



# An Overview of the Existing Online Fan Community for Melbourne Victory and the W-League



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 W-League and the Melbourne Victory.

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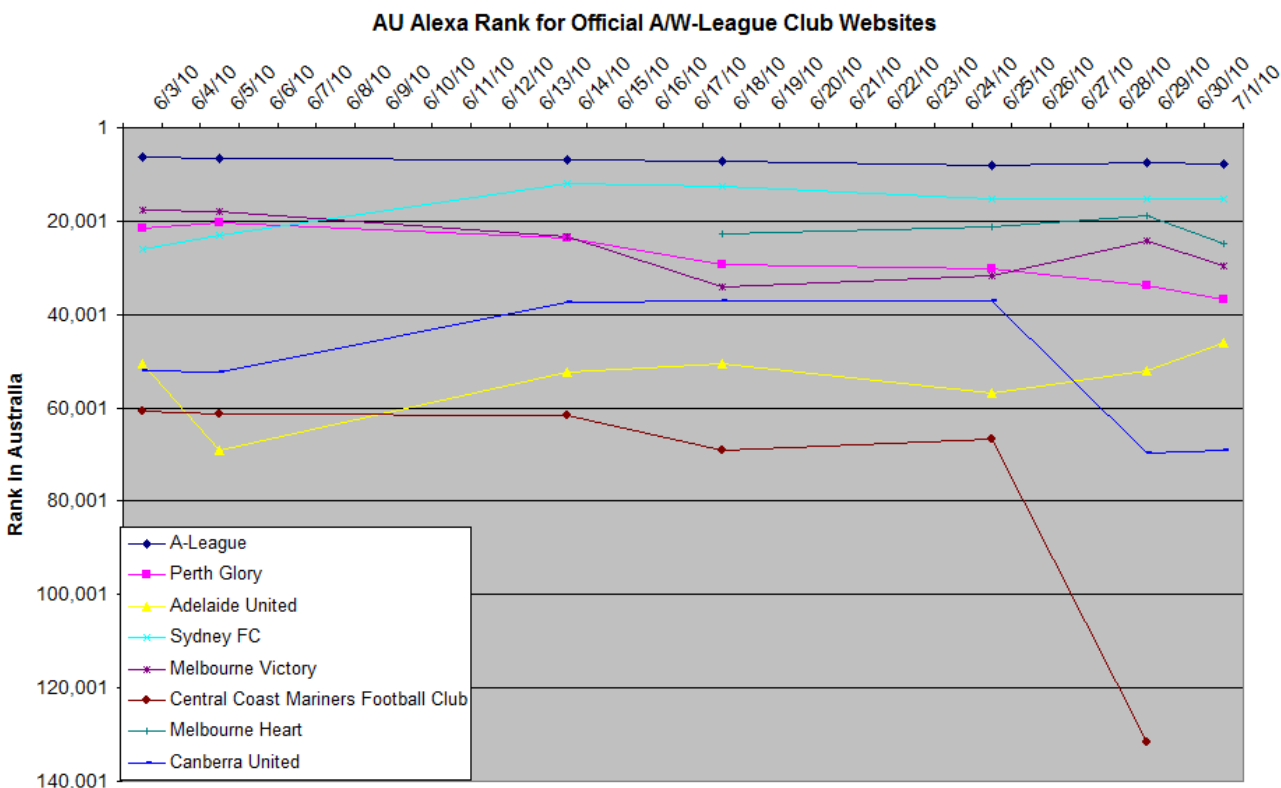
# 43 Things

43 things is a goal setting community found at <http://www.43things.com/>. As of July 1, 2010, there are no goals related to the Melbourne Victory or the W-League. There were six goals related to the Socceroos and 0 related to the Matildas.

## Alexa

Alexa ranks websites based on traffic. This data is gathered using toolbars that people on the web download and install. Data in table was gathered on July 1, 2010. A-League data included because it is not possible to differentiate traffic to W-League pages. Chart show changes in Australian rank since June 3, 2010 on selected dates: The higher the rank, the more popular in Australia. Teams not included did not rank in Australia.

Alexa Rank for Official A/W-League Club Sites					
League	Team	Site	Alexa	World Rank	AU Rank
A-League	Adelaide United	adelaideunited.com.au	<a href="http://www.alexa.com/siteinfo/adelaideunited.com.au">http://www.alexa.com/siteinfo/adelaideunited.com.au</a>	1,164,627	46,134
A-League	A-League	a-league.com.au	<a href="http://www.alexa.com/siteinfo/a-league.com.au">http://www.alexa.com/siteinfo/a-league.com.au</a>	415,343	7,863
W-League	Canberra United	canberraunited.com.au	<a href="http://www.alexa.com/siteinfo/canberraunited.com.au">http://www.alexa.com/siteinfo/canberraunited.com.au</a>	3,677,068	69,071
A-League	Central Coast Mariners Football Club	ccmariners.com.au	<a href="http://www.alexa.com/siteinfo/ccmariners.com.au">http://www.alexa.com/siteinfo/ccmariners.com.au</a>	2,056,557	
A-League	Melbourne Heart	melbourneheartfc.com.au	<a href="http://www.alexa.com/siteinfo/melbourneheartfc.com.au">http://www.alexa.com/siteinfo/melbourneheartfc.com.au</a>	932,404	24,748
A-League	Melbourne Victory	melbournevictory.com.au	<a href="http://www.alexa.com/siteinfo/melbournevictory.com.au">http://www.alexa.com/siteinfo/melbournevictory.com.au</a>	724,560	29,723
A-League	Newcastle Jets	newcastlejets.com.au	<a href="http://www.alexa.com/siteinfo/newcastlejets.com.au">http://www.alexa.com/siteinfo/newcastlejets.com.au</a>	2,249,151	
A-League	Perth Glory	perthglory.com.au	<a href="http://www.alexa.com/siteinfo/perthglory.com.au">http://www.alexa.com/siteinfo/perthglory.com.au</a>	1,149,069	36,803
A-League	Sydney FC	sydneyfc.com	<a href="http://www.alexa.com/siteinfo/sydneyfc.com">http://www.alexa.com/siteinfo/sydneyfc.com</a>	959,327	15,228





## Bebo

Bebo is a social networking site that is popular in Australia, Ireland and the United Kingdom. As of July 1, 2010, only one item appeared when searching for Melbourne Victory W-League. That result was for a video. The chart below gives a small idea as to the size of the A/W-League fan community on bebo using search. Search differentiates content into several areas including people, video, music, groups, applications and skins. The W-League search does not mean that they all related to it; a women's soccer league in the USA shares the name and the results are not possible to separate out. Matildas and Soccerroos data have been included for reference.

