

***Platform for
Internet Content Selection***

A horizontal yellow brushstroke with a textured, painterly appearance, spanning the width of the slide below the title.

<<http://www.w3.org/PICS>>

What PICS is not...



- RSAC
 - SafeSurf
 - Dublin Core
-
- These are all specific metadata schema
 - PICS is the interoperable infrastructure that lets users make choices based on these

What is PICS?



- PICS is an infrastructure for associating metadata with Internet content.
 - Originally designed to help parents and teachers control what children access on the Internet
 - Its use has now extended to other communities including information discovery, code signing, privacy, and intellectual property rights management

What does PICS give us?



- A simple architecture for describing and transporting metadata
- Support for various metadata schemas (resource description models) with distributed schema registration
- Support for 3rd party metadata creation and distribution

What does PICS give us?



- Allows us to control reception rather than distribution
 - preserves free speech and choice
- Flexible, efficient architecture.
- Interoperability - common framework

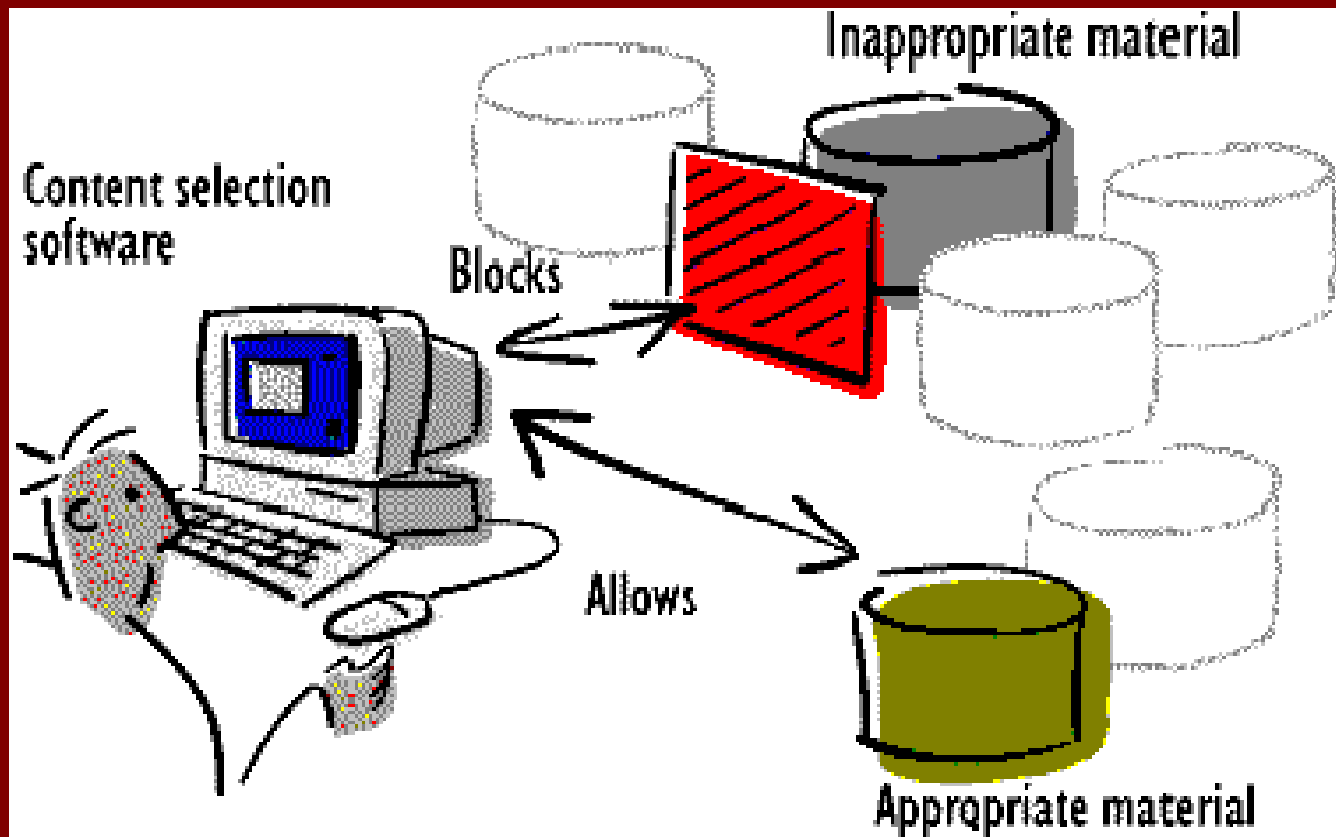
How is PICS used?



