

VT social media

FREEZE FRAME

@ATT Stadium

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November 1

AT & T Stadium

promotes the

return of Monster Jam in 2018.



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

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@bokcenter

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October 25

The BOK Center

wishes Katy Perry

a very Happy Birthday!



RANK	VENUE	FACEBOOK LIKES	FACEBOOK CHECKINS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	SMP SCORE
30,001 OR MORE CAPACITY						
1	Gillette Stadium, Foxborough, Mass.	183,352	1,480,934	445,000	211,451	2,523
2	AT&T Stadium, Arlington, Texas	299,887	2,580,701	107,000	94,756	1,168
3	Levi's Stadium, Santa Clara, Calif.	291,173	1,201,818	103,000	39,781	808
4	CenturyLink Field, Seattle	85,684	1,257,484	103,000	17,946	692
5	Arena Fonte Nova, Salvador, Brazil	411,848	325,769	94,300	19,760	636
6	MetLife Stadium, East Rutherford, N.J.	116,908	1,717,600	30,800	34,965	526
7	Georgia Dome, Atlanta	64,900	1,376,083	20,000	22,185	380
8	Arena das Dunas, Natal, Brazil	78,786	293,139	70,900	4,796	374
9	Soldier Field Stadium, Chicago	89,099	1,401,675	8,570	12,702	329
10	University of Phoenix Stadium, Glendale, Ariz.	57,084	1,200,238	19,400	6,342	313
15,001 TO 30,000 CAPACITY						
1	Madison Square Garden, New York	652,608	3,545,574	156,000	205,485	1,887
2	Staples Center, Los Angeles	267,195	3,081,569	75,000	91,284	1,103
3	Hollywood Bowl, Los Angeles	370,302	1,488,506	59,200	200,034	1,033
4	TD Garden, Boston	154,258	1,725,287	111,000	70,479	934
5	United Center, Chicago	150,659	2,181,056	82,700	46,453	847
6	Arena Monterrey (Mexico)	473,555	485,342	20,400	167,519	687
7	Barclays Center, Brooklyn, N.Y.	255,137	1,487,985	49,500	57,886	664
8	Arena Ciudad de Mexico, Mexico City	387,961	468,782	18,500	173,078	653
9	Quicken Loans Arena, Cleveland	104,118	1,257,253	75,500	23,357	600
10	Oracle Arena, Oakland, Calif.	51,955	893,579	92,200	18,024	575
11	Rupp Arena, Lexington, Ky.	207,580	539,702	76,700	33,364	547
12	Amway Center, Orlando, Fla.	159,391	1,187,454	30,600	69,640	523
13	American Airlines Center, Dallas	87,752	1,908,514	18,200	22,990	472
14	Golden 1 Center, Sacramento, Calif.	155,349	946,263	39,500	25,790	429
15	Bridgestone Arena, Nashville, Tenn.	87,214	1,247,846	24,400	41,170	423
16	BOK Center, Tulsa, Okla.	148,674	519,543	25,700	80,451	410
17	Wells Fargo Center, Philadelphia	142,945	1,269,801	14,100	26,989	379
18	Toyota Center, Houston	120,559	1,359,162	24,500	105	373
19	Amalie Arena, Tampa, Fla.	68,974	1,223,245	15,400	35,879	365
20	PPG Paints Arena, Pittsburgh	120,255	1,221,978	8,325	35,743	357
21	Air Canada Centre, Toronto	75,914	1,441,152	4,849	32,884	356
22	American Airlines Arena, Miami	163,973	1,269,608	3,112	21,101	332
23	Xcel Energy Center, Minneapolis	74,789	1,075,892	13,500	28,688	321
24	AT&T Center, San Antonio	96,432	1,289,812	7,048	13,157	308
25	SAP Center at San Jose (Calif.)	65,567	1,245,883	10,600	12,162	301
26	Pepsi Center, Denver	80,206	1,388,507	5,084	5,642	295
27	T-Mobile, Las Vegas	41,908	440,326	41,100	19,969	294
28	Prudential Center, Newark, N.J.	67,187	955,116	13,700	24,113	289
29	Coliseo de Puerto Rico, San Juan	114,385	578,205	30,100	11,173	285
30	Honda Center, Anaheim, Calif.	51,673	885,438	14,700	18,057	263
31	Sprint Center, Kansas City, Mo.	83,023	721,821	10,700	30,419	257
32	Talking Stick Resort Arena, Phoenix, Ariz.	67,664	1,052,790	8,400	6,303	249
33	Philips Arena, Atlanta	69,505	921,165	7,298	17,716	246
34	KFC Yum! Center, Louisville, Ky.	94,348	629,604	6,977	37,307	245
35	Bell Centre, Montreal	103,115	1,137,525	473	1,477	236
10,001 TO 15,000 CAPACITY						
1	The SSE Hydro, Glasgow, Scotland	131,268	552,735	13,600	366	200
2	Bell MTS Place, Montreal	39,118	329,109	14,200	23,056	173
3	Budweiser Gardens, London, Ontario	54,678	162,979	4,712	45,345	159
4	Intrust Bank Arena, Wichita, Kan.	77,345	129,293	7,868	33,689	151
5	Van Andel Arena, Grand Rapids, Mich.	53,484	450,104	3,127	13,020	135
6	Bethel Woods (N.Y.) Center for the Arts	81,607	224,802	10,000	5,287	121

