

Overture Place Categories Taxonomy

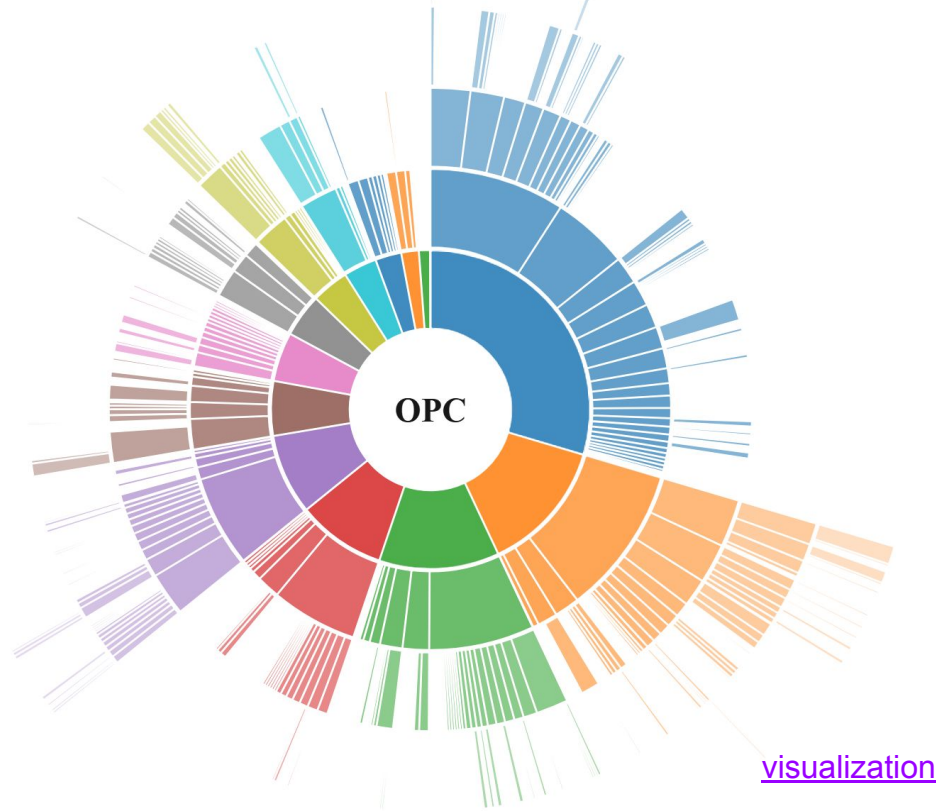
Ron Rice, Meta

Agenda

- What is the Overture Place Categories (OPC) Taxonomy?
- What are the Problems to Solve?
- How has the Taxonomy evolved (since mid-2025)?
- What are Basic-level Categories?
- What does the Basic Taxonomy look like?
- How does the Basic Taxonomy overlap with OPC?
- What's Next on the Taxonomy Roadmap?
- Questions? Contact Ron

What is the Overture Place Categories (OPC) Taxonomy?

- Part of the **Places** Theme
 - Other themes: Addresses, Base, Buildings, Divisions, Transportation
- A system for organizing **Points of Interest** (POIs)
 - Businesses, landmarks, attractions, etc.
- **Hierarchical** structure, **~2300 categories**
 - Broader/Narrower relationships
- Supports intuitive **exploration** and **discovery** of POIs – enhancing the user experience



What are the Problems to Solve?

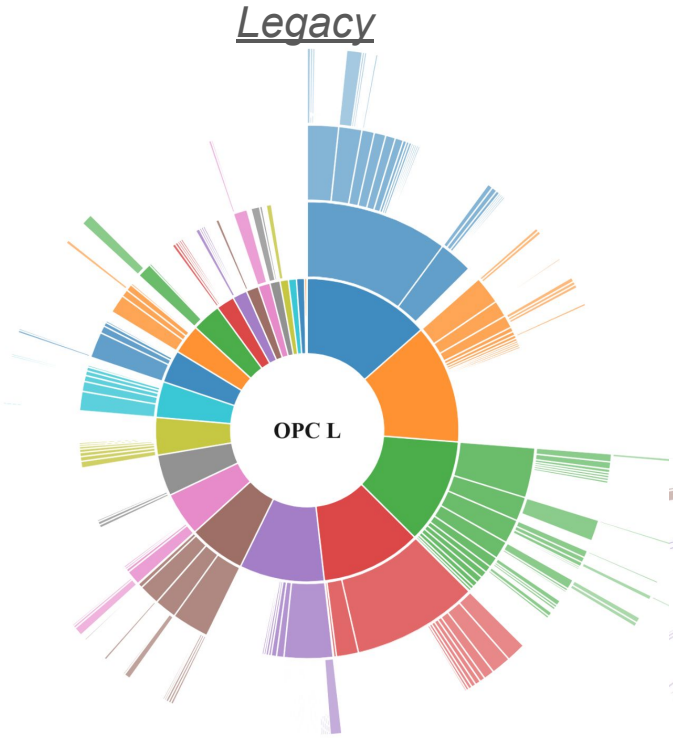
The Overture Places theme has one feature type, called **place**, and contains millions of point representations of real-world POI entities.

