

# An Overview of the Existing Online Fan Community for Canberra Raiders and the NRL

This packet contains raw information. No attempt has been made to analyze this data. It is provided as a courtesy to give benchmarks for information pertaining to the online communities for the NRL and the Canberra Raiders.

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# 43 Things

43 things is a goal setting community found at <http://www.43things.com/>. As of June 18, 2010, there are no goals related to the Canberra Raiders. There are 8 total goals for all other NRL teams.

## Alexa

Alexa ranks websites based on traffic. This data is gathered using toolbars that people on the web download and install. Data was gathered on selected dates as indicated by the column included. The higher the rank, the more traffic a site gets in Australia. Traffic patterns for NRL and AFL teams tend to fluctuate based on day of the week, with increased traffic on and around game day.

Official NRL Club Websites: Australian Traffic Ranking by Date											
	1-May-10	10-May-10	13-May-10	18-May-10	2-Jun-10	5-Jun-10	8-Jun-10	14-Jun-10	16-Jun-10	17-Jun-10	18-Jun-10
NRL	137	124	127	128	130	139		126	123	123	126
Brisbane Broncos	5,668				6,972	6,094	5,857	4,885			4,540
Canberra Raiders									13,870	14,489	14,533
Canterbury-Bankstown Bulldogs											11,071
Cronulla Sharks	15,193					18,169		16,195			15,352
Gold Coast Titans	14,807					19,366		22,673			25,240
Manly Warringah Sea Eagles											8,316
Melbourne Storm	2,730	2,564		2,434	11,340	12,304		25,470		26,107	22,130
New Zealand Warriors											51,669
Newcastle Knights	27,042					67,121		93,609			78,206
North Queensland Cowboys											n/a
Parramatta Eels											9,938
Penrith Panthers	23,276					25,798		20,462	19,275		20,629
South Sydney Rabbitohs	6,009				7,131	7,809		6,941	6,695		6,538
St George Illawarra Dragons	4,845				4,664	5,398		6,580	6,909		7,941
Sydney Roosters	8,793					15,478		13,796	14,037		13,503
West's Tigers											15,508



# Bebo

Bebo is a social networking site that is popular in Australia, Ireland and the United Kingdom. As of June 18, 2010, 85 people listed "Canberra Raiders" as an interest on the site. Information was available for 79 of these members. This compares to January 24, 2010 when 83 people had listed the team as an interest and their information visible.

The following charts give a demographic picture of the fans on bebo.

Canberra Raiders on Bebo		
Gender	24-Jan-10	18-Jun-10
Female	11	11
Male	51	57
Unknown	21	11
Total	83	79
% female	13%	14%
% male	61%	72%
% unknown	25%	14%

Canberra Raiders on Bebo		
Age	24-Jan-10	18-Jun-10
Mean	23.4	23.3
Median	21	22
Mode	19	20
Count	44	49

Canberra Raiders on Bebo		
Country	24-Jan-10	18-Jun-10
Australia	43	50
New Zealand	2	3
United Kingdom	1	1
Total	46	54
% Australia	93.5%	92.6%
% New Zealand	4.3%	5.6%
% United Kingdom	2.2%	1.9%

Canberra Raiders on Bebo		
State	24-Jan-10	18-Jun-10
Australian Capital Territory	11	11
New South Wales	20	24
Northern Territory	0	0
Queensland	9	10
South Australia	0	0
Tasmania	0	0
Victoria	1	1
Western Australia	1	1

People can list the city that they live in on their profile. The following map gives an idea of the geographic distribution of Raiders fans on bebo who live in Queensland, New South Wales and the ACT.






# Bebo

Bebo allows users to upload video, create pages for bands and to create groups. The following chart shows the number of items listed for each time by category and date. These numbers are generally static and do not change regularly.

NRL Team Interest on bebo by Date								
Team	Interest	People	Video	Music	Groups	Apps	Skins	Date
Brisbane Broncos	Brisbane Broncos	280	156	53	75	2	0	8-Jun-10
Brisbane Broncos	Brisbane Broncos	280	156	53	75	2	0	15-Jun-10
Brisbane Broncos	Brisbane Broncos	280	156	53	75	2	0	18-Jun-10
Canberra Raiders	Canberra Raiders	85	56	42	47	1	0	16-Jun-10
Canberra Raiders	Canberra Raiders	85	56	42	47	1	0	18-Jun-10
Canterbury-Bankstown Bulldogs	Canterbury-Bankstown Bulldogs	11	14	50	33	0	0	18-Jun-10
Cronulla Sharks	Cronulla Sharks	102	46	39	52	0	0	18-Jun-10
Gold Coast Titans	Gold Coast Titans	136	45	46	65	0	0	16-Jun-10
Gold Coast Titans	Gold Coast Titans	136	45	46	65	0	0	18-Jun-10
Manly Warringah Sea Eagles	Manly Warringah Sea Eagles	16	10	11	29	0	0	18-Jun-10
Melbourne Storm	Melbourne Storm	402	174	69	109	0	0	8-Jun-10
Melbourne Storm	Melbourne Storm	402	174	69	109	0	0	15-Jun-10
Melbourne Storm	Melbourne Storm	402	174	69	109	0	0	18-Jun-10
New Zealand Warriors	New Zealand Warriors	45	88	31	52	0	0	18-Jun-10
Newcastle Knights	Newcastle Knights	261	112	74	84	0	0	18-Jun-10
North Queensland Cowboys	North Queensland Cowboys	69	25	35	56	0	0	18-Jun-10
NRL	NRL	2944	1226	483	575	16	1	18-Jun-10
Parramatta Eels	Parramatta Eels	471	151	134	130	0	0	15-Jun-10
Parramatta Eels	Parramatta Eels	471	151	134	130	0	0	18-Jun-10
Penrith Panthers	Penrith Panthers	163	61	50	60	1	0	18-Jun-10
South Sydney Rabbitohs	South Sydney Rabbitohs	93	81	51	66	0	0	18-Jun-10
St George Illawarra Dragons	St George Illawarra Dragons	66	34	41	46	0	0	18-Jun-10
Sydney Roosters	Sydney Roosters	260	109	100	108	0	0	18-Jun-10
Wests Tigers	Wests Tigers	184	114	79	88	0	0	18-Jun-10

