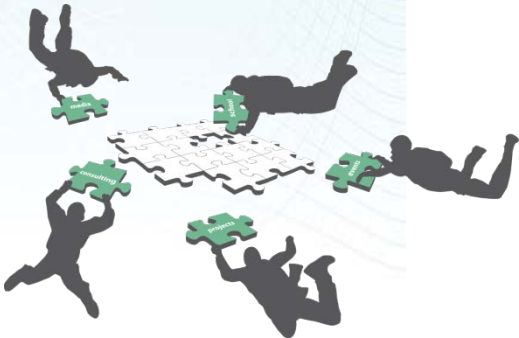


Semantic Web in der Medienindustrie

Ökonomische Implikationen der Metadatenbewirtschaftung am Beispiel der News-Branche

Leipzig, 6. Mai 2010

Tassilo Pellegrini
Semantic Web Company





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Bomb Suspect Said to Train in **Pakistan**

By WILLIAM K. RASHBAUM, SABRINA TAVERNISE and JACK HEALY

A **Connecticut** man who was arrested as his plane was about to take off from **Kennedy Airport** admitted on Tuesday that he had tried to explode a car bomb in **Times Square**, and had received bomb-making training in the militant strongholds of western **Pakistan**, according to a criminal complaint.

The man, **Faisal Shahzad**, 30, was charged with conspiring to use weapons of mass destruction and several related crimes as the investigation into Saturday night's failed car bombing in the heart of Manhattan widened rapidly on two continents, with Pakistani authorities arresting several people connected to the suspect.

Mr. Shahzad was arrested after the **Dubai-bound Emirates** flight on which he was sitting was called back from the runway and boarded by federal officers.

At a news conference, **Attorney General Eric H. Holder Jr.** called the attempted bombing a "terrorist plot aimed at murdering Americans," and said that **Mr. Shahzad** had been providing "useful information" to federal investigators. At the same time, **President Obama** said federal investigators were looking into whether **Mr. Shahzad** had any ties to terrorist organizations.

Mr. Shahzad, a naturalized **United States** citizen from **Pakistan**, had apparently driven to the airport in a white **Isuzu Trooper** that was found in a parking lot with a Kel-Tech 9-millimeter pistol, with a folding stock and a rifle barrel, along with several spare magazines of ammunition, an official said. He told the authorities that he had acted alone, but hours after he was arrested, security officials in **Pakistan** said they had arrested seven or eight people in connection with the bombing attempt.

Pakistani officials identified one of the detainees as Tauhid Ahmed and said he had been in touch with **Mr. Shahzad** through e-mail, and had met him either in the **United States** or in the Pakistani port city of **Karachi**.

Another man arrested, **Muhammad Rehan**, had spent time with **Mr. Shahzad** during a recent visit there, Pakistani officials said. **Mr. Rehan** was arrested in **Karachi** just after morning prayers at a mosque known for its links with the militant group **Jaish-e-Muhammad**.

Investigators said **Mr. Rehan** told them that he had rented a pickup truck and driven with **Mr. Shahzad** to the northwestern city of **Peshawar**, where they stayed from July 7 to July 22, 2009. The count could not be independently verified. **Mr. Shahzad**, who lives in **Bridgeport, Conn.**, spent four months in **Pakistan** last year, the authorities said.

The criminal complaint charging **Mr. Shahzad** says that after his arrest he admitted attempting to detonate the bomb in **Times Square** and told investigators that he recently received bomb-making training in Waziristan.

The detailed 10-page document tracks his movements in the days before and after the failed car bomb attack, describing how he used a pre-paid cellular telephone to contact the seller of the car and arrange the purchase – and how the phone received four calls from a number in **Pakistan** hours before he made the purchase on April 24.

The complaint, sworn out by **Andrew P. Pachtman**, an F.B.I. agent assigned to the **Joint Terrorist Task Force**, says that about an hour after the prepaid phone received the calls from the **Pakistan** number, he called the seller twice and later bought the **Pathfinder**.