- A **categories** property was originally introduced to provide a label for classifying points of interest.
- The **categories** property is being **deprecated** due to structural inconsistencies, naming ambiguity, and coverage gaps.
- We introduced new **taxonomy** and **basic_category** properties to resolve these issues.

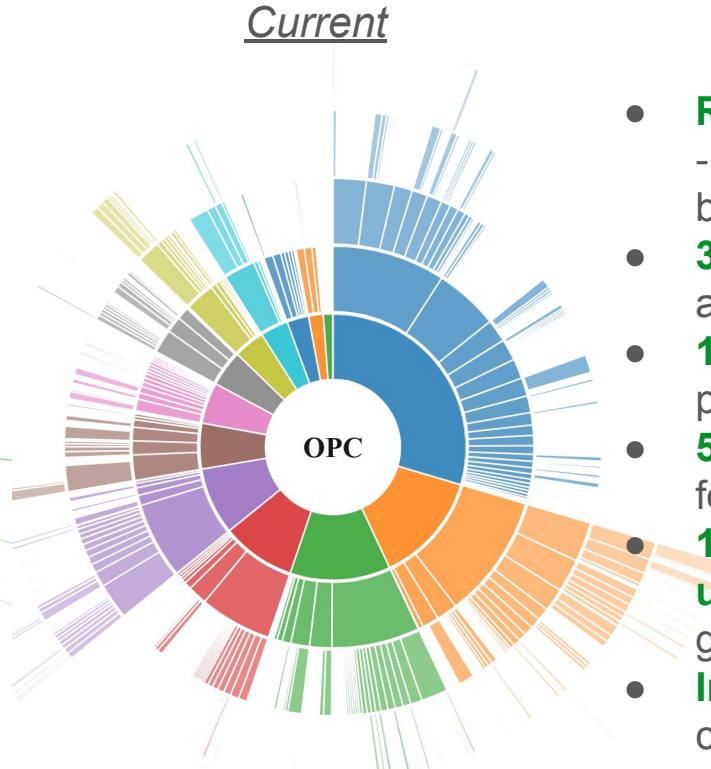
Goals of **taxonomy** and **basic_category** properties

- Improved **structure** for generalization (rolling up) and specialization (drilling down)
- Better **compatibility** across Overture themes (ex: building types, land use, natural features)
- Better support for user **discovery** (searching, browsing) and **visualization** (ex: iconography)
- Better **interoperability** across taxonomies, enabling smooth data exchange and feed ingestion

How has the Taxonomy evolved (since mid-2025)?



