Quite Successful Format

- The October 2016 Common Crawl reports over 2.1 million (out of 34 million) domains include JSON-LD [1] (highest is Microdata at 2.5 million).

- JSON-LD is one of the formats supported by schema.org, in addition to Microdata and RDFa [2].

- JSON-LD is a required format in the Linked Data platform [3].

- JSON-LD is becoming popular for many other REST APIs.

[1] webdatacommons.org/structureddata/#results-2016-1
[2] http://blog.schema.org/2013/06/schemaorg-and-json-ld.html
[3] https://www.w3.org/TR/ldp/

Keys to Success

- A primary goal was to allow JSON developers to use it as if it is normal JSON.

  The syntax is designed to not disturb already deployed systems running on JSON, but provide a smooth upgrade path from JSON to JSON-LD. Since the shape of such data varies wildly, JSON-LD features mechanisms to reshape documents into a deterministic structure which simplifies their processing [4].

- JSON-LD allows developers to focus on the JSON, but modelers to get back to the RDF data model for semantic analysis and validation.

[4] https://www.w3.org/TR/json-ld/