

Schema.org

An Extending Influence

Richard Wallis

Technology Evangelist



richard.wallis@dataliberate.com

@rjw



Data Liberate

Independent Consultant, Evangelist & Founder
Data Liberate



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Chair of:

- Schema Bib Extend W3C Community Group



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Chair of:

- Schema Bib Extend W3C Community Group
 - Schema.org for bibliographic data
 - bib.schema.org

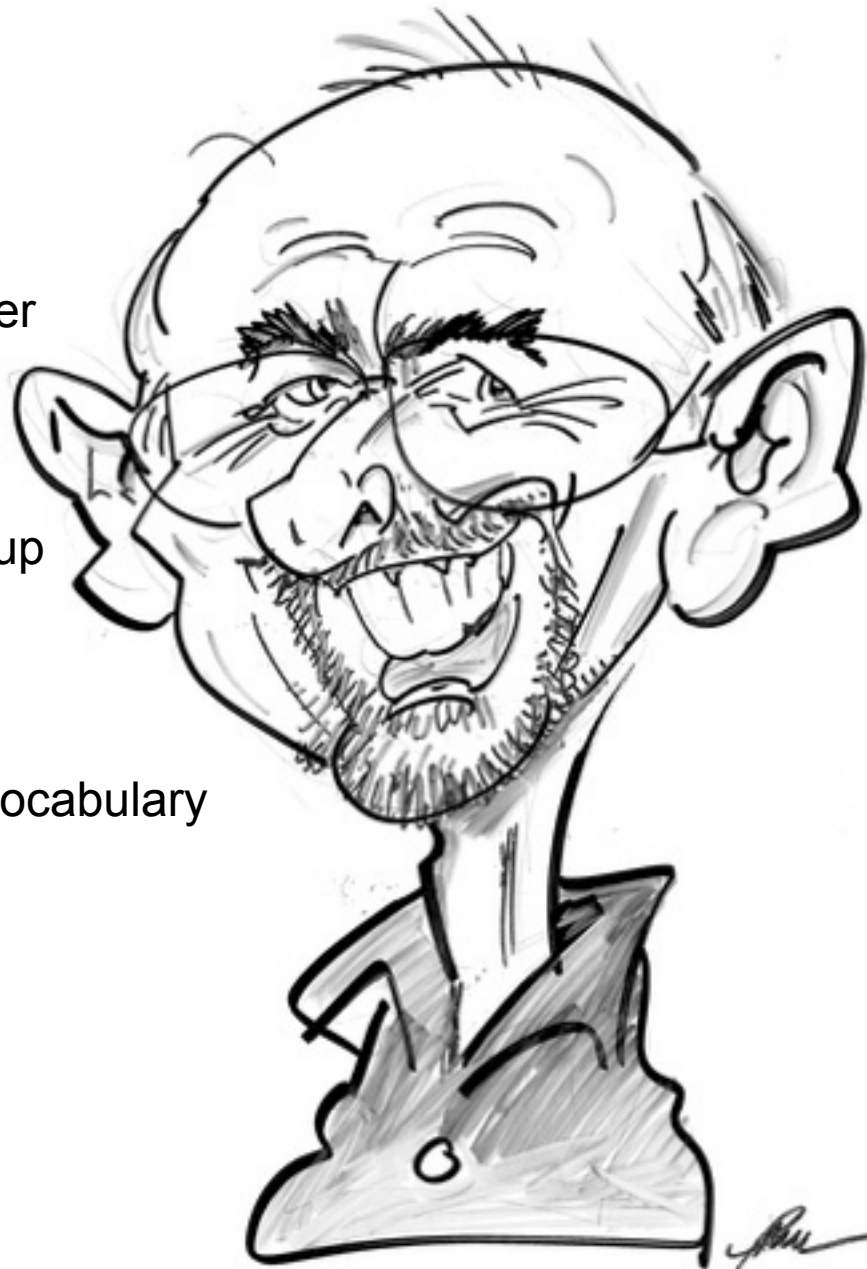


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 - Schema.org for bibliographic data
 - bib.schema.org
- BiblioGraph.net
 - Bibliographic Schema.org extension vocabulary

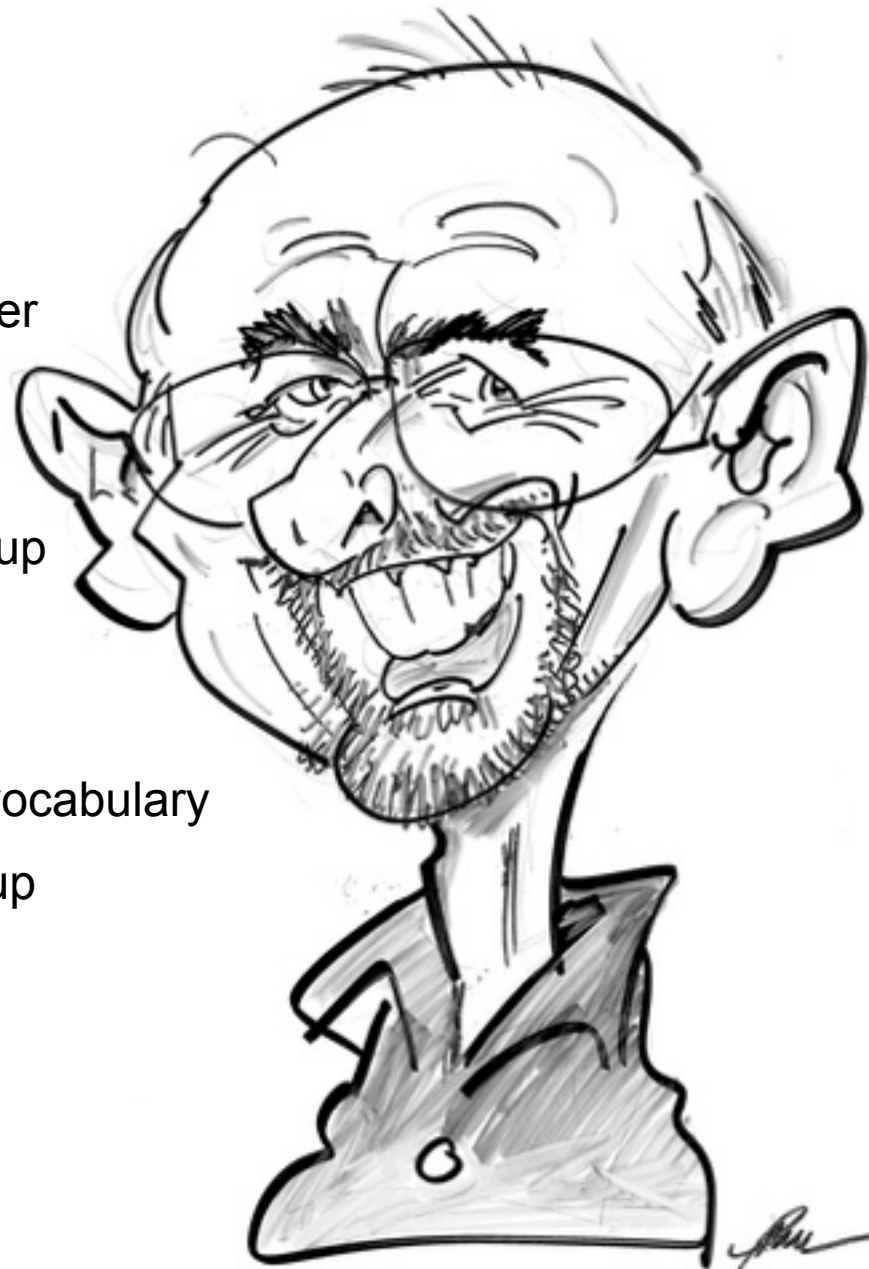


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- Schema Architypes W3C Community Group
 - Schema.org for archives data
 - archives.schema.org ?



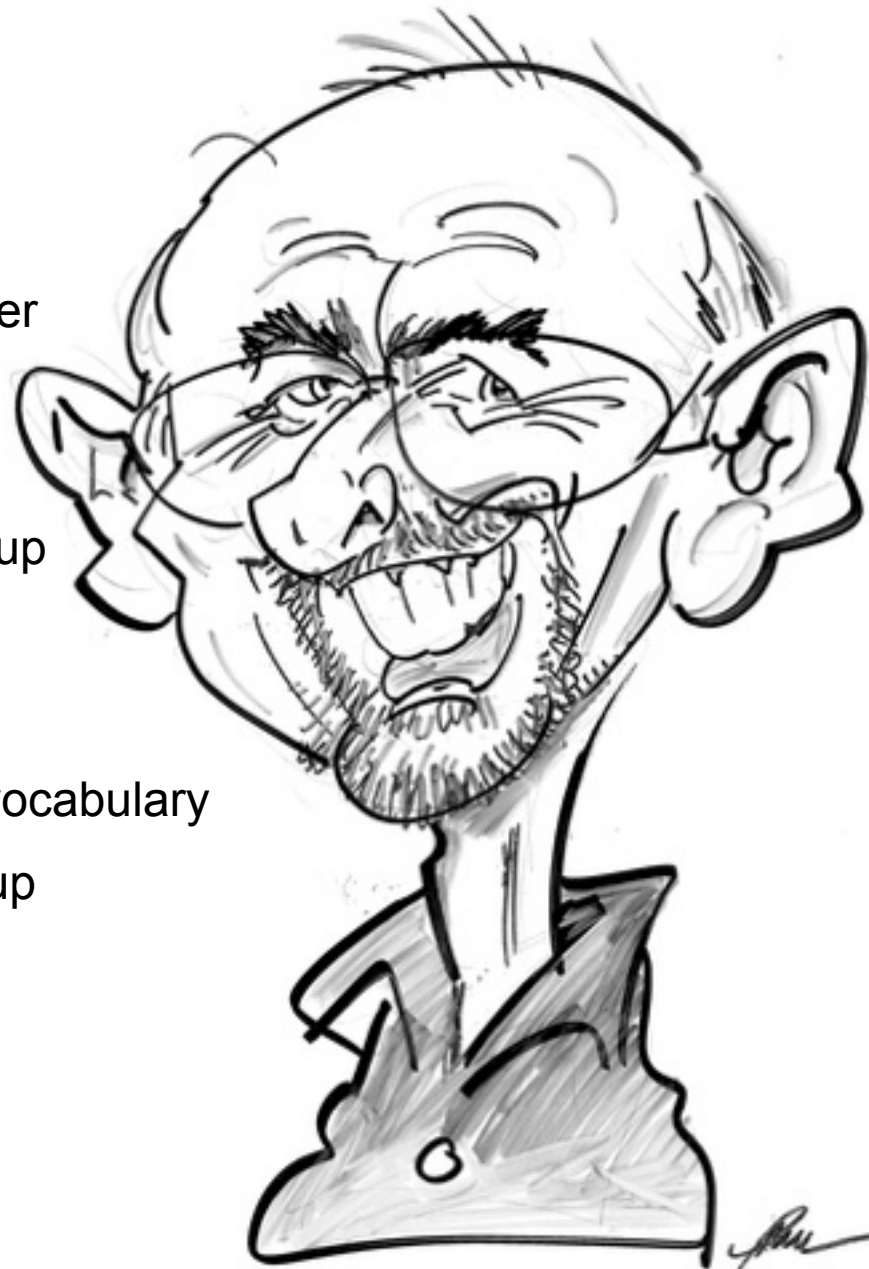
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Currently Working With:



Data Liberate

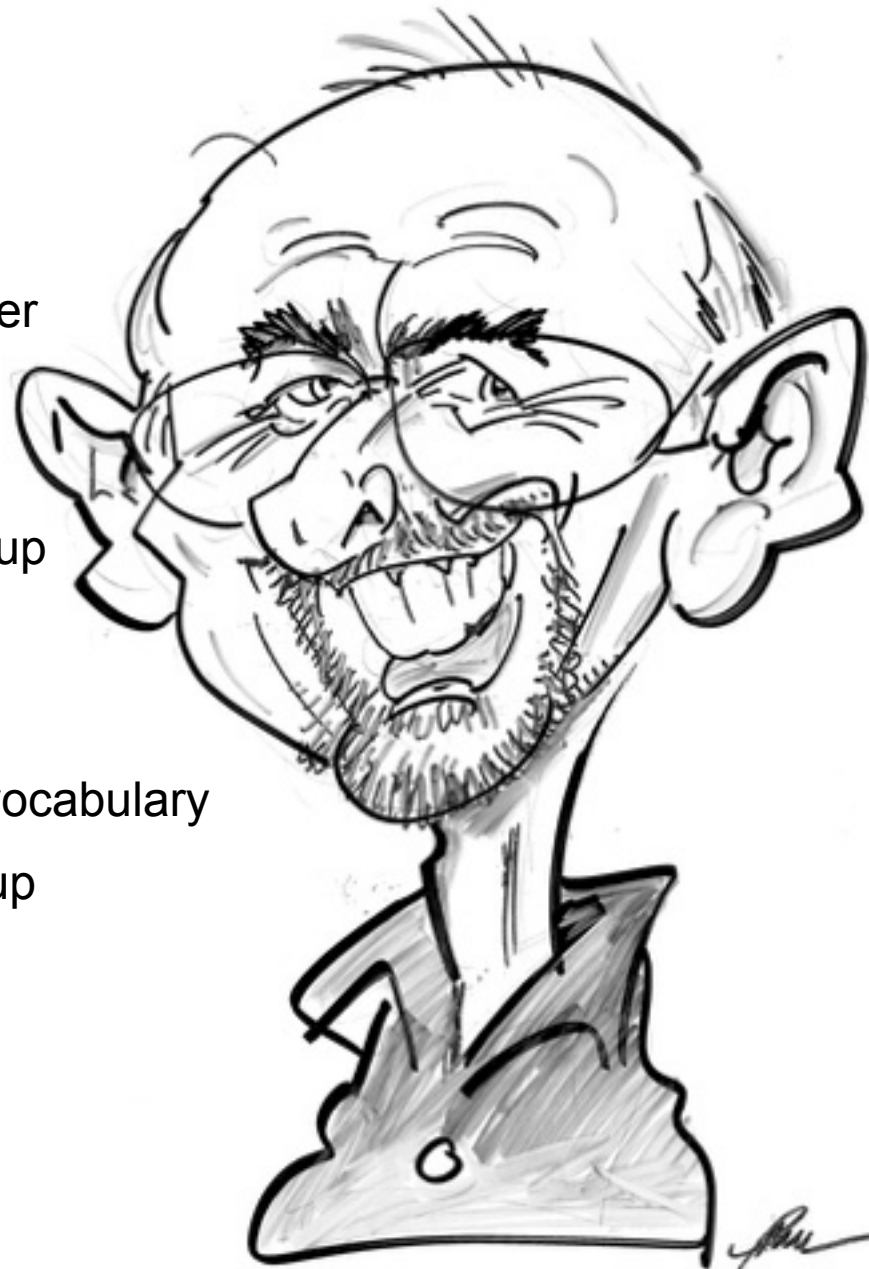
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Currently Working With:

- OCLC



Data Liberate

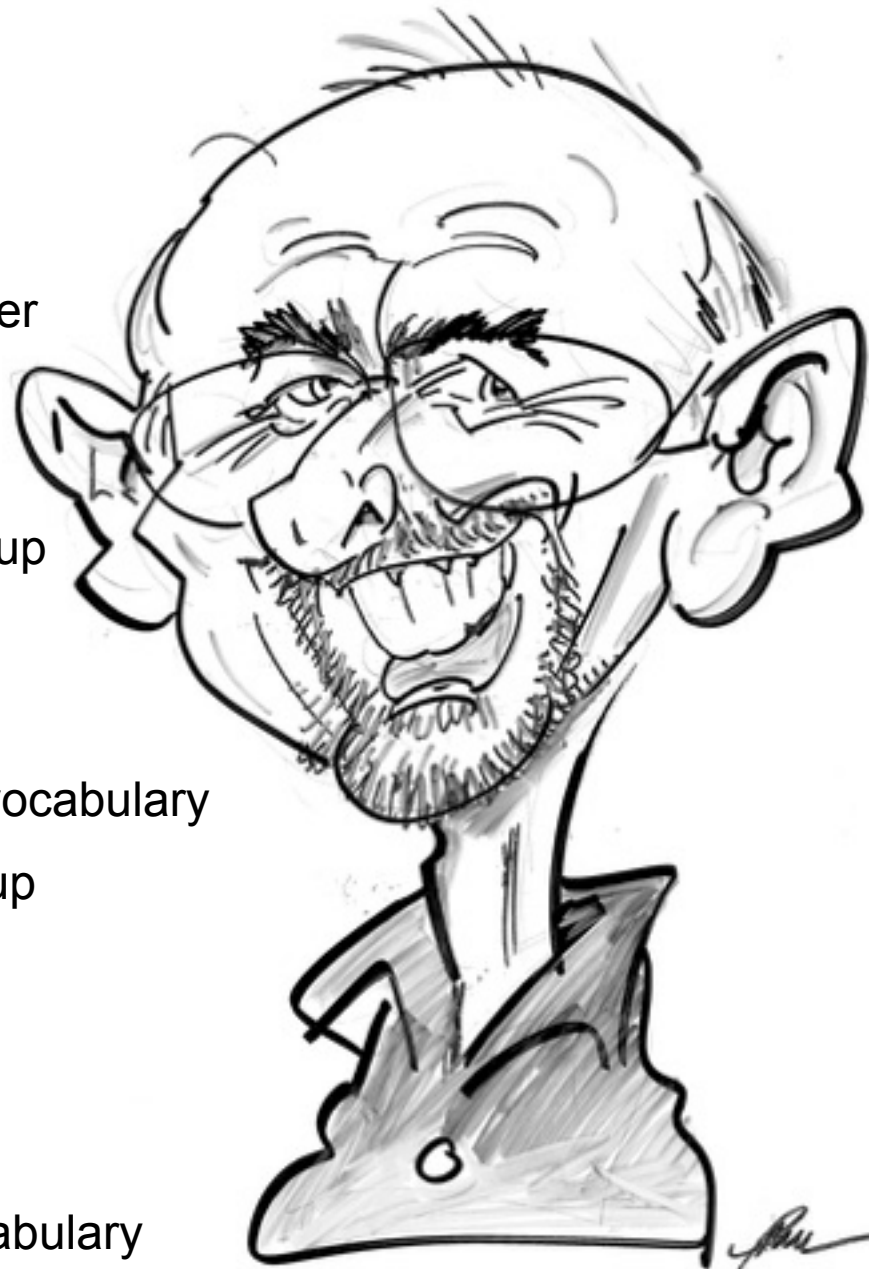
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Currently Working With:

- OCLC
- Google – on the Schema.org site and vocabulary



AND THE COMMON THEME IS...

