Media Meets Semantic Web

How the BBC uses DBpedia and Linked Data to Make Connections

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Problem

PROBLEM

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

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

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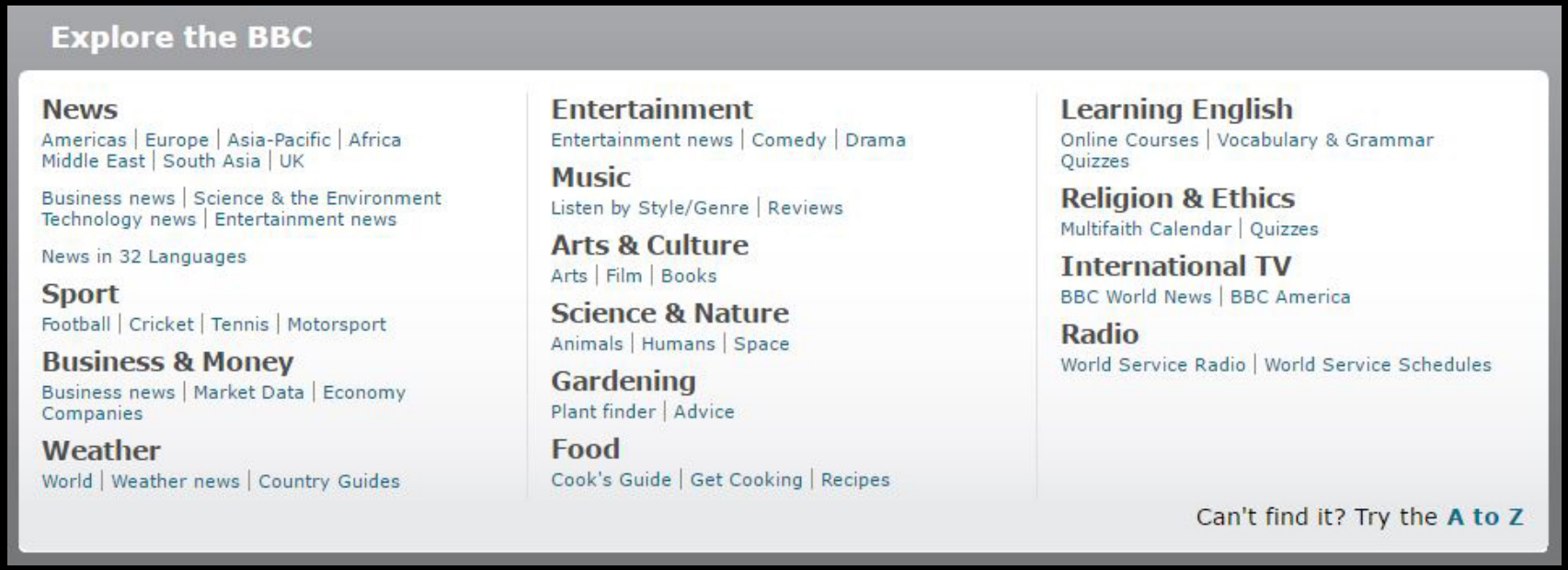

Figure 1: BBC microsites in June, 2009

PROBLEM

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

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Figure 2: BBC microsites in June, 2017

PROBLEM

Not possible to...

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

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

Objectives

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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**

Interlinking of documents

INTERLINKING OF DOCUMENTS — MUDDY BOOTS

Identify main actors in a piece of content: **Muddy Boots**

Content Link Tool

INTERLINKING OF DOCUMENTS — MUDDY BOOTS

Annotation tool to manually edit metadata

High quality automated suggestions

Conclusion

CONCLUSION

Get the source of this theme and the demo presentation from [1]

`github.com/matze/mtheme`

Thanks for your attention!

Questions?

REFERENCES i

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