

# AIIM Webinar

Hidden treasures: How did World Cup football and brand monitoring benefit from Content Analytics?



## **Doug Miles**

Managing Director AIIM Europe  
Director of AIIM Market Intelligence



## **Neil Freeman,**

Worldwide Leader Content Analytics,  
IBM ECM



## **John O'Donovan,**

Chief Technical Architect, BBC Future  
Media & Technology



## **Derek Tronsgard**

Director of International Accounts  
PRIME Research



# Asking Questions

“Questions” bottom left.



The screenshot displays a webinar interface with two main panels. The top-left panel, titled "Speakers", shows "Now Speaking" and identifies the speaker as **Doug Miles**, Director AIIM Europe and Director AIIM Market Intelligence, with the AIIM logo and tagline "Find, Control, and Optimize Your Information". The top-right panel, titled "Hidden Treasures of Content Analytics 2010.ppt", shows a slide with the text "AIIM Webinar" and "Hidden treasures: How did World Cup football and brand monitoring benefit from Content Analytics?". The bottom-left panel, titled "(Q & A)", contains the text "Only visible to presenters" and a text input field with a submit button. A blue arrow points to this Q&A panel. The bottom-right panel shows the IBM logo, the AIIM logo, and the copyright notice "© 2010 AIIM".



# Asking Questions

Slide size, top right



A screenshot of a webinar interface. The main window displays a slide titled "AIIM Webinar" with the text "Hidden treasures: How did World Cup football and brand monitoring benefit from Content Analytics?". The slide features a blue and yellow wavy graphic. Logos for IBM and aiim are visible at the bottom of the slide. On the left side, there is a "Speakers" panel with the name "Doug Miles" and his title "Director AIIM Europe, Director AIIM Market Intelligence". Below the speakers panel is a "(Q &amp; A)" section. The top of the window shows the title "Hidden Treasures of Content Analytics 2010.ppt".

## **AllIM Certificate Classes – 2-4 day classroom or online**

- **ECM – Enterprise Content Management**

*2-5 Nov, London, 30 Oct–3 Dec, Utrecht*

- **E2.0 – Enterprise 2.0**

*30 Nov-3 Dec, London*

**+44 (0)1905 727606**

**[www.aiim.org.uk/training](http://www.aiim.org.uk/training)**

## **AllIM Essentials – short on-line courses**

- **Web Analytics Technology, 5 online modules**

- **E-Discovery, 5 online modules**

**[www.aiim.org.uk/training](http://www.aiim.org.uk/training)**

# Content Analytics – research tools for unstructured content and rich media

An AIIM Industry Watch Survey conducted during February 2010

Part sponsored by:

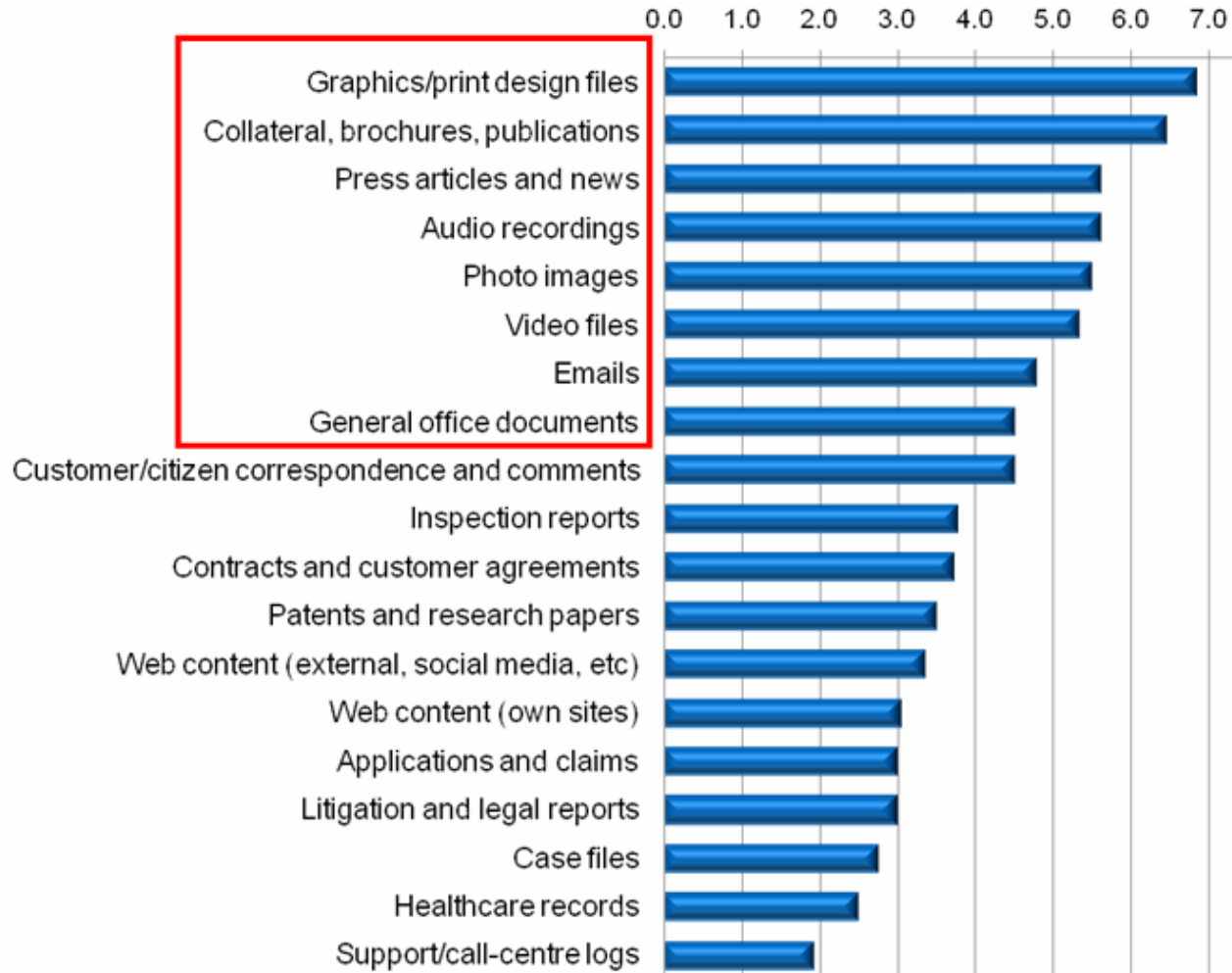
© 2010 AIIM





# Research capability across multiple content types

How would you rate your ability to research across the following content types? – ratio of “Search” to “Research”



**Rich media files present problems as well as emails and documents**

**Ability to “research” can be 4-6 times less than ability to “search”**

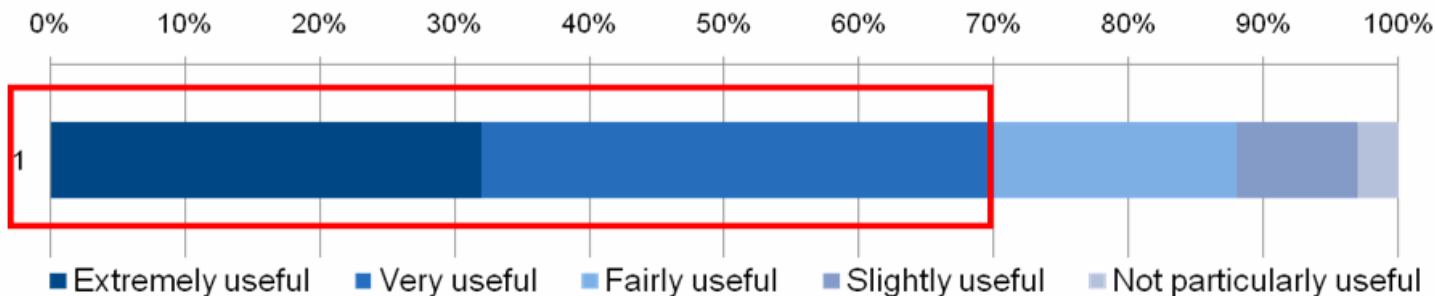
N=450 Non-trade, excl. Not Applicable

# BI & Content Analytics

How useful would it be if you could use questions like this across your content?

- What is most frequently occurring?
- Why is there a higher occurrence between these dates?
- What are the trends and why are they occurring?
- Is this a normal or an unusual result?
- What types of people, living where, are saying this and why?
- Can I find an image that matches this one?
- Has this been mentioned before in this context?
- How can I know what I don't know?

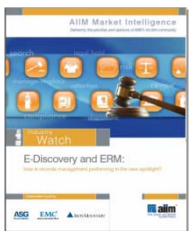
**70% would find these advanced functions “Extremely useful” or “Very useful”**



N=484 Non-trade



## More Reports:



## Content Analytics Report

[www.aiimhost.com/survey](http://www.aiimhost.com/survey)

Content Analytics Report  
free to download at:

[www.aiim.org.uk/research](http://www.aiim.org.uk/research)

Email:

[doug.miles@aiim.org.uk](mailto:doug.miles@aiim.org.uk)

Blog: ECM by Numbers

# Speakers

## **Doug Miles**

Managing Director AIIM Europe  
Director of AIIM Market Intelligence



## **Neil Freeman,**

Worldwide Leader Content Analytics,  
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Chief Technical Architect, BBC Future  
Media & Technology



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Director of International Accounts  
PRIME Research





A Smarter Planet harnesses today's information explosion for business benefit ...



*... driving a need for better  
Enterprise Content Management*



**Instrumented**



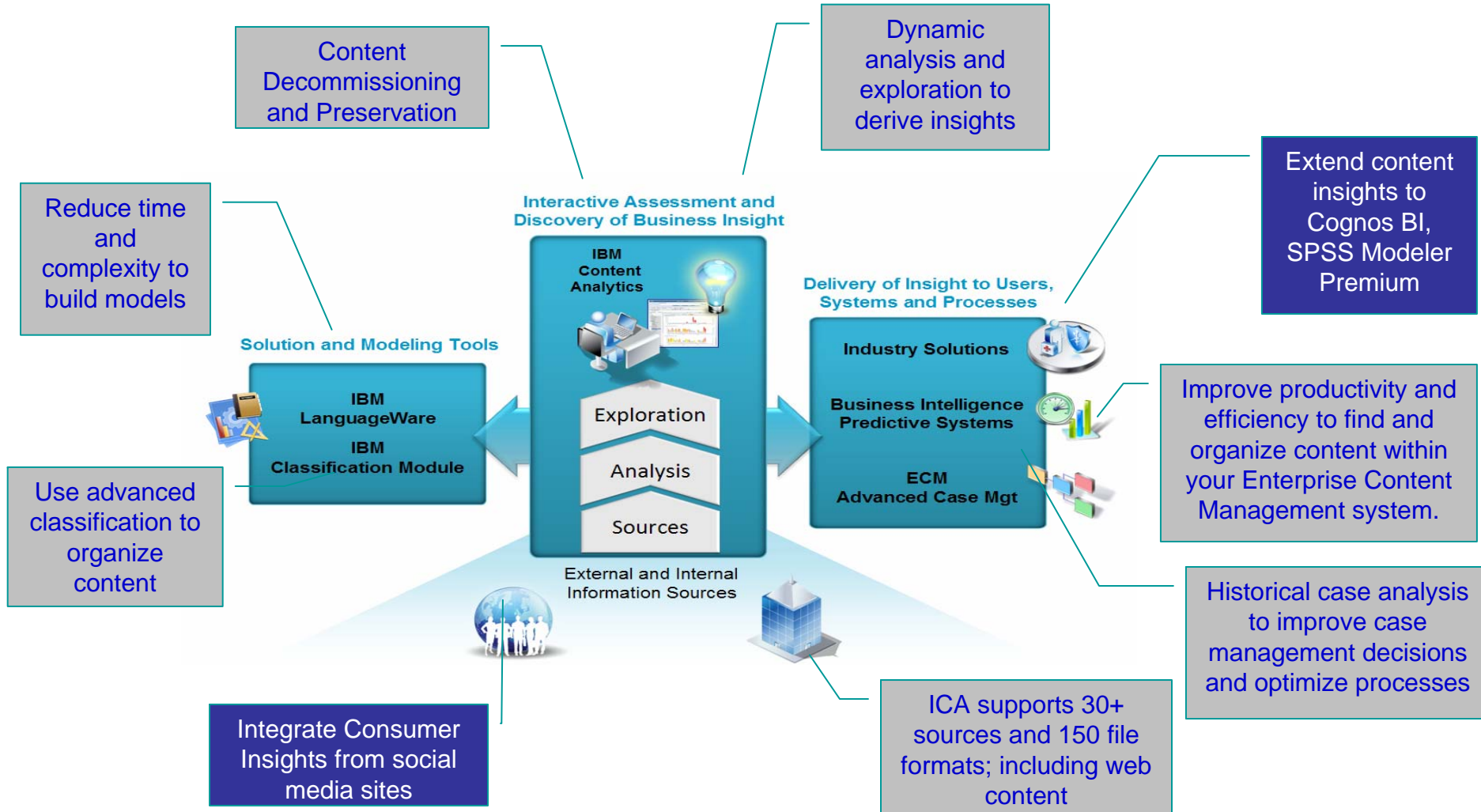
**Interconnected**



**Intelligent**

- Managing essential content anywhere
- Governing information over its lifetime
- Optimizing processes that rely on content
- Deriving unexpected content insights

