



An Overview of the Existing Online Fan Community for Port Adelaide Power

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 Port Adelaide Power.

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43 Things

43 things is a goal setting community found at <http://www.43things.com/>. November 11, 2010, there are two goals related to Port Adelaide, with three total people trying to accomplish them. The first table tracks the historical patterns on 43 Things for Port Adelaide. The second table provides information about the people who have Port Adelaide related goals.

Team	Keyword	Results	Relevant goals	Relevant goals + people	Date checked
Port Adelaide Power	"Port Adelaide"	4	2	3	9-Jul-10
Port Adelaide Power	Port Adelaide	206	2	3	11-Nov-10
Port Adelaide Power	"Port Adelaide"	4	2	3	11-Nov-10

Goal	User	City	State	Country	Birthday	Member since	Date checked
see the Port Adelaide Power win a grand final in person	NedKelly	Adelaide	South Australia	Australia		11-Oct-05	21-Mar-10
Become a Port Adelaide member	superfan	Adelaide	South Australia	Australia	1-Jan	6-Apr-05	22-Mar-10
see the Port Adelaide Power win a grand final in person	viennawaits	Melbourne	Victoria	Australia		16-Mar-07	20-Mar-10
see the Port Adelaide Power win a grand final in person	NedKelly					11-Oct-05	11-Nov-10
Become a Port Adelaide member	superfan					6-Apr-05	11-Nov-10
see the Port Adelaide Power win a grand final in person	viennawaits					16-Mar-07	11-Nov-10



Alexa

Alexa ranks websites based on worldwide traffic. If a site is popular in certain countries, it may also be ranked in those countries. This data is gathered using toolbars that people on the web download and install. Some Australian tech people doubt the accuracy of the numbers for Australia as the toolbar is not widely installed. Still given these limitations, Alexa is included to provide another perspective. The chart below shows the rank of Port Adelaide related websites over time.

Site	Alexa	World Rank	Rank in AU	Date collected
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	308,152	4,183	5-Jun-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	298,419	4,603	8-Jun-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	297,335	4,687	9-Jun-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	299,678	4,816	13-Jun-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	298,780	5,110	14-Jun-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	289,523	4,602	18-Jun-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	295,440	4,663	22-Jun-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	298,947	5,135	25-Jun-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	302,083	5,148	26-Jun-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	306,714	5,180	29-Jun-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	329,246	7,484	9-Jul-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	332,859	8,033	18-Jul-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	340,431	8,845	21-Jul-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	339,665	8,627	22-Jul-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	342,101	8,075	24-Jul-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	357,096	8,099	29-Jul-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	426,609	12,814	16-Aug-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	492,453	7,616	24-Oct-10
portadelaidefc.com.au	http://www.alexac.com/siteinfo/portadelaidefc.com.au	489,591	12,886	11-Nov-10

Bebo

Bebo is a social networking site that is popular in Australia, Ireland and the United Kingdom. The site's traffic has been down in the past year or so. It traditionally has a fairly large contingent of Australian sport fans, with most people being fans of the NRL. It has a smaller population of AFL fans. The first table shows the size of the fanbase on bebo over time.

Interest	People	Video	Music	Groups	Apps	Skins	Date gathered
Port Adelaide Power	26	23	10	5	0	0	9-Jul-10
Port Adelaide Power	26	23	10	5	0	0	16-Aug-10
Port Adelaide Power	26	23	10	5	0	0	24-Oct-10
Port Adelaide Power	26	23	10	5	0	0	11-Nov-10

The following charts compare the population of Collingwood, Hawthorn and Port Adelaide fans on bebo as of January 28, 2010. Given the above data, it is unlikely that bebo population characteristics have changed much.

Gender	Collingwood	Hawthorn	Port Adelaide
Female	18	7	8
Male	22	19	8
Unknown	22	6	10
Total	62	32	26
% female	29%	22%	31%
% male	35%	59%	31%
% unknown	35%	19%	38%

State	Collingwood	Hawthorn	Port Adelaide
Australian Capital Territo	2	0	0
New South Wales	5	3	0
Northern Territory	1	0	0
Queensland	2	2	1
South Australia	2	2	13
Tasmania	2	0	0
Victoria	14	6	0
Western Australia	3	3	0

Age	Collingwood	Hawthorn	Port Adelaide
Mean	23.9	20.4	24.5
Median	21	20	22
Mode	19	19	20
Count	23	16	10


Country	Collingwood	Hawthorn	Port Adelaide
Australia	32	17	14
Ireland		1	
New Zealand	1		
Philippines	1		
United Kingdom	1	1	1
United States		1	
Total	35	19	15



BlackPlanet

BlackPlanet is a small social networked targeted at African Americans. There is a small community of Australian sport fans on the site. They tend to prefer rugby. The following table gives an idea as to the community size for the AFL on BlackPlanet by looking at several AFL teams over time.

Interest	Total Members	Checked
Western Bulldogs	0	24-Jun-10
Port Adelaide	0	9-Jul-10
Port Adelaide Power	0	9-Jul-10
Essendon Bombers	0	24-Aