

A History of the Future of Content

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Vienna

Martin Röhl
martin@roell.net
<http://www.roell.net>

Evolution of the Internet

Demand for Broadband

„Content“

Content, historically

Content, today

- Skype
- Wikipedia
- Weblogs

L'Oreal - It was worth it

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Google™

Booking a trip in 2015

What takes us there

- Massive amounts of data
- Semantic Web
- Personal Information Aggregators

What takes us there

- Massive amounts of data
 - Blogging
- Semantic Web
 - Tagging, Microformats
- Personal Information Aggregators
 - RSS Aggregators

Consequences

- Continuously rising demand for Broadband
- Content providers are becoming Metadata providers
- Services need to provide open APIs, so hackers can build these systems

Thank You!

Martin Röhl

martin@roell.net

<http://www.roell.net/weblog/>