



Full Analysis on the Biggest Event in Consumer Electronics

Tweet Volume and Brand Share of Voice

Network Maps

Top 100 Most Influential Individuals

Top 100 Most Influential Brands

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inside



Methodology



Comparison



Network Maps



Top 100 Lists



Key Insights



methodology

The PageRank based methodology we use to extract influencers on a particular topic (tweets mentioning #CES2016, #CES16, "CES2016" and "CES16" in this case) takes into account the number and quality of contextual references that a user receives.

These calculations are independent of a user's number of followers, but we do filter our lists based on how much a user is engaged in the conversation.

If you want to learn more, read our article that outlines influencer identification

[take me there](#)

BIG

the
data



7

days



975,427

tweets



232,733

engaged users



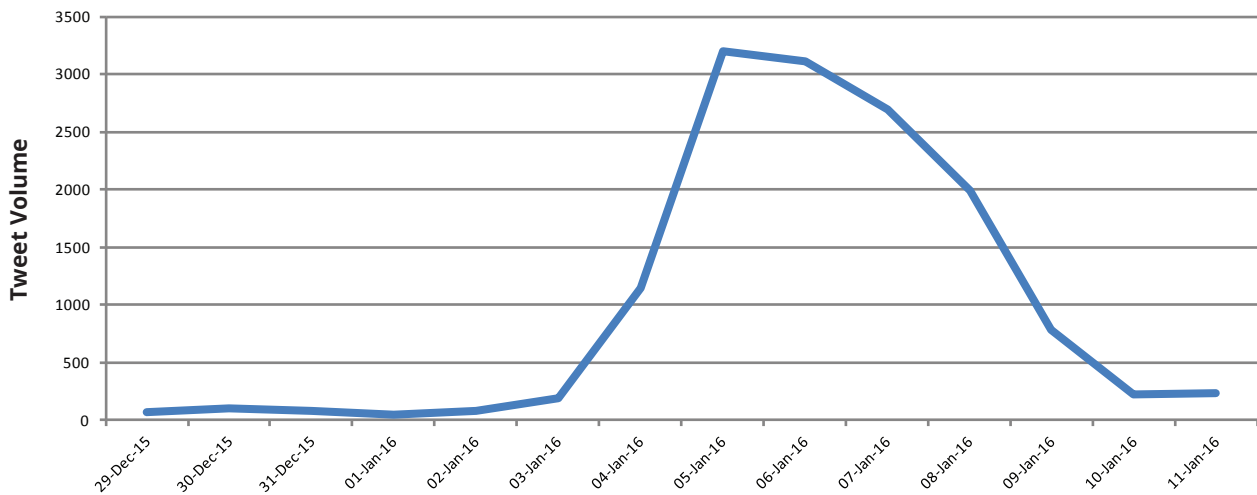
654,867

interactive tweets

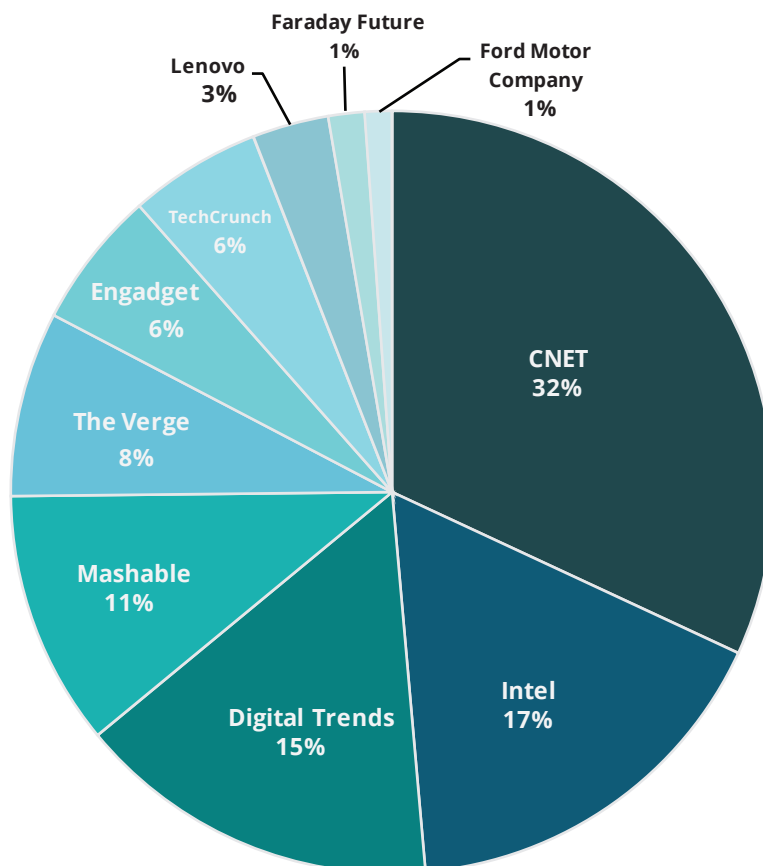
Charts

Tweet Volume and Brand Share of Voice

Official Hashtag Tweet Volume Among the Top 100 Influencers and Brands

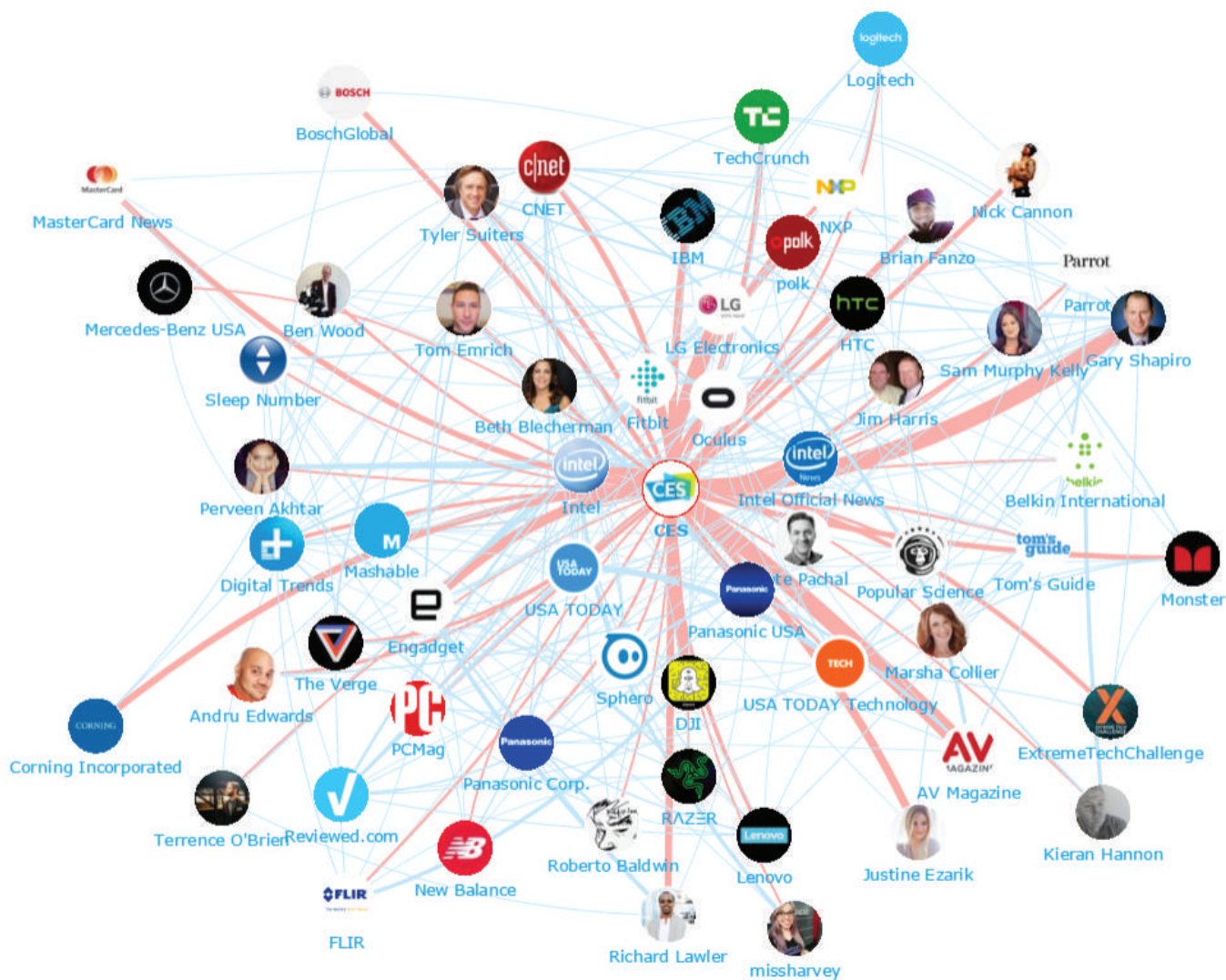


Top Brands Topic Share of Voice



Network Map

Interactions between individuals and brands
in the #CES2016 debate



Network Map

Interactions between individuals and brands
in the #CES2016 debate

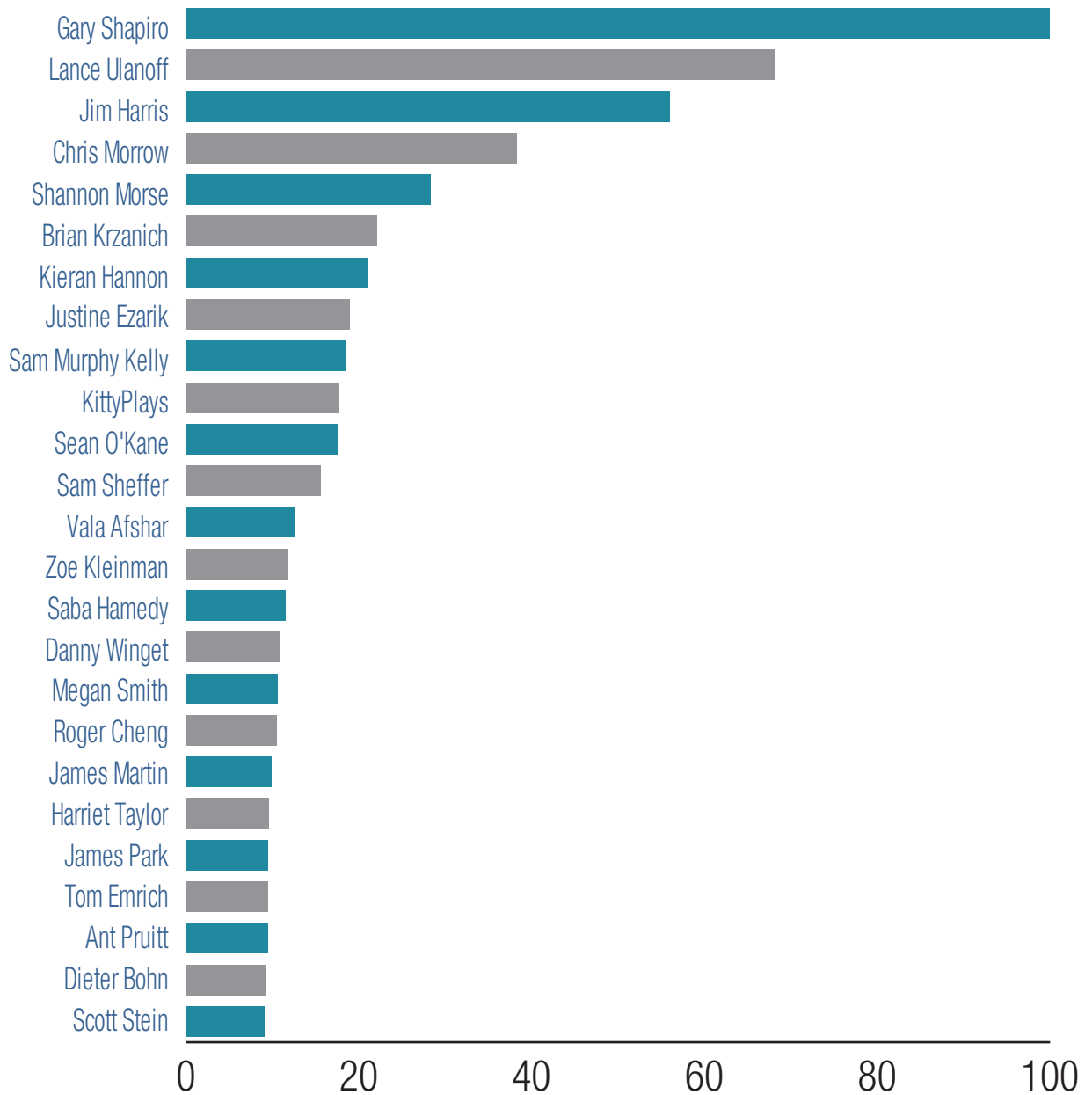




Individuals **Top 100**

How do they stack up?

INDIVIDUALS



Normalized PageRank

INDIVIDUALS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Gary Shapiro	GaryShapiro	14.41
