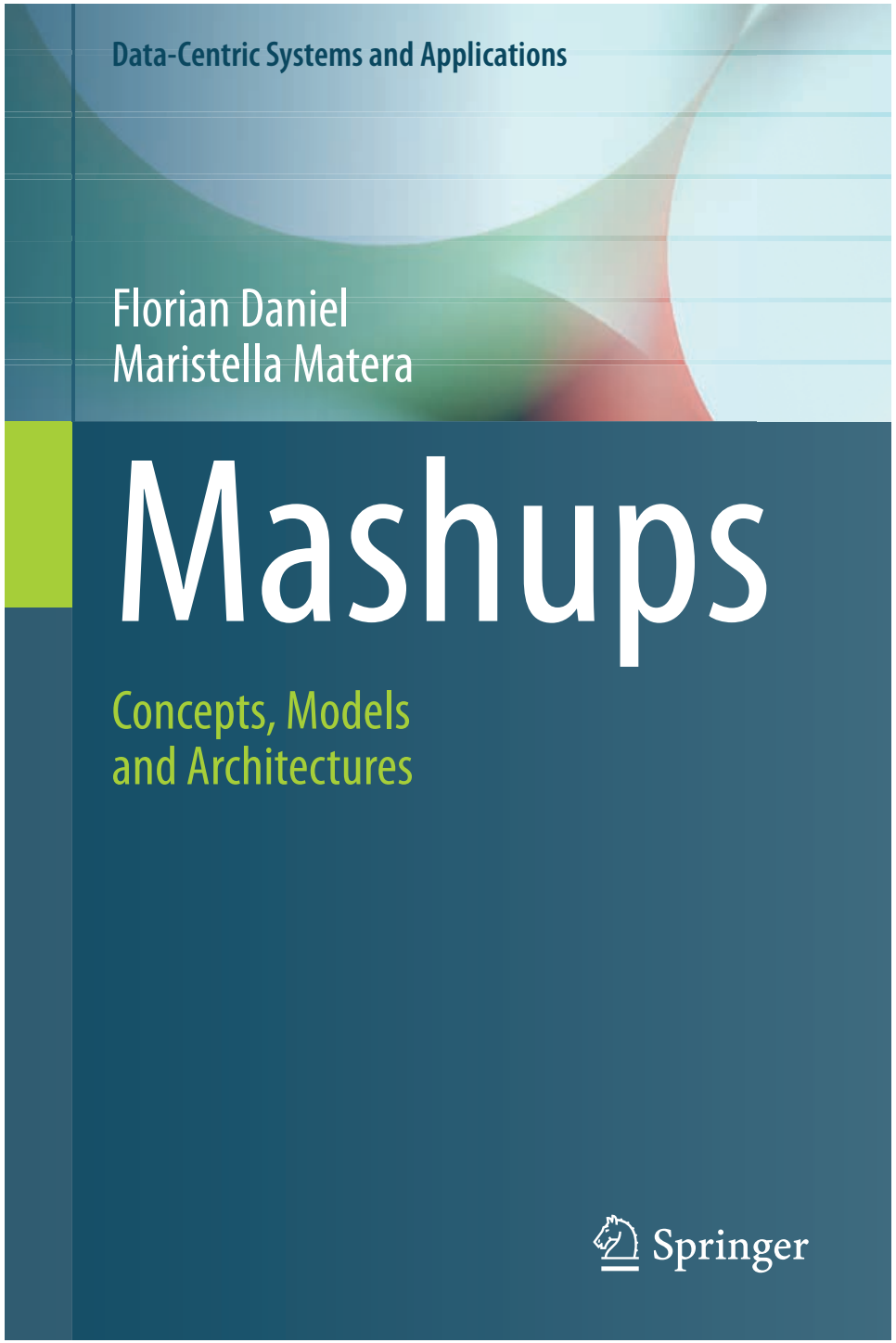

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Figures

