

The semantic web

The ultimate loss of control for
Publishers?

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EXTRA



EXTRA



READ



ALL

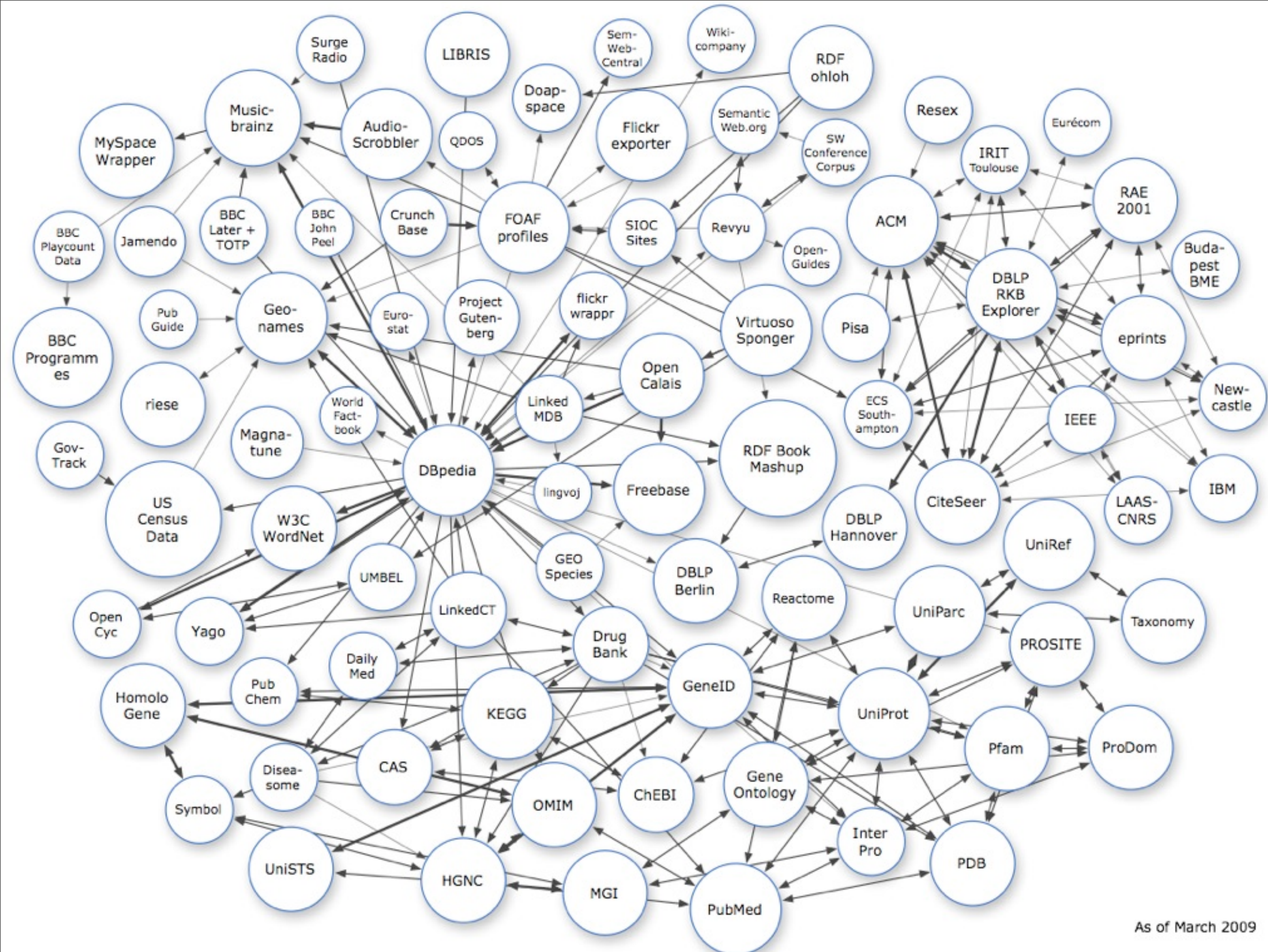


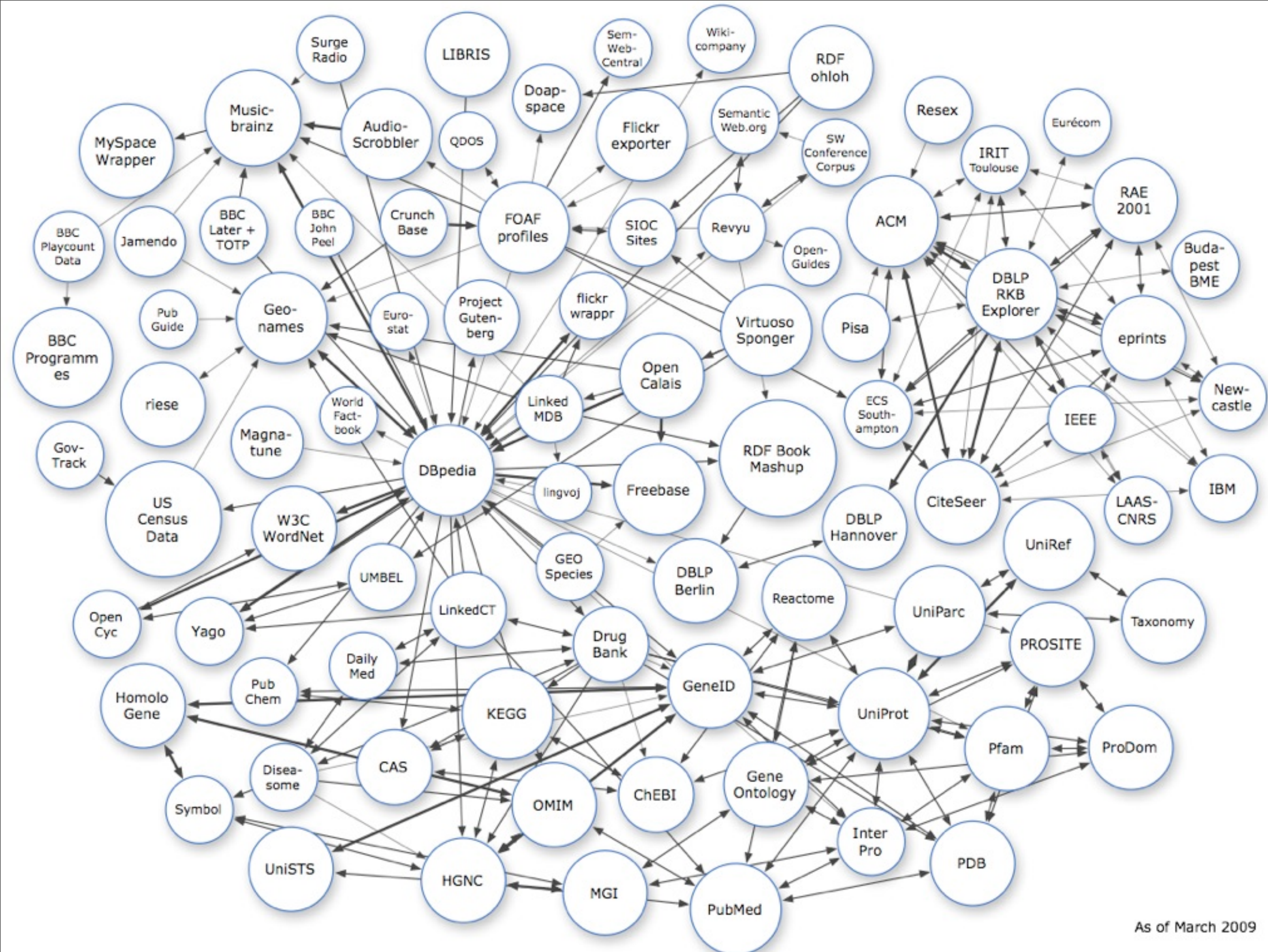
ABOUT



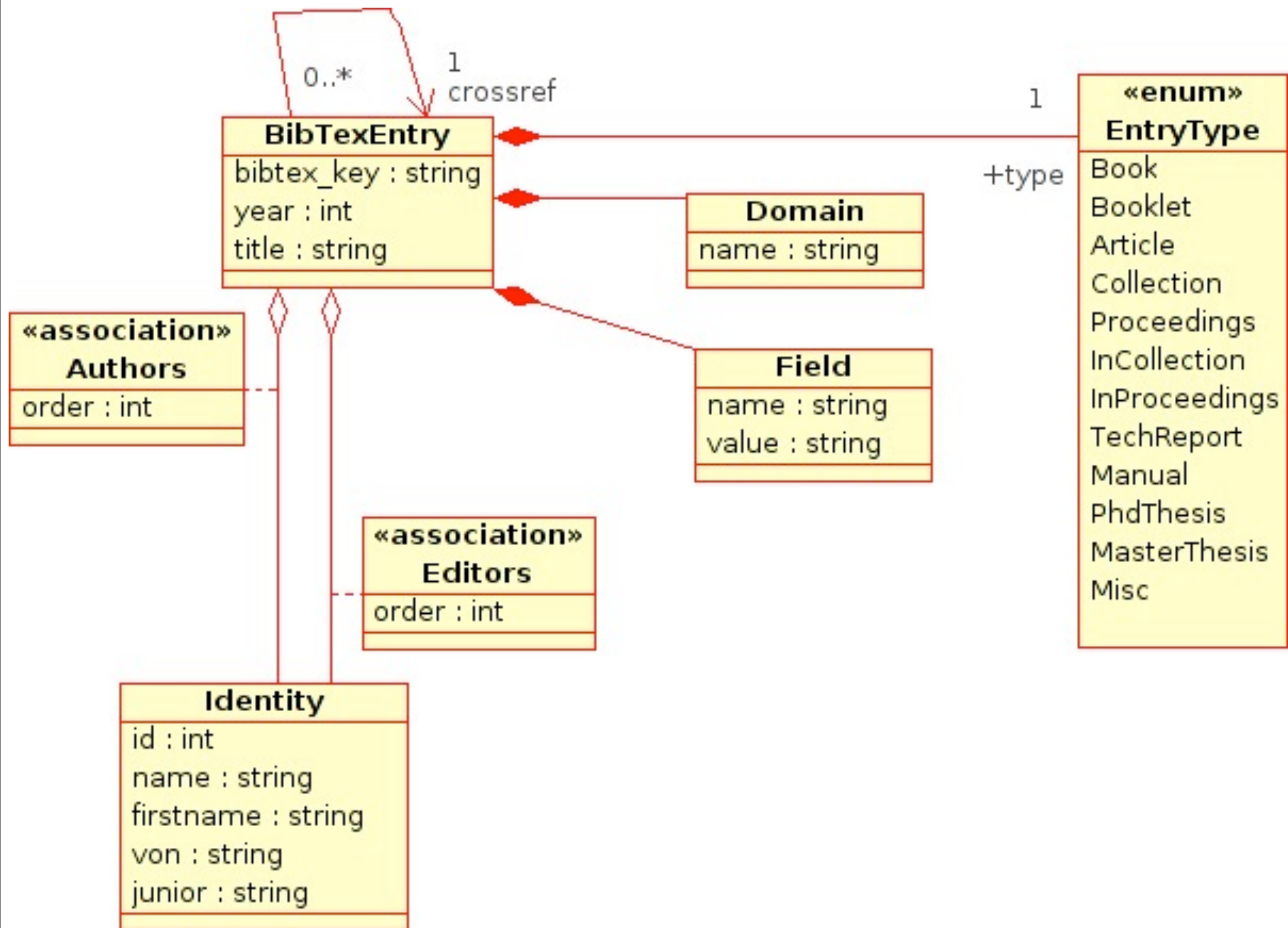
IT



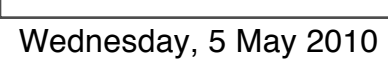






