

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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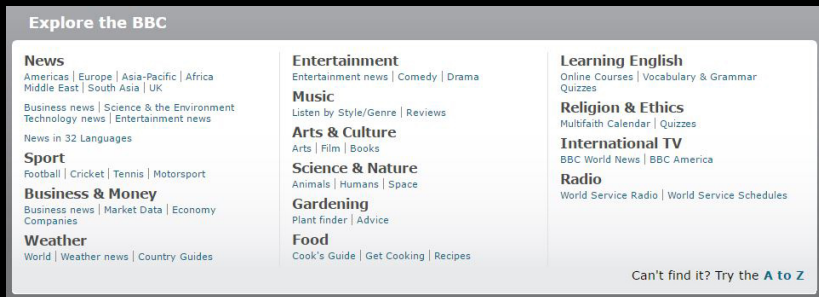


Figure 1: BBC microsites in June, 2009

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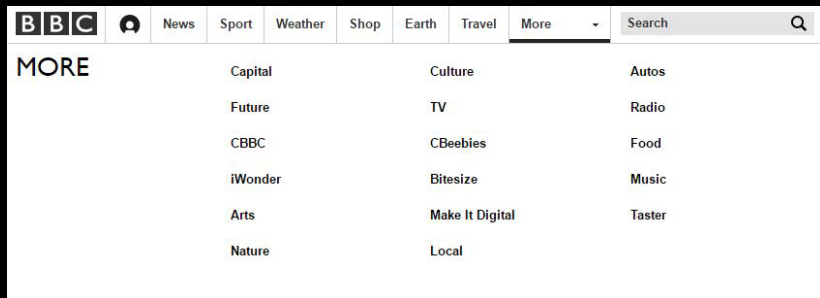


Figure 2: BBC microsites in June, 2017

PROBLEM

Not possible to...

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

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

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

Objectives

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1. Service to link all radio and TV programmes
2. Develop a new music offering

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3. Retrofit simple navigational elements

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4. Provide a common set of web scale identifiers

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Interlinking of concepts

Legacy auto-categorization system: CIS

Limits:

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

Common Vocabulary: **DBpedia**

Interlinking of documents

INTERLINKING OF DOCUMENTS — MUDDY BOOTS

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

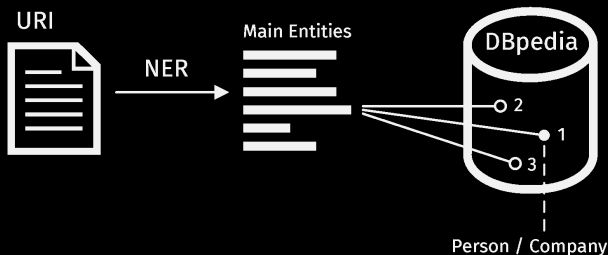


Figure 3: BBC microsites in June, 2017

Content Link Tool

Annotation tool to manually edit metadata
High quality automated suggestions

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?



G. Kobilarov, T. Scott, Y. Raimond, S. Oliver, C. Sizemore, M. Smethurst, C. Bizer, and R. Lee.

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Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics), 5554 LNCS:723–737, 2009.