

Preparing for the Olympics in 2012

Metadata, tagging and RDF

James Howard, Executive Product Manager

Silver Oliver, Senior Data Architect

A bit of background

The BBC Sport site is now 11 years old
So where do we go now?

Image of indoor cyclists removed for copyright reasons

Too many manually managed pages

There were* approximately 320 manually managed indexes on the BBC sport site

150 or so in football

22 rugby clubs

30 cricket

But we are missing some important ones:

Competitions, FC Barcelona, Real Madrid, F1 teams and drivers
all would have value from an audience and business perspective.

**we have recently launched dynamically-aggregated football team pages*

Where do you start?

Winter Olympics 2010:
An aggregated index for each top level sport (15)

Image of bobsleigh competitor removed for copyright reasons

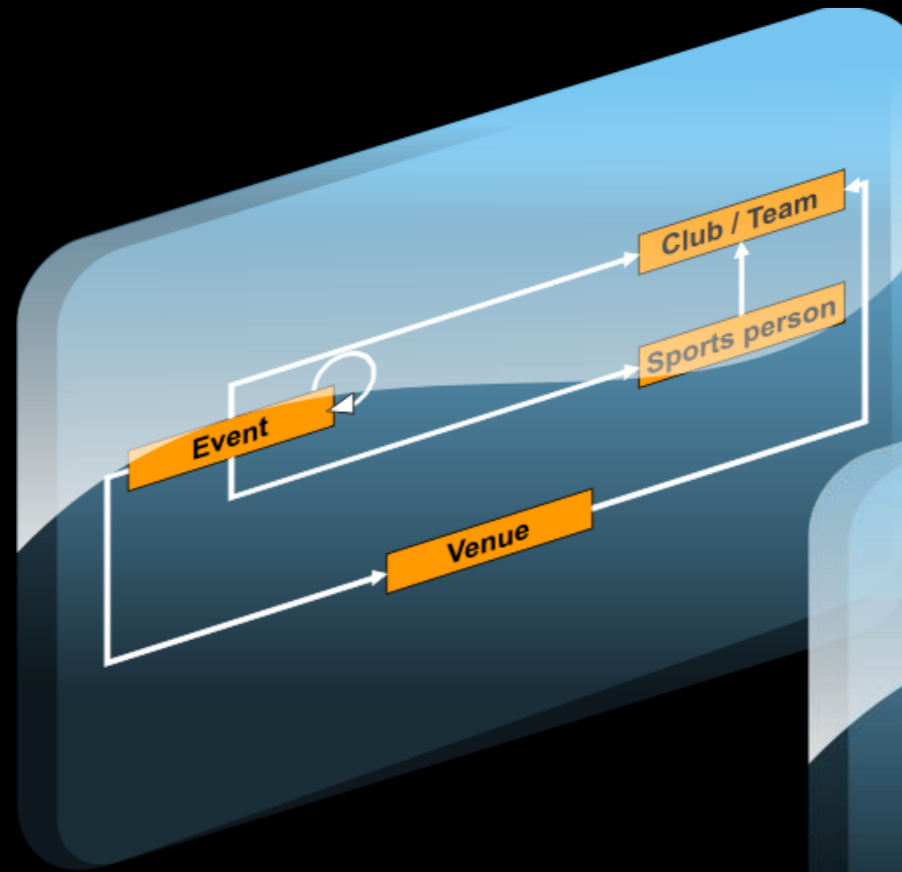
South Africa: World Cup 2010

World Cup 2010:
A page for every team, group and player.

