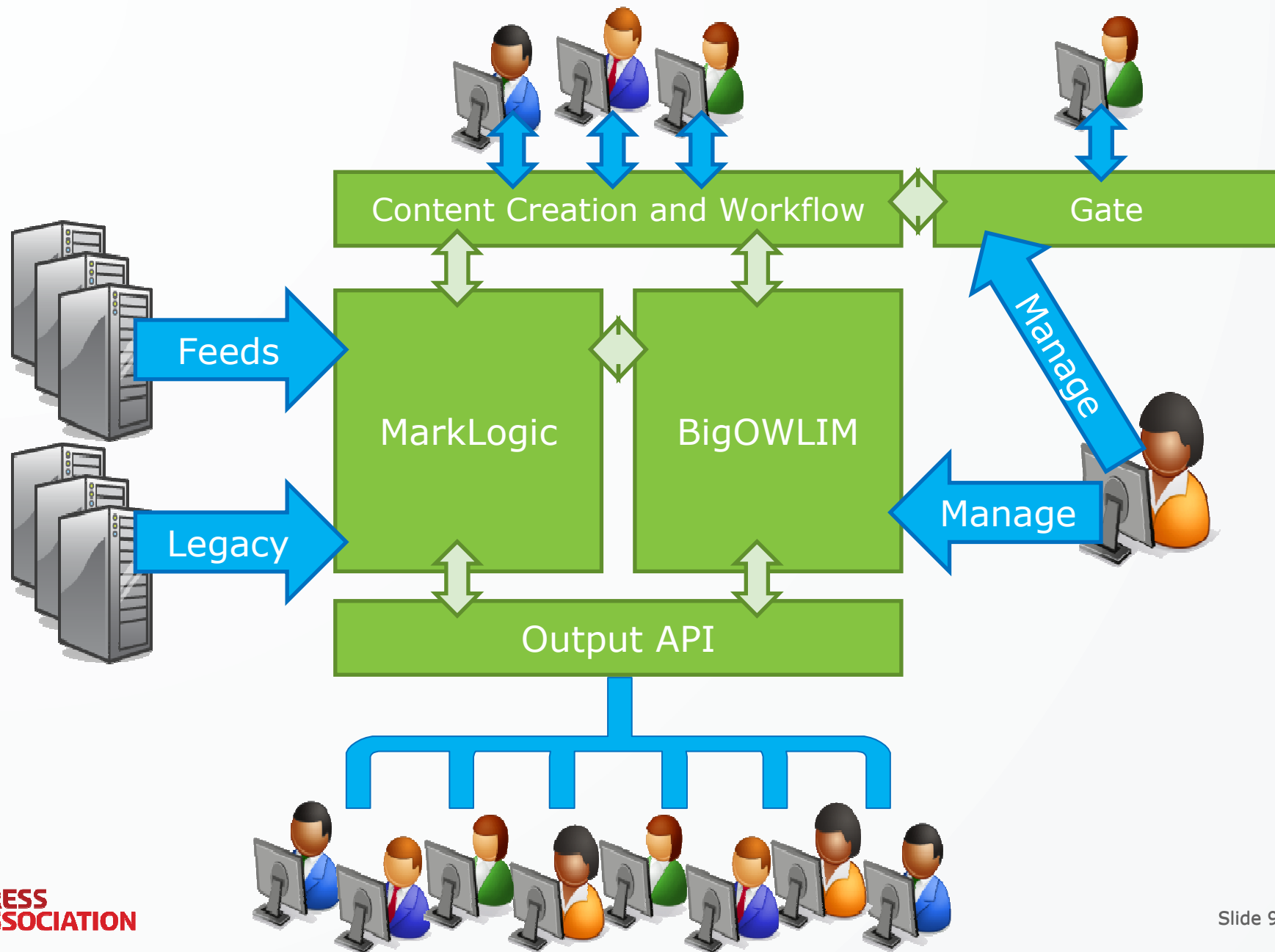
Simplicity lies in abstracting through a Content and Metadata Pattern...