## BlackPlanet

BlackPlanet is a popular network for African Americans. The site's audience is mostly American but there are a few Australians and Australian sports fans on the network. As of June 18, 2010, zero people list the Canberra Raiders as an interest. One person listed the NRL as an interest.



# blogger

blogger is a popular blog hosting site. People's profiles include interests that they list. As of June 19, 2010, 4 people list the Canberra Raiders an interest. This number is unchanged since January 15, 2010. This compares to the Melbourne Storm who have 5 people who include them as an interest, 10 for the Wests Tigers, 1 for the Newtown Jets and 2 for the Gold Coast Titans. The following chart dates to January 2010 and includes demographic data related to people who listed NRL teams as an interest.

Team	Name	Age	Gender	Sign	City	State	Country	Date gathered
Brisbane Broncos	BLUESBIRD	57 year old	male	Aquarius			Australia	2-Jan-10
Brisbane Broncos	Glenn	31 year old	male	Aquarius	Woolooware	New South Wales	Australia	2-Jan-10
Brisbane Broncos	Graeme Brown	48 year old	male	Cancer	Deer Park	Victoria	Australia	2-Jan-10
Brisbane Broncos	Hog's Breath Cafe	20 year old	male	Aries			Australia	2-Jan-10
Brisbane Broncos	HOOT		female				Australia	2-Jan-10
Brisbane Broncos	Jim OBRIEN	43 year old	male	Gemini	Brisbane	Queensland	Australia	2-Jan-10
Brisbane Broncos	Joel	20 year old	male				Australia	2-Jan-10
Brisbane Broncos	Mooselet	40 year old	female	Sagittarius	Brisbane	Queensland	Australia	2-Jan-10
Brisbane Broncos	Pre10da	25 year old	female	Aries	Sydney	New South Wales	Australia	2-Jan-10
Brisbane Broncos	Sophie		female	Aries		Queensland	Australia	2-Jan-10
Brisbane Broncos	sparky		female	Libra	Brisbane	Queensland	Australia	2-Jan-10
Brisbane Broncos	Unkoo	19 year old	male	Scorpio	Sydney	New South Wales	Australia	2-Jan-10
Canberra Raiders	Asperger Pete	39 year old	male	Capricorn	Umina Beach	New South Wales	Australia	15-Jan-10
Canberra Raiders	Banana Mango	26 year old	male	Scorpio	Sydney	New South Wales	Australia	15-Jan-10
Canberra Raiders	BigRed10	21 year old	female	Pisces	Leeds	West Yorkshire	United Kingdom	15-Jan-10
Canberra Raiders	John McCulloch	50 year old	male	Virgo	Warabrook	New South Wales	Australia	15-Jan-10
Canterbury-Bankstown	Cherry!	33 year old	female	Virgo		London	United Kingdom	17-Jan-10
Canterbury-Bankstown	Christian Singh	16 year old	male	Virgo		Merseyside	United Kingdom	17-Jan-10
Cronulla-Sutherland	S Dale Barr	37 year old	male	Gemini	Narellan	New South Wales	Australia	17-Jan-10
Cronulla-Sutherland	S Daniel		male	Aries	The Inner West, Sydney	New South Wales	Australia	17-Jan-10
Cronulla-Sutherland	S debi		female				Australia	17-Jan-10
Cronulla-Sutherland	S Gregory Kerfoot	30 year old	male	Taurus	Sydney	New South Wales	Australia	17-Jan-10
Cronulla-Sutherland	S Karen's Blog		female		Leura	New South Wales	Australia	17-Jan-10
Cronulla-Sutherland	S Michael Garbutt	24 year old	male	Aries	Sydney	New South Wales	Australia	17-Jan-10
Cronulla-Sutherland	S sledgegross				Bankstown	New South Wales	Australia	17-Jan-10
Cronulla-Sutherland	S Steven Raffter		male		Melbourne	Victoria	Australia	17-Jan-10
Gold Coast Titans	GPS Justin		male	Taurus	Sydney	New South Wales	Australia	15-Jan-10
Gold Coast Titans	Punter	25 year old	male	Capricorn	Gold Coast	Queensland	Australia	15-Jan-10
Melbourne Storm	Christopher Garcia	38 year old	male	Virgo		Victoria	Australia	15-Jan-10
Melbourne Storm	David Willing		male		Melbourne	Victoria	Australia	9-May-10
Melbourne Storm	pink fairy	16 year old	female	Cancer	Fernvale	Queensland	Australia	15-Jan-10
Melbourne Storm	Tim	18 year old	male	Sagittarius	Brisbane	Queensland	Australia	15-Jan-10
Melbourne Storm	Ytoojae	29 year old	male	Capricorn	Melbourne	Victoria	Australia	15-Jan-10
New Zealand Warriors	Rix	32 year old	male	Cancer	Ducos	Noumea	New Caledonia	15-Jan-10
