

Using web-scale vocabularies to create user journeys across the BBC

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- **Why**
- **How**
- **What**

Silver Oliver – BBC

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Chris Sizemore – BBC

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BBC

☒ the BBC
 ☐ the Web

Wednesday 24 September 2008
 

Customise your homepage ?
 Set your location
 Reset homepage



The scrum

GCSE Bitesize: Rugby

The scrum is one of the most iconic set pieces in rugby. Watch the clip to see what makes a successful scrum, and find out why it's vital that players follow the referee's instructions when forming a scrum.

- More from Bitesize
- GCSE Bitesize revision: PE
- More rugby videos

Zombie movie

Radio 1: Adele

BBC iPlayer: Amazon

Bitesize: Rugby

News



Kelly to step down from cabinet

EDF agrees to buy British Energy

Key finance firms 'probed by FBI'

[» MORE TOP STORIES](#)

- HIV rates among drug users rising
- Finnish deaths spark gun law call
- Parents 'need lessons about ADHD'

LOCAL NEWS

Please **set your location** to receive local news, weather and TV/radio schedules.

England, Scotland/Alba, Wales/Cymru, N.I.

Weather

London, Central



Light Rain

Max: 17°C
Min: 11°C



Sunny Intervals

Max: 18°C
Min: 10°C



Sunny Intervals

Max: 19°C
Min: 7°C

Radio

Radio 1

ON RADIO 1 NOW

1Xtra

06:30 The Chris Moyles Show

BBC iPlayer

[» TV: HIGHLIGHTS](#)



Losing It



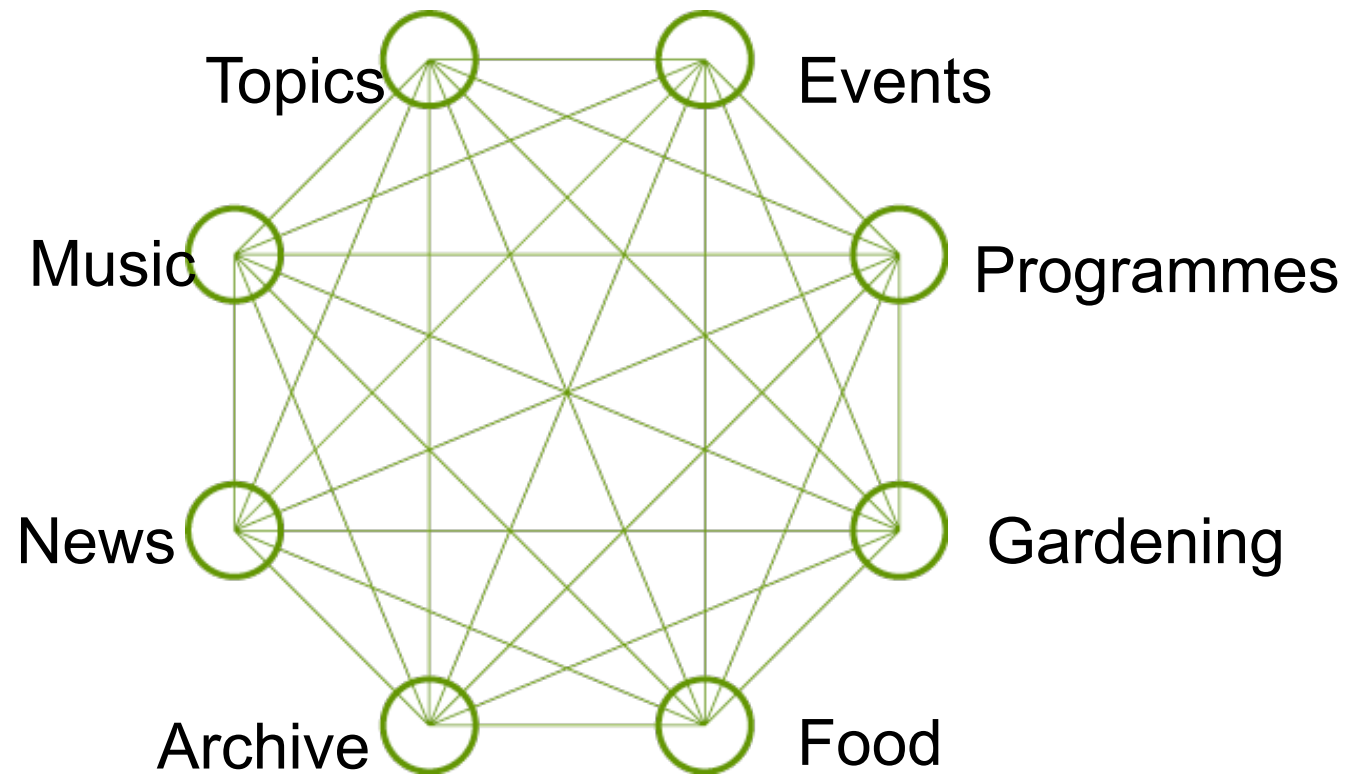
The...

