



The Atomization of Everything

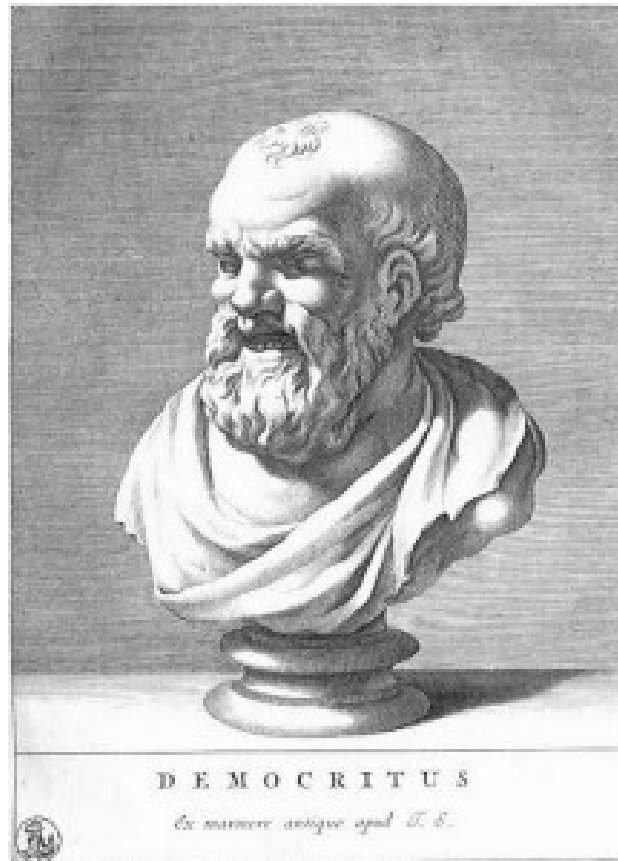
Publishers' Forum 2013

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Atomic Greeks



Preferable Greeks!



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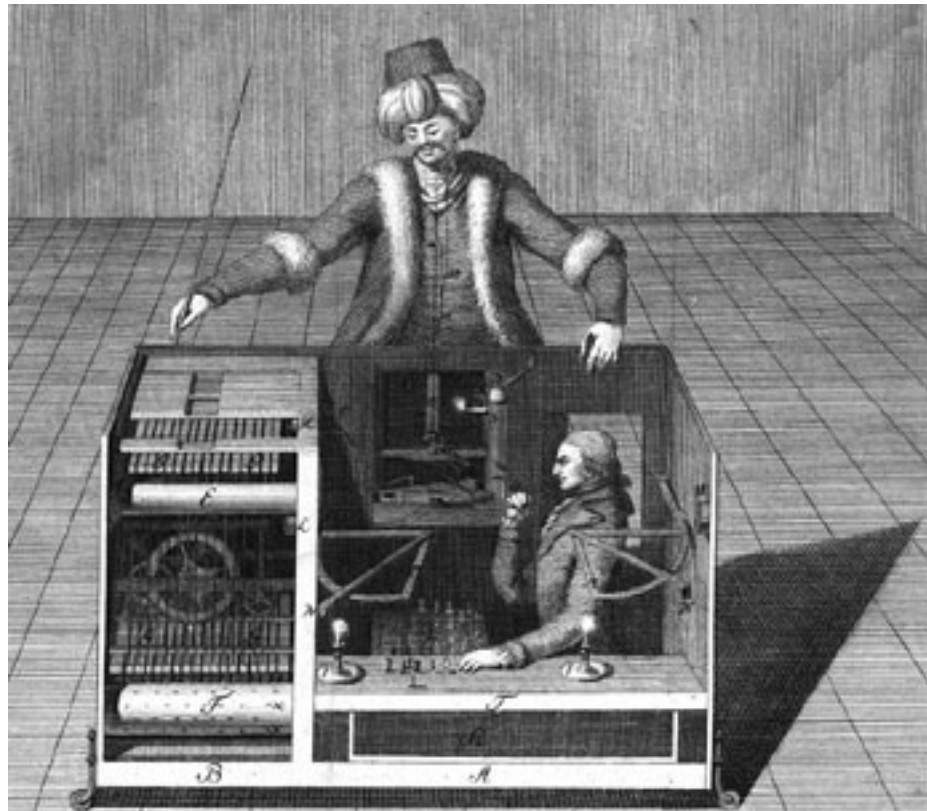
The Age of Data - towards a New Theory of Content



Driven by:

- the way we work and live
- the nature of the Network and Network publishing
- machine to machine communication
- the need for solutions , not queries
- the indivisible partnership of content and software

The Fragmentation of Work Changes Everything



Format under Fire

- The Book and the eBook
- Publish to custom - the market of one
- Participation by one, many and the Crowd - the Feedback Loop
- Big Data knows no format boundaries

We put the print on the web in the 1900s - we will put the web on mobile today

Content out of Control



- Copyright fractured in the network
- We create national and regional solutions to global problems
- The world of actual and implied licensing has not yet appeared

The Digital Divide



- We talk the talk, we do not walk the walk
- Crossing the Chasm? - wrong question!
- Migrating to digital? With your formats intact?
- Transitioning to the network? With an unchanged business model?

The Nature of Work (and Life)

- Fragmentation and skills migration
- Break-up of the professions
- Networks are collaborative by nature
- Network are immersive by nature

The Mechanical Turk as a network precursor

The Veggie Burger Thesis



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The New Information Marketplace



- Data mining
- Sentiment analysis (reputation management)
- Predictive Analysis

Solutions and Collaborations



Solutions Drive Markets

- Lexis Risk and US insurance

Collaboration Drives Solutions

- Elsevier GeoFacets

Ontology of Ontology



- Semantic Web is the vehicle
- Data modelled in RDF, triple stores
- Inference rules and taxonomy

The Value is the Metadata



- Entity or Knowledge Stores become the development platform - or the user palette
- AI as a solution and data creator - Narrative Science
- Only NoSQL databases will effectively deliver
- Your software supplier is your partner

Towards a Value for Data?

$$V = M / D \div L$$

Key Question – are you Data Ready?



By when - YESTERDAY

Thanks for listening!



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