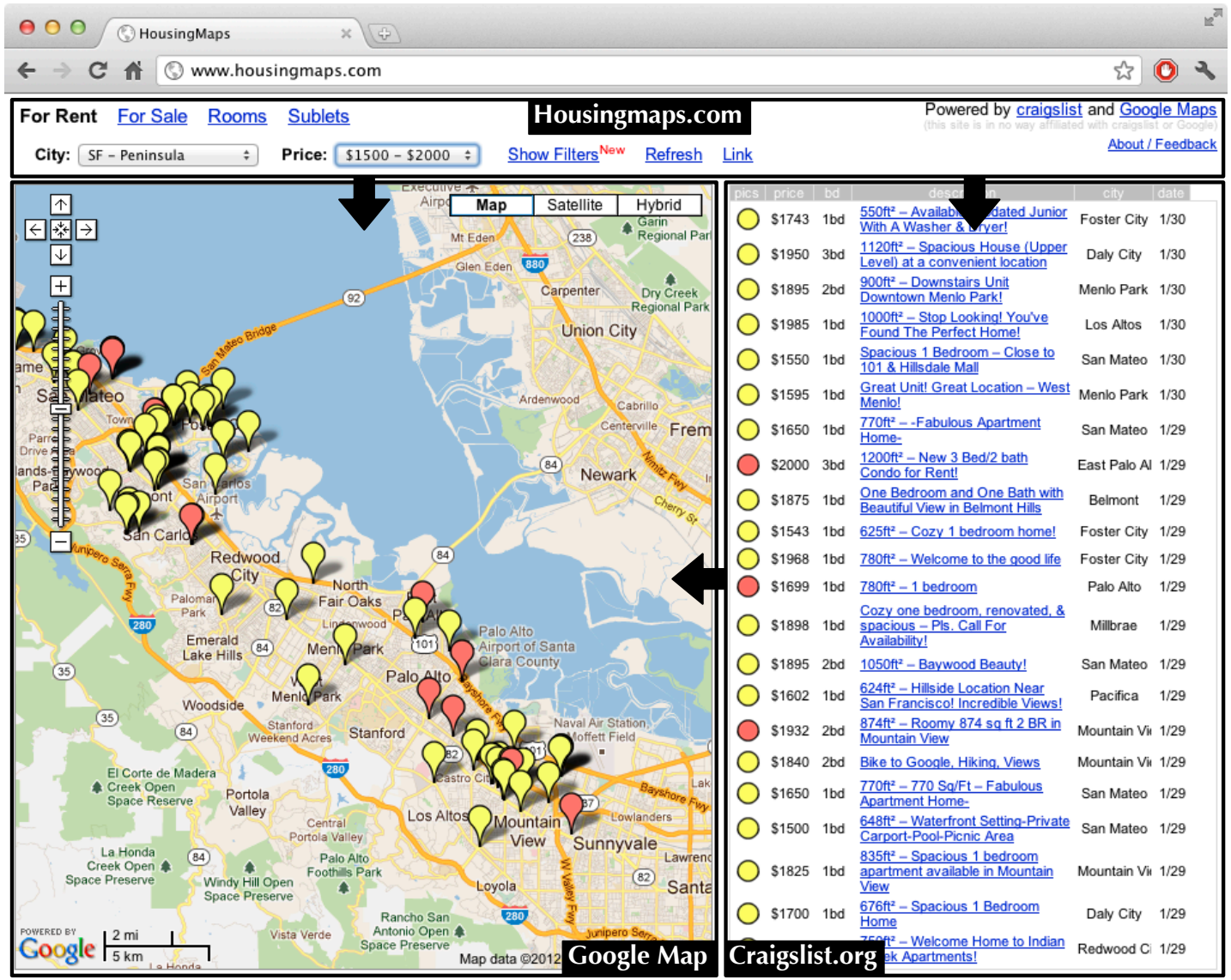
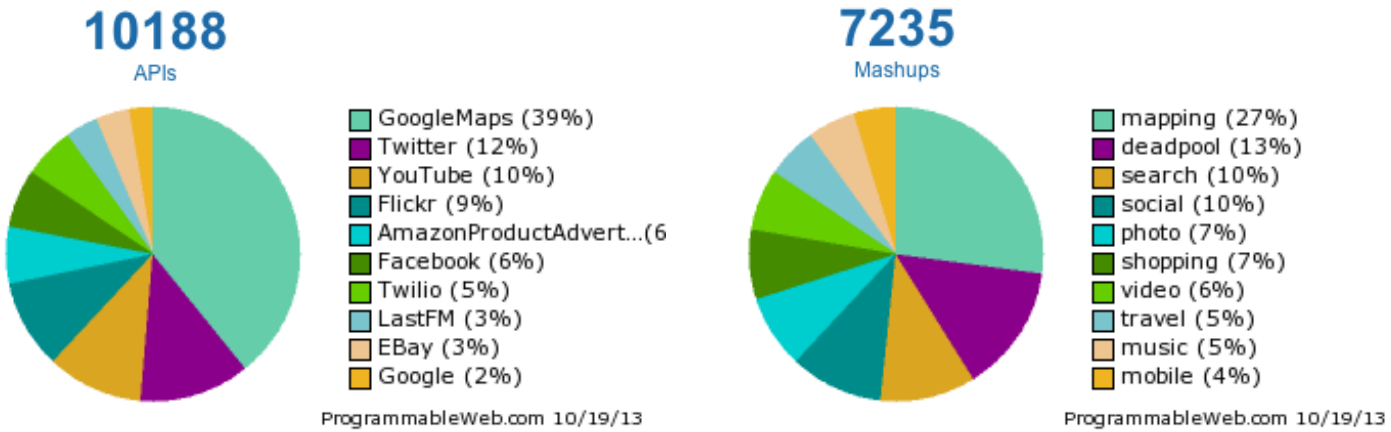


