The need for a PubSubHub, and how social plays into this need

Edward Krebs, Ford Motor Company
A PubSubHub, in the simple form, is an application or mechanism, a hub, that allows publishers to send information, and subscribers to connect with the subset of information being published.

In a next generation PubSubHub, there is need to also provide interaction methods around the content, either social or transactional (or both).
Information Streams

- **Social Interactions**
  - share
  - like (4)
  - comment

- **Flip Style Mobile Reader**

- **Stream Filters**

- **Enterprise Social Platform**

- **Business System**
Flip Style Mobile Reader

Stream Filters
Enterprise Social Platform

Social Interactions
- share
- like (4)
- comment

System Interaction
- approve
- deny

Next Gen Pub/Sub

Identity

Business System

Business System

Business System

Business System