

W3C POWDER – Protocol for Web Description Resources

▪ Machine-readable descriptions of URLs

- Describing a Web resource (page or application) has many advantages:
 - Machines can use these descriptions to provide a better user experience
 - The exact meaning of content can be described...
 - ...as can its suitability for mobile devices
 - ...its suitability for minors
 - ...any rights needed to consume the content (e.g. subscription)
 - ...etc. “...any description may be applied”

But so far there has been no Standard to apply descriptions to many URLs

▪ POWDER facilitates this

- One POWDER document can provide descriptions for many URLs (groups)
- A machine process can retrieve and inspect the POWDER document to discover the nature of the content...
- ...without having to retrieve the content first, and then **filter/adapt** it.
- Trust is considered (e.g. you decide those authorities whose descriptions you wish to trust)

▪ Roadmap and next steps

- W3C Recommendation scheduled for March 2008. Tools to create and validate POWDER included.
- Commercial and open-source processors based on existing semantic (RDF) parsers
- Promotion at European industry event Q1 08 to follow up July 07 Washington presentation (AOL, AT&T, Opera, T-Mobile, Verizon, Vodafone)



W3C POWDER

- **Benefit to search/directory provider:**
 - simpler to harvest mobileOK sites and deliver mobile-friendly results
 - semantic categorisation of a range of URLs from one POWDER document
- **Benefit to content providers/aggregators:**
 - Create a POWDER file to improve discovery
- **Benefit to Mobile Web:**
 - Easier to discover mobile friendly content. This will encourage more sites to develop to mobileOK if the mobile version is more likely to be used.
- **Benefit to Semantic Web:**
 - standard means to discover semantics of groups of resources
- **Benefit to user:**
 - works on my device
 - reduce wasted requests to irrelevant/undesired resources:
 - Trust, accessibility, semantic relevance, delivery context relevance can all be established in advance of a content request

