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Zemanta Opening Its Semantic API and Announcing Commercial Package

The Most Complete Semantic API on the Market, Now with More Data and SLA

San Francisco, CA, and London, England – December 10, 2008 – Zemanta, the well known “blogger's best friend” that delivers related content, pictures, links, and tags based on semantic analysis of posts, is opening API access to its content-understanding engine.

Content is constantly being produced, organized and shared on-line by end-users and professionals. Passionate about making these processes as easy as possible, Zemanta launched a tool for helping authors publish their content in a smarter way. It was praised by bloggers and journalists all over the world for making their work simpler and increasing their traffic.

Today, Zemanta is announcing **Semantic API** and **front side SDK**. Commercial package includes advanced features and **SLA**.

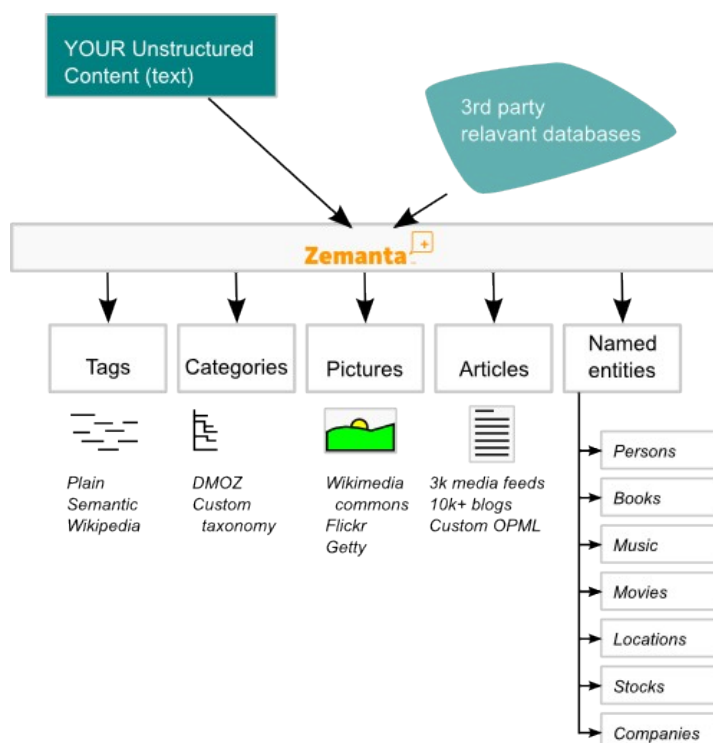
Full power of Zemanta tools for assisted content creation, discovery, and sharing can now be leveraged through the API. Publishers, application developers, and owners of content databases can use it for different purposes:

- to discover more metadata about content already owned,
- to boost existing content with links to relevant online resources,
- to create smart tools and apps for end-users or professionals.

Zemanta Content Analysis API

Zemanta API analyses unstructured documents / texts and returns five types of content objects:

- **tags**
 - optimized for general use & user generated content
- **categories** and **custom** taxonomies
 - useful for organizing content and advertisement optimization
- related **articles**
 - from 10,000+ sources
- related **pictures**
 - with clear licensing conditions
- **semantic entities**
 - with links to Linking Open Data databases



Linking Destinations

Zemanta API is the first widely available Web service that brings together some of the best content resources available online. Based on the input, the engine recommends links to relevant content from:

Amazon, CrunchBase, Wikipedia, Freebase, MusicBrainz, Flickr, Daylife, and social networks

Recognized entities include:

persons, places, events, companies, books, movies, music albums, organizations ...



Linking Open Data and Semantic Web

Zemanta fully supports the **Linking Open Data** initiative. It is the first API that returns disambiguated entities linked to dbPedia, Freebase, MusicBrainz, and Semantic Crunchbase. The data can be returned in the standard format of Semantic web – RDF. It is an ideal gateway from unstructured web to semantic web. This represents a major step ahead for efforts to connect the Web into a semantic web of objects.

Custom Taxonomies

When utilizing Zemanta semantic API for tagging and categorizing content, some applications, such as content management systems and online advertising, can benefit from the unique feature of receiving tags based on their custom flat or hierarchical categorization. This way they can automate tasks that used to be done manually by editors.

Front Side SDK

By using a basic set of Javascripts (SDK), it is incredibly easy to integrate Zemanta's rich toolbox into existing publishing platforms. Any online content creation environment can use SDK to interact with our platform, providing next-generation tools to their authors without costly platform modifications.

Existing Users

The API has been used by some early partners in their services:

Faviki

A **social bookmarking** tool that allows you to tag webpages you want to remember with Wikipedia terms. This means that everybody uses the same names for tags from the world's largest collection of knowledge.



SezWho

A **universal profile service** that identifies "who's who" in social media and helps discover their contributions across the web. To make sense of disparate threads of conversations across the social web, SezWho uses Zemanta's text processing API to organize conversations based on topics and to develop subject-specific reputations for contributors.



uberVU

A service that retrieves comments, reactions, mentions from all over the Web so you get a more **complete view of the conversation** about a story.



„The Zemanta API allows us to get related stories for the conversations that we're tracking. For each story that our users track, Zemanta lets us suggest new content that they might want to track, thus keeping them more engaged inside our product. We're also using the Zemanta API to autotag each conversation so that our users get a feel of what the conversation is about. It's easy to use and it saved us lots of time and effort that we would have spent on doing our own "related" feature. The guys are also responsive to requests so they're good partners to have.“ said Dragos Ilinca, cofounder of UberVU.

Freebase



Jamie Taylor, Freebase Minister of Information, Metaweb Technologies said: „ For publishers, the Zemanta API acts as a **front door to the universe of open data** on the web, facilitating the jump from unstructured text to semantic entities. You can take plain text, use the Zemanta API to resolve that text into strongly identified entities, and then query Freebase for detailed information about the mentioned people, places, movies, etc. Truly empowering.“

Pricing

API is free to use for up to 10,000 API calls per month, and for a subscription fee above that.

About Zemanta

Zemanta is the leading provider of content creation and discovery tools for authors around the world. It is developing a next-generation contextual engine for publishers and bloggers. Backed by Eden Ventures, The Accelerator Group and Union Square Ventures, Zemanta launched in March 2008 as a free service for bloggers. The tool is used by thousands of bloggers and publishers every day.

www.zemanta.com

www.zemanta.com/api/