



Thomson Reuters OpenCalais Sees Commercial Adoption for Media Monitoring, Search Engine Optimization, Reader Engagement, Corporate Governance and More

June 24, 2010 at 9:07 AM EDT

Pioneering Partners Include Moreover Technologies, Morris Communications, Magus Ltd. and Prefix Technologies

SAN FRANCISCO, CA, Jun 24, 2010 (MARKETWIRE via COMTEX) --SemTech 2010 -- Thomson Reuters today cited four innovative companies that are pioneering the large-scale and commercial use of its OpenCalais service to enrich and optimize digital content. They include Moreover Technologies, a world-leading media aggregation and monitoring provider; Morris Communications, a top-tier regional publisher; Magus Ltd., the British pioneer of enterprise website governance, and Prefix, South Africa's leading Content Management System (CMS).

"Two and a half years in, we are extremely pleased to be part of leading publishing platforms and media monitoring solutions around the world," said Tom Tague, OpenCalais Initiative lead, Thomson Reuters. "We're processing five million documents per day and storing 90 billion triples, which may well be the world's largest collection of structured facts and events. It reflects a growing percentage of the English language news articles, blog posts and social media status updates posted every day."

Joining CBS Interactive / CNET, Huffington Post, The New Republic, The Nation and more than 50 other publishers, entrepreneurs and service providers using OpenCalais are:

Moreover Technologies (<http://w.moreover.com/>). One of the original news aggregators on the Web, Moreover provides companies with "news and views" in a comprehensive solution for business intelligence, mainstream media and social media monitoring. It aggregates, refines and delivers millions of daily articles, blog posts and social media updates from more than a million editorially vetted sources spanning 800 searchable industries in 100-plus countries, and 50-plus languages.

Moreover Technologies uses OpenCalais to categorize and tag news and blog content as well as social media status updates to provide superior mainstream and social media monitoring services to clients of all kinds.

"Equally important to quantity of information is quality," said Paul Farrell, President of Moreover Technologies. "It's imperative to be able to retrieve rapidly the most relevant and pinpointed results possible from vast repositories of business intelligence. Our partnership with OpenCalais substantially enhances our ability to make sure clients get the right results at the right time."

Morris Communications (<http://morriscomm.com/>). A leading southeastern media company, Morris Communications has newspaper, magazine, outdoor advertising, radio, book publishing and online properties. Its digital arm, Morris DigitalWorks, turned to OpenCalais while digitizing the archives of its 13 daily newspapers, including the Augusta Chronicle (http://en.wikipedia.org/wiki/Augusta_Chronicle); the Florida Times-Union (http://en.wikipedia.org/wiki/Florida_Times-Union); the Savannah Morning News (http://en.wikipedia.org/wiki/Savannah_Morning_News); the noted local Journalism experiment Bluffton Today (http://en.wikipedia.org/wiki/Bluffton_Today) and more.

"We strive to be unrivaled in the delivery of local news and information to our readership in every possible medium. So it is essential to be able to repurpose our content for any number of uses - including digital distribution on the Web, mobile, etc.," said Michael Romaner, President, Morris DigitalWorks. "OpenCalais has helped us achieve that mission in two ways. By improving the relevancy of our content for Web searches, we have increased both our overall page-views from search engines, and our retention of those readers once they arrive. We look forward to expanding on this successful alliance."

Magus Ltd. (<http://www.magus.co.uk/>) Magus is the pioneering UK company behind ActiveStandards(TM): the market-leading SaaS platform for enterprise website governance used by Unilever, Shell, Philips, ING and more. ActiveStandards takes web content governance to a new level by enabling companies to coordinate the policies, processes and people that underpin their web presence within a single integrated framework, and monitor and manage compliance.

Magus uses OpenCalais to power ActiveStandards' "Content Insight Reports" -- a suite of powerful semantic reports which extend the reach of online governance by providing visibility and control over unstructured content.

"Semantic Web technologies are revolutionizing the way people find and use information online," said Simon Lande, CEO, Magus Ltd. "Our alliance with OpenCalais enables us to leverage this technology to bring about a step-change in the way that companies monitor and manage their online content. We see it as a revolution in content governance."

Prefix Technologies (<http://www.prefix.co.za/index.php>). Provider of South Africa's most popular off- and online CMS, Prefix is a trusted Web-applications development company. Prefix solutions enable magazine, newspaper and online publishers to collect,

store, share and monetize content in new ways that increase competitive advantage while improving efficiency and reducing costs.

Prefix uses OpenCalais as a processing layer for Predator's Semantic Tagging Engine. With a powerful tagging rules toolkit on a per-magazine basis, Predator customers with multiple magazines on Predator are able to draw content out of their archives and build smart links across a the network for their readers. In one case study, they've scanned through and linked over 10 years of archives.

"We've seen significant increases in archive monetization for our customers with our OpenCalais implementation. Equally, it's been incredible to explore new ideas in both the print and digital worlds to create content packages through semantic discovery," said Josh Adler, CEO, Prefix. "We feel we've interpreted the semantic opportunity in a unique way for traditional media and OpenCalais opened that door for us."

About the OpenCalais Initiative The OpenCalais initiative supports the interoperability of content and advances Thomson Reuters mission to deliver intelligent information by connecting all the world's business-relevant content. It offers free metadata generation services, developer tools and an automatic connection to the Linked Data cloud. Found at [OpenCalais.com](http://www.OpenCalais.com) (<http://www.OpenCalais.com>), OpenCalais is the fastest, easiest and most accurate way to tag the people, places, companies, facts and events in content to increase its value, accessibility and interoperability on the Web. For a quick and easy demo of how OpenCalais can add intelligence to your content, visit <http://viewer.opencalsis.com>, paste in a news story and hit submit."

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