

# VT Social media

## { TWEET BREAKDOWN }

@TheGarden

Number of Followers: 138,477

Projected Followers in one year: 212,673

It takes 4 days to add 1,000 followers

## { TWEET BREAKDOWN }

@TDGarden

Number of Followers: 23,367

Projected Followers in one year: 36,910

It takes 20 days to add 1,000 followers

## { TWEET BREAKDOWN }

@BOKCenter

Number of Followers: 11,660

Projected Followers in one year: 15,500

It takes 100 days to add 1,000 followers

## { TWEET BREAKDOWN }

@nokiatheatre

Number of Followers: 17,206

Projected Followers in one year: 25,500

It takes 60 days to add 1,000 followers

RANK	VENUE	90-DAY GROWTH	TOTAL FOLLOWERS	SMP SCORE	PHOTO CURVE	CHART MOVEMENT
<b>15,001 TO 30,000 CAPACITY</b>						
1.	Madison Square Garden, New York	9%	396,687	465	10	EVEN
2.	Staples Center, Los Angeles	9%	147,097	376	10	EVEN (↓10)
3.	Hollywood Bowl, Los Angeles	4%	223,334	274	10	EVEN (↓19)
4.	Rupp Arena, Lexington, Ky.	9%	177,783	222	8	EVEN (↑8)
5.	TD Garden, Boston	29%	73,126	155	9	JUMP 1
6.	Arena Monterrey, Mexico	9%	155,905	149	1	FALL 1
7.	United Center, Chicago	15%	69,177	121	9	EVEN (↓13)
8.	Consol Energy Center, Pittsburgh	34%	92,267	117	1	JUMP 4
9.	Wells Fargo Center, Philadelphia	11%	85,630	117	6	FALL 2
10.	American Airlines Arena, Miami	12%	85,653	116	8	FALL 2
11.	Amway Center, Orlando	13%	66,588	103	8	FALL 2
12.	Toyota Center, Houston	39%	45,594	102	7	EVEN (↑6)
13.	Rose Quarter, Portland, Ore.	13%	79,164	99	6	FALL 3
14.	AT&T Center, San Antonio	13%	34,023	82	2	EVEN (↓2)
15.	BOK Center, Tulsa, Okla.	11%	54,331	70	1	EVEN (↓3)
16.	Sprint Center, Kansas City, Mo.	15%	52,976	69	5	EVEN (↑2)
17.	HP Pavilion at San Jose	16%	33,844	65	5	EVEN (0)
18.	KFC Yum! Center, Louisville, Ky.	15%	47,047	62	4	EVEN (↓1)
19.	Bridgestone Arena, Nashville, Tenn.	15%	35,585	56	4	JUMP 1
20.	Prudential Center, Newark, N.J.	14%	43,437	56	3	FALL 1
21.	Verizon Center, Washington	14%	27,112	55	7	EVEN (0)
22.	Honda Center, Anaheim, Calif.	10%	26,122	50	9	EVEN (0)
23.	Greensboro (N.C.) Coliseum	15%	38,592	48	3	EVEN (↑2)
24.	Philips Arena, Atlanta	15%	27,707	46	4	EVEN (0)
25.	Verizon Arena, North Little Rock, Ark.	13%	28,817	45	2	EVEN (0)
26.	Rogers Arena, Vancouver	15%	28,723	39	7	EVEN (↓1)
27.	Quicken Loans Arena, Cleveland	11%	29,335	39	3	EVEN (0)
28.	FedEx Forum, Memphis	15%	33,346	38	6	EVEN (0)
29.	Xcel Energy Center, St. Paul, Minn.	15%	25,973	36	2	EVEN (0)
30.	Frank Erwin Center, Austin, Texas	11%	18,968	28	1	EVEN (↓1)
<b>10,001 TO 15,000 CAPACITY</b>						
1.	Red Rocks Amphitheatre, Denver	18%	324,978	503	10	
2.	Radio City Music Hall, New York	27%	58,092	123	9	JUMP 1
3.	Nokia Theatre L.A Live	11%	55,632	76	9	JUMP 1
4.	Millennium Park, Chicago	12%	55,260	69	10	FALL 2
5.	Greek Theatre, Los Angeles	18%	46,058	52	8	JUMP 1
6.	Intrust Bank Arena, Wichita, Kan.	15%	40,074	46	2	JUMP 2
7.	Tyson Events Center, Sioux City, Iowa	12%	54,570	30	1	FALL 2
8.	I wireless center, Moline, Ill.	14%	36,294	43	3	FALL 1
9.	Bethel Woods (N.Y.) Center for the Arts	16%	30,577	41	7	EVEN (0)
10.	DTE Energy Music Theatre, Clarkston, Mich.	13%	30,831	39	1	EVEN (0)
11.	Santa Barbara (Calif.) Bowl	15%	32,994	37	7	EVEN (0)
12.	Budweiser Gardens, London, Ontario	17%	37,532	36	5	EVEN (0)
13.	Bryce Jordan Center, University Park, Pa.	16%	28,716	31	4	EVEN (↓1)
14.	John Paul Jones Arena, Charlottesville, Va.	16%	28,164	30	4	EVEN (0)
15.	Spokane (Wash.) Arena	16%	21,522	29	5	JUMP 1
16.	Broward Cntr. for Perf. Arts, Ft. Lauderdale, Fla.	17%	27,638	28	3	EVEN (0)
17.	Roanoke (Va.) Civic Center	12%	22,668	26	1	EVEN (0)
18.	MTS Centre, Winnipeg, Alberta	17%	20,878	26	6	EVEN (0)
19.	Verizon Wireless Amph., Alpharetta, Ga.	16%	14,890	20	2	EVEN (↓1)
20.	Wolf Trap National Park, Vienna, Va.	16%	12,452	15	6	EVEN (↓1)

