

Suranga Chandratillake

**blinkx
(2004)**

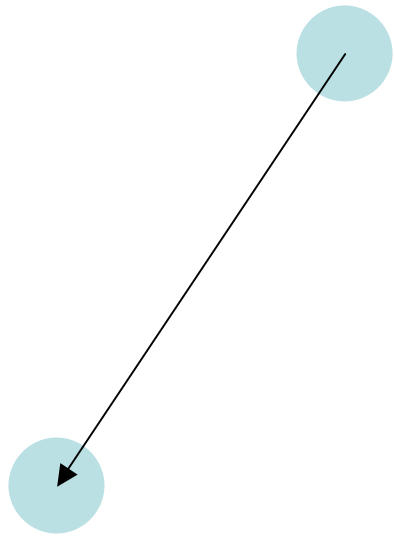
public search products

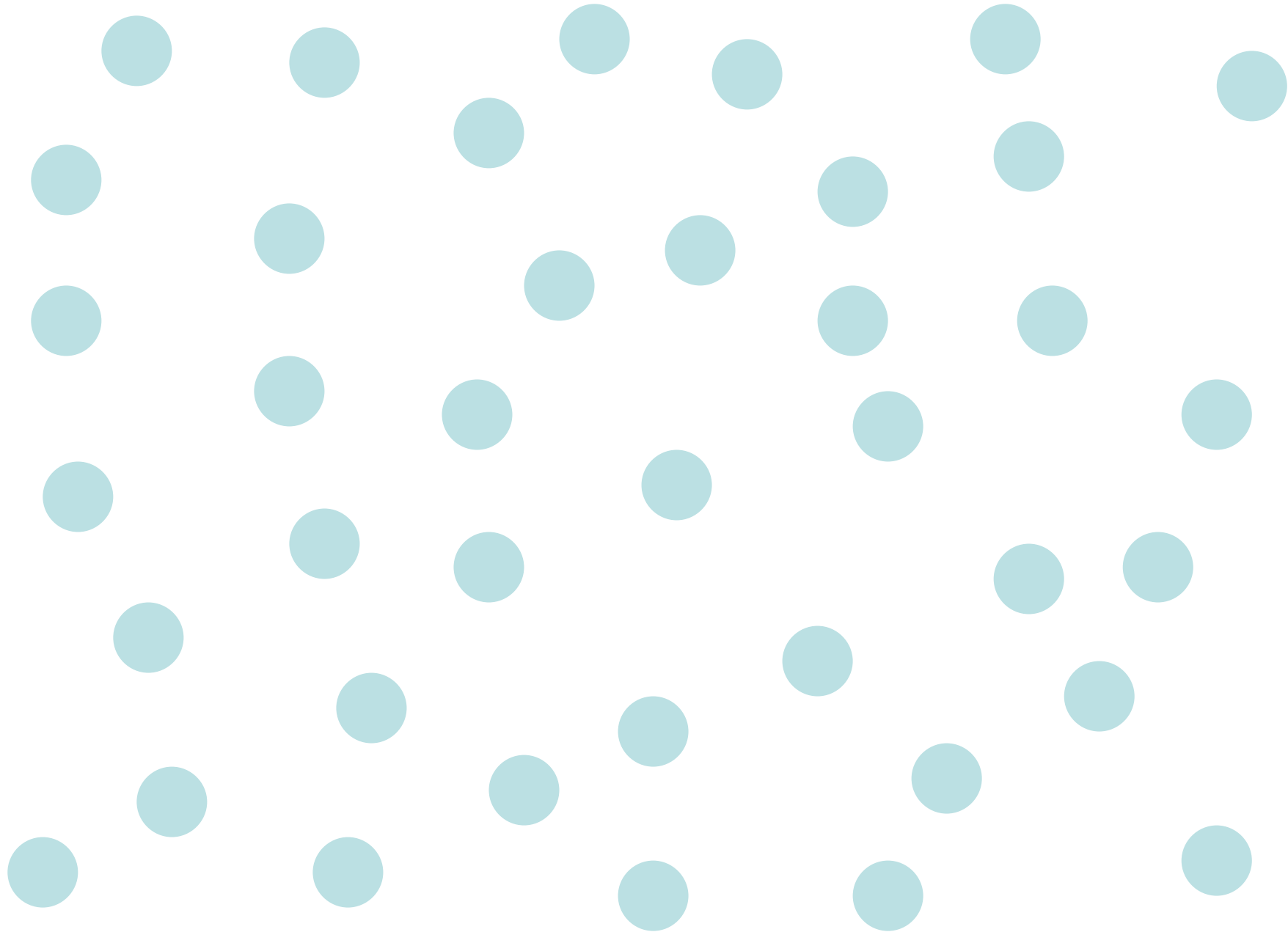
**me, myself and the technology
come from Autonomy**