# IBM Content Analytics, the compass for Text Analytics at IBM





## IBM Content Analytics adds value to...



### Healthcare Analytics

- **Analyzing:** E-Medical records, hospital reports
- **For:** Clinical analysis; treatment protocol optimization
- **Benefits:** Better management of chronic diseases; optimized drug formularies; improved patient outcomes



### Customer Care

- **Analyzing:** Call center logs, emails, online media
- **For:** Buyer Behavior, Churn prediction
- **Benefits:** Improve Customer satisfaction and retention, marketing campaigns, find new revenue opportunities



### Crime Analytics

- **Analyzing:** Case files, police records, 911 calls...
- **For:** Rapid crime solving & crime trend analysis
- **Benefits:** Safer communities & optimized force deployment



### Insurance Fraud

- **Analyzing:** Insurance claims
- **For:** Detecting Fraudulent activity & patterns
- **Benefits:** Reduced losses, faster detection, more efficient claims processes



### Automotive Quality Insight

- **Analyzing:** Tech notes, call logs, online media
- **For:** Warranty Analysis, Quality Assurance
- **Benefits:** Reduce warranty costs, improve customer satisfaction, marketing campaigns



### Content Assessment

- **Analyzing:** File shares, Sharepoint, multiple content repositories
- **For:** Content Decommissioning or Smarter Archiving
- **Benefits:** reduce storage costs, repurpose IT assets, save on energy consumption, reduce risk exposure





# Speakers

## **Doug Miles**

Managing Director AIIM Europe  
Director of AIIM Market Intelligence



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PRIME Research



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# Future of BBC Content and Data

*...using content analytics to manage services*

John O'Donovan, Chief Architect, BBC News and Knowledge

## Our goal...

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*“Moving from a page publishing model to a content publishing model where metadata and asset management is used to render the appropriate content to different target platforms for the lowest possible cost ”*

# The challenge...

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- **Make more quality content...**
- **...for more devices...**
- **...and more platforms...**
- **...and all for less money than we used to have**

**Sounds impossible.**

**But it's not.**

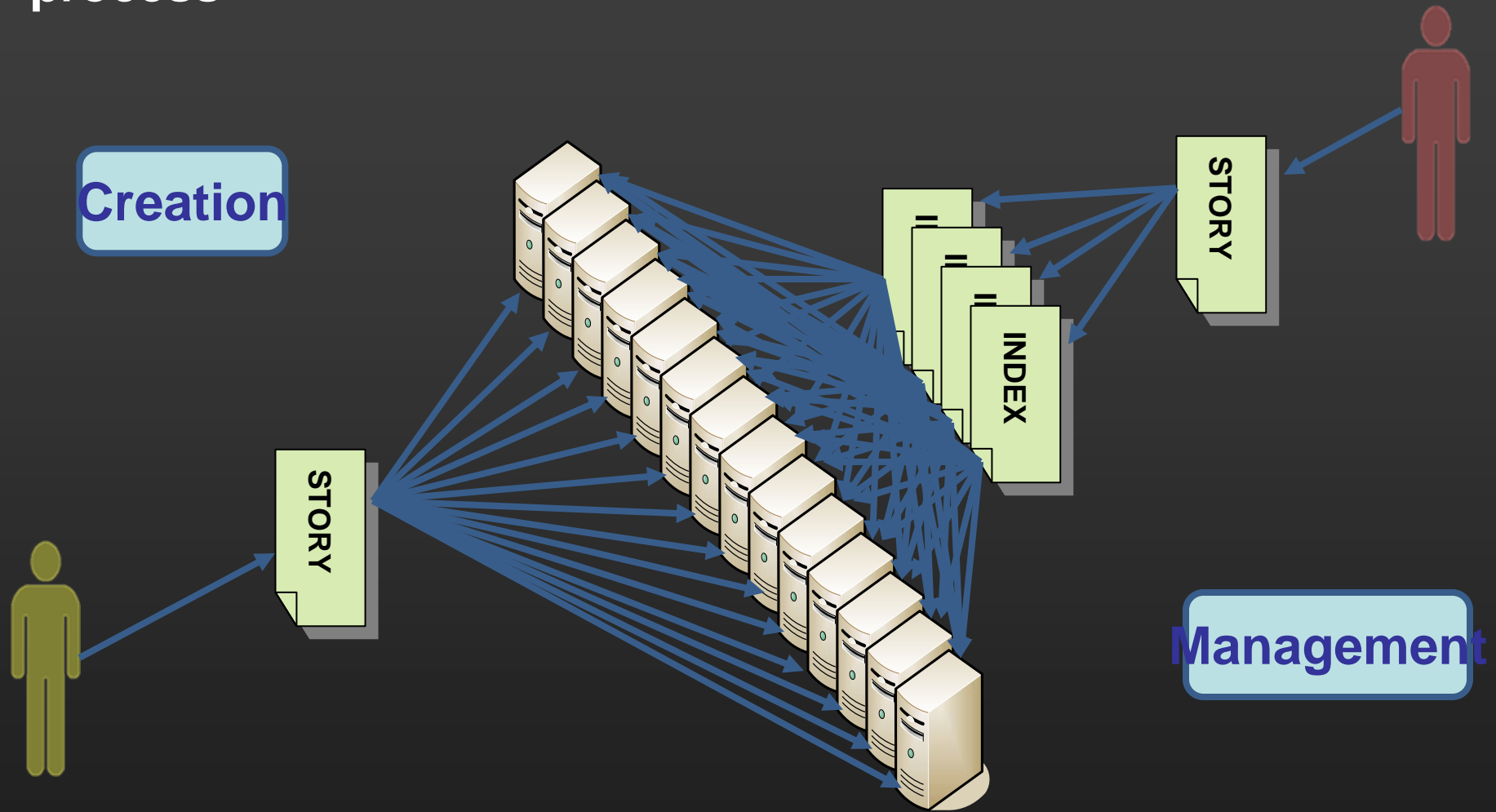
# What tools are we using...

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*Using the power of the following tools to organise content*

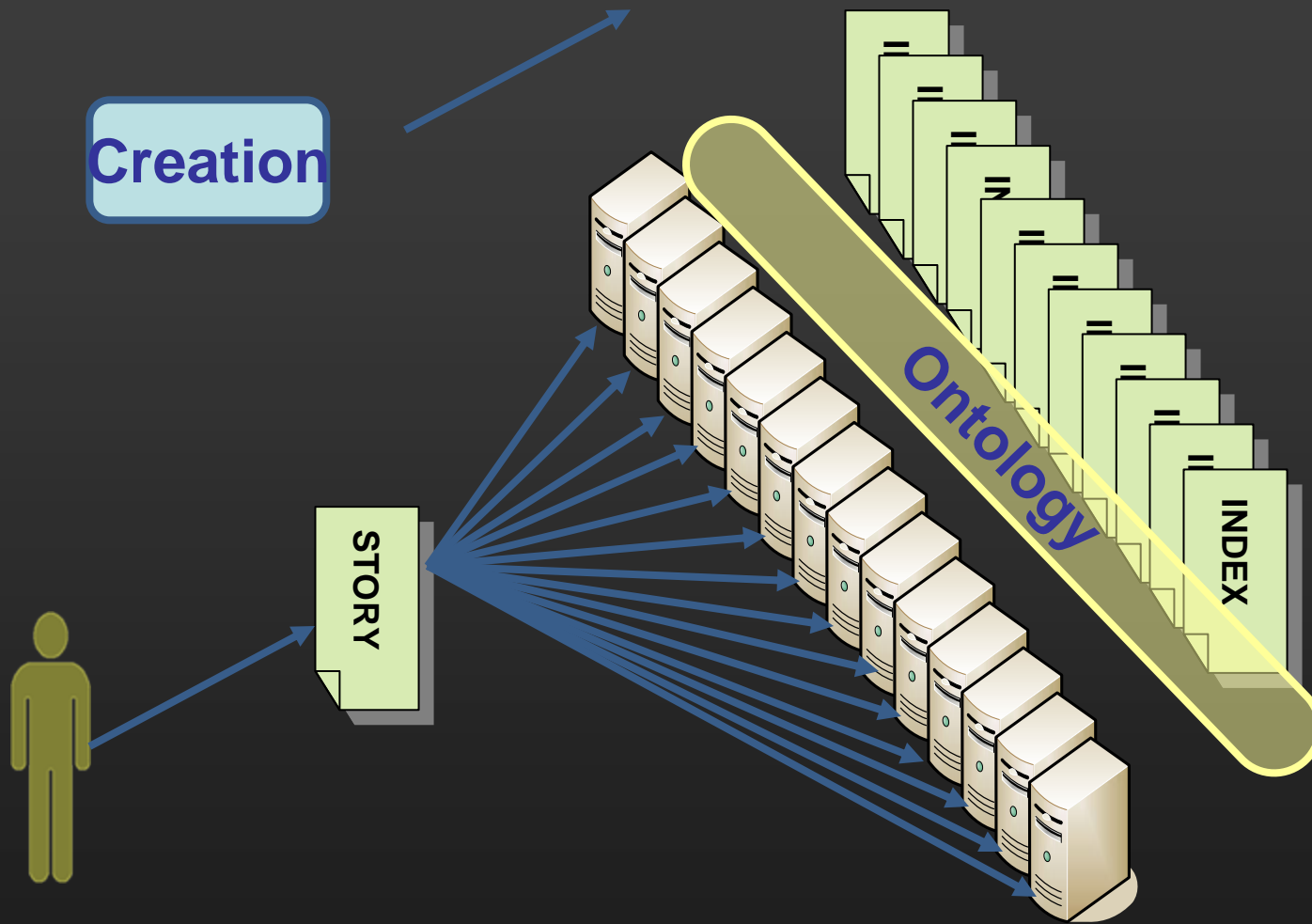
- **Semantic Concept Extraction with Unique Identifiers**
- **Linked Data**
- **Content Tagging**
- **Ontology to organise content**

# What do we do now...complex technical and manual process





# How does metadata help reduce costs and improve content use...?



# Metadata and automation makes the best of what you have automatically...

The screenshot shows the BBC Sport website interface for the 2010 World Cup. At the top, there are navigation menus for Home, News, Sport, Weather, iPlayer, TV, Radio, and More... with a search bar. Below this is a prominent 'SPORT WORLD CUP 2010' banner with a trophy and flags. A secondary navigation bar includes links for SPORT, FOOTBALL, WORLD CUP 2010, GROUPS & TEAMS, FIXTURES & RESULTS, VIDEO, and BBC COVERAGE.

The main content area is divided into several sections:

- Latest matches:** A vertical list of match highlights and reports, including 'NED 2-0 DEN', 'JPN 1-0 CMR', 'ITA 1-1 PAR', and 'NZL v SVK'.
- Italy section:** A dedicated section for Italy, featuring a match report for 'Italy 1-1 Paraguay' (Monday, 14 June), and previews for 'Italy v New Zealand' (Sunday, 20 June, 15:00) and 'Slovakia v Italy' (Thursday, 24 June, 15:00).
- Table:** A table for Group F teams, showing wins, draws, losses, goal difference, and points.
- Latest stories:** A grid of news stories with images and headlines, such as 'Buffon confident after back pain' and 'Paraguay boss delighted with draw'.
- Features:** A section titled 'World Cup 2010 performance analysis' with a sub-headline 'All the facts and figures from the World Cup 2010 tournament' and links to 'My World Cup - Noel Gallagher' and 'Guide to the teams at South Africa 2010'.
- Around the web:** A list of external links including 'Italian FA site', 'Italy Fifa Profile', 'BBC Search+ country page', and 'Italy Wikipedia profile'.
- Latest audio and video:** A section with video thumbnails and titles, such as 'World Cup 2010 extended highlights - Italy 1-1 Paraguay' and 'De Rossi equalises for Italy'.

# Metadata and automation makes the best of what you have automatically...

BBC
Home
News
Sport
Weather
iPlayer
TV
Radio
More...

Search

SPORT
WORLD CUP 2010

SPORT
FOOTBALL
WORLD CUP 2010
GROUPS & TEAMS
FIXTURES & RESULTS
VIDEO
BBC COVERAGE

### Latest matches

**NED 2-0 DEN**

[Highlights & report](#)

**JPN 1-0 CMR**

[Highlights & report](#)

**ITA 1-1 PAR**

[Highlights & report](#)

**NZL v SVK**

**LIVE BUILD-UP**

## Group F

TEAMS	P	W	D	L	F	A	GD	PTS
Italy	1	0	1	0	1	1	0	1
Paraguay	1	0	1	0	1	1	0	1
New Zealand	0	0	0	0	0	0	0	0
Slovakia	0	0	0	0	0	0	0	0

### Latest stories

**Buffon confident after back pain**

- ▶ Gattuso to retire after World Cup
- ▶ Skrtel hopeful for opening game
- ▶ Rossi left out of Italy Cup squad
- ▶ Skrtel makes final Slovakia squad

**Paraguay boss delighted with draw**

- ▶ Italy's Pirlo to miss two matches
- ▶ Sunday's World Cup 2010 round-up
- ▶ Tuesday's World Cup 2010 round-up
- ▶ Cameroon secure Slovakia draw

### Latest audio and video

World Cup 2010 extended highlights

Highlights - Italy 1-1 Paraguay

De Rossi equalises for Italy

### Matches

**Italy 1-1 Paraguay** Match report

Monday, 14 June

**New Zealand - Slovakia** LIVE

Today 12:30

Slovakia v Paraguay Preview

Sunday, 20 June, 12:30

Italy v New Zealand Preview

Sunday, 20 June, 15:00

Paraguay v New Zealand Preview

Thursday, 24 June, 15:00

Slovakia v Italy Preview

Thursday, 24 June, 15:00

### Features

**World Cup 2010 performance analysis**

All the facts and figures from the World Cup 2010 tournament

- ▶ Slovakia performance analysis
- ▶ Paraguay performance analysis
- ▶ New Zealand performance analysis
- ▶ My World Cup - Noel Gallagher



# Metadata and automation makes the best of what you have automatically...

The screenshot shows the BBC Sport website interface for the 2010 FIFA World Cup. At the top, there is a navigation bar with the BBC logo and links for Home, News, Sport, Weather, iPlayer, TV, Radio, and More... A search bar is located on the right. Below the navigation bar is a large banner for 'SPORT WORLD CUP 2010' featuring a row of national flags and the World Cup trophy. Underneath the banner is a secondary navigation bar with links for SPORT, FOOTBALL, WORLD CUP 2010, GROUPS & TEAMS, FIXTURES & RESULTS, VIDEO, and BBC COVERAGE.