visualization



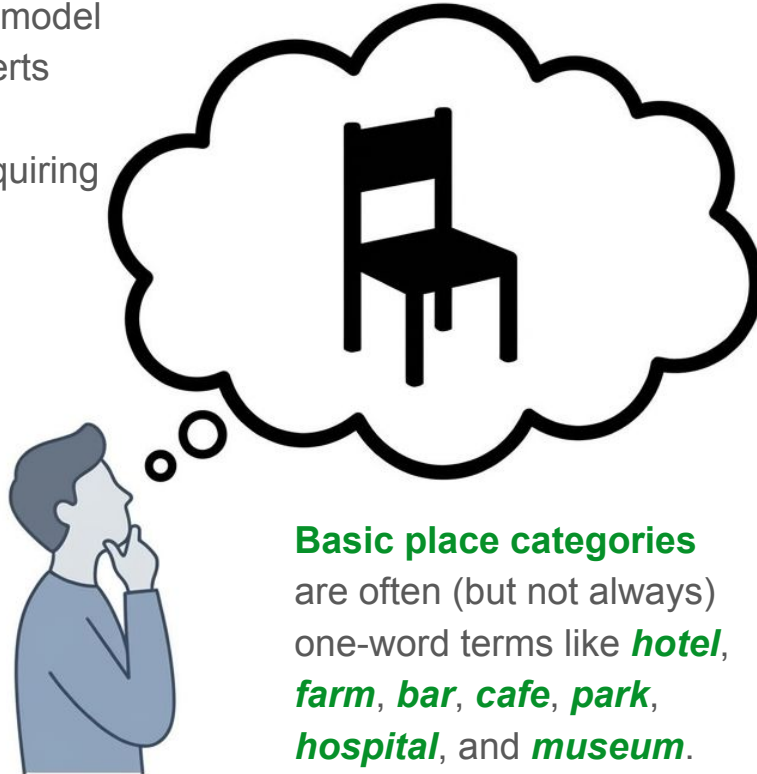
visualization

- **Reduced L0** from 22 to 13 - clearer category boundaries
- **300+ new** categories added
- **100+ removed** low prevalence categories
- **500+ renamed** categories for clarity
- **1000s of structural updates** - better for generalization
- **Introduced Basic categorization**

What are Basic-level Categories?

Basic-level categorization is a model in **cognitive science** which asserts that some categories are more *cognitively basic* than others (requiring the least mental processing).

When asked the question "what are you sitting on," most subjects prefer to say **chair** rather than a narrower term like **kitchen chair** or a broader term like **furniture**. The word "chair" is what we call a basic-level category.



Basic place categories are often (but not always) one-word terms like **hotel**, **farm**, **bar**, **cafe**, **park**, **hospital**, and **museum**.

The same principal can be applied to **places**.

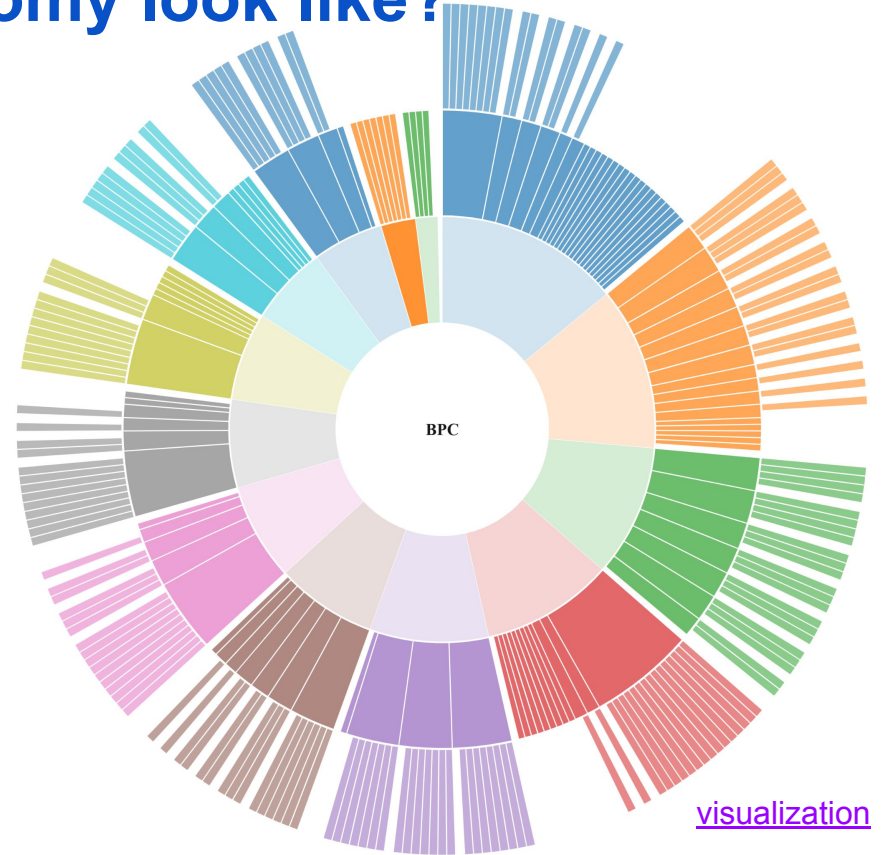
When asked the question "where are you going," a term like **restaurant** seems to be the easiest answer rather than a narrow term like **sushi restaurant** or a broader term like **food and beverage establishment**.

What does the Basic Taxonomy look like?