the latent web

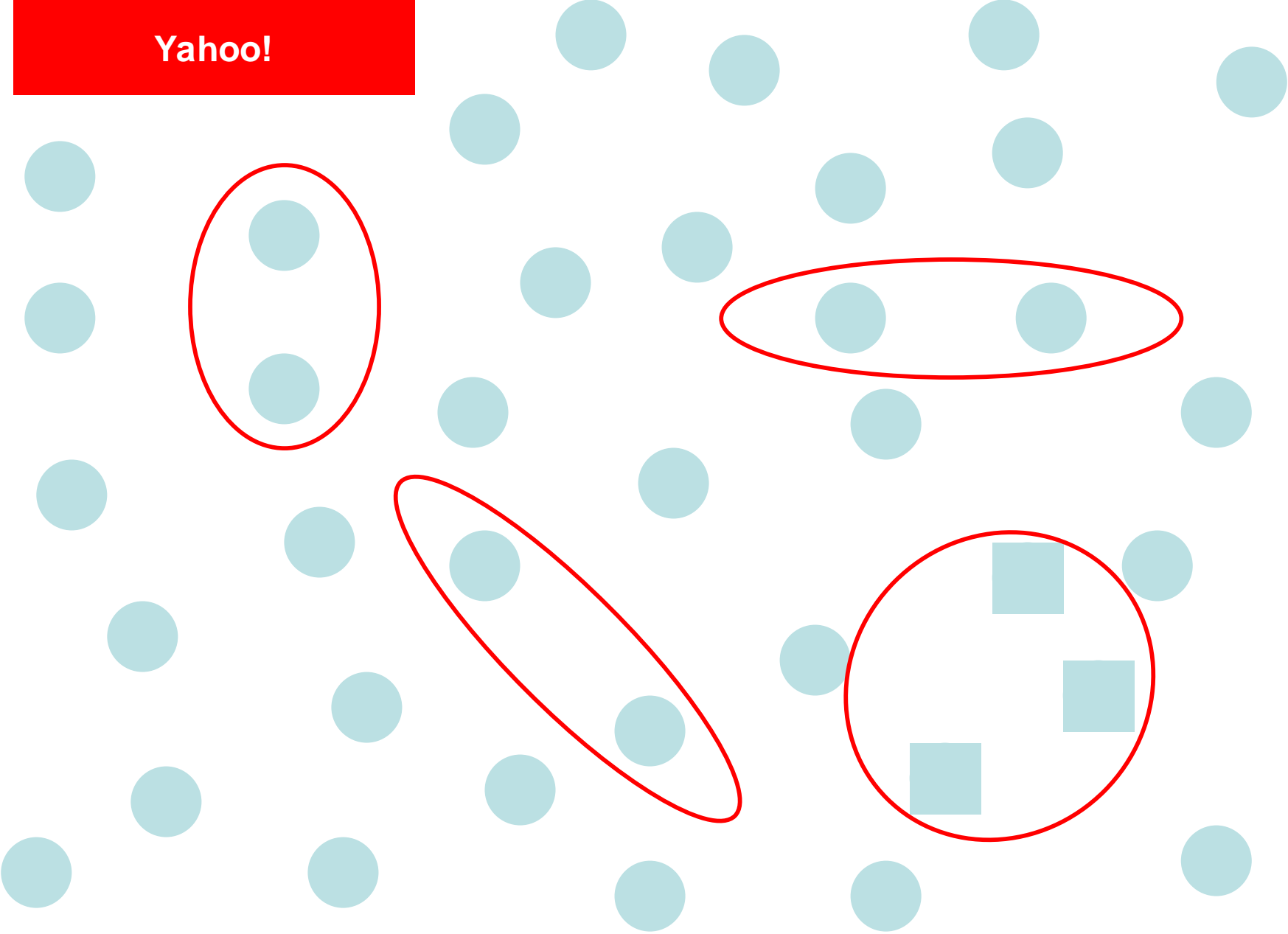
a brief history of search



