

How POWDER helps Content Discovery

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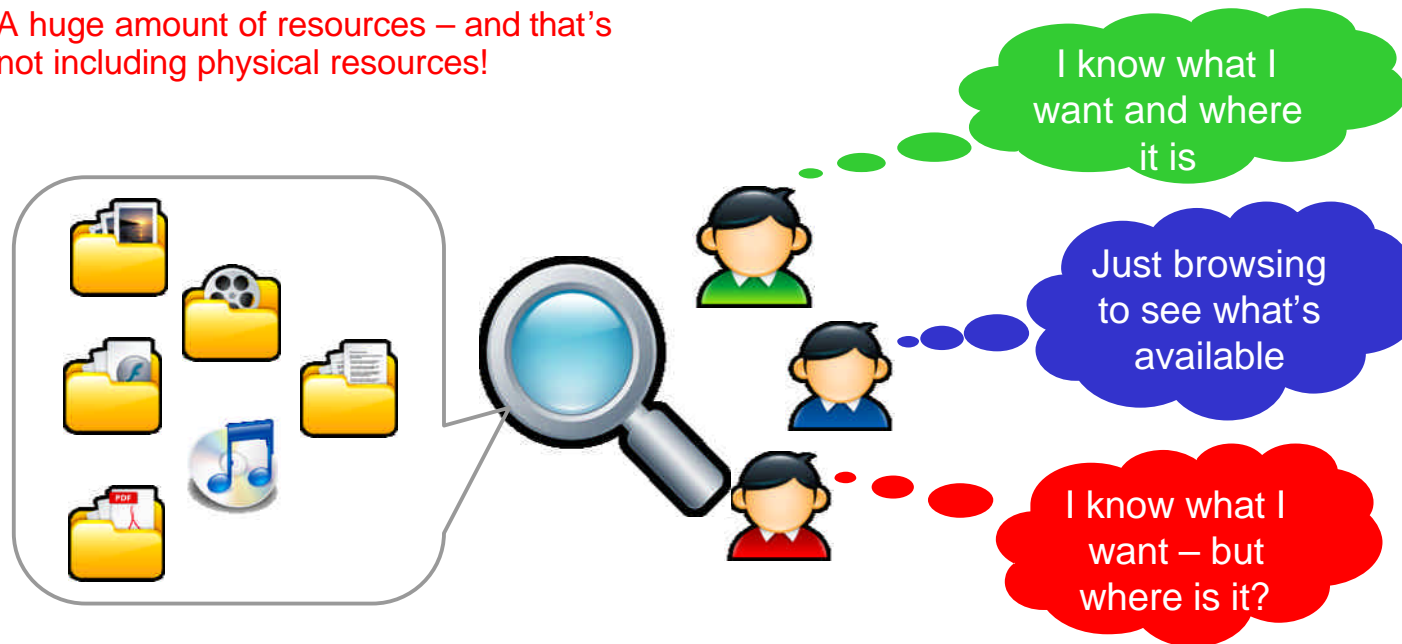
Content discovery today

Some (approximate) figures:

100.1 million Websites, 11 bn+ publicly indexable pages, 1.3 bn users

A huge amount of resources – and that's not including physical resources!

- Users discover content through Serendipity or Investigation



Why are semantics important?

The problem...