The New York Times

Linked Open Data BETA

Search data.nytimes.com

Schwarzenegger, Arnold

<http://data.nytimes.com/14617014108767015613>

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nyt:topicPage	http://topics.nytimes.com/top/reference/timestopics/people/s/arnold_schwarzenegger/index.html
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skos:definition - en	Updated Sept. 25, 2009 Arnold Schwarzenegger, the governor of California, is facing the most difficult period of his political career. His approval rating is in the 30s, his state is broke and in May California voters soundly rejected five of six ballot measures designed to keep the state solvent through the rest of the year. The ballot rejection dealt a severe setback to the state's fragile fiscal structure and to Governor Schwarzenegger and the state legislators who cobbled together the measures as part of a last-minute budget deal passed in February.
skos:inScheme	http://data.nytimes.com/elements/nytd_per
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Arnold Schwarzenegger

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Jim Wilson/The New York Times

Jan. 6, 2010

Arnold Schwarzenegger is the governor of California.

A muscleman, a movie star, a mogul and perhaps the nation's most prominent moderate Republican, Mr. Schwarzenegger was elected in October 2003 in a recall election that ousted the Democratic incumbent, Gray Davis

Related Links

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- [Political Site \(joinarnold.com\)](#)
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Multimedia

The California Recall: On The Trail

Scenes from the campaign trail leading to the recall of Gov. Gray Davis and a victory for Arnold Schwarzenegger in California's



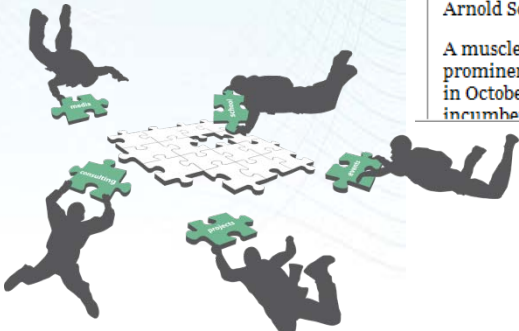
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http://topics.nytimes.com/top/reference/timestopics/people/s/arnold_schwarzenegger/index.html

The screenshot shows the BBC Music Beta website interface. At the top, there is a navigation bar with the BBC logo, a search bar, and links for 'Text only', 'Help', 'Explore the BBC', 'Sign in', and 'Register'. Below this is a blue header for 'MUSIC BETA' with sub-links for 'GENRES', 'ARTISTS', 'REVIEWS', 'NEWS', and 'BLOG'. A 'QUICK FIND' search bar is also present. The main content area is for the artist 'MGMT', with a sub-header 'Formed December 2002.' and a 'MOST PLAYED ON BBC RADIO 1' badge. A large photo of the band members is featured. To the right, there is a 'SUPPORTED BY' section for 'BBC introducing...' with a quote: 'WE SUPPORT UNSIGNED, UNDISCOVERED AND UNDER THE RADAR MUSICIANS.' Below this is a 'Latest Tracks Played On The BBC' section listing tracks like 'Time To Pretend', 'Flash Delirium', 'Electric Feel', 'Kids', and 'Song for Dan Treacy'. A 'Biography' section is also visible at the bottom of the main content area.



Angela Merkel



Angela Merkel

Type: Person
Name: Angela Merkel (Angela Dorothea Merkel)
Title: Federal Chancellor
Organization: Federal Government of Germany
Date Of Birth: 17/07/1954
Place Of Birth: Hamburg
Nationality: Germany
Fact Sheet: [Biography for Angela Merkel](#)



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Three killed in Greece protests

At least three people have been killed in the Greek capital as protesters set fire to a bank during a general strike over planned austerity measures. The fire brigade said three bodies were found inside the bank in Athens. Another building is also on ... [Published 24 mins ago by BBC]

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Brian Mulroney

Canadian-German arms dealer gets 8 yrs in jail

AUGSBURG - A German court Wednesday sentenced a Canadian-German arms dealer, who was a key player in a party funding scandal that helped propel Chancellor **Angela Merkel** to power, to eight years in prison. Karlheinz Schreiber, 76, who holds dual Canadian ... [Published 29 mins ago by Maktoob Business]

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yahoo.com (2 Stunden ago)
 AP - A gay Atlanta pastor and his partner who have been at the center of a battle over the treatment of gay clergy by the nation's largest Lutheran denomination are being reinstated to ...