Soccer Club Interest on bebo by Date									
Team	Interest	People	Video	Music	Groups	Apps	Skins	Date	
Adelaide United	Adelaide United	76	104	13	26	1	0	1-Jul-10	
Adelaide United	Adelaide United W-League	0	0	0	0	0	0	1-Jul-10	
Brisbane Roar	Brisbane Roar	19	19	0	3	0	0	1-Jul-10	
Brisbane Roar	Brisbane Roar W-League	0	0	0	0	0	0	1-Jul-10	
Canberra United	Canberra United	4	7	1	2	0	0	3-Jun-10	
Canberra United	Canberra United	4	7	1	2	0	0	15-Jun-10	
Canberra United	Canberra United	4	7	1	2	0	0	25-Jun-10	
Canberra United	Canberra United	4	7	1	2	0	0	1-Jul-10	
Central Coast Mariners	Central Coast Mariners	24	77	14	17	0	0	1-Jul-10	
Central Coast Mariners	Central Coast Mariners W-League	0	1	0	0	0	0	1-Jul-10	
Matildas	Matildas	22	21	6	1	0	0	1-Jul-10	
Melbourne Heart	Melbourne Heart	82	14	1	1	0	0	15-Jun-10	
Melbourne Heart	Melbourne Heart	82	14	1	1	0	0	25-Jun-10	
Melbourne Victory	Melbourne Victory	107	144	14	22	1	0	25-Jun-10	
Melbourne Victory	Melbourne Victory	107	144	14	22	1	0	1-Jul-10	
Melbourne Victory	W-League Melbourne Victory	0	1	0	0	0	0	1-Jul-10	
Perth Glory	Perth Glory	29	79	8	19	1	0	25-Jun-10	
Soccerroos	Soccerroos	167	169	56	29	0	0	14-May-10	
Soccerroos	Soccerroos	167	169	56	29	0	0	3-Jun-10	
Soccerroos	Soccerroos	167	169	56	29	0	0	12-Jun-10	
Soccerroos	Soccerroos	167	169	56	29	0	0	15-Jun-10	
Soccerroos	Soccerroos	167	169	56	29	0	0	19-Jun-10	
Soccerroos	Soccerroos	167	169	56	29	0	0	22-Jun-10	
Soccerroos	Soccerroos	167	169	56	29	0	0	24-Jun-10	
Soccerroos	Soccerroos	167	169	56	29	0	0	1-Jul-10	
W-League	W-League	41	53	48	58	0	0	25-Jun-10	
W-League	W-League	41	53	48	58	0	0	1-Jul-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 July 3, 2010, zero people list the Melbourne Victory, W-League, Matildas or Soccerroos as an interest.





## blogger

blogger is a popular blog hosting site. People's profiles include interests that they list. As of June 3, 2010, ten people list the Melbourne Victory as an interest and zero people list the W-League as an interest. This compares to 9 people who list the A-League as an interest and 14 people who list the Socceroos as an interest. The following chart dates to January 2010 and includes demographic data related to people who listed A/W-League teams as an interest.