2	Lance Ulanoff	LanceUlanoff	13.62
3	Jim Harris	JimHarris	10.72
4	Chris Morrow	morrowchris	10.28
5	Shannon Morse	Snubs	8.00
6	Brian Krzanich	bkrunner	6.78
7	Kieran Hannon	kieranhannon	6.68
8	Justine Ezarik	ijustine	6.41
9	Sam Murphy Kelly	HeySamantha	6.18
10	KittyPlays	TheKittyPlays	5.95
11	Sean O'Kane	sokane1	5.68
12	Sam Sheffer	samsheffer	5.55
13	Vala Afshar	ValaAfshar	5.42
14	Zoe Kleinman	zsk	5.18
15	Saba Hamedy	saba_h	4.99
16	Danny Winget	superscientific	4.99
17	Megan Smith	USCTO	4.93
18	Roger Cheng	RogerWCheng	4.70
19	James Martin	Jamesco	4.67
20	Harriet Taylor	Harri8t	4.62
21	James Park	parkjames	4.59
22	Tom Emrich	tomemrich	4.29
23	Ant Pruitt	ant_pruitt	4.19
24	Dieter Bohn	backlon	4.10
25	Scott Stein	jetscott	3.99
26	Ry Crist	rycrist	3.95
27	John P. Falcone	falconejp	3.89
28	David Katzmaier	dkatzmaier	3.85
29	Geoffrey Fowler	geoffreyfowler	3.84
30	Shara Tibken	sharatibken	3.74
31	Mary Catherine	mcwellons	3.63
32	Raymond Wong	raywongy	3.60
33	missharvey	missharvey	3.49
34	Governor Sandoval	GovSandoval	3.46
35	Marco della Cava	marcodellacava	3.38
36	Anthony Foxx	SecretaryFoxx	3.33
37	Brian Tong	briantong	3.29
38	Richard Lawler	rjcc	3.27
39	Ian Sherr	iansherr	3.25
40	Marsha Collier	MarshaCollier	3.24
41	Jen Copestake	jencopestake	3.20
42	Pete Pachal	petepachal	3.18
43	Brian Fanzo	iSocialFanz	3.13
44	Katie Linendoll	KatieLinendoll	3.09
45	A.R.Rahman	arahman	3.09
46	Beth Blecherman	techmama	3.09
47	Shawn DuBravac	shawndubravac	3.08
48	Mario Armstrong	marioarmstrong	3.03
49	Roberto Baldwin	strngwys	3.02
50	Perveen Akhtar	PerveenAkhtar	2.96