[» RADIO: HIGHLIGHTS](#)

- The Boosh Hitcher
- Steve Wright in the Afternoon 23/09/2008
- Radio 3 Lunchtime Concert 23/09/2008

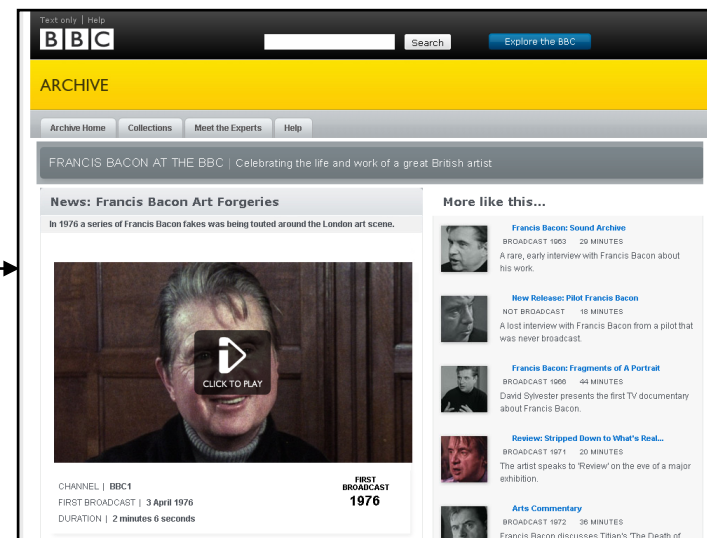
TV

| BBC One | ON TONIGHT |
|-----------|--|
| BBC Two | 19:00 The One Show |
| BBC Three | 19:30 Inside Out London |
| BBC Four | 20:00 Sky Cops |
| | 20:30 Trawlermen |
| | 21:00 Who Do You Think You Are? |
| | 22:00 BBC News at Ten |
| | 22:25 BBC London News |
| More... | |