Interest	Name	Age	Gender	Sign	City	State	Country
Melbourne Victory	Sophia	15 year old	female		Melbourne	Victoria	Australia
Melbourne Victory	Leigh Miller	25 year old	male	Cancer	Melbourne	Victoria	Australia
Melbourne Victory	ric_man						Australia
Melbourne Victory	Joel	20 year old	female				Australia
Melbourne Victory	Saints fan	29 year old	male	Aquarius	Melbourne	Victoria	Australia
Melbourne Victory	Aussie Leanne		female	Aquarius	Melbourne	Victoria	Australia
Melbourne Victory	Elise						
Melbourne Victory	Andrew Teasdale	22 year old	male	Capricorn	Melbourne	Victoria	Australia
Melbourne Victory	Graham.	27 year old	male	Gemini	Melbourne	Victoria	Australia
Melbourne Victory	Anto		male		St Kilda	Victoria	Australia
Melbourne Victory	Jake Heinemann	22 year old	male	Aries		New York	United States
Adelaide United	Bill	28 year old	male		Adelaide	South Australia	Australia
Adelaide United	Lyndon		male	Taurus		Shanghai	China
Adelaide United	Simon						
Adelaide United	Danny Portman		male		Adelaide	South Australia	Australia
Adelaide United	Josh Woods	24 year old	male	Aquarius	Adelaide	South Australia	Australia
Newcastle Jets	.	28 year old	male	Virgo	Sydney	New South Wales	Australia
Perth Glory	Ben Somerford		male	Leo	Perth	West Australia	Australia
Perth Glory	theguycalledtom	25 year old	male	Aquarius	Perth	West Australia	Australia
Perth Glory	UFC Fan	28 year old	male	Capricorn	Perth	West Australia	Australia
Perth Glory	Maya Papaya		female	Capricorn	Chittering	West Australia	Australia
Perth Glory	Conrad Mckelvie		male		Perth	West Australia	Australia
Sydney FC	John	28 year old	male	Cancer	Aizuwakamatsu	Fukushima-ken	Japan
Sydney FC	El Cambo	20 year old	female	Leo			Australia
Sydney FC	Cindy Tran	19 year old	female		Sydney/ B	Sydney	New South Wales
Sydney FC	Stuart Randall		male		Sydney	Sydney	New South Wales
Sydney FC	Kristian	24 year old	male	Scorpio	Sydney	Sydney	New South Wales
Sydney FC	Anurag	21 year old	male		Sydney	Sydney	New South Wales
Sydney FC	slim	69 year old	male	Gemini	Berkeley Vale	Berkeley Vale	New South Wales
Sydney FC	michael dudley	44 year old	male	Cancer	Chatswood	Chatswood	New South Wales
Sydney FC	Russell Duran	24 year old	male	Pisces	Sydney	Sydney	New South Wales
Sydney FC	MilanKakaBaros				Sydney	Sydney	New South Wales
Sydney FC	Marty	30 year old	male	Cancer	Sydney	Sydney	New South Wales
Sydney FC	Albert Santos	19 year old	male	Sagittarius	Sydney	Sydney	New South Wales
Sydney FC	Phoenix	21 year old	male	Libra	Sydney	Sydney	New South Wales
Sydney FC	Mikelle	19 year old	female	Gemini	Sydney	Sydney	New South Wales
Sydney FC	szy		male		Sydney	Sydney	New South Wales
Sydney FC	Tim	26 year old	male	Pisces	Sydney	Sydney	New South Wales
Sydney FC	Steve	253 year old	male	Cancer	Sydney	Sydney	New South Wales
Sydney FC	Drei	26 year old	male	Taurus	Sydney	Sydney	New South Wales
Wellington Phoenix	RaT Babies					Tauranga	New Zealand
Wellington Phoenix	welly_phoenix		male			Wellington	New Zealand
Wellington Phoenix	O Botafoguense Neozelandes	29 year old	male	Capricorn		Wellington	New Zealand
Brisbane Roar	Glenn	32 year old	male	Aquarius	Woolooware	Woolooware	New South Wales

## 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 July 1, 2010, zero people list the Melbourne Victory or W-League as an interest, no one has uploaded any photos, created a group, blogged about or created a petition about the W-League or the Melbourne Victory.

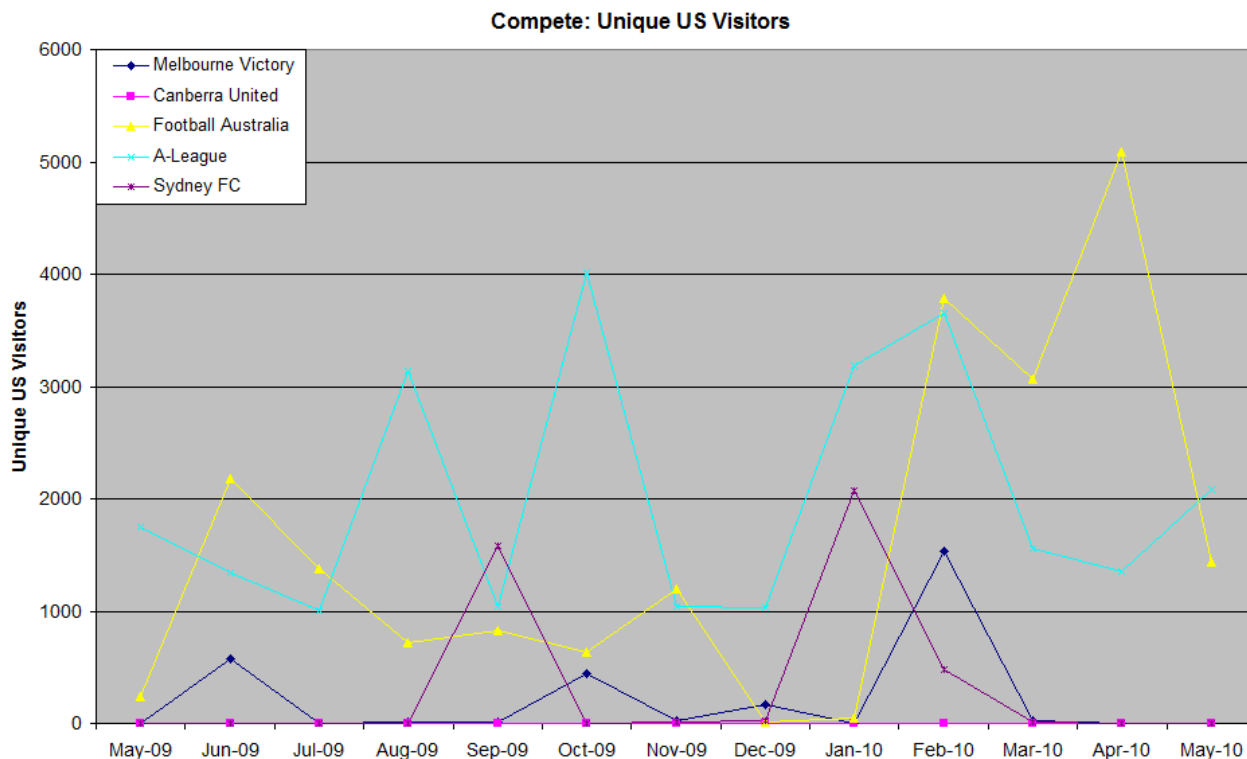




# Compete

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 for the Melbourne Victory and related sites.

