

# Reviewing games



VS



Both Yelp and TripAdvisor are **user-generated content** platforms, where the consumer creates the content of the website thanks to reviews and comments.

## Basic Info

2004



San Francisco  
CA

2000



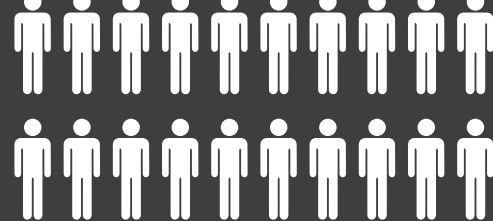
Newton  
MA

## Numbers



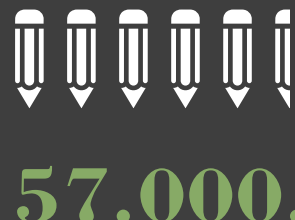
**100.000.000**

unique monthly visitors



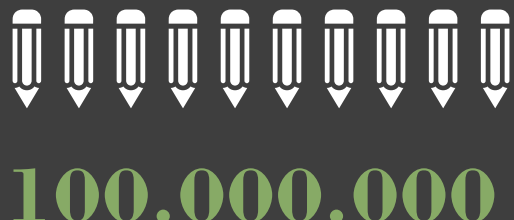
**200.000.000**

unique monthly visitors



**57.000.000**

reviews



**100.000.000**

reviews

## Rating system



5 stars

+

comment

+



price range

+



opening hours



5 dots

+

comment

+



price range

+



quality rating

## Categories

- fork and knife icon: restaurants
- shopping bag icon: shopping
- ice cream cone icon: food
- cocktail glass icon: nightlife
- hair scissors icon: beauty
- key icon: services
- car icon: automotive
- paw print icon: pets
- dollar sign icon: finance
- musical notes icon: art
- airplane icon: travel
- scissors icon: sports
- party hat icon: events
- church icon: services
- star icon: local
- church icon: religious
- house icon: real estate
- television icon: mass media

- bed icon: hotels
- fork and knife icon: restaurants
- castle icon: attractions
- house icon: rental

## Reviews in Italy

Duomo di Milano



141 reviews



8.940 reviews

Colosseo



363 reviews



24.086 reviews

GROM gelateria



45 reviews



949 reviews

## Reviews in USA

Empire State Building



1.063 reviews



10.577 reviews

Golden Gate Bridge



1.170 reviews



11.329 reviews

Bi Rite



7.330 reviews



371 reviews