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# Semantic Web: Commercial Opportunities and Prospects

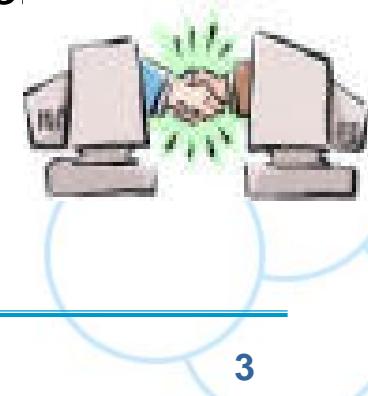
John Davies

*Head of Next Generation Web, BT*

# 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**</> → <product-code>1234-6/A</>
  - also rules (reasoning; business logic; conflict detection)
  - ontologies provide the domain models for annotation



# Application Areas

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- 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