Compete: Unique Visitors					
	Melbourne Victory	Canberra United	Football Australia	A-League	Sydney FC
May-09	0	0	236	1752	0
Jun-09	579	0	2175	1337	0
Jul-09	0	0	1374	1007	0
Aug-09	13	0	713	3138	0
Sep-09	15	0	830	1042	1581
Oct-09	444	0	636	4009	4
Nov-09	18	0	1200	1037	16
Dec-09	165	0	17	1029	19
Jan-10	5	0	43	3188	2071
Feb-10	1527	0	3790	3657	479
Mar-10	25	0	3069	1554	16
Apr-10	5	0	5084	1357	3
May-10	0	0	1437	2083	0





## ecademy

ecademy is a small social network for business professionals that is an alternative to LinkedIn. Zero people list Melbourne Victory, Socceroos or W-League as an interest or company they have worked for. There are people who list Australian teams as an interesting, including some one who listed the Canberra Capitals of the WNBL and some one else who listed the Adelaide Crows of the AFL.

## facebook

Facebook is the most popular social network in Australia. There are several ways to measure community size on the network. One involves interest searching based on <http://www.facebook.com/ads/create/>, a tool for advertisers to market based on demographic information and keywords. The ads page say that zero people list the W-League as an interest. It says 100,260 list the Melbourne Victory as an interest. This population cannot be separated for W-League vs. A-League fans.

Another way to measure interest is based on the number of fan pages dedicated to a team and the total people who like the fan page. The following table contains list of communities that feature the W-League and the total members for those pages. The list was compiled on July 1, 2010.

W-League Facebook Group and Fan Page Size			
Team	Name	Uri	Total meml Type
W-League	W League	<a href="http://www.facebook.com/pages/W-League/119918504685192">http://www.facebook.com/pages/W-League/119918504685192</a>	0 Page
W-League	W League	<a href="http://www.facebook.com/pages/W-League/109267555759761">http://www.facebook.com/pages/W-League/109267555759761</a>	0 Page
W-League	Westfield W-League	<a href="http://www.facebook.com/pages/Westfield-W-League/284833825576">http://www.facebook.com/pages/Westfield-W-League/284833825576</a>	1,396 Sports / Athletics
W-League	W League	<a href="http://www.facebook.com/pages/W-League/105657402802575">http://www.facebook.com/pages/W-League/105657402802575</a>	0 Page
W-League	Westfield W-League	<a href="http://www.facebook.com/pages/Westfield-W-League/112250692140005">http://www.facebook.com/pages/Westfield-W-League/112250692140005</a>	0 Page
W-League	Westfield W-League	<a href="http://www.facebook.com/pages/Westfield-W-League/106287136076565">http://www.facebook.com/pages/Westfield-W-League/106287136076565</a>	1 Page
Perth Glory	Perth Glory W-League	<a href="http://www.facebook.com/pages/Perth-Glory-W-League/106426936059962">http://www.facebook.com/pages/Perth-Glory-W-League/106426936059962</a>	0 Page
Sydney FC	Sydney FC W-League	<a href="http://www.facebook.com/pages/Sydney-FC-W-League/107350229294344">http://www.facebook.com/pages/Sydney-FC-W-League/107350229294344</a>	0 Page
Melbourne Victory	Melbourne Victory W-League	<a href="http://www.facebook.com/pages/Melbourne-Victory-W-League/114789105203249">http://www.facebook.com/pages/Melbourne-Victory-W-League/114789105203249</a>	1 Page
Canberra United	Canberra United W-League	<a href="http://www.facebook.com/pages/Canberra-United-W-League/106044356102375">http://www.facebook.com/pages/Canberra-United-W-League/106044356102375</a>	0 Page
Queensland Roar	Queensland Roar W-League	<a href="http://www.facebook.com/pages/Queensland-Roar-W-League/106361719403254">http://www.facebook.com/pages/Queensland-Roar-W-League/106361719403254</a>	1 Page
Adelaide United	Adelaide United W-League	<a href="http://www.facebook.com/pages/Adelaide-United-W-League/110542468965980">http://www.facebook.com/pages/Adelaide-United-W-League/110542468965980</a>	0 Page
Brisbane Roar	Brisbane Roar W-League	<a href="http://www.facebook.com/pages/Brisbane-Roar-W-League/10611719427974">http://www.facebook.com/pages/Brisbane-Roar-W-League/10611719427974</a>	1 Page
Newcastle Jets	Newcastle Jets W-League	<a href="http://www.facebook.com/pages/Newcastle-Jets-W-League/110694742284280">http://www.facebook.com/pages/Newcastle-Jets-W-League/110694742284280</a>	0 Page
Perth Glory FC	Perth Glory FC W-League	<a href="http://www.facebook.com/pages/Perth-Glory-FC-W-League/105709786128298">http://www.facebook.com/pages/Perth-Glory-FC-W-League/105709786128298</a>	0 Page
Canberra United	Canberra United FC W-League	<a href="http://www.facebook.com/pages/Canberra-United-FC-W-League/109991445697639">http://www.facebook.com/pages/Canberra-United-FC-W-League/109991445697639</a>	0 Page
Adelaide United	Adelaide United FC W-League	<a href="http://www.facebook.com/pages/Adelaide-United-FC-W-League/108294542532589">http://www.facebook.com/pages/Adelaide-United-FC-W-League/108294542532589</a>	0 Page
Newcastle Jets	Newcastle Jets FC W-League	<a href="http://www.facebook.com/pages/Newcastle-Jets-FC-W-League/105841596122300">http://www.facebook.com/pages/Newcastle-Jets-FC-W-League/105841596122300</a>	0 Page
Central Coast Mariners	Central Coast Mariners W-League	<a href="http://www.facebook.com/pages/Central-Coast-Mariners-W-League/111835622169478">http://www.facebook.com/pages/Central-Coast-Mariners-W-League/111835622169478</a>	0 Page
Newcastle United Jets	Newcastle United Jets W-League	<a href="http://www.facebook.com/pages/Newcastle-United-Jets-W-League/106256169412363">http://www.facebook.com/pages/Newcastle-United-Jets-W-League/106256169412363</a>	0 Page
Brisbane Roar	Brisbane Roar FC W-League	<a href="http://www.facebook.com/pages/Brisbane-Roar-FC-W-League/113243915352961">http://www.facebook.com/pages/Brisbane-Roar-FC-W-League/113243915352961</a>	2 Page
Melbourne Victory	Melbourne Victory FC W-League	<a href="http://www.facebook.com/pages/Melbourne-Victory-FC-W-League/107986482554786">http://www.facebook.com/pages/Melbourne-Victory-FC-W-League/107986482554786</a>	0 Page
Queensland Roar	Queensland Roar FC W-League	<a href="http://www.facebook.com/pages/Queensland-Roar-FC-W-League/106577539379058">http://www.facebook.com/pages/Queensland-Roar-FC-W-League/106577539379058</a>	0 Page
Central Coast Mariners	Central Coast Mariners FC W-League	<a href="http://www.facebook.com/pages/Central-Coast-Mariners-FC-W-League/108518769173365">http://www.facebook.com/pages/Central-Coast-Mariners-FC-W-League/108518769173365</a>	0 Page
Adelaide United	Adelaide United F.C. W-League	<a href="http://www.facebook.com/pages/Adelaide-United-FC-W-League/111672428851109">http://www.facebook.com/pages/Adelaide-United-FC-W-League/111672428851109</a>	0 Page
Newcastle United Jets	Newcastle United Jets FC W-League	<a href="http://www.facebook.com/pages/Newcastle-United-Jets-FC-W-League/107745802588731">http://www.facebook.com/pages/Newcastle-United-Jets-FC-W-League/107745802588731</a>	0 Page
Canberra United	Canberra United Fans	<a href="http://www.facebook.com/group.php?gid=31893404397">http://www.facebook.com/group.php?gid=31893404397</a>	459 Group

