Why Semantics Makes Sense for News Agencies

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• 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
- Government and non-government activists around open data initiatives.
Simplicity lies in abstracting through a Content and Metadata Pattern...

Content Creation and Workflow

Content Store

Metadata Store

Output API

Concept Extraction

Feeds

Legacy

Manage

Manage
Simplicity lies in the Content and Metadata Pattern...
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- Content Creation and Workflow
- Gate
- MarkLogic
- BigOWLIM
- Output API
- Feeds
- Legacy
- Manage
High Quality Product

- Cheaper to run
- Fast to build
- Very flexible solution
- Powerful content linking
- Side step legacy migration
- Content abstraction
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 3112050007Q
1 SOCCER 3112050007Q
1 SOCCER 3112050007Q
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