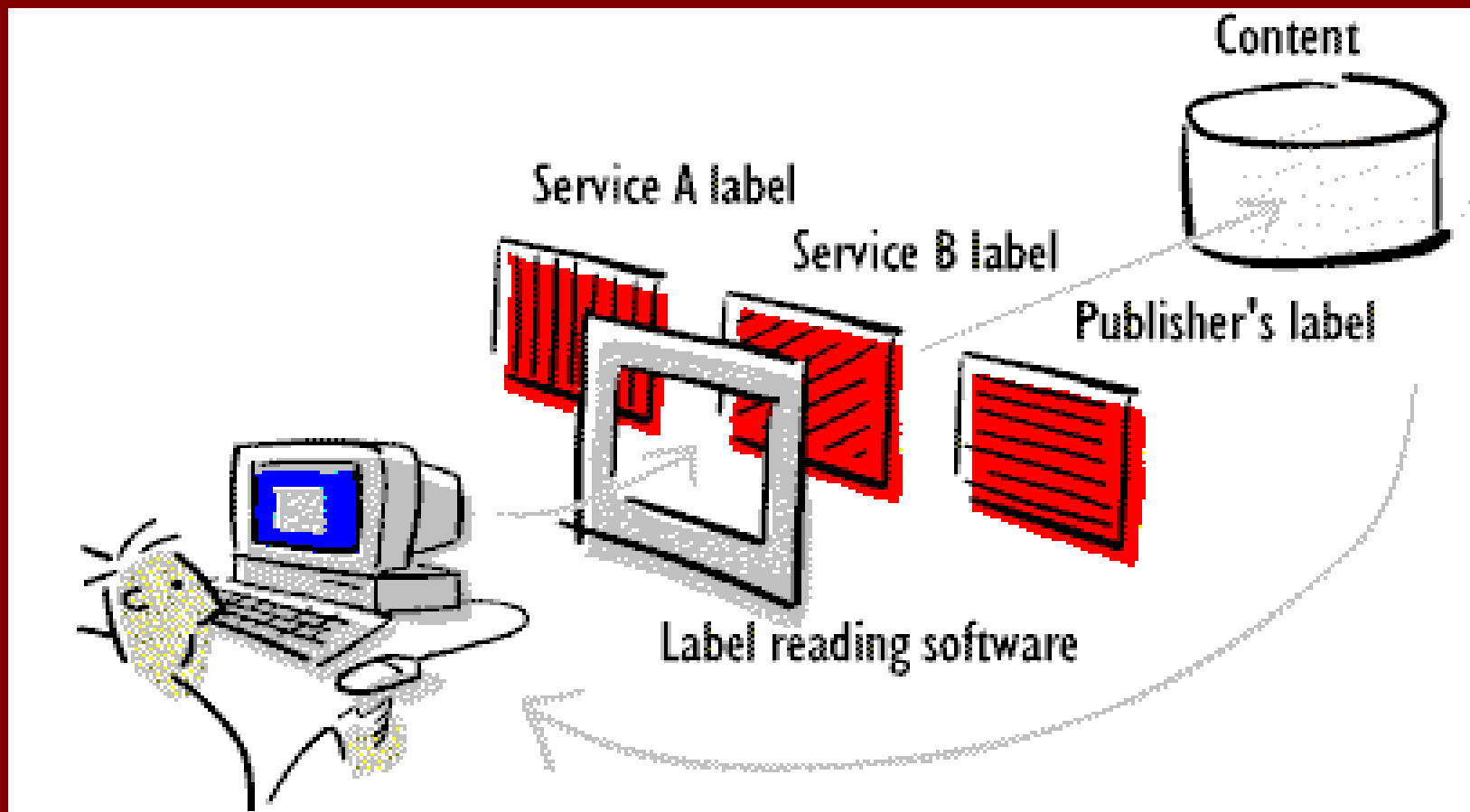
- To make:
 - Assertions Labels
 - Catalogs Ratings ...

- Combinations of metadata are powerful!