Fan pages 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. Fan pages are also given a preference when people are searching for a term.





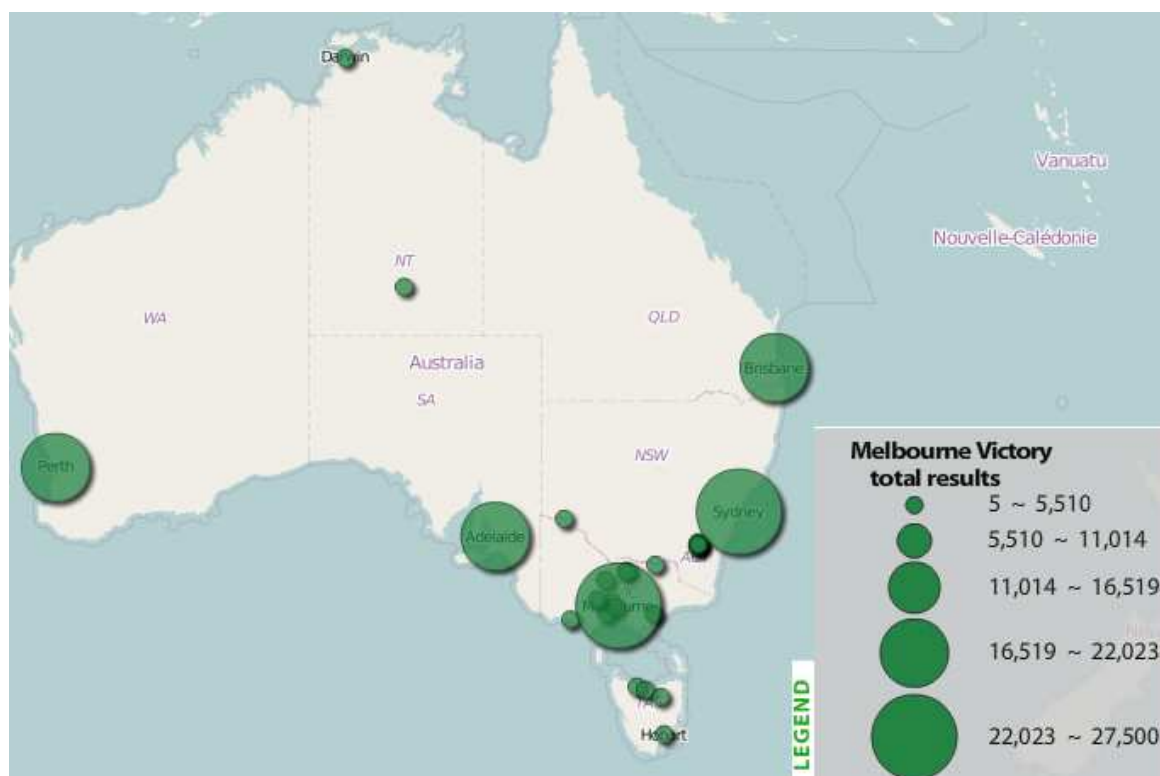
## Gaia Online

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 July 1, 2010, no one lists the Melbourne Victory, the W-League or Socceroos as an interest. The following is a list of some Australian sports fans on the site by interest. This list was included because of the difficult in distinguishing between A-League teams and W-League teams. It dates to March 11, 2010.