AND THE COMMON THEME IS...

schema.org

schema.org

schema.org

A general purpose
vocabulary for describing
things on the web

schema.org

A general purpose
vocabulary for describing
things on the web

Google

YAHOO!

bing

Yandex

schema.org

The logo for schema.org, featuring the text "schema.org" in white lowercase letters on a solid red rectangular background.

schema.org

- Launched in 2011

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- Backed by Google, Bing, Yahoo!
 - Soon joined by Yandex

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- It's RDF!
`<http://example.com/x> typeof <schema:Book>`

schema.org

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- It's RDF!
`<http://example.com/x> typeof <schema:Book>`
- Microdata & RDFa – Shared by embedding in site HTML
`<div typeof="Book" resource="http://worldcat.org/oclc/5769">
 War and Peace`

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 <script type="application/ld+json">`

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 - CreativeWork, Event, Organization, Person, Place, Product, ...
- Supporting website & community – W3C + Github

Book

[Thing](#) > [CreativeWork](#) > [Book](#)

A book.

Usage: Between 10,000 and 50,000 domains

[\[more...\]](#)

| Property | Expected Type | Description |
|--|---------------------------------|--|
| Properties from Book | | |
| bookEdition | Text | The edition of the book. |
| bookFormat | BookFormatType | The format of the book. |
| illustrator | Person | The illustrator of the book. |
| isbn | Text | The ISBN of the book. |
| numberOfPages | Integer | The number of pages in the book. |
| Properties from CreativeWork | | |
| about | Thing | The subject matter of the content. |
| accessibilityAPI | Text | Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values). |
| accessibilityControl | Text | Identifies input methods that are sufficient to fully control the described resource (WebSchemas wiki lists possible values). |
| accessibilityFeature | Text | Content features of the resource, such as accessible media, alternatives and supported enhancements for accessibility (WebSchemas wiki lists possible values). |
| accessibilityHazard | Text | A characteristic of the described resource that is physiologically dangerous to some users. Related to WCAG 2.0 guideline 2.3 (WebSchemas wiki lists possible values). |
| accountablePerson | Person | Specifies the Person that is legally accountable for the CreativeWork. |
| aggregateRating | AggregateRating | The overall rating, based on a collection of reviews or ratings, of the item. |
| alternativeHeadline | Text | A secondary title of the CreativeWork. |

W3C



COMMUNITY & BUSINESS GROUPS



CURRENT GROUPS



REPORTS



ABOUT

[Home](#) / [Schema.org Community Group](#)

SCHEMA.ORG COMMUNITY GROUP

The Schema.org Community Group provides a forum for discussing all changes, additions and extensions to [schema.org](#). In addition to providing a public setting for the day to day operation of the project, it serves as the mechanism for reviewing [extensions](#) and as a liaison point for all parties developing independent extensions to the schema.org core.

Note: Community Groups are proposed and run by the community. Although W3C hosts these conversations, the groups do not necessarily represent the views of the W3C Membership or staff.

No Reports Yet Published

Chairs, when logged in, may publish draft and final reports. Please see [report requirements](#).

Call for Participation in Schema.org Community Group

W3C Team | Posted on: March 31, 2015

The Schema.org Community Group has been launched.

Tools for this group

 Mailing List

 IRC

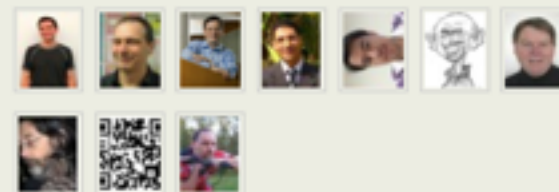
 GitHub

 Issues

 RSS

 Contact This Group

Participants (131)



schemaorg/schemaorg

Richard

← → ↺ 🏠

GitHub, Inc. [US] https://github.com/schemaorg/schemaorg

🌱 ☆ 🛡️ ☰

Apps Nu Html Checker SchemaBibEx Archetypes

This repository Search

Pull requests Issues Gist

🔔 + ▾ 🌱 ▾

schemaorg / schemaorg

👁 Unwatch ▾ 143

★ Star 479

🍴 Fork 105

Schema.org - schemas and (appengine) software <http://schema.org/>

📄 1,444 commits

🌿 19 branches

📦 1 release

👤 24 contributors

🔄 Branch: sdo-phobos ▾ schemaorg / +

☰

Merge pull request #754 from schemaorg/itemlistexample

RichardWallis authored 5 days ago latest commit 6e5a16b8da

| | | |
|--------------------|---|--------------|
| data | Removed erroneous character frm example | 5 days ago |
| docs | Fixed a stray 2.x -> 2.1. | 25 days ago |
| scripts | Utility to generate nquads format from RDFa. See http://www.w3.org/TR... | 22 days ago |
| templates | Added trailing slash, and note about extensions, historical releases. | 25 days ago |
| tests | Moved getHostExt() getBaseHost() getHostPort() makeUri() to global fu... | a month ago |
| .gitattributes | per https://help.github.com/articles/dealing-with-line-endings | a year ago |
| .gitignore | gitignore | a year ago |
| LICENSE | Initial commit | 2 years ago |
| README.md | Update README.md | 3 months ago |
| SOFTWARE_README.md | Create SOFTWARE_README.md | 3 months ago |
| api.py | Fixed defect where layers not being passed to isAttribute() so default... | 26 days ago |
| app.yaml | Merge branch 'master' into sdo-phobos | 21 days ago |

<> Code

🔔 Issues 269

🔗 Pull requests 31

📖 Wiki

🔔 Pulse

📊 Graphs

HTTPS clone URL

<https://github.com>

📄

You can clone with [HTTPS](#), [SSH](#), or [Subversion](#). 📄

📄 Clone in Desktop

📄 Download ZIP

Examples

Without Markup Microdata RDFa JSON-LD

```
<a href="category/books.html">Books</a> >
  <a href="category/books-literature.html">Literature & Fiction</a> >
  <a href="category/books-classics">Classics</a>

The Catcher in the Rye - Mass Market Paperback
by <a href="/author/jd_salinger.html">J.D. Salinger</a>
4 stars - 3077 reviews
Price: $6.99
In Stock
Product details
224 pages
Publisher: Little, Brown, and Company - May 1, 1991
Language: English
ISBN-10: 0316769487
Reviews:
5 stars - <b>"A masterpiece of literature" </b>
by John Doe. Written on May 4, 2006
I really enjoyed this book. It captures the essential challenge people face
as they try make sense of their lives and grow to adulthood.
4 stars - <b>"love it LOLOLlll!" </b>
by Bob Smith, Written on June 15, 2006
Catcher in the Rye is a fun book. It's a good book to read.
```

Without Markup Microdata RDFa JSON-LD

```
<div>
  <dl>
    <dt>Name:</dt>
    <dd>Holt Physical Science</dd>
    <dt>Brief Synopsis:</dt>
    <dd>NIMAC-sourced textbook</dd>
    <dt>Long Synopsis:</dt>
    <dd>N/A</dd>
```

Examples

Without Markup

Microdata

RDFa

JSON-LD

```
<body itemscope itemtype="http://schema.org/WebPage">
...
<div itemprop="breadcrumb">
  <a href="category/books.html">Books</a> >
  <a href="category/books-literature.html">Literature & Fiction</a> >
  <a href="category/books-classics">Classics</a>
</div>
<div itemprop="mainEntity" itemscope itemtype="http://schema.org/Book">

<span itemprop="name">The Catcher in the Rye</span> -
  <link itemprop="bookFormat" href="http://schema.org/Paperback">Mass Market Paperback
by <a itemprop="author" href="/author/jd_salinger.html">J.D. Salinger</a>
<div itemprop="aggregateRating" itemscope itemtype="http://schema.org/AggregateRating">
  <span itemprop="ratingValue">4</span> stars -
  <span itemprop="reviewCount">3077</span> reviews
</div>
<div itemprop="offers" itemscope itemtype="http://schema.org/Offer">
  Price: <span itemprop="price" content="6.99">$6.99</span>
  <meta itemprop="priceCurrency" content="USD" />
  <link itemprop="availability" href="http://schema.org/InStock">In Stock
</div>
Product details
<span itemprop="numberOfPages">224</span> pages
Publisher: <span itemprop="publisher">Little, Brown, and Company</span> -
  <meta itemprop="datePublished" content="1991-05-01">May 1, 1991
Language: <span itemprop="inLanguage">English</span>
ISBN-10: <span itemprop="isbn">0316769487</span>
Reviews:
<div itemprop="review" itemscope itemtype="http://schema.org/Review">
  <span itemprop="reviewRating">5</span> stars -
  <b><span itemprop="name">A masterpiece of literature</span></b>
  by <span itemprop="author">John Doe</span>,
  Written on <meta itemprop="datePublished" content="2006-05-04">May 4, 2006
  <span itemprop="reviewBody">I really enjoyed this book. It captures the essential
  challenge people face as they try to make sense of their lives and grow to adulthood.</span>
```

Examples

Without Markup Microdata **RDFa** JSON-LD

```
<body vocab="http://schema.org/" typeof="WebPage">
...
<div property="breadcrumb">
  <a href="category/books.html">Books</a> >
  <a href="category/books-literature.html">Literature & Fiction</a> >
  <a href="category/books-classics">Classics</a>
</div>
<div property="mainEntity" typeof="Book">

<span property="name">The Catcher in the Rye</span> -
  <link property="bookFormat" href="http://schema.org/Paperback">Mass Market Paperback
by <a property="author" href="/author/jd_salinger.html">J.D. Salinger</a>
<div property="aggregateRating" typeof="AggregateRating">
  <span property="ratingValue">4</span> stars -
  <span property="reviewCount">3077</span> reviews
</div>
<div property="offers" typeof="Offer">
  Price: <span property="price" content="6.99">$6.99</span>
  <meta property="priceCurrency" content="USD" />
  <link property="availability" href="http://schema.org/InStock">In Stock
</div>
Product details
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  Written on <meta property="datePublished" content="2006-05-04">May 4, 2006
  <span property="reviewBody">I really enjoyed this book. It captures the essential
  challenge people face as they try make sense of their lives and grow to adulthood.</span>
```

