

Schema.org – Dan Brickley

1. not here to sell you on using schema.org. it is perfectly fine to use your own ontologies, BIBFRAME if fidelity to marc is crucial, or a mix. I will say that in nearly 18 years of work on rdf (rdfs, skos, foaf, linked data etc.). I have never seen adoption like this, and my discomfort with salesmanship means I have to force myself to tell you it is the breakthrough of linked data and rdf into mainstream computing, search and discovery.
2. well beyond 5 million domains. Got big fast because useful and because we hid a lot of the complexity that has been rdf's curse.
3. original core use case rich snippets, grew into other search-related scenarios incl. data sourcing for logos, opening hours, events (music tours, yoga, seminars,); personal assistant tasks via structure from email
4. deployed in 3 syntaxes: microdata, RDFa, json-ld
5. 2 differs from classic rdf: we try to do more in a large core vocab before going to modules/extensions. We do not expect publishers to always know the 'right' identifier for a thing; take what we can get, make life easier for publishers, harder for consumers.
6. google bing yahoo yandex do play a gatekeeper role, but informal. Weekly skype chat, driven by public github issues, as many changes come from public debate as from search product teams. Try to balance. Open source codebase (python), CC licence, w3c royalty free patent terms. But keep a tight link to large scale consumers as an engine for adoption. Roughly monthly releases with additions, fixes, integration.
7. currently: working on extension model to speed up collaboration with groups who have usecases that might not make sense for the core, eg modeling us healthcare, biblio detail, product taxonomies etc.
8. suggest value in wide area interop schemas (IE the Dublin core tradition) alongside tighter schemas for primary copy of data. Gives some flexibility.
9. open to suggestions eg person improvements. File a bug or draft the changes or have a chat. Not iso.
10. one to watch: wikidata and freebase