Open Workshop #3
on industrial applications and commercial take-up

D25

29 Nov 2005 from 15:30 - 18:30
in the London Room at ONLINE INFORMATION
Kensington Olympia, London UK

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1 Executive Summary

The public industry workshop at ONLINE 2005 in London was organised in order to disseminate the results obtained in the METOKIS project, and in particular, to stimulate interest in the project approach among commercial players and to assess the potential for take-up by commercial partners.

*Online Information* is a well-established annual exhibition and conference held at Kensington Olympia in London. Traditionally, the core audience of “Online” is Information specialists, Information service providers and Librarians. Because of its reputation it succeeds in bringing together technically aware information officers, managers and other representatives from enterprises, information service providers and publishers both public sector and commercial.

METOKIS partners took a stand at the exhibition to present and discuss the project results to visitors. At the Workshop, which was held in parallel with the Online Conference, the partners made more formal presentations to stimulate discussion.
2 Programme and objectives of the Workshop

The Workshop programme was divided into three parts:

1. Adding value to information services.

Demonstrations and presentations including KnowledgeView’s RAPID Browser and empolis’ PublicationBuild illustrated how semantic enrichment of content can combine with social software to add value to news and publishing systems.

2. What are knowledge content technologies and how to use them.

Tutorial overviews of the semantic web and the relationship to social software, Web 2.0 and the notion of ambient intelligence.

Demonstration of tools including a Semantic Wiki, RDF(s) and developments from Metokis and related projects such as Visualisation Application prototype for Clinical Trials

3. Panel discussion.

• Semantic technologies: good or bad for business?
• Can knowledge technologies be implemented without runaway costs?
• Can social tools be used to make better taxonomies?
• Business models for content owners on the semantic web?
• Do newspapers and news agencies really need ontologies?
• Smart content, smarter advertising?

Panel Chairman:
Marshall YOUNG (Templeton College, University of Oxford)

Speakers:
Roberto MINIO (KnowledgeView)
Ralph TRAPHÖNER (empolis)
Piers Young (Templeton College)
Wernher BEHRENDT (Salzburg Research)
3 Presentations

3.1 Business on the Semantic Web (Roberto Minio)

Roberto Minio presented applications of RAPID Browser to a range of publishing and creation of a range of information services.

“Find info ... Share info ... Publish info”

Under this slogan, RAPID Browser provides a tool for aggregating content from diverse sources, for sharing it through user-defined light-weight workflows and adding value to it – always with a focus on making information actionable.

RAPID Browser integrates with full-fledged publishing products like Adobe’s Creative Suite to offer full workflows for publishing.
In the METOKIS project RAPID Browser has been extended to work with Knowledge Content Objects enabling the system to understand the role and relevance of content being processed and to help the user manipulate it in appropriate ways, for example by providing information on rights and format.

### 3.2 METOKIS Application for Dynamic Publishing (Ralph Traphöner)

Ralph Traphöner of empolis presented the KLETT –Platform for Educational Content which is based on combining the empolis content and knowledge management tool suite with the KCCA and KCO middleware.
3.3 Socialising the Semantic Web? (Piers Young)

**Why do you need it?**

- "For the web to reach its full potential, it must evolve into a Semantic Web, providing a universally accessible platform that allows data to be shared and processed by automated tools as well as by people."
  
  *Source: W3C Semantic Web Activity Statement (2001)*

- You can integrate your organisation’s IT
- You can make your staff more productive
- You can reuse your organisations knowledge more easily

**So ...**

- The Semantic Web has huge potential but:
  - Ontologies are hard work
  - They have significant costs attached
  - They need constant updating
  - Presence does not equal use

- High-risk, fragile and non-social
- Hasn’t really taken off outside of academia
- How can we begin to mitigate that risk and those costs?

**Social Computing is ...**

- "augmentation of human’s socialising and networking abilities by software, complete with ways of compensating for the overloads this might engender”  
  *[Tim O'Reilly]*

- Examples:
  - Blogs
  - Social Bookmarks, tagging, "folk economies"
  - Wikis
  - Presence tools
  - Amazon "Customers who bought", Google’s PageRank

- Often glued together by RSS, permalinks etc
- Easy to use, cheap and being rapidly adopted
3.4 Technology Basics for Doing Business on / with the Semantic Web (Wernher Behrendt)

Wernher Behrendt took up the lead from Piers Young by contrasting the technology vision of the Semantic Web with the business oriented view of the "Web 2.0" vision. His main point was that behind the hype are two different kinds of questions. Whereas the semantic web tries to answer the question "how can the web be made more intelligent?" the Web 2.0 tries to answer the question "what are the characteristics of successful web applications in recent years?". Semantic Web is a vision of the future, "Web 2.0" is an attempt to learn from the recent past, a lesson of how to be (commercially) successful.

