

VT Social media

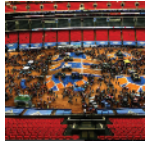
FREEZE FRAME

@georgiadome

464 15

March 5

Great crowd for the @monsterjam live pit party this afternoon!



BREAKING DOWN THE SCORES

Below is a guide to how Venues Today currently scores its #SMP100 rankings

FACEBOOK

2,500 Likes = 1 Point 6,000 Check ins = 1 Point

INSTAGRAM

250 Followers = 1 Point 250 Photos = 1 Point

TWITTER

500 Followers = 1 Point

FREEZE FRAME

@AmalieArena

5 61

April 21

Our staff did their part for #earthday by cleaning up the David Island Dog Beach this morning, with Storm Dawg lending a hand! #teamtampabay



FREEZE FRAME

@mtscentre

58 1

April 13

Salt N Pepa were here last night to push it, push it real good. I Love the 90s Tour rolled into the MTS Centre and had fans reliving one great decade of music.



RANK	VENUE	FACEBOOK LIKES	FACEBOOK CHECKINS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	SMP SCORE
30,001 OR MORE CAPACITY						
1	Gillette Stadium, Foxborough, Mass.	175,405	1,217,810	429,000	179,932	2,349
2	AT&T Stadium, Arlington, Texas	296,108	2,341,527	99,600	89,481	1,086
3	Levi's Stadium, Santa Clara, Calif.	289,696	1,067,468	102,000	38,868	780
4	CenturyLink Field, Seattle	82,235	1,061,174	101,000	16,519	647
5	Arena Fonte Nova, Salvador, Brazil	412,375	270,158	79,800	15,612	560
6	MetLife Stadium, East Rutherford, N.J.	110,299	1,496,583	28,400	33,182	474
7	Georgia Dome, Atlanta	64,657	1,377,701	20,600	22,200	382
8	Arena das Dunas, Natal, Brazil	72,689	250,202	61,000	4,568	324
9	Soldier Field Stadium, Chicago	87,027	1,240,343	7,338	12,085	295
10	University of Phoenix Stadium, Glendale, Ariz.	53,087	1,054,325	18,700	6,170	284
15,001 TO 30,000 CAPACITY						
1	Madison Square Garden, New York	637,716	3,438,623	141,000	198,844	1,790
2	Staples Center, Los Angeles	262,612	2,933,742	71,500	88,480	1,057
3	Hollywood Bowl, Los Angeles	351,539	1,180,888	41,200	190,393	883
4	TD Garden, Boston	151,269	1,557,452	103,000	66,083	864
5	United Center, Chicago	148,518	2,033,451	81,400	44,365	813
6	Barclays Center, Brooklyn, N.Y.	247,374	1,331,775	43,300	54,700	604
7	Arena Ciudad de Mexico, Mexico City	342,636	336,792	11,600	164,031	568
8	Arena Monterrey (Mexico)	411,515	336,536	15,200	142,386	566
