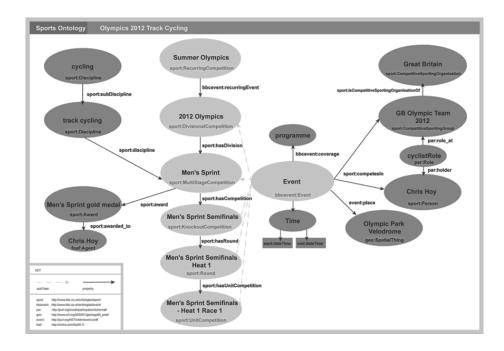Figure 6.4: Part of the BBC's Olympics ontology

250,000 datasets from 250 different government agencies, ranging from economic in-
dicators to health-service statistics, and even environmental data. Not all (or even: not
much) of this data is in full Linked Data format, exploiting RDF, URIs, ontologies,
and linking to other datasets. In this context, it is useful to consider the *5-star* scale
introduced by the W3C as a road toward publishing Linked Data that starts with much
simpler technologies. In brief:

- ⋆ *put data on the web at all, in any format, anywhere.* For example, just putting
  PDF documents with tables (or even scanned documents) on a website some-
  where would already rate as a 1-⋆ step in publishing data. Although technically
  trivial, in practice this already means overcoming social, organizational, and bu-
  reaucratic hurdles.

- ⋆⋆ *use a machine readable format.* This means avoiding formats such as PDF doc-