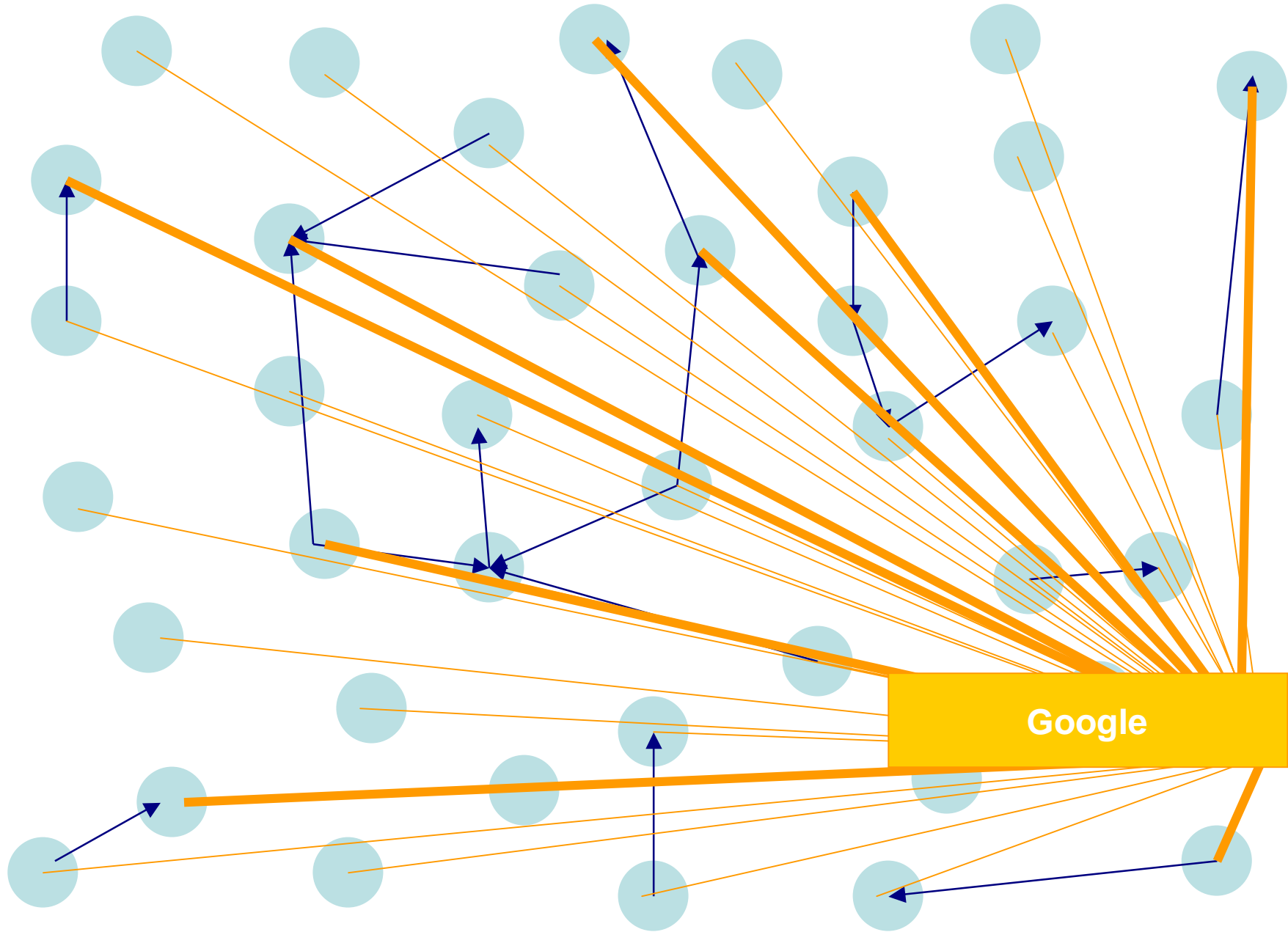




Yahoo!







But...