Examples

Without Markup

Microdata

RDFa

JSON-LD

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "WebPage",
  "breadcrumb": "Books > Literature & Fiction > Classics",
  "mainEntity": {
    "@type": "Book",
    "author": "/author/jd_salinger.html",
    "bookFormat": "http://schema.org/Paperback",
    "datePublished": "1991-05-01",
    "image": "catcher-in-the-rye-book-cover.jpg",
    "inLanguage": "English",
    "isbn": "0316769487",
    "name": "The Catcher in the Rye",
    "numberOfPages": "224",
    "offers": {
      "@type": "Offer",
      "availability": "http://schema.org/InStock",
      "price": "6.99",
      "priceCurrency": "USD"
    },
    "publisher": "Little, Brown, and Company",
    "aggregateRating": {
      "@type": "AggregateRating",
      "ratingValue": "4",
      "reviewCount": "3077"
    },
    "review": [
      {
        "@type": "Review",
        "author": "John Doe",
        "datePublished": "2006-05-04",
        "name": "A masterpiece of literature",
        "reviewBody": "I really enjoyed this book. It captures the essential challenge people face as they t",
        "reviewRating": {
          "@type": "Rating"
```


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Library linked data in the cloud : OCLC's experiments with new models of resource description

Author: [Carol Jean Godby](#); [Shenghui Wang](#), (Computer scientist); [Jeffrey Mixter](#); OCLC Research.
Publisher: [San Rafael, California] : Morgan & Claypool Publishers, [2015]
Series: [Synthesis lectures on the semantic web, theory and technology](#), #12.
Edition/Format: eBook : Document : English [View all editions and formats](#)

Database: WorldCat

Summary: This book describes OCLC's contributions to the transformation of the Internet from a web of documents to a Web of Data. The new Web is a growing "cloud" of interconnected resources that identify the things people want to know about when they approach the Internet with an information need. The linked data architecture has achieved critical mass just as it has become clear that library standards for resource [Read more...](#)

Rating: ☆☆☆☆☆ (not yet rated) 0 with reviews - Be the first.

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[RDF \(Document markup language\)](#),
[Libraries and the Internet](#),
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[Broadway Library](#)
Broadway WR12 7DZ, United Kingdom
5m / 6.8km

[Bidford Library and Information Centre](#)
Bidford on Avon B50 4QG, United Kingdom
5m / 6.8km

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2m / 3.1km

[Broadway Library](#)
Broadway WR12 7DZ, United Kingdom
5m / 6.6km

[Bidford Library and Information Centre](#)
Bidford on Avon B50 4QG, United Kingdom
5m / 6.6km

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SCHEMA.ORG LINKED DATA ADDED IN 2012

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Library linked data in the cloud : OCLC's experiments with new models of resource description

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Linked Data

More info about Linked Data

Primary Entity

<<http://www.worldcat.org/oclc/909811018>> # Library linked data in the cloud : OCLC's experiments with new models of resource description ; a [schema:MediaObject](#), [schema:Book](#), [schema:CreativeWork](#) ; library:oclcnum "909811018" ; library:placeOfPublication <<http://id.loc.gov/vocabulary/countries/cau>> ; schema:about <http://experiment.worldcat.org/entity/work/data/2528364091#Topic/rdf_documents_in_languages> ; schema:about <<http://id.loc.gov/authorities/classification/Z668>> ; schema:about <<http://experiment.worldcat.org/entity/work/data/2528364091#Organization/oclc>> ; # OCLC Research ; schema:about <http://experiment.worldcat.org/entity/work/data/2528364091#Topic/linked_data> ; # Linked data ; schema:about <http://experiment.worldcat.org/entity/work/data/2528364091#Topic/libraries_and_the_internet> ; # Libraries and the Internet ; schema:about <<http://dewey.info/class/025>> ; schema:author <http://experiment.worldcat.org/entity/work/data/2528364091#Person/godby_carol_jean> ; # Carol Jean Godby ; schema:author <http://experiment.worldcat.org/entity/work/data/2528364091#Person/wang_shenghui_computer_sciences> ; # Shenghui Wang ; schema:author <http://experiment.worldcat.org/entity/work/data/2528364091#Person/mixter_jeffrey> ; # Jeffrey Mixter ; schema:bookFormat [schema:EBook](#) ; schema:contributor <http://experiment.worldcat.org/entity/work/data/2528364091#Organization/oclc_research> ; # OCLC Research ; schema:datePublished "2015" ; schema:description "This book describes OCLC's contributions to the transformation of the Internet from a web of documents to a Web of Data. It identifies the things people want to know about when they approach the Internet with an information need, and how library standards for resource description are nearing obsolescence. Working for the world's largest library cooperation standards for library resource description. By engaging with an international community of library and Web standards representing library collections and librarianship."@en ; schema:description "Preface -- Library Standards and the Semantic Web -- Modeling Library Authority Files -- Modeling The Library Linked Data Cloud -- Bibliography -- Authors' Biographies."@en ; schema:exampleOfWork <<http://worldcat.org/entity/work/id/2528364091>> ; schema:genre "Electronic books"@en ; schema:inLanguage "en" ; schema:isPartOf <<http://worldcat.org/issn/2160-472X>> ; # Synthesis lectures on the semantic web: theory and technology ; schema:isPartOf <<http://worldcat.org/issn/2160-4711>> ; # Synthesis lectures on the semantic web, theory and technology ; schema:isSimilarTo <<http://www.worldcat.org/oclc/889647468>> ; schema:name "Library linked data in the cloud : OCLC's experiments with new models of resource description"@en ; schema:workURL "http://www.worldcat.org/oclc/909811018" .

Internet from a web of documents to a Web of Data. It identifies the things people want to know about when they approach the Internet with an information need. The book has achieved critical mass just as it has become

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Everyman Library
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OCLC

Working with Linked Data highlights the **Entities and Relationships** in your data

Working with Linked Data highlights the **Entities and Relationships** in your data

person ●

● **place**

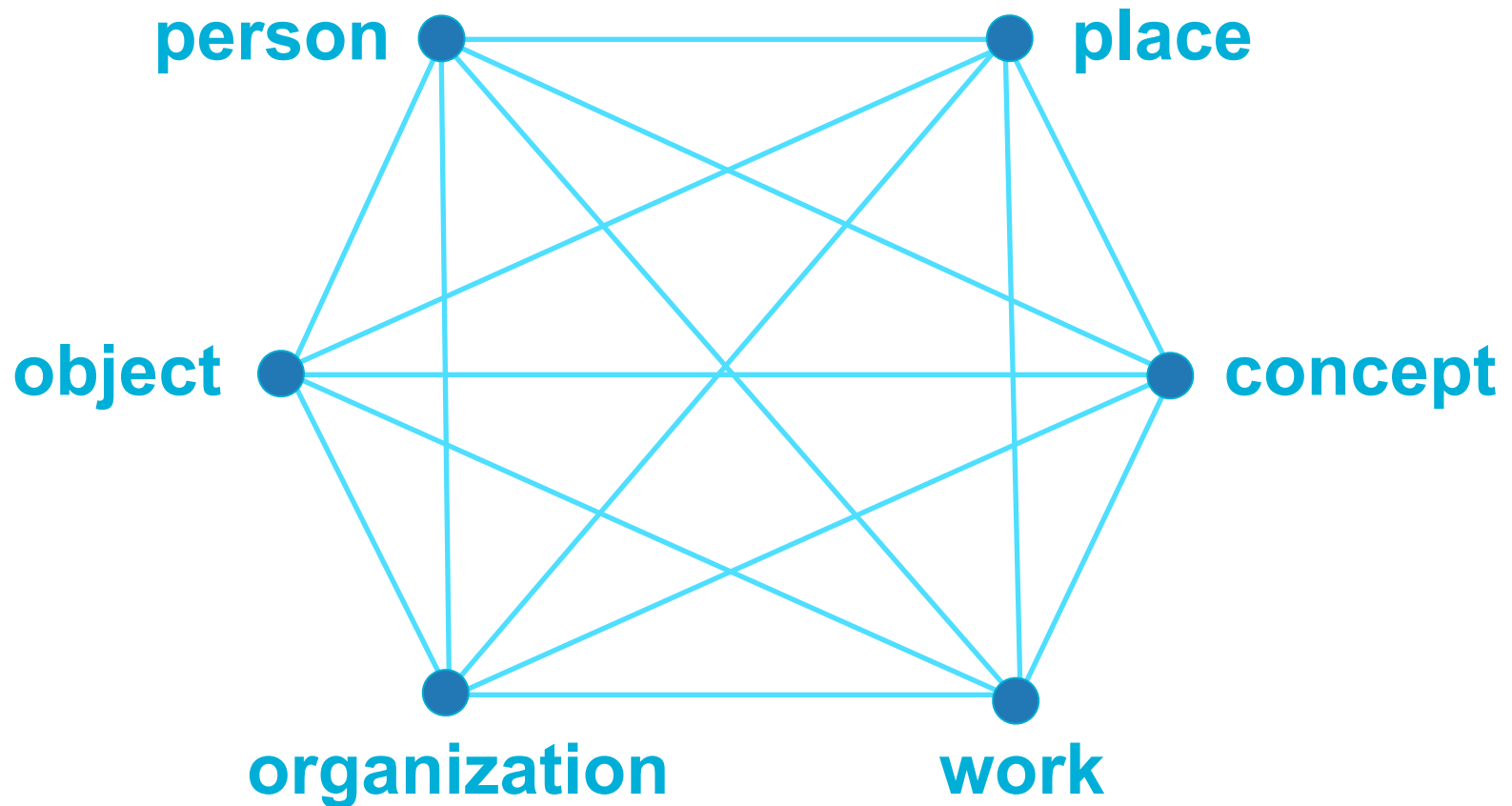
object ●

● **concept**

●
organization

●
work

Working with Linked Data highlights the **Entities and Relationships** in your data



Record

Title: "War and Peace"

Author: "Leo Tolstoy 1828-1910"

ISBN: 0307266931

Record

Title: "War and Peace"

Author: "Leo Tolstoy 1828-1910"

ISBN: 0307266931

Entity (<http://worldcat.org/entity/work/id/115206288>)

Type: Work

Name: "War and Peace"

Author: <http://worldcat.org/entity/person/id/1234>

Record

Title: "War and Peace"

Author: "Leo Tolstoy 1828-1910"

ISBN: 0307266931

Entity (<http://worldcat.org/entity/work/id/115206288>)

Type: Work

Name: "War and Peace"

Author: <http://worldcat.org/entity/person/id/1234>



Entity (<http://worldcat.org/entity/person/id/1234>)

Type: Person

Name: "Leo Tolstoy "

Born: 1828

Died: 1910

Birthplace: <http://worldcat.org/entity/place/id/8976>

Record

Title: "War and Peace"

Author: "Leo Tolstoy 1828-1910"

ISBN: 0307266931

Entity (<http://worldcat.org/entity/work/id/115206288>)

Type: Work

Name: "War and Peace"

Author: <http://worldcat.org/entity/person/id/1234>

Entity (<http://worldcat.org/entity/person/id/1234>)

Type: Person

Name: "Leo Tolstoy "

Born: 1828

Died: 1910

Birthplace: <http://worldcat.org/entity/place/id/8976>

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Name: "Yasnaya Polyana"

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War and Peace

Novel by Leo Tolstoy

★★★★★ 4.4/5 - Amazon.com

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War and Peace is a novel by the Russian author Leo Tolstoy, first published in 1869. The work is epic in scale and is regarded as one of the most important works of world literature. [Wikipedia](#)

Published: 1869

Author: Leo Tolstoy

Illustrator: Leonid Pasternak

Characters: Andrei Nikolayevich Bolikonsky, Natasha Rostova, More

Original languages: Russian, French

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Novel by Leo Tolstoy


★★★★★ 4.4/5 - Amazon.com
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War and Peace is a novel by the Russian author Leo Tolstoy, first published in 1869. The work is epic in scale and is regarded as one of the most important works of world literature. [Wikipedia](#)

Published: 1869
Author: Leo Tolstoy
Illustrator: Leonid Pasternak
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Count Lev Nikolayevich Tolstoy also known as **Leo Tolstoy**, was a Russian novelist, short story writer, essayist, playwright and philosopher who primarily wrote ...

Anna Karenina - *War and Peace* - Christian anarchism - *The Death of Ivan Ilyich*

Leo Tolstoy - Biography - Author - Biography.com

www.biography.com/people/leo-tolstoy-9508518 - FYI -

Trace the life and writing career of Russian novelist Leo Tolstoy, author of the acclaimed novels *War and Peace*, *Anna Karenina* and *The Death of Ivan Ilyich*.

Leo Tolstoy - Encyclopaedia Britannica

www.britannica.com/EBchecked/.../Leo-Tolsto... - Encyclopaedia Britannica -

Leo Tolstoy, Tolstoy also spelled Tolstoi, Russian in full Lev Nikolayevich, Count (Graf) Tolstoy (born Aug. 28 [Sept. 9, New Style], 1828, Yasnaya Polyana, Tula ...

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Leo Tolstoy - IMDb

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Novelist

Count Lev Nikolayevich Tolstoy, also known as **Leo Tolstoy**, was a Russian novelist, short story writer, essayist, playwright and philosopher who primarily wrote novels and short stories. [Wikipedia](#)

Born: September 9, 1828, Yasnaya Polyana, Russia

Died: November 20, 1910, Lev Tolstoy, Russia

Spouse: *Sophia Tolstaya* (m. 1862–1910)

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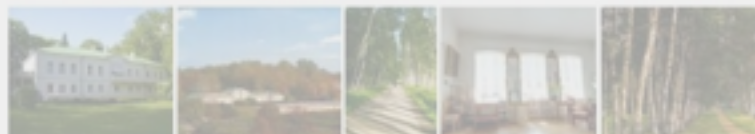
Yasnaya Polyana - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Yasnaya_Polyana · Wikipedia ·

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ypmuseum.ru/en.html ·

4 days ago · All her life, her scholarly creativity was connected with Yasnaya Polyana and Leo Tolstoy. She served them selflessly. In 1952, having ...

The Tolstoy's at Yasnaya Polyana. Leo Tolstoy's life and ...

ypmuseum.ru > The Museum > History ·

After their wedding the Tolstoy's settled at Yasnaya Polyana. Nikolai Tolstoy finished the construction of the large house into which the family moved in 1824, and ...

Yasnaya Poliana - Ibiblio