- **Content** requires **context** to facilitate discovery

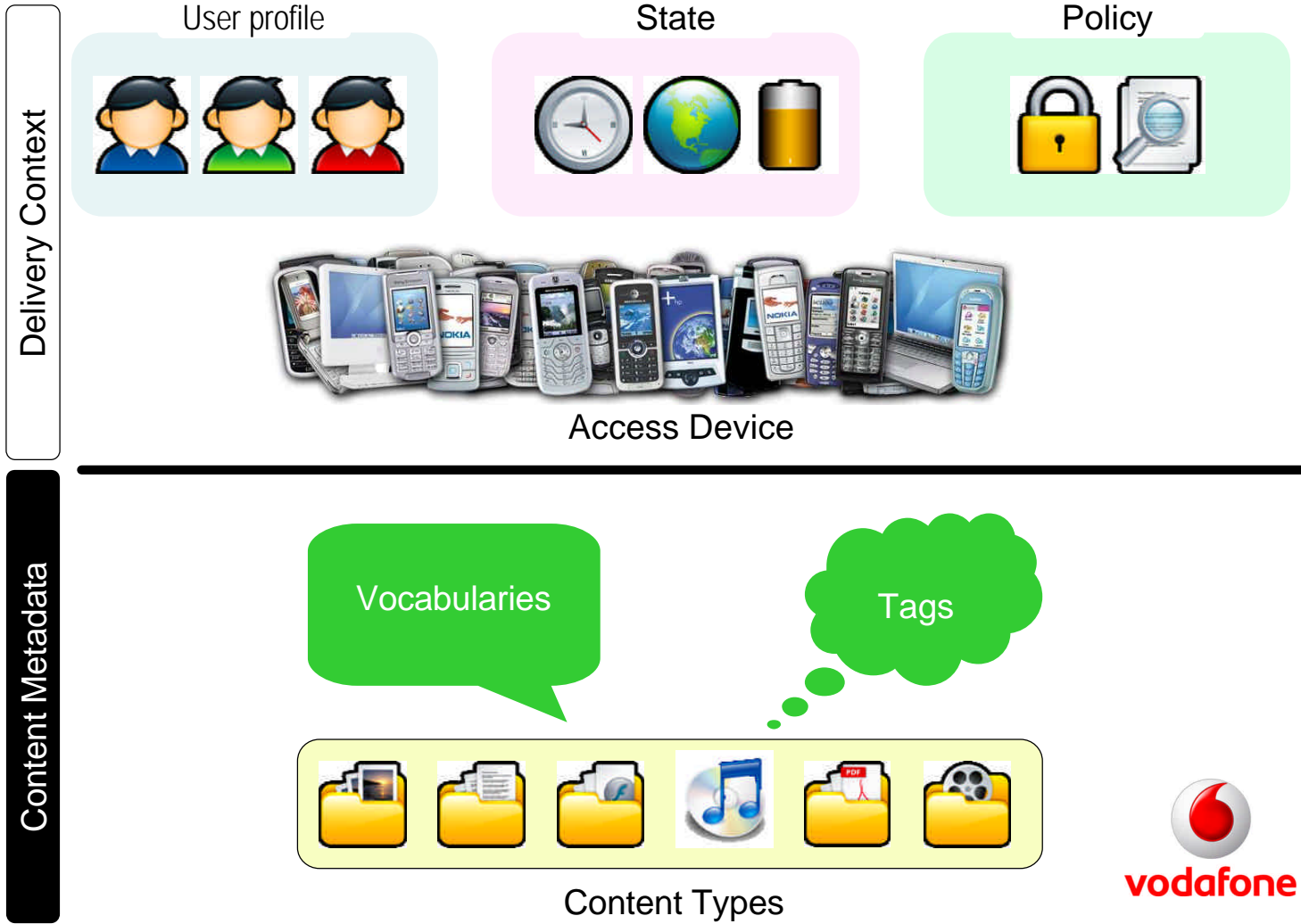


- Up to 16 clicks are needed to discover and purchase mobile content (mobile marketing assoc., 2006)

Where semantics are missing, the user must fill in the gaps themselves...



Content and context semantics are complex



So how does POWDER help discovery?

'A CSS for Semantics'

Machine-readable	Presents semantics in a way that can be processed by policy engines, web browsers etc.
Flexible	Any description can be applied, no limit to semantics.
Reusable	May be applied to groups of resources, as opposed to 4k of <meta> tags in the <head> of each HTML file.
Simple	Supports tags...but transformable to a rich semantic Web format if needed.
Efficient	By knowing about the nature of links in advance, you can decide whether or not to present them.

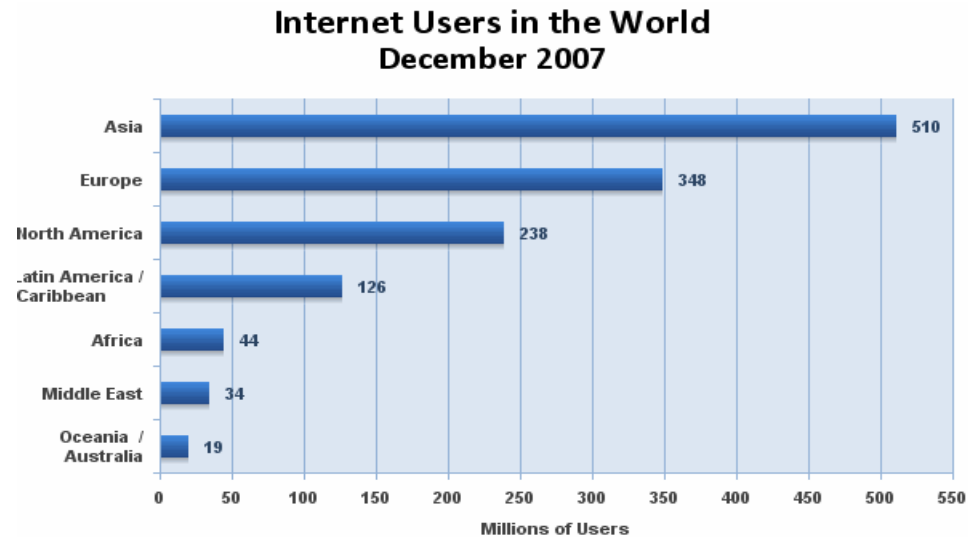


Improved Discovery = Improved User Experience



I18N: supporting a World market

- POWDER supports IRIs and UTF-8
- Common descriptions of metadata can be applied to IRIs of multiple languages via Grouping of Resources
- This facilitates delivering **semantic content** and a **functional experience** across a truly international Web.
- POWDER could be used to relate equivalent IRIs



Note: Total World Internet Users estimate is 1,319,872,109 for year-end 2007
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POWDER: summary of discovery benefits

- ✓ Content is easier to find
- ✓ Context may be described
- ✓ Page weight is reduced
- ✓ User time and data tariff is not wasted on unsupported or irrelevant requests
- ✓ Allows automated systems to do the work



Thank you.