- All Basic categories are in the Overture Place Categories (OPC) taxonomy
- 13% of OPC categories are *Basic* – about **300 out of 2300**
- **1 or 2 basic levels** just below L0*.

Examples:

- casual_eatery > cafe
 - historic_site > castle
 - market > farmers_market
 - park > playground
 - performing_arts_venue > music_venue
 - lodging > hotel
- (*) *Lodging* is an outlier - a Basic category at L0 level



How does the Basic Taxonomy overlap with OPC?

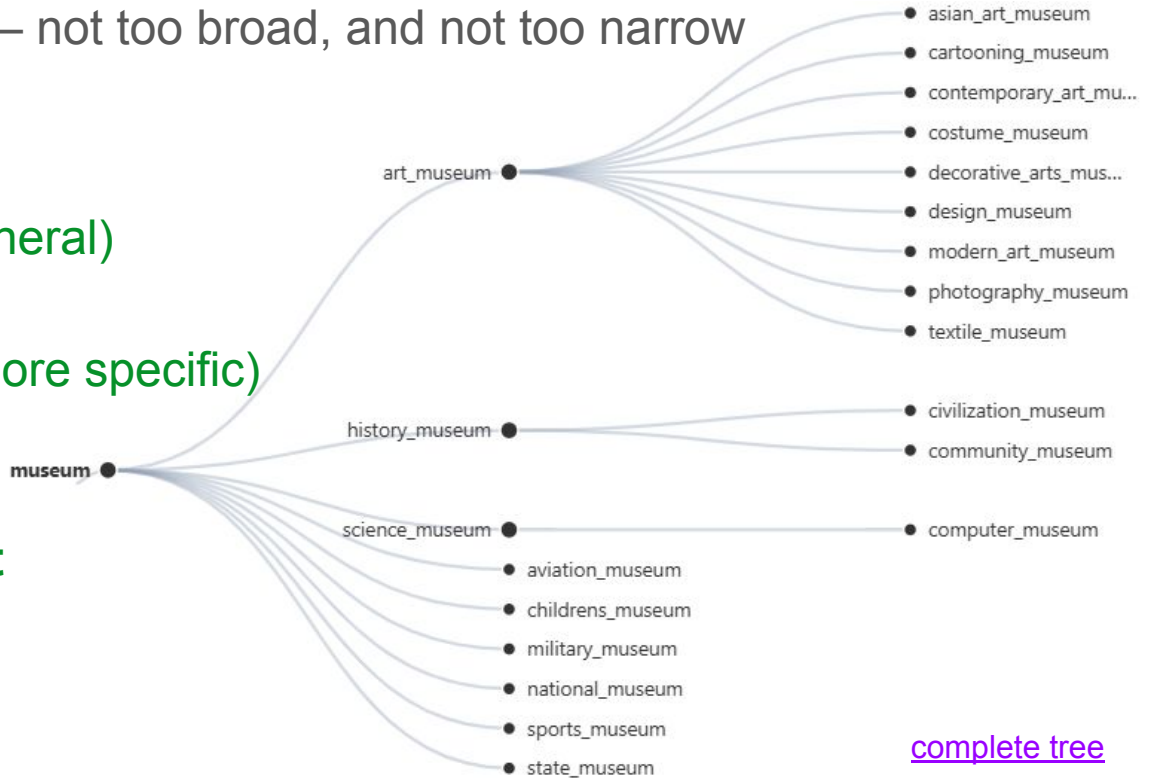
In the middle of the hierarchy – not too broad, and not too narrow

Three OPC category types:

- **Superordinate** (more general)
 - **Basic**
 - **Subordinate** (more specific)

Example:

- **arts_and_entertainment**
 - **museum**
 - **art_museum**



What's Next on the Taxonomy Roadmap?

Quarterly release cycle

- Taxonomy updates in March, **June**, September, December each year
- Emphasis on **expansion** for **interoperability**
- Adding **Definitions** to clarify category scope and meaning

Streamline schema integration

- Migrate from **spreadsheets** to **GitHub**
- **Semi-automated** integration with schema and website (documentation)

Governance framework

- **Engagement model** – how stakeholders interact, give feedback, make requests
- **Change management** – Submission, Evaluation, Approval, Implementation, Communication

Taxonomy reconciliation hub

- **Single source of record** for all industry taxonomies and mappings
- **Hybrid curated and AI-assisted** taxonomy alignment

Questions?

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