Newcastle Knights	Geoff King	44 year old	male	Aquarius	Newcastle	New South Wales	Australia	16-Jan-10
Newcastle Knights	Micky_Blue89		male			New South Wales	Australia	16-Jan-10
Newcastle Knights	Six Packer	30 year old	male	Scorpio	Newcastle	New South Wales	Australia	16-Jan-10
Newcastle Knights	The Mini Mini Boys		male			Queensland	Australia	16-Jan-10
Newtown Jets	Zac	253 year old		Capricorn	Sydney	New South Wales	Australia	16-Jan-10
North Sydney Bears	(D				Woollahra	New South Wales	Australia	16-Jan-10
Parramatta Eels	Cindy Tran	19 year old	female		Bathurst	New South Wales	Australia	16-Jan-10
Parramatta Eels	kelliejane		female	Capricorn	Sydney	New South Wales	Australia	16-Jan-10
Parramatta Eels	Lairdy		male		Sydney	New South Wales	Australia	16-Jan-10
Parramatta Eels	Marty-1	41 year old	male	Pisces		New South Wales	Australia	16-Jan-10
Parramatta Eels	OC						Australia	16-Jan-10
Parramatta Eels	Prudence Amanda	38 year old		Leo		New South Wales	Australia	16-Jan-10
Parramatta Eels	Rob	49 year old	male	Gemini	Brisbane	Queensland	Australia	16-Jan-10
Parramatta Eels	Travelling Man Dov	32 year old	male	Scorpio	Sydney	New South Wales	Australia	16-Jan-10
Penrith Panthers	becki	18 year old	female	Aries	Sydney	New South Wales	Australia	16-Jan-10
Penrith Panthers	Kelpies Travel				Chester-le-Street	Durham	United Kingdom	16-Jan-10
Penrith Panthers	Razztuss		male				Australia	16-Jan-10
South Sydney Rabbit	Auntie Simone	40 year old	female	Pisces	Sydney	New South Wales	Australia	17-Jan-10
South Sydney Rabbit	Brett Whipp	26 year old	male	Scorpio	Sydney	New South Wales	Australia	17-Jan-10
South Sydney Rabbit	enchanted_mud	19 year old	female	Aries		New South Wales	Australia	17-Jan-10
South Sydney Rabbit	(Phil					Samut Prakan	Thailand	17-Jan-10
South Sydney Rabbit	(Phil Coorey	34 year old	male	Gemini	Toowoomba	Queensland	Australia	17-Jan-10
South Sydney Rabbit	Rachel Khoury	21 year old	female	Aries	Sydney	New South Wales	Australia	17-Jan-10
St. George Illawarra	D Greg Chapman		male	Virgo	Robertson	New South Wales	Australia	17-Jan-10
St. George Illawarra	D hotcelebs	23 year old	male	Aries	Sydney	New South Wales	Australia	17-Jan-10
St. George Illawarra	D Starks	25 year old	male	Libra	Sydney	New South Wales	Australia	17-Jan-10
St. George Illawarra	D Trev	46 year old	male	Sagittarius	Canberra	Australian Capital Territory	Australia	17-Jan-10
Sydney Roosters	fibi_funk	22 year old	female	Leo	Tomo	New South Wales	Australia	17-Jan-10
Sydney Roosters	Lauren	18 year old	female	Cancer	Wollongong	New South Wales	Australia	17-Jan-10
Sydney Roosters	Phoenix	21 year old	male	Libra	Sydney	New South Wales	Australia	17-Jan-10
Sydney Roosters	Rewster	21 year old	male	Aquarius	Sydney	New South Wales	Australia	17-Jan-10
Sydney Roosters	Scott Truelove		male		Sydney	New South Wales	Australia	17-Jan-10
Sydney Roosters	scotty		male	Gemini	Melbourne	Victoria	Australia	17-Jan-10
Sydney Roosters	Snoop Wogg		male				Australia	17-Jan-10
Sydney Roosters	Stuart		male		Sydney	New South Wales	Australia	17-Jan-10
Wests Tigers	Ben McLaughlin		male		Sydney	New South Wales	Australia	13-Jan-10
Wests Tigers	bryso	54 year old	male	Cancer	Wollongong	New South Wales	Australia	13-Jan-10
Wests Tigers	crazy craves		male		Sydney	New South Wales	Australia	13-Jan-10
Wests Tigers	El Cambo	20 year old	female	Leo			Australia	13-Jan-10
Wests Tigers	Hatrabbit						Australia	13-Jan-10
Wests Tigers	Simon Gilbert-Barr	30 year old	male	Pisces	Great Yarmouth	Norfolk	United Kingdom	13-Jan-10
Wests Tigers	tigerchick	18 year old	female	Capricorn	Sunshine Coast	Queensland	Australia	13-Jan-10
Wests Tigers	welly_phoenix		male			Wellington	New Zealand	13-Jan-10
Wests Tigers	Zen Lunatic	253 year old	male	Leo		Queensland	Australia	13-Jan-10
Wests Tigers	Zen Lunatic	253 year old	male	Leo		Queensland	Australia	13-Jan-10