The main content area is divided into several sections:

- Latest matches:** A vertical list of match results including 'NED 2-0 DEN', 'JPN 1-0 CMR', and 'ITA 1-1 PAR', each with a small match graphic and a 'Highlights & report' link.
- Wayne Rooney Profile:** A central section for the player Wayne Rooney, featuring his name with the England flag, his position (Striker), squad number (10), date of birth (24 October, 1985), and height (5'10" / 178cm).
- Tournament totals:** A grid of statistics for Wayne Rooney and Total England, including Games played, Shots on target/off target, Goals, and Assists.
- Features:** A section titled 'Who will win the Golden Boot?' with a sub-header 'The players with the Midas touch hoping to scoop the award in South Africa' and a link to 'World Cup scouting: strikers'.
- Top 5 World Cup stories:** A list of five news items, such as 'BBC gets 545 vuvuzela complaints' and 'Rooney back in England training'.
- Top TV and radio:** A section for live content, featuring a 'Match of the Day Live: 2010 FIFA World Cup: Italy v Paraguay' with a small image of a player.

**Without context, content is difficult to understand...**

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**Great tits cope well with warming**

# Without context, content is difficult to understand...

**BBC** Low graphics Help  Search [Explore the BBC](#)

**NEWS** [LIVE](#) [BBC NEWS AT ONE](#)

Page last updated at 18:04 GMT, Thursday, 8 May 2008 19:04 UK  
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[Northern Ireland](#)  
[Scotland](#)  
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[Health](#)  
[Education](#)  
[Science & Environment](#)  
[Technology](#)  
[Entertainment](#)  
[Also in the news](#)

## Great tits cope well with warming

By Richard Black  
Environment correspondent, BBC News website

**At least one of Britain's birds appears to be coping well as climate change alters the availability of a key food.**

Researchers found that great tits are laying eggs earlier in the spring than they used to, keeping step with the earlier emergence of caterpillars.



Food for hungry mouths

Writing in the journal Science,

### CLIMATE CHANGE



[Animated guide: Find out how the greenhouse effect works and more...](#)

### LATEST SCIENCE

- ▶ [Pause in Arctic's melting trend](#)
- ▶ [Four degrees of warming 'likely'](#)
- ▶ [UK 'must plan' for warmer future](#)

### GLOBAL POLITICS

- ▶ [UN climate talks split on treaty](#)



# Search doesn't know how things are related...

**BBC** Home News Sport Weather iPlayer TV Radio More...  Search

Search+ Results for Liverpool Find out about BBC Search

**Liverpool homepage**  
The local BBC site for Liverpool - covering the latest news and sport, travel, weather and more

**BBC SPORT**  
Friday's gossip column  
NEW 1 hour ago | Gossip  
BREAKING GOSSIP 0937 BST:  
Liverpool are close to agreeing a deal for Rangers' defender David Wilson and may also attempt to bring his team-mate Madjid

Coming up on TV & Radio **BBC NEWS**

**BBC** Home News Sport Weather

Search SHOW: All results News & S

**Sport - Football: Liverpool**  
Latest from BBC Sport on Liverpool FC - breaking news, results, fixtures, video, audio and more  
[news.bbc.co.uk/sport/hi/english/football/teams/l/.../default.stm](http://news.bbc.co.uk/sport/hi/english/football/teams/l/.../default.stm)

**Sport - Premier League - Benitez urges Liverpool to attack**  
We were depending on Liverpool producing - and they did," recalled Sunderland will do their best to beat United and Liverpool will do the...  
[news.bbc.co.uk/sport1/hi/football/eng\\_prem/8654634.stm](http://news.bbc.co.uk/sport1/hi/football/eng_prem/8654634.stm)

**Nations & Local**  
City pins hopes on Expo business  
14 May 10 | Liverpool has begun a six month presence at the World Expo in Shanghai, where the city hopes to attract new investment to the Merseyside region. The city's pavilion has welcomed over 2000 visitors a day since the Expo opened on 1 May, 2010.

**Two hundred patients sue hospital**  
12 May 10 | Merseyside The case notes of 600 women have been re-evaluated by the hospital. More than 200 patients are preparing to sue Liverpool

More results from Sport

**Blogs**  
Documentaries: Jets and looms  
12 May 10 | Paul Sargeant - A History of the World  
"The other documentary I've seen is Stuart Maconie's A Tale of Two Rival Cities looking at the rivalry between Manchester and Liverpool"

**iPlayer** Home TV Channels Radio Stations Categories A to Z

Sport  
SHOW: TV & RADIO TV ONLY RADIO ONLY

TV HIGHLIGHTS  
Formula 1 The Football League... Formula 1 Formula 1

RADIO HIGHLIGHTS  
5 live Sport 5 live Formula 1 World Twenty20 Crick... Chick Young's World...

ORDER BY: ALPHABETICAL MOST RECENT 1 2 3 Next >

**5 live Football League**  
Mon, 10 May 2010  
Mark Clattenb with a look back at the 1st leg of the Championship playoffs.

**5 live Formula 1 - 2010**  
Monaco GP 2nd Practice  
Uninterrupted commentary on the second practice session for the Monaco Grand Prix.

**5 live Sport**  
Thu, 13 May 2010  
More on the day's sports news.

**5 live Sport - The Monday Night Club**  
Mon, 10 May 2010  
Mark Chapman with football debate following the conclusion of the Premier League season.

**5 live Sport - Kicking Off with Colin Murray**  
Fri, 07 May 2010  
More of the weekend's big sporting events with Colin Murray.

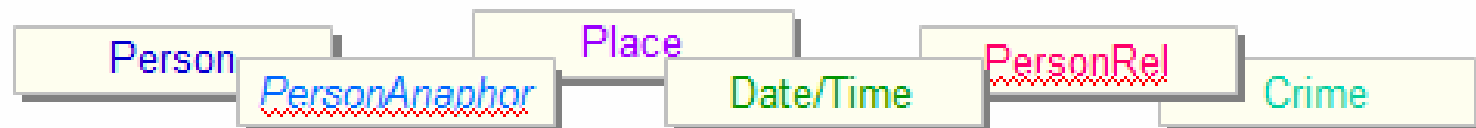
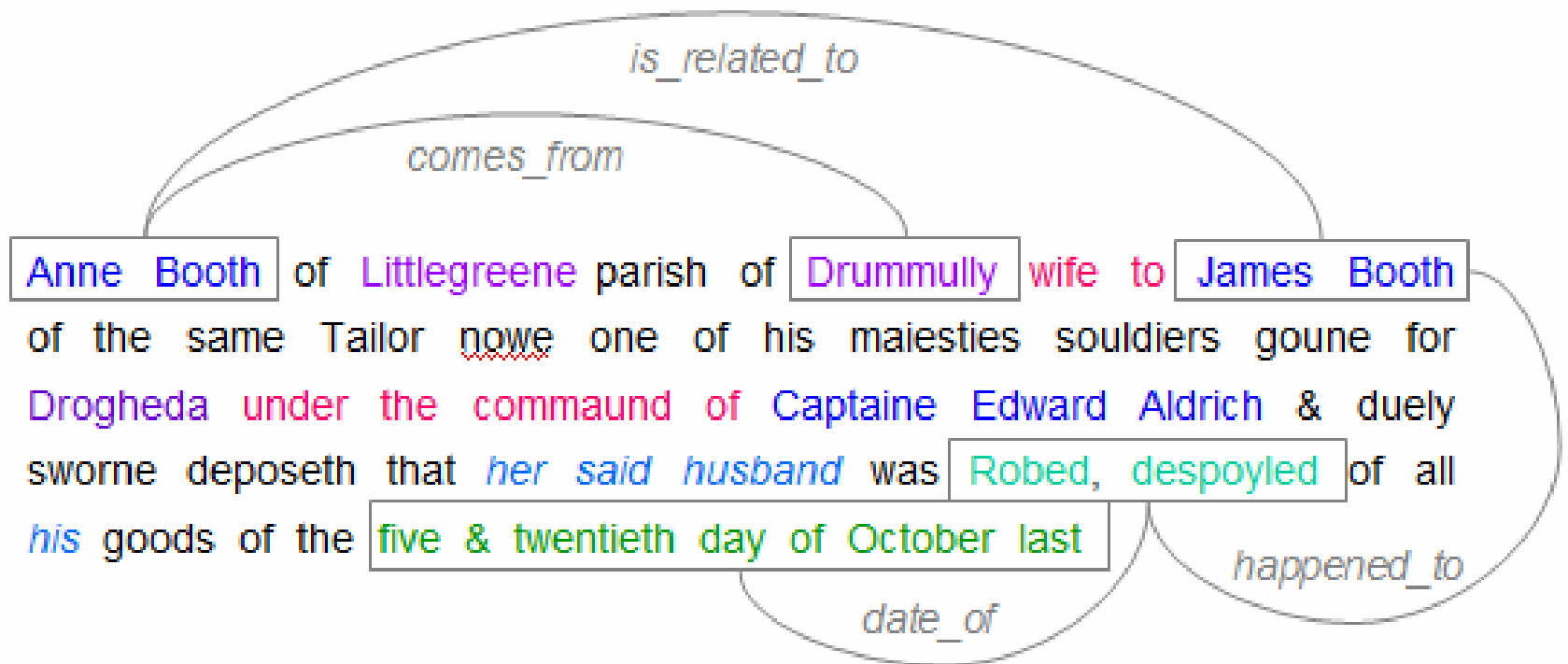
**5 live Sport - Final Whistle**  
Sun, 09 May 2010  
Match reports and reaction following the final day of matches in the Premier League.

**5 live Sport - 5 live Track and Field**  
Thu, 13 May 2010  
Athletics news and interviews.

**Most Popular TV**  
Formula 1 - 2010 The Monaco Grand Prix - Practice Two  
The Football League Show - 2009/2010 Wed, 12 May 2010  
Formula 1 - 2010 The Monaco Grand Prix - Practice One  
Formula 1 - 2010 The Spanish Grand Prix  
The Football League Show - 2009/2010 Sat, 08 May 2010

**Most Popular Radio**  
5 live Sport Thu, 13 May 2010  
5 live Formula 1 - 2010 Monaco GP 2nd Practice  
5 live Sport - 5 live Boxing Thu, 13 May 2010  
Chick Young's World of Football Thu, 13 May 2010  
World Twenty20 Cricket Thu, 13 May 2010

# What is concept extraction – what role did IBM Languageware play?



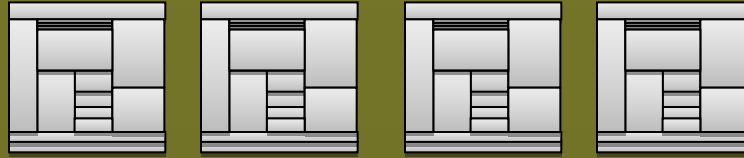
# Current organisation of effort...all in it's own silos...