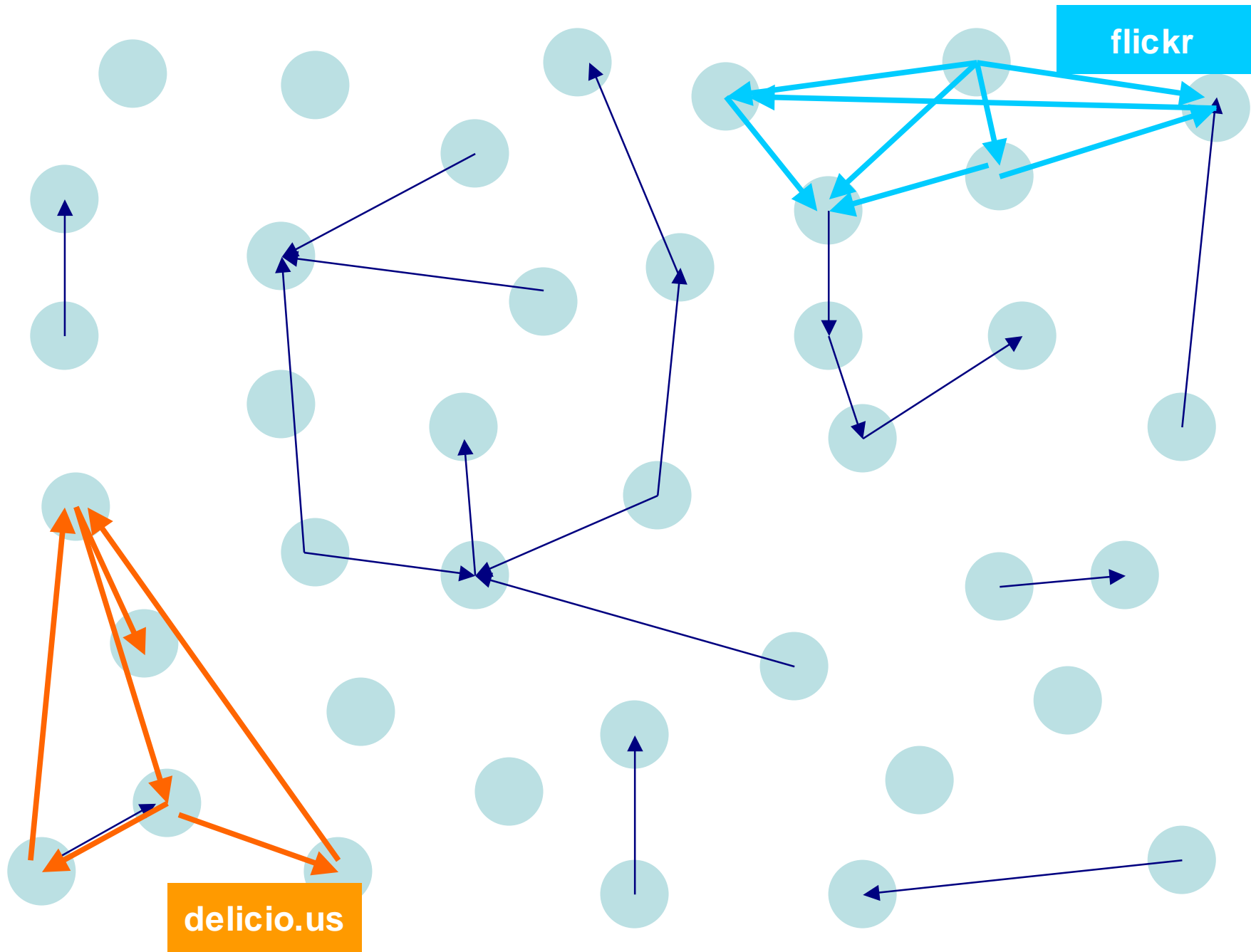
Links were a good way of getting round

You don't always know **how to search for something**

You don't always know **you had to search for something**

You don't always **have the time to search for something**

Can you combine the **ying** of links
with the **yang** of search?



So...

The web is not just a set of **objects**

(Pages, sites, images, videos, blogs, podcasts, vlogs, dynamic pages, profiles, yadda, yadda)

It is also a collection of connecting **links**

(regular links, tags, friend-lists, buddy lists distributed via http, email, icq, messenger, etc, etc)

The **links** join related **objects** together

together, they create a known, explicit,
linked web that is home not just to objects,
but also the relationships that exist between
those objects

aka the ikea ideal internet...