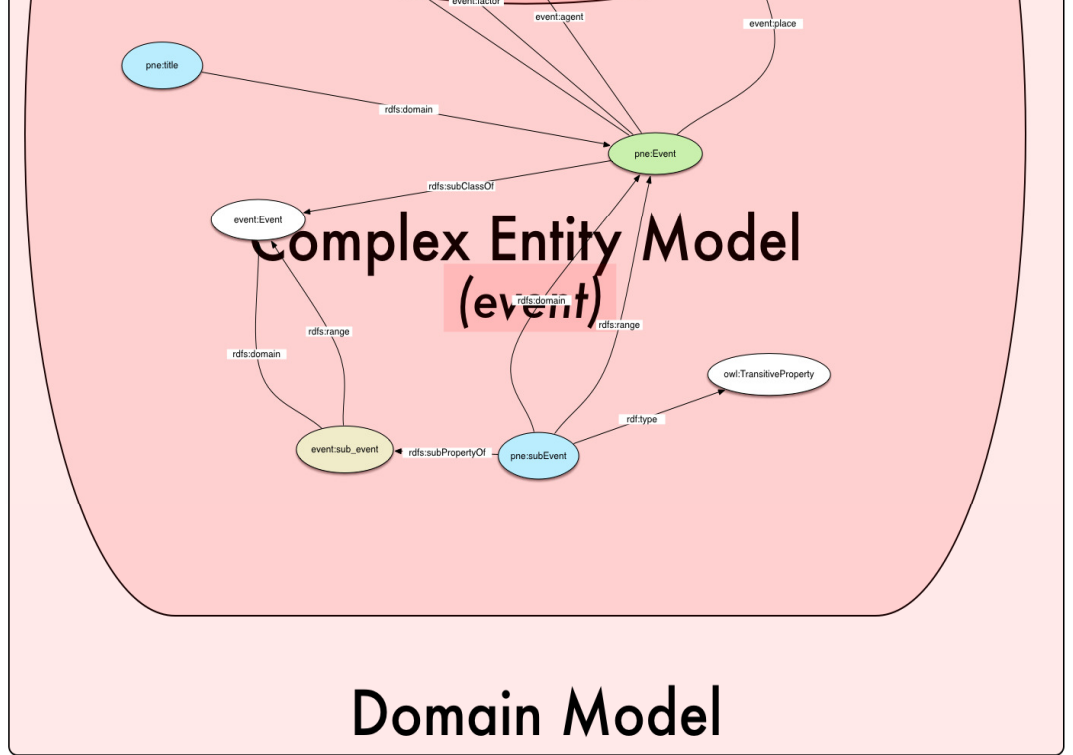
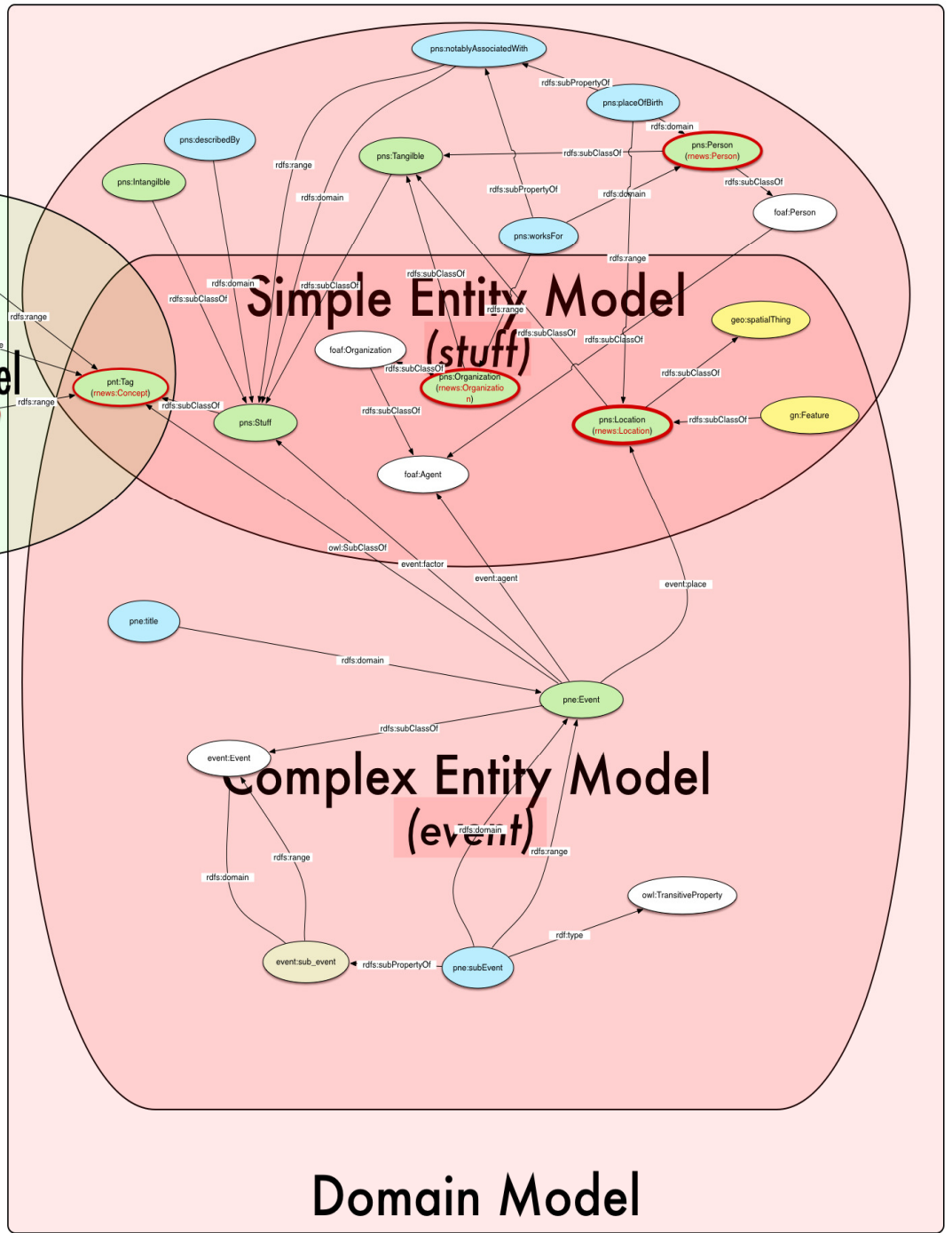
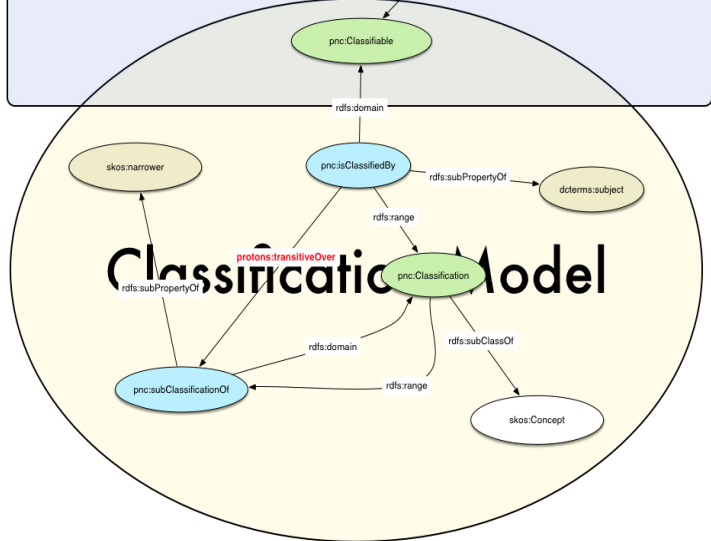