# What does this look like architecturally...

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## Audience Facing Product



# What does this look like architecturally...

**Audience Facing Product**



**RDF - Triple Store**

# What does this look like architecturally...

**Audience Facing Product**

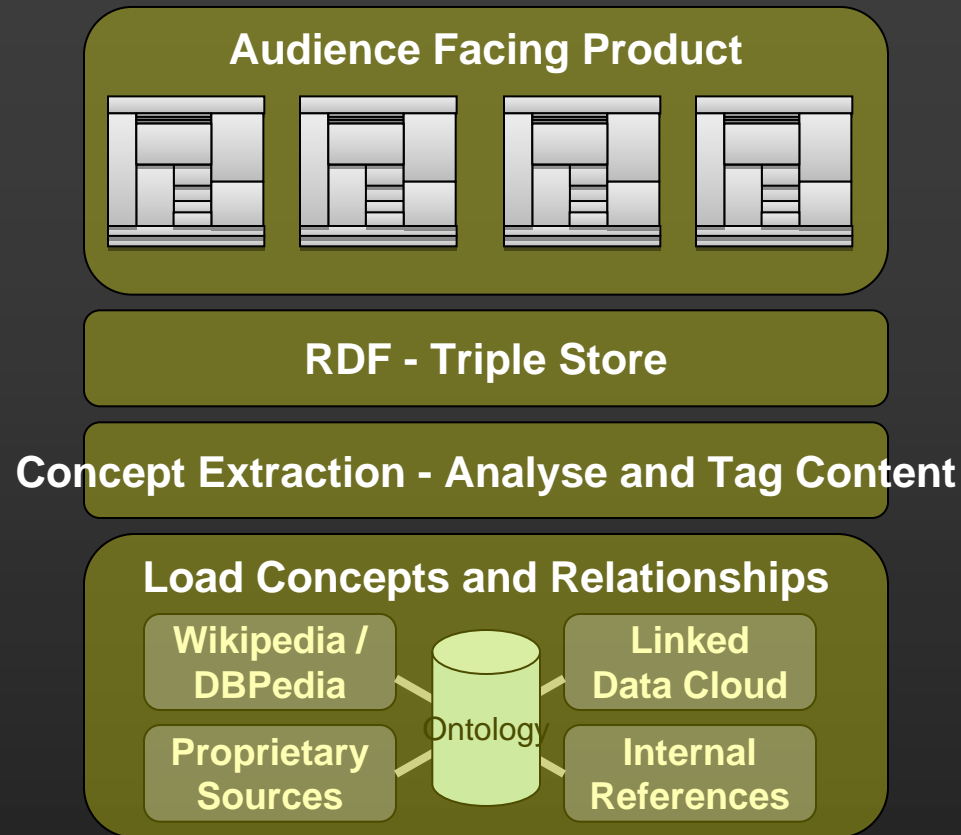


**RDF - Triple Store**

**Concept Extraction - Analyse and Tag Content**



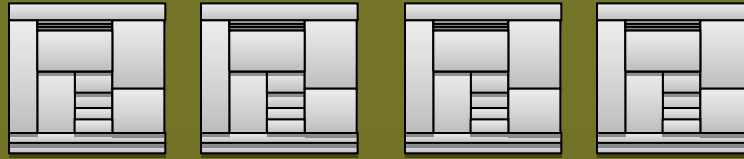
# What does this look like architecturally...



# What does this look like architecturally...

## Service Design

### Audience Facing Product

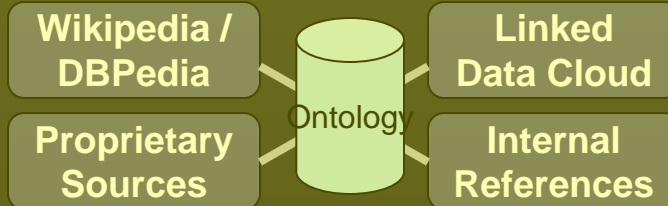


### RDF - Triple Store

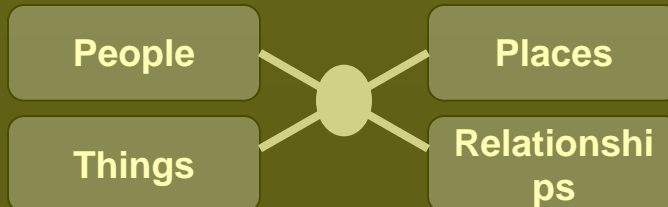
### Concept Extraction - Analyse and Tag Content

## Data Design

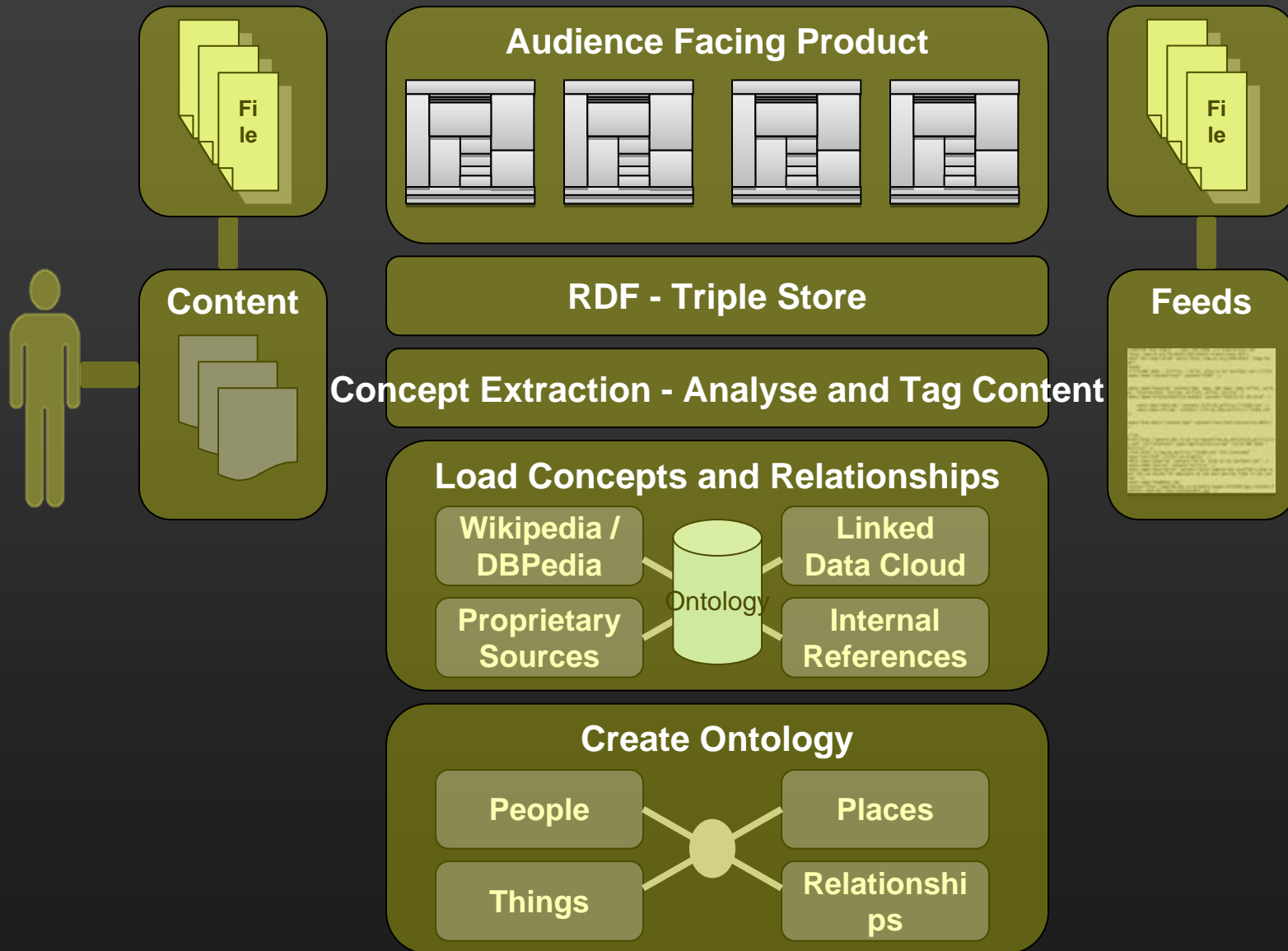
### Load Concepts and Relationships



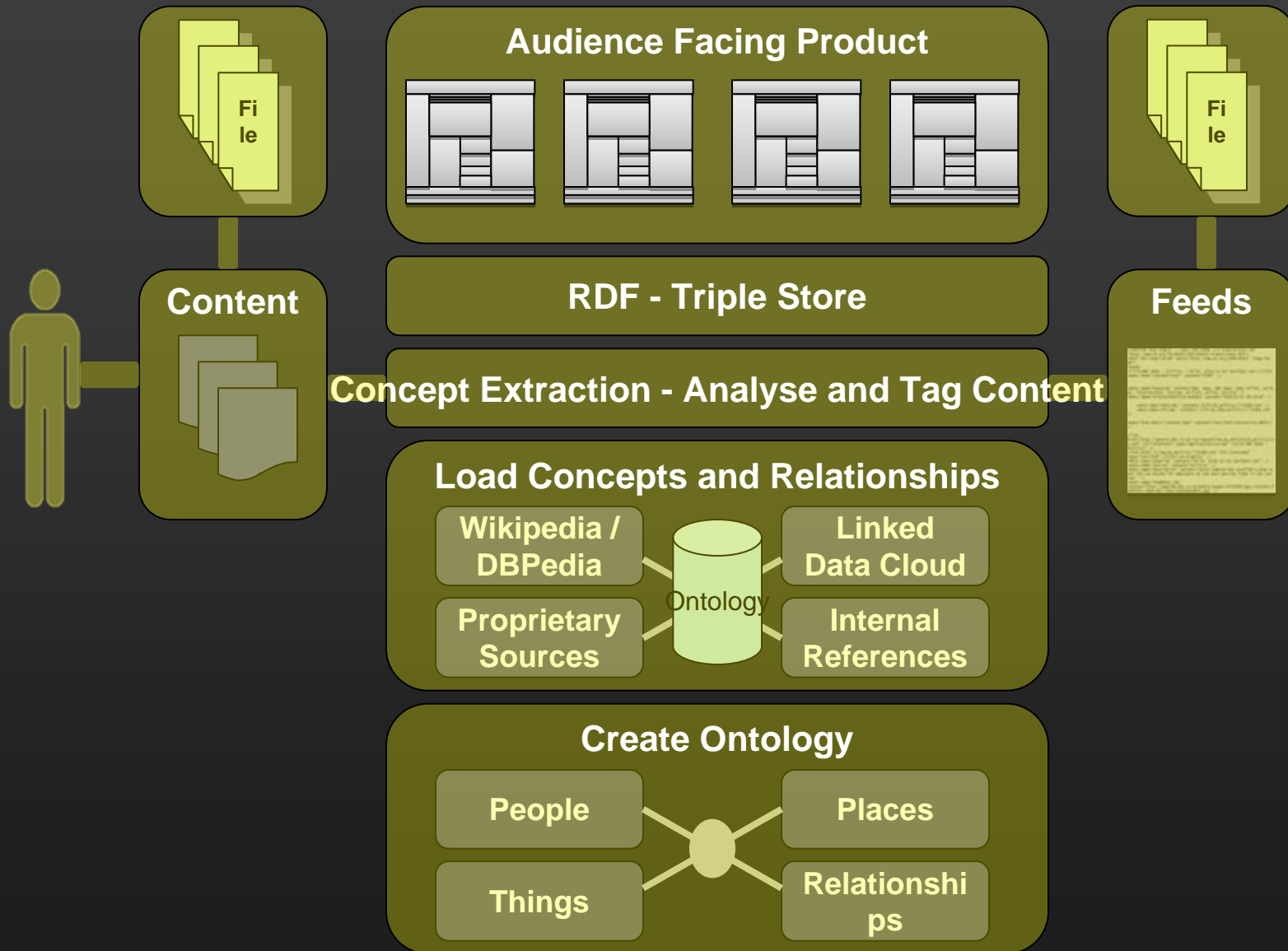
### Create Ontology



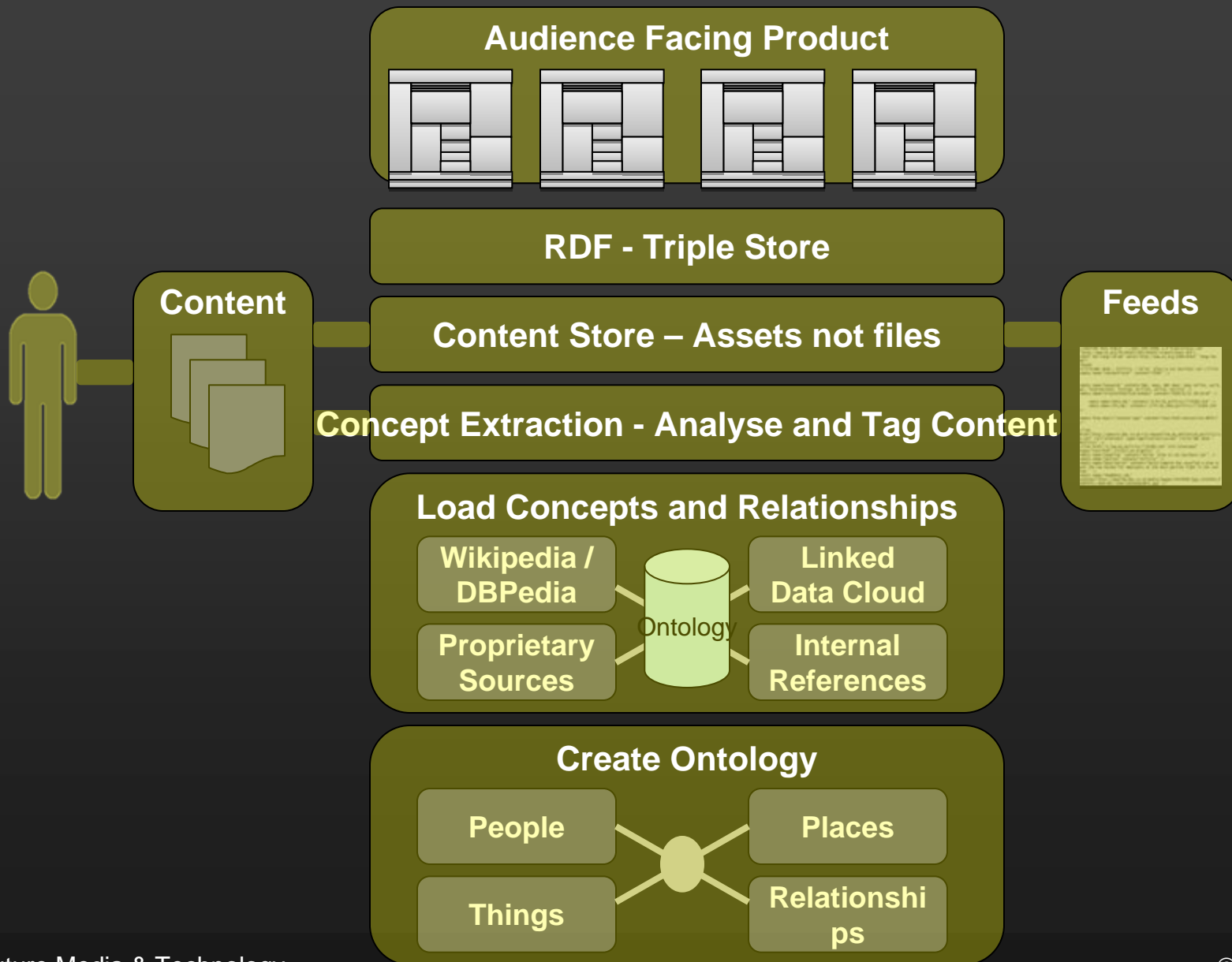
# Connecting in the content...