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msnbc.com (1 Stunde, 59 Minuten ago)
 Scientists are puzzling over a surprising increase in stomach cancer in young white adults, while rates in all other American adults have declined.



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boston.com (2 Stunden, 57 Minuten ago)
 French lawyers for former Panamanian dictator Manuel Noriega sent a letter to the International Committee of the Red

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...the group's president and executive director. The hair solution to oil slicks dates back to the 1989 **Exxon Valdez oil spill**, when a stylist saw news coverage of animals covered in...

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"20 years after Exxon Valdez oil spill, pockets of oil—an estimated 16,000 gallons remain buried in small portions of the intertidal zone."



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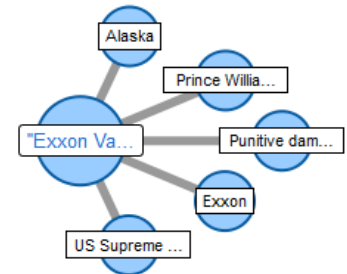
Oil Spill Technology Improves, But Too Little and Too Late: BNET
 Approaching the magnitude of the Exxon Valdez spi... <http://bit.ly/d4v84q>



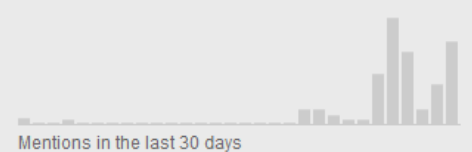
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Today's Top Connections



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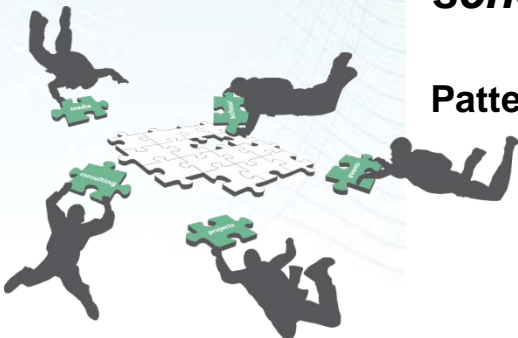
Medientransformation?

„Newspapers, newsmagazines and television news are losing young consumers and are building business models that do not include them. ***Younger audiences have tuned out. [They] have shifted to online sources [or] have turned away from news altogether.*** In the short term, this will not pose much of a problem to the news industry (offline or online), but it is a ***major long-term concern.***”

Ahlers 2006, S. 48 – The International Journal of Press & Politics

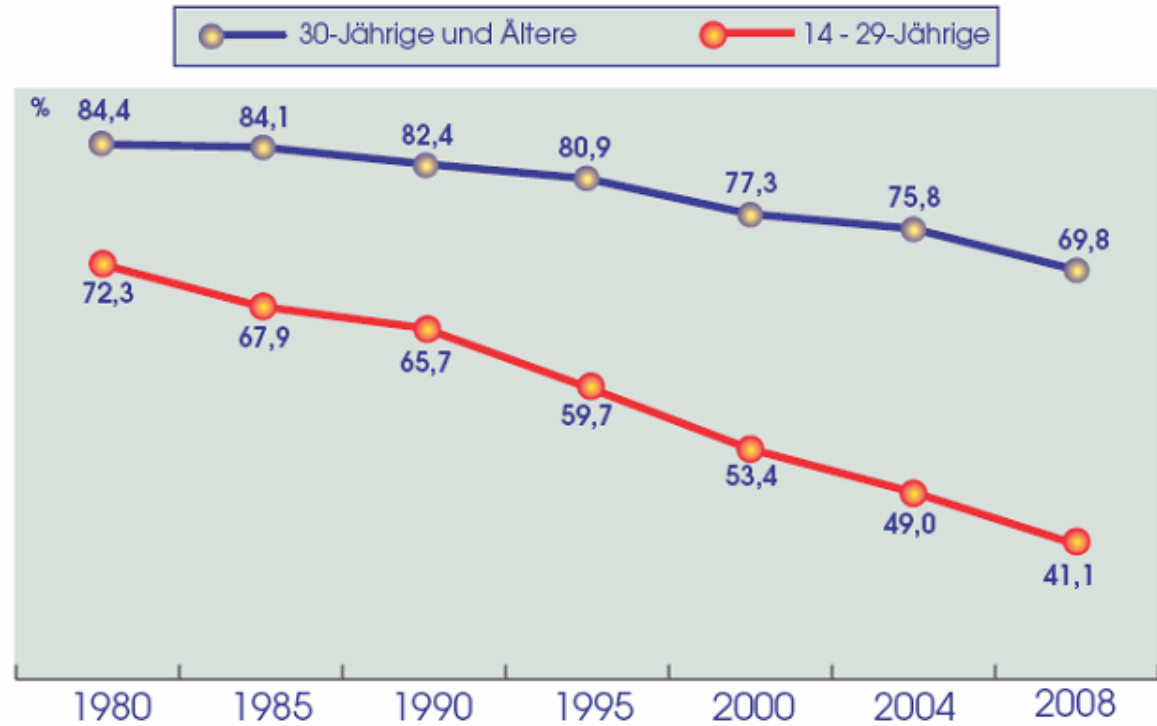
“The sharp decline in newspaper circulation in the past decade, and the continuing drop in television news viewing, coincides with, and relates to, the emergence of the ***Internet as a medium of news, entertainment, work, and schooling.***”