www.ibiblio.org/etext/etext/YasnayaPoliana/yn2.html ·

Yasnaya Polyana is a small village in the south of Moscow ...
 Yasnaya Polyana - Ibiblio



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Yasnaya Polyana was the home of the writer Leo Tolstoy, where he was born, wrote War and Peace and Anna Karenina, and is buried. Tolstoy called Yasnaya Polyana his "inaccessible literary stronghold". [Wikipedia](#)

Address: Yasnaya Polyana, Tula Oblast, Russia, 301214

Phone: +7 487 517-60-73

Burials: Leo Tolstoy

Reviews

4.6 ★★★★★ 26 Google reviews

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contributor

creator

description

genre

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<http://www.w3.org/1999/02/22-rdf-syntax-ns#type>

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<http://schema.org/Book>

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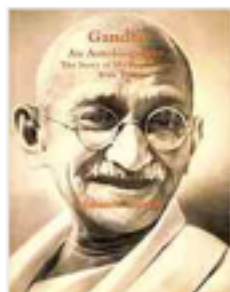
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Gandhi : an autobiography : the story of my experiments with truth

Author: [Gandhi, Mahatma; Mahadev H Desai](#)

Publisher: [S.I. : CreateSpace?, 2011].

Edition/Format: Book : Biography : English : 1st paperback ed [View all editions and formats](#)

Database: WorldCat

Summary: The Story of My Experiments with Truth is the autobiography of Mohandas Karamchand Gandhi, covering his life from early childhood through to 1920. It was initiated at the insistence of Swami Anand and other close co-workers of Gandhi to explain the background of his public campaigns for justice

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| schema:author | <div><http://viaf.org/viaf/71391324></div> <div> <div>rdftype</div> <div>schema:Person</div> </div> <div> <div>schemaname</div> <div>"Gandhi, Mahatma, 1869-1948."</div> </div> <div> <div>schema:sameAs</div> <div><http://id.loc.gov/authorities/names/n79041626></div> </div> | |
| schema:bookEdition | "1st paperback ed." | |
| schema:contributor | <div><http://viaf.org/viaf/14817771></div> <div> <div>rdftype</div> <div>schema:Person</div> </div> <div> <div>schemaname</div> <div>"Desai, Mahadev H. (Mahadev Haribhai), 1892-1942."</div> </div> <div> <div>schema:sameAs</div> <div><http://id.loc.gov/authorities/names/n82148966></div> </div> | |
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| schema:inLanguage | "en" | |
| schema:name | "Gandhi : an autobiography : the story of my experiments with truth" | |
| schema:publisher | <div> <div>rdftype</div> <div>schema:Organization</div> </div> <div> <div>schemaname</div> <div>"CreateSpace?"</div> </div> | |

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Mohandas Karamchand-Pensiero Gandhi

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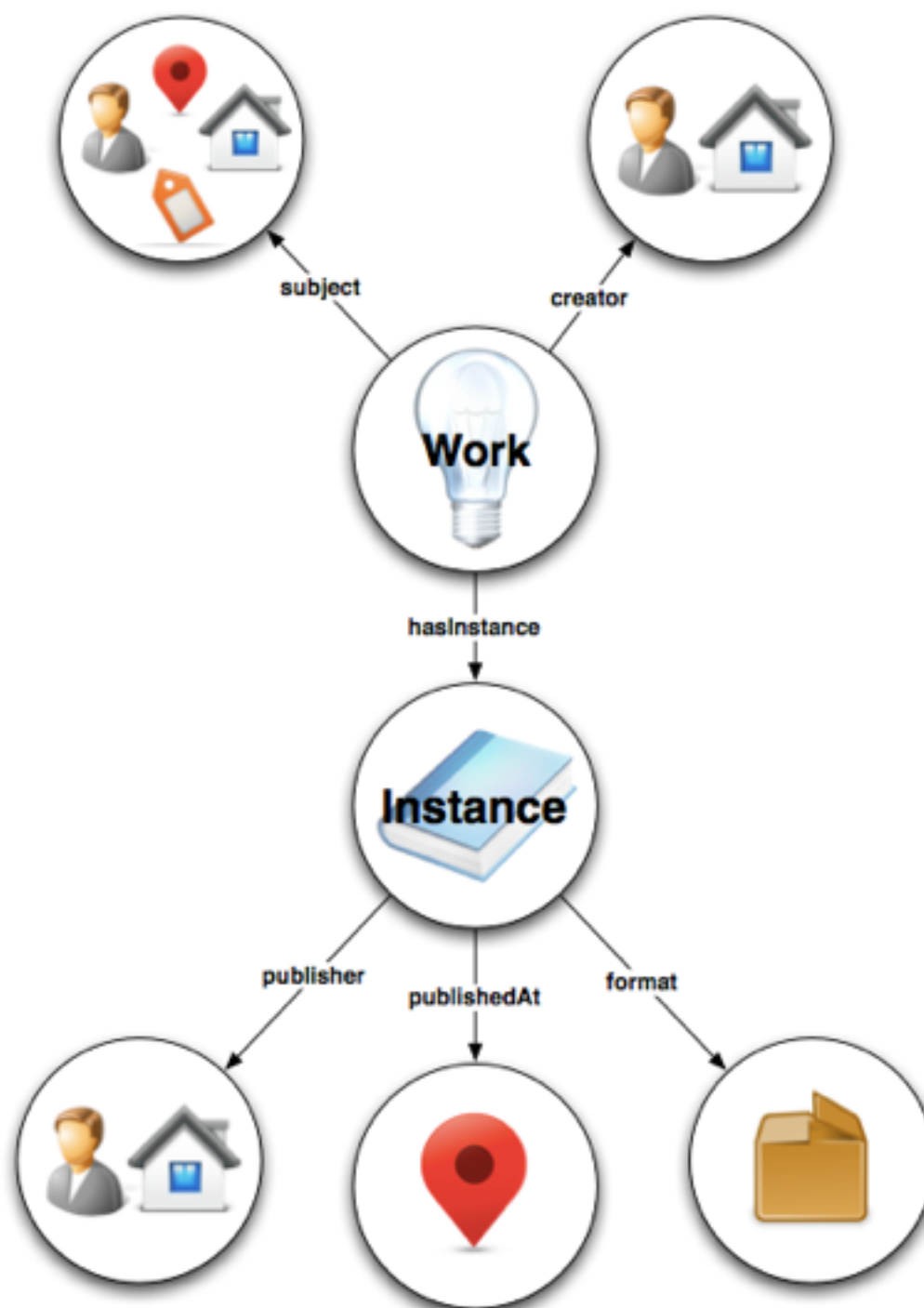
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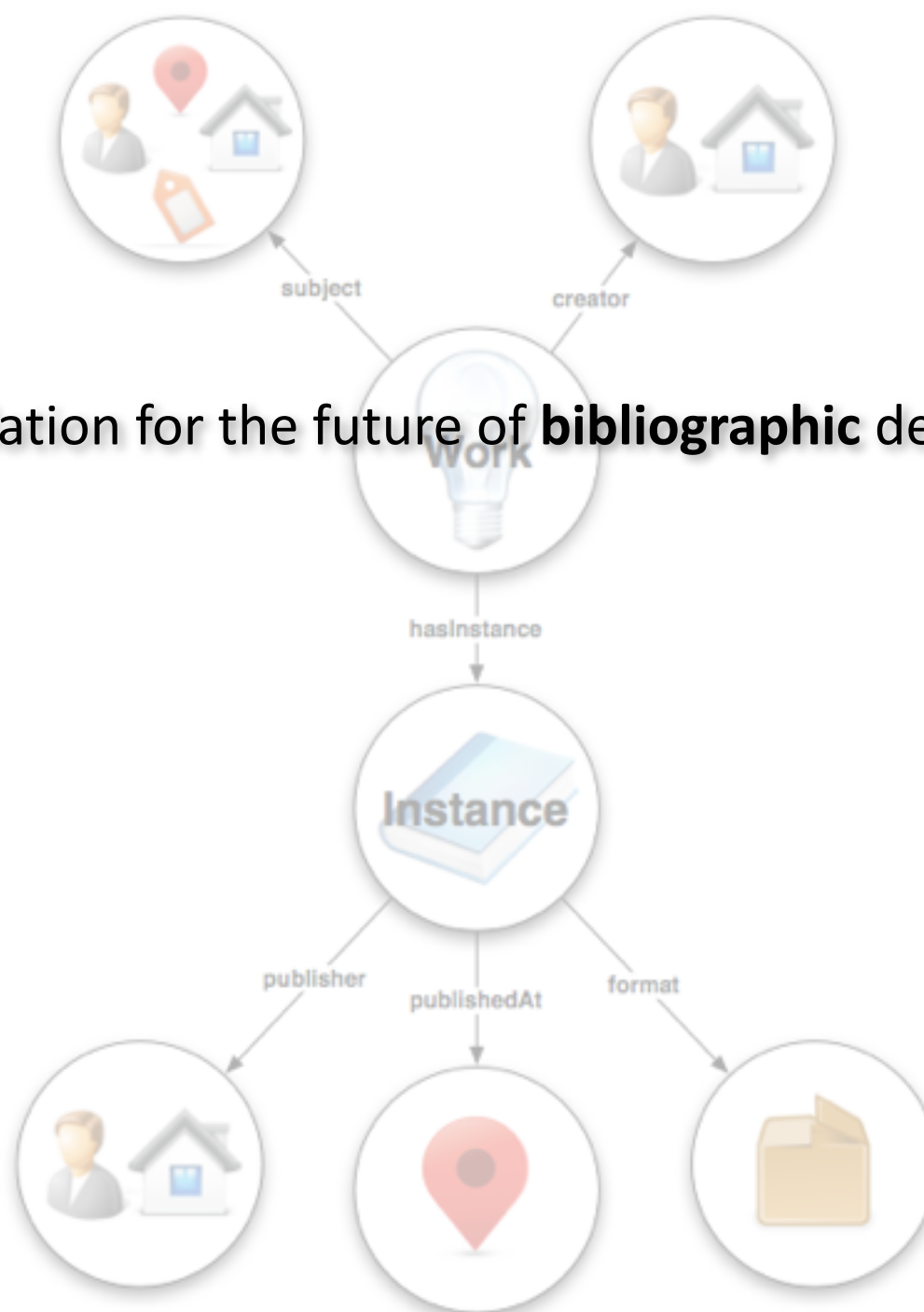
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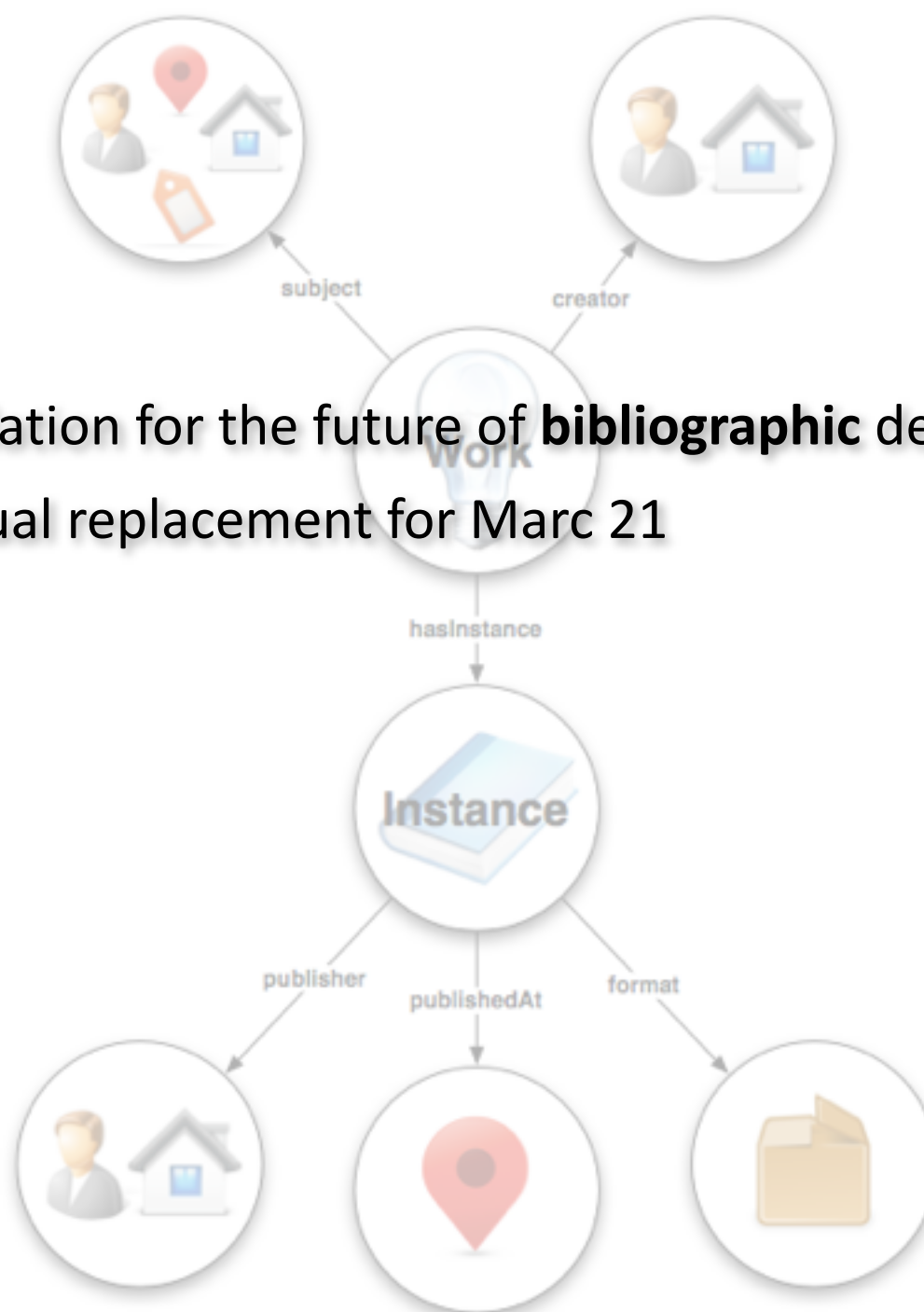




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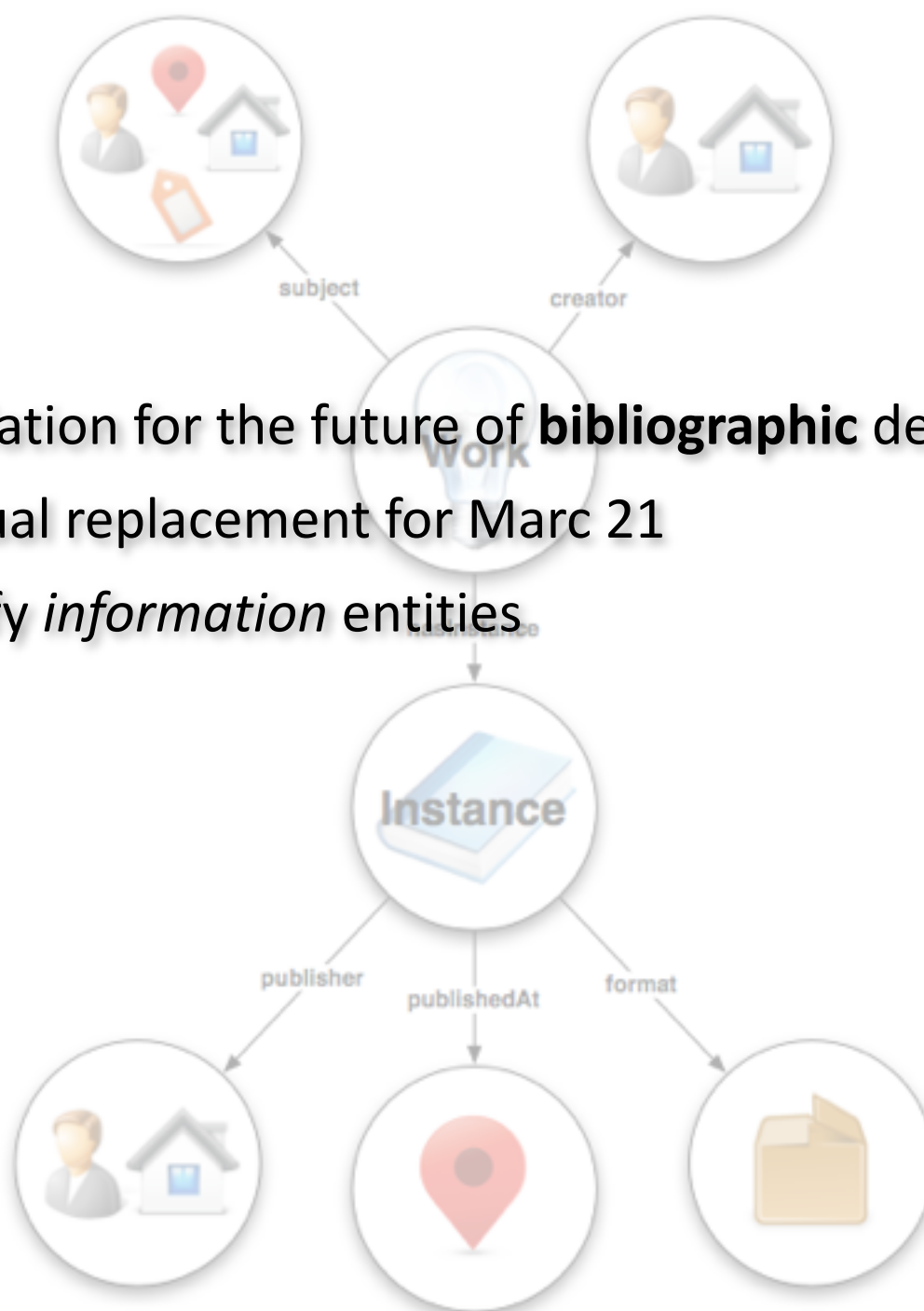




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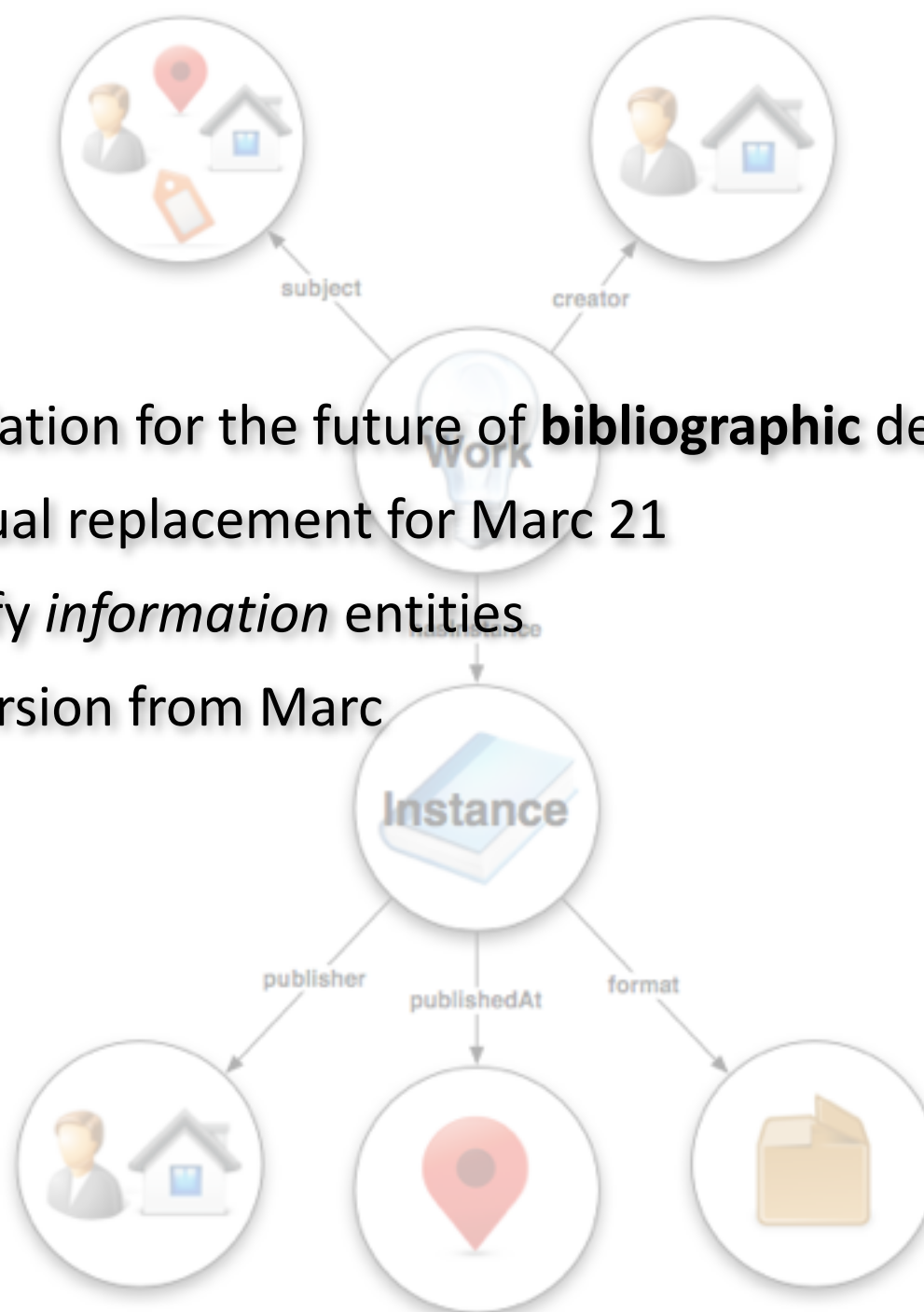




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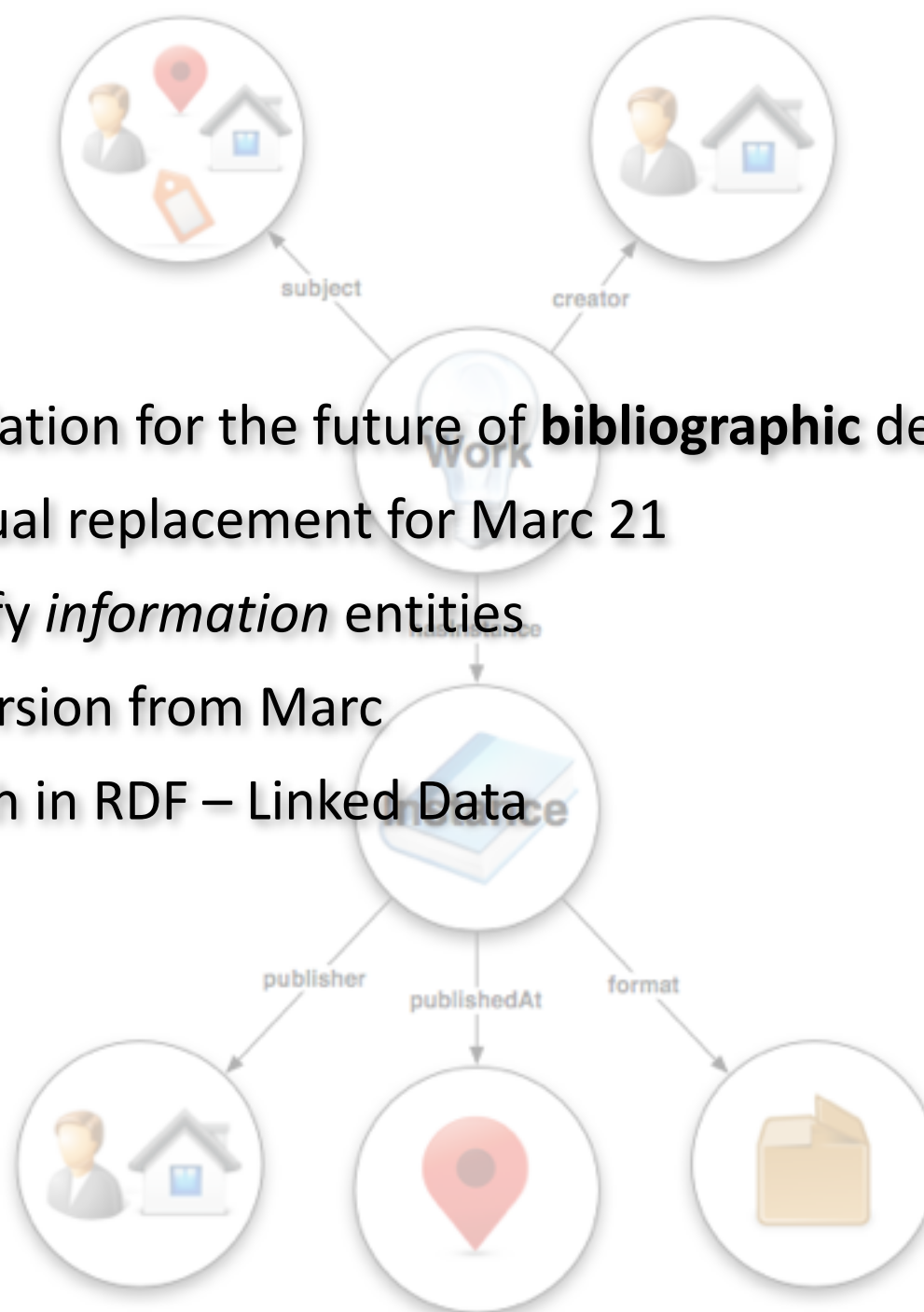




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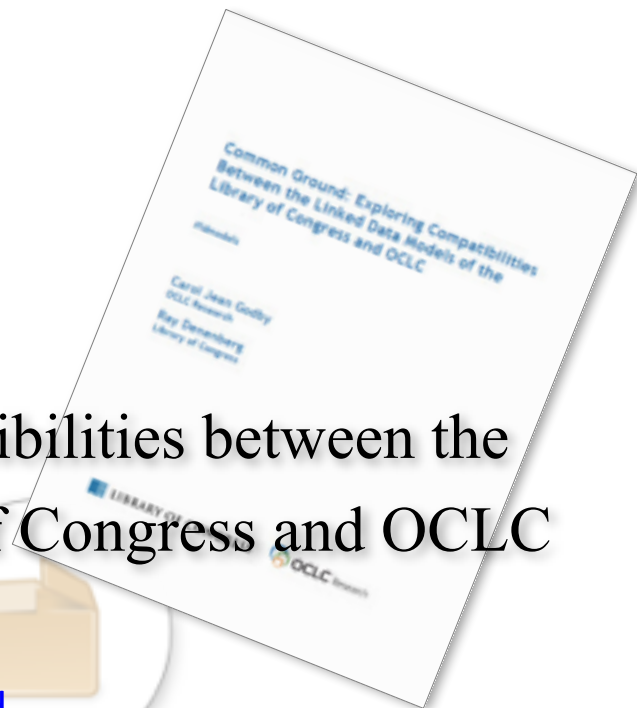
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| bookEdition | Text | The edition of the book. |
| bookFormat | BookFormatType | The format of the book. |
| illustrator | Person | The illustrator of the book. |
| isbn | Text | The ISBN of the book. |
| numberOfPages | Integer | The number of pages in the book. |
| Properties from CreativeWork | | |
| about | Thing | The subject matter of the content. |
| accessibilityAPI | Text | Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values). |
| accessibilityControl | Text | Identifies input methods that are sufficient to fully control the described resource (WebSchemas wiki lists possible values). |

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| Property | Expected Type | Description |
|--|--------------------------------|---|
| Properties from Book | | |
| bookEdition | Text | The edition of the book. |
| bookFormat | BookFormatType | The format of the book. |
| illustrator | Person | The illustrator of the book. |
| isbn | Text | The ISBN of the book. |
| numberOfPages | Integer | The number of pages in the book. |
| Properties from CreativeWork | | |
| about | Thing | The subject matter of the content. |
| accessibilityAPI | Text | Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values). |
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Book

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A book.

Usage: Between 10,000 and 50,000 domains

CreativeWork

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The most generic kind of creative work, including books, movies, photographs, software programs, etc.

Usage: Between 250,000 and 500,000 domains

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An article, such as a news article or piece of investigative report, or a collection of them all.

See also [blog post](#).

Usage: Over 1,000,000 domains

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Book

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A book.

Usage: Between 10,000 and 50,000 domains

CreativeWork

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The most generic kind of creative work, including books, movies, photographs, software programs, etc.

Usage: Between 250,000 and 500,000 domains

Organization

[Thing](#) > [Organization](#)

An organization such as a school, NGO, corporation, club, etc.

Usage: Over 1,000,000 domains

Article

[Thing](#) > [CreativeWork](#) > [Article](#)

An article, such as a news article or piece of investigative report.

See also [blog post](#).

Usage: Over 1,000,000 domains

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640 Types (Classes)
988 Properties

Used by 10 million+ domains

CreativeWork

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The most generic kind of creative work, including books, movies, photographs, software programs, etc.

Usage: Between 250,000 and 500,000 domains

Organization

Thing > Organization

An organization such as a school, NGO, corporation, club, etc.

Usage: Over 1,000,000 domains

Book

Thing > CreativeWork > Book

A book.

Usage: Between 10,000 and 50,000 domains

Place

Thing > Place

Entities that have a somewhat fixed, physical extension.

Usage: Between 100,000 and 250,000 domains

Article

Thing > CreativeWork > Article

An article, such as a news article or piece of investigative report.

See also blog post.

Usage: Over 1,000,000 domains

schema.org

640 Types (Classes)
988 Properties

Used by 10 million+ domains

CreativeWork

Thing > CreativeWork

The most generic kind of creative work, including books, movies, photographs, software programs, etc.

Usage: Between 250,000 and 500,000 domains

Organization

Thing > Organization

An organization such as a school, NGO, corporation, club, etc.

Usage: Over 1,000,000 domains

Book

Thing > CreativeWork > Book

A book.

Usage: Between 10,000 and 50,000 domains

Place

Thing > Place

Entities that have a somewhat fixed, physical extension.

Usage: Between 100,000 and 250,000 domains

Article

Thing > CreativeWork > Article

An article, such as a news article or piece of investigative report.

See also blog post.

Usage: Over 1,000,000 domains

Product

Thing > Product

Any offered product or service. For example: a pair of shoes; a concert ticket; the rental of a car; a hair

Usage: Over 1,000,000 domains

schema.org

640 Types (Classes)
988 Properties

Used by 10 million+ domains

Person

Thing > Person

A person (alive, dead, undead, or fictional).

Usage: Over 1,000,000 domains

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A book.

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But what if it does not cover my things?

Extending Schema.org

The screenshot shows a web browser window with the address bar displaying <https://www.w3.org/community/schemabibex/>. The browser's address bar also shows several bookmarked sites: Useful, buffer-2.2.18.caforixtz, World Clock, OCLC, MyDelicious, LinkSailor, Smartcut-owa, BBC - Lion, Google, Training, and Save Video. The page title is "Schema Bib Extend Community Group".

The page features a header with the W3C logo and the text "COMMUNITY & BUSINESS GROUPS". Navigation links include "CURRENT GROUPS", "REPORTS", and "ABOUT".

The main content area is titled "SCHEMA BIB EXTEND COMMUNITY GROUP". It describes the group's mission: "The mission of this group is to discuss and prepare proposal(s) for extending Schema.org schemas for the improved representation of bibliographic information markup and sharing. The group will seek consensus around, and support for, proposal(s) to the W3C WebSchemas Group. This Community Group will not, itself, produce technical specifications." A note states: "Note: Community Groups are proposed and run by the community. Although W3C hosts these conversations, the groups do not necessarily represent the views of the W3C Membership or staff."

Below the mission statement, it says "No Reports Yet Published". A link for "PUBLISH REPORTS" is visible. A section titled "Tools for this group" lists: "Mailing List", "Wiki", "IRC", "RSS", and "Contact This Group".

Under "Pages", there is a link for "Sample Page". The "Get involved" section states: "Anyone may join this Community Group. All participants in this group have signed the W3C Community Contributor License Agreement." A "JOIN THIS GROUP" button is present.

A post by Richard Wallis, dated June 24, 2015, is shown. The post content is: "The Group is engaged with proposing an extension to Schema.org - 'bib.schema.org'. Details of the first and subsequent proposals can be found [on the Wiki](#). bib.schema.org is one of the first extension proposals to be submitted to the core Schema.org."

At the bottom right, there is a signature for Richard Wallis with a handwritten "Chair" and an arrow pointing to the signature.

Extending Schema.org

The screenshot shows a web browser window with the address bar displaying <https://www.w3.org/community/schemabibex/>. The page title is "Schema Bib Extend Community Group". The browser's address bar also shows a list of bookmarks: "Useful", "buffer-2.2.18.caforixtz", "World Clock", "OCLC", "MyDelicious", "LinkSailor", "Smartcut-owa", "BBC - Lion", "Google", "Training", and "Save Video".

The page features a header with the W3C logo and the text "COMMUNITY & BUSINESS GROUPS". Navigation links include "CURRENT GROUPS", "REPORTS", and "ABOUT".

