Semantic Web: Commercial Opportunities and Prospects

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Today’s Web is…

- A place where
  - computers do the presentation (easy) and
  - people do the linking and interpreting (hard).

- Why not get computers to do more of the hard work?
• **Today’s web**
  - Machine-to-human – emphasis on presentation

• **Semantic web vision**
  - “an *extension* of the current web in which *information* is given well-defined *meaning*” (Tim Berners-Lee)
  - making web-based information **machine-processable**
  - `<bold>use bold font</>` \(\rightarrow\) `<product-code>1234-6/A</>`
  - also rules (reasoning; business logic; conflict detection)
  - ontologies provide the domain models for annotation
Application Areas

- Information Integration & Interoperability
- Knowledge & Information Management
- Semantic Web Services
- Next Generation OSS
- …
Agenda

- Morning
  - Suppliers & Users
- Lunchtime
  - Demos in Lomond Suite (Level 0)
- Afternoon
  - EU research: results and directions
  - Research projects and their application
  - Independent perspectives from
    - Analyst community
    - Investment Community