Patterson 2007, S. 23 – Joan Shorenstein Center, Harvard University



Reichweitenentwicklung von Tageszeitung

Es haben am Tag vor dem Interview ('gestern') eine Tageszeitung*) gelesen –



Basis: Westdeutschland, Bevölkerung ab 14 Jahre *) Regionale Abo-Tageszeitungen, Bild, Reg. Kaufzeitungen, Überregionale Tageszeitungen (LpN)
 Quelle: Allensbacher Markt- und Werbeträgeranalysen, AWA '80 bis AWA 2008

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Sozialisierungseffekte schlagen durch!

Anteil der Leser regionaler Tageszeitungen

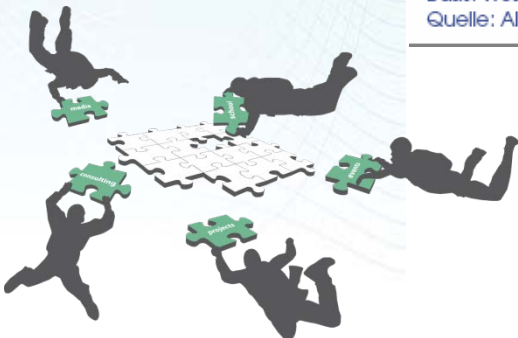
	Bevölkerung ab 14 Jahre %	14- bis 19- Jährige %	20- bis 29- Jährige %	30- bis 39- Jährige %	40- bis 49- Jährige %	50- bis 59- Jährige %	60-Jährige und Ältere %
1980	68,9	53,4	61,4	72,1	72,8	74,8	73,6
1989	65,8	49,1	56,5	67,4	72,4	72,3	71,0
2000	61,8	35,1	45,1	55,8	65,7	70,1	73,3
2008	54,7	26,3	29,4	45,5	53,7	65,6	73,0