Image of a footballer removed for copyright reasons

Image of winter sport competitors removed for copyright reasons

CONTENT
REPOSITORIES

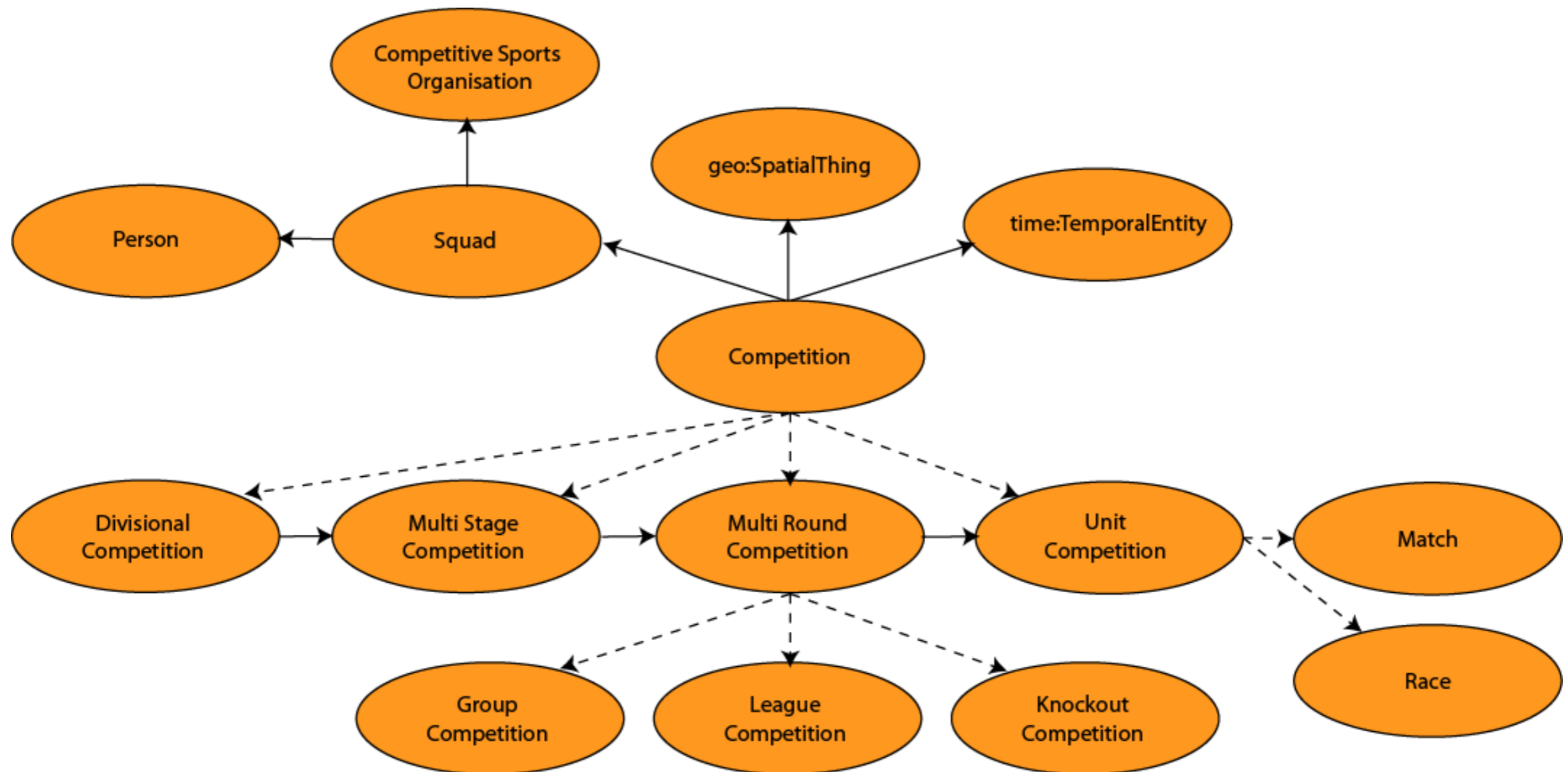


ONTOLOGY

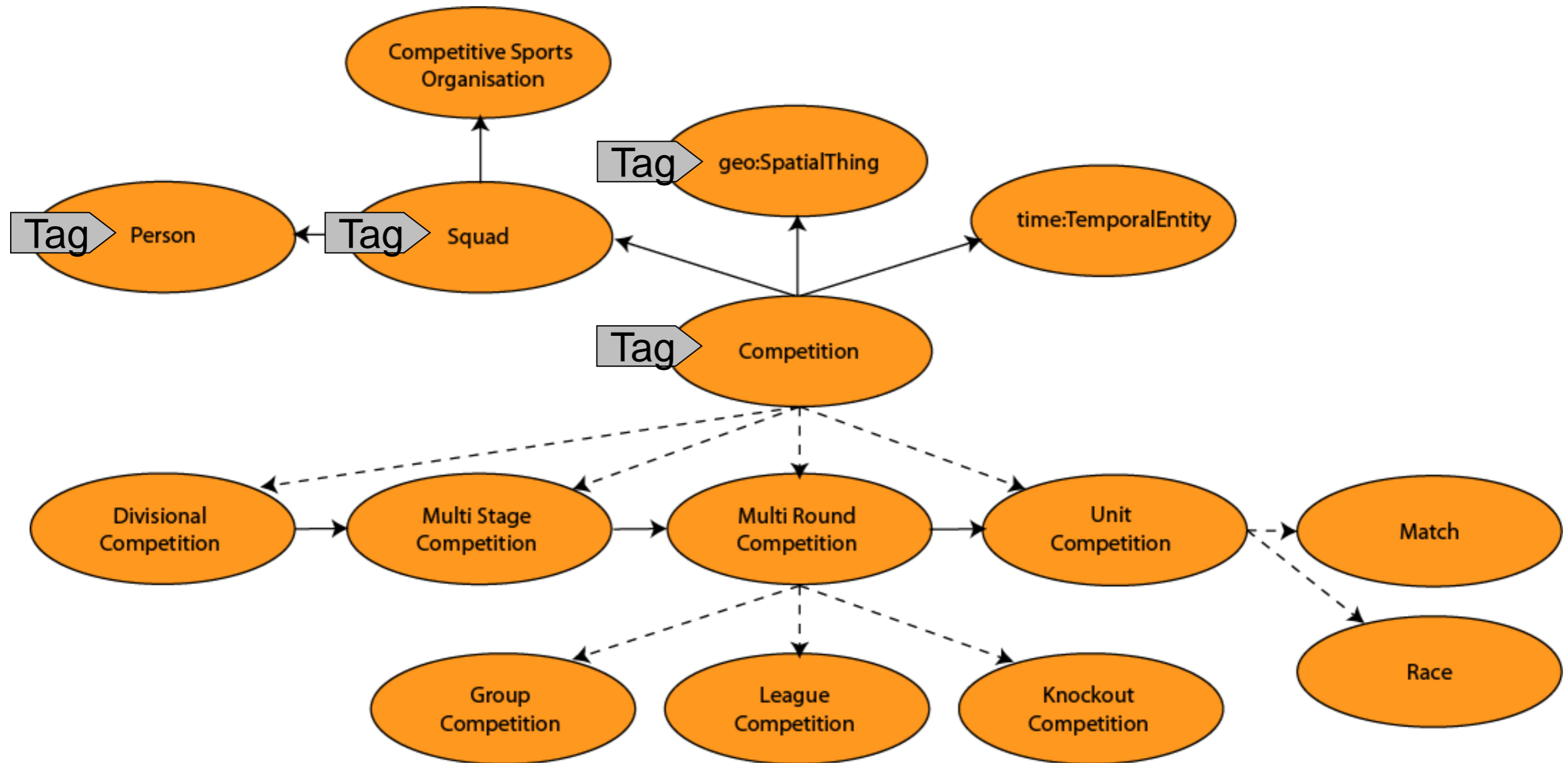


USER EXPERIENCE

We built an ontology for the World Cup - based on an event ontology



We built an ontology for the World Cup - based on an event ontology



SPORT

WORLD CUP 2010

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Latest matches

BRA 3-0 CHI



[Highlights & report](#)

