

VT social media

{ T-BUZZ BREAKDOWN }

@RuppArena

A July 29 tweet promoting an Oct. 19 preseason game between the Washington Wizards and the New Orleans Pelicans scored 135 retweets worth 955,000 impressions.

{ T-BUZZ BREAKDOWN }

@WellsFargoCtr

When the building motivated Justin Bieber's fans to follow the arena page on July 17, a Justin Bieber fan club sent out the request to its 757,000 followers, generating 263 retweets and over 1 million impressions.

WHAT IS T-BUZZ?

T-Buzz is a way to measure a venue's total mentions on Twitter (both from its own posts and that of fans and artists) and then weigh that number against total community size. Confused? Well, just think of it like this — a high T-Buzz score means a higher percentage of users are talking about a venue online and doing things like sharing photos and retweeting posts. It's a way to measure the conversation going on within a community, based on a scale of 1-10 with 10 being the highest score possible. Our T-Buzz score includes data from the entire month of July.

{ T-BUZZ BREAKDOWN }

@GreekTheatreLA

A July 24 show by band Postal Service blew up the Greek Theatre's Twitter account as three major independent media advanced the concert on show day. The big shout out — writer and blogger Kelly Oxford telling her half-million followers to see the show or "drive their car into the ocean."

RANK	VENUE	FACEBOOK LIKES	FB TALKING ABOUT	TWITTER FOLLOWERS	SENTIMENT SCORE	SMP SCORE
15,001 TO 30,000 CAPACITY						
1.	Madison Square Garden, New York	274,309	4,663	143,324	72	508
2.	Hollywood Bowl, Los Angeles	219,032	8,686	51,537	75	336
3.	Staples Center, Los Angeles	131,093	9,558	45,644	88	225
4.	Rupp Arena, Lexington, Ky.	165,523	3,475	15,768	60	222
5.	Auditoria Banamex, Monterey, Mexico	111,827	3144	33,552	54	179
6.	AmericanAirlines Arena, Miami	89,366	2,144	13,683	51	127
7.	Consol Energy Center, Pittsburgh	80,362	2,753	19,553	61	124
8.	TD Garden, Boston	57,835	2729	31,817	65	112
9.	Wells Fargo Center, Philadelphia	77,882	1,046	12,924	65	111
10.	Rose Quarter, Portland, Ore.	80,990	765	3,987	57	104
11.	United Center, Chicago	59,328	885	23,136	64	101
12.	Amway Center, Orlando	58,774	2,750	16,668	78	95
13.	BOK Center, Tulsa, Okla.	52,087	2,093	14,098	67	83
14.	Toyota Center, Houston	54,436	2,860	3,474	59	74
15.	Sprint Center, Kansas City, Mo.	45,702	478	11,531	66	70
16.	KFC Yum! Center, Louisville, Ky.	45,021	2,629	7,613	57	67
17.	Prudential Center, Newark, N.J.	34,411	775	11,190	70	56
18.	AT&T Center, San Antonio	37,533	710	5,738	64	54
19.	Bridgestone Arena, Nashville, Tenn.	28,210	989	12,653	69	51
20.	American Airlines Center, Dallas	31,923	1,110	7,780	50	50
21.	Greensboro (N.C.) Coliseum	31,332	354	8,398	56	49
22.	SAP Center, San Jose, Calif.	31,702	309	5,929	63	46
23.	Verizon Arena, North Little Rock, Ark.	34,140	231	2,824	54	45
24.	Quicken Loans Arena, Cleveland	31,823	204	4,749	61	45
25.	Verizon Center, Washington	28,723	768	6,318	55	44
26.	FedEx Forum, Memphis	22,633	187	10,712	60	41
27.	Rogers Arena, Vancouver	21,610	878	10,640	69	41
28.	Philips Arena, Atlanta	22,226	482	8,983	65	39
29.	Honda Center, Anaheim, Calif.	18,940	1,069	10,744	63	38
30.	Xcel Energy Center, St. Paul, Minn.	20,855	199	9,036	63	37
10,001 TO 15,000 CAPACITY						
1.	Red Rocks Amphitheatre, Denver	331,709	5,354	16,362	71	425
2.	Radio City Music Hall, New York	69,013	2,838	14,427	85	105
3.	Millennium Park, Chicago	68,093	4,060	6,137	65	95
4.	Greek Theatre, Los Angeles	41,426	3,871	20,536	66	80
5.	Nokia Theatre L.A Live	42,363	783	19,658	64	76
6.	Tyson Events Center, Sioux City, Iowa	52,632	878	3,244	53	69
7.	DTE Energy Music Theatre, Clarkston, Mich.	33,248	8,638	7,311	69	60
8.	Intrust Bank Arena, Wichita, Kan.	35,351	1,371	6,793	74	53
9.	Bethel Woods (N.Y.) Center for the Arts	32,961	4,875	2,629	63	49
10.	Budweiser Gardens, London, Ontario	25,248	407	13306	73	48
11.	Santa Barbara (Calif.) Bowl	32,367	1,627	4,990	56	47
12.	Bryce Jordan Center, University Park, Pa.	26,404	120	6,016	64	40
13.	Broward Ctr. for Perf. Arts, Ft. Lauderdale, Fla.	25,003	637	5,080	61	38
14.	MTS Centre, Winnipeg, Manitoba	14,464	569	8,884	61	29
15.	Roanoke (Va.) Civic Center	19,186	269	4,260	49	29
16.	Spokane (Wash.) Arena	19,951	632	2,851	61	29
17.	Wolf Trap Nat. Park for Perf. Arts, Vienna, Va.	8,835	1,177	6,967	68	21
18.	Verizon Wireless Amph., Alpharetta, Ga.	11,755	916	4,363	62	21
19.	John Paul Jones Arena, Charlottesville, Va.	13,165	91	2,322	54	19
20.	Pensacola (Fla.) Bay Center	9,203	1,004	1,835	53	15