*) täglich oder fast täglich

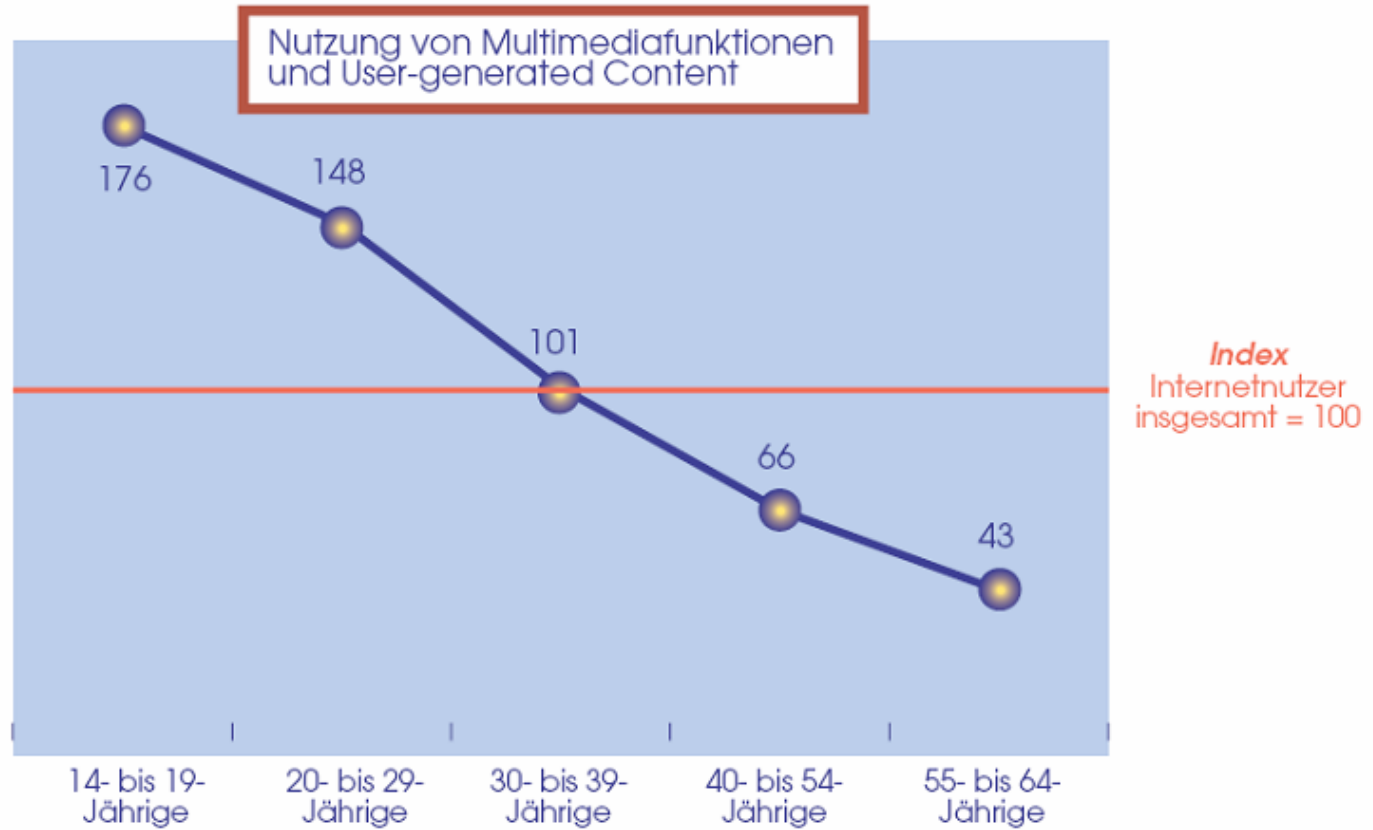
Basis: Westdeutschland; Bevölkerung ab 14 Jahre

Quelle: Allensbacher Markt- und Werbeträgeranalysen, AWA 1980 - 2008

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Generationspezifische Nutzungsmuster für Multimedia & User-generated Content



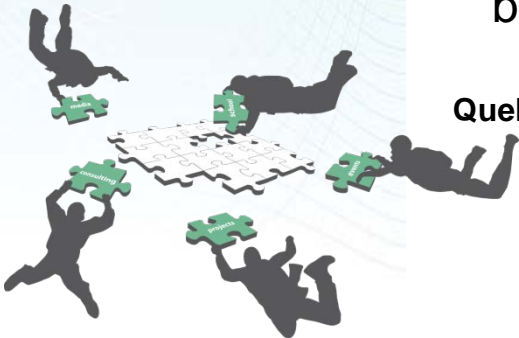
Basis: Bundesrepublik Deutschland, Bevölkerung 14 - 64 Jahre, Internetnutzer
Quelle: Allensbacher Computer und Technik-Analyse, ACTA 2008



Associated Press - A new model for news

- Consumers are having trouble keeping up or finding resolution in the news.
- Consumers exhibited news fatigue as they attempted to navigate an information stream that mostly dishes up recycled headlines and updates.
- Consumers talked about “working their news” as they tried to uncover the depth of news and the resolution of stories they desired.
- Consumers wanted to “work their news” on their own, putting together their news by producing it (at least in part) by themselves.

