

Thomson Reuters OpenCalais Service Adopted by The Huffington Post, DailyMe and Associated Newspapers' Mail Online

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--Pioneering Publishers Tap Semantic Web Service to Speed Editorial Processes, Improve the Reader Experience and Extend Their Reach Across the New Content Economy --New OpenCalais 'Archive Express' Service Debuts to Help Other Publishers Get Started; Free Service Tags Large Content Archives in 24 Hours

SAN JOSE, Calif., June 16, 2009 /PRNewswire via COMTEX/ -- The 5th Annual Semantic Technology Conference -- Following on the news of its alliance with CNET, Thomson Reuters today announced that The Huffington Post, DailyMe and UK-based Associated Newspapers Ltd.'s Mail Online have integrated the OpenCalais service into their popular news sites and services.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090114/NY58800LOGO>)

These pioneering publishers join Thomson Reuters and CNET in ushering in a new wave of innovation in digital media and online publishing. They are using OpenCalais to achieve new efficiencies in content operations and editorial processes, speeding the delivery of breaking news to readers. They are also using OpenCalais to reach new milestones in localization, personalization and search engine optimization (SEO).

"OpenCalais enables our editors to more efficiently locate related local stories," said Paul Berry, CTO, The Huffington Post. "This helps the site meet an important strategic goal: cost-effectively producing regional microsites that 'super-serve' communities with the best local news, as we have done in Chicago."

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.

"OpenCalais helps us to create a picture of a user's behavior and interests, so that we can personalize the news for them," said Neil Budde, President and Chief Product Officer, DailyMe. "That capability has enabled us to add automated personalization features that both improve our readers' experience and help optimize ad targeting for our partners."

Today also marked the debut of Thomson Reuters new OpenCalais 'Archive Express' service, which can tag an archive of up to 20 million documents in 24 hours time.

"Tagging archived content is a simple way to get started with OpenCalais, and the fastest way to give old stories new life," said Thomas Tague, OpenCalais Initiative lead, Thomson Reuters. "It can help publishers repurpose -- and even drive incremental revenue from -- historical content, and makes it easy to bring archived stories into 'related stories' applications, 'recommended reading' widgets and more."

OpenCalais uses natural language processing (NLP) to "read" an article, extracting the 'who, what, when, where and how' from the story. Breaking content down into its basic elements makes it easier to manipulate -- automating the creation of topic hubs and microsites -- and improves its search relevance.

"OpenCalais was originally part of a suite of data mining and SEO solutions we assembled for Mail Online, and our intention was to use it to 'Sanity Check' the rest," said Simon Schnieders, SEO Manager for Associated Newspapers' Mail Online, "It speaks volumes for the service that we came to rely on OpenCalais for entity extraction."

Thomson Reuters OpenCalais initiative is committed to helping publishers improve their online business results. With OpenCalais, publishers can:

- Automate: Automatically tag the entities, facts and events in content to increase its value.
- Enhance: Enrich content with open data from Wikipedia, Shopping.com, Geonames and more.
- Engage: Optimize the user experience, increase engagement and drive repeat visits.
- Extend: Increase reach to new search engines, aggregators, 'related stories' apps and more.

- Connect: Compete in tomorrow's media ecosystem of enriched and interconnected content

Note to attendees of the 5th Annual Semantic Technology Conference:

- Thomas Tague is a keynote speaker this morning at SemTech; he takes the stage at 8:30 a.m. PT.

- Learn more about how CNET and The Huffington Post are using OpenCalais

in the SemTech 2009 Publisher Panel with Jim Stanley, Vice President - Products, CBS Interactive - Technology & News; Paul Berry, CTO, The Huffington Post and more. It takes place today at 2 p.m. PT.

Availability: The OpenCalais Archive Express service is available today. With shipping, users can expect their archive to be received, tagged and returned to them within one week. Please contact Professional (at) OpenCalais (dot) com to get started.

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.

About Thomson Reuters

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