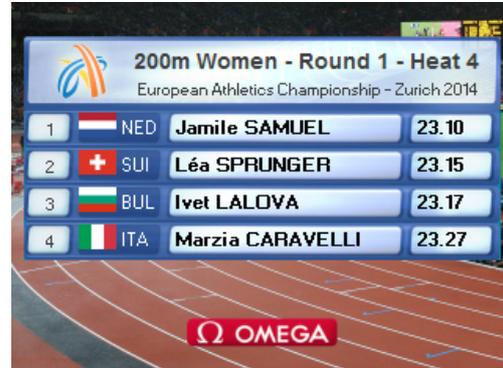**EBU**
OPERATING EUROVISION AND EURORADIO

IBC 2015

SEMANTIC DATA

EBU Technology & Innovation

Overview

The EBU has developed expertise in using semantic web technologies since 2008. The EBUCore ontology for audio-visual content is now widely adopted including as an RDF-Vocab for Hydra and also as a point of harmonisation with the PBCore community. The EBUCore ontology is also used by the new EBUSport ontology, which specialises in sport data in over 30 disciplines.

The EBU, operating the EUROVISION network, covers a wide range of sport events with and on behalf of its Members and in close collaboration with sport federations (athletics, basketball, biathlon, cycling, skating, golf, swimming, gymnastics, motor sports, rugby, skiing, soccer, tennis, etc.). These high business value activities generate large quantities of footage and logging data. The objective is to place such content and data in its semantic context, i.e. all the data associated with a sport event (athletes, competition events, start lists, results, etc.). This makes data and content queries more effective. You can start from a video and look for participants and results or start from a record and access the video (or audio, or press releases, etc.). You can also search across events, disciplines, locations, etc.

What if your model evolves? What if you need to cover more sports or enrich annotation and content metadata? Or you need custom extensions? Or you need to combine this data with data from other sources or production silos? This is no longer an issue. By nature, ontologies are scalable and everything can be expressed in the form of so-called triples, i.e. simple statements composed of a subject, a verb and a complement.

The technical paper "Is Semantic Web part of the broadcasting future" was presented at IBC in 2009. Since then, a lot of key industry actors have been working on these technologies and audio-visual production will now undoubtedly use it. Metadata and information management has now taken the place it deserves. Let's make it happen faster with semantic technologies.

This demonstration highlights the benefits of using semantic technologies in the context of sport data and content from varying sources.

Key messages

- Stop the painful mining of your data!
- Semantic technologies allow you to easily search and surf linked data and content in a similar way to browsing the Internet.
- Enriching and customising the data model according to your needs is made easy.

Related information

- http://www.ebu.ch/metadata/ontologies/ebucore/
- http://www.ebu.ch/metadata/ontologies/ebusport/

Key contact at EBU

Jean-Pierre Evain (evain@ebu.ch)