Quelle: AP (2008). A New Model for News.



Findability

Customization

Datenintegration

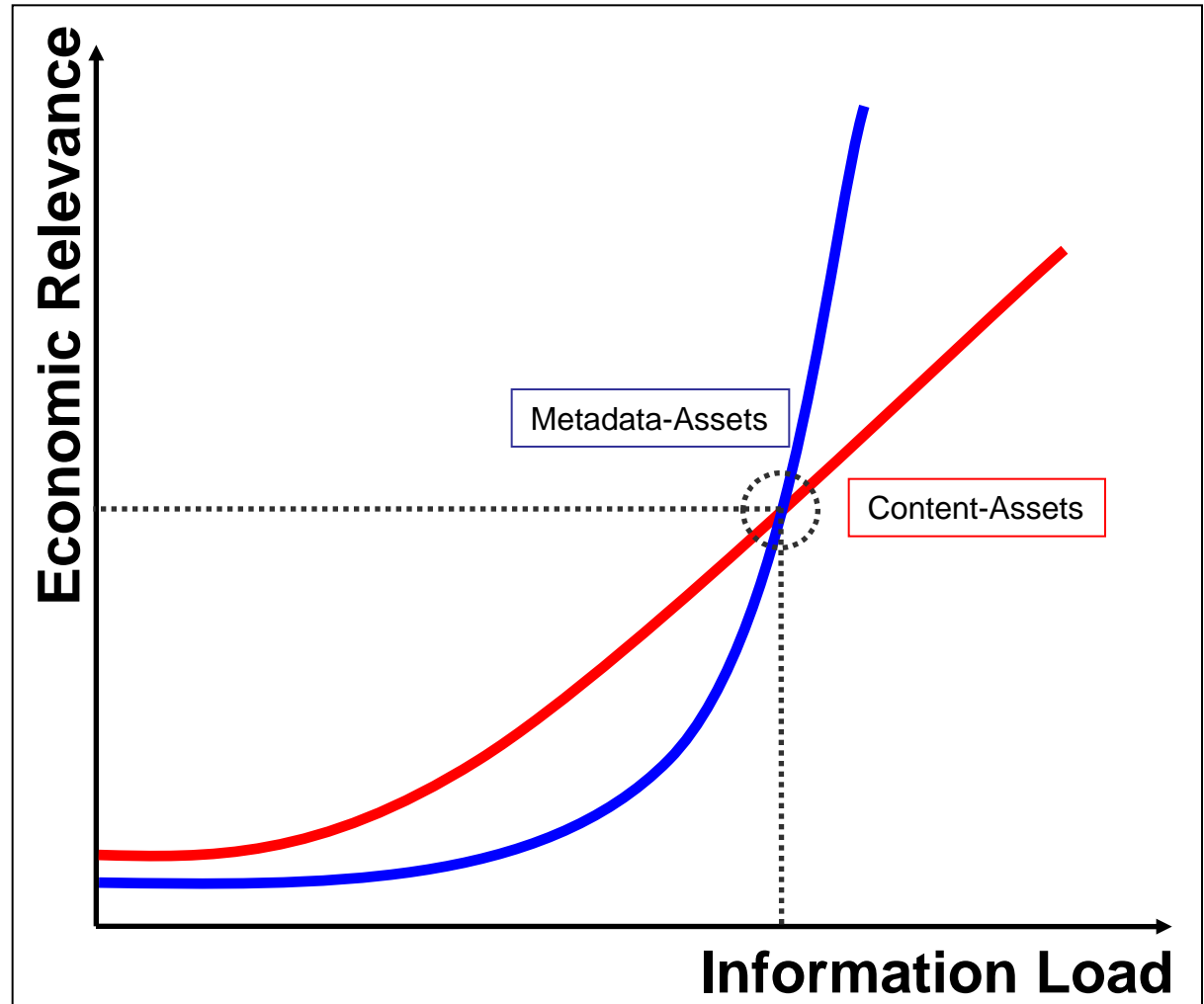
Servicediversifikation

Geschäftsmodelldiversifikation

Vertrauensbewirtschaftung



Metadata Shift



Source: Haase, Kenneth (2004). Context for Semantic Metadata.
In: MM'04, October 10–16, 2004, New York, New York, USA. ACM