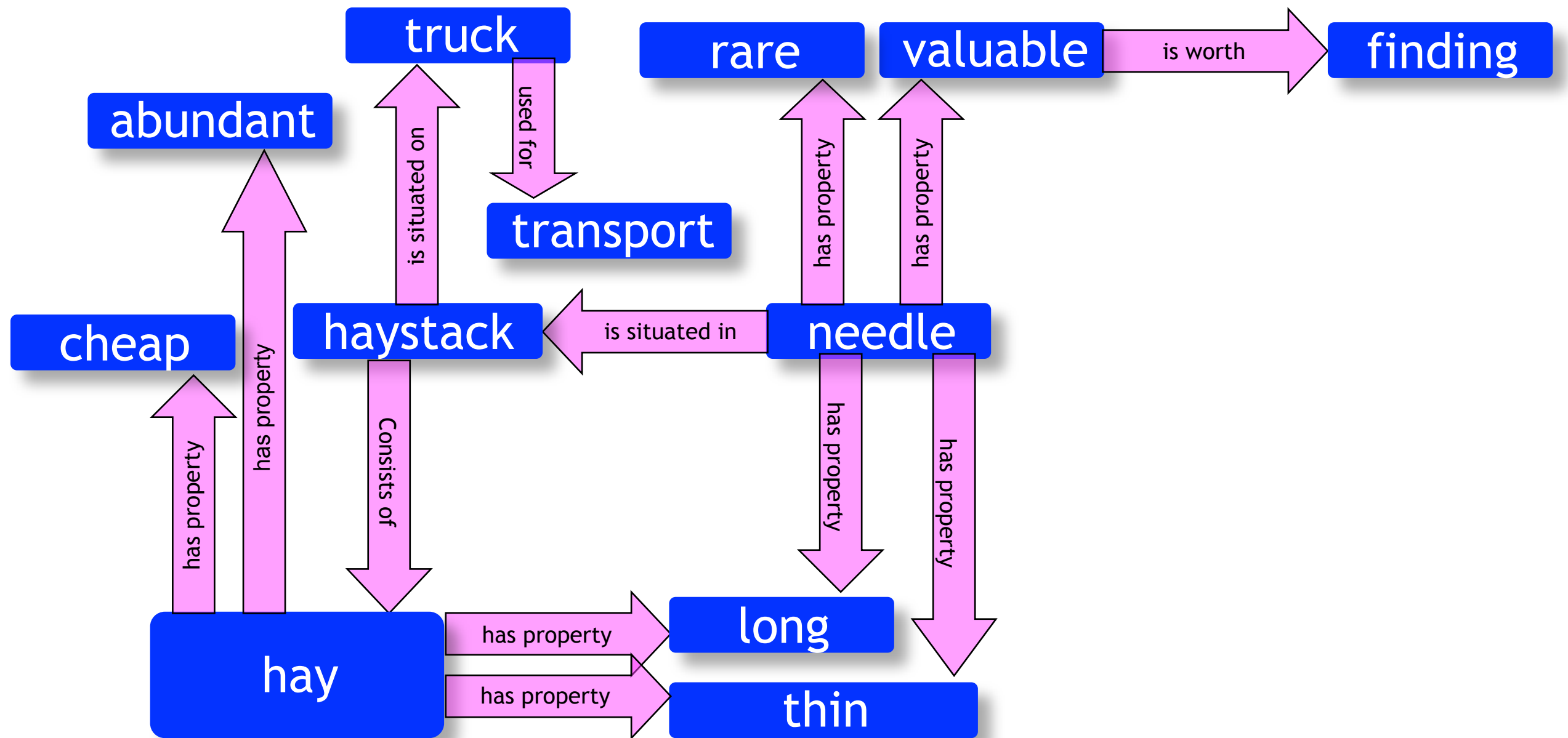


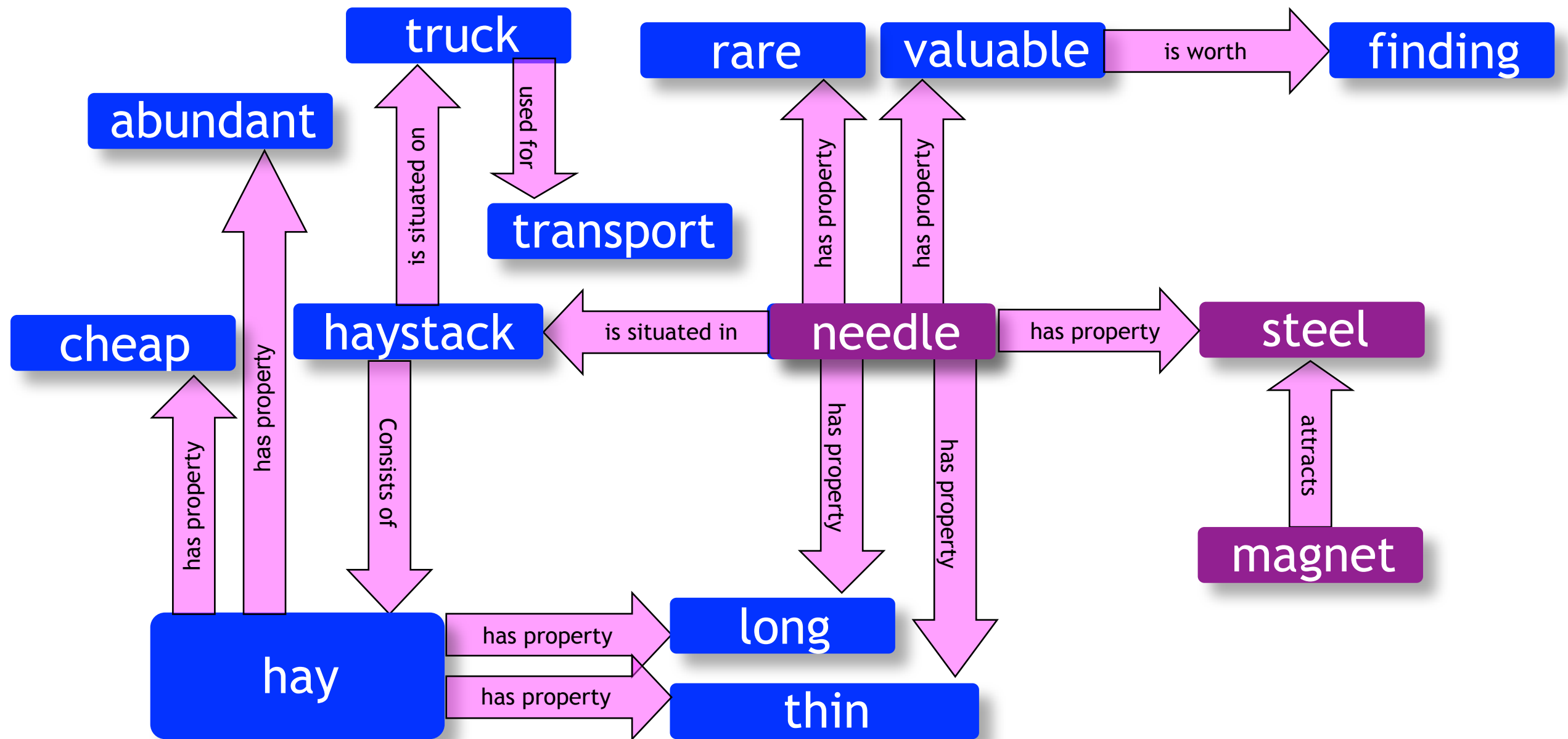


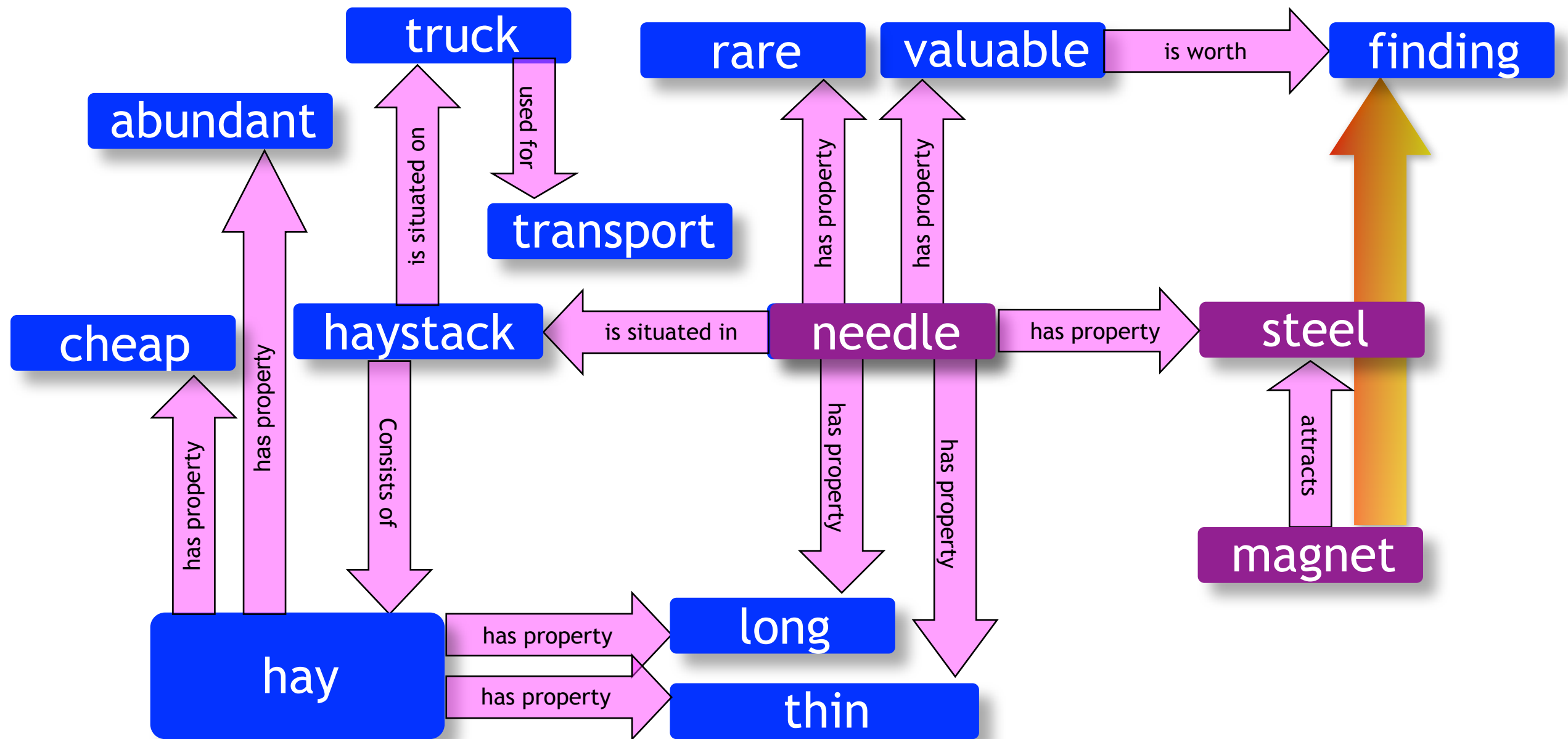


A needle is long and a needle is thin, very much like a dry blade of grass, known as hay. Hay is long and hay is thin also. A haystack is a large quantity of hay, and if we have a needle in the haystack it is difficult to distinguish. Needles are rare, but hay is abundant. Hay is cheap and a needle is valuable. Valuables are worth finding.

