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WEB TREND MAP 4

The State of the Web Mapped onto Tokyo's Metro System

WHAT IT IS

IA's Web Trend Map plots the leading Internet names onto the Tokyo Metro system.

The domains and personalities are carefully selected through dialogue with map enthusiasts. Each domain is evaluated based on traffic, revenue, age, owner and character.

Paying attention to the intersections, we grouped associated websites and entoured every domain is on a line that suits it. As a result, the map produces a web of associations: some provocative, some curious, others ironically accurate.

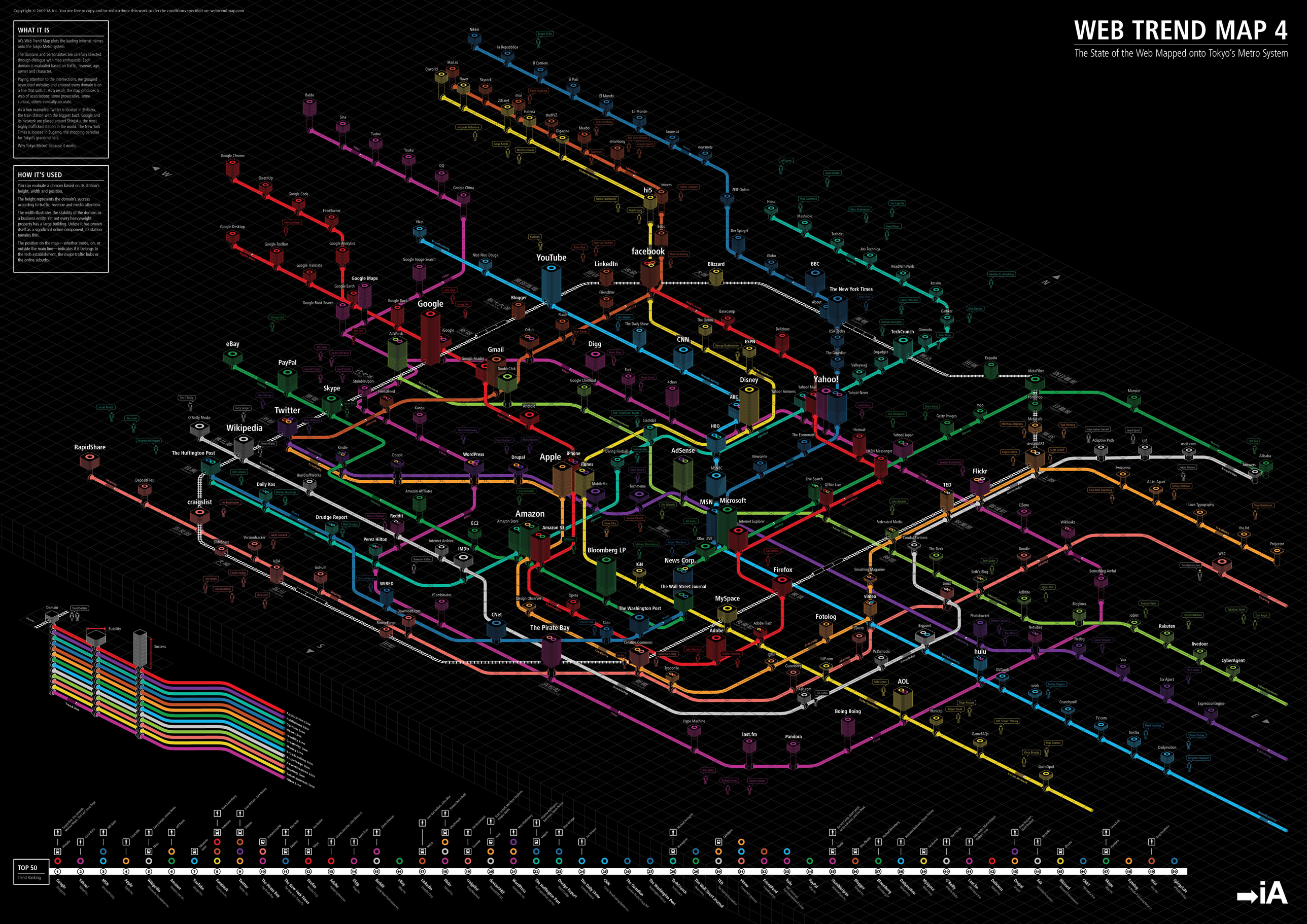
As a few examples: Twitter is located in Shibuya, the train station with the biggest buzz. Google and its network are placed around Shinjuku, the most highly trafficked station in the world. The New York Times is located in Sugamo, the shopping paradise for Tokyo's grandmothers.

Why Tokyo Metro? Because it works.

HOW IT'S USED

You can evaluate a domain based on its station's height, width and position.

The height represents the domain's success according to traffic, revenue and media attention.

The width illustrates the stability of the domain as a business entity. Yet not every heavyweight property has a large building. Unless it has proven itself as a significant online component, its station remains thin.

The position on the map—whether inside, on, or outside the main line—indicates if it belongs to the tech establishment, the major traffic hubs or the online suburbs.