INDIVIDUALS 51-100

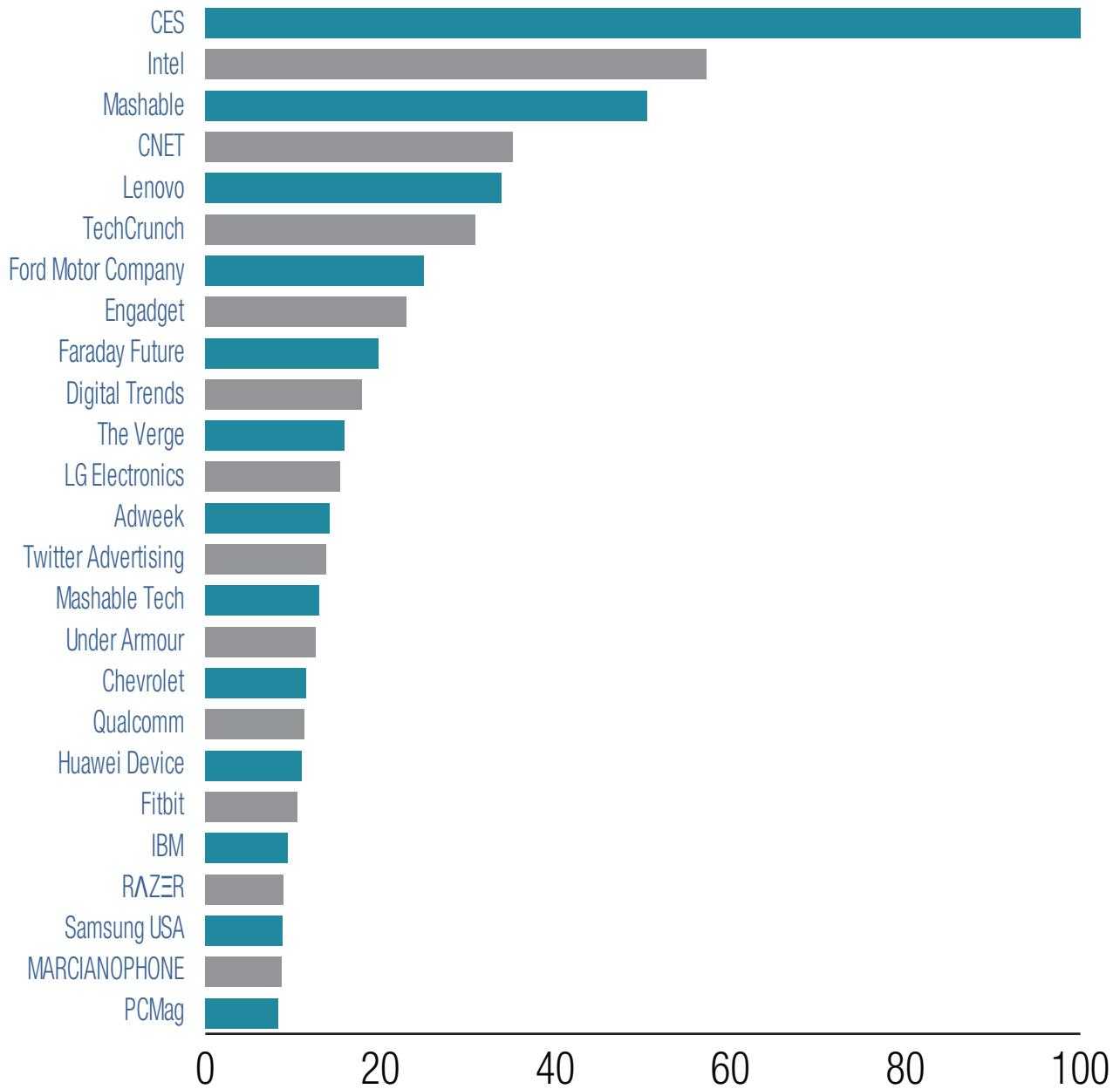
Rank	Name	Twitter Handle	Influencer Score
51	Connie Guglielmo	techledes	2.89
52	Dean Johnson	activrightbrain	2.88
53	Jenny McCarthy	JennyMcCarthy	2.88
54	jeffersongraham	jeffersongraham	2.77
55	Molly Wood	mollywood	2.72
56	Chris Velazco	chrisvelazco	2.71
57	Tim Stevens	Tim_Stevens	2.62
58	Tyler Suiters	TylerSuiters	2.62
59	Howard Homonoff	howardbh1	2.61
60	Terrence O'Brien	TerrenceOBrien	2.54
61	Bill Detwiler	billdetwiler	2.46
62	Lauren Johnson	LaurenJohnson	2.37
63	Jennifer Jolly	JenniferJolly	2.37
64	Olivia Sterns	OliviaSterns	2.37
65	Ben Wood	benwood	2.36
66	Jason Hiner	jasonhiner	2.35
67	Rory Cellan-Jones	ruskin147	2.33
68	Lauren Goode	LaurenGoode	2.29
69	Yuanqing Yang	Yuanqing_Lenovo	2.29
70	Scott Croyle	scroyle	2.23
71	Lindsey Turrentine	lturrentine	2.22
72	Eric Franklin	nidopal	2.21
73	Dave Lee	DaveLeeBBC	2.20