05.2013

# power

# 100

## { TWEET BREAKDOWN }

@Carnegiehall  
 Number of Followers: 31,175  
 Projected Followers in one year: 44,250  
 It takes 28 days to add 1,000 followers

## { TWEET BREAKDOWN }

@TheRoxy  
 Number of Followers: 128,787  
 Projected Followers in one year: 169,300  
 It takes 9 days to add 1,000 followers

## HOW WE DID IT

For our May chart, we've focused on growth and gave added weight to total follower growth over 90 days. The result is a final score that rewards both rapid growth and long-term fan acquisition. We're continuing to track Instagram mentions, although this month we've opted for a weighted ranking curve so that readers can quickly compare engagement within their own size category. And also for the first time this month, we've added a chart movement meter, which tracks venues as they go up and down the chart. For venues that didn't move up or down, we measured their competitor gap — the widening or tightening of points between a building and the facility ranked one position above them. Keep in mind, these are relative rankings and are adjusted for new positions, so the entry of some new buildings to the chart may appear to change the ranking, but not as an adjusted average.

RANK	VENUE	90-DAY GROWTH	TOTAL FOLLOWERS	SMP SCORE	PHOTO CURVE	CHART MOVEMENT
<b>5,000 TO 2,001 CAPACITY</b>						
1.	Fox Theatre, Atlanta	11%	108,220	134	10	
2.	Stubb's, Austin	12%	91,737	117	10	EVEN (↓1)
3.	Carnegie Hall, New York	10%	111,556	115	8	EVEN (↓2)
4.	The Joint, Las Vegas	17%	77,711	107	8	EVEN (↑8)
5.	Ryman Auditorium, Nashville	20%	107,767	91	7	JUMP 1
6.	The Tabernacle, Atlanta	19%	74,866	88	4	JUMP 1
7.	House of Blues, Boston	15%	89,144	86	3	FALL 1
8.	The Fillmore, Detroit	14%	67,537	80	2	JUMP 1
9.	Cain's Ballroom, Tulsa, Okla.	15%	65,887	80	6	JUMP 1
10.	First Avenue, Minneapolis	11%	80,485	79	7	EVEN (↓2)
11.	The NorVa, Norfolk, Va.	15%	58,932	79	6	EVEN (↑2)
12.	Masquerade Music Park, Atlanta	15%	66,434	76	1	EVEN (0)
13.	Brooklyn (N.Y.) Academy of Music	9%	95,995	71	1	EVEN (↓1)
14.	ACL Live at Moody Theater, Austin	15%	48,287	69	5	EVEN (0)
