Media Meets Semantic Web

How the BBC uses DBpedia and Linked Data to Make Connections

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TABLE OF CONTENTS

- 1. Problem
- 2. Objectives
- 3. Interlinking of concepts
- 4. Interlinking of documents
- 5. Content Link Tool
- 6. Conclusion

Problem

Large amounts of BBC online content: **TEXT, AUDIO, VIDEO**Domain specific microsites: **FOOD, GARDENING, SPORT,** etc. ...

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Figure 1: BBC microsites in June, 2009

Large amounts of BBC online content: TEXT, AUDIO, VIDEO

Domain specific microsites: FOOD, GARDENING, SPORT, etc. ...



Figure 2: BBC microsites in June, 2017

Not possible to...

Find **everything**, BBC has published to a given subject

Navigate between BBC domains following a **semantic thread**

No interlinking between microsites = not using full potential of available data

4

Objectives

Make the BBC website more coherent and more useful

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Make the BBC website more coherent and more useful

Better connections and interlinking of existing systems

Soft transition and reducing impact on existing systems while adding new services to maximize interlinking of domains

1. Service to link all radio and TV programmes

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Interlinking of concepts

INTERLINKING OF CONCEPTS — CIS

Legacy auto-categorization system: CIS

Limits:

- · Difficult to cover every single entity
- · No relations between terms are available
- Only internal identifiers

INTERLINKING OF CONCEPTS — DBPEDIA

Common Vocabulary: DBpedia

DBpedia Label Lookup

Find most likely matches to a given term, calculate relevance with number of backlinks

Context-based Disambiguation

Disambiguate possible matches by clustering them and finding according context in DBpedia

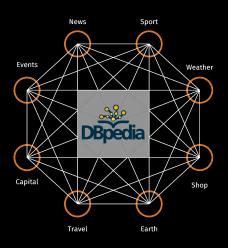


Figure 3: Linking BBC Domains

Interlinking of documents

INTERLINKING OF DOCUMENTS — MUDDY BOOTS

Identify main actors in a piece of content: Muddy Boots

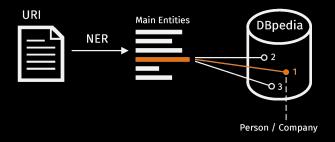


Figure 4: How Muddy Boots works

Content Link Tool

CONTENT LINK TOOL

Annotation tool to manually edit metadata

High quality automated suggestions



Figure 5: Suggestions of the CLT

Conclusion

CONCLUSION

User experience in the center of efforts

Smart interlinking to internal and external resources

Well integrated and hidden systems

Thanks for your attention!

Questions?

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