# Connecting in the content...where we are now



# Next step to the “Content Store”...



# Form & Function - the most elegant solution is often the one that works best

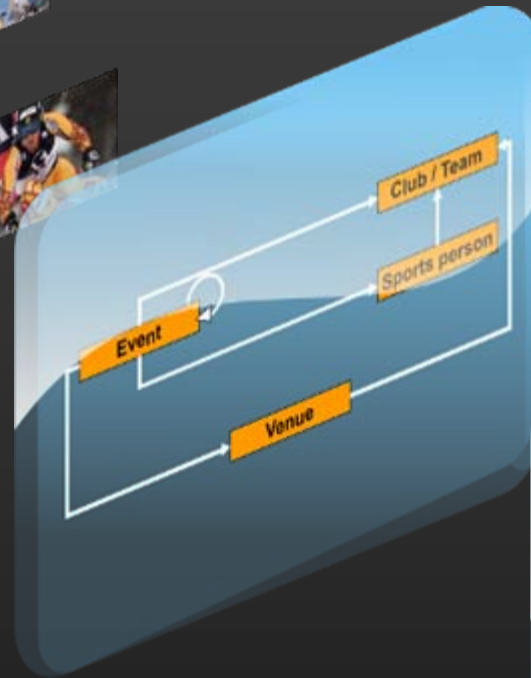




# Simple vision – create content, metadata to organise it, services to use it



Content  
Objects



Tagging  
through  
ontology



User Experience

# How do you tag things... “Graffiti” as part of the process

**Graffiti** Version=1.0.0.0   **CPS**   **Blogs**   **Admin**   **Help**   **System status: OK**   Logged in as national\jsaact01

Currently viewing: Phil McNulty: Green and Barry on road to recovery (<http://www.bbc.co.uk/blogs/philmcnulty/201>)

## Green and Barry on road to recovery

Posted **Mon 14 Jun 2010, 1:32 PM** by **Phil McNulty** in **Phil McNulty**

**World Cup 2010: Rustenburg** Robert Green's work was not being done under the icy gaze of an expectant nation - but he was literally the focus of attention as England got back to World Cup business at their Rustenburg base....

Tag story > Select main topics

Select the topics that this story is primarily focused on. Topics could be anything from a person or organization to a broad subject such as 'women in the workplace'.

Suggested topics   Topic search

- England
- United States
- Algeria
- Robert Green
- Gareth Barry
- Joe Hart


This story is mostly about:

- England
- Robert Green
- Gareth Barry

<< Back   Next >>

Tagging progress

### Gareth Barry



**Personal information**

Full name	Gareth Barry
Date of birth	23 February 1981 (age 29)
Place of birth	<a href="#">Hastings</a> , England
Height	1.83 m (6 ft 0 in) <a href="#">[d]</a>
Playing position	<a href="#">Midfielder</a>

**Club information**

Current club	<a href="#">Manchester City</a>
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# How do you tag things... “Graffiti” as part of the process

The screenshot displays the 'Graffiti' application interface, which is used for tagging content. The top navigation bar includes 'CPS', 'Blogs', 'Admin', 'Help', and 'System status: OK'. The user is logged in as 'national\isaact01'.

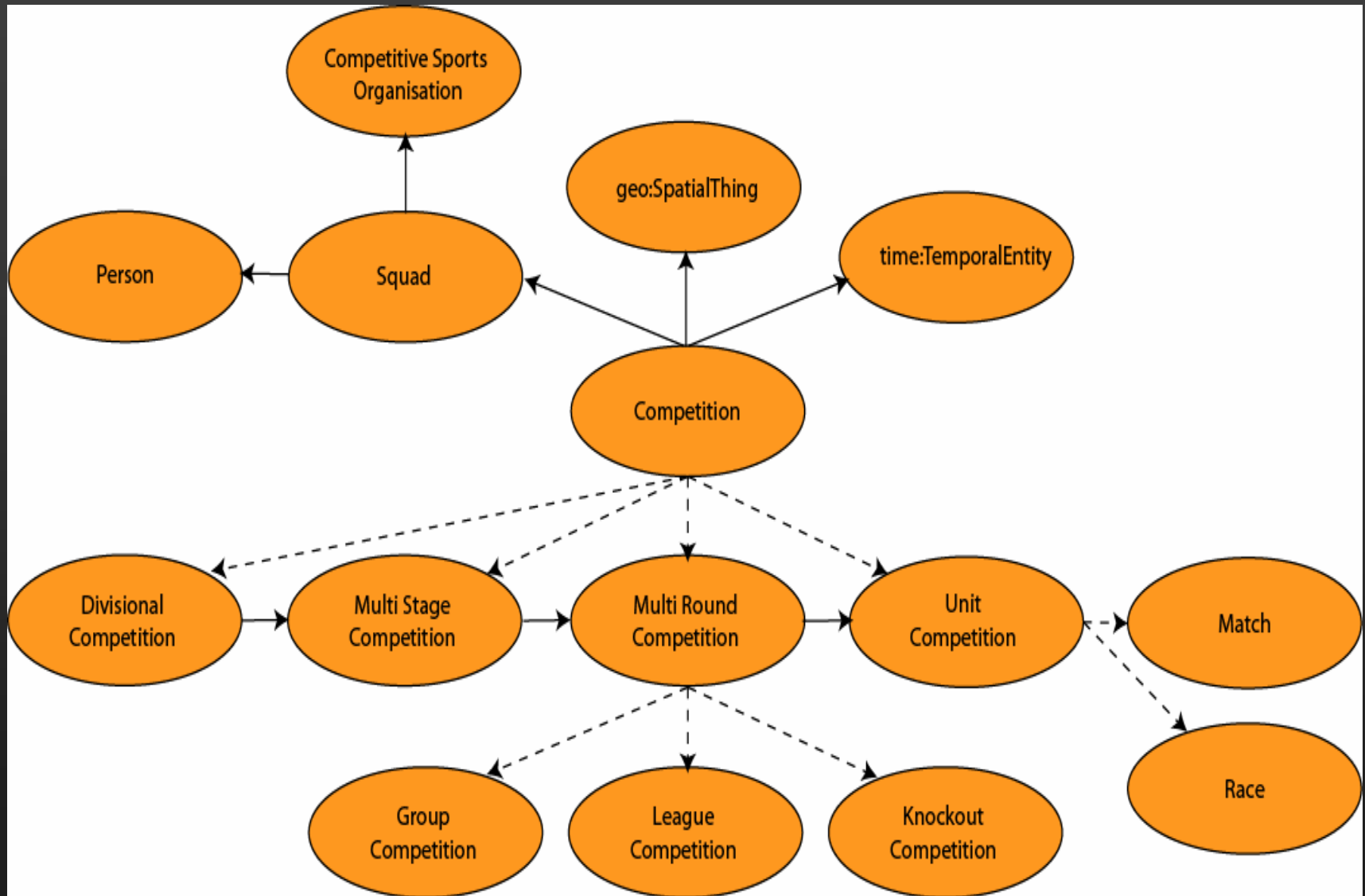
The main content area shows a news article titled "Man killed as four lorries crash" from BBC News - England, posted on Wed 18 Aug 2010, 11:31 AM. The article text reads: "A man dies in a crash between four lorries, leading to the closure of the M1 and 12-mile tailbacks."

Below the article, there is a section for tagging locations. A search box contains the text "milton". A list of suggested locations is shown, including Milton Keynes, Milton Ernest, Milton Regis, Milton Damerel, Milton, and Milton of Murtle. The location "Milton Keynes, Borough of Milton Keynes, GB" is selected and appears in a box on the right.

On the right side of the interface, there is a map of the United Kingdom with a red pin marking the location of Milton Keynes. The map includes a "Reset Map" button and navigation controls.

At the bottom, there is a "Tagging progress" bar and navigation buttons for "Back" and "Next".

# What does an ontology look like...



# Another example – tagging AV with ontology based concepts...

The screenshot shows the Elan software interface for video tagging. The main window displays a video of a man in front of a sign that reads "KENT COUNTY CONSTABULARY HEADQUARTERS". A table of annotations is visible, with the following data:

Nr	Annotation	Begin Time	End Time	Duration
2	Section=UK	00:01:51.888	00:04:01.760	00:02:09.872
3	Section=UK	00:04:01.760	00:05:31.568	00:01:29.808
4	Section=UK	00:05:31.568	00:06:52.496	00:01:20.928
5	Section=En...	00:06:52.496	00:09:43.008	00:02:50.512
6	Section=Edu...	00:09:43.008	00:12:27.312	00:02:44.304
7	Section=Mid...	00:12:27.312	00:15:06.224	00:02:38.912

The selected annotation (Nr 6) is expanded in the ontology view below, showing the following details:

- Words: he | can | initially | be | hell | for | twenty | four | hours | <SIL> | up | to | seventy | tv
- Person: (empty)
- Location: (empty)
- Section: Section=Education
- Organization: (empty)
- Lonclass: Lonclass=37
- Headline: Headline=Splitting up A-levels
- Description: Description=The BBC's Mike Baker also suggested the long-term solution to A-levels that has now been recom



# Value...how does this reduce costs?

*Over 800 pages running automatically*

*Not possible any other way*

*Cost approx. 80% less to run than managed content*

*Exposed more content*

*Fast to build – infrastructure, software, and product build including World Cup site loaded with data in less than 3 months*

*Reliable – no content with wrong metadata, no content displayed to audience in the wrong place*

The screenshot shows the BBC website's World Cup 2010 section. At the top, there's a navigation bar with 'SPORT' and 'WORLD CUP 2010' prominently displayed. Below this, a 'SPORT FOOTBALL WORLD CUP 2010' sub-navigation bar includes links for 'GROUPS & TEAMS', 'FIXTURES & RESULTS', 'VIDEO', and 'BBC COVERAGE'. The main content area is divided into several sections:

- Latest matches:** Lists recent games like 'NED 2-0 DEN', 'JPN 1-0 CMR', 'ITA 1-1 PAR', and 'NZL v SVK'.
- Group F:** A table showing the standings for Group F, including Italy, Paraguay, New Zealand, and Slovakia, with columns for P, W, D, L, F, A, GO, and PTS.
- Latest stories:** Features headlines such as 'Buffon confident after back pain' and 'Paraguay boss delighted with draw'.
- Latest audio and video:** Offers video highlights and audio reports for various matches.
- Top 5 World Cup stories:** Lists trending stories like 'BBC gets 545 vuuzela complaints' and 'Drogba cleared to wear arm cast'.
- Top TV and radio:** Promotes live broadcasts and radio coverage.
- Blogs:** Includes a 'Match of the Day' blog and other commentary pieces.