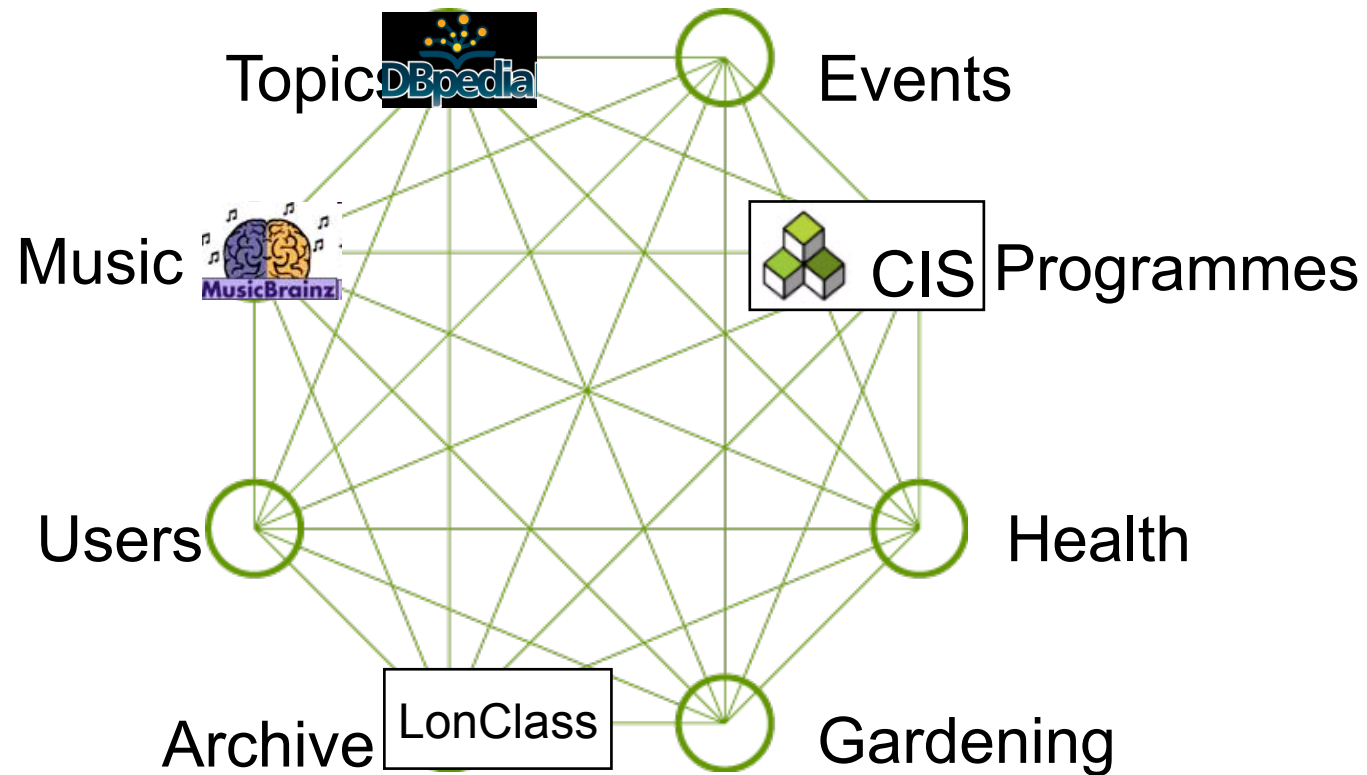


Michael Smethurst

User journeys

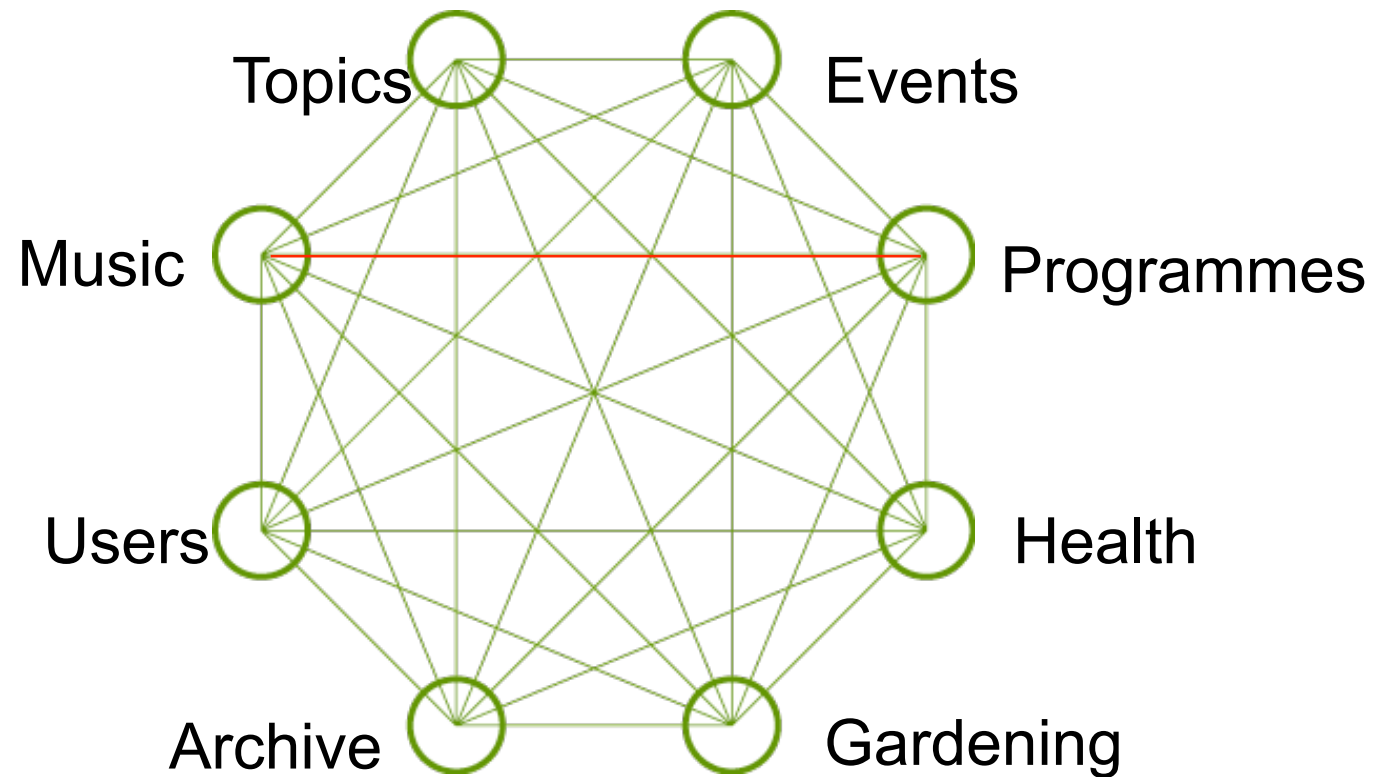


Many vocabularies



Michael Smethurst

Some linking across domains



Michael Smethurst

More links = user journeys

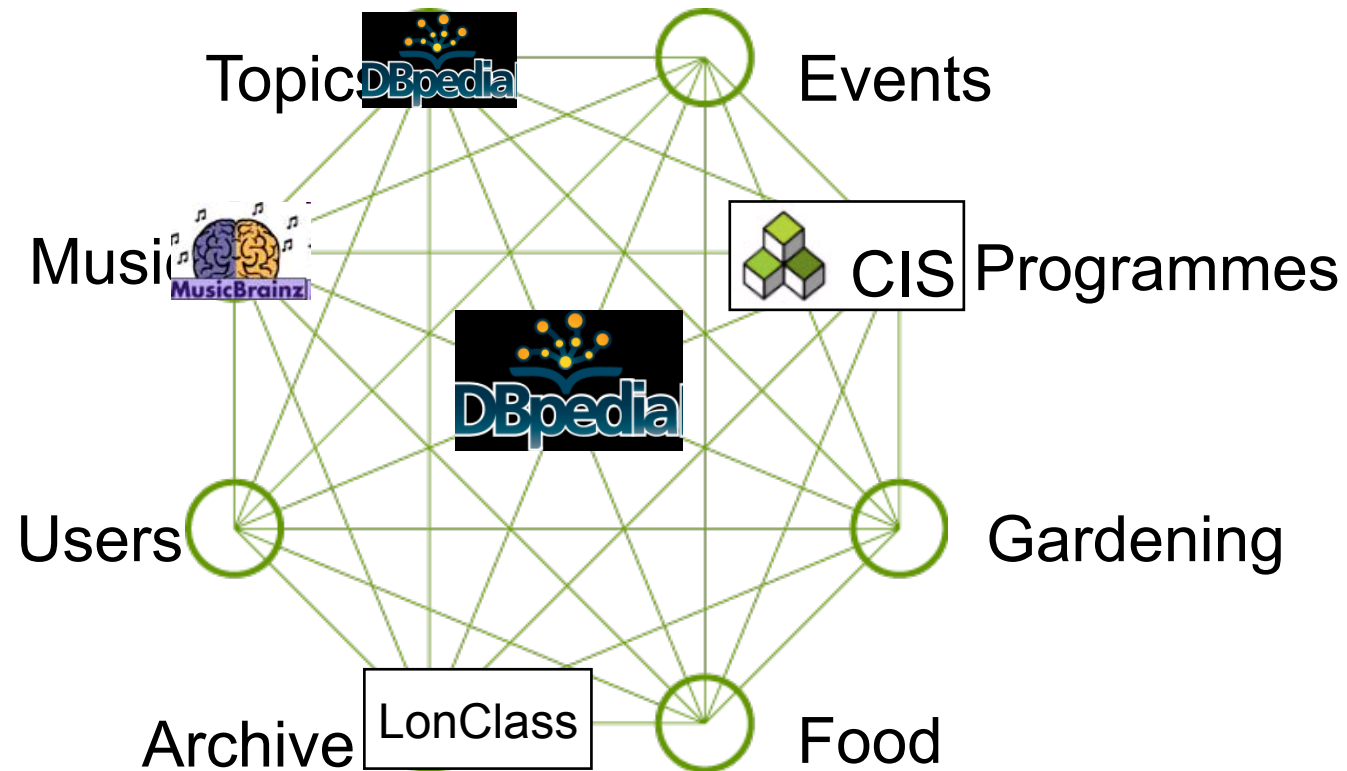
The screenshot shows the BBC Music website for the band Kings of Leon. The page layout includes a top navigation bar with the BBC logo, a search bar, and a 'Explore the BBC' button. Below this is a 'Music BETA' header. The main content area features the band's name 'Kings of Leon' and a 'Group' label. A 'Biography' section contains a photo of the band and a short bio. To the right, there are two 'Most Played On' sections: one for radio stations (BBC 6 Music, BBC Radio 1, BBC Radio 2, BBC Asian Network) and another for artists (Chris Hawkins, Shaun Keaveny, Nemoone, George Lamb, Steve Lamacq, Colin Murray, Zane Lowe). At the bottom, an 'Albums Releases' table lists three albums: 'Because of the Times' (2007), 'Aha Shake Heartbreak' (2004), and 'Youth & Young Manhood' (2003). A 'More Kings of Leon Releases' link is also present.