The main content area is titled "SCHEMA BIB EXTEND COMMUNITY GROUP". It describes the group's mission: "The mission of this group is to discuss and prepare proposal(s) for extending Schema.org schemas for the improved representation of bibliographic information markup and sharing. The group will seek consensus around, and support for, proposal(s) to the W3C WebSchemas Group. This Community Group will not, itself, produce technical specifications." A note states: "Note: Community Groups are proposed and run by the community. Although W3C hosts these conversations, the groups do not necessarily represent the views of the W3C Membership or staff."

Below the mission statement, it says "No Reports Yet Published" and "Chairs, when logged in, may publish draft and final reports. Please see [report requirements](#)." A red button labeled "PUBLISH REPORTS" is visible.

On the right side, there is a section "Tools for this group" with links to "Mailing List", "Wiki", "IRC", "RSS", and "Contact This Group". Below this is a "Pages" section with a link to "Sample Page".

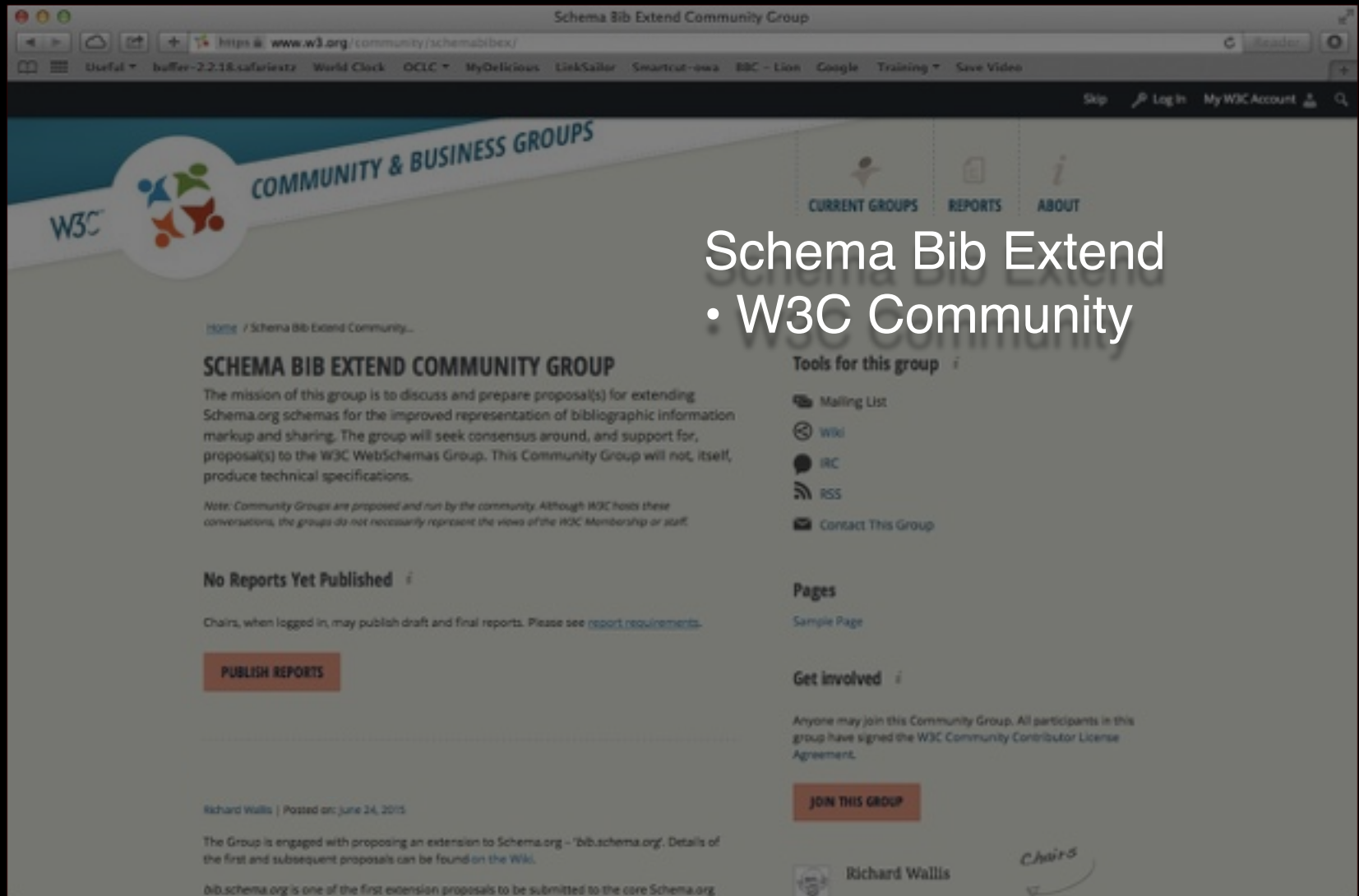
The "Get involved" section states: "Anyone may join this Community Group. All participants in this group have signed the W3C Community Contributor License Agreement." A red button labeled "JOIN THIS GROUP" is present.

At the bottom, a post by "Richard Wallis" dated "June 24, 2015" is shown. The post content includes: "The Group is engaged with proposing an extension to Schema.org - 'bib.schema.org'. Details of the first and subsequent proposals can be found [on the Wiki](#). bib.schema.org is one of the first extension proposals to be submitted to the core Schema.org."

A signature "Chairs" with a red arrow pointing to the "PUBLISH REPORTS" button is visible in the bottom right corner.

www.w3.org/community/schemabibex

Extending Schema.org



The screenshot shows a web browser window displaying the 'Schema Bib Extend Community Group' page. The browser's address bar shows the URL 'https://www.w3.org/community/schemabibex/'. The page features a header with the W3C logo and the text 'COMMUNITY & BUSINESS GROUPS'. Below the header, there are navigation links for 'CURRENT GROUPS', 'REPORTS', and 'ABOUT'. The main content area is titled 'SCHEMA BIB EXTEND COMMUNITY GROUP' and describes the group's mission to discuss and prepare proposals for extending Schema.org schemas. It also includes a 'No Reports Yet Published' section and a 'PUBLISH REPORTS' button. On the right side, there is a 'Tools for this group' section with links to 'Mailing List', 'Wiki', 'IRC', 'RSS', and 'Contact This Group'. Below this, there is a 'Pages' section with a 'Sample Page' link. The 'Get involved' section states that anyone can join the group after signing the W3C Community Contributor License Agreement. At the bottom, there is a 'JOIN THIS GROUP' button and a signature of Richard Wallis.

Schema Bib Extend
• W3C Community

www.w3.org/community/schemabibex

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Extending Schema.org

The screenshot shows a web browser window with the URL <https://www.w3.org/community/schemabibex/>. The page is titled "Schema Bib Extend Community Group" and features the W3C logo and a "COMMUNITY & BUSINESS GROUPS" banner. The main content area includes a description of the group's mission to discuss and prepare proposals for extending Schema.org schemas for bibliographic information. It also mentions that the group will seek consensus and support for proposals to the W3C WebSchemas Group. A "PUBLISH REPORTS" button is visible. The right sidebar contains links for "CURRENT GROUPS", "REPORTS", and "ABOUT", as well as "Tools for this group" including Wiki, IRC, RSS, and a contact link. The bottom of the page shows a post by Richard Wallis dated June 24, 2015, discussing the group's engagement with proposing an extension to Schema.org.

Schema Bib Extend

- W3C Community
- 80 plus members

www.w3.org/community/schemabibex

Extending Schema.org

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Schema Bib Extend

- W3C Community
- 80 plus members
- Proposed enhancements

www.w3.org/community/schemabibex

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Schema Bib Extend

- W3C Community
- 80 plus members
- Proposed enhancements
- less-commercial wording

www.w3.org/community/schemabibex

Extending Schema.org

The screenshot shows a web browser window with the URL <https://www.w3.org/community/schemabibex/>. The page is titled "Schema Bib Extend Community Group" and features the W3C logo and a "COMMUNITY & BUSINESS GROUPS" banner. The main content area includes a "SCHEMA BIB EXTEND COMMUNITY GROUP" section with a mission statement, a "No Reports Yet Published" notice, and a "PUBLISH REPORTS" button. A sidebar on the right contains links for "CURRENT GROUPS", "REPORTS", and "ABOUT". At the bottom, there is a "Get involved" section and a "JOIN THIS GROUP" button. The page also displays a list of members and a "Tools for this group" section.

Schema Bib Extend

- W3C Community
- 80 plus members
- Proposed enhancements
 - less-commercial wording
 - Citation

www.w3.org/community/schemabibex

Extending Schema.org

The screenshot shows the 'Schema Bib Extend Community Group' page on W3C.org. The page header includes the W3C logo and the title 'COMMUNITY & BUSINESS GROUPS'. Below the header, there are navigation links for 'CURRENT GROUPS', 'REPORTS', and 'ABOUT'. The main content area features the group's mission statement: 'The mission of this group is to discuss and prepare proposal(s) for extending Schema.org schemas for the improved representation of bibliographic information markup and sharing. The group will seek consensus around, and support for, proposal(s) to the W3C WebSchemas Group. This Community Group will not, itself, produce technical specifications.' A note states: 'Note: Community Groups are proposed and run by the community. Although W3C hosts these conversations, the groups do not necessarily represent the views of the W3C Membership or staff.' Below this, it says 'No Reports Yet Published' and provides a link to 'report requirements'. A 'PUBLISH REPORTS' button is visible. On the right side, there is a 'Get involved' section with a 'JOIN THIS GROUP' button. The page also mentions that all participants have signed the W3C Community Contributor License Agreement. At the bottom, there is a post by Richard Wallis dated June 24, 2015, discussing the group's engagement with proposing an extension to Schema.org - 'bib.schema.org'.

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Schema Bib Extend

- W3C Community
- 80 plus members
- Proposed enhancements
 - less-commercial wording
 - Citation
 - Work Relationships
 - Periodicals

www.w3.org/community/schemabibex

Extending Schema.org

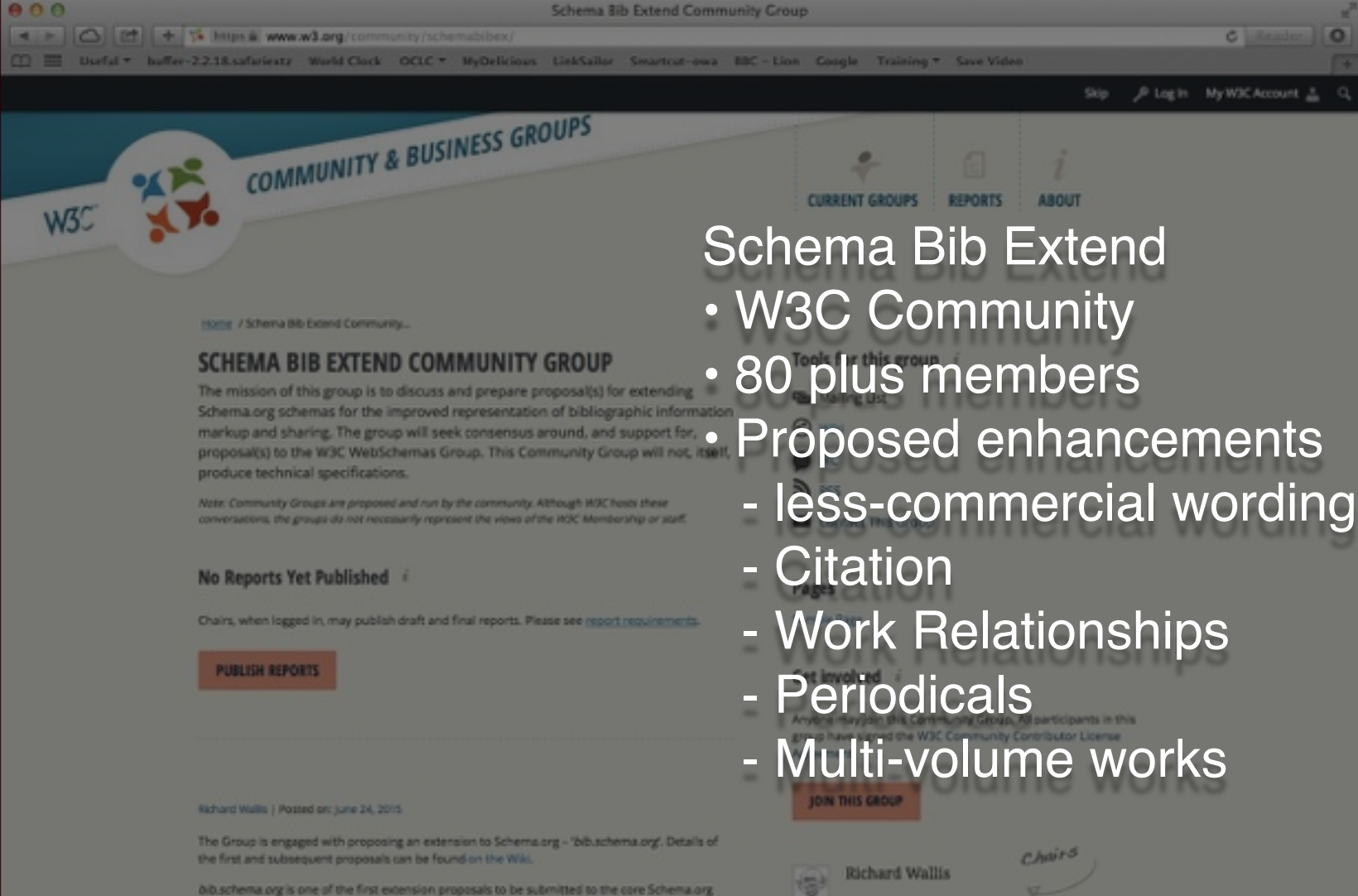
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Schema Bib Extend

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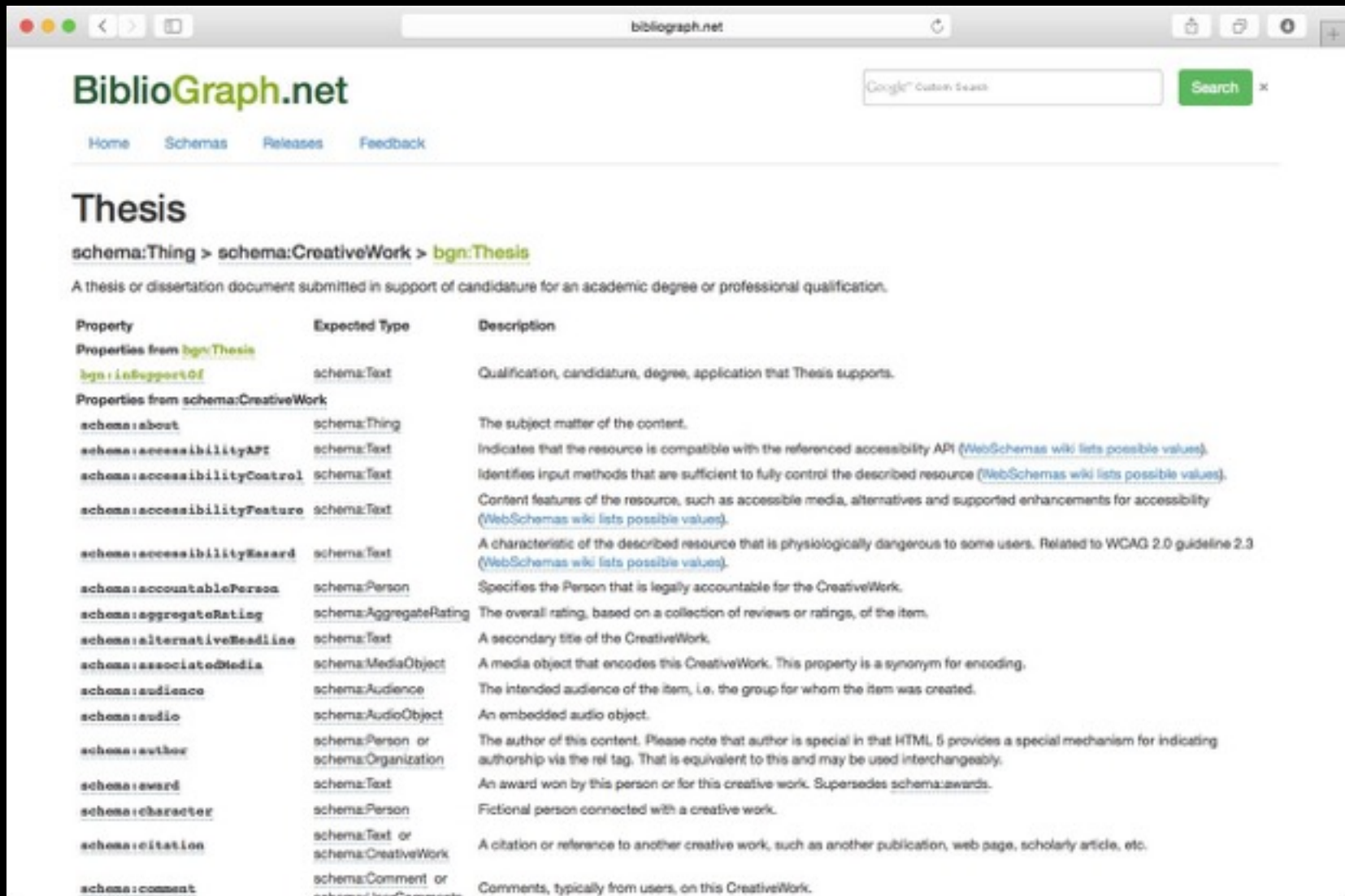
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*But what if it **still** does not cover my things?*

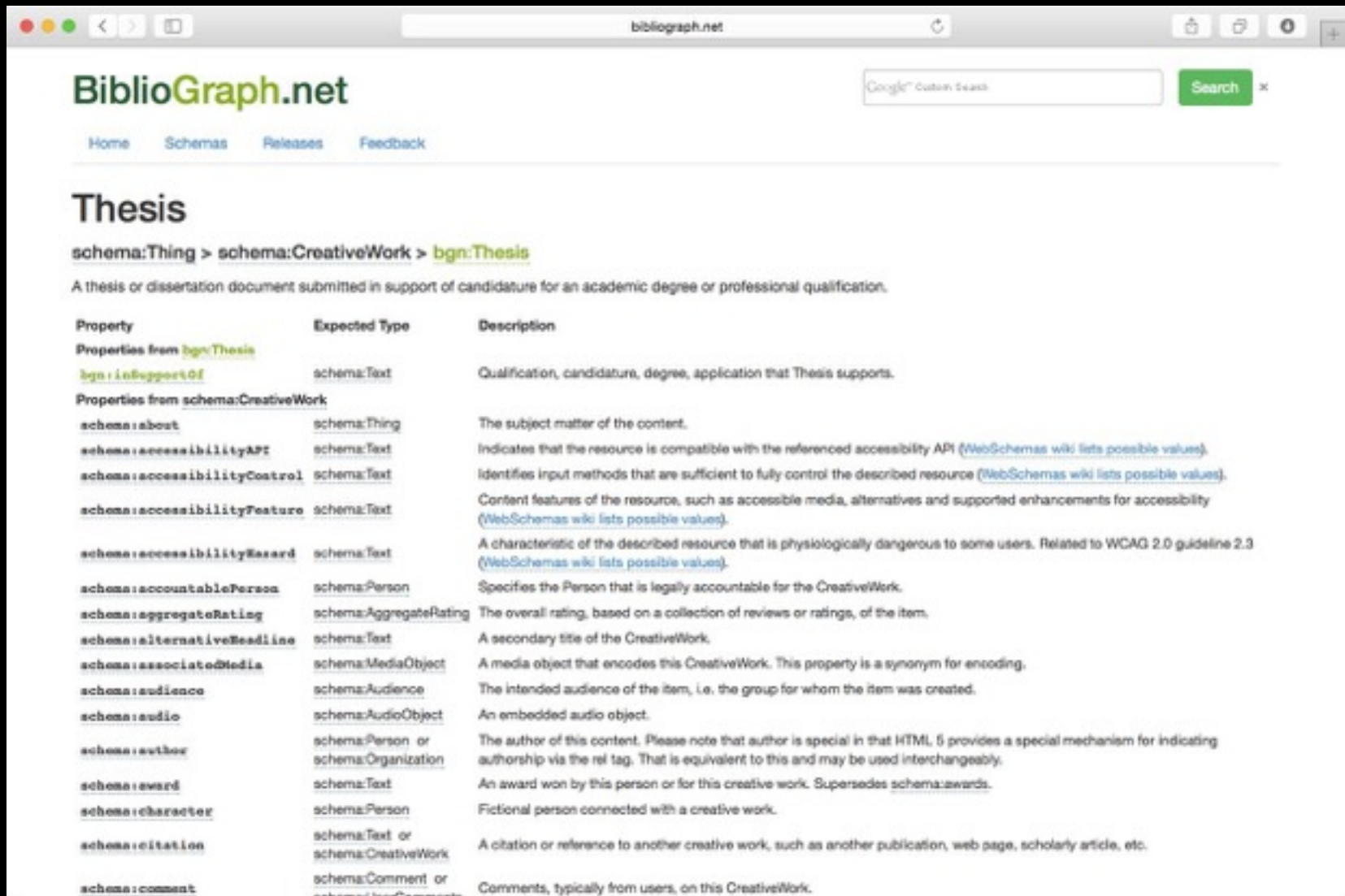
Extending Schema.org



The screenshot shows a web browser window with the address bar displaying 'bibliograph.net'. The page title is 'BiblioGraph.net'. The navigation menu includes 'Home', 'Schemas', 'Releases', and 'Feedback'. A search bar with the text 'Google Custom Search' and a 'Search' button is located in the top right. The main content area is titled 'Thesis' and shows a breadcrumb trail: 'schema:Thing > schema:CreativeWork > bgn:Thesis'. Below the breadcrumb, a definition is provided: 'A thesis or dissertation document submitted in support of candidature for an academic degree or professional qualification.' A table lists properties for the 'bgn:Thesis' schema, categorized into 'Properties from bgn:Thesis' and 'Properties from schema:CreativeWork'.

| Property | Expected Type | Description |
|--|--|---|
| Properties from bgn:Thesis | | |
| bgn:isSupportedOf | schema:Text | Qualification, candidature, degree, application that Thesis supports. |
| Properties from schema:CreativeWork | | |
| schema:about | schema:Thing | The subject matter of the content. |
| schema:accessibilityAPI | schema:Text | Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values). |
| schema:accessibilityControl | schema:Text | Identifies input methods that are sufficient to fully control the described resource (WebSchemas wiki lists possible values). |
| schema:accessibilityFeature | schema:Text | Content features of the resource, such as accessible media, alternatives and supported enhancements for accessibility (WebSchemas wiki lists possible values). |
| schema:accessibilityHazard | schema:Text | A characteristic of the described resource that is physiologically dangerous to some users. Related to WCAG 2.0 guideline 2.3 (WebSchemas wiki lists possible values). |
| schema:accountablePerson | schema:Person | Specifies the Person that is legally accountable for the CreativeWork. |
| schema:aggregateRating | schema:AggregateRating | The overall rating, based on a collection of reviews or ratings, of the item. |
| schema:alternativeHeadline | schema:Text | A secondary title of the CreativeWork. |
| schema:associatedMedia | schema:MediaObject | A media object that encodes this CreativeWork. This property is a synonym for encoding. |
| schema:audience | schema:Audience | The intended audience of the item, i.e. the group for whom the item was created. |
| schema:audio | schema:AudioObject | An embedded audio object. |
| schema:author | schema:Person or schema:Organization | The author of this content. Please note that author is special in that HTML 5 provides a special mechanism for indicating authorship via the rel tag. That is equivalent to this and may be used interchangeably. |
| schema:award | schema:Text | An award won by this person or for this creative work. Supersedes schema:awards . |
| schema:character | schema:Person | Fictional person connected with a creative work. |
| schema:citation | schema:Text or schema:CreativeWork | A citation or reference to another creative work, such as another publication, web page, scholarly article, etc. |
| schema:comment | schema:Comment or schema:TextComment | Comments, typically from users, on this CreativeWork. |

Extending Schema.org

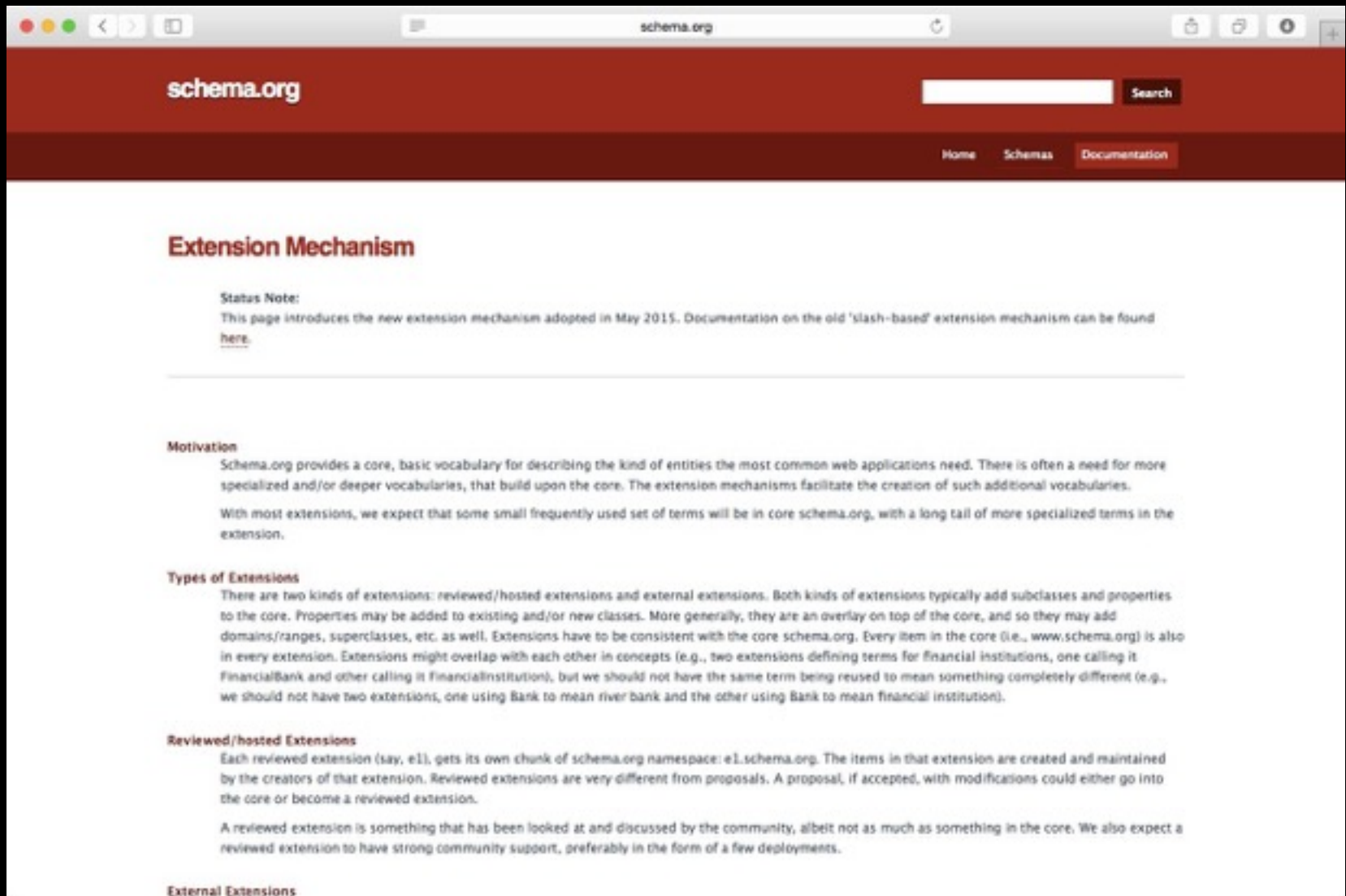


The screenshot shows the BiblioGraph.net website. The browser address bar displays 'bibliograph.net'. The website has a navigation bar with links for 'Home', 'Schemas', 'Releases', and 'Feedback'. A search bar with the text 'Google Custom Search' and a 'Search' button is located in the top right. The main content area is titled 'Thesis' and shows a breadcrumb trail: 'schema:Thing > schema:CreativeWork > bgn:Thesis'. Below this, a definition is provided: 'A thesis or dissertation document submitted in support of candidature for an academic degree or professional qualification.' A table lists properties for the 'bgn:Thesis' schema, categorized into 'Properties from bgn:Thesis' and 'Properties from schema:CreativeWork'.