We have a haystack on a truck, and the truck is used to transport it.



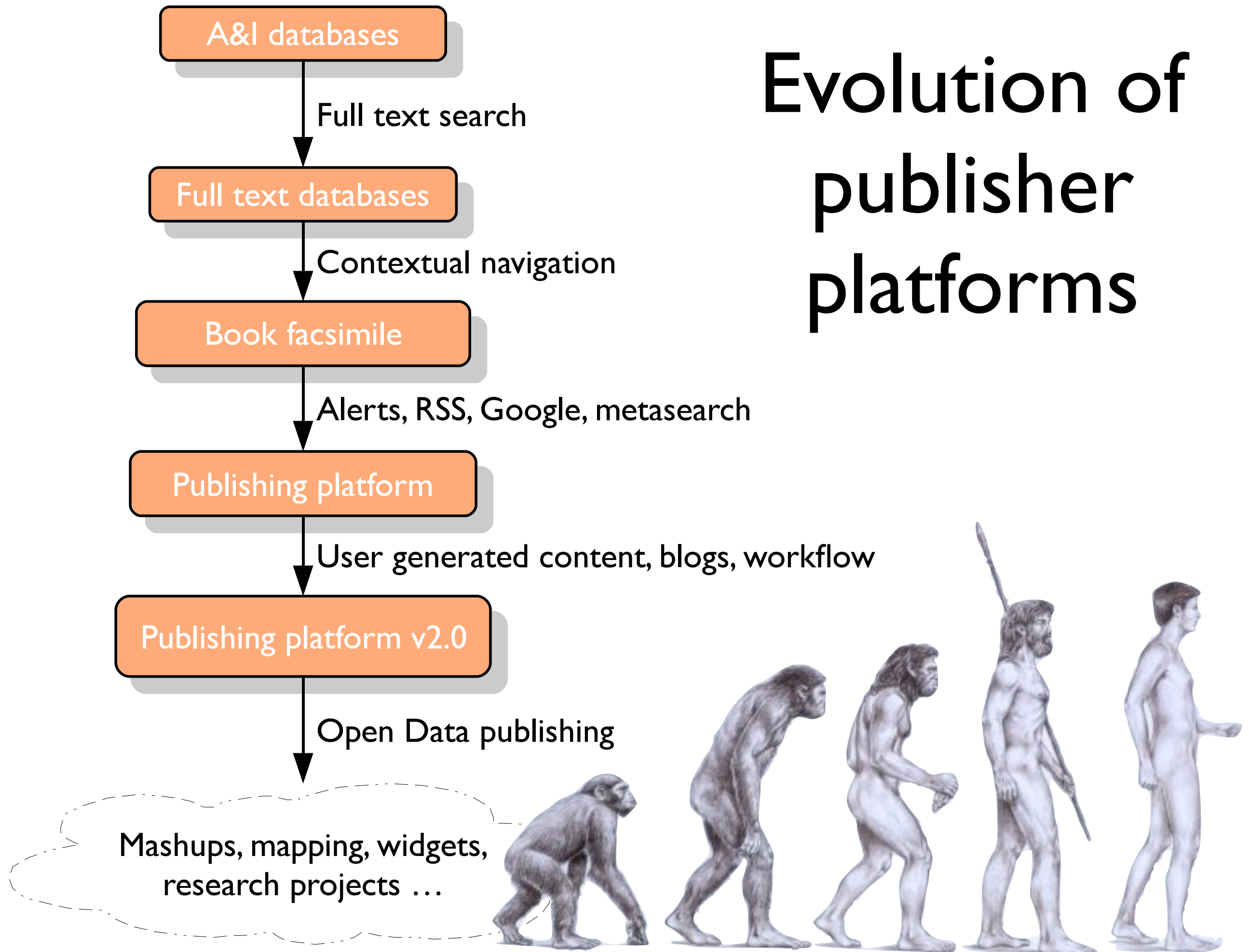




Evolution of publisher platforms



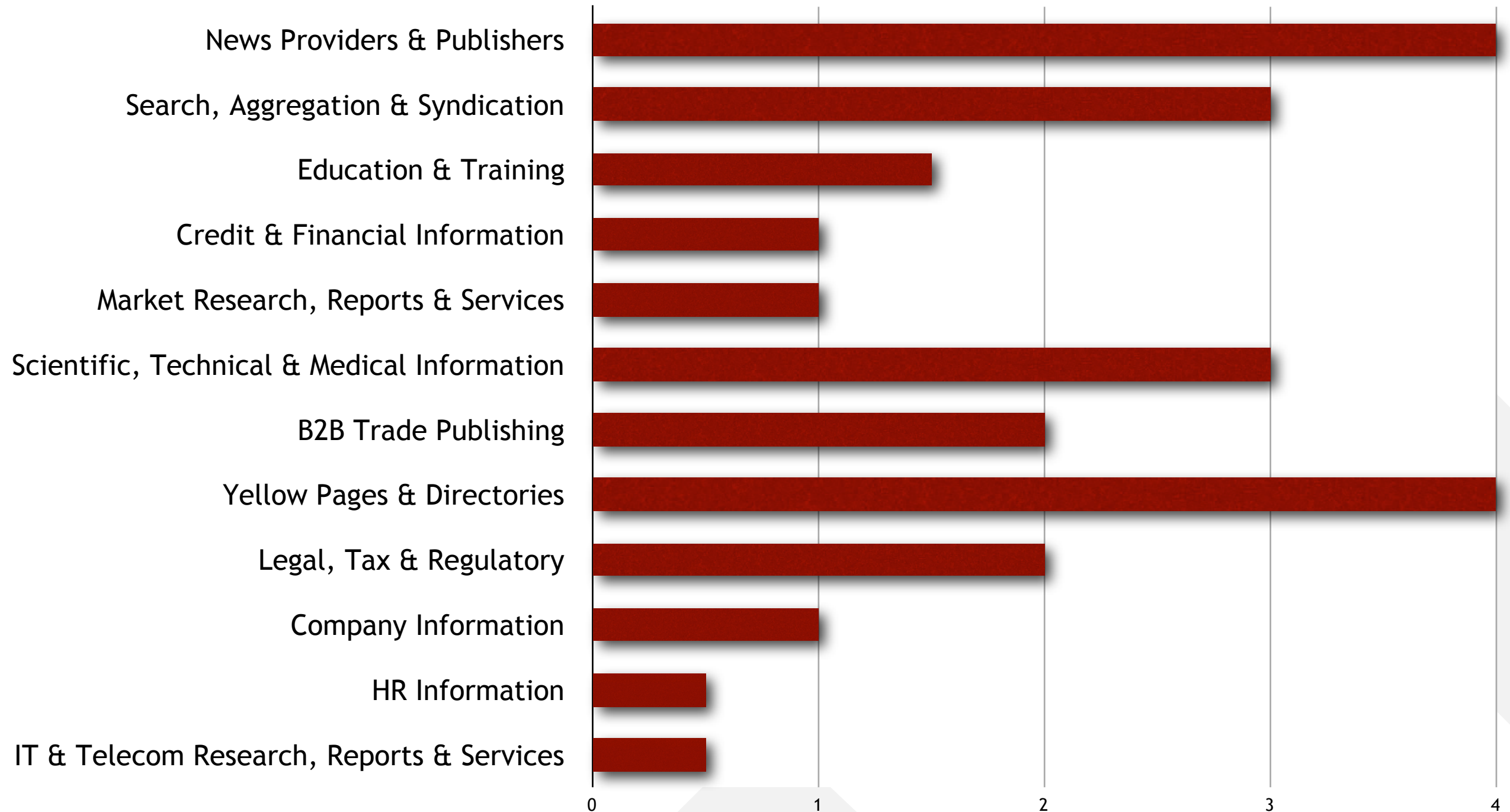
Evolution of publisher platforms







Degree of threat/opportunity by sector







The future?

```
@prefix : <witch#>.
@keywords is, of, a.
```

```
#[1]    BURNS(x) /\ WOMAN(x)          =>  WITCH(x)
```

```
{ ?x a BURNS. ?x a WOMAN } => { ?x a WITCH }.
```

```
#[2]    WOMAN(GIRL)
GIRL a WOMAN.
```

```
#[3]    \forall x, ISMADEOFWOOD(x)  =>  BURNS(x)
{ ?x a ISMADEOFWOOD. } => { ?x a BURNS. }.
```

```
#[4]    \forall x, FLOATS(x)          =>  ISMADEOFWOOD(x)
{ ?x a FLOATS } => { ?x a ISMADEOFWOOD }.
```

```
#[5]    FLOATS(DUCK)
```

```
DUCK a FLOATS.
```