# Reach...SEO Benefits


Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [more](#) ▼

Google  Search [Advanced Search](#)

Search:  the web  pages from the UK

Web [+ Show options...](#)

Image results for **tiger** - [Report images](#)



**Tiger** - [Wikipedia, the free encyclopedia](#) ☆  
The **tiger** (*Panthera tigris*) is a member of the Felidae family; .... A subspecies called the **tiger** (*Panthera tigris trinilensis*) lived about 1.2 ...  
[en.wikipedia.org/wiki/Tiger](#) - [Cached](#) - [Similar](#)

**BBC - Wildlife Finder - Tiger (video, facts and news)** ☆  
**Tigers** are the largest of all the big cats. This magnificent animal is a heavily muscled and powerful predator that employs stalk and ambush tactics to ...  
[www.bbc.co.uk/nature/species/Tiger](#) - [Cached](#) - [Similar](#)

**Everything**  
 Images  
 Videos  
 More

**The web**  
Pages from the UK

**Any time**  
Past 2 months


**Standard view**  
Sites with images

More search tools

green thai curry  Search

About 6,110,000 results (0.12 seconds) [Advanced search](#)

**BBC - Food - Recipes: Thai green curry** ☆  
Prep time: 30 mins - Cook time: 1 hr  
Jo Pratt blends authentic ingredients into a quick homemade paste that forms the base of her **Thai green chicken curry**.  
[www.bbc.co.uk/food/recipes/thaigreencurry\\_67788](#) - [Cached](#)


**How To Make Thai Green Chicken Curry Recipe (Thai)** ☆  
5 min - 19 Jul 2006  
 **Video : Thai Green Chicken Curry** Recipe. One of Thailand's most renowned dishes, this spicy and colourful **curry** looks wonderful on the ...  
[www.videojug.com/film/how-to-make-thai-green-chicken-curry](#) - [more videos](#) »

**Green Thai Curry | Food | Channel4.com** ☆  
19 Dec 2007 ... Try this simple, speedy **curry** - you'll love it long time. Browse more Come Dine With Me recipes on 4Food.  
[www.channel4.com/food/.../green-thai-curry-recipe\\_p\\_1.html](#) - [Cached](#)

**Thai Green Curry with Chicken - Chicken - Recipes - from Delia Online** ☆  
This recipe is inspired by The Oriental's Cookery School in Bangkok. The unique flavours of **Thai** cooking are so simple and – because you can use a ...  
[www.deliaonline.com/.../thai-green-curry-with-chicken.html](#) - [Cached](#) - [Similar](#)

**Green curry** - [Wikipedia, the free encyclopedia](#) ☆  
**Green curry** (**Thai**: แกงเขียวหวาน, RTGS: kaeng khiao wan, IPA: [kɛ̃ŋ kʰǎw wǎːn], literally sweet **green curry**) is a variety of **curry** in **Thai** cuisine. ...  
[en.wikipedia.org/wiki/Green\\_curry](#) - [Cached](#) - [Similar](#)

Images for **green thai curry** - [Report images](#)



# Automated Content Linking and Discovery...

Discovery Tool

Discover :

Double click to centre a node

```
graph TD; A[Story: MPs Expens...] --- B[MPs Expense scanda...]; A --- C[Angle: Telegraph re...]; A --- D[Angle: Cameron pay...]; A --- E[Angle: Expenses ro...]; A --- F[Story MPs Expenses];
```

Filter the following types

Hide	Del	Type
<input type="checkbox"/>	<input type="checkbox"/>	Audio assets
<input type="checkbox"/>	<input type="checkbox"/>	Contacts
<input type="checkbox"/>	<input type="checkbox"/>	Events
<input type="checkbox"/>	<input type="checkbox"/>	Scripts
<input type="checkbox"/>	<input type="checkbox"/>	Umbrella stories
<input type="checkbox"/>	<input type="checkbox"/>	Story angles
<input type="checkbox"/>	<input type="checkbox"/>	Stories
<input type="checkbox"/>	<input type="checkbox"/>	Video assets
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Doc suggestions
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Concept suggst.
<input type="checkbox"/>	<input type="checkbox"/>	Relationship sug.
<input type="checkbox"/>	<input type="checkbox"/>	Clear all assets

Close

Opts:

# What next...

---

- **Next Product Builds**
  - **Sport Redesign based on Semantic Platform**
  - **Content being managed by location automatically**
  - **London 2012 - building out the Ontologies and automation to make it possible**
- **Other services lining up to use the triple store**
  - **Linking AV and Programmes data to other content**
  - **Contextual navigation – linking content together from across the BBC**

## Key learning points...

---

- **Keep ontology and metadata model simple**
- **Essential to deliver quality data at the start of the process**
- **Make sure it is based on what people are looking for – the ontology reflects your use cases**
- **This approach is simple, elegant and scalable**
- **Triple stores, concept extraction and other semantic technologies have matured**
- **Not an academic exercise – link this to real deliverables**

## Back to our goal...

---

*“Moving from a page publishing model to a content publishing model where metadata and asset management is used to render the appropriate content to different target platforms for the lowest possible cost ”*

Thanks for listening...

---

**Any questions...?**

[jodbod@gmail.com](mailto:jodbod@gmail.com)

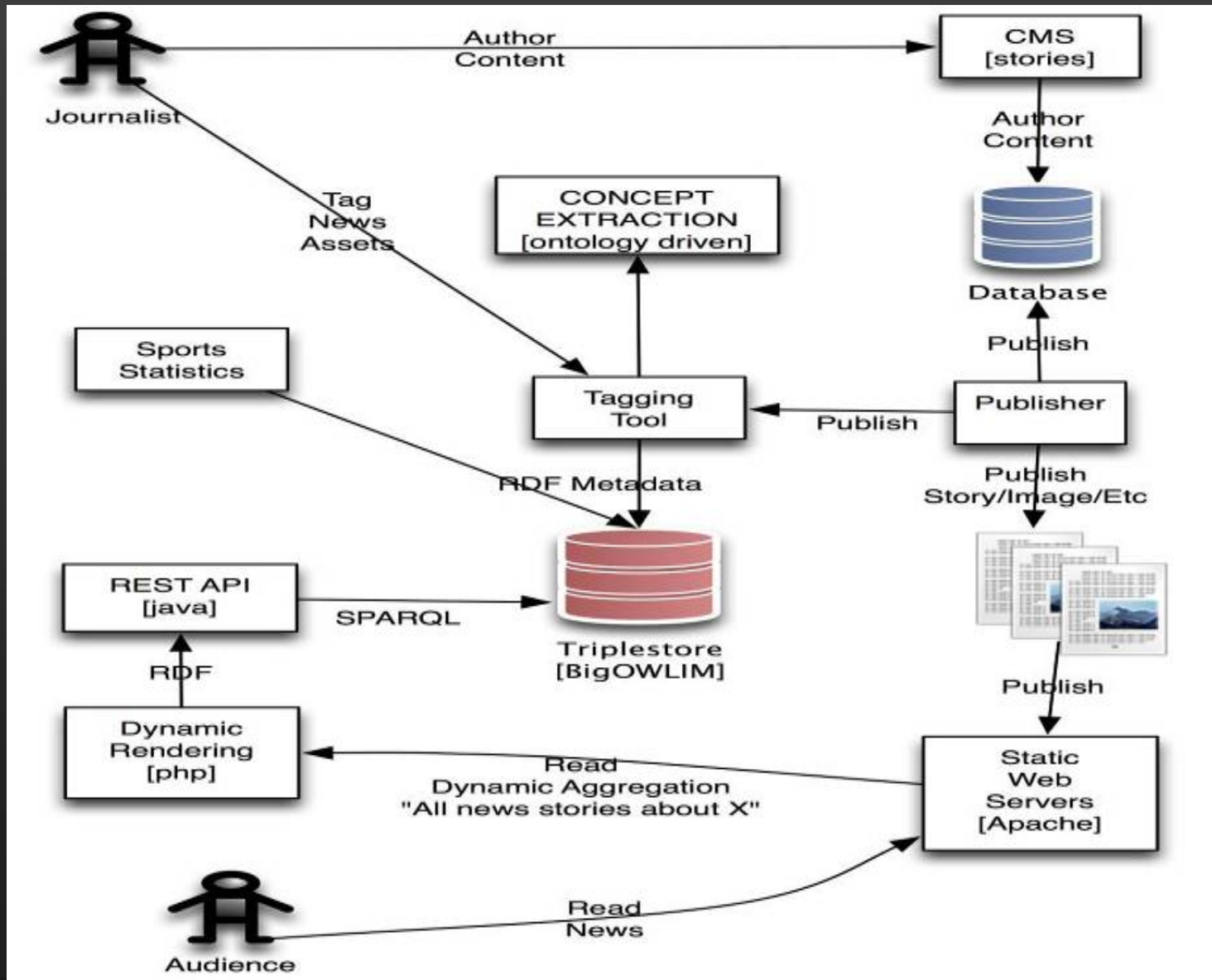
[john.odonovan@bbc.co.uk](mailto:john.odonovan@bbc.co.uk)

More details at:

[http://www.bbc.co.uk/blogs/bbcinternet/2010/07/the\\_world\\_cup\\_and\\_a\\_call\\_to\\_ac.html](http://www.bbc.co.uk/blogs/bbcinternet/2010/07/the_world_cup_and_a_call_to_ac.html)



# Appendix Slide: Architecture in a bit more detail...



# Speakers

## **Doug Miles**

Managing Director AIIM Europe  
Director of AIIM Market Intelligence



## **Neil Freeman,**

Worldwide Leader Content Analytics,  
IBM ECM



## **John O'Donovan,**

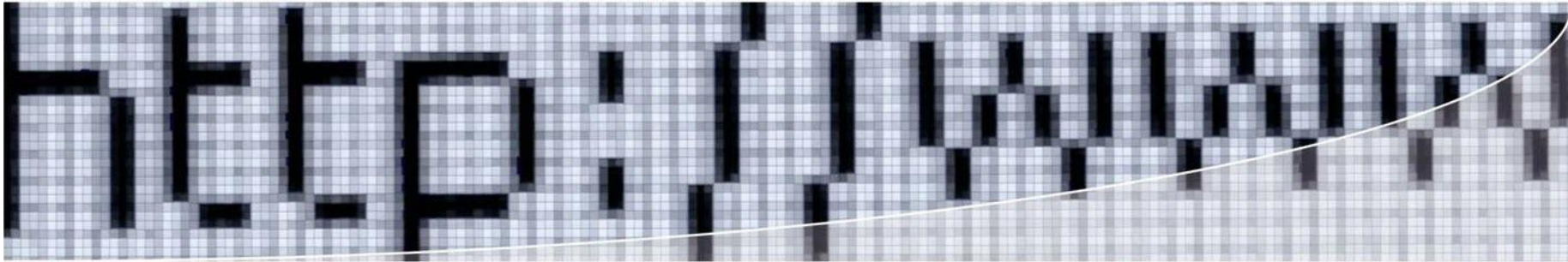
Chief Technical Architect, BBC Future  
Media & Technology



## **Derek Tronsgard**

Director of International Accounts  
PRIME Research





Hidden Treasures: World Cup Football & Brand Monitoring & Content Analytics

# Real-Time Reputation Monitoring & Analysis



Date | November 11, 2010

## About PRIME

### Who We Are:

- A global leader in Communications Monitoring and Analysis established in 1987
- Eight locations worldwide: US (2 Offices), UK, Germany, China, Switzerland, India, Uruguay
- 500 consultants, analysts and staff who gather, vet, translate and report on media trends
- Currently providing custom solutions to clients across 45 countries

### How We Help:

- Prove PR value in the language and at the speed of business
- Improve PR performance – over time, versus competitors and in light of best practice

### What We Offer:

- Media Analysis to set objectives, develop strategy and evaluate performance
- Consultation to facilitate PR decision-making
- Executive News Summaries to engage and inform
- Statistical Modeling to enhance PR return-on-investment

### Who We Serve:

PRIME client experience spans all of the Fortune industry categories

## Overview of Services

PRIME delivers three basic types of monitoring and analysis services:

- **Interactive Online Platform | Navigator**

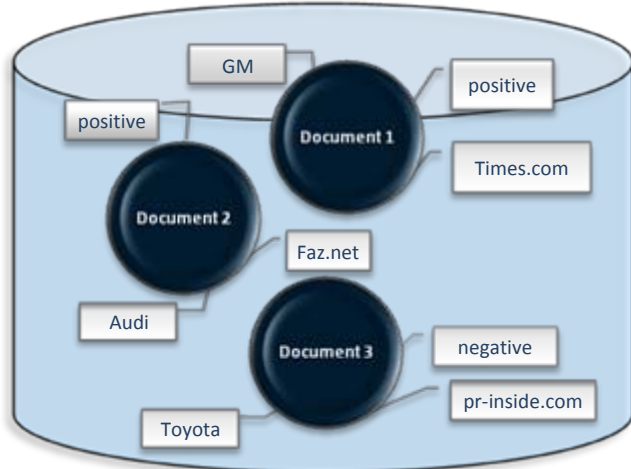
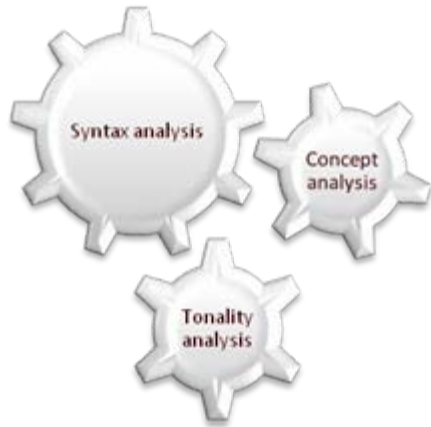
- > 24/7 availability
- > Continuously updated news and analyses
- > Pre-defined trend analyses
- > Flexible ad-hoc analyses

- **News & Social Media Tracker**

- > Daily | weekly news briefings
- > Including relevant news, posts and analyses
- > Human validated results
- > Management summary
- > Optional: Alerting when news or posts with risk potential are found

