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POWDER workshop
18-03-08

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POWDER – the benefits
(as I see it)

Web content that explains itself
by established references.

What is POWDER?

W3C Protocol for Web Description Resources.

- Its Machine Readable Metadata

Why do we need this?

- Operators can trust common metadata from all content suppliers.
- Trustmarks are assured.
- User-Generated Content more easily catalogued and exchanged.
- Ability to exploit 'web of meaning' enhances search results.

What does it do for the mobile industry?

POWDER can serve as a fixed/mobile content labelling standard, which could be used for content classification and Internet access control guidelines.

POWDER is machine-readable metadata that can be trusted on a value scale according to a public meritocracy. The benefit of this approach is that linking trusted URIs to other URIs builds a trusted authority network.

Specific takeaways:

The main use case for operators is the **description of mobile content**.

Web2.0 is starting to build trust relationships based on meritocracy.

Authenticated metadata that has a URI of its own has a value.

Mobile operators can **better respond to users' needs**, policies and preferences using POWDER.

MNOs and/or their suppliers can now **build recommendation engines** that advocate content to the customer based on POWDER.

DotMobi endorsing POWDER as part of Mobile OK.

What does it do for the consumer?

Consumers expect websites to work just as well on their mobile device as on their desktop, some need websites to work just as well with or without a screen, images or colour.

Satisfying an audience that makes ever-greater demands requires increasingly personalized content, on-the-fly aggregation and smarter navigation.

This is the driver behind POWDER. It's about quickly and easily creating small amounts of data to describe a lot of content that can then be matched with a user's needs and preferences.

POWDER is metadata that you can trust. It's designed to be machine readable, such that context can be extracted and decisions made.

Semantic search should deliver **better relevance** than page ranking & keywords.

Securing access

POWDER establishes trust in data:

- Consumers expect children to be protected (POWDER supported by FOSI).
- Consumers expect to be protected from rogue online traders.
- Consumers expect information to be accurate.



What's the future for POWDER?

the semantic web is a very 'human' proposition

Semantics in everything

Just to describe who we are we have many proprietary languages...

YH 796971 B. Cert. S.
R.B.D.

1 & 2 ELIZ. 2 CH. 20

CERTIFICATE OF BIRTH

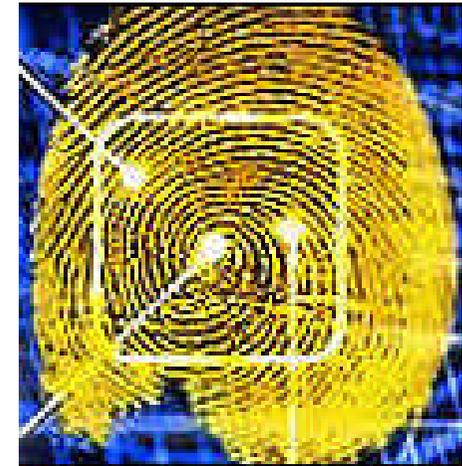
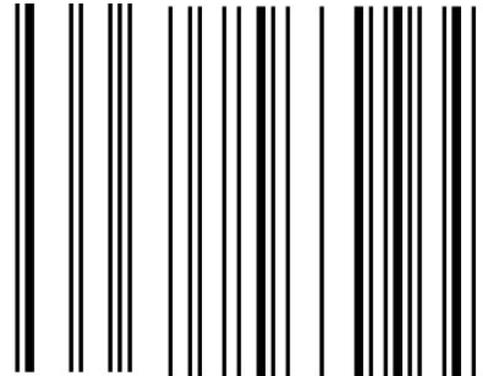
Name and Surname _____
Sex _____
Date of Birth _____
Place of Birth | Registration District | Sub-district _____

I, GWYNETH G. POWELL Registrar of Births and Deaths for the Sub-district of _____ do hereby certify that the above particulars have been compiled from an entry in a register in my custody.

Witness my hand this _____ day of _____ 19____.

CAUTION—Any person who (1) falsifies any of the particulars on this certificate, or (2) uses a falsified certificate as true, knowing it to be false, is liable to prosecution.

Gwyneth G. Powell
Registrar of Births and Deaths.



DRIVING LICENCE

 1. HILTON
2. PARIS

3. 28-04-75 UNITED KINGDOM
4a. 17-05-95 4b. 16-05-05 4c. DVLA
5. HILTO704285P99TM 13
7.

  *Peter Hill*

8. FEDERAL PENITENTIARY, USA PL1 HHH

9. A,B,C1,f,k,l,n,p



Proprietary languages were fine before globalisation:
... local content for local people

vision?

Example: Real Networks Rhapsody player



US subscription means no content available to me in Europe.