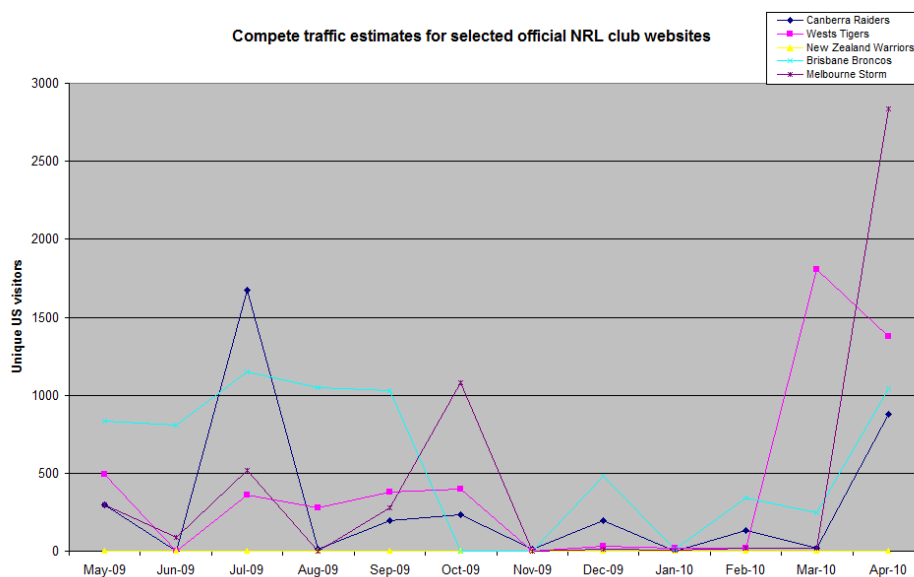
## care2

care2 is a small social network dedicated to people who are interested in making a difference. There is a small population of Australians and Australian sport fans on the network. As of June 16, 2010, zero people list the Canberra Raiders as an interest, no one has uploaded any photos of the team, created a group, blogged about or created a petition about the Canberra Raiders. People have done this for the Melbourne Storm and Parramatta Eels.

## Compete

Compete is an analytics company similar to Alexa. It also collects information from user installed toolbars to calculate how many estimated unique visitors sites get each months. Compete's calculations are based on US visitors only. Below is a table and chart showing these estimates for the period between May 2009 and May 2010.

Compete: Unique Visitors					
	Canberra Raiders	Wests Tigers	New Zealand Warriors	Brisbane Broncos	Melbourne Storm
May-09	296	491	0	832	296
Jun-09	0	0	0	807	86
Jul-09	1673	362	0	1150	518
Aug-09	12	281	0	1047	0
Sep-09	197	381	0	1032	280
Oct-09	234	401	0	1	1079
Nov-09	10	0	0	0	3
Dec-09	198	29	0	480	15
Jan-10	3	20	0	13	8
Feb-10	131	18	0	338	16
Mar-10	16	1808	0	245	16
Apr-10	880	1379	0	1041	2834
May-10	913	1857	0	1364	1248







# facebook

Another way to measure interest is based on the number of fanpages dedicated to a team and the total people who like the fanpage. The following table contains list of communities that feature the Canberra Raiders and the total members for those pages. The list was compiled on June 19, 2010.