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| Properties from schema:CreativeWork | | |
| schema:about | schema:Thing | The subject matter of the content. |
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| schema:aggregateRating | schema:AggregateRating | The overall rating, based on a collection of reviews or ratings, of the item. |
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| schema:audio | schema:AudioObject | An embedded audio object. |
| schema:author | schema:Person or schema:Organization | The author of this content. Please note that author is special in that HTML 5 provides a special mechanism for indicating authorship via the rel tag. That is equivalent to this and may be used interchangeably. |
| schema:award | schema:Text | An award won by this person or for this creative work. Supersedes schema:awards . |
| schema:character | schema:Person | Fictional person connected with a creative work. |
| schema:citation | schema:Text or schema:CreativeWork | A citation or reference to another creative work, such as another publication, web page, scholarly article, etc. |
| schema:comment | schema:Comment or schema:Text | Comments, typically from users, on this CreativeWork. |

You could build your own extension

Extending Schema.org



The screenshot shows a web browser window with the address bar displaying 'schema.org'. The page has a dark red header with the 'schema.org' logo on the left, a search bar with a 'Search' button on the right, and a navigation menu with 'Home', 'Schemas', and 'Documentation' links. The main content area is white and features the section title 'Extension Mechanism' in dark red. Below this, there is a 'Status Note' section, followed by a horizontal line. The 'Motivation' section explains the purpose of Schema.org and the extension mechanism. The 'Types of Extensions' section describes reviewed/hosted and external extensions. The 'Reviewed/hosted Extensions' section details the process of creating and maintaining reviewed extensions. The 'External Extensions' section is partially visible at the bottom.

Extension Mechanism

Status Note:
This page introduces the new extension mechanism adopted in May 2015. Documentation on the old 'slash-based' extension mechanism can be found [here](#).

Motivation

Schema.org provides a core, basic vocabulary for describing the kind of entities the most common web applications need. There is often a need for more specialized and/or deeper vocabularies, that build upon the core. The extension mechanisms facilitate the creation of such additional vocabularies.

With most extensions, we expect that some small frequently used set of terms will be in core schema.org, with a long tail of more specialized terms in the extension.

Types of Extensions

There are two kinds of extensions: reviewed/hosted extensions and external extensions. Both kinds of extensions typically add subclasses and properties to the core. Properties may be added to existing and/or new classes. More generally, they are an overlay on top of the core, and so they may add domains/ranges, superclasses, etc. as well. Extensions have to be consistent with the core schema.org. Every item in the core (i.e., www.schema.org) is also in every extension. Extensions might overlap with each other in concepts (e.g., two extensions defining terms for financial institutions, one calling it `FinancialBank` and other calling it `FinancialInstitution`), but we should not have the same term being reused to mean something completely different (e.g., we should not have two extensions, one using `Bank` to mean river bank and the other using `Bank` to mean financial institution).

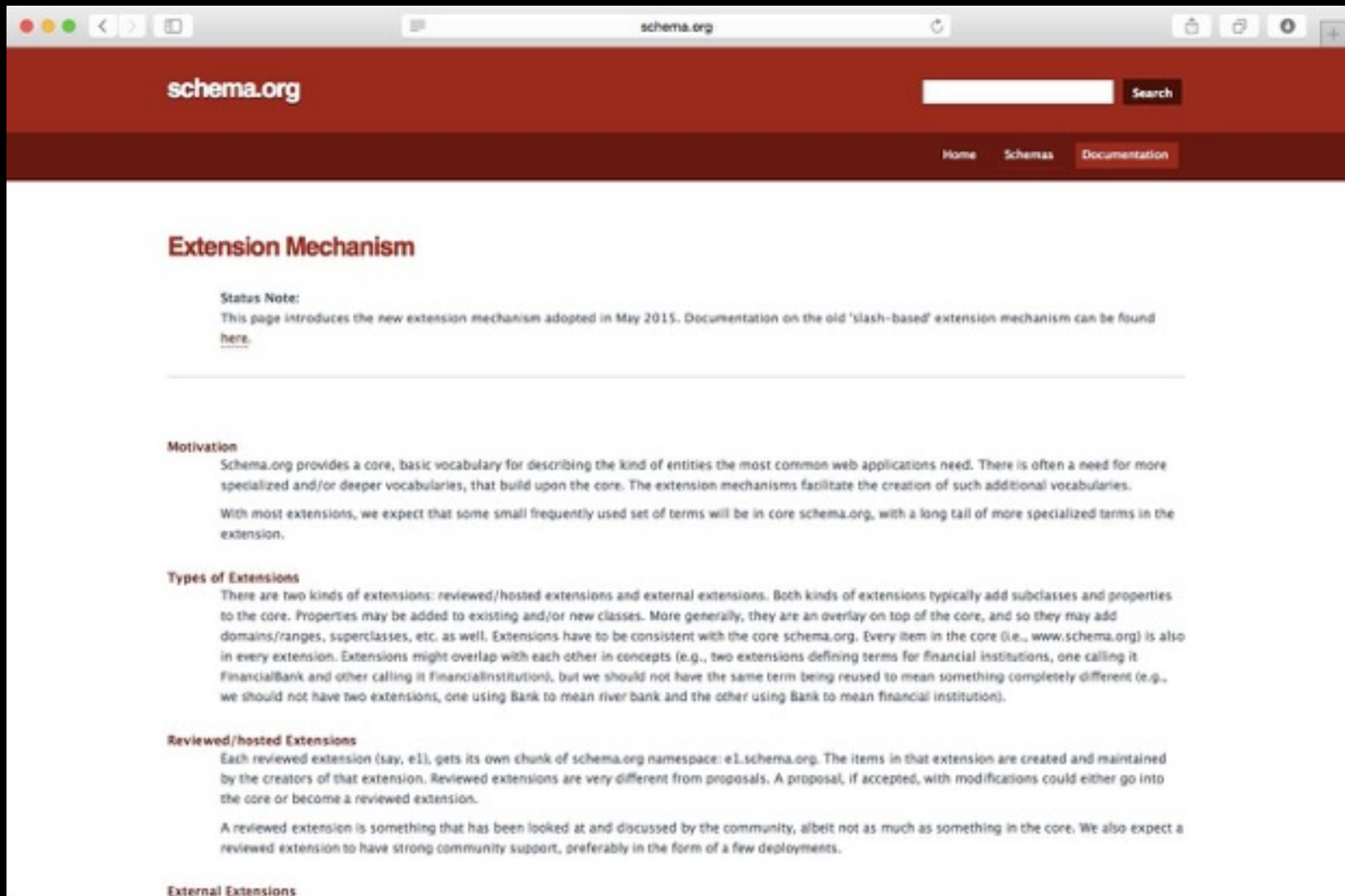
Reviewed/hosted Extensions

Each reviewed extension (say, `el`), gets its own chunk of schema.org namespace: `el.schema.org`. The items in that extension are created and maintained by the creators of that extension. Reviewed extensions are very different from proposals. A proposal, if accepted, with modifications could either go into the core or become a reviewed extension.

A reviewed extension is something that has been looked at and discussed by the community, albeit not as much as something in the core. We also expect a reviewed extension to have strong community support, preferably in the form of a few deployments.

External Extensions

Extending Schema.org



The screenshot shows a web browser window with the address bar displaying 'schema.org'. The page has a dark red header with the 'schema.org' logo on the left, a search bar with a 'Search' button on the right, and a navigation menu with 'Home', 'Schemas', and 'Documentation' links. The main content area is white and features the section title 'Extension Mechanism' in dark red. Below this, there is a 'Status Note' section, followed by a horizontal line. The 'Motivation' section explains the purpose of Schema.org and the extension mechanism. The 'Types of Extensions' section describes reviewed/hosted and external extensions. The 'Reviewed/hosted Extensions' section details the process of creating and maintaining reviewed extensions. The 'External Extensions' section is partially visible at the bottom.

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With most extensions, we expect that some small frequently used set of terms will be in core schema.org, with a long tail of more specialized terms in the extension.

Types of Extensions

There are two kinds of extensions: reviewed/hosted extensions and external extensions. Both kinds of extensions typically add subclasses and properties to the core. Properties may be added to existing and/or new classes. More generally, they are an overlay on top of the core, and so they may add domains/ranges, superclasses, etc. as well. Extensions have to be consistent with the core schema.org. Every item in the core (i.e., www.schema.org) is also in every extension. Extensions might overlap with each other in concepts (e.g., two extensions defining terms for financial institutions, one calling it `FinancialBank` and other calling it `FinancialInstitution`), but we should not have the same term being reused to mean something completely different (e.g., we should not have two extensions, one using `Bank` to mean river bank and the other using `Bank` to mean financial institution).

Reviewed/hosted Extensions

Each reviewed extension (say, `e1`), gets its own chunk of schema.org namespace: `e1.schema.org`. The items in that extension are created and maintained by the creators of that extension. Reviewed extensions are very different from proposals. A proposal, if accepted, with modifications could either go into the core or become a reviewed extension.

A reviewed extension is something that has been looked at and discussed by the community, albeit not as much as something in the core. We also expect a reviewed extension to have strong community support, preferably in the form of a few deployments.

External Extensions

... from May 2015

Extending Schema.org

The screenshot shows a web browser window with the address bar displaying `bib.schema.org`. The website has a dark red header with the logo `bib.schema.org` on the left, a search bar in the center, and navigation links for `Home`, `Schemas`, and `Documentation` on the right. Below the header, a red banner indicates the current extension: `extension shown: bib [x]`.

Audiobook

Defined in the `bib.schema.org` extension. (This is an initial exploratory release.)
Canonical URL: <http://schema.org/Audiobook>

[Thing](#) > [CreativeWork](#) > [MediaObject](#) > [AudioObject](#) > [Audiobook](#)
[Thing](#) > [CreativeWork](#) > [Book](#) > [Audiobook](#)

An audiobook.

Usage: Fewer than 10 domains [\[more...\]](#)

| Property | Expected Type | Description |
|---|------------------------------|--|
| Properties from Audiobook | | |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| readBy | Person | A person who reads (performs) the audiobook. |
| Properties from AudioObject | | |
| transcript | Text | If this MediaObject is an AudioObject or VideoObject , the transcript of that object. |
| Properties from MediaObject | | |
| associatedArticle | NewsArticle | A NewsArticle associated with the Media Object . |
| bitrate | Text | The bitrate of the media object. |
| contentSize | Text | File size in (mega/kilo) bytes. |
| contentUrl | URL | Actual bytes of the media object, for example the image file or video file. |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| embedUrl | URL | A URL pointing to a player for a specific video. In general, this is the information in the <code>src</code> element of an <code>embed</code> tag and should not be the same as the content of the <code>src</code> tag. |
| associatedMediaObject | CreativeWork | The CreativeWork encoded by this media object. |

Extending Schema.org

The screenshot shows a web browser window with the address bar displaying `bib.schema.org`. The website has a dark red header with the logo `bib.schema.org` on the left, a search bar in the center, and navigation links for `Home`, `Schemas`, and `Documentation` on the right. Below the header, a red banner indicates the current extension is `bib [x]`. The main content area is titled **Audiobook** and includes the following text:

Defined in the `bib.schema.org` extension. (This is an initial exploratory release.)
Canonical URL: <http://schema.org/Audiobook>

Navigation paths are shown as:

- [Thing](#) > [CreativeWork](#) > [MediaObject](#) > [AudioObject](#) > [Audiobook](#)
- [Thing](#) > [CreativeWork](#) > [Book](#) > [Audiobook](#)

A brief description follows: "An audiobook."

Usage statistics: "Usage: Fewer than 10 domains." with a [\[more...\]](#) link.

A table lists the properties of the `Audiobook` extension:

| Property | Expected Type | Description |
|--|------------------------------|--|
| Properties from Audiobook | | |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| readBy | Person | A person who reads (performs) the audiobook. |
| Properties from AudioObject | | |
| transcript | Text | If this MediaObject is an AudioObject or VideoObject , the transcript of that object. |
| Properties from MediaObject | | |
| associatedArticle | NewsArticle | A NewsArticle associated with the Media Object . |
| bitrate | Text | The bitrate of the media object. |
| contentSize | Text | File size in (mega/kilo) bytes. |
| contentUrl | URL | Actual bytes of the media object, for example the image file or video file. |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| embedUrl | URL | A URL pointing to a player for a specific video. In general, this is the information in the <code>src</code> element of an <code>embed</code> tag and should not be the same as the content of the <code>src</code> tag. |