The slides presented first the technological foundations of METOKIS and then contrasted them with the main characteristics of Web2.0 applications.
KCCA – An architecture for managing KGOs in a distributed environment

Assessing the METOKIS Infrastructure for Semantics-based Content

2004/2005 – METOKIS Platform – Developing an architecture that can handle distributed, semantically rich, media rich content

Characteristics

| Ontology: yes |
| RDFOWL: yes |
| Foundational Model: yes (it's called DOLCE) |
| Content: yes |
| Multimedia capability: as of CULTOS |
| Presentation: not in the scope → CULTOS |
| Application domain(s): clinical trials design, educational content production, senior executives news service |
| Distribution/Collaboration: distributed architecture KCCA nodes |

The KCO and its facets

CD: Content Description
CO: Community Description
BS: Business Description
PR: Presentation Description
SD: Self-Description
TS: Trust & Security
Semantic Web (2/2) – State of play

- Focus has long been on ontologies, but not on how and where to solve problems (with the ontologies)
- Focus has long been on notation, not on what to do with it
- Few domains have been seriously annotated with serious ontologies, for serious use
  - Reason: serious means “it’s hard to do, costs effort/money to do”
  - Reason: few means we have not managed to convince many ... (why?)
- Currently: there are too few “agents” for the semantic web ...
  - Semantic web services are in their infancy
    (and start again, with notation)
  - Agents in the traditional sense are not politically correct
  - Think in terms of operational semantics !!!

SUMMARY: Semantics → Meaning → can only be validated in USE !!!

Web 2.0 – Features (cf. O’Reilly et al)

- Services that reach small sites as well as large ones (difficult unless we develop an understanding of common operational semantics)
- Competitive advantage is in unique, hard-to-recreate data
  (that’s where semanisation has role to play ...)
- Users add value (Are there any users out there who can handle “serious” ontologies ?)
- Network effects through user monitoring
  (questionable practices galore here ...)
- Some rights reserved – Creative Commons etc.
  (KCs would give you flexibility here)
- The perpetual Beta – an important observation, difficult to handle with fluid, complex ontologies
- Cooprate, don’t control – lightweight programming modes for loose
  and easy coupling (also difficult for current semantic web)
- Software above the level of a single device – enable ambient use
  (but it’s hard to achieve ambient intelligence!!)
4 Panel Discussion and Results

The Chairman of the panel discussion, Marshall Young, reviewed the presentations and led into statements from Christopher Ruane (Exclusive Analysis) and Richard Withey (Independent News and Media).

Speaking as commercial participants, both emphasised the need for timing to be right for take-up of new developments.

In the newspaper business, the “writing is on the wall”. Newspapers are confronted by Google and others eroding the conventional advertising market share of the news industry. To counter this, newspapers need to take a fresh look at their activities. To compete will require the use of smart but mature technologies for search and personalisation in the delivery of service as well as achieving efficiencies through the sharing and effective re-use of content.

In this respect, Richard Withey admired the direction the technology was headed.

He was careful to make the distinction between two roles any news agency had: providing information to journalists and providing information to its readership. The two were very different activities, and as such would make different uses of the technology. For both, though, he agreed that for there to be take-up, the costs of ontology creation needed to be kept low. His experiences of journalists and newsrooms suggested that in the deadline driven environment of organisations such as Independent News and Media, very few journalists would take the time to involve themselves in the creation of domain taxonomies (let alone task taxonomies) unless there was a clear and, as importantly, quick benefit to them.

Second, Richard raised some practical concerns concerning access. While social networks may be trackable within the organisation, many journalists guard their sources jealously. This would clearly hamper some of the “peer to peer” sharing of content aimed at by Metokis.

Richard then mentioned the perceived threat from Blogs, and admitted that the press had not yet understood how best to compete with this. He pointed out that Blogs.com had recently surpassed the New York Times in terms of online readership, and suggested that this was perhaps part of a quantum leap between his world and the new online markets. Media organisations operated on the basis of content silos, whereas new online readerships expected flatter access, where editorial was effectively being outsourced to online readers to discuss. Richard admitted that it’s hard to know how to compete with this, but some sort of smart content technology would help.