9	Quicken Loans Arena, Cleveland	95,143	1,104,324	71,000	20,865	548
10	Rupp Arena, Lexington, Ky.	205,556	515,107	76,500	32,355	539
11	Oracle Arena, Oakland, Calif.	48,032	824,599	87,700	15,379	538
12	Amway Center, Orlando, Fla	153,225	1,091,002	27,700	63,738	481
13	American Airlines Center, Dallas	82,693	1,752,445	16,000	18,869	427
14	BOK Center, Tulsa, Okla	117,740	463,549	22,400	72,014	358
15	Wells Fargo Center, Philadelphia	139,736	1,152,444	12,800	25,229	350
16	Bridgestone Arena, Nashville, Tenn.	74,432	1,055,306	17,300	36,122	347
17	Toyota Center, Houston	115,835	1,258,572	22,000	101	344
18	Amalie Arena, Tampa, Fla.	64,907	1,070,986	13,600	34,028	327
19	PPG Paints Arena, Pittsburgh	118,254	1,096,132	6,063	33,000	320
20	American Airlines Arena, Miami	163,085	1,160,527	3,126	20,551	312
21	Air Canada Centre, Toronto	72,068	1,301,532	0	30,409	307
22	Xcel Energy Center, Minneapolis	67,357	935,125	12,300	25,519	283
23	AT&T Center, San Antonio	93,833	1,154,142	5,197	12,432	276
24	SAP Center at San Jose (Calif.)	62,839	1,124,355	9,510	11,305	273
25	Verizon Center, Washington	68,943	1,212,504	3,994	12,451	271
26	Pepsi Center, Denver	74,597	1,269,276	4,099	5,209	268
27	Prudential Center, Newark, N.J.	62,083	827,893	11,800	22,533	255
28	Honda Center, Anaheim, Calif.	47,789	783,907	13,000	17,784	237
29	Philips Arena, Atlanta	66,540	872,161	6,735	17,310	234
30	KFC Yum! Center, Louisville, Ky	88,046	555,808	6,605	34,689	224
31	Sprint Center, Kansas City	78,106	595,314	9,179	26,100	219
32	Bell Centre, Montreal	101,099	1,033,115	511	1	215
33	T-Mobile Arena, Las Vegas	32,567	240,583	32,700	14,600	213
34	Chesapeake Energy Arena, Oklahoma City	60,356	640,078	8,551	18,957	203
35	Rogers Arena, Vancouver, British Columbia	37,999	678,434	7,874	18,573	197
10,001 TO 15,000 CAPACITY						
1	The SSE Hydro, Glasgow, Scotland	123,872	436,864	12,500	328	173
2	MTS Centre, Winnipeg, Manitoba	37,674	307,777	12,400	22,473	161
3	Budweiser Gardens, London, Ontario	53,575	154,572	4,119	41,973	148
4	Intrust Bank Arena, Wichita, Kan.	73,625	114,176	7,321	29,033	136
5	Van Andel Arena, Grand Rapids, Mich.	47,425	389,214	2,825	12,452	120
6	Bethel Woods (N.Y.) Center for the Arts	75,658	171,248	8,267	5,039	102
7(T)	Spokane (Wash.) Veterans Memorial Arena	43,438	214,346	5,823	6,928	90