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RANK	VENUE	FACEBOOK LIKES	FB TALKING ABOUT	TWITTER FOLLOWERS	SENTIMENT SCORE	SMP SCORE
5,000 TO 2,001 CAPACITY						
1.	Ryman Auditorium, Nashville	62,231	709	70,040	80	161
2.	Fox Theatre, Atlanta	99,927	3,835	24,750	71	155
3.	Carnegie Hall, New York	83,916	961	35,700	63	145
4.	House of Blues, Boston	73,592	5,688	33,022	68	136
5.	The Tabernacle, Atlanta	64,825	7,206	24,647	62	117
6.	The Joint, Las Vegas	74,060	1,080	14,730	66	109
7.	First Avenue, Minneapolis	53,102	572	34,640	65	107
8.	The Fillmore, Detroit	59,499	2,076	18,233	63	97
9.	Cain's Ballroom, Tulsa, Okla.	60,398	2,298	13,542	68	92
10.	ACL Live at Moody Theater, Austin	54,169	1,826	19,206	74	91
11.	Masquerade Music Park, Atlanta	58,306	1,305	10,661	52	85
12.	Fabulous Fox, St. Louis, Mo.	57,290	844	10,689	62	83
13.	The NorVa, Norfolk, Va.	57,524	1,542	5,841	61	79
14.	Stubb's, Austin	50,161	497	13,280	59	77
15.	Smith Center for Perf. Arts, Las Vegas	46,593	1,545	6,958	68	67
16.	Club Nokia, Los Angeles	34,241	1,529	8,005	68	53
17.	Cowboys Dancehall, San Antonio	32,940	1,002	6,934	59	50
18.	Congress Theater, Chicago	34,517	112	6,021	51	49
19.	Palladium Ballroom, Los Angeles	29,632	627	8,492	67	47
20.	Colosseum at Caesars Palace, Las Vegas	22,831	1,425	6,944	58	38
2,000 OR LESS CAPACITY						
1.	The Roxy, West Hollywood, Calif.	491,211	6,068	131,658	85	756
2.	Gruene Hall, New Braunfels, Texas	175,553	2,550	7,006	57	223
3.	9:30 Club, Washington	61,939	1,195	41,140	51	126
4.	Viper Room, West Hollywood, Calif.	46,268	3,548	57,271	69	125
5.	Granada Theatre, Dallas	64,290	3,579	35,195	65	124
6.	House of Blues, Houston	47,462	1,151	41,645	68	108
7.	House of Blues, Dallas	62,306	1,360	23,263	69	104
8.	The Fillmore, San Francisco	47,019	3,575	30,002	82	97
9.	House of Blues, Orlando	64,792	995	7,177	61	88
10.	House of Blues, New Orleans	41,670	2,721	25,376	71	84
11.	House of Blues, Cleveland	36,562	621	20,756	70	70
12.	House of Blues, Anaheim, Calif.	43,549	3,718	6,253	63	64
13.	Ogden Theatre, Denver	36,017	3,418	13,703	61	64
14.	The Rave Ballroom, Milwaukee	27,529	1,008	20,142	74	59
15.	Avalon, Los Angeles	22,568	1,286	22,775	73	56
16.	House of Blues, Los Angeles	30,026	923	10,328	68	50
17.	Guthrie Theater, Minneapolis	25,066	460	15,116	60	49
18.	House of Blues, Chicago	25,362	402	10,672	67	44
19.	The National Theater, Norfolk, Va.	25,458	265	8,548	65	41
20.	House of Blues, Myrtle Beach	27,312	300	5,083	58	39
30,001 OR MORE CAPACITY						
1.	Turner Field, Atlanta	43,226	4,494	162	52	58
2.	Georgia Dome, Atlanta	26,216	404	12,065	66	47
3.	Soldier Field, Chicago	35,006	6,200	2,922	58	54
4.	Reliant Park, Houston	40,518	1,306	3,926	71	56
5.	MetLife Stadium, East Rutherford, N.J.	37,291	1,928	8,849	69	59
6.	Lucas Oil Stadium, Indianapolis	32,395	556	2,848	55	44
7.	Lincoln Financial Field, Philadelphia	24,848	3,069	6,254	58	42
8.	BC Place, Vancouver	16,323	920	5,351	60	28
9.	Everbank Field, Jacksonville	21,641	2,151	3,434	65	33
10.	Sun Life Stadium, Miami	17,677	1,430	7,424	69	33

{ T-BUZZ BREAKDOWN }

@ACCLive

Being in a city with a great music media industry has its benefits. In July, the venue was mentioned by six different accounts from Austin outlets with over 1,000 followers, including 10 tweets and two retweets from @Do512, which has more than 40,000 followers.

HOW WE DID IT

Anyone who follows the SMP100 has probably figured out that we're constantly tweaking our algorithm and coming up with new ways to measure things like engagement, fan reach and community size. This month's SMP100 puts more emphasis on follower counts than ever before. We're still making adjustments for market size, but when it comes to accurately analyzing social media, it's hard to deny that total Facebook Likes and Twitter Fans are still the best metrics for measuring ROI (we pulled numbers during the week of July 14-20). As more money is invested into social media advertising, evidence shows that conversion rates and gross sales are most impacted by audience size. But don't worry, we haven't given up on trying to measure engagement — in fact we have a new metric this month called T-Buzz.

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