... local content for local people

Problem: how to use the web as a global platform but with
local content rights

If content was labelled

`This is for European distribution'

`This is for US distribution'

..then sites could sell me something.

I am music
content.
I can be
consumed in
Europe

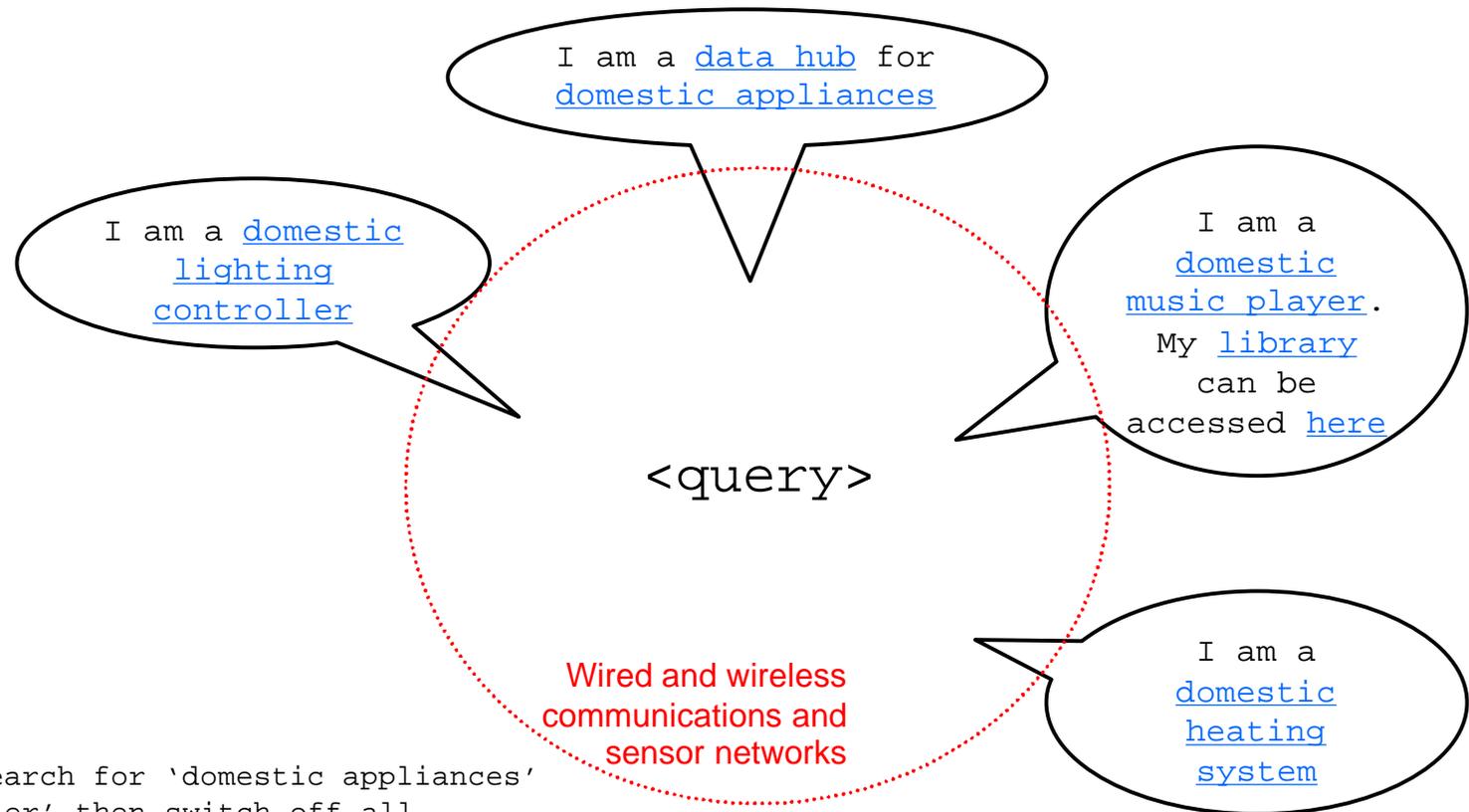
A speech bubble containing text that reads: "I am music content. I can be consumed in Europe".

'Location-aware content markup'?

POWDER makes it possible – this is independent of DRM.

If machines understand data they can make decisions based
on it

information for machines to make data-combining decisions



```
Timer: task flag
Task = 'end of day'
If 'data hub' then search for 'domestic appliances'
If 'lighting controller' then switch off all
If 'music player' then set volume=0
If 'heating system' then set temperature = 20 degrees
```

Using POWDER to express capabilities:
not smart machines: just universally understood data

challenges

- Enables web of meaning (it's a fundamental building block) which potentially has great benefits
- Many applications

- but -

- Slow adoption
- Lack of understanding
- 'Why should I?'