power100

RANK	VENUE	FACEBOOK LIKES	FACEBOOK CHECKINS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	SMP SCORE
7(T)	Jacksonville (Fla.) Veterans Memorial Arena	19,773	383,500	3,980	948	90
9(T)	Infinite Energy Center, Duluth, Ga.	30,364	306,100	1,607	8,317	86
9(T)	Walmart Arkansas Music Pavilion, Rogers	47,160	65,930	9,836	8,497	86
11	Royal Farms Arena, Baltimore	28,433	333,131	1,513	5,651	84
12	Austin360 Amphitheater, Del Valle, Texas	34,975	147,877	6,804	6,190	78
13	Citizens Business Bank Arena, Ontario, Calif.	24,062	292,571	2,983	1,752	74
14(T)	Cajundome, Lafayette, La.	36,990	158,669	4,496	6,961	73
14(T)	Valley View Casino Center, San Diego	22,341	303,003	2,152	2,256	73
5,001 TO 10,000 CAPACITY						
1	Mohegan Sun Arena, Uncasville, Conn.	605,801	1,223,350	38,000	179,946	958
2	Radio City Music Hall, New York	188,650	812,643	52,300	48,251	517
3	Red Rocks Amphitheatre, Morrison, Colo.	517,158	1,396,208	9,991	750	481
4	Microsoft Theater, Los Angeles	106,094	630,776	14,300	49,426	304
5	Wolf Trap National Park for Perf. Arts, Vienna, Va.	21,308	234,109	7,945	12,496	104
6	Club La Vela, Panama City Beach, Fla.	66,708	97,602	8,607	6,637	91
7	U.S. Cellular Center, Cedar Rapids, Iowa	18,097	64,953	16,400	2,031	88
8	International Convention Centre Sydney	44,226	382,285	807	744	86
9	The Amph. at the Wharf, Orange Beach, Ala.	64,558	84,587	8,699	5,369	85
10	Bank of New Hampshire Pavilion, Gilford	154,799	119,246	0	45	82
2,001 TO 5,000 CAPACITY						
1	Ryman Auditorium, Nashville, Tenn.	186,774	408,568	88,300	233,778	964
2	Carnegie Hall, New York, N.Y.	194,629	327,992	58,700	89,040	545
3	Fox Theatre, Atlanta	184,456	523,601	21,400	144,077	535
4	ACL Live at Moody Theater	113,728	207,351	31,000	79,145	362
5	The Tabernacle, Atlanta, Ga.	143,820	251,922	31,400	52,857	331
6	House of Blues, Orlando (Lake Buena Vista)	170,986	485,794	20,000	43,278	316
7	House of Blues, Boston	166,891	439,611	19,000	48,464	313
8	The Pageant, St. Louis	124,091	251,630	20,100	47,865	268
9	Stubb's, Austin, Texas	100,273	277,995	18,100	33,871	227
10	The Wiltern, Los Angeles	81,874	228,406	22,200	32,255	224
2,000 AND FEWER CAPACITY						
1	The Roxy, West Hollywood	453,604	152,463	46,600	149,251	692
2	First Avenue, Minneapolis, Minn.	113,601	212,239	37,900	149,481	531
3	House of Blues, Houston	194,233	438,218	23,900	97,687	442
4	House of Blues Dallas	182,991	489,061	21,900	88,615	420
5	Avalon Hollywood, Hollywood, Calif.	125,487	144,188	61,400	35,523	391
6	9:30 Club Washington DC	109,701	295,338	30,100	87,980	389
7	Cain's Ballroom, Tulsa, Okla.	126,666	175,685	24,900	71,865	323
8	House of Blues, New Orleans	140,968	210,441	20,900	64,042	303
9	Gruene Hall, New Braunfels, Texas	232,651	259,754	28,700	15,739	283
10	Viper Room, West Hollywood	77,299	126,588	24,800	59,211	270
11	House of Blues, Chicago	190,918	371,904	14,000	33,062	260
12	The Troubadour - West Hollywood, Calif.	72,124	138,083	22,100	52,838	246
13	Granada Theatre, Dallas	107,856	122,740	18,900	52,354	244
14	House of Blues, Cleveland	101,632	206,291	17,700	48,023	242
15	House of Blues, San Diego	109,359	277,026	19,400	35,291	238
16	House of Blues, Anaheim	107,247	346,270	16,600	33,627	234
17(T)	The Fillmore, San Francisco	122,200	205,772	19,600	31,213	224
17(T)	The Orange Peel, Asheville, N.C.	81,951	109,547	22,200	41,999	224
19	Metro Chicago	61,322	143,942	15,400	55,736	222
20	House of Blues, Las Vegas	152,849	292,035	13,300	20,398	204

FREEZE FRAME

@MSTheater

👍 11 ❤️ 45

March 8

Uncle Charlie in

the building

@imcharliewilson #WintTour

#inittowinit



FREEZE FRAME

@foxtheatre

❤️ 180 🗨️ 1

April 22

We've loved having

@matildabroadway

this week!



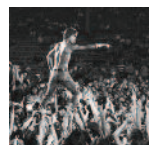
FREEZE FRAME

@theroxy

👍 141 🗨️ 12

April 21

HBD Iggy Pop



HOW WE DID IT

Venues Today continues to use the 'big three' digital platforms of Facebook, Instagram and Twitter for ranking venues on its #SMP100 chart. Venues Today also continues to consult the #SMP100 Advisory Council consisting of three social marketing leaders as a way to receive feedback and further refine and expand the formula for the Social Media Power 100 Chart.