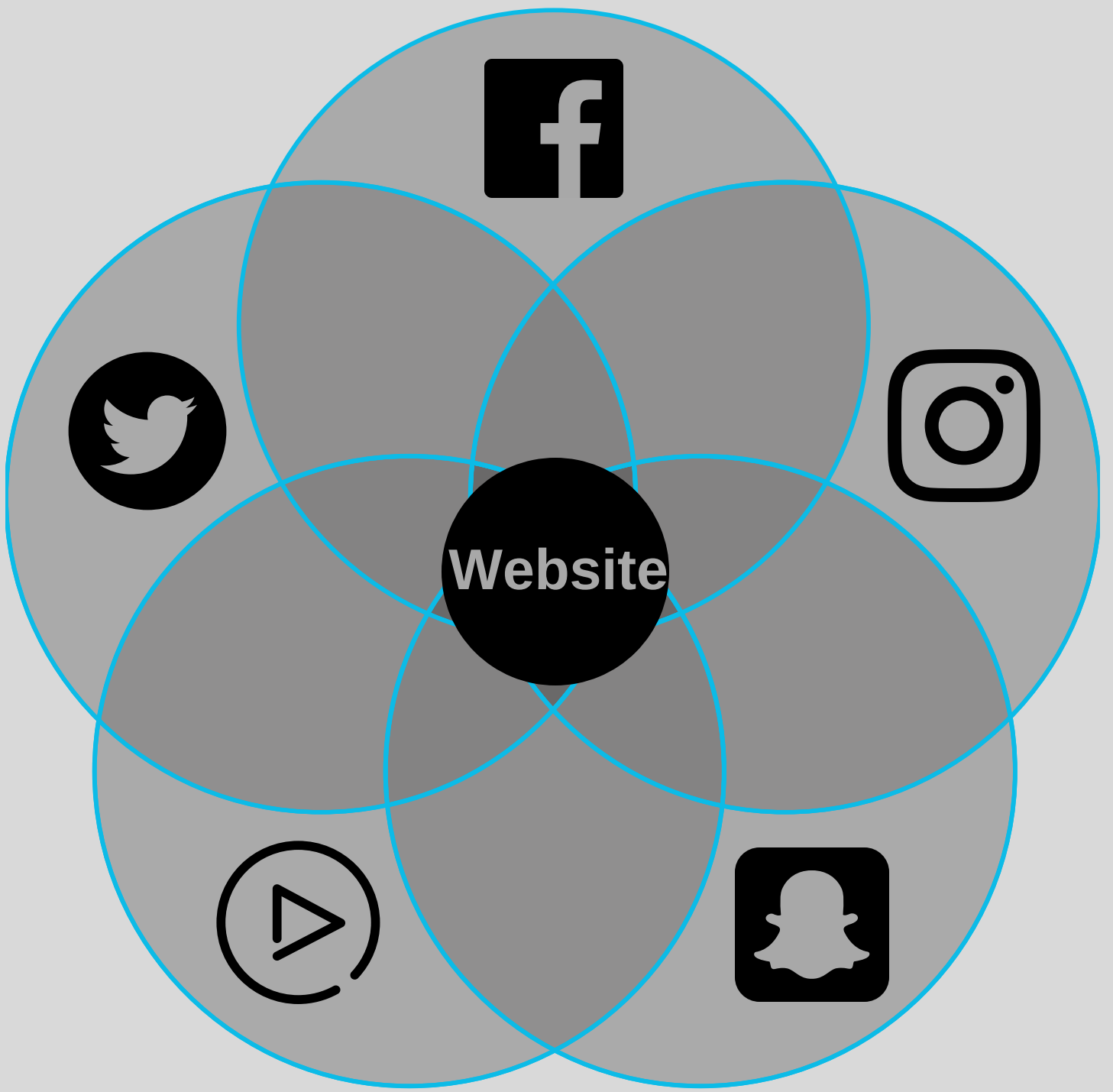


CONNECTIONS



NODES

- Traditional media
- Decision-making practices
- Partner advertisements
- Bullseye node (Website)

LINKS

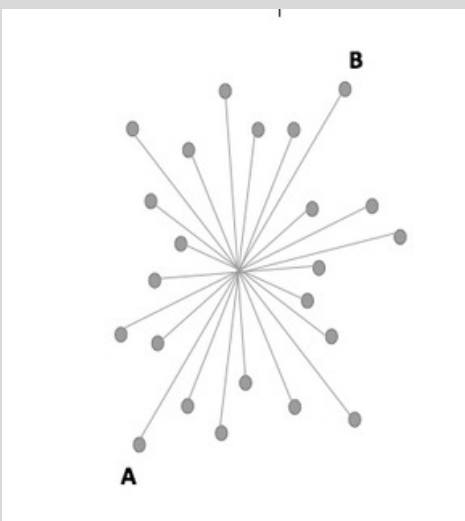
- One-way
- Two-way
- Capacity – Upper limit
- Volume – Typical traffic

NETWORKS

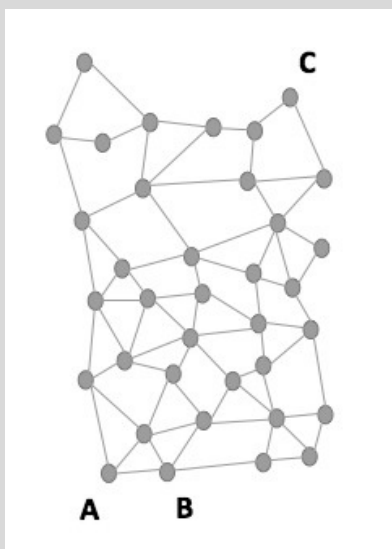
Do the connections make strategic sense?

Is everything linked to the bullseye node?

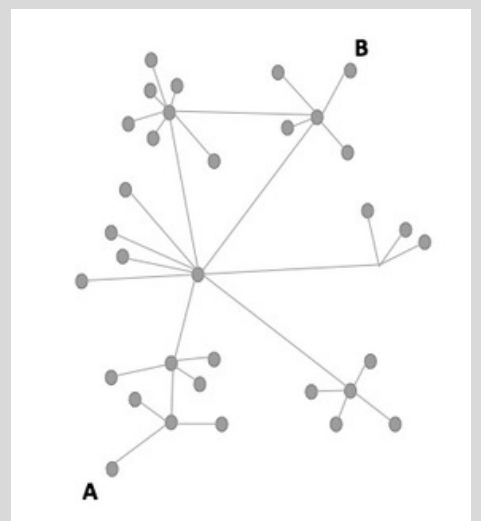
Are there links to traditional media?



Centralized



Distributed



Decentralized