74	Dan Cooper	danielwcooper	2.19
75	Wex Photographic	wextweets	2.17
76	Chris Ariens	ChrisAriens	2.15
77	Michael Nuñez	MichaelFNunez	2.14
78	Omar Ishrak	MedtronicCEO	2.12
79	Deepak Chopra	DeepakChopra	2.11
80	Owen Thomas	owenthomas	2.10
81	Rich Brown	rh_brown	2.08
82	Andru Edwards	AndruEdwards	2.08
83	CTO of Seattle, WA	SeattleCTO	2.03
84	Juan Pedro Verdier	JuanPedroTV	2.03
85	Daymond John	TheSharkDaymond	2.01
86	Dom Esposito	macmixing	2.01
87	markdhoward	markdhoward	1.99
88	Adam Balkin	AdamBalkin	1.99
89	Tom Syndicate	ProSyndicate	1.94
90	Marc Saltzman	marc_saltzman	1.91
91	Claire Reilly	reillystyley	1.89
92	Jennifer Guevin	jenguevin	1.85
93	Jon Iwata	coastw	1.85
94	Holly Brockwell	holly	1.84
95	Edgar Alvarez	abcdedgar	1.83
96	Nic Healey	dr_nic	1.83
97	James Covert	jamescovert1	1.78
98	Rich Greenfield	RichBTIG	1.77
99	John Biggs	johnbiggs	1.77
100	Min-Liang Tan	minliangtan	1.76



