

HTML data-block extraction

```
<script type="application/ld+json">
{
  "@context": "https://json-ld.org/context/person.jsonld",
  "@id": "http://dbpedia.org/resource/John_Lennon",
  "name": "John Lennon",
  "born": "1940-10-09",
  "spouse": "http://dbpedia.org/resource/Cynthia_Lennon"
}
</script>
```

- It's been in practice since schema.org, now normalized.
- Also describe how to manage multiple script elements, using document base and fragment identifier.

Poor-man's content-negotiation

```
GET /index.html HTTP/1.1
Host: example.com
Accept: application/ld+json,application/json,*/*;q=0.1

=====

HTTP/1.1 200 OK
...
Content-Type: text/html
Link: <alternate.jsonld>; rel="alternate"; type="application/ld+json"

<html>
  <head>
    <title>Primary Entrypoint</title>
  </head>
  <body>
    <p>This is the primary endpoint for a vocabulary</p>
  </body>
</html>
```

- For non-JSON formats, rel=alternate with type=application/ld points to an alternate version to be used by a processor.