| mediaObject | CreativeWork | The CreativeWork encoded by this media object. |

Reviewed / Hosted Extensions

Extending Schema.org

The screenshot shows a web browser window with the address bar displaying `bib.schema.org`. The website has a dark red header with the logo `bib.schema.org` circled in yellow. A search bar and navigation links for Home, Schemas, and Documentation are also visible. A red banner at the top right indicates the extension shown is `bib [x]`.

Audiobook

Defined in the `bib.schema.org` extension. (This is an initial exploratory release.)
Canonical URL: <http://schema.org/Audiobook>

[Thing](#) > [CreativeWork](#) > [MediaObject](#) > [AudioObject](#) > [Audiobook](#)
[Thing](#) > [CreativeWork](#) > [Book](#) > [Audiobook](#)

An audiobook.

Usage: Fewer than 10 domains. [\[more...\]](#)

| Property | Expected Type | Description |
|---|------------------------------|--|
| Properties from Audiobook | | |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| readBy | Person | A person who reads (performs) the audiobook. |
| Properties from AudioObject | | |
| transcript | Text | If this MediaObject is an AudioObject or VideoObject , the transcript of that object. |
| Properties from MediaObject | | |
| associatedArticle | NewsArticle | A NewsArticle associated with the Media Object . |
| bitrate | Text | The bitrate of the media object. |
| contentSize | Text | File size in (mega/kilo) bytes. |
| contentUrl | URL | Actual bytes of the media object, for example the image file or video file. |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| embedUrl | URL | A URL pointing to a player for a specific video. In general, this is the information in the <code>src</code> element of an <code>embed</code> tag and should not be the same as the content of the <code>src</code> tag. |
| mediaObject | CreativeWork | The CreativeWork encoded by this media object. |

Reviewed / Hosted Extensions

Extending Schema.org

The screenshot shows a web browser window with the address bar displaying "bib.schema.org". The website has a red header with the "bib.schema.org" logo and a search bar. The main content area is titled "Audiobook" in a large, bold, red font. Below the title, it states "Defined in the bib.schema.org extension. (This is an initial exploratory release.)" and provides the "Canonical URL: <http://schema.org/Audiobook>".

Two navigation paths are shown:

- [Thing](#) > [CreativeWork](#) > [MediaObject](#) > [AudioObject](#) > [Audiobook](#)
- [Thing](#) > [CreativeWork](#) > [Book](#) > [Audiobook](#)

Below the navigation paths, the text "An audiobook." is displayed, followed by "Usage: Fewer than 10 domains".

A table with three columns: "Property", "Expected Type", and "Description" is shown. The first row is a header. The second row is a section header "Properties from [Audiobook](#)". The third row shows the property "duration" with the expected type "Duration" and the description "The duration of the item (movie". The fourth row shows the property "readBy" with the expected type "Person" and the description "A person who reads (performs) t".

| Property | Expected Type | Description |
|---|---------------|---------------------------------|
| Properties from Audiobook | | |
| duration | Duration | The duration of the item (movie |
| readBy | Person | A person who reads (performs) t |

Reviewed / Hosted Extensions

Extending Schema.org

The screenshot shows the bib.schema.org website. The browser's address bar displays 'bib.schema.org'. The page has a red header with the site name and a search bar. The main content area is titled 'Audiobook' in a large, bold, dark red font. Below the title, it states 'Defined in the bib.schema.org extension. (This is an initial exploratory release.)'. A yellow oval highlights the 'Canonical URL: <http://schema.org/Audiobook>'. Below this, there are two breadcrumb paths: 'Thing > CreativeWork > MediaObject > AudioObject > Audiobook' and 'Thing > CreativeWork > Book > Audiobook'. The text 'An audiobook.' and 'Usage: Fewer than 10 domains' are also present. At the bottom, there is a table with three columns: 'Property', 'Expected Type', and 'Description'. The table lists properties from the 'Audiobook' extension, including 'duration' (Duration) and 'readBy' (Person). The table is partially cut off at the bottom.

Audiobook

Defined in the bib.schema.org extension. (This is an initial exploratory release.)

Canonical URL: <http://schema.org/Audiobook>

[Thing](#) > [CreativeWork](#) > [MediaObject](#) > [AudioObject](#) > [Audiobook](#)

[Thing](#) > [CreativeWork](#) > [Book](#) > [Audiobook](#)

An audiobook.

Usage: Fewer than 10 domains

| Property | Expected Type | Description |
|---|---------------|---|
| Properties from Audiobook | | |
| duration | Duration | The duration of the item (movie |
| readBy | Person | A person who reads (performs) t |
| embedUrl | URL | A URL pointing to a player for a specific video. In general, this is the information in the src element of an embed tag and should not be the same as the content of the loc tag. |
| encodesCreativeWork | CreativeWork | The CreativeWork encoded by this media object |

Reviewed / Hosted Extensions

Extending Schema.org

The screenshot shows a web browser window with the address bar displaying `bib.schema.org`. The website has a red header with the logo `bib.schema.org` and a search bar. The main content area is titled **Audiobook** in a large, bold, red font. Below the title, it says "Defined in the bib.schema.org extension. (This is an initial exploratory release.)" and "Canonical URL: <http://schema.org/Audiobook>". There are two breadcrumb paths: [Thing](#) > [CreativeWork](#) > [MediaObject](#) > [AudioObject](#) > **Audiobook** and [Thing](#) > [CreativeWork](#) > [Book](#) > **Audiobook**. The description is "An audiobook." and the usage is "Usage: Fewer than 10 domains". A table lists properties from the `Audiobook` extension:

| Property | Expected Type | Description |
|---|---------------|--|
| Properties from Audiobook | | |
| duration | Duration | The duration of the item (movie |
| readBy | Person | A person who reads (performs) t |
| embedUrl | URL | A URL pointing to a player for a specific video. In general, this is the information in the <code>src</code> element of an <code>embed</code> tag and should not be the same as the content of the <code>loc</code> tag. |
| encodesCreativeWork | CreativeWork | The CreativeWork encoded by this media object |

Reviewed / Hosted Extensions

Extending Schema.org

The screenshot shows a web browser window with the address bar displaying "bib.schema.org". The website has a dark red header with the "bib.schema.org" logo on the left, a search bar in the center, and navigation links for "Home", "Schemas", and "Documentation" on the right. Below the header, a dark red banner indicates "extension shown: bib [x]". The main content area features the title "Audiobook" in a large, bold font. Below the title, it states "Defined in the bib.schema.org extension. (This is an initial exploratory release.)" and provides the "Canonical URL: <http://schema.org/Audiobook>". Two breadcrumb paths are shown: "Thing > CreativeWork > MediaObject > AudioObject > Audiobook" and "Thing > CreativeWork > Book > Audiobook". A brief description follows: "An audiobook." and "Usage: Fewer than 10 domains". A "[more...]" link is located to the right of the usage text. Below this, a table lists properties categorized by their source: Properties from Audiobook, Properties from AudioObject, and Properties from MediaObject. Each row in the table includes the property name, its expected type, and a description.

| Property | Expected Type | Description |
|--|------------------------------|--|
| Properties from Audiobook | | |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| readBy | Person | A person who reads (performs) the audiobook. |
| Properties from AudioObject | | |
| transcript | Text | If this MediaObject is an AudioObject or VideoObject, the transcript of that object. |
| Properties from MediaObject | | |
| associatedArticle | NewsArticle | A NewsArticle associated with the Media Object. |
| bitrate | Text | The bitrate of the media object. |
| contentSize | Text | File size in (mega/kilo) bytes. |
| contentUrl | URL | Actual bytes of the media object, for example the image file or video file. |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| embedUrl | URL | A URL pointing to a player for a specific video. In general, this is the information in the <code>src</code> element of an <code>embed</code> tag and should not be the same as the content of the <code>loc</code> tag. |
| encodingFormat | CreativeWork | The CreativeWork encoded by this media object. |

Reviewed / Hosted Extensions

Extending Schema.org

Hosted Extensions:

- bib.schema.org
 - W3C Schema Bib Extend Community

The screenshot shows the website bib.schema.org in a browser window. The page has a dark red header with a search bar and navigation links for "Home", "Schemas", and "Documentation". Below the header, a dark red banner indicates "extension shown: bib [x]". The main content area is titled "Audiobook" and includes the following text:

Defined in the bib.schema.org extension. (This is an initial exploratory release.)
Canonical URL: <http://schema.org/Audiobook>

Thing > [CreativeWork](#) > [MediaObject](#) > [AudioObject](#) > [Audiobook](#)
Thing > [CreativeWork](#) > [Book](#) > [Audiobook](#)

An audiobook.

Usage: Fewer than 10 domains [\[more...\]](#)

| Property | Expected Type | Description |
|---|------------------------------|--|
| Properties from Audiobook | | |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| readBy | Person | A person who reads (performs) the audiobook. |
| Properties from AudioObject | | |
| transcript | Text | If this MediaObject is an AudioObject or VideoObject , the transcript of that object. |
| Properties from MediaObject | | |
| associatedArticle | NewsArticle | A NewsArticle associated with the Media Object. |
| bitrate | Text | The bitrate of the media object. |
| contentSize | Text | File size in (mega/kilo) bytes. |
| contentUrl | URL | Actual bytes of the media object, for example the image file or video file. |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| embedUrl | URL | A URL pointing to a player for a specific video. In general, this is the information in the <code>src</code> element of an <code>embed</code> tag and should not be the same as the content of the <code>loc</code> tag. |
| encodingFormat | CreativeWork | The CreativeWork encoded by this media object. |

Reviewed / Hosted Extensions

Extending Schema.org

Hosted Extensions:

- bib.schema.org
 - W3C Schema Bib Extend Community