But...

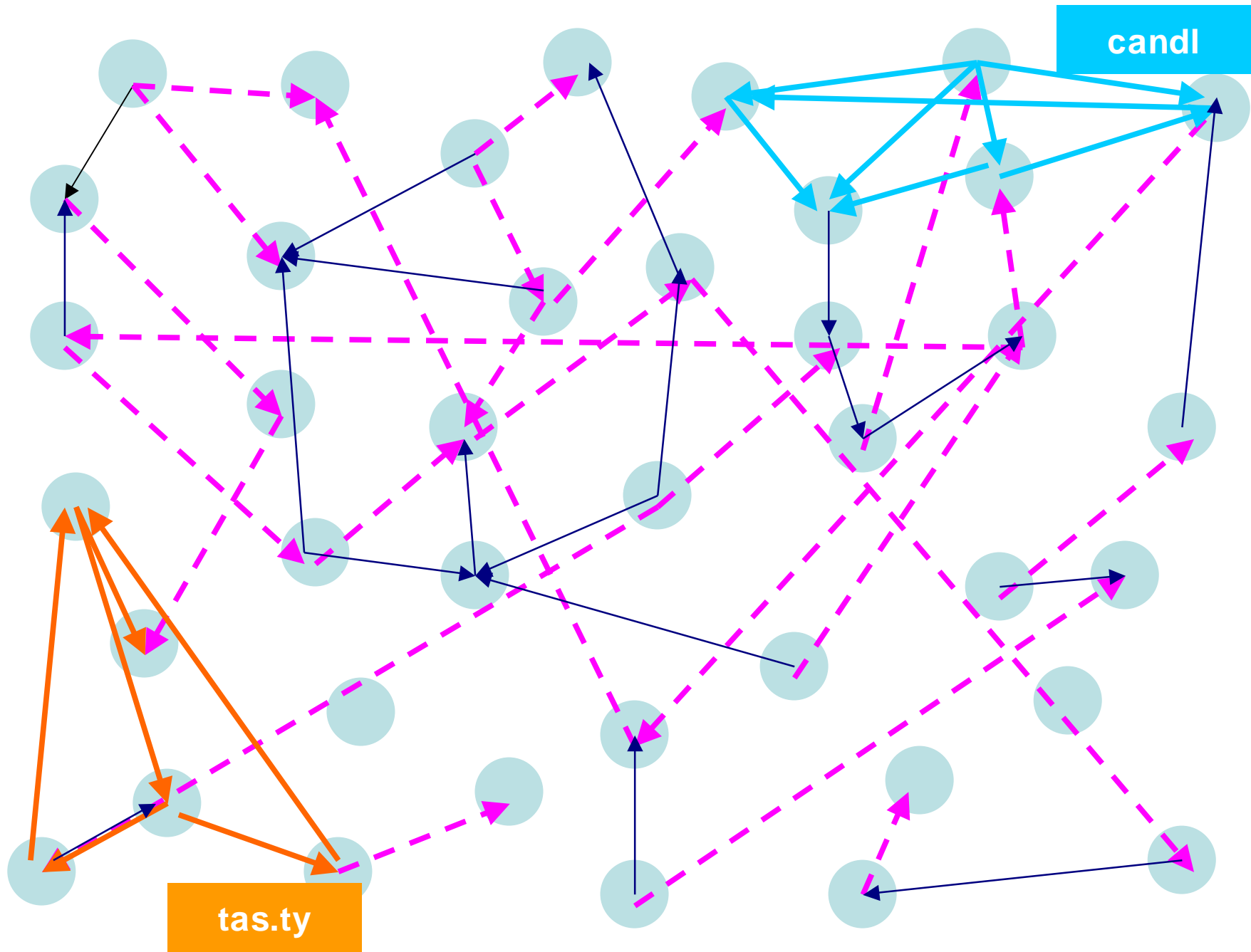
The Big Content Problem of the web

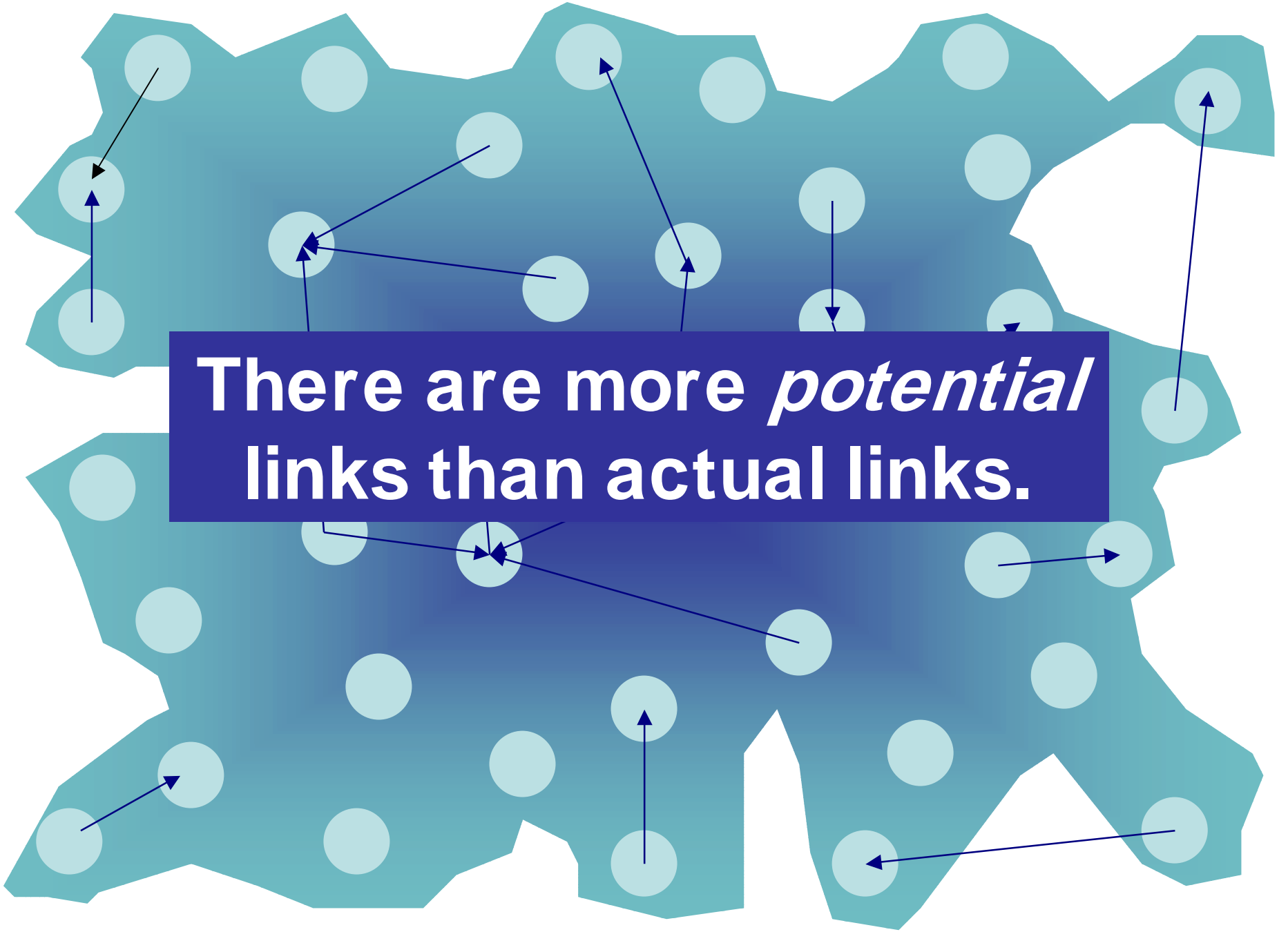
A: Given the opportunity, people create stuff

B: Moore's Law makes opportunity very cheap

Therefore: Lots of stuff is getting created.

And: Creating links to keep up with stuff-growth is hard.





There are more *potential* links than actual links.



Under the web we know,
there is a **Latent Web**.

