

Twenty Years of The Moon Station: Toward the Next 20 Years

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そして、まだわからないことを調べようとする「探査」(ミッション)について、最新情報をいち早くお知らせするほか、その背後にある科学などについて、わかりやすく解説しています。

What is The Moon Station ?

The Moon Station, in Japanese “月探査情報ステーション” is a website to promote domestic and worldwide lunar and planetary exploration by publishing their latest information and comprehensive commentary. It is one of the **largest** website in this category in Japan.

Established on November 2, 1998, we successfully commemorated **20th anniversary** last year. Currently, the website holds 4,709 pages archived through 20 years' activity.

Date	Events
Nov 2, 1998	Establishment. Started as the promotion site of Japanese lunar exploration, SELENE (later Kaguya)
Nov, 2000	Re-designed and renewed as the permanent website.
Jul, 2003	Published the contents for Mars and Mars exploration, entering the step for planetary exploration.
Jan, 2004	Semi-real-time live coverage of the landing of Mars Exploration Rovers. The website attracted more than 1 million access (nearly 100 thousand paveviews)
Sep, 2006	Website operation suspended for three months.
Apr, 2010	Domain name changed to moonstation.jp.
Sep, 2013	The site recorded 2.35 millions hits (287 thousand pageviews) due to high ranking of Google Search for Autumn Moon Viewing.
Mar, 2016	Total re-designing and renewing for the first time in 13 years.
Nov, 2016	The LLC established.

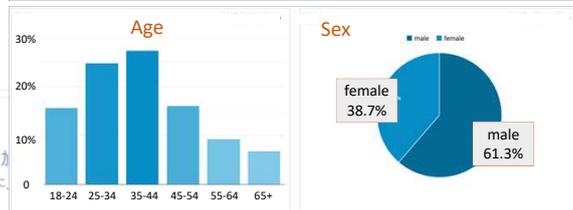
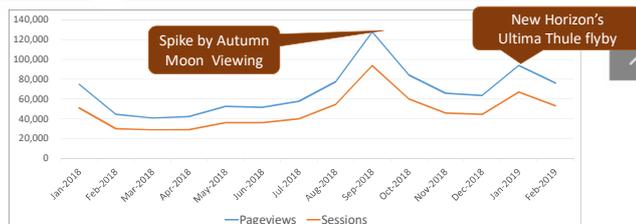
Access trend and insight

Thanks to the renewal of 2016 from the bottom of the system, we can now monitor access statistics via the Google Analytics, far more intelligible and detailed analysis than conventional log data processing.

The number of pageviews are in increasing trend mainly due to introduction of mobile-friendly page design.

However, we also regard high bounce rate (approx. 80%) and low session duration (<1min). This is our challenge to improve user experience and eventually Ad revenue.

Figure: brief summary of user attribute analysis by Google Analytics since January 2018 to February 2019. More detailed analysis can be obtained from main console of Google Analytics.



The characteristic

The website has very unique characteristic compared to other similar website. Our site is operated, written and managed by **lunar and planetary scientists and engineers directly involved in the exploration.**

Also, the website also helps to overcome “language barrier” for Japanese people when obtaining information of lunar and planetary exploration. Very precise and easy-to-understand articles have good reputation among people, **particularly newsmen and teachers.**



An article of The Asahi Shimbun (Feb 22, 2018) describing future manned lunar mission and Japanese lunar exploration. One of the author (Terazono) with the name of the website appears in this article.

Toward the next 20 years

We believe that the core value of our website is a balance of **comprehensiveness and professionalism.** This value is universal and essential in public outreach / engagement.

Also, monetizing of contents are important to become self-sustaining the website. Currently, we are relying a lot on funding from various supporting companies, and seeking the combination of revenue and contents through daily website operation and analysis.

There will be more international lunar and planetary missions involved in Japan such as Deep Space Gateway (LOP-G) and MMX (Martian Moons Exploration) in 2020s. The **information transmission in English**, in turn, will be important and we are now under assessment of English version of our website. We really noticed very few information on current Japanese lunar and planetary exploration in English and other languages.

Such a mutual information interchange will help Japanese (and worldwide) citizens learn about lunar and planetary missions as their own matter, and ultimately will bring peoples unite beyond the borders by such missions. In the **next 20 years**, we will continue the challenge for the new scheme, new field of outreach / engagement based on our 20 years experience.

1) The University of Aizu / Moon and Planets, LLC
 2) National Astronomical Observatory of Japan
 3) Institute of Space and Astronautical Science, JAXA
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