

# 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](http://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](http://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/>