



Thomson Reuters Adds 'Social Tags' and Spanish Language Support to Its OpenCalais Service

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--Social Tags Use Simple, Everyday Terms to Categorize Stories; Make it Easy for Editors to Filter News by Human Interest

SAN JOSE, Calif., June 15, 2009 /PRNewswire via COMTEX/ -- The 5th Annual Semantic Technology Conference -- Thomson Reuters today announced significant upgrades to its OpenCalais service. The update adds new 'Social Tags' -- story descriptors in simple, everyday language -- and support for Spanish language content to OpenCalais' core capabilities. It also adds a new 'Recession Pack' of facts and events that OpenCalais can extract from news about company actions related to a down economy.

OpenCalais helps publishers compete. Found at OpenCalais.com, the free service makes it easy to automate content operations, enhance the value of content, improve the reader experience and extend distribution to new search engines, news aggregators and social media applications.

"With these updates, we are increasing the relevance, impact and appeal of the OpenCalais Service worldwide, for everything from content operations to SEO," said Thomas Tague, Calais Initiative lead, Thomson Reuters. "Social Tags and Spanish language support are two of the most in-demand features with our partner publishers and community of Web developers alike. We are very pleased to be able to meet that demand and quickly bring them to light."

The new features in the OpenCalais service include:

Social Tags: Social Tags go beyond news categories -- such as "lifestyle," "sports" or "entertainment" -- to describe what a story, blog post or document is about using common, conversational terms, such as "gourmet cooking," "auto racing" or "new movie release." Social Tags make it easier for editors to filter news by human interest, and to create compelling collections of related content such as microsites that improve search engine optimization (SEO) and bolster reader engagement.

Social Tags are based on sophisticated analysis of an entire document that has been mapped to the OpenCalais knowledgebase as well as Wikipedia. In addition to helping streamline content operations, Social Tags can be used as keywords for ad placement and as metatags for SEO.

Entidad extraccion en espanol: As with French, OpenCalais' initial support for Spanish language content extends to entity extraction in the top categories, including people, cities, countries company names and more. Extraction of facts and events will follow in 2010.

The Recession Pack of Facts & Events: Given today's environment, OpenCalais has been tuned to extract a new set of facts and events related to company performance and company actions in a down economy, including accounting changes, labor issues, layoffs, earnings restatements, delayed filings and more.

The Complete Set of IPTC NewsCodes: In addition to the new Social Tags, the OpenCalais service now categorizes news stories and documents using one of 17 top-level subject codes from the International Press Telecommunications Council (IPTC) NewsCodes taxonomy.

Enhanced Linked Data URIs (Uniform Resource Identifiers): The top-level company name URIs that OpenCalais returns along with document metadata have been enhanced to reflect ongoing updates of company information as those changes happen in Thomson Reuters Linked Data repository.

In addition, the company URIs OpenCalais returns will now feature links to related entries in TechCrunch's CrunchBase, and include specific URIs for company officers and company competitors, making it easier to source and navigate these key elements of competitive business information.

Linked Data URIs in JSON: In addition to HTML and RDF, OpenCalais' Linked Data URIs for companies, geographies and more are now available in the JSON format. Users can retrieve URIs as JSON by appending .json to the URI or calling the OpenCalais service with an appropriate caller type.

Opt-In Storage of Document-Level Metadata URIs: Whereas OpenCalais used to return all document-level URIs to the user, the service will now store them on the user's behalf, returning them on an opt-in basis as needed. This is helpful for publishers processing large quantities of content and preserves their prerogative to share their document-level identifiers when they see fit.

Availability:

The updates to the OpenCalais service are being rolled out as a phased auto-upgrade to the existing service. No changes are required on the part of partners or developers.

1. Phase one (OpenCalais version 4.1) -- which goes live today -- includes Social Tags, the 'Recession Pack' of company facts and events, and more.
2. Phase two (OpenCalais version 4.2) -- available in mid-July -- includes support for Spanish language content, enhanced Linked Data URIs and more.

About the OpenCalais Initiative

The OpenCalais initiative supports the interoperability of content and advances Thomson Reuters mission to deliver intelligent information. It offers free metadata generation services, developer tools and an automatic connection to the Linked Data cloud. The free OpenCalais service and open API makes it easy to automate content operations, enhance content, increase audience engagement and extend distribution across the content ecosystem. Visit OpenCalais.com.

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