

# VOTABLE

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## Media Release

Contact: Paul Trenton  
E-Mail: support@votable.net

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### **INTRODUCING VOTABLE, THE WORLD'S LARGEST HUMAN-EDITED WEB DIRECTORY**

Web directories aren't dead, just outdated and in need of an upgrade

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Social media web sites like Twitter and Reddit make it easy to see what's going viral, but they're not much use if you want to actually find something (like video essays on film-making or speeches on business management). Fortunately, there's a better way to discover content on the web.

Votable is an online web directory with almost five million listings (more than the now defunct DMOZ had at its peak). Anyone can submit and edit links. Registered users can vote on listings to determine how they are ranked. What's more, the entire directory be downloaded for personal or commercial use.

Currently Votable is focused on nonfiction content (videos, articles, podcasts), but the directory will be expanding to include content like software and music.

"People think Yahoo and DMOZ failed because the web is too big to be organized," says Votable founder Paul Trenton. "But they're wrong. The reason those directories failed is because they didn't evolve with the web. Well into the web 2.0 era, they were stuck in 1999."

Instead of organizing content using a traditional hierarchical structure, Votable uses multiple taxonomies to classify content (e.g. subject, medium, author name, publication, etc.) so users can filter listings in a meaningful way.

"Google is about finding the best answer to a question," says Trenton. "But Votable is about discovery."

"The directory isn't perfect. Much of the content hasn't been fully categorized. For example, there are listings that have no defined author. We're relying on people to help edit the directory so it can reach its full potential. But, we're also working on tools to better automate the

classification process."

Also, there are no gatekeepers on Votable which means anyone can be a contributor and/or editor.

"I think another reason DMOZ failed is because a few chosen editors were responsible for various sections of the site and they either neglected or abused their position which, in turn, discouraged newcomers from contributing to the project," says Trenton. "I don't want that to happen to Votable. I want to encourage participation. I want people to submit as much as they can—especially if it's their own content—so long as their submissions are relevant and substantive."

<https://votable.net>

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Please direct media enquiries to Paul Trenton at [support@votable.net](mailto:support@votable.net).

Web site: <https://votable.net>

Press kit: <https://votable.net/presskit.php>