PAR 0-0 JPN



[Highlights & report](#)

ESP 1-0 POR



Nigeria

- [▶ Argentina 1-0 Nigeria](#) Match report
Saturday, 12 June
- [▶ Greece 2-1 Nigeria](#) Match report
Thursday, 17 June
- [▶ Nigeria 2-2 South Korea](#) Match report
Tuesday, 22 June

Latest stories



Nigeria risk expulsion from Fifa

- ▶ Kanu calls time on Nigeria career
- ▶ Wednesday's World Cup round-up
- ▶ Africa's World Cup sides criticised
- ▶ Fifa puts faith in Jabulani ball



Nigeria president suspends team

- ▶ Africa requires overhaul - Okocha
- ▶ Kaita gets threats after red card
- ▶ Nigerian pupils report on defeat
- ▶ Etuhu rues inadequate

	A	B	C	D	E	F	G	H
Group B Teams								
Argentina		W	D	L	GD	PTS		
South Korea		3	0	0	6	9		
Greece		1	1	1	-1	4		
Nigeria		1	0	2	-3	3		
		0	1	2	-2	1		

Features



World Cup goals analysis

Check our graphics to find out when teams hit the back of the net

- ▶ World Cup winners and losers
- ▶ Garth Crooks' team of the day
- ▶ World Cup 2010 performance analysis
- ▶ Nigeria performance analysis

Group pages

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



Paraguay boss delighted with draw

- ▶ Gattuso to retire after World Cup
- ▶ Skrtel hopeful for opening game
- ▶ Rossi left out of Italy Cup squad
- ▶ Skrtel makes final Slovakia squad
- ▶ 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 - Italy 1-1 Paraguay
[Watch](#)



Highlights - Italy 1-1 Paraguay
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De Rossi equalises for Italy
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Alcaraz heads home for Paraguay
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Gattuso unconcerned by ageing Italy squad
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Del Piero's unlikely friendship with Noel Gallagher
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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
- ▶ Guide to the teams at South Africa 2010

Top 5 World Cup stories

- ▶ BBC gets 545 vuvuzela complaints
- ▶ Drogba cleared to wear arm cast
- ▶ Rooney back in England training
- ▶ Beckenbauer attacks England style
- ▶ Tuesday's World Cup 2010 round-up

Tournament totals

Games played	Shots on target off target
Wayne Rooney: 1	Wayne Rooney: 2 2
Total England: 1	Total England: 9 7
Goals	Assists
Wayne Rooney: 0	Wayne Rooney: 0
Total England: 1	Total England: 1
Fouls by on	Cards yellow red
Wayne Rooney: 0 2	Wayne Rooney: 0 0
Total England: 8 10	Total England: 3 0

Sport Ontology

Label: [Sport Ontology](#)
 Version: 2.0.0.0
 Author: [BBC](#)

[Description](#)
[Classification](#)

Abstract

A large ontology describing the world of sports

Introduction

The BBC Sport ontology is a formal representation of the domain of sports, covering all sports, events, venues, and related concepts. It is designed to be used in a variety of applications, including:

- Semantic search and discovery of sports-related content
- The automatic generation of sports-related content
- The development of sports-related applications
- The automatic generation of sports-related content

The ontology is designed to be used in a variety of applications, including semantic search and discovery of sports-related content, the automatic generation of sports-related content, and the development of sports-related applications. It is designed to be used in a variety of applications, including semantic search and discovery of sports-related content, the automatic generation of sports-related content, and the development of sports-related applications.