- **Strategic Reporting**

- > Frequency as required
- > In-depth analyses, based on human-validated coding
- > Charts and analyzed texts
- > Management summary



web Analysis

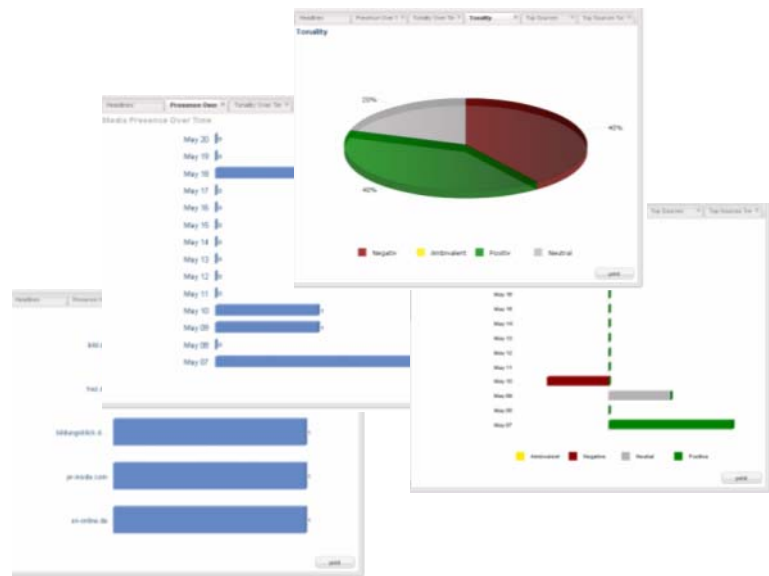
Online content

IBM Content Analytics

PRIME Online Media Analysis



Analysis Results



**Headlines**

- 96-Spiel gegen Bochum: Großeinsatz am Hauptbahnhof**  
 by www.haz.de | 07.05.2010 21:51  
**Detail:** 96-Spiel gegen Bochum Großeinsatz am Hauptbahnhof Hannover 96 Fußball Sport Nachrichten HAZ Hannoverische Allgemeine Hannoverische Allgemeine Zeitung Hannover Niedersachsen Germany ... Sie werden in den frühen Abendstunden zurück erwartet entweder über den oder geistlich ... Derweil begleiten gute Wünsche aus der Politik die 96-Spieler auf dem Weg nach Bochum ... Ministerpräsident Christian Wulff will das Spiel zunächst zwischen Terminen in Autoradio und dann im Fernsehen verfolgen ...
- Carsten Maschmeyer - 51. Geburtstag: Vroni hauchte wie Marilyn**  
 by www.bild.de | 09.05.2010 01:33  
**Detail:** ... Geburtstag Veronica Ferres und Carsten Maschmeyer Foto Udo Weger 1 von 11. 09.05.2010 01:33 UHR. MASCH BEKAM WAS OEQBOT Finanz Unternehmer wurde an seinen 51. Geburtstag von Lebensgefährtin mit einem besonderen Birthday Konzert überrascht Stargeiger spielte für 100 enge Freunde Alt Bundeskanzler mit Ehefrau Doris Ministerpräsident Christian Wulff mit seiner Bettina ...) am Freitagabend in der Maschmeyer Villa in Hannover ...
- 96-Spiel gegen Bochum: Großeinsatz am Hauptbahnhof**  
 by www.sn-online.de | 07.05.2010 21:51
- CSU attackiert nach verllorener NRW-Wahl die Bundesregierung - CDU ruft zu Einigkeit**  
 by www.pr-inside.com | 10.05.2010 18:51  
**Detail:** ... Angela Merkel CDU sprach nach einer CDU-Präsidiumssitzung in Berlin von einer herben Niederlage. ... Der saarländische Ministerpräsident Peter Müller CDU sagte Ein einheitlicheres Erscheinungsbild ist dringend notwendig. ... Der Vorsitzende Otto Wulff sagte Kampagnen die in Berlin und Düsseldorf am Schreibtisch entwickelt worden sind dringen nicht mehr zur ... Die CDU brauche keinen technologischen Wahlkampf ohne Begeisterung und ohne Leidenschaft. Wulff vertritt rund 57 000 Mitglieder der Senioren Union ...

## **Case Study One**

**Using Web.Analysis As An  
On-The-Fly Reporting Tool  
To Update a Dashboard or  
Create a Custom Report**



## Case Study One: On-The-Fly Real-Time Reputation Analysis

## Define the reporting parameters

## 1. Filter by concept.

*Concepts are pre-defined intelligent search terms.*

## 2. Filter by time frame.

*Up to 30 days are stored in analysis database.*

## 3. Filter by type of content.

*Choose between news or social media.*

## 4. Filter by geography.

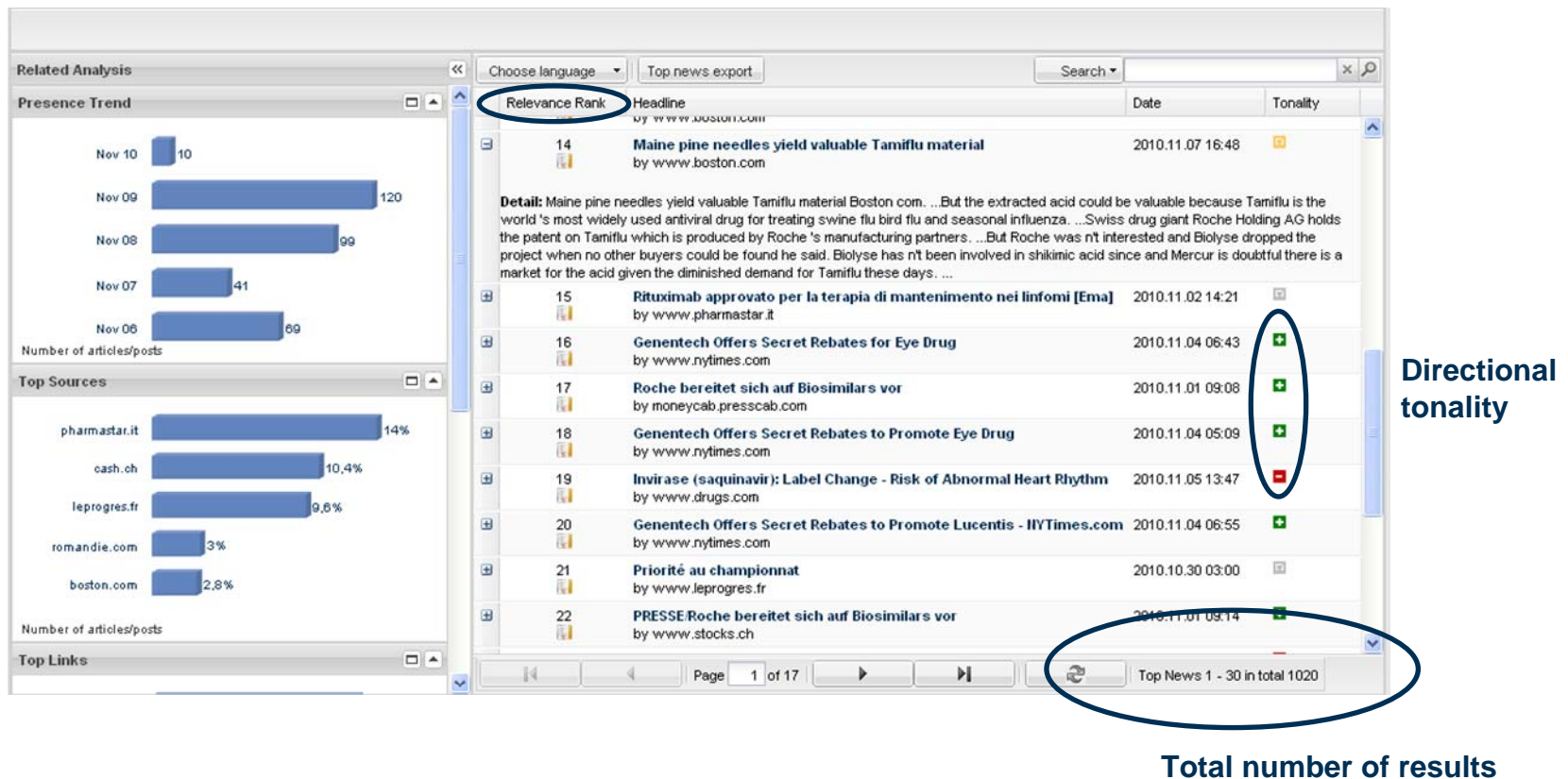
*Restrict the search to a specific region.*

## Case Study One: On-The-Fly Real-Time Reputation Analysis

# Review the results

Within seconds the system returns results in a combination of text and chart form.

## Relevance ranking



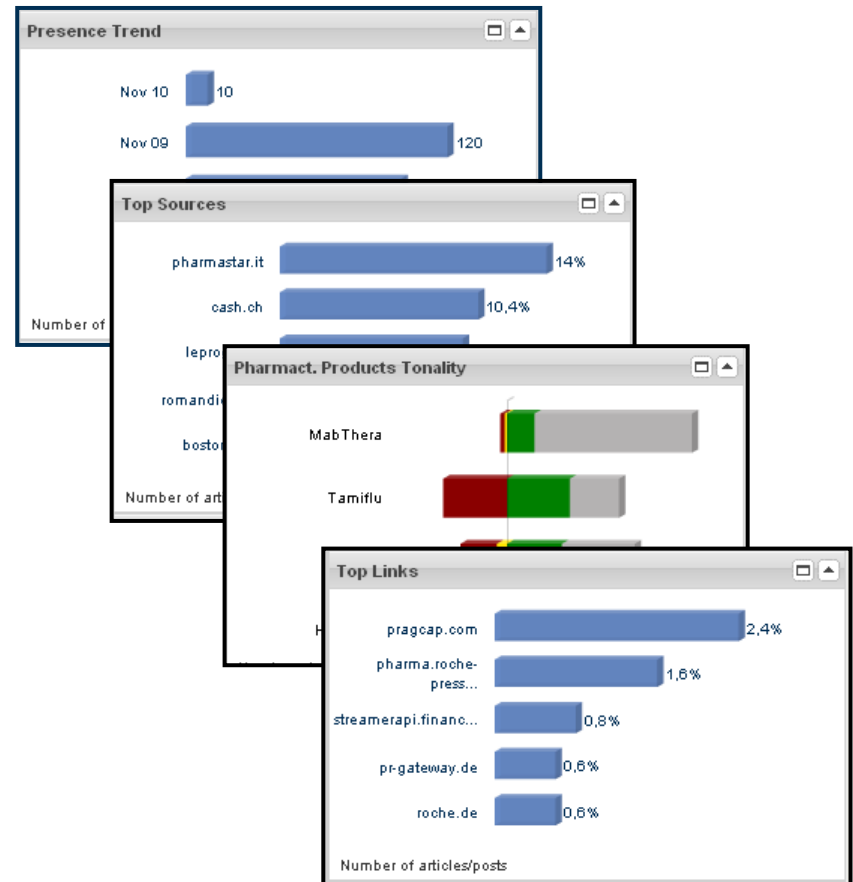
Case Study One: On-The-Fly Real-Time Reputation Analysis

# Choose your charts

## 1. Update an existing dashboard



## 2. Customized view using individual charts



## Case Study One: On-The-Fly Real-Time Reputation Analysis

## Extra: Use translation feature to verify foreign language content

## Automated Translation Function

Choose language

- Original
- English
- German
- Chinese
- Portuguese
- Italian
- Spanish
- French

Search

	Date	Tonality
yield valuable Tamiflu material	2010.11.07 16:48	
<p>miflu material Boston com. ...But the extracted acid could be valuable because Tamiflu is the treating swine flu bird flu and seasonal influenza. ...Swiss drug giant Roche Holding AG holds Roche 's manufacturing partners. ...But Roche was n't interested and Biolyse dropped the id he said. Biolyse has n't been involved in shikimic acid since and Mercur is doubtful there is a land for Tamiflu these days. ...</p>		
Relevance Rank	Headline	Date
14	<b>aiguilles de pin Maine s'avérer de précieux matériau Tamiflu</b> by www.boston.com	2010.11.07 16:48
<p><b>Detail:</b> aiguilles de pin Maine s'avérer de précieux matériau Tamiflu Boston com. ... Mais l'acide extrait pourrait être utile parce que le Tamiflu est le monde de l'le plus largement utilisé pour le traitement antiviral contre la grippe porcine de la grippe aviaire et la grippe saisonnière. ... Suisse des médicaments géant Roche Holding AG détient le brevet sur le Tamiflu, qui est produite par les partenaires de Roche s de fabrication. ... Mais Roche a été n't intéressées et Biolyse abandonné le projet en l'absence d'autres acheteurs n'a pu être trouvée at-il dit. Biolyse a n't été impliqués dans l'acide shikimique et depuis Mercur est douteux qu'il existe un marché pour l'acide compte tenu de la moindre demande pour le Tamiflu de nos jours. ...</p>		
15	<b>Approuvé le Rituxan pour le traitement d'entretien dans les lymphome</b> by www.pharmastar.it	2010.11.02 14:21
16	<b>Genentech offre des rabais pour les médicaments Secret Eye</b> by www.nytimes.com	2010.11.04 06:43
17	<b>Roche se prépare pour les biosimilaires</b> by moneycab.presscab.com	2010.11.01 09:08
18	<b>Genentech offre des rabais secrets pour la promotion de médicament</b> by www.nytimes.com	2010.11.04 05:09
19	<b>Invirase (saquinavir): Label Change - Risque de anormal du rythme car</b> by www.drugs.com	2010.11.05 13:47
20	<b>Genentech offre des rabais secrets pour la promotion de Lucentis - Ilv</b> by www.nytimes.com	2010.11.04 06:55
21	<b>Priorité au championnat</b> by www.leprogres.fr	2010.10.30 03:00
22	<b>PRESSE / Roche se prépare pour les biosimilaires</b> by www.stocks.ch	2010.11.01 09:14