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

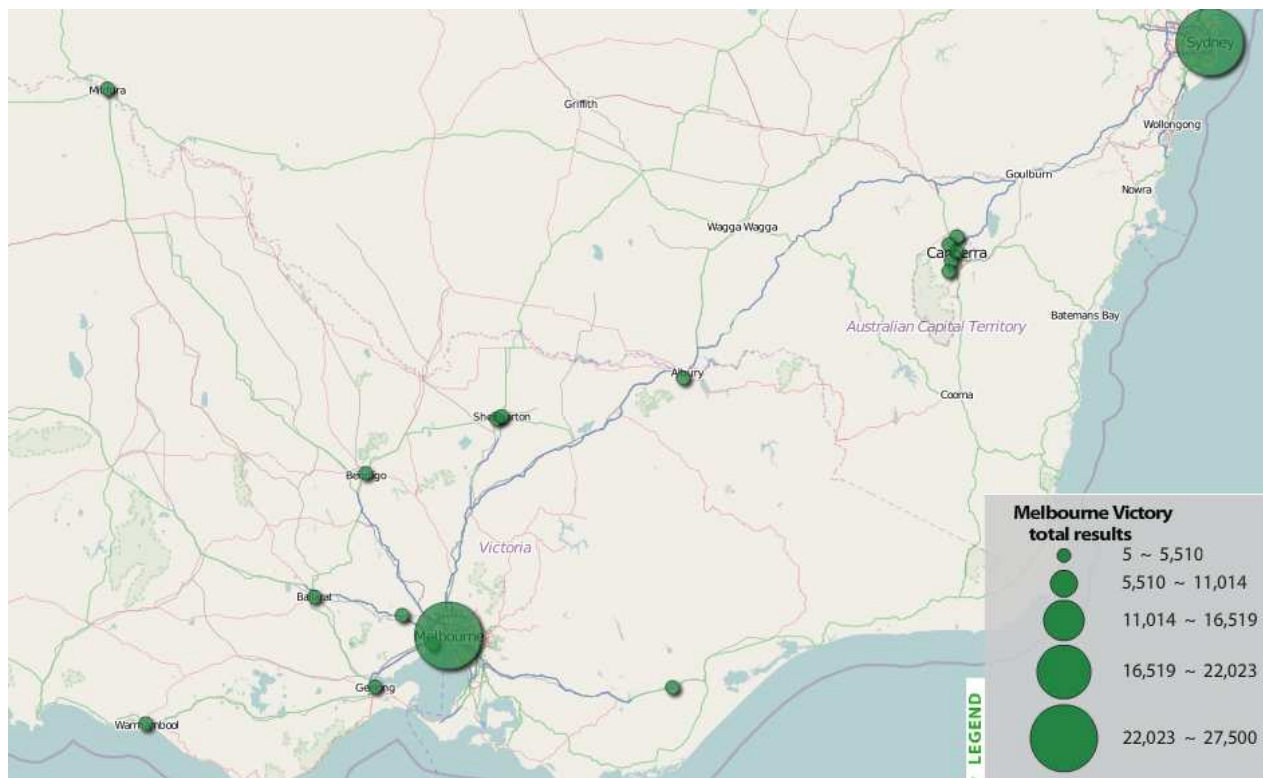
## Google

On June 30, a number of searches were conducted on google.com.au to record the total number of search results. These searches followed the following formula: "Melbourne Victory" + "W-League" + "CITY". The purpose of these searches was to determine comparative local interest for the team in several cities around Australia. The following maps and chart give an idea as to the number of references to the Melbourne Victory, W-League and the corresponding city.





# Google



Search Engine	Date	Full search term	Search term	+ City
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Sydney	Sydney
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Brisbane	Brisbane
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Melbourne	Melbourne
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Adelaide	Adelaide
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Perth	Perth
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Canberra	Canberra
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Launceston	Launceston
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Darwin	Darwin
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +"Alice Springs"	Alice Springs
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Hobart	Hobart
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Altona	Altona
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Burnie	Burnie
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Devonport	Devonport
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Gungahlin	Gungahlin
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Belconnen	Belconnen
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Woden	Woden
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Tuggeranong	Tuggeranong
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Geelong	Geelong
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Ballarat	Ballarat
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Bendigo	Bendigo
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Warrnambool	Warrnambool
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Shepparton	Shepparton
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Melton	Melton
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Mildura	Mildura
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Wodonga	Wodonga
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +"La Trobe Valley"	La Trobe Valley
google.com.au	30-Jun-10	"Melbourne Victory" "W-League"	"Melbourne Victory" +"W-League" +Mooroopna	Mooroopna





