



# A little semantics goes a long way at Yahoo!

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- Free software / open source for RDF:
  - Redland <http://librdf.org/> (Raptor, Rasqal)
- Syntaxes:
  - RDF/XML, N-Triples, Turtle, *RDF-JSON*
- Standards:
  - DC, RDF, SPARQL, GRDDL
- Community support:
  - <http://planetrdf.com/> , <http://triplr.org/>
  - W3C Semantic Web Interest Group
- Yahoo! Semantic Web guy



# Content Content Content

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Enterprise information integration Y101:

- lots of content
- lots of silos of content
- lots of silos of content in different systems
- lots of silos of content in different systems built over many years

Fix this!



# Everything content connected

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Media content platform:

- Component based architecture
- Common APIs connect components
- Metadata driven content strategy
- Built on web technology



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- Resource based: URIs identify all
  - HTTP web services: REST and caching
  - Web presentation: HTML, CSS, ...
  - Web metadata: RDF/OWL
  - Describe and constrain: OWL lite
  - Extend metadata: vocabularies
  - Query: SPARQL, ...



# Semantic Webby

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- GET/PUT resources
- GET/PUT metadata about resources
- *Blobby*: stat(1) / HTTP headers
- *General*: title, description, creator, dates, ...  
(DC, PRISM, our own)
- *Connecting*: collections, references, relationships
- *Social*: tags ...
- *Specialized*: news, images



# Why RDF?

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- Appropriate for describing relationships of distributed resources with web technology
- An open schema encourages and expects change
- Easy to add value with agile metadata such as tagging
- Aligns well with REST-based web services
- Prevents encoding domain knowledge into fixed and brittle database schemas



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THINGS TO DO IN May

Let your funny hand enjoy the spring weather. Keep pet costs on a tight leash. Dreaming of a relaxing vacation? Don't fall for the "free trip" trap. Silence the sales pitches and bid farewell to junk mail.

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The WorkLife Balance Required by Livvy Buckley The Worst Cancer Advice Parents Can Offer: The Truth About Pink Ribbon Crisis, Part II: The Causes of Death by Jack Gartstein

How do you find a buyers agent?

Asked by [yahoobuyersbehindthechair](#)

Why should I part with my explore switchback pick or the government renovation on it? How do you know if you want to keep living while having small kids? If you've been away from your DNA and don't see it in your everyday activities, how much is the tree connected?

# Welcome to: A little Semantic Web Inside

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Nicole Kidman reigns over a world where people are afraid of flying and talking polar bears.

PIRATES OF THE CARIBBEAN Behind the Scenes

TRANSFORMERS New Exclusive Trailer

RATATOUILLE 9 MINUTE PREVIEW

Top Box Office

1. Shrek the Third
2. Spider-Man 3
3. 28 Weeks Later
4. Ratatouille
5. Georgia Rule
6. Fracture
7. Delta Force
8. The Invisible
9. Hot Fuzz
10. WarGames

View Complete List ▾

Opening This Week

- Pirates of the Caribbean 3
- Bug
- Angel-A (limited)
- The Golden Door (limited)
- Payne (limited)

Also In Theaters ▾

Box Office Chart

Today's Features

Shrek the Third MTV Movie Awards

Box Office Chart Make a spoof as funny as "Texas Chainsaw Massacre" TV. See How to Make a Spoof

Movie Mom reviews

Shrek the Third Audience: 3 and up Georgia Rule Audience: 12 and up

MOVIES NEWS AND GOSSIP

CANNES '07 CRITICS NOTEBOOK (Complicated Lovers and Genders in Cannes Sisters)

- Michael Moore Wins in Cannes Re: 'Sick'
- John Travolta's wife in horwning film
- New children's fantasy blockbuster nears release date
- Bill Nighy Talks Tentacles, Pinocchio
- Danny Boyle's Reaction to Hanes Show
- John in Cannes to Promote Pearl Film
- Cannes by Way of Cult
- Block to 3D Moment

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RIGHT NOW!

PREVIOUSLY UP NEXT

RECENT

- THIS IS THE BAND LAND
- MINI-KISS
- ORIGINAL SINNERS
- MUFFIN FLUFF

MOST POPULAR

- GAY RODDIE AN'YNT FOR BISSES
- PINK MONKEYS CREATE A CHILL MAGIC KINGDOM
- THIS IS THE BAND LAND
- GAY RODDIE MAKES YOU UMP

COOL NEWS

- TEEN PREGNANCY: PREGNANT OR NOT?
- MAN FINDS HIS SET AFTER PROSTITUTE LEG HAMSTERN
- WOMAN BIT TENT APR TEE HELPING SKIN SQUIDGES

Put it to a vote: Awesomer Zep tribute?

VS ALL GIRLS ALL ZETTELZ Led Bimble Led Zeppelin

Click to vote - or see results only.

This is Tribute Band Land

Tribute Bands

THE UNDERGROUND NETWORK

- FLICK GROUP
- UPCOMING.ORG GROUP
- COOL GROUP
- JUMPCUT CHANNEL

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BradMiskell | Sci-Fi | import scene | Gay Rodeo | Tribute Bands | Bollywood | Krumping | graffiti | rockety | Art Cars | Brad's MySpace | About Us

YAHOO!



Thanks

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## Want to work on any of these ideas?

- HTTP Web services and caching
- RDF/OWL metadata
- Triple stores and querying

We're hiring - contact me:

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