Canberra Raiders Fan Pages				
Name	Url	Total members	Type	Date checked
Canberra Raiders	<a href="http://www.facebook.com/pages/Canberra-Australia/Canberra-Raiders/44722778922">http://www.facebook.com/pages/Canberra-Australia/Canberra-Raiders/44722778922</a>	1,138	Page	24-Mar-10
Canberra Raiders	<a href="http://www.facebook.com/profile.php?v=wall&amp;ref=profile&amp;id=1589356881">http://www.facebook.com/profile.php?v=wall&amp;ref=profile&amp;id=1589356881</a>	2,583	User	6-Apr-10
Canberra Raiders	<a href="http://www.facebook.com/profile.php?v=wall&amp;ref=profile&amp;id=1589356881">http://www.facebook.com/profile.php?v=wall&amp;ref=profile&amp;id=1589356881</a>	2,775	User	10-May-10
Canberra Raiders	<a href="http://www.facebook.com/profile.php?v=wall&amp;ref=profile&amp;id=1589356881">http://www.facebook.com/profile.php?v=wall&amp;ref=profile&amp;id=1589356881</a>	2,883	User	30-May-10
Canberra Raiders	<a href="http://www.facebook.com/profile.php?v=wall&amp;ref=profile&amp;id=1589356881">http://www.facebook.com/profile.php?v=wall&amp;ref=profile&amp;id=1589356881</a>	3,108	User	15-Jun-10
Canberra Raiders	<a href="http://www.facebook.com/canberrairaiders">http://www.facebook.com/canberrairaiders</a>	6,059	Sports Team	19-Jun-10
Canberra Raiders	<a href="http://www.facebook.com/pages/Canberra-Australia/Canberra-Raiders/44722778922">http://www.facebook.com/pages/Canberra-Australia/Canberra-Raiders/44722778922</a>	1,227	Sports Team	19-Jun-10
Canberra Raiders	<a href="http://www.facebook.com/pages/Canberra-Raiders/107811962573583">http://www.facebook.com/pages/Canberra-Raiders/107811962573583</a>	157	Page	19-Jun-10
Canberra Raiders	<a href="http://www.facebook.com/pages/Canberra-Raiders/370953541588">http://www.facebook.com/pages/Canberra-Raiders/370953541588</a>	63	Page	19-Jun-10
Canberra Raiders	<a href="http://www.facebook.com/pages/Canberra-Australia/Canberra-Raiders/142939450791">http://www.facebook.com/pages/Canberra-Australia/Canberra-Raiders/142939450791</a>	173	Sports Team	19-Jun-10
Canberra Raiders	<a href="http://www.facebook.com/pages/Canberra-Raiders/148093829783">http://www.facebook.com/pages/Canberra-Raiders/148093829783</a>	34	Sports / Athle	19-Jun-10
Canberra Raiders	<a href="http://www.facebook.com/pages/Canberra-Raiders/105808109459157">http://www.facebook.com/pages/Canberra-Raiders/105808109459157</a>	14	Sports / Athle	19-Jun-10
Todd Camey 16 - Canberra Raiders 6 ..... (17/4/2010) Roosters Vs. Raiders	<a href="http://www.facebook.com/pages/Todd-Camey-16-Canberra-Raiders-61742010-Roosters-Vs-Raiders/117965208220477">http://www.facebook.com/pages/Todd-Camey-16-Canberra-Raiders-61742010-Roosters-Vs-Raiders/117965208220477</a>	209	Athlete	19-Jun-10
I'm a 2010 Canberra Raiders member	<a href="http://www.facebook.com/pages/Canberra-Australia/m-a-2010-Canberra-Raiders-member/217845443478">http://www.facebook.com/pages/Canberra-Australia/m-a-2010-Canberra-Raiders-member/217845443478</a>	64	Sports Team	19-Jun-10
i bet u i can find 10,000 people who hate canberra raiders	<a href="http://www.facebook.com/pages/i-bet-u-i-can-find-10000-people-who-hate-canberra-raiders/115693885130853">http://www.facebook.com/pages/i-bet-u-i-can-find-10000-people-who-hate-canberra-raiders/115693885130853</a>	60	Local Busines	19-Jun-10
CANBERRA RAIDERS (GREEN MACHINE)	<a href="http://www.facebook.com/pages/CANBERRA-RAIDERS-GREEN-MACHINE/131955160151271">http://www.facebook.com/pages/CANBERRA-RAIDERS-GREEN-MACHINE/131955160151271</a>	4	Sports Team	19-Jun-10
Supporting the Canberra Raiders	<a href="http://www.facebook.com/pages/Supporting-the-Canberra-Raiders/378099581051">http://www.facebook.com/pages/Supporting-the-Canberra-Raiders/378099581051</a>	15	Page	19-Jun-10
On a scale of 1-Canberra Raiders how premature are you	<a href="http://www.facebook.com/pages/On-a-scale-of-1-Canberra-Raiders-how-premature-are-you/125897990754134">http://www.facebook.com/pages/On-a-scale-of-1-Canberra-Raiders-how-premature-are-you/125897990754134</a>	2	Page	19-Jun-10
Raiders de canberra	<a href="http://www.facebook.com/pages/Raiders-de-canberra/106471522724049">http://www.facebook.com/pages/Raiders-de-canberra/106471522724049</a>	1	Page	19-Jun-10

Fanpages tend to be more desirable as updates by the maintainer can appear on a user's timeline. This is not always the case with groups. Fanpages are also given a preference when people are searching for a term.

# Foursquare

Foursquare is the most popular geolocation service in Australia. Foursquare allows users to checkin to locations, get badges for the type and quantity of checkins they make, find out where their friends are and become mayor of a place by checking into a location more times than anyone else. It also allows people to over advice about a location, create to do items for locations, and locate a place on a map. A location for Canberra Stadium has been created. The following is a list of total checkins for the location. These totals were tallied between 9pm that day and 8am the morning after.