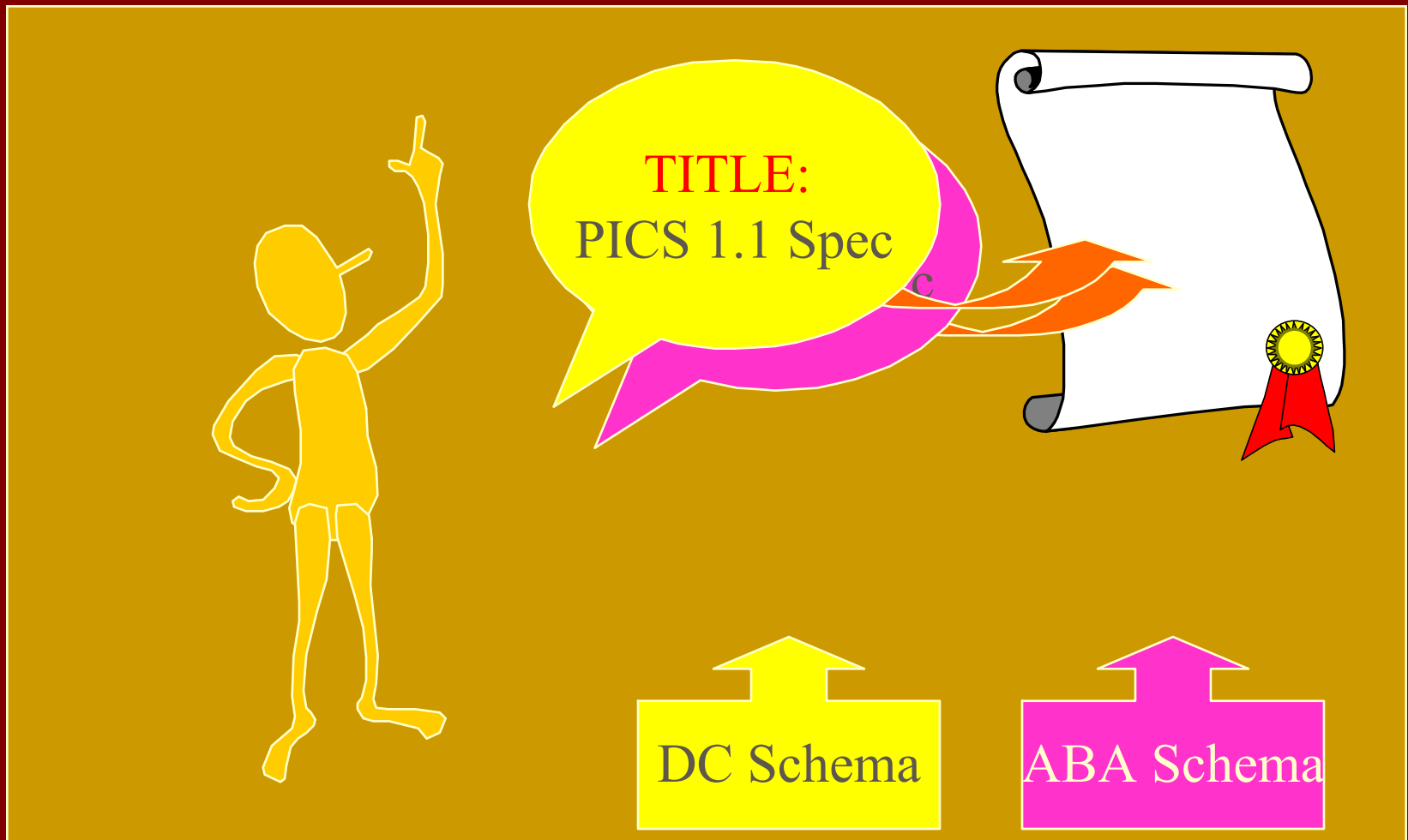
How does PICS work?



Choice & Trust!



PICS Architecture



PICS Architecture



- PICS Labels can be transmitted in three ways
 - Embedded META
 - Transmit with object
 - Trusted 3rd party
- PICS schema are distributed and richly cached

Applications of PICS



- Initial implementations of PICS allowed users to filter content based on labels at their browser
- The current generation of products is moving the functionality to the infrastructure: search engines, proxies and firewalls

Using PICS



- We can use PICS for:
 - selection
 - organization
 - acquisition
 - choice
- Two broad categories of use:
 - keeping materials out
 - discovering information

Discovery: Getting the information your looking for



- PICS can allow us to both filtering out and filtering in
- Filtering can occur at reception, in the infrastructure or at transmission
- Filtering a search to refine the results
- Dunn & Bradstreet offer ratings as a service for filtering and selection
<http://www.companiesonline.com>

PICS dependencies and ascendencies



- PICS is a building block
 - The initial use was content selection for child protection, but what's next?
 - Selection: Rich information discovery
 - D&B, Firewall vendors, major server vendors
- PICS in combination with other technologies provides the basis for rich information retrieval on the Web

PICS dependencies and ascendencies (cont.)

- Building on PICS at W3C
 - Digital Signature Initiative
 - Privacy
 - Intellectual Property Rights
- What pieces are still evolving?
 - Interoperable trust management
 - Policy language for transporting profiles
 - Support for PICS in the tools

PICS Futures



- Transportable Policies
 - At the browser
 - Content Advisor in IE 3.0
 - At the firewall/proxy
 - Policies as a service
- Search Engine Support
- Digital Signatures and Trust

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