Classification

Label: [Sport Ontology](#), version: 2.0.0.0, author: [BBC](#)

[Description](#)

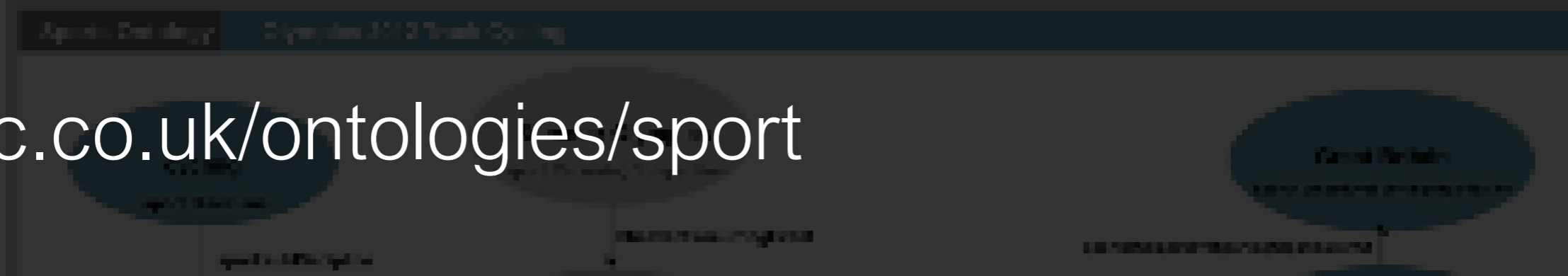
[Classification](#)

[Description](#)

It is a large ontology describing the world of sports

Vocabulary Diagram

The following diagram shows the structure of the ontology, with classes and their relationships.