Foursquare Checkins Between June 4 and June 20 for Canberra Stadium							
Name	Type	Link	Checkins	Unique Visitors	Mayor	League	Date checked
Bruce Stadium	Stadium	<a href="http://foursquare.com/venue/1931296">http://foursquare.com/venue/1931296</a>	41	25	static 22	NRL	10-May-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	37	25		NRL	4-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	1	1		NRL	4-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	42	28		NRL	5-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	2	2		NRL	5-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	44	29	rupertbrock	NRL	6-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	4	4		NRL	6-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	44	29	rupertbrock	NRL	7-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	4	4		NRL	7-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	44	29	rupertbrock	NRL	11-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	4	4		NRL	11-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	44	29	rupertbrock	NRL	12-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	4	4		NRL	12-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	44	29	rupertbrock	NRL	13-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	4	4		NRL	13-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	44	29	rupertbrock	NRL	14-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	4	4		NRL	14-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	44	29	rupertbrock	NRL	16-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	4	4		NRL	16-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	44	29	rupertbrock	NRL	17-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	4	4		NRL	17-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	44	29	rupertbrock	NRL	18-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	4	4		NRL	18-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	44	29	rupertbrock	NRL	19-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	4	4		NRL	19-Jun-10
Bruce Stadium	Football	<a href="http://foursquare.com/venue/1445259">http://foursquare.com/venue/1445259</a>	44	29	rupertbrock	NRL	20-Jun-10
Canberra Stadium		<a href="http://foursquare.com/venue/3777394">http://foursquare.com/venue/3777394</a>	4	4		NRL	20-Jun-10





## Gaia Online

Gaia Online is a role playing network that has a number of social networking components. It is relatively popular in Australia and tends to cater to a teenaged audience. As of June 21, 2010, one member lists the Canberra Raiders. This is unchanged from March 11, 2010. There are a few fans of the NRL and other teams in Australia on the network. They are included on the list below.

Interest	Name	City	State	Country	Age	Gender	Registered
Brisbane Broncos	Wallad			Australia	18		
Parramatta Eels	sharmayn	Sydney	New South Wales	Australia	18		1-Jun-07
Sydney Roosters	Slick_Schmitchick69	Coonabarabran	New South Wales	Australia		Female	25-Nov-05
Sydney Roosters	amzleigh_chick69	Coonabarabran	New South Wales	Australia		Female	24-Nov-05
Sydney Roosters	VolfiesPup						
Sydney FC	moT-Tnica			Australia		Female	17-Apr-07
Sydney FC	Baptista					Male	3-Sep-05
Canberra Raiders	The Bullgod	Canberra	Australian Capital	Australia	22		16-Feb-06
Western Bulldogs	amzalli^^			Australia	16	Female	14-Dec-05
ACT Brumbies	The Bullgod	Canberra	Australian Capital	Australia	22		16-Feb-06

## Gowalla

Gowalla is one of the three most popular geolocation services in Australia. It is not as popular as foursquare. People use it to check in at places where they are at the moment. They can upload pictures they take at a location. It is half game where you collect pins for quantity and type of checkins. It is also a way of finding out what your friends are doing, finding out about the location and getting advice for things to do at the location.

Canberra Stadium is listed on the service at <http://gowalla.com/spots/83907>. Raiders fans have checked in to games in the past, including one fan at the Raiders vs. Broncos game about three months ago.

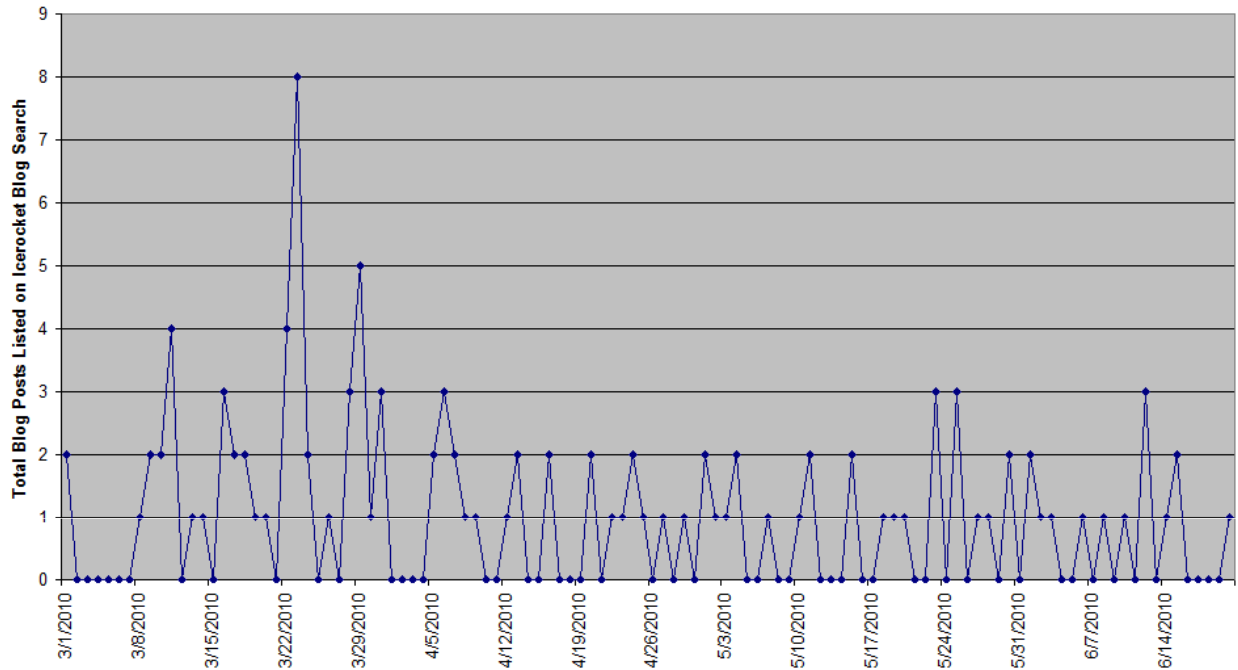




# IceRocket

Ice Rocket is a search engine. One of the things that it has is a specialized blog search. Using this search, you can tabulate how many posts by day were made involving a specific search team. A search was run for the "Canberra Raiders." The following chart was constructed those that data for the period between March 1 and June 20, 2010.