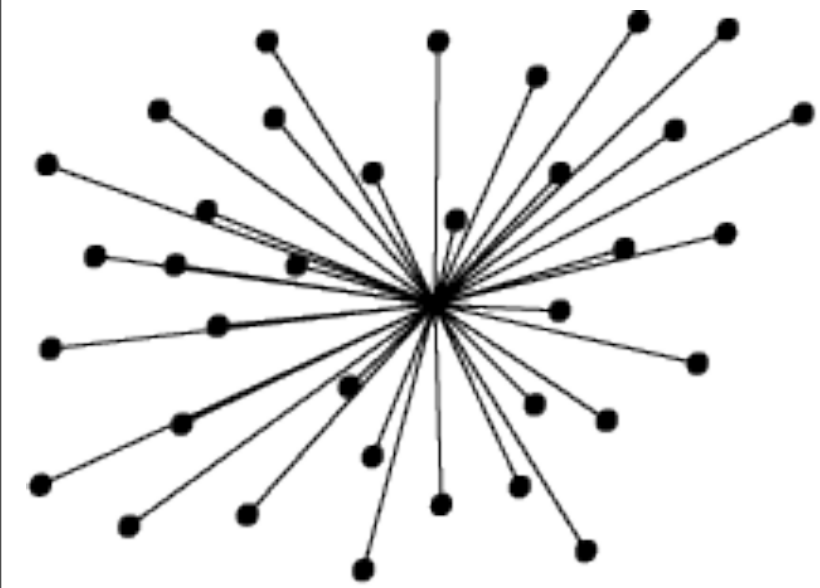
```
#[6]    \forall x,y FLOATS(x) /\ SAMEWEIGHT(x,y) => FLOATS
(y)
```

```
{ ?x a FLOATS. ?x SAMEWEIGHT ?y } => { ?y a FLOATS }.
```

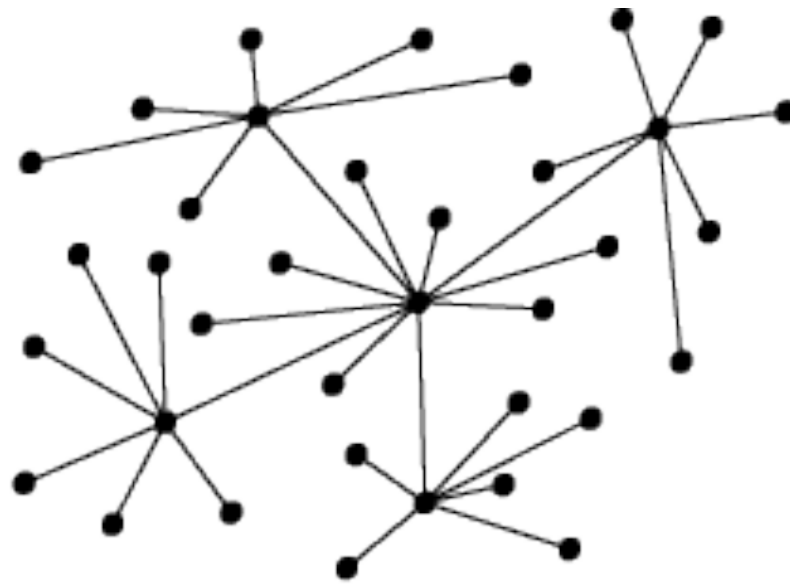
```
# and, by experiment
```

```
# [7]    SAMEWEIGHT(DUCK,GIRL)
```

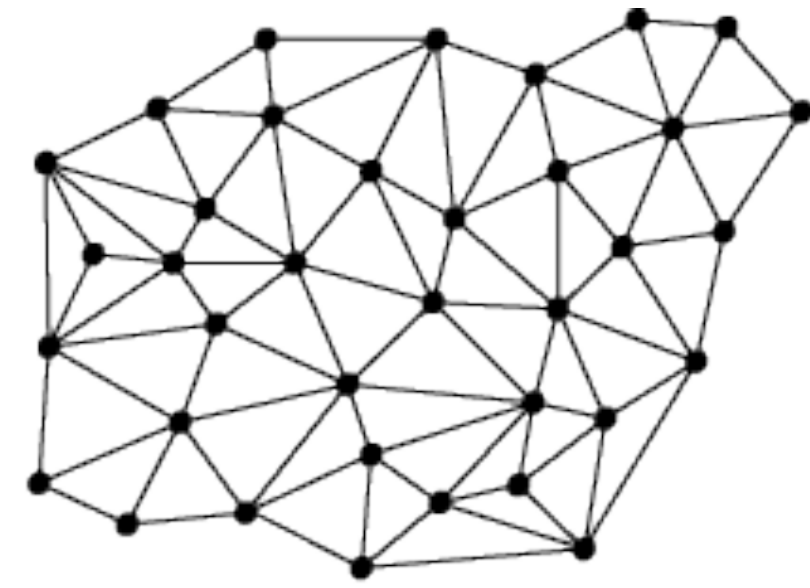
```
DUCK SAMEWEIGHT GIRL.
```



centralised



decentralised



distributed

Thanks for your time.

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