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@VanAndelArena

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October 29

It's game time

Grand Rapids!



power100

RANK	VENUE	FACEBOOK LIKES	FACEBOOK CHECKINS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	SMP SCORE
7	Infinite Energy Center, Duluth, Ga.	34,414	406,935	1,982	8,824	107
8	Walmart Arkansas Music Pavilion, Rogers	56,708	103,815	11,900	9,110	106
9	Scotiabank Centre, Halifax, Nova Scotia	14,517	125,204	14,700	9,732	105
10	Jacksonville (Fla.) Veterans Memorial Arena	21,801	438,174	4,311	1,042	101
11	Spokane (Wash.) Veterans Memorial Arena	47,670	237,372	6,136	7,197	98
12	Austin360 Amphitheater, Del Valle, Texas	39,640	201,139	8,173	6,541	95
13	Royal Farms Arena, Baltimore	29,716	368,327	1,652	5,801	91
14	Citizens Business Bank Arena, Ontario, Calif.	26,755	341,722	4,108	1,852	88
15	Save Mart Center, Fresno, Calif.	29,718	208,287	8,046	3,570	86
5,001 TO 10,000 CAPACITY						
1	Mohegan Sun Arena, Uncasville, Conn.	629,221	1,359,060	43,000	199,223	1,049
2	Red Rocks Amphitheatre, Morrison, Colo.	546,620	1,763,074	14,100	936	571
3	Radio City Music Hall, New York	197,046	875,297	56,200	50,734	551
4	Billy Bob's Texas, Fort Worth, Texas	255,659	538,804	65,700	46,410	548
5	Microsoft Theater, Los Angeles	111,346	681,886	16,700	53,036	331
6	Wolf Trap National Park for Perf.Arts, Vienna, Va.	23,355	283,774	9,993	13,192	123
7	Bank of New Hampshire Pavilion, Gilford, N.H.	163,856	178,800	6,305	46	121
8	Greek Theatre, Los Angeles	22,392	157,969	15,600	3,681	105
9	The Amphitheater at the Wharf, Orange Beach, Ala.	73,821	109,936	10,700	5,393	101
10	International Convention Centre Sydney	47,273	439,511	1,461	1,047	100
2,001 TO 5,000 CAPACITY						
1	Ryman Auditorium, Nashville, Tenn.	198,128	476,901	105,000	253,572	1,086
2	Carnegie Hall, New York	217,738	361,126	72,300	91,935	620
3	Fox Theatre, Atlanta	192,991	583,036	27,600	160,568	606
4	ACL Live at Moody Theater, Austin, Texas	119,878	233,170	36,100	84,729	401
5	The Tabernacle, Atlanta, Ga.	150,653	281,070	38,300	55,847	372
6	House of Blues, Orlando (Lake Buena Vista)	183,087	549,183	22,400	44,208	343
7	House of Blues, Boston	175,497	479,640	21,400	49,374	334
8	The Pageant, St. Louis	129,711	279,099	22,400	50,035	288
9	The Rave Ballroom/Eagles Club, Milwaukee	213,782	276,049	19,600	36,741	283
10	The Wiltern, Los Angeles	86,566	253,623	26,700	34,094	252
2,000 AND FEWER CAPACITY						
1	The Roxy, West Hollywood, Calif.	451,861	162,363	51,800	151,174	717
2	First Avenue, Minneapolis, Minn.	120,871	242,509	42,000	167,333	591
3	House of Blues, Houston	205,182	478,688	27,300	100,294	472
4	House of Blues Dallas	192,347	535,796	25,100	90,723	448
5	Avalon Hollywood, Hollywood, Calif.	127,131	163,901	68,100	35,828	422
6	9:30 Club Washington DC	113,142	312,937	33,300	90,018	411
7	Cain's Ballroom, Tulsa, Okla.	132,806	195,372	27,400	80,041	355
8	Gruene Hall, New Braunfels, Texas	241,483	292,984	37,000	16,594	327
9	House of Blues, New Orleans	148,886	234,498	23,300	67,120	326
10	Viper Room, West Hollywood, Calif.	81,393	139,732	28,500	61,158	292
11	House of Blues, Chicago	196,638	406,752	16,100	33,776	278
12	The Troubador - West Hollywood, Calif.	75,323	147,884	27,400	55,792	276
13	House of Blues, Cleveland	108,094	228,988	20,700	48,932	262
14	House of Blues, Anaheim, Calif.	118,546	396,439	19,500	34,304	260
15	Granada Theatre, Dallas	109,861	131,590	21,200	53,527	258
16	House of Blues, San Diego	117,832	302,513	21,900	35,943	257
17	The Orange Peel, Asheville, N.C.	85,220	119,957	25,100	46,029	247
18	Metro Chicago	65,074	158,660	17,800	57,945	240
19	The Fillmore, San Francisco	125,150	224,518	21,600	32,082	238
20	House of Blues, Las Vegas	159,224	333,016	15,700	21,130	224

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.

FREEZE FRAME

@greek_theatre

292 3

October 24

The Greek Theatre turns Dodger blue in support of the 2017 World Series.



FREEZE FRAME

@therave

141 1

November 4

The Rave/Eagles Club promotes an evening with Breaking Benjamin and the Eli Young Band.



FREEZE FRAME

@HOBDallas

3 1

November 3

The House of Blues Dallas promotes their upcoming Ruby Revue Burlesque Show.

