The Future of Media

Improving how the world shares imagination, wisdom and understanding
1. Why we need Smart “Semantic” Media
2. What it is and how it works
3. How to prepare for it
The Internet
Paddling in the shallows of knowledge?
Computers don’t understand
RE: carpetknight, VIAGzRA

From: Maverick McArthur (mavaithurolin@hotmail.com)

You may not know this sender. Mark as safe | Mark as unsafe

Sent: Saturday, 12 January 2008 7:15:27 PM
To: jemdust@aol.com; jemdv@hotmail.com; jemdv@aol.com; jemdwark@hotmail.com; jemdwhte@hotmail.com

Hi,

VIAGzRA $1.48 from http://www.helzforyou.com

m
k
l
d
z

snatched them back out of Malfoys grip. Malfoy howled with derisive orders? What's up? said Ron Ollivanders shop with Mr. Ollivander had take

Put your friends on the big screen with Windows Vista® + Windows Live™. Start now!

Want to race through your inbox even faster? Try the full version of Windows Live Hotmail. (It's free, too.)
Rich content = (*&#$%
Imagine if...
Making the web query-friendly
Smart Media = Media for Semantic Web
How it Works!
1. Semantic Web
(Scary Stuff)
Connections based on being about the same thing
Ontology – explicit and formal specification of conceptualization
1. Heavy use of XML

2. RDF as a model for resources and relationships

3. Ontologies and OWL

4. Rules, agents and processing
2. POSH
Plain Old Semantic HTML
Building open textual content on HTML

The Web is by far the most successful medium in history for the open publishing and sharing of content. Focusing efforts to promote and enable open content on the Web first and foremost (rather than say, proprietary data warehouses and corporate databases) thus has the greatest enabling effect for open content in general.

Textual content on the Web is dominated by HTML (including XHTML of course) due to its broad reach and ease of authorship. The more we are able to use HTML as the common carrier of higher fidelity chunks of information, the more we empower and enrich the publishing and sharing of textual content.

Thus microformats are developed in line with “plain old semantic HTML” (POSH) practices and principles, that is, as valid semantic extensions to HTML. Semantic HTML by itself enables sharing open content with headings, paragraphs, and lists, etc. Microformats build upon that foundation, reusing rather than reinventing (i.e. XOXO reuses HTML for lists and nested lists for outlines, rather than inventing new tags or vocabulary), and extending only for commonly published semantics beyond HTML, such as contact information, events, reviews, episodic content, etc.

These extensions can be used to publish documents containing just one type of information for consumption by domain-specific applications (e.g., a contact list for address books, or an event list for calendaring tools), or many types intermixed and nested, embedded in a larger document that ties them all together with meaningful context such as a resume, meaning that would be lost were each type of data isolated, removed from its context, and published in its own
How to prepare for Smart Media

Make content accessible to the Semantic Web
1. XML everywhere
2. Learn about ontologies
3. Start small - microformats
4. Experiment
Resources
semanticmedia.org

jed@itechne.com