- auto.schema.org
 - W3C Automotive Ontology Working Group

[Thing](#) > [CreativeWork](#) > [MediaObject](#) > [AudioObject](#) > [Audiobook](#)

[Thing](#) > [CreativeWork](#) > [Book](#) > [Audiobook](#)

An audiobook.

Usage: Fewer than 10 domains

[\[more...\]](#)

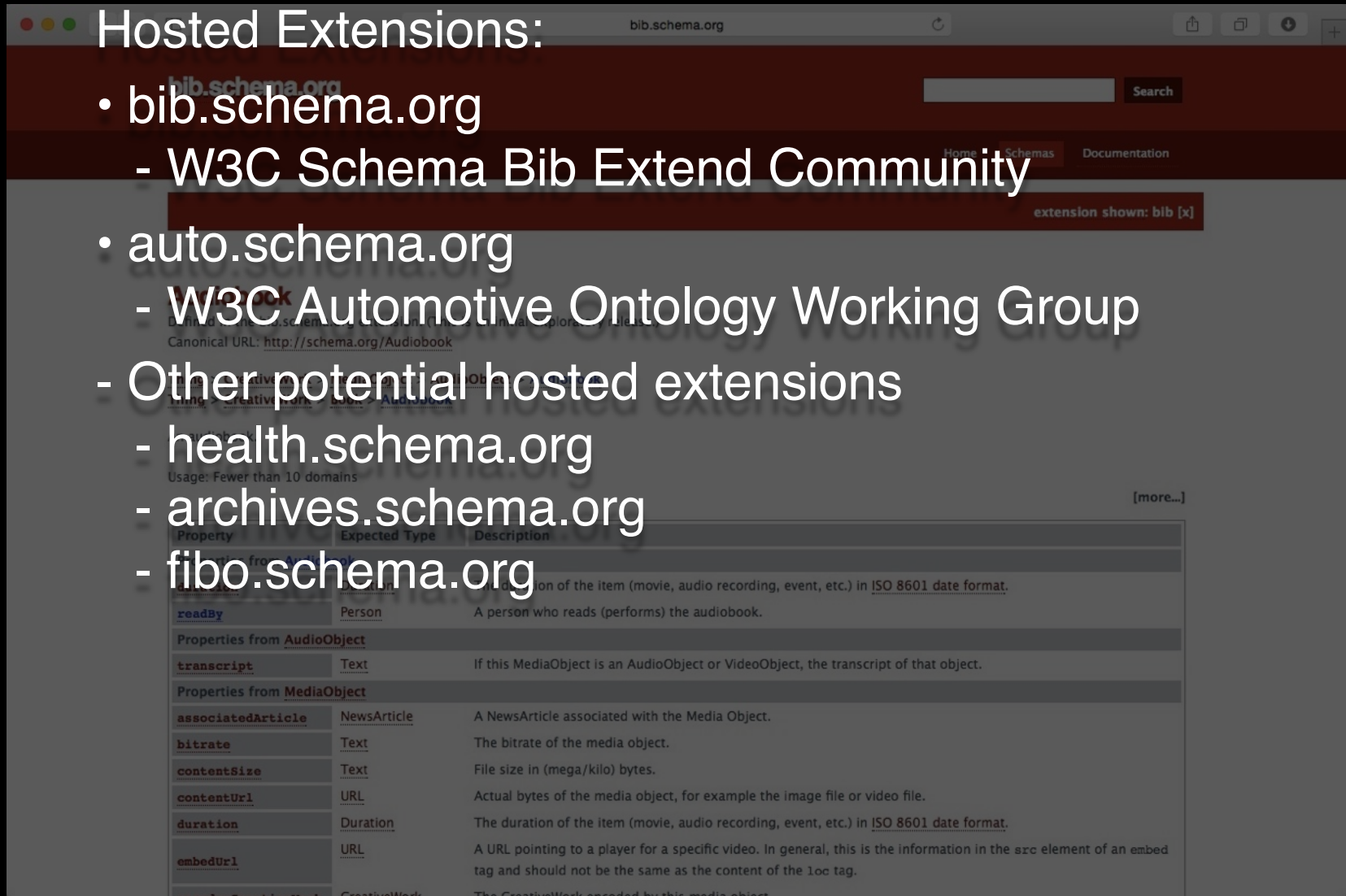
| Property | Expected Type | Description |
|---|------------------------------|--|
| Properties from Audiobook | | |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| readBy | Person | A person who reads (performs) the audiobook. |
| Properties from AudioObject | | |
| transcript | Text | If this MediaObject is an AudioObject or VideoObject, the transcript of that object. |
| Properties from MediaObject | | |
| associatedArticle | NewsArticle | A NewsArticle associated with the Media Object. |
| bitrate | Text | The bitrate of the media object. |
| contentSize | Text | File size in (mega/kilo) bytes. |
| contentUrl | URL | Actual bytes of the media object, for example the image file or video file. |
| duration | Duration | The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format . |
| embedUrl | URL | A URL pointing to a player for a specific video. In general, this is the information in the <code>src</code> element of an <code>embed</code> tag and should not be the same as the content of the <code>1cc</code> tag. |
| encodingFormat | CreativeWork | The CreativeWork encoded by this media object. |

Reviewed / Hosted Extensions

Extending Schema.org

Hosted Extensions:

- bib.schema.org
 - W3C Schema Bib Extend Community
- auto.schema.org
 - W3C Automotive Ontology Working Group
- Other potential hosted extensions
 - health.schema.org
 - archives.schema.org
 - fibo.schema.org



Reviewed / Hosted Extensions

Extending Schema.org

Hosted Extensions:

- bib.schema.org
 - W3C Schema Bib Extend Community
- auto.schema.org
 - W3C Automotive Ontology Working Group
- Other potential hosted extensions
 - health.schema.org
 - archives.schema.org
 - fibo.schema.org
- Proposed & managed by domain focused groups

Reviewed / Hosted Extensions

Extending Schema.org

Hosted Extensions:

- bib.schema.org
 - W3C Schema Bib Extend Community
- auto.schema.org
 - W3C Automotive Ontology Working Group
- Other potential hosted extensions
 - health.schema.org
 - archives.schema.org
 - fibo.schema.org
- Proposed & managed by domain focused groups
- Hosted on the Schema.org site

Reviewed / Hosted Extensions

Extending Schema.org

Hosted Extensions:

- bib.schema.org
 - W3C Schema Bib Extend Community
- auto.schema.org
 - W3C Automotive Ontology Working Group
- Other potential hosted extensions
 - health.schema.org
 - archives.schema.org
 - fibo.schema.org
- Proposed & managed by domain focused groups
- Hosted on the Schema.org site
- Shared in Github

Reviewed / Hosted Extensions

Extending Schema.org

Hosted Extensions:

- bib.schema.org
 - W3C Schema Bib Extend Community
- auto.schema.org
 - W3C Automotive Ontology Working Group
- Other potential hosted extensions
 - health.schema.org
 - archives.schema.org
 - fibo.schema.org
- Proposed & managed by domain focused groups
- Hosted on the Schema.org site
- Shared in Github
- Reviewed by the community

Reviewed / Hosted Extensions

Extending Schema.org

External Extensions

Extending Schema.org

External Extensions

- Created & managed by domain focused groups
- Extension specific namespace

Extending Schema.org

External Extensions

- Created & managed by domain focused groups
- Extension specific namespace
- Schema.org core to the vocabulary

Extending Schema.org

External Extensions

- Created & managed by domain focused groups
- Extension specific namespace
- Schema.org core to the vocabulary
- Encouraged to use schema.org OS software

Extending Schema.org

External Extensions

- Created & managed by domain focused groups
- Extension specific namespace
- Schema.org core to the vocabulary
- Encouraged to use schema.org OS software
- Hosted on extension site

Extending Schema.org

External Extensions

- Created & managed by domain focused groups
- Extension specific namespace
- Schema.org core to the vocabulary
- Encouraged to use schema.org OS software
- Hosted on extension site
- BiblioGraph.net an early example

Extending Schema.org

External Extensions

- Created & managed by domain focused groups
- Extension specific namespace
- Schema.org core to the vocabulary
- Encouraged to use schema.org OS software
- Hosted on extension site
- BiblioGraph.net an early example
- Launched prior to mechanism announcement

The screenshot shows the BiblioGraph.net website. The header includes the site name, navigation links (Home, Schemas, Releases, Feedback), and a search bar. The main content area is titled 'Thesis' and shows the breadcrumb 'schema:Thing > schema:CreativeWork > bgn:Thesis'. Below this, a table lists properties from the 'bgn:Thesis' namespace and the 'schema:CreativeWork' namespace. The table has three columns: Property, Expected Type, and Description.

| Property | Expected Type | Description |
|-------------------------------------|--------------------------------------|--|
| Properties from bgn:Thesis | | |
| bgn:isBibliography | schema:Boolean | Indicates that the resource is a bibliography. |
| Properties from schema:CreativeWork | | |
| schema:about | schema:Thing | The subject matter of the content. |
| schema:accessMode | schema:Text | Indicates that the resource is available in a particular way, such as text, audio, or video. |
| schema:accessModeSufficient | schema:Text | Indicates that the resource is available in a particular way, such as text, audio, or video. |
| schema:accessibilityFeature | schema:Text | Content features of the resource, such as accessible media, alternatives and supported enhancements for accessibility (WebSchemas wiki lists possible values). |
| schema:accessibilityHazard | schema:Text | A characteristic of a described resource that is physiologically dangerous to some users. Related to WCAG 2.0 guideline 2.3 |
| schema:accountablePerson | schema:Person | Specifies the Person that is legally accountable for the CreativeWork. |
| schema:aggregateRating | schema:AggregateRating | The overall rating, based on a collection of reviews or ratings, of the item. |
| schema:alternativeName | schema:Text | A secondary title of the CreativeWork. |
| schema:associatedMedia | schema:Text | A secondary title of the CreativeWork. |
| schema:audience | schema:Text | The intended audience of the item, i.e. the group for whom the item was created. |
| schema:audio | schema:Text | A secondary title of the CreativeWork. |
| schema:author | schema:Person or schema:Organization | The author of this content. Please note that author is special in that HTML5 provides a special mechanism for indicating authorship via the rel tag. That is equivalent to this and may be used interchangeably. |
| schema:award | schema:Text | An award won by this person or for this creative work. Supersedes schema:awards. |
| schema:character | schema:Person | Fictional person connected with a creative work. |
| schema:citation | schema:Text or schema:CreativeWork | A citation or reference to another creative work, such as another publication, web page, scholarly article, etc. |
| schema:comment | schema:Comment or schema:Text | Comments, typically from users, on this CreativeWork. |

schema.org

The logo for schema.org, featuring the text "schema.org" in white lowercase letters on a solid red rectangular background.

schema.org

- Used by millions of domains

The logo for schema.org, featuring the text "schema.org" in white lowercase letters on a solid red rectangular background.

schema.org

- Used by millions of domains
- Backed by Google, Bing, Yahoo!, Yandex

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schema.org

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- A de facto vocabulary for sharing data on the web

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- W3C Community Groups
- A de facto vocabulary for sharing data on the web
- It's RDF
- Choose your syntax – Microdata, RDFa, JSON-LD

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- It's RDF
- Choose your syntax – Microdata, RDFa, JSON-LD
- Set your data in a web context

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schema.org

- Used by millions of domains
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- W3C Community Groups
- A de facto vocabulary for sharing data on the web
- It's RDF
- Choose your syntax – Microdata, RDFa, JSON-LD
- Set your data in a web context
- Aid discovery
- Contribute to the Semantic Search infrastructure

The logo for schema.org, featuring the text "schema.org" in white lowercase letters on a solid red rectangular background.

schema.org

- Used by millions of domains
- Backed by Google, Bing, Yahoo!, Yandex
- W3C Community Groups
- A de facto vocabulary for sharing data on the web
- It's RDF
- Choose your syntax – Microdata, RDFa, JSON-LD
- Set your data in a web context
- Aid discovery
- Contribute to the Semantic Search infrastructure
- Domain specific extension mechanism

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schema.org

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- It's RDF
- Choose your syntax – Microdata, RDFa, JSON-LD
- Set your data in a web context
- Aid discovery
- Contribute to the Semantic Search infrastructure
- Domain specific extension mechanism
- Complement - not replace - domain specific vocabularies

The logo for schema.org, featuring the text "schema.org" in white lowercase letters on a solid red rectangular background.

schema.org

- Used by millions of domains
- Backed by Google, Bing, Yahoo!, Yandex
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- It's RDF
- Choose your syntax – Microdata, RDFa, JSON-LD
- Set your data in a web context
- Aid discovery
- Contribute to the Semantic Search infrastructure
- Domain specific extension mechanism
- Complement - not replace - domain specific vocabularies

Do you have an extension in mind?

The logo for schema.org, featuring the text "schema.org" in white lowercase letters on a solid red rectangular background.

schema.org

- Used by millions of domains

schema.org

An Extending Influence

- Used by millions of domains
- schema.org
 - <http://www.w3.org/community/schemaorg>
 - <http://github.com/schemaorg/schemaorg>
- auto.schema.org
 - <http://www.w3.org/community/gao/>
- bib.schema.org
 - <http://www.w3.org/community/schemabibex>
- Others
 - Archives - <http://www.w3.org/community/architypes>
 - FIBO - <http://www.edmcouncil.org/financialbusiness>
 - Health - <https://www.w3.org/community/schemed/>
 - GS1 - <http://www.gs1.org/>
 -

Schema.org

An Extending Influence

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Richard Wallis

Technology Evangelist

Data Liberate

richard.wallis@dataliberate.com

@rjw