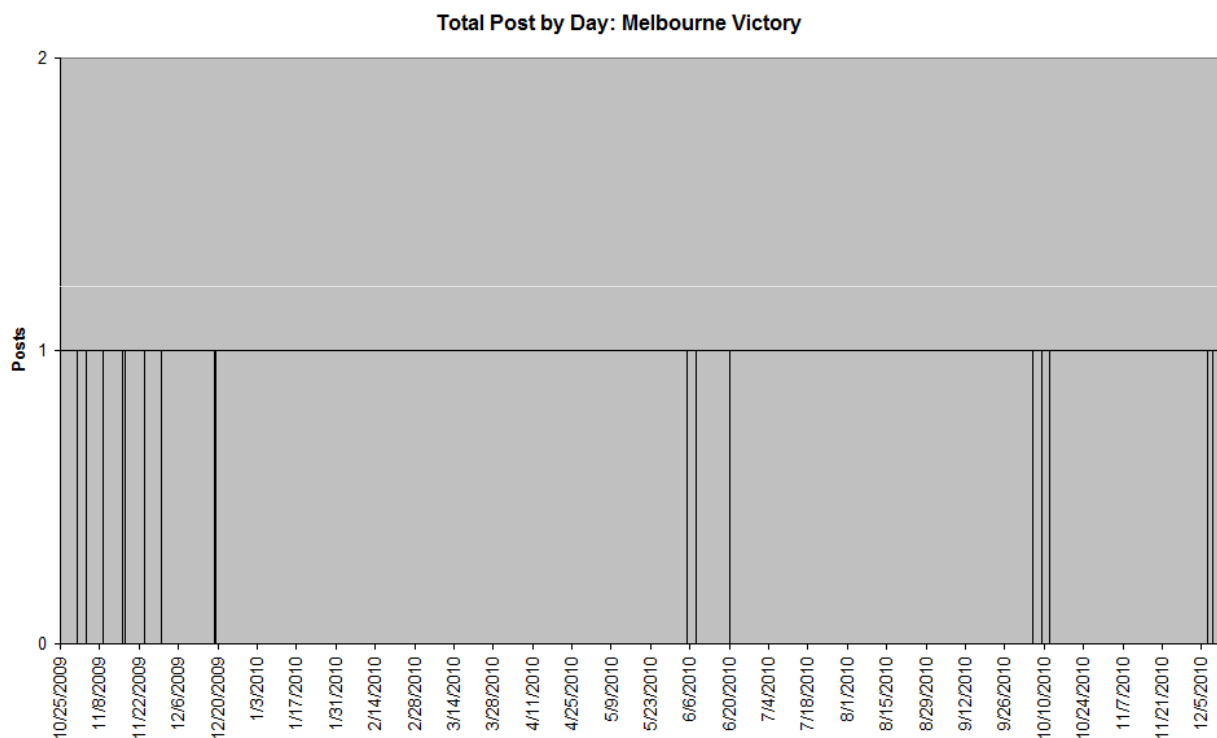


## hi5

hi5 is a social network/social gaming site. According to Alexa, it is the 88th most popular site on the Internet but it does not rank in the top 1,500 most popular sites in Australia. It caters mostly to teen males. There are a few groups dedicated to Australian sport fans. There is only one person who lists the Melbourne Victory as an interest. Zero people and groups list the W-League as an interest.

## 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 "Melbourne Victory" "W-League." The following chart was constructed those that data.



A similar search could not be done for the W-League because there were references to the USL W-League that could not be easily removed from the totals.

## LinkedIn

LinkedIn is a social network aimed at professionals. It is one of the fastest growing social network in Australia. There are several groups dedicated to Australian sports teams on it. There are no groups dedicated to or answers about the Melbourne Victory or the W-League.





# LiveJournal and Clones

LiveJournal is a blogging site that is popular in Australia. The software is open source 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. As of July 1, 2010, 25 people list the Melbourne Victory as an interest but it is difficult to differentiate A-League fan from W-League fans. As of July 1, 2010, 2 people list the W-League as an interest across LiveJournal and its clones.

LiveJournal: People Listing the Melbourne Victory as a Interest				
username	City	State	Country	Year of Birth
lemongrasstea				
flashflashflash	Melbourne	Victoria	Australia	1984
lukeii	Melbourne	Victoria	Australia	
naff_apples	Coffs Harbor	New South Wales	Australia	1991
ek20385	Melbourne	Victoria	Australia	1987
pandamint	Melbourne	Victoria	Australia	1986
coachnoodles		Victoria	Australia	1978
mberdnikoff	Melbourne	Victoria	Australia	
allonaspacehip				
drzero	Melbourne	Victoria	Australia	1975
yak_boy	Melbourne	Victoria	Australia	1981
shortys_scripts		Victoria	Australia	
waronmediocrity	Melbourne	Victoria	Australia	1983
jveuxdusoleil	Melbourne	Victoria	Australia	1978
hemlocksgirl	Melbourne	Victoria	Australia	1975
acidcoffee				
soocer_girl_7	Lennox Head	New South Wales	Australia	
jack_mars				
annielouise	Melbourne	Victoria	Australia	1987
grantvando	Sydney	New South Wales	Australia	
haemorrhoidjoe	Melbourne	Victoria	Australia	
meemsh	Melbourne	Victoria	Australia	1992
opiate_qkthr	Melbourne	Victoria	Australia	
toadieisagod	Swansea	Wales	United Kingdom	
laenij	Melbourne	Victoria	Australia	1987

Service	Interest	username	Last updated	City	State	Country	Year of Birth
LiveJournal	W-League	naff_apples	3 weeks ago		New South Wales	Australia	1991
Dreamwidth	W-League	frangipani	1 day ago				





## 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 Melbourne Victory W-League club, no relevant people, music, videos, or groups were found. There are 198 images which mention the Melbourne Victory. Several of these reference the W-League team.

## 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 6 people, 4 communities and 558 topics. None of these references the W-League team. There are 10 topics that reference the W-League.

## Twitter

Right now, Twitter is one of the most popular social networking sites. The A-League, its players and fans have a presence on the service. It appears that the W-League gets a few mentions as a result of the A-League but there does not appear to be a separate stream for that content. Below is a chart showing the most popular A-League related Twitter accounts. The data was collected on July 1, 2010.

Twitter W/A-League Accounts and Stats					
League	Team	Account	Following	Followers	Lists
A-League	Adelaide United	adelaidereads	281	364	51
A-League	Adelaide United	adelaideunited	4	346	46
A-League	A-League	ultimatealeague (fansite)	33	240	21
A-League	Brisbane Roar	BNERoar (unofficial)	186	498	41
A-League	Brisbane Roar	brisbaneroar	4	346	46
A-League	Central Coast Mariners Football Club	CCMarinersFC (unofficial)	116	200	27
A-League	Central Coast Mariners Football Club	LawrieMcKinna (coach)	1	868	68
A-League	Gold Coast United	GCUSC (unofficial supporter club)	219	223	20
A-League	Melbourne Victory	adrianleijer (player, Adrian Leijer)	42	838	60
A-League	Melbourne Victory	gomvfc	1433	2067	132
A-League	Melbourne Victory	mitchlangerak (player)	13	955	51
A-League	Melbourne Victory	mvfcfanzone	73	118	18
A-League	Melbourne Victory	victoryinmelb	79	594	45
A-League	Melbourne Victory	victorytwit (unofficial)	49	141	11
A-League	Newcastle Jets	newcastle_jets	15	456	29
A-League	North Queensland Fury FC	nqfuryfc	1817	759	52
A-League	Perth Glory	PerthGlory_FC	14	457	56
A-League	Sydney FC	SFCNews (unofficial)	135	437	49
A-League	Sydney FC	SydneyFC	0	72	4
A-League	Sydney FC	SydneyFC1011	713	804	72
A-League	Wellington Phoenix	wgtnphoenixfc	44	426	32
W-League	W-League	abcwleague (media outlet)	15	19	4
W-League	W-League	AusWomensGame (fansite)	42	107	11
World Cup Soccer	Socceroos	socceroos (official)	509	3895	164