Page 1 of 17

Page 1 of 4

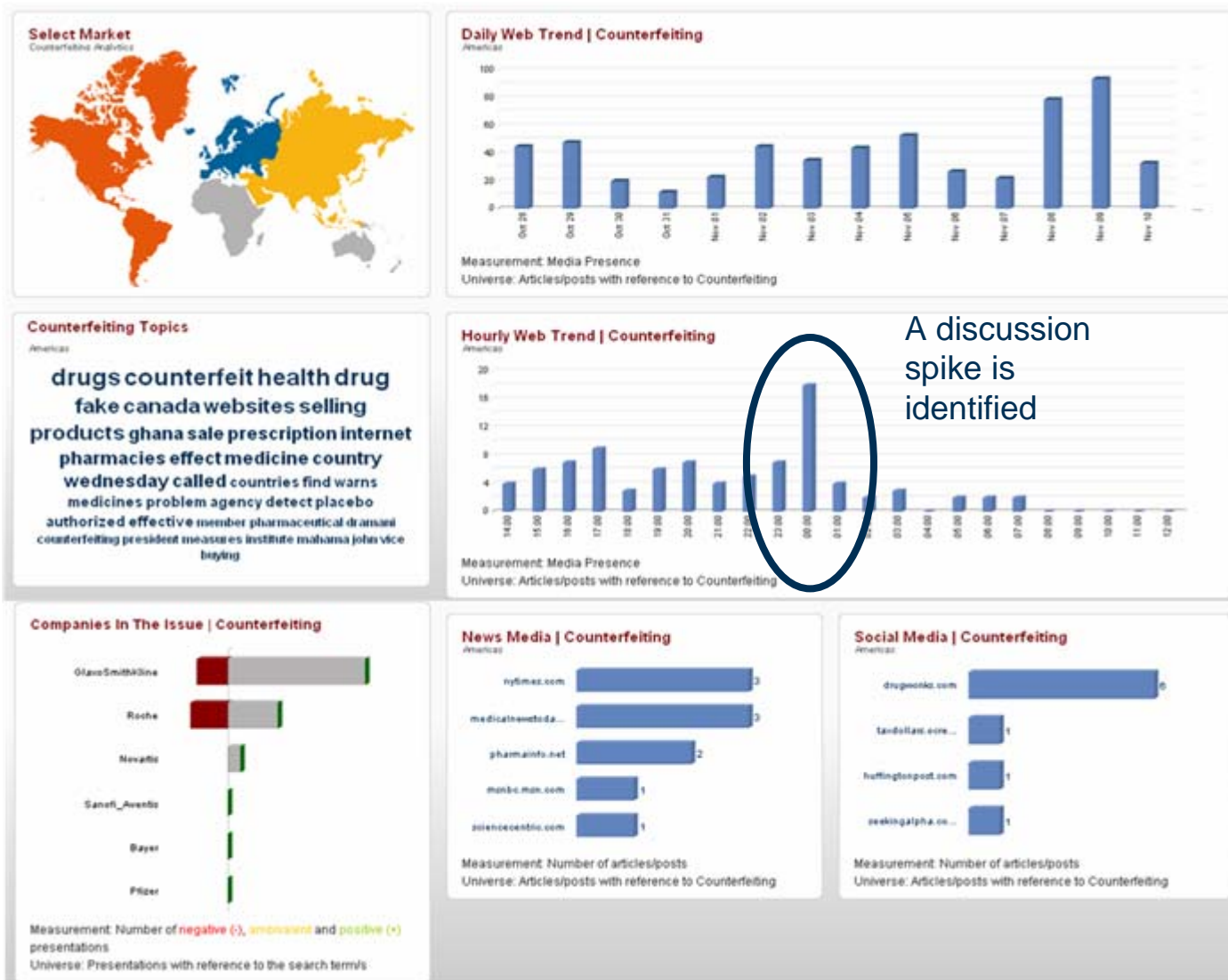
Top News 1 - 30 in total 1020

## Case Study Two

### Web.Analysis As An Issue Observation and Reaction Tool

Case Study Two: Issue Observation and Reaction

# Keep coverage under review using pre-defined dashboard



## Case Study Two: Issue Observation and Reaction

## Click through to coverage

The screenshot displays a news analysis tool interface with the following components:

- Related Analysis:**
  - Praesenz Trend:** A bar chart showing the number of articles/posts from November 2005 to 2009. The values are: Nov 09 (0), Nov 08 (8), Nov 07 (7), Nov 06 (4), and Nov 05 (6).
  - Top Quellen:** A bar chart showing the number of articles/posts from various sources. The values are: drugworks.com (6,8), tagesanzeiger.ch (4,1), medicalnewstoda... (4,1), focus.de (4,1), and aerztezeitung.de (4,1).
  - Top Links:** A bar chart showing the percentage of articles/posts from various links. The values are: huffingtonpost.com (1,4%), medus-online.de (1,4%), reportlinker.com (1,4%), and sou.edu (1,4%).
- Main News List:** A table of news articles with columns for Relevance Rank, Headline, Date, and Tonality. Two articles are circled in blue:
 

Relevance Rank	Headline	Date	Tonality
1	<b>Proliferation of counterfeit drugs more serious than drug trafficking: r</b> by www.chinapost.com.tw	2010.11.01 05:01	Red
2	<b>Leaders Discuss Best Practices, Challenges For Detecting Counterfeit</b> by pharmablog.nl	2010.11.06 04:30	Green
3	<b>Websites selling counterfeit drugs, Health Canada warns</b> by www.cbc.ca	2010.11.03 23:11	Red
4	<b>Leaders Discuss Best Practices, Challenges For Detecting Counterfeit</b> by www.pharmainfo.net	2010.11.05 13:00	Green
5	<b>Inter Press Service Reports On Counterfeit Medicine Challenges In Ce</b> by www.medicalnewstoday.com	2010.11.01 13:54	Red
6	<b>Websites selling counterfeit drugs, Health Canada warns</b> by ca.news.yahoo.com	2010.11.03 20:11	Red
7	<b>Brazil, India and South Africa call for flexibility on compulsory drug lice</b> by www.thepharmaletter.com	2010.11.05 10:51	Grey
8	<b>50 Mrd. Spam-Mails täglich - Polizei fahndet nach „Spam-König“</b> by www.stol.it	2010.10.29 12:23	Grey
9	<b>Weltgrößtem Spam-Versender droht Haft</b> by www.bild.de	2010.10.27 19:58	Grey
10	<b>China launches new wave of inspection on drug safety</b> by www.china.org.cn	2010.11.03 01:00	Red
11	<b>IBM's Analytical Ways</b> by www.forbes.com	2010.11.05 19:00	Red
12	<b>EU note to address India's drug seizure concerns</b> by economictimes.indiatimes.com	2010.11.04 01:30	Red
13	<b>Immer mehr Arzneimittel-Fälschungen aus dem Internet</b> by www.nordfriesland-online.de	2010.10.27 10:00	Red
14	<b>Apotheker warnen vor "Barbie-Droge" Melanotan</b> by www.extremnews.com	2010.10.27 13:15	Red
- Detail View:** A detailed view of the first article, including a summary and a full text excerpt. The excerpt discusses the proliferation of counterfeit drugs and the government's response.
- Navigation:** A search bar and a page navigation bar at the bottom showing "Page 1 of 3" and "Top News 1 - 30 in total 74".



## Case Study Two: Issue Observation and Reaction

## No longer "I think", but "I know".

**Medical News TODAY**

Health News | Videos | Article Opinions | Forum | Advertise | Contact | RSS

Personalization  
login | register

powered by Google™

Follow us on:  
twitter™  
facebook

News Archive [link] | Web | Wikipedia | Medical Dictionary [link]

News Category Menu

- Pharma Industry / Biotech Industry
- Categories A-B >
- Categories C-D >
- Categories E-G >
- Categories H-L >
- Categories M-O >
- Categories P-R >
- Categories S-Z >
- View full category list

Your News

- Popular News By Year
- Personalize Your Homepage
- Weekly Newsletters
- Daily News Alerts

Featured Information Hub:

- Hemophilia
- Pneumococcal Disease

Other Information Hubs

- All 'What Is...' Articles

Conditions Information

- Abscess (Dental)
- Acid Reflux
- Acne
- Acoustic Neuroma (Vestibular)
- Addiction
- Addison's Disease (Primary Adrenal)

Pharma Fachkräfte Klinische Forschung - Regulatory Affairs - Pharmacovigilance [www.byrell.eu](http://www.byrell.eu)

Pharma Packaging Summit Pharma Manufacturers-First 100 Free November 15-16 -Philadelphia, PA [www.opaleven.com](http://www.opaleven.com)

Market Research Surveys and Analyses - European Pharma and Life Science Industries [www.Medmind.se](http://www.Medmind.se)

Ads by Google

Pharma Industry / Biotech Industry News

Useful Links

Monthly Feature

**Energy Drinks: Is It Time To Tighten Regulation?**

Concerns about energy drinks have been gathering pace, with some groups now calling for them to be more tightly regulated and for greater public awareness of what they contain, their potential side-effects and risk of addiction. Read our article here...

Pharma Industry Forum

Discuss issues relating to pharma industry / biotech industry in our new forum.

Visit the pharma industry forum

Latest News For Pharma Industry / Biotech Industry

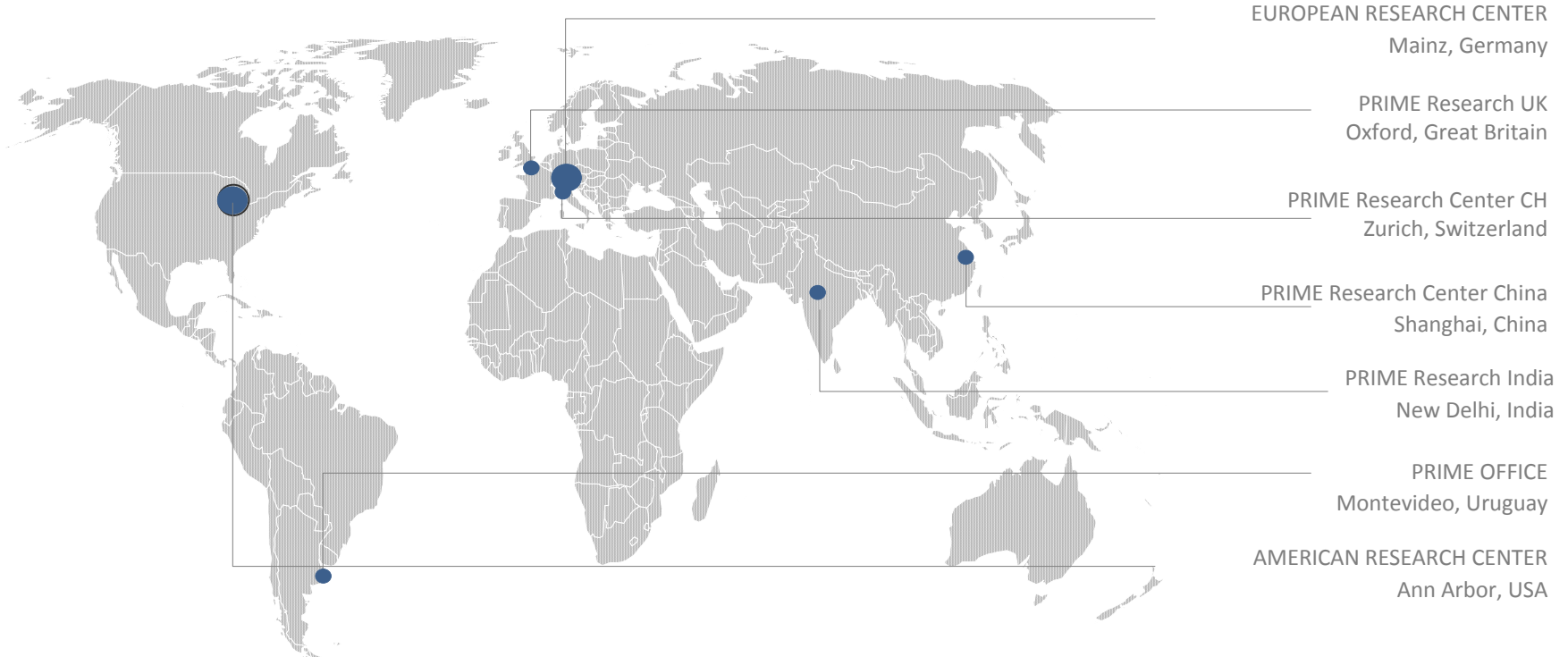
Boston Scientific Begins Patient Enrollment In Clinical Trial Assessing Deep Brain Stimulation For Parkinson's Disease  
10 Nov 2010

Find other articles on: "Leaders discuss best"

During the opening of the 10th annual meeting of the International Society of Pharmacovigilance (ISoP) in Accra, Ghana, the country's "Vice President John Dramani Mahama on Wednesday called on member countries of [the society] to institute effective measures that would help detect fake and counterfeit drugs," Ghana News Agency reports.

- The communications manager no longer has to assume that the coverage spike is related to the industry conference currently taking place.
- In addition, a mini-dashboard could be produced on the coverage for quick use.

# THANKS VERY MUCH!!!



[www.prime-research.com](http://www.prime-research.com) | [info@prime-research.com](mailto:info@prime-research.com)

**Doug Miles**



**Neil Freeman**



**Derek  
Tronsgard**



**John  
O'Donovan**