The latent web is already here, we just can't see or navigate it yet

Using one object would imply other objects

You wouldn't need to know when to look for objects

Objects would be linked, regardless of source and format

blinkx Pico: your view onto the Latent Web

The screenshot shows a Microsoft Internet Explorer browser window displaying a Yahoo! News article. The main article is titled "GOP Worries Gas Prices Could Add to Woes" by Ron Fournier, published on Monday, April 24, 2006. The article discusses how rising gas prices have become a political issue, with both Democrats and Republicans blaming each other for the problem. A sidebar on the right, titled "From the News", lists several related articles from various sources like the Los Angeles Times, Forbes, and ABC. Below the sidebar, there are "Sponsored Links" for Argos vouchers and a "cash your stash" promotion. The browser's address bar shows the URL: "news.yahoo.com/s/ap/gas_prices_politics;_ylt=Aur5hw41LAcusQewk7AWs0NUE;_ylu=...".

Gas Prices Could Add to Woes - Yahoo! News - Microsoft Internet Explorer

White House Elections Congress U.S. Government World Su

Search: [] All

GOP Worries Gas Prices Could Add to Woes

By RON FOURNIER, AP Political Writer
1 hour, 33 minutes ago

WASHINGTON - Add soaring gasoline prices to the list of Republican woes. The high cost of filling up has become a political issue, and Democratic and GOP lawmakers were blaming each other Monday for a problem that is largely out of Congress' control. Republicans said they were worried that voters paying more than \$3 per gallon would punish the party in power.

The high cost of filling up has become a political issue, and Democratic and GOP lawmakers were blaming each other Monday for a problem that is largely out of Congress' control.

Republicans said they were worried voters paying more than \$3 per gallon would punish the party in power. Democrats hatched plans to make it happen.

President Bush, trying to calm Americans' outrage over the sky-high prices, has asked the Energy and Justice departments to investigate whether the price has been illegally manipulated, White House spokesman Scott McClellan said Monday. Bush plans to announce the action Tuesday during a speech in Washington.

The fingerpointing came as lawmakers returned to Washington after two weeks in their home

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From the News

- GOP Worries Gas Prices Could Add to Woes**
and Democratic and GOP lawmakers were blaming each other Monday for a problem that is largely out of Congress' control. Republicans said they were worried that voters paying more than \$3 per gallon would punish the party in power. Democrats
4/24/2006 10:49:45 PM [www.latimes.com](#)
- Update 1: GOP Worries Gas Prices Could Add to Woes**
Update 1: GOP Worries Gas Prices Could Add to Woes Add soaring gasoline prices to the list of Republican woes. The high cost of filling up has become a political issue, and Democratic and GOP lawmakers were blaming each other Monday
4/24/2006 10:43:37 PM [www.forbes.com](#)
- GOP Worries Gas Prices Could Add to Woes**
GOP Worries Gas Prices Could Add to Woes Monday April 24, 2006 7:40pm ABC 33/40 Interact Sign up for eNews Alerts What's Your Opinion? Printable Version E-Mail This Story Related Stories Crackdown Plot
4/24/2006 11:10:31 PM [beta.abc3340.com](#)
- Soaring Gas Prices Becoming Political Blame Game**
Issue, and Democratic and GOP lawmakers were blaming each other Monday for a problem that is largely out of Congress' control. Republicans said they were worried that voters paying more than \$3 per gallon would punish the party in power.
4/24/2006 10:04:32 PM [www.ktba.com](#)
- Sen. Targets Oil Cos. Over Rising Prices**
Interactives Congressional Penalties Latest News GOP Worries Gas Prices Could Add to Woes Emergency Spending Bill Grows by Some \$15B Weakens Lobbying Bill Heads to House Vote GAO Recommends Expanded FDA Drug Oversight Sen. Targets Oil
4/24/2006 10:48:38 PM [www.wfaa.com](#)
- AP Top Political News At 9:05 p.m. EDT**
Bush: Massive Deportation Is Unrealistic Friend: CIA Officer Not Source on Prisoners Emergency Spending Bill Grows by Some \$15B Landria Gets Support in Big Easy Runoff GOP Worries Gas Prices Could Add to Woes Bush Orders Probe Into Gas
4/24/2006 10:46:29 PM [www.latimes.com](#)

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Other attempts to chart the Latent Web

The Semantic Web project(s)

Flickr, delicio.us, Y! My Web, etc

Apple (and blinkx!) Smart Folders, Win FS

What it may means to you

Think of the number of ways the objects in your enterprise ought to be connected

Think of the number of links/search tools that link those objects together today

The delta is your enterprise's Latent Web



**Keep digging;
there's links in
them thar data**

(thank you)