| RELEASE TITLE | RELEASE DATE |
|-----------------------|--------------|
| Because of the Times | 2007 |
| Aha Shake Heartbreak | 2004 |
| Youth & Young Manhood | 2003 |

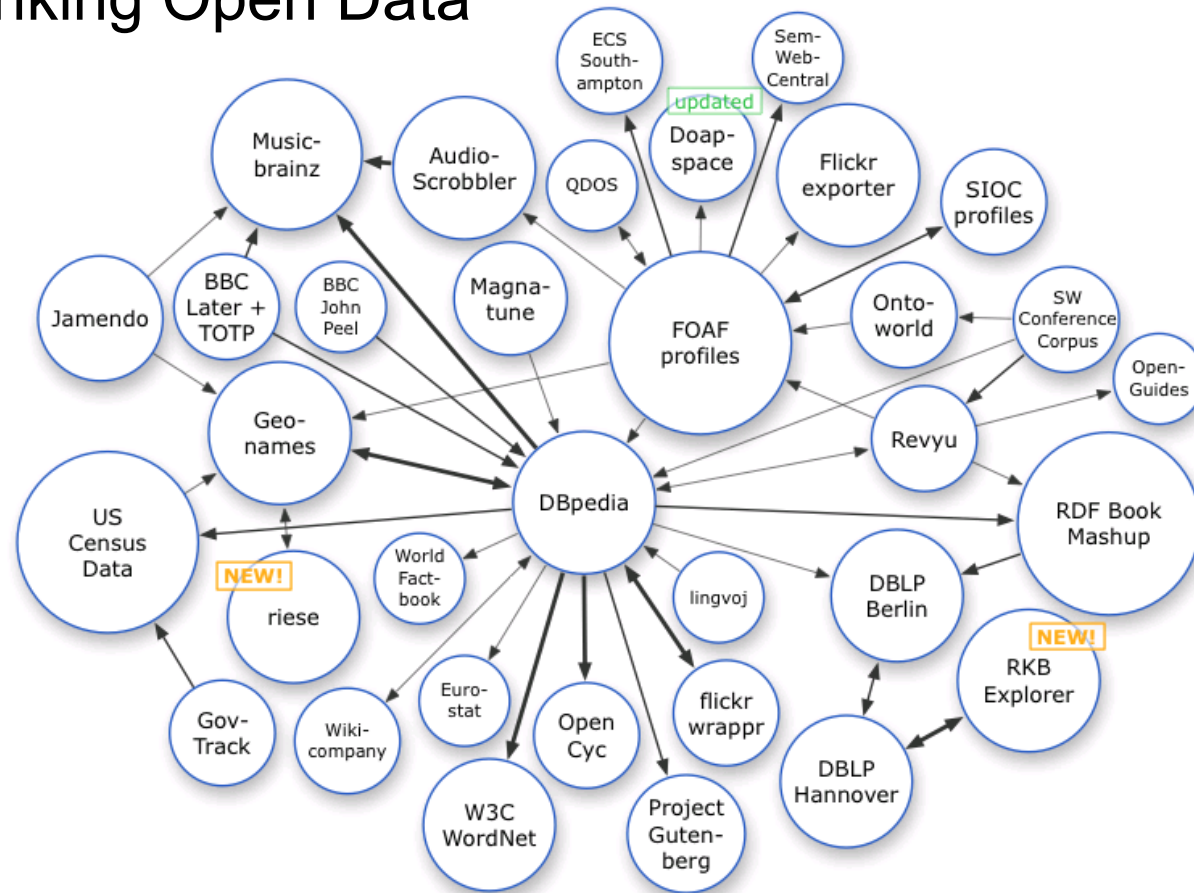


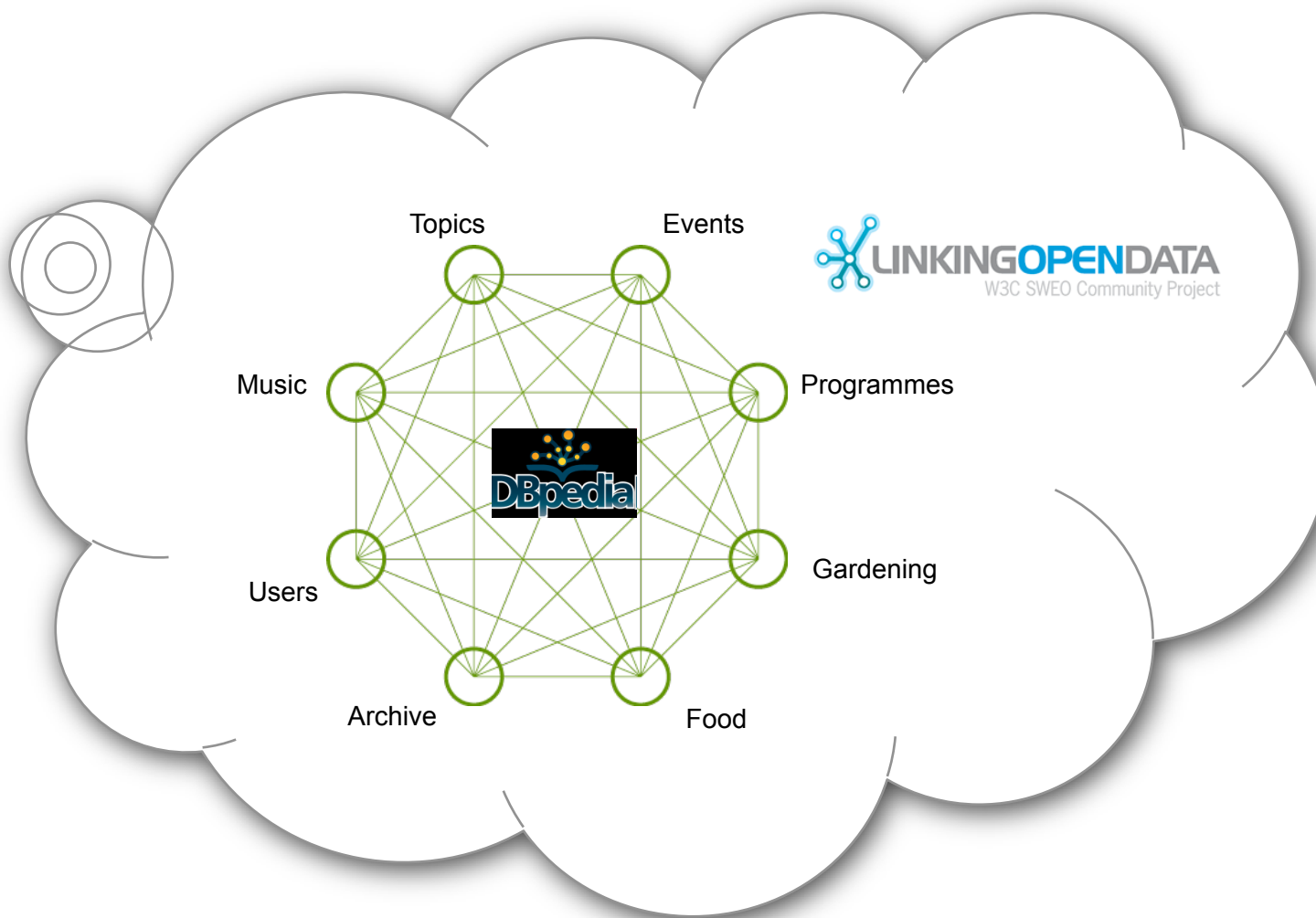
The screenshot shows the BBC 6 Music website for Chris Hawkins. The page layout includes a top navigation bar with the BBC logo, a search bar, and a 'Explore the BBC' button. Below this is a 'BBC RADIO 6 music' header. The main content area features the date '03/09/2008' and a 'Listen' button with a duration of 390 mins. A 'More like this...' section on the right lists 'AN EPISODE OF: Chris Hawkins', 'WEBSITE: Chris Hawkins home', 'CATEGORIES: Music > Classic Pop & Rock', and 'ADDITIONAL DETAILS: Duration: 390 mins'. The bottom section shows a 'BROADCAST' schedule for 04 Sep 2008 from 00:30 to 01:00 on BBC 6 Music.

Creating links via DBpedia mappings



Linking Open Data





With thanks to Michael Smethurst