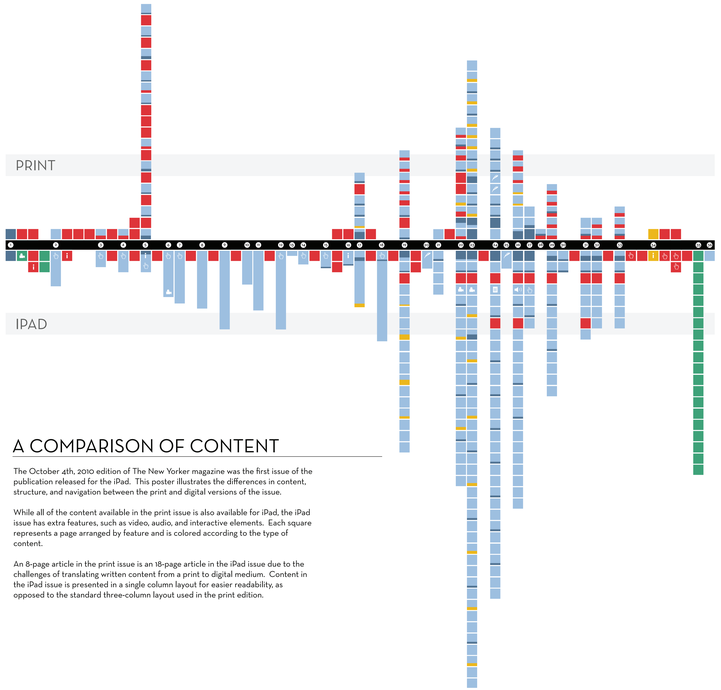
THE NEW YORKER



A COMPARISON OF CONTENT

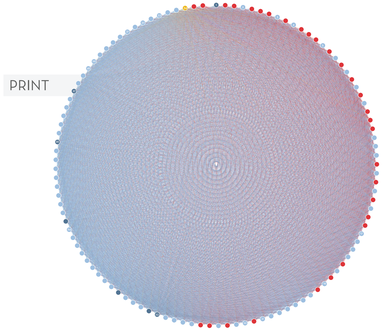
The October 4th, 2010 edition of The New Yorker magazine was the first issue of the publication released for the iPad. This poster illustrates the differences in content, structure, and navigation between the print and digital versions of the issue.

While all of the content available in the print issue is also available for iPad, the iPad issue has extra features, such as video, audio, and interactive elements. Each square represents a page arranged by feature and is colored according to the type of content.

An 8-page article in the print issue is an 18-page article in the iPad issue due to the challenges of translating written content from a print to digital medium. Content in the iPad issue is presented in a single column layout for easier readability, as opposed to the standard three-column layout used in the print edition.

ADVERTISING
CARTOON
IPAD ONLY
WRITTEN CONTENT
VISUAL CONTENT
VIDEO
INTERACTIVE
LINK
DOCUMENT
AUDIO
POETRY

1 COVER
2 TABLE OF CONTENTS
3 CONTRIBUTORS
4 THE MAIL
5 GOINGS ON ABOUT TOWN
6 CRITIC'S NOTEBOOK
7 THE THEATRE
8 NIGHT LIFE
9 ART
10 DANCE
11 CLASSICAL MUSIC
12 MOVIES
13 READINGS AND TALKS
14 ABOVE AND BEYOND
15 TABLES FOR TWO
16 ON THE HORIZON
17 THE TALK OF THE TOWN
18 LONG HAUL DEPT.
19 ANNALS OF INNOVATION
20 POETRY: DISCREPANCIES
21 SHOUTS & MURMURS
22 ONWARD AND UPWARD WITH THE ARTS
23 PROFILES: DALAI LAMA
24 ANNALS OF LAW
25 POETRY: TO WC.W.
26 FICTION: THE DUNGEON MASTER
27 THE SKYLINE: WHAT HAPPENS IN VEGAS
28 BRIEFLY NOTED (PRINT)
29 A CRITIC AT LARGE: INFLUENCING PEOPLE
30 BRIEFLY NOTED (IPAD)
31 ON TELEVISION: SHAGGY DOGS
32 THE THEATRE: IT'S A MAN'S WORLD
33 THE CURRENT CINEMA: SUCKERS
34 CARTOON CAPTION CONTEST
35 CARTOON GALLERY
36 VISIT US AT NEWYORKER.COM

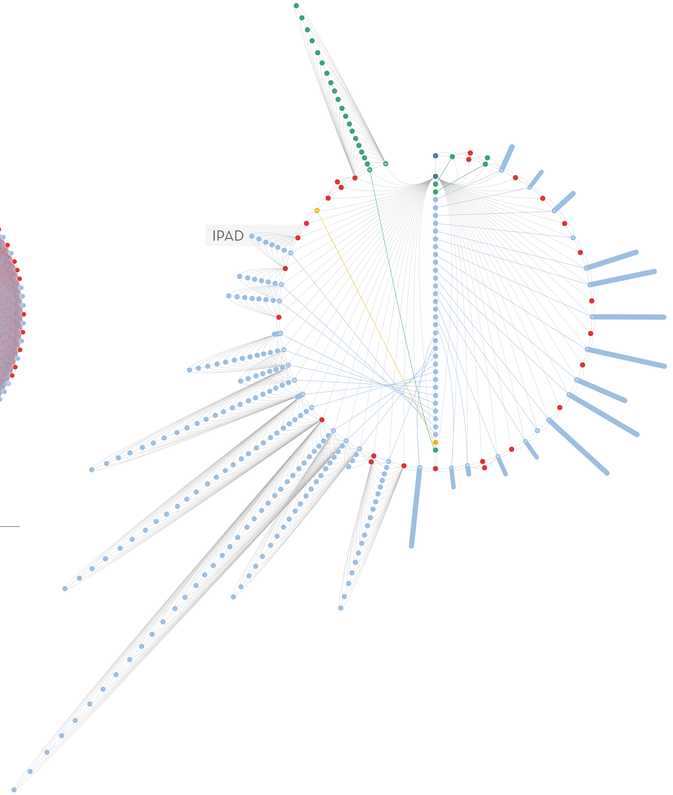


A COMPARISON OF NAVIGATION

PRINT

Navigating the print issue is straightforward: every page is accessible from any other page in the issue. In the above diagram, each circle represents a page and is colored according to its dominant content type. The lines represent paths between pages and are colored according to the parent page. This reveals an interesting pattern in the organization of content: advertising content is clustered in the first half, while written content dominates the second half.

IPAD

To navigate through the iPad application, users swipe left and right to browse across sections and ads, and swipe up and down to browse within sections. To navigate to specific content, users select an ever-present table of contents icon, which shows a list of links to each section within the issue.

The ring of circles in the iPad diagram denote content sections, with each circle representing a page and expanding outward to illustrate the depth of sections. The line of circles represents the table of contents links. The gray lines are paths from pages to the table of contents or paths between pages. The colored lines represent paths from a table of contents links to its content section.