Questions from the floor mentioned the legal constraints newspapers operated under, using Guardian Online as an example. Under current UK law, if a Guardian Blog entry is quoted or referenced in an article that is defamatory to another individual or organisation, then the Guardian is itself liable, despite its lack of control. These and other situations were the sort of arena’s where smart content may well reap some rewards, especially through its ability to help moderators. Tracking citations and through managing who were and who weren’t trusted members of the community were given as possible examples.

Christopher Ruane thought there were 5 points that needed to be ironed out.

1) User need.
2) Motivation for metadata
3) Definition of social
4) Ownership of Knowledge
5) Value

1) User need

In terms of applying the metadata, Metokis needs to be careful to keep focused on the user needs rather than developer capability and to invest time modelling those areas that needed modelling (user needs) rather than those areas that could be modelled (developer capability). Christopher
suggested that the use of the wiki looked like a useful way of maintaining this focus through gaining user feedback early on, and adjusting to it when the feedback changed.

2) Motivation for metadata

Christopher was concerned that metadata in and of itself was often too blunt a tool. In his work as political risk analyst, much time was spent not asking what something was about but why it was written as it was, whether it bent the truth and other such questions. Metadata could help with certain aspects of this, but again, tying in to user need, Metokis needed to be clear that it wasn’t “shooting for the moon”.

3) Definition of social
Social networks seemed to be an invaluable tool, but care needs to be taken not to assume that all social networks are equal. “Social” in Korea means a very different thing to “social” in Manchester. Christopher suggested Metokis was right to address the fact that institutions were social institutions forming social tasks, but needed to ensure that their conception of a social task was translatable from community to community.

4) Ownership of Knowledge
What happens if the provider of the knowledge is suspect? Do they still own the knowledge and is that still knowledge? There are obviously thorny issues surrounding this, but the container view of knowledge – that it can be packed and transmitted – should be played down.

5) Value
Lastly, Christopher suggested that what might be a useful add on to the metadata was some nominal indicator of value. Again, in his work as a political risk analyst, metadata (as in “this is a risk item”) was not in and of itself valuable to users. The value came in aggregating those risk indicators to show “trigger points” – given enough indicators, then an alert was triggered. There were interesting parallels between this and the sort of uses needed in News Media.
5 Participants

- Sean Smith (University of Northumberland)
- Ed Mitchell (Knowledge Board) editor@knowledgeboard.com
- Veronica Juan (Junta de Andalucia Health Dpt. VL), veronica.juan@juntadeandalucia.es
- David Payne (Payne Automation, Autolib. XML), sales@autolib.co.uk
- Nicholas Kennedy (Henkel) nicholas.kennedy@henkel.com
- Phillip Barrat (Blast Radius) phillip.barrat@blastradius.com
- Katheleen Hennessey (Innodata ISOGEN) khennessey@innodata-isogen.com
- Jan Veltrop (Springer-Verlag)
- Yousef Ibrahim, Al-Hayat newspaper
- Jonathan Angell (On Line Data Service)
- Christopher Ruane (Exclusive Analysis)
- Vince Howard
- Valerie Vries (Vries Media Works)
- Sheena Basset (Pira International) sheenab@pira.co.uk
- Vangelis Karkaletsis (NCSR Democritos) vangelis@iit.demokritos.gr
- Prashant Pisharaty (Scope E-Knowledge) prach@scopeeknowledge.com
- Patrick Whelan (Elite Software)
- Gordon Beckman (Elite Software)
- Richard Withey (Global Digital Media Director, Independent News and Media)
- Martin Hancock (Exclusive Analysis)
- Ali Al-Assam (KnowledgeView Ltd.)
- Roberto Minio (Knowledgeview Ltd.)
- Ralph Traphöner (empolis)
- Piers Young (Templeton College)
- Wernher Behrendt (SalzburgResearch)
- Nitin Arora (SalzburgResearch)
6 Appendix – Organisation, Invitation and Agenda

6.1 Organisation

The organisation of the workshop was done by KnowledgeView Ltd. (Contact: Poonam Pathak)
The following Metokis partners contributed to the workshop

- KnowledgeView Ltd.
- empolis GmbH
- Salzburg Research GmbH
- Templeton College Oxford
- Ymega
6.2 Invitation Flyer

On 29 Nov 2005 from 15:30 - 18:30 in the London Room at ONLINE INFORMATION, Kensington Olympia, London UK

Admission is free, sponsored by the METOKIS project. For further details, please contact Poonam Pathak, poonam.pathak@knowledgeview.co.uk, visit http://www.knowledgeview.co.uk or come to the KnowledgeView Stand (Stand 201) at Online Information.

What happens when you combine semantic web techniques with social software tools like blogs and wikis and best-of-breed information and publishing systems? What commercial opportunities might this bring to information service providers? And how can you do it?