15.	Congress Theater, Chicago	12%	39,262	63	9	EVEN (↓1)
16.	Fabulous Fox, St. Louis, Mo.	15%	60,718	63	2	EVEN (0)
17.	Club Nokia, Los Angeles	7%	33,902	53	9	EVEN (↓9)
18.	Smith Center for Perf. Arts, Las Vegas	13%	40,427	48	3	EVEN (↓1)
19.	Palladium Ballroom, Los Angeles	15%	33,766	45	4	EVEN (0)
20.	Cowboys Dancehall, San Antonio	15%	32,953	42	5	EVEN (0)
<b>2,000 OR LESS CAPACITY</b>						
1.	The Roxy, West Hollywood, Calif.	2%	616,358	685	10	
2.	Gruene Hall, New Braunfels, Texas	6%	173,469	203	2	EVEN (↓6)
3.	House of Blues, Dallas	11%	169,709	181	5	EVEN (↑7)
4.	House of Blues, Orlando	40%	82,801	120	4	JUMP 7
5.	House of Blues, Houston	15%	109,368	117	3	EVEN (↓19)
6.	The Fillmore, San Francisco	10%	23,909	112	10	EVEN (↓27)
7.	House of Blues, New Orleans	10%	95,923	106	7	EVEN (↑22)
8.	9:30 Club, Washington	9%	94,784	105	9	FALL 1
9.	Granada Theatre, Dallas	13%	82,422	104	8	EVEN (↑3)
10.	Viper Room, West Hollywood, Calif.	12%	107,960	88	8	JUMP 1
11.	The National Theater, Norfolk, Va.	19%	138,074	87	2	JUMP 3
12.	The Rave Ballroom, Milwaukee	19%	66,542	83	9	EVEN (↓1)
13.	House of Blues, Los Angeles	19%	78,201	80	3	EVEN (↓1)
14.	Avalon, Los Angeles	4%	61,750	74	7	EVEN (↓16)
15.	House of Blues, Anaheim, Calif.	19%	61,953	68	4	EVEN (↑3)
16.	House of Blues, Cleveland	19%	66,969	63	1	JUMP 2
17.	The Ogden Theatre, Denver	19%	54,001	63	6	EVEN (0)
18.	Guthrie Theater, Minneapolis	19%	62,714	58	1	EVEN (↓1)
19.	House of Blues, Chicago	6%	21,526	58	5	FALL 5
20.	House of Blues, Myrtle Beach	17%	19,823	53	6	JUMP 1
<b>30,001 OR MORE CAPACITY</b>						
1.	Turner Field, Atlanta	14%	36,272	90	8	
2.	Georgia Dome, Atlanta	12%	33,754	83	10	EVEN (0)
3.	Soldier Field, Chicago	11%	25,914	65	2	EVEN (↓1)
4.	Reliant Park, Houston	9%	32,983	59	3	EVEN (0)
5.	MetLife Stadium, East Rutherford, N.J.	13%	28,402	57	7	EVEN (↑1)
6.	Lucas Oil Stadium, Indianapolis	14%	30,743	55	4	EVEN (0)
7.	Lincoln Financial Field, Philadelphia	13%	27,237	46	6	EVEN (0)
8.	BC Place, Vancouver	13%	11,297	37	1	EVEN (0)
9.	Everbank Field, Jacksonville	12%	32,609	35	5	EVEN (0)
10.	Home Depot Center, Carson, Calif.	12%	8,703	30	7	EVEN (↑1)