Semantic Web: Ökonomische Implikationen – Metadaten Ökonomik

- Mit zunehmender Informationsmenge steigt der ökonomische Wert einheitlich strukturierter Metadaten.
- Semantische Metadaten werden durch das Interoperabilitätskriterium zu Netzwerkütern → Economies of Scale & Scope.
- Interoperable Metadaten eröffnen die Möglichkeiten einer Markt-basierten und einer Ressourcen-basierten Diversifikation.
- Semantische Interoperabilität erodiert die „Stickyness-Philosophie von Webseiten → Widget Economy / Apps!
- Der Paradigmenshift im Contentvertrieb geht von „Must Carry“ zu „Must Be Findable“.
- Die Kapitalisierung von Metadatenassets bedarf der intelligenten Kopplung von offenen und geschlossenen Lizenzmodellen.



The New York Times - Paid Content

The screenshot shows a TechCrunch article page. At the top, there are navigation tabs for 'Tech', 'Gadgets', 'Mobile', 'Enterprise', 'CrunchBase', 'Disrupt 2010', and 'More'. A search bar with 'Google Custom Search' and a 'Search' button is on the right. The TechCrunch logo is prominently displayed. Below the logo are links for 'About', 'Advertise', 'Archives', 'Company Index', 'Contact', 'Events', 'Jobs', and 'Trends'. A 'Subscribe' section includes icons for RSS, email, and social media. The main article title is 'The New York Times Announces Paid Content Plans For 2011' by Robin Wauters, dated Jan 20, 2010, with 75 comments, 66 likes, and 285 retweets. The article text discusses the New York Times Company's announcement of a paid, metered model for NYTimes.com starting in 2011. A large image of the New York Times building is featured. To the right, there are two ads: one for 'moveto dot mobi' mobile website templates and another for 'TechCrunch DISRUPT May 24-26 2010 NYC' with a 'GETTICKETS' button and links for 'AGENDA | SPEAKERS | INFO'.



<http://techcrunch.com/2010/01/20/new-york-times-metered-model-2011/>

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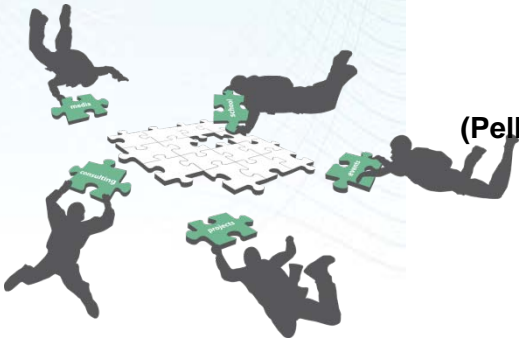
t.pellegrini@semantic-web.at



Transformationseffekte

1. Die Segmentierung der Nutzergruppen macht es schwieriger die einzelnen Zielgruppen zu erreichen bzw. gezielt Angebote zu unterbreiten.
→ **Interaktions-, Transaktions- & Distributionsdiversifikation**
2. Die Nutzung ist stärker anlass- und themengetrieben und weniger durch traditionelle Muster geprägt. → **Enttraditionalisierung**
3. Hardware-Investitionen und kostenlose Alternativen kannalisieren Geld- und Zeitressourcen. → **Budgetkonflikte**
4. Dies führt zu schärferer Selektionsleistung und lässt den Nutzwertanspruch an Information steigen. → **Konsumpragmatismus**
5. Darin ist auch ein wesentlicher Treiber für den Trend zum Selbstservice zu erkennen, der es besonders „professional consumers“ ermöglicht ihre Informationsbedarfe zu befriedigen. → **Selfservice**

(Pellegrini et al. 2010)



Linked Data Flows

