nally. Instead, they will repair the errors on the external sources such as MusicBrainz and DBPedia. This not only results in repairing the errors on the BBC site as well (since it is feeding of those sources), but it also repairs the error for any other user of these data sources, thereby contributing to increased quality of publicly available data sources.

6.2.3   Adoption

The BBC Artist project is "a part of a general movement that's going on at the BBC to move away from pages that are built in a variety of legacy content production systems to actually publishing data that we can use in a more dynamic way across the web." The BBC is basing other parts of their website on Linked Data standards and resources including program information,[10] with URI's for programs and using the BBC's program ontology,[11] and wildlife information from the BBC's extensive range of high-quality nature programs using the BBC's own WildLife ontology.[12]

6.3   BBC World Cup 2010 Website

6.3.1   Background

Besides broadcasting radio and television programs, the BBC puts substantial effort into building websites to provide news and media information. For their website for the 2010 World Cup soccer event, the BBC deployed semantic technologies in order to achieve more automatic content publishing, a higher number of pages manageable with a lower headcount, semantic navigation, and personalization.

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[10]http://www.bbc.co.uk/programmes.
[11]http://www.bbc.co.uk/ontologies/programmes/2009-09-07.shtml.
[12]http://www.bbc.co.uk/ontologies/wildlife/2010-02-22.shtml.