bbc.co.uk/ontologies/sport

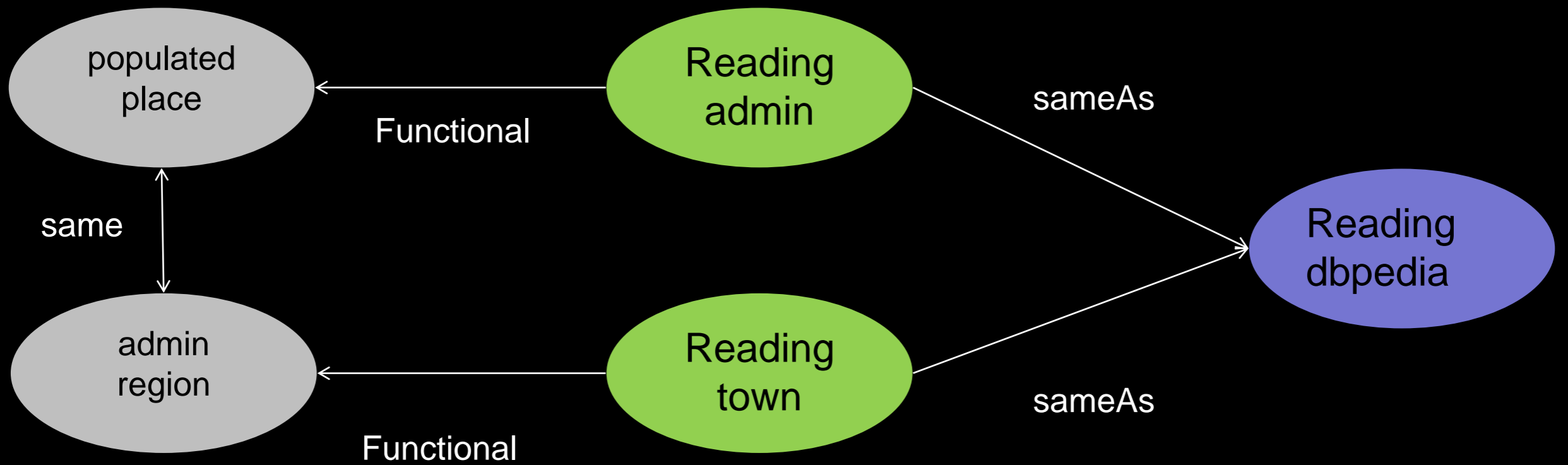
Challenges of working with RDF

Image of footballer removed for copyright reasons

<http://dbpedia.org/resource/stoat>

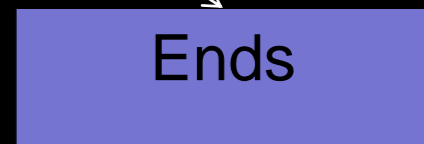
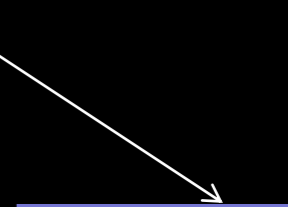
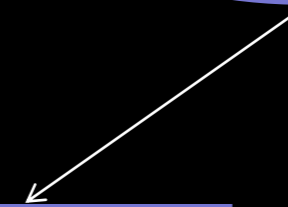
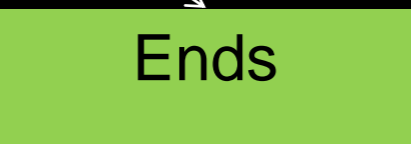
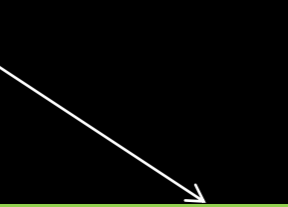
<http://dbpedia.org/resource/ermine>

Moving uri's



Inference data disasters

Precedes



Temporal challenges

Managing your data

Image of motor race winner removed for copyright reasons

What does this all mean for
London 2012?


London 2012 – ‘to show every piece of live action’

Image of athlete removed for copyright reasons

BBC Text only Help Search Explore the BBC

LION (PANTHERA LEO)

Wildlife Finder > Animals > Lion



Lions are unique in that they are the only cats to live in groups (prides). Male lions are also the only cats that have manes, giving them a regal appearance that has earned them the title 'king of the beasts'.

WHAT DO THEY SOUND LIKE?

A lion growling and snarling

WATCH VIDEO CLIPS FROM PAST PROGRAMMES (3 clips)

- Mother's pride** Natural World: Lion society holds terrible dangers for newborn cubs.
- Disadvantaged buffalo** Wild Africa: Lions have the upper hand when the buffalo are in poor condition.
- Lions hunt elephants** Planet Earth: Infra-red footage sheds light on the night-hunting techniques of lions.

FEATURED IN THE FOLLOWING TV PROGRAMMES

- ARCHIVED: Natural World: Bringing Up Baby
- ARCHIVED: Planet Earth: Great Plains
- ARCHIVED: Wild Africa: SAVANNAH

FEATURED IN...

Life The wildlife of Life
In autumn 2009, a major new series brought us life as we've never seen it before.

EARTH NEWS >

- Return of the royal Barbary lion**
A royal stud book could help return the majestic Barbary lion to the wild.
- People steal meat from wild lions**
Lions in Cameroon are having their kills stolen from under their noses by hungry villagers.

SCIENTIFIC CLASSIFICATION

- Kingdom: Animal (animalia)
- Phylum: Chordata (Chordata)
- Class: Mammal (Mammalia)
- Order: Carnivora
- Family: Felidae
- Genus: Panthera
- Species: **Lion (leo)**

OTHER PANTHERA

- Jaguar (onca)
- Leopard (pardus)
- Tiger (tigris)

THE LION IS

- Able to scent mark
- Carnivorous
- Co-operative breeder
- Helpless at birth
- Nocturnal
- Nomadic
- Polygynandrous
- Polygynous
- Social
- Territorial

WHERE CAN I SEE THEM?