This workshop aims to bring together practitioners, analysts and researchers to discuss whether and how „knowledge content“ combined with „social software“ can add value in the information services business.

The goal is to stir up commercial interest in application of semantic web techniques for online information and publishing services.

WHAT IS METOKIS?

The METOKIS project (2004 - 2005) investigated the use of semantic web technologies for electronic publishing in knowledge-intensive subject fields such as News Services, Education, and Clinical Studies.

The project results are a Semantic Content Model and software to handle these semantically-aware content objects, as well as a methodology for assessing the cost-benefit and for planning the introduction of semantics-based content applications in knowledge intensive organisations.

METOKIS was co-funded by the European Commission in the 6th Framework Programme in the area of Semantic-based Knowledge Systems.

THE WORKSHOP PROGRAMME WILL BE IN THREE PARTS:

1. Adding value to information services.
   Demonstrations and presentations including KnowledgeView’s RAPID Browser and empolis’ PublicationBuilder that illustrate how semantic enrichment of content can combine with social software to add value to news and publishing systems.

2. How to use knowledge content technologies.
   Tutorial overview and demonstration of tools including OntoWiki and developments from Metokis and related projects.

3. Panel discussion: Some of the questions we’ll be asking are:
   - Semantic technologies: good or bad for business?
   - Can knowledge technologies be implemented without runaway costs?
   - Can social tools be used to make better taxonomies?
   - Business models for content owners on the semantic web?
   - Do newspapers and news agencies really need ontologies?
   - Smart content, smarter advertising?

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6.3 Press Release October, 18th 2005

Press Release
18 November 2005

KnowledgeView to exhibit at Online Information: Showing RAPID Browser, the award-winning news browser that lets knowledge workers share and publish rich content

KnowledgeView and its partners in the EU funded Metokis project to host a workshop on: Doing Business on the Social Semantic Web?

Online Information show, stand number 201
Olympia, London, 29 Nov - 1 Dec 2005

At Online Information, KnowledgeView will demonstrate RAPID Browser’s range of products for those who manage or deliver news. These enable publishers, integrators and knowledge workers to:

- Manage news content, by the acquisition and classification of both internal and external data, and then copy editing. Content is acquired in a variety of forms, via PDF to XML or XML feeds, news agencies, the Web, Weblogs, e-mails or links to search engines such as Google or Yahoo.
- Share or publish information using the award-winning RAPID Browser, Integrated with Adobe InCopy and InDesign and InDesign-based publishing systems. Information can be routed to different groups, annotated, checked for compliance then published to newsletters, departmental Intranets, the Web or Weblogs.
- Allow publishing groups to save costs and increase productivity by sharing their editorial content across the whole group using RAPID Browser’s Editorial Sharing and rich-media Archive (ESA) solution. ESA allows publishers to exploit their rich-media archive for media-neutral publishing and syndication. The system is already installed for the Independent News and Media Group.

Workshop: Doing Business on the Social Semantic Web?

You are also invited to attend a workshop by KnowledgeView and its partners in the EU funded Metokis project on:

Doing Business on the Social Semantic Web?

29 Nov 2005 from 15:30 - 18:30 in the London Room

ONLINE INFORMATION, Kensington Olympia, London UK

Admission is free, sponsored by the METOKIS project

The goal of the workshop is to stir up commercial interest in application of semantic web techniques for online information and publishing services.

There will be demonstration of existing systems, like KnowledgeView’s RAPIOD Browser, and presentations of prototypes including results from this and other R&D
projects. These are examples of the potential of semantic “knowledge content technologies”.

The presentations will feed into a panel discussion with commercial practitioners from news media as well as other information businesses - a discussion about the potential of the semantic web and social software for commercial benefit in the information industry.

For more information
Contact Ms Poonam Padhar on +44 20 83999734 or email marketing@knowledgeview.co.uk

About KnowledgeView
KnowledgeView Ltd is a UK-based company with additional offices in the Middle East and USA. The company was founded in 1995 to develop cross-media publishing, syndication and news management systems.

KnowledgeView’s RAPID Browser is a powerful news management and editorial sharing system for automating acquisition, classification and enhancement of news and media content and creating packages for cross-media publishing, designed to streamline production and create additional revenues.

KnowledgeView’s clients include the UK’s Guardian Media Group, Independent News and Media of Europe, Australia and South Africa, the Washington Post and Media Communications Group.

The company also has content partnerships with major news providers such as Dow Jones, UPI and Associated Press, using RAPID Browser to deliver their content to the enterprise market.