Brands **Top 100**

How do they stack up?

BRANDS



Normalized PageRank

BRANDS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	CES	CES	100.00
2	Intel	intel	68.07
3	Mashable	mashable	56.02
4	CNET	CNET	38.32
5	Lenovo	lenovo	28.35
6	TechCrunch	TechCrunch	22.11
7	Ford Motor Company	Ford	21.13
8	Engadget	engadget	18.96
9	Faraday Future	FaradayFuture	18.47
10	Digital Trends	DigitalTrends	17.74
11	The Verge	verge	17.57
12	LG Electronics	LGUS	15.64
13	Adweek	Adweek	12.61
14	Twitter Advertising	TwitterAds	11.73
15	Mashable Tech	mashabletech	11.49
16	Under Armour	UnderArmour	10.85
17	Chevrolet	chevrolet	10.62
18	Qualcomm	Qualcomm	10.52
19	Huawei Device	HuaweiDevice	9.88
20	Fitbit	fitbit	9.59
21	IBM	IBM	9.55
22	RAZER	Razer	9.54
23	Samsung USA	Samsungtweets	9.47
24	MARCIANOPHONE	MARCIANOPHONE	9.27
25	PCMag	PCMag	9.05
26	Sleep Number	sleepnumber	8.85
27	Belkin International	belkin	8.79
28	Kodak	Kodak	8.66
29	Sony Electronics USA	SonyElectronics	8.54
30	Popular Science	PopSci	8.38
31	AT&T	ATT	8.32
32	NVIDIA	nvidia	8.14
33	Oculus	oculus	7.96
34	Logitech	Logitech	7.80
35	Audi	Audi	7.72
36	BBC Technology	BBCTech	7.67
37	CNBC	CNBC	7.64
38	DJI	DJIGlobal	7.53
39	polk	polkaudio	7.45
40	Parrot	Parrot	7.42
41	CBS This Morning	CBSThisMorning	7.10
42	Windows	Windows	6.83
43	CNNMoney	CNNMoney	6.77
44	Forbes	Forbes	6.75
45	Sony	Sony	6.33
46	The Next Web	TheNextWeb	6.32
47	Panasonic USA	PanasonicUSA	6.28
48	New Balance	newbalance	6.18
49	Sphero	Sphero	6.14
50	USA TODAY	USATODAY	6.13

BRANDS 51-100

Rank	Name	Twitter Handle	Influencer Score
51	IGN	IGN	5.89
52	MasterCard News	MasterCardNews	5.77
53	#HERO4Session	GoPro	5.74
54	TobiiTechnology	TobiiTechnology	5.72
55	Consumer Tech Assocn	CTATech	5.67
56	Volvo Cars US	volvocarsus	5.61
57	Amazon	amazon	5.57
58	Dell	Dell	5.55
59	The FAA	FAANews	5.27
60	Panasonic Corp.	panasonic	5.18
61	BlackBerry	BlackBerry	5.12
62	Mercedes-Benz USA	MBUSA	5.09
63	Dschwen LLC.	dschwen	5.06
64	IBM Watson	IBMWatson	4.96
65	Orée	oreeartisans	4.95
66	BMW	BMW	4.86
67	Withings	Withings	4.84
68	Mercedes-Benz	MercedesBenz	4.51
69	HTC Vive	htcvive	4.46
70	CNN	CNN	4.45
71	Tom's Guide	tomsguide	4.34
72	Samsung Mobile	SamsungMobile	4.30
73	Toyota USA	Toyota	4.26
74	Variety	Variety	4.22
75	AMD	AMD	4.21
76	Yuneec Aviation	YuneecAviation	4.18
77	NikonUSA	NikonUSA	3.90
78	Huawei Technologies	Huawei	3.86
79	HP	HP	3.85
80	General Motors	GM	3.65
81	BBC Outside Source	BBCOS	3.57
82	McCarran Airport	LASairport	3.54
83	3D Systems	3dsystemscorp	3.53
84	Monster	MonsterProducts	3.49
85	10-Vins	10_Vins	3.48
86	Reviewed.com	revieweddotcom	3.40
87	AV Magazine	AVMag	3.39
88	TurnerSportsPR	TurnerSportsPR	3.38
89	SlashGear	slashgear	3.38
90	TechRadar	techradar	3.37
91	CNN Tech	cnntech	3.36
92	Verge Transportation	vergecars	3.34
93	3D Robotics	3DRobotics	3.21
94	Re/code	Recode	3.21
95	TAG Heuer	TAGHeuer	3.15
96	Polaroid	Polaroid	3.10
97	WIRED Insider	WIREDInsider	3.03
98	Wrights Media	wrightsmedia	3.01
99	Letv USA	letvusa	3.00
100	Car and Driver	CARandDRIVER	2.91

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