Adaptation data provided by Animal Diversity Web

ABOUT THE LION

The Lion (*Panthera leo*) is one of four big cats in the genus *Panthera*, and a member of the family Felidae. With some males exceeding 250 kg (550 lb) in weight, it is the second-largest living cat after the tiger. Wild lions currently exist in Sub-Saharan Africa and in Asia with a critically endangered remnant population in northwest India, having disappeared from North Africa, the Middle East, and Western Asia in historic times. Until the late Pleistocene, which was about 10,000 years ago, the lion was the most widespread large land mammal after humans. They were found in most of Africa, much of Eurasia from western Europe to India, and in the Americas from the Yukon to Peru.

Lions live for around 10-14 years in the wild, while in captivity they can live over 20 years. In the wild, males seldom live longer than ten years, as injuries sustained from continuous fighting with rival males greatly reduces their longevity. They typically inhabit savanna and grassland, although they may take to bush and forest. Lions are unusually social compared to other cats. A pride of lions consists of related females and offspring and a small number of adult males. Groups of female lions typically hunt together, preying mostly on large ungulates. Lions are apex and keystone predators, although they will scavenge if the opportunity arises. While lions do not typically hunt humans selectively, some have been known to become man-eaters and seek human prey.

The lion is a vulnerable species, having seen a possibly irreversible population decline of 30 to 50 percent over the past two decades in its African range. Lion populations are untenable outside of designated reserves and national parks. Although the cause of the decline is not fully understood, habitat loss and conflicts with humans are currently the greatest causes of concern. Lions have been kept in menageries since Roman times and have been a key species sought for exhibition in zoos the world over since the late eighteenth century. Zoos are cooperating worldwide in breeding programs for the endangered Asiatic subspecies.

Visually, the male lion is highly distinct and is easily recognized by its mane. The lion has the largest head of any of the big cats. The mane is widely recognized as a symbol of strength and courage. The mane is a key feature of the lion's appearance, and is a key factor in its social structure. The mane is a key feature of the lion's appearance, and is a key factor in its social structure.

Read more at Wikipedia

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This resource contains the following habitats:

- Desert
- Flooded grassland
- Mangroves
- Mediterranean forest
- Mountain grassland
- Tropical dry forest
- Tropical grassland

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Selected biographies of historic figures featured on bbc.co.uk/history.

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- Florence Nightingale**
Which war did Florence make her name in?
- Martin Luther King**
Which year did Martin win the Nobel prize?
- William Shakespeare**
When was his first folio published?

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FOOD RECIPES

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Whole tandoori chicken with spicy potatoes and coriander chutney



Treat your family with this tandoori-style roast chicken served with a fresh coriander chutney.

Ingredients

For the chicken

- 1.5kg/3½lb whole chicken
- 4 tbsp natural unsweetened yoghurt
- 1 tsp garam masala
- 4 tbsp single cream
- 2 tbsp medium-hot paprika
- 1 tsp medium-hot chilli powder
- 1 tsp ground cumin
- 2 tbsp lemon juice
- 2 tbsp vegetable oil
- 1 tsp salt

Quick recipe finder

Type ingredients, chef or programme

Quick & Easy Vegetarian

Advanced search options

Related recipes

Recipes using chicken

- Coq au vin By Simon Hopkinson
- BBQ 'beer-can' chicken By Lisa Allen
- Chicken casserole with cheesy dumplings By Rachel Allen

See more chicken recipes

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Easy chicken recipes

This recipe is from...

Saturday Kitchen

Knowledge and Learning

Contact:

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silver.oliver@bbc.co.uk

How do journalists tag content?

Tagging Tool: known as Graffiti

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Page last updated at 14:08 GMT, Friday, 21 January 2011

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Arsenal's Aaron Ramsey in line for shock Cardiff return

Arsenal boss Arsene Wenger has revealed Wales midfielder Aaron Ramsey looks set for a loan move back to Cardiff City.

The 20-year-old, who had just returned from a loan spell at Nottingham Forest, is returning to fitness after suffering a horrific broken leg in February.

Ramsey signed for Premier League giants Arsenal from Cardiff in a £5m move in June 2008 but could return in January.

