frustrated consumer
confused content owner
world wide web
happy consumer
interoperable services
open marketplace for digital media
Kendra What?

- Simplify and streamline buying and selling digital content by driving industry adoption of open protocols.
- Enable interoperability between service providers, media applications and devices - every link in the content value chain.
- Build a system where consumers can use any device or application to browse, search and purchase from the globally distributed collection of content catalogues.
- Create a more pleasurable buying experience for consumers and increase reach and revenue for content owners.
Kendra How?

- The more we talk about it...
- The more we describe it...
- The more detail we give the description of it...
- The more we build of it...

... the more likely it is to come about.
Kendra Base?

- A distributed semantic search and publish system prototype

Friday – Developers track
Last word to Tim...

- Tim Berners-Lee at WWW2005 talked about the “Independence of the communication from the provider of software”