Since the Linked Data principles were first outlined we have witnessed an outstanding growth and heterogeneity of linked data publicly available on the Web, which has even managed to trigger the interest of large companies and governmental bodies world-wide. In the light of this evolution and given the current take up and expectations raised, we believe it is now time to reflect about the progress thus far and plan for the future challenges and opportunities that the Web of Data will bring to us. In this panel we shall discuss what has worked and what has not so far, and we shall try to identify what we should do and what we should not do in the future.