

The Future of Media

Improving how the world
shares imagination, wisdom
and understanding

1. Why we need Smart “Semantic” Media
2. What it is and how it works
3. How to prepare for it



The Internet

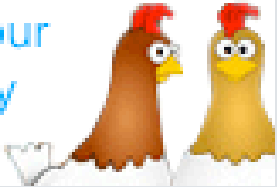
**Paddling in the
shallows of
knowledge?**

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Manage folders

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Contacts
Calendar

it's your clucky day 

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RE: carpetknight, VIAGzRA

From: **Maverick McArthur** (mavaithurolin@hotmail.com)
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Sent: Saturday, 12 January 2008 7:15:27 PM
To: jemdust@aol.com; jemdv@hotmail.com; jemdvm@aol.com; jemdwark@hotmail.com; jemdwhite@hotmail.com

Hi,

VIAGzRA \$1, 48 from <http://www.helzforyou.com>

m
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z
snatched them back out of Malfoys grip. Malfoy howled with derisiveorders? Whats up? said Ron.Ollivanders shop with Mr. Ollivander had take

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The Best Book of Sharks (The Best Book of) by Claire Llewellyn (Paperback - April 14, 2005)

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3.



Encyclopedia Prehistorica: Sharks and Other Sea Monsters by Robert Sabuda and Matthew Reinhart (Hardcover - April 11, 2006)

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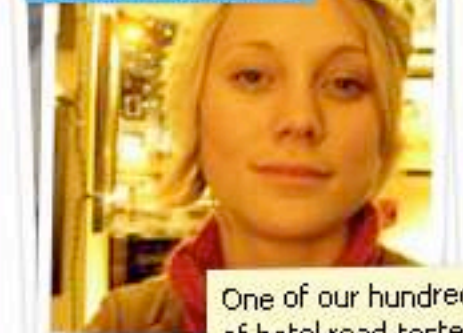
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Lonely Planet recommended travel gear

Imagine if...

Making the web query-friendly

Smart Media = Media for Semantic Web

How it Works!



1. Semantic Web (Scary Stuff)



**Connections
based on being about
the same thing**

Ontology – explicit and formal specification of conceptualization

1. Heavy use of XML
2. RDF as a model for resources and relationships
3. Ontologies and OWL
4. Rules, agents and processing

2. POSH

Plain Old Semantic HTML

Latest microformats news XML

Building open textual content on HTML

The Web is by far the most successful medium in history for the open publishing and sharing of content. Focusing efforts to promote and enable [open content](#) on the Web first and foremost (rather than say, proprietary data warehouses and corporate databases) thus has the greatest enabling effect for open content in general.

Textual content on the Web is dominated by HTML (including XHTML of course) due to its broad reach and ease of authorship. The more we are able to use HTML as the common carrier of higher fidelity chunks of information, the more we empower and enrich the publishing and sharing of textual content.

Thus microformats are developed in line with "plain old semantic HTML" ([POSH](#)) practices and principles, that is, as valid semantic extensions to HTML. Semantic HTML by itself enables sharing open content with headings, paragraphs, and lists, etc. Microformats build upon that foundation, [reusing](#) rather than reinventing (i.e. [XOXO](#) reuses HTML for lists and nested lists for outlines, rather than inventing new tags or vocabulary), and extending only for commonly published semantics beyond HTML, such as [contact information](#), [events](#), [reviews](#), [episodic content](#), etc.









These extensions can be used to publish documents containing just one type of information for consumption by domain-specific applications (e.g. a contact list for address books, or an event list for calendaring tools), or many types intermixed and nested, embedded in a larger document that ties them all together with meaningful context such as a [resume](#), meaning that would be lost were each type of data isolated, removed from its context, and published in its own

What are microformats?

Designed for humans first and machines second, microformats are a set of simple, open data formats built upon existing and widely adopted standards. [Learn more about microformats](#) ➔



Overview of microformats

- 
 People and Organizations
[hCard](#)
- 
 Calendars and Events
[hCalendar](#)
- 
 Opinions, Ratings and Reviews
[VoteLinks](#), [hReview](#)
- 
 Social Networks
[XFN](#)
- 
 Licenses:
[rel-license](#)
- 
 Tags, Keywords, Categories
[rel-tag](#)
- 
 Lists and Outlines
[XOXO](#)
- 
 more...
 See [microformats list](#)

How to prepare for Smart Media

**Make content accessible to the
Semantic Web**



1. XML everywhere
2. Learn about ontologies
3. Start small - microformats
4. Experiment

Resources semanticmedia.org

jed@itechne.com