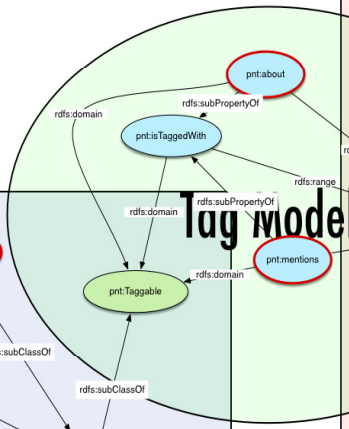
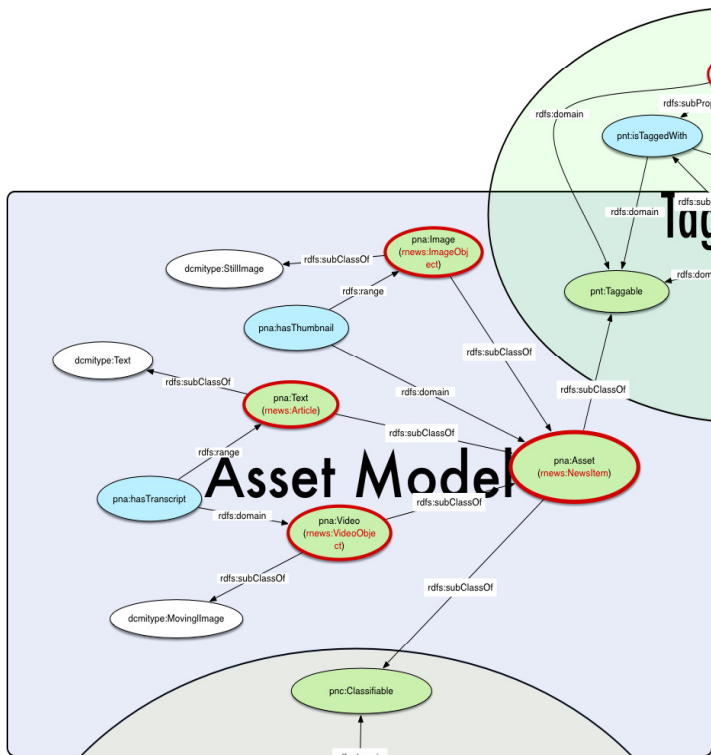