Fig. 1.1 The `housingmaps.com` mashup providing for the synchronized exploration of housing offers from `craigslist.com` and maps by Google Maps.



(a) All time most used APIs by registered mashups

(b) All time most used tags to describe mashups

Fig. 1.2 A snapshot of the programmableweb.com mashup ecosystem (as of October 23, 2013).

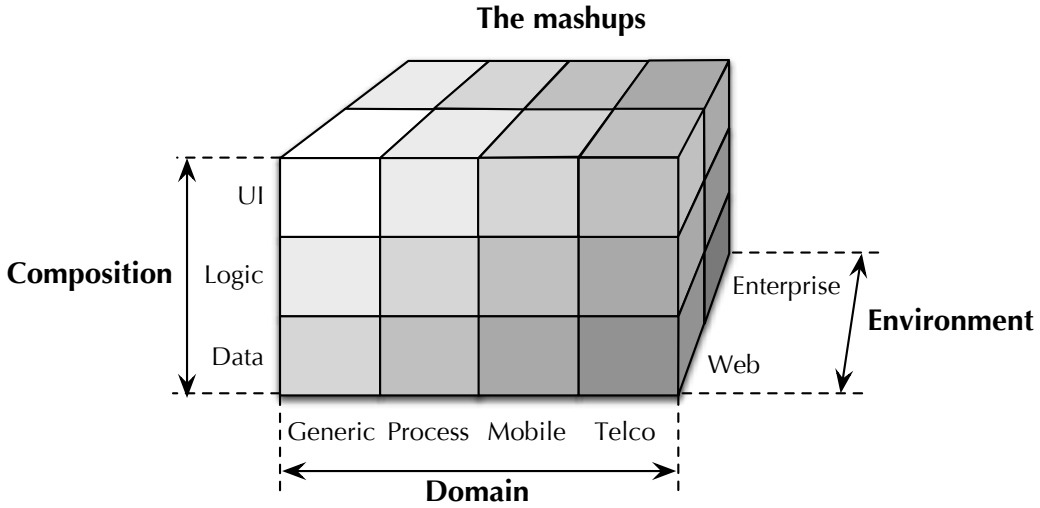


Fig. 1.3 The *mashup cube* with tree different perspectives on the mashup ecosystem.

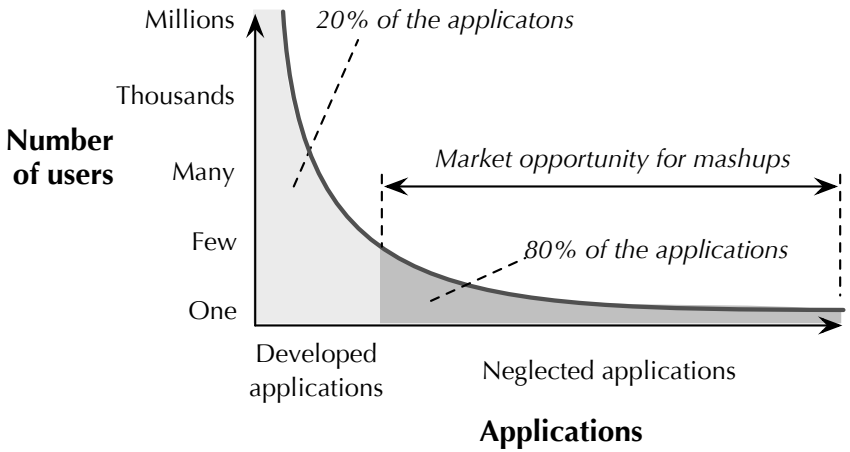


Fig. 1.4 The long tail of the software market and its opportunities for mashups.