Total Posts by Date Mentioning the Canberra Raiders



# LinkedIn

LinkedIn is a social network aimed at professionals. It is really popular in the United States. There are several groups dedicated to Australian sports teams on it. There are no groups dedicated to the Canberra Raiders on it. There are groups for the Brisbane Broncos and Sydney Roosters.



# LiveJournal and Clones

LiveJournal is a blogging site that is popular in Australia. The software is opensource and several people have created clones. There are a number of communities and a lot of people who list Australian sports teams as interests on LiveJournal and its clones. 28 people list the Canberra Raiders as an interest on LiveJournal. No one lists the team as an interest on the more popular clones including InsaneJournal, JournalFen, Dreamwidth Studios, Blurty and inksome. Below is a table with details about all the people listing the team as an interest.

LiveJournal: People Listing the Canberra Raiders as a Interest				
username	City	State	Country	Year of Birth
my_sn_therapy	Sydney	New South Wales	Australia	
sneaky_monkey	Canberra	Australian Capital Territory	Australia	
twinkling_starz				
walover165	Canberra	Australian Capital Territory	Australia	1988
nzstockcarcrazy	Auckland	Auckland	New Zealand	
crumpy	Gold Coast	Queensland	Australia	1973
miss_tilley	Canberra	Australian Capital Territory	Australia	
arrowchan	Canberra	Australian Capital Territory	Australia	
inverto	Brisbane	Queensland	Australia	1980
dai24	Canberra	Australian Capital Territory	Australia	1981
cold_ace	Canberra	Australian Capital Territory	Australia	
kittabella			Australia	1980
littlemissscifi	Canberra	Australian Capital Territory	Australia	1983
dbegan4				
ballerina_sam89			Australia	1989
still_life	Canberra	Australian Capital Territory	Australia	
eskimodora	Sydney	New South Wales	Australia	
jesseciah	Quaker Hill	New South Wales	Australia	
the_ozz_man	Sydney	New South Wales	Australia	
el_dandy_fuji	Newcastle	New South Wales	Australia	
hrtpervert			Australia	
croikey	Sydney	New South Wales	Australia	
puerco_pibil				
spooney	Newcastle	New South Wales	Australia	
rat_in_hat	Canberra	Australian Capital Territory	Australia	1984
seamonkey44	Newcastle	New South Wales	Australia	
highway_donkey	Canberra	Australian Capital Territory	Australia	
bretski	Perth	Western Australia	Australia	

Of the 5 communities that list the team as an interest, none are specifically about the Canberra Raiders. A full text search for the team on the network indicates that while 28 people list them as an interest, few bother to discuss them publicly. 1 post was made around June 14, and one was made on May 4, 2010. The next most recent publicly available in LiveJournal's search post was made on June 23, 2009.

# MySpace

MySpace was one of the first social networking sites to hit the mainstream. In the past three years, its popularity has declined but still maintains an active population. When searching for Canberra Raiders on June 21, 2010, 2 people, 0 songs, 0 artists, 1 music video, 7 videos, 42 images, and 0 groups were found.

# orkut

orkut is a social network owned by Google. It has a small community of Australian users but largely caters to a Brazilian and Indian audience. There are 3 users, 1 community and 14 topics that mention the "Canberra Raiders." All of the topics date back to 2006.

# Twitter

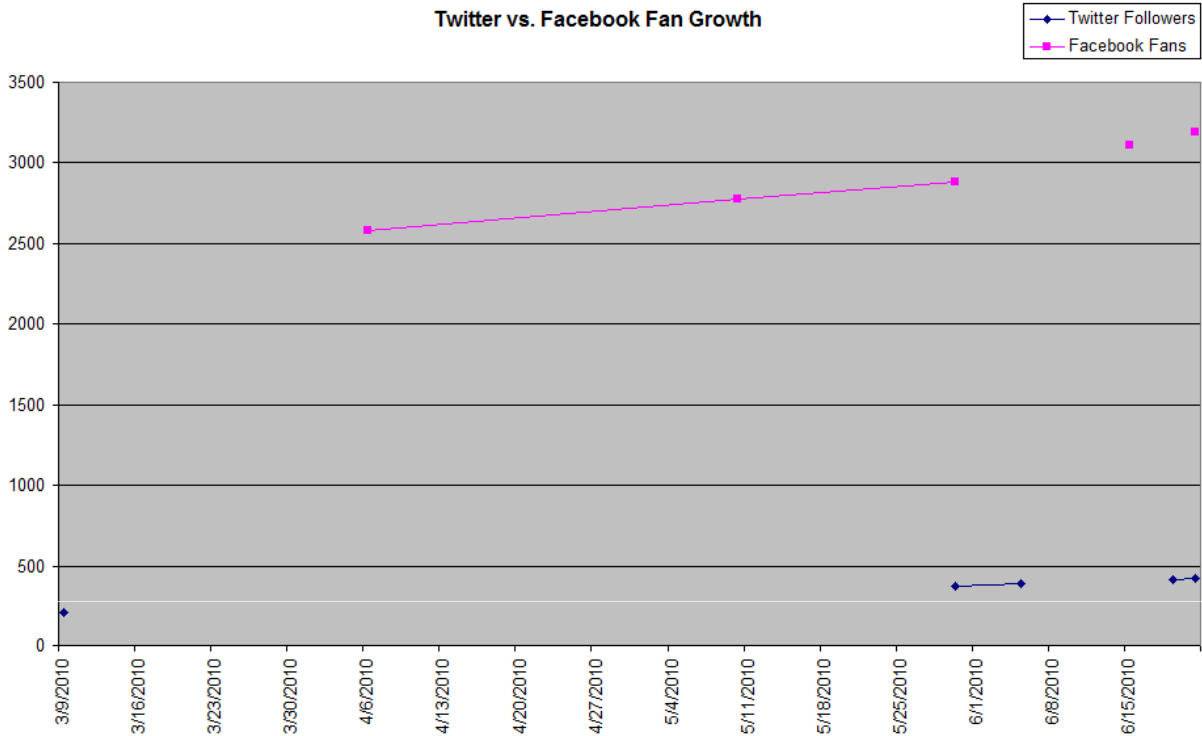
Right now, Twitter is one of the most popular social networking sites. The NRL, its clubs, players and fans have a presence on the service. Below is a chart showing the follows, follower, list counts for a selection of NRL related Twitter accounts. The data was collected on June 21, 2010.