Simplicity lies in the Content and Metadata Pattern...

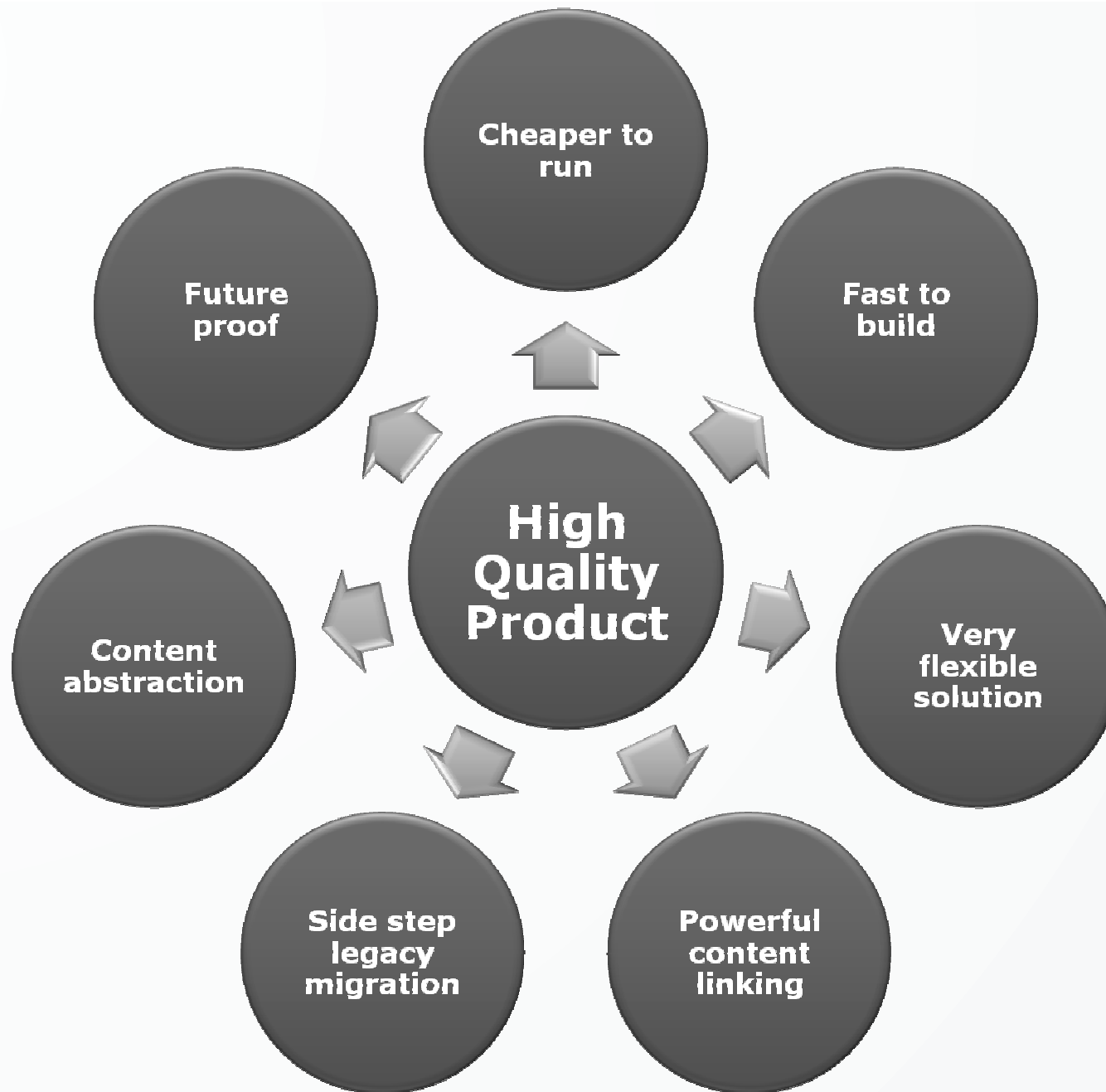


Simplicity lies in the Content and Metadata Pattern...





Domain Model





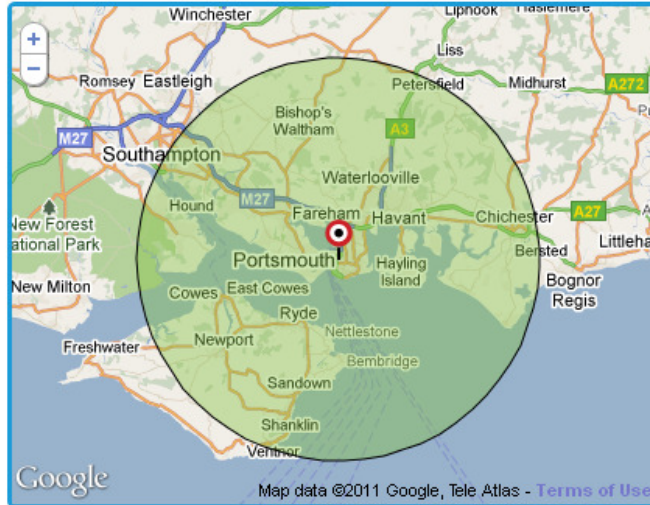
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Controls

Radius: 25km

Portsmouth

Southsea, City of Portsmouth, England, United Kingdom



Assets within 25km of Portsmouth

- 1: CAMERON TO DIVERT NHS RESOURCES TO DEPRIVED AREAS
- 2: LOTTO WINNER IN BLOOD DONORS APPEAL
- 3: 1 SOCCER INT-FA Cup Fourth Round Draw
- 4: 1 SOCCER FA Cup Fourth Round Draw
- 5: 2 SOCCER FA Cup
- 6: 1 SOCCER West Ham Nightlead
- 7: 1 SOCCER FA Cup Draw
- 8: BLADES BOSS LAMENTS DRAW
- 9: 1 SOCCER Pools Half-Time
- 10: 2 SCHEDULE Night Advisory
- 11: PEOPLE IN THE NEWS

Assets mentioning Portsmouth

Words

- 1 SOCCER 311205007Q
- 1 SOCCER 311205007Q
- 1 SOCCER 311205007Q
- REDKNAPP'S CROATIAN CONNECTION UP FOR THE CUP
- 1 SPORT Birthdays (Jan 4)
- GRANT: PORTSMOUTH'S PROBLEMS AFFECTING PLAYERS
- WHAT THE PAPERS SAY



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Thank you