

RE: Submission Paper -24 April 2013, London

From: Madi Weland Solomon, Head of Data Architecture Standards
Pearson plc

Marlowe Johnson, VP Learning Technologies
Pearson North America, Higher Education

Title: Linked Data in Pearson: The Asset Enrichment Process

"Smart Content" is an overused phrase in the publishing industry even though few can agree on a common definition. For Pearson, it's all about metadata and interoperability.

Pearson, the global media and publishing company with brands that include the Financial Times and Pearson Education, is changing its approach to business. Evolving from print-centric products, Pearson is now investing in the development of semantic strategies to usher in dynamic, customizable modules and a new immersive narrative. Information about digital resources is being cross-referenced, allowing content to be bundled and repurposed in new ways.

Educational resources must be "smart" enough to direct readers to content they may not have encountered before or were not initially (or explicitly) seeking. Smart content must allow ideas and concepts to soar across domains, user groups, and knowledge maps. For Pearson, content is no longer a passive object but rather a reader-seeking missile.

As the contexts defining content creation, delivery and consumption morph the mechanisms through which learning (and monetization) occur, leading education services companies face real challenges in adopting agile digital asset management solutions while protecting existing revenue streams. Is it possible to both nourish the cash cows and encourage innovation?

This presentation offers up a recent Pearson proof of concept that revealed the promise of Linked Data in an **Asset Enrichment Process** as an approach to issues such as DAM, Enterprise Taxonomy Management, Enterprise Search, and educational standards correlations. The presentation sets out the following topics:

- Why enrich content? This question is approached from a business perspective.
- Which legacy issues in traditional publishing must be respected, which can be disrespected, and how we ensure that forward momentum will overpower (or replace) internal resistance?

Pearson's Asset Enrichment Process is a semantic technology stack that successfully leverages DBpedia to automate the delivery of subject taxonomies and topic tags and to align educational resources to educational standards and learning objectives.

This year, the Asset Enrichment Process goes into production and will be operationalized as an enterprise service to help shift the traditional print workflows to capabilities that accelerate digital delivery.

Madi Solomon and Marlowe Johnson will share their two-year journey, warts and all, from POC, to prototype, to Release 1, to the present deployment, with the goal of inspiring and encouraging other Linked Data pioneers.