NRL Twitter Accounts Follow Data				
Team	Account	Following	Followers	Lists
Balmain Tigers	tigers1908 (unofficial)	8	116	10
Brisbane Broncos	BrisbaneBronco (unofficial)	87	277	10
Brisbane Broncos	broncobasher (unofficial)	245	209	4
Brisbane Broncos	broncobigfan (unofficial)	401	348	17
Canberra Raiders	RaidersCanberra	0	424	44
Cronulla-Sutherland Sharks	Fergo1990 (unofficial)	16	247	15
Cronulla-Sutherland Sharks	SharksOnline (unofficial)	845	468	34
Gold Coast Titans	Aaron_Cannings (unofficial)	3	65	9
Gold Coast Titans	AshHarrison1 (unofficial)	25	534	37
Gold Coast Titans	GCTitans	9	2,176	101
Gold Coast Titans	lukeodwyer (unofficial)	46	504	31
Gold Coast Titans	mat_rogers6 (unofficial)	114	3,387	177
Manly Sea Eagles	gorgeousgrose (unofficial)	25	295	21
Manly Sea Eagles	manlyseaeagles	112	1,203	63
Melbourne Storm	MelbourneStorm (unofficial)	14	773	27
Melbourne Storm	MelbStormRLC (official)	2	1,226	77
New Zealand Warriors	nzwarriors (unofficial)	374	2,027	59
New Zealand Warriors	thenzwarriors	72	565	42
Newcastle Knights	Corypato (unofficial)	15	149	14
North Queensland Cowboys	northqldcowboys	38	1,576	77
NRL	NRL	32	5,916	186
Parramatta Eels	1eyedeel (unofficial)	651	165	10
Parramatta Eels	blueandgoldarmy (unofficial)	48	281	11
Parramatta Eels	parraeels (unofficial)	0	35	4
Parramatta Eels	parramatta_eels	1,096	898	27
Parramatta Eels	PirtekParraEels (unofficial)	8	709	42
Parramatta Eels	PlanetEels (unofficial)	513	404	22
Penrith Panthers	penrithpanthers (unofficial)	90	905	62
South Sydney Rabbitohs	benross23 (unofficial)	34	626	28
South Sydney Rabbitohs	rabbitohs (unofficial)	667	732	33
South Sydney Rabbitohs	SSFCRABBITOHS	775	1,411	79
South Sydney Rabbitohs	therabbitohs (official)	10	677	56
St. George Illawarra Dragons	jsaffy (unofficial)	11	121	10
St. George Illawarra Dragons	mighty_dragons (unofficial)	7	321	12
St. George Illawarra Dragons	RealBigDell (unofficial)	88	4,575	158
Sydney Roosters	sydroosters (unofficial)	1	1,047	62
Wests Tigers	fakebrycegibbs (unofficial)	293	266	16
Wests Tigers	LoteTuqiri (unofficial)	64	7,559	385
Wests Tigers	Wests_Tigers (unofficial)	827	1,546	68



# Twitter

The chart below tracks the historical growth patterns for the RaidersCanberra account on Twitter. It is compared to the growth of Facebook friends for <http://www.facebook.com/profile.php?id=1589355881>







# Yahoo!Groups

Mailing lists were at their most popular between 5 and 15 years ago. Since then, their popularity has diminished a bit as the popularity of social networking has grown. There continues to be a small but dedicated community of Australian sports fans on Yahoo!Groups, the most popular mailing list provider. Most of this activity takes place in the NRL and AFL. A search of groups on Yahoo!Groups turned up one groups dedicated to Canberra Raiders, raiders82. The group has not had a post since March 2008.

Yahoo!Groups Canberra Raiders Groups Posting Volume

