



CNET Pioneers Adoption of Thomson Reuters OpenCalais Service

May 28, 2009 at 9:03 AM EDT

Embraces Open Data Standards to Help Provide Public Access to the Latest Tech News and Product Reviews on Consumer Electronics

Adoption of Semantic Web Service Will Help Drive New Efficiencies, Increase Audience Engagement and Extend Network Content Distribution

NEW YORK and SAN FRANCISCO, May 28 /PRNewswire/ -- Thomson Reuters and CNET (www.cnet.com) announced today they have formed an alliance that marks a new wave of innovation in digital media and publishing. Under the agreement, CNET will use the Thomson Reuters OpenCalais service for semantic analysis of its tech product reviews, award-winning news, and blog postings on consumer electronics and technology. This service will help streamline CNET's content operations, drive audience engagement, and further extend CNET's reach across the Web.

In addition, CNET joins Thomson Reuters as one of the first commercial media companies to publish core data assets for public, programmatic use on the open semantic Web. CNET will leverage OpenCalais' connection to the rapidly expanding 'Linked Data cloud' to allow its original content -- such as tech product reviews on laptops, TVs, smart phones, and digital cameras; news articles and blog posts from its CNET News editorial staff; and parts of its core technology product catalog - to be available for public use.

"Using OpenCalais will allow CNET to aggregate and organize content in new ways, produce topic-based sites, improve search functionality and generate improved content recommendations," said Jim Stanley, Vice-President of Products, CBS Interactive Technology & News. "Further, by exposing CNET's assets on the 'Linked Data cloud' and linking them to those of other publishers, CNET will be able to create more complete user experiences in its coverage of consumer technology."

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

"CNET has been an ideal media partner for us, given the variety of content assets they create and manage," said Barak Pridor, CEO, ClearForest, the Thomson Reuters company that produces the OpenCalais service. "They know the value of interoperable content - information that can be automatically compared, contrasted, mixed and matched in real-time - to create entirely new and compelling media services. We are thrilled to help them make the leap into the linked content economy, and to foster a new era of productivity and profit for online publishers."

About CNET

CNET (www.cnet.com) is where people go to discover the latest in tech and consumer electronics. Driven by a trusted voice and a passionate community, CNET creates an open environment for people to find and use the best products to fit their lifestyle. The powerful combination of CNET's award-winning news, lab-tested product reviews, safe and spyware-free downloads, and user-generated content give people information and inspiration to live and thrive in a life gone digital.

About CBS Interactive

CBS Interactive, a division of CBS Corporation, is the best online content network for information and entertainment. With more than 200 million people visiting its properties each month, it is the 8th largest Web property globally and the 5th largest Web property in the U.S. in terms of unique video viewers. Its portfolio of leading brands, which include CNET, CBS.com, CBSSports.com, GameSpot, TV.com, BNET and Last.fm, span popular categories like technology, entertainment, sports, news and business.

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

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. The company combines

industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, scientific, healthcare and media markets, powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs more than 50,000 people in 93 countries. For more information, go to ThomsonReuters.com.

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05/28/2009

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