Semantic Web Challenge 2011

Presented by Owen Sacco
on behalf of Alexandre Passant

Live Q/A: @terraces
What's the problem?
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seevl’s solution
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Commercial potential

+60M UV monthly for music videos on YouTube (07/11)
21% UK teens go online to get music information

“Online media services providers [...] must work to develop a stable search, discovery and recommendation offerings for their customers.” -- Gartner, April 2010
Behind the scenes
Architecture

Heterogeneous data from the Web

Real-time data extraction and aggregation

Knowledge base (artists, genres, labels, locations...) built with semantic technologies

Storage

Consumer apps and B2B offering

Scalable RDF/NoSQL data storage and structured recommendations

Applications and API / partners ecosystem

Sunday 20 November 2011
Technologies

- RDF-based interlinking of Web data
- Consolidation algos and SPARQL Update
- Meaningful data and ontologies
- Music Ontology, FOAF, SKOS, DC
- Pure RDF storage
- OpenLink Virtuoso
Technologies

- Graph-based recommendations
- SPARQL-based semantic distance
- Front-end UI and search capabilities
- SPARQL based w/ URL patterns
- Content-negotiation and JSON-LD
- Dev-friendly: object-centric, hidden URIs
Data access

Query

```
marvin:~ alex$ curl http://seevl.net/entity/p2kvnxkB/facts -H 'Accept: application/json' -H "X_APP_ID: 1e55b80a" -H "X_APP_KEY: 65e7f0e1549e00ee6c1704a9358dd8939"
```

Results

```
{
    "activity_end" : [ {
        "value" : "1970",
        "provenance" : "dbpedia, freebase"
    } ],
    "activity_start" : [ {
        "value" : "1960",
        "provenance" : "dbpedia"
    },
    { "value" : "1957",
        "provenance" : "freebase"
    } ],
    "collaborated_with" : [ {
        "uri" : "http://seevl.net/entity/hSmwe4Dg#id",
        "aid" : "hSmwe4Dg",
        "value" : "The Quarrymen",
        "provenance" : "dbpedia"
    } ],
    "genre" : [ ]
}
```
Testimonials

“It's impressive, and I often find myself using Seevl.net to augment Spotify”

“It looks to me like Seevl could, and should, be a part of a truly amazing music discovery app”

“I have a plugin that you'll want to grab. I'll be keeping it installed as it's a lightweight way to learn more and read more while I'm listening to music on YouTube”
Thanks!
Questions?

http://seevl.net - @seevl