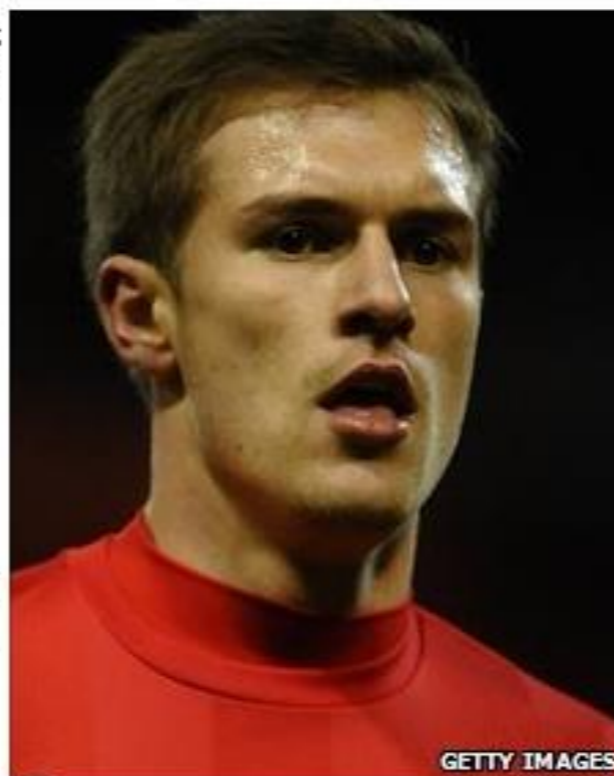
Wenger said: "I am considering to give Ramsey one month out on loan, with a possibility of him to go to Cardiff."

Ramsey's potential arrival at the Championship promotion chasers may be their fourth signing of the January transfer window.

And the 11-times capped Welshman could be the second youngster to sign for Dave Jones' Cardiff from Premier League title-chasers

Arsenal.

England youth international Jay Emmanuel-Thomas signed at the Cardiff City Stadium on loan until the rest of season on Tuesday.



Aaron Ramsey made two starts in five appearances in two months at Forest

SEE ALSO

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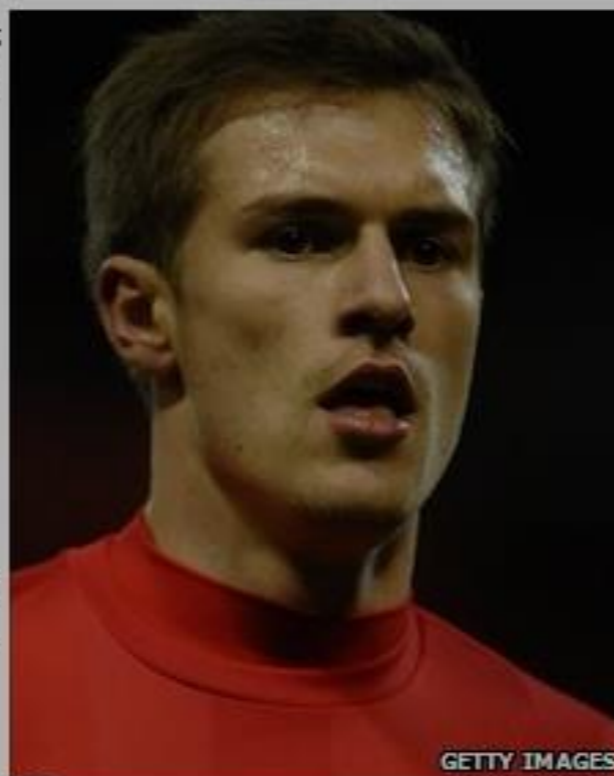
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Last tagged at **Wed 18 Aug 2010, 4:36 PM**
A memorial service to honour Southampton FC's late owner Markus Liebherr is taking place.

Tag blog entry > Select locations
Select the locations that appear in this story.

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