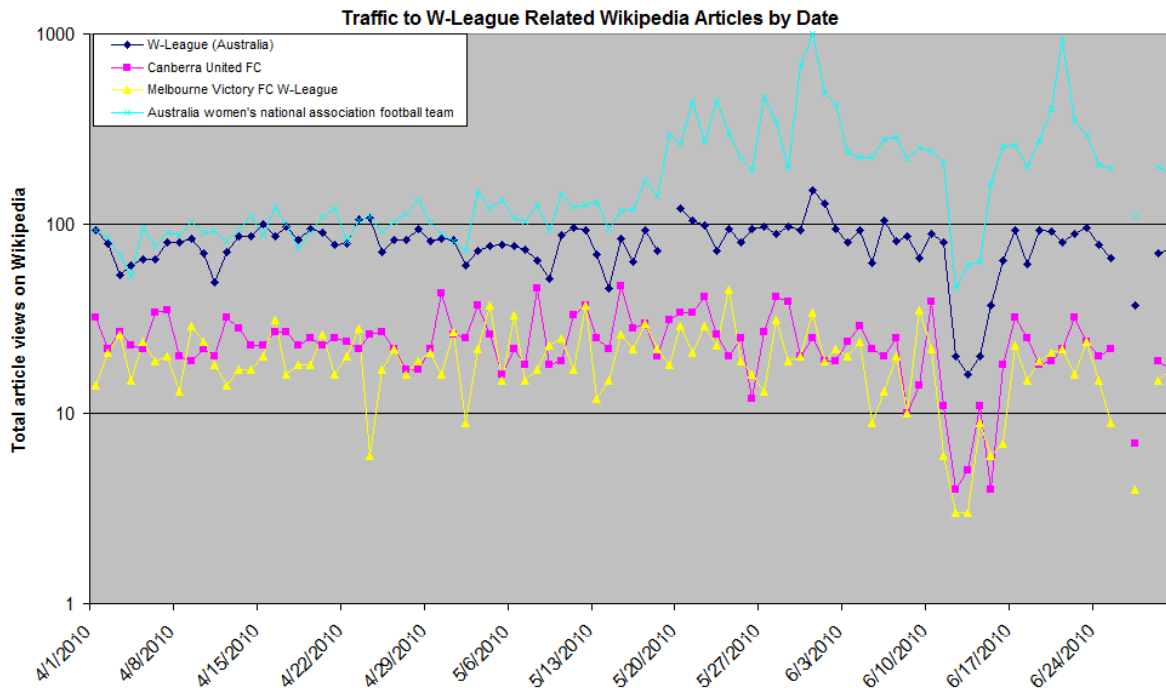
A July 1, 2010 search on Twitter does not reveal any tweets about Australia's W-League.





# Wikipedia

Wikipedia is one of the most popular sources for information on the Internet. It traditionally has good placement on search engines. Below is a chart that shows the total views to the Melbourne Victory, Canberra United, the W-League and Matildas articles for the past three months. The data is from <http://stats.grok.se/>



There have been 34 edits to the Melbourne Victory FC W-League article. Two edits were made by editors who were not logged in to an account. These edits are associated with IP addresses, which can nominally be traced to the person's service provider and a general location. Users may also include information about where they are from on their user page. Below is a list of users and IP address with geographic information in their profile have made edits to the article with information about that IP address. An listing appears for every time that an account with geographic information available made an edit to the article.

Article	Username	City	State	Country
Melbourne Victory FC W-League	Djln	Liverpool	England	United Kingdom
Melbourne Victory FC W-League	Nath1991	Sydney	New South Wales	Australia
Melbourne Victory FC W-League	121.220.30.158	Melbourne	Victoria	Australia
Melbourne Victory FC W-League	Djln	Liverpool	England	United Kingdom
Melbourne Victory FC W-League	118.208.148.104	Adelaide	South Australia	Australia
Melbourne Victory FC W-League	118.208.148.104	Adelaide	South Australia	Australia
Melbourne Victory FC W-League	118.208.148.104	Adelaide	South Australia	Australia
Melbourne Victory FC W-League	Wolfmann	Piteå		Sweden
Melbourne Victory FC W-League	Wolfmann	Piteå		Sweden
Melbourne Victory FC W-League	Wolfmann	Piteå		Sweden
Melbourne Victory FC W-League	Wolfmann	Piteå		Sweden
Melbourne Victory FC W-League	Timsdad	Adelaide	South Australia	Australia





## 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 no groups dedicated to Melbourne Victory and the Australian based W-League.

## YouTube

YouTube is the most popular video upload site in Australia. A July 2, 2010 search of +“W-League” +“Melbourne Victory” on YouTube found 18 videos uploaded by 5 people. The table below includes demographic data that the users had available on their profiles.

Team	Username	Name	Channel Views	Total Upload Views	Age	Joined	Last Sign In	Website	Subscribers	Country
Melbourne Victory	JayFCAK47		176,659	4,531,622		1-Aug-06		<a href="http://www.thxpope.com/">http://www.thxpope.com/</a>	1,399	Australia
Melbourne Victory	Fieldcorrespondent		151	1,297	34	26-May-08	4 days ago		2	Australia
Melbourne Victory	srex92		2,545	438,978	30	12-Jul-07	1 week ago		30	Australia
Melbourne Victory	chadoz87		67	561	23	30-Dec-07	2 months ago		0	Australia
Melbourne Victory	angussouter	Angus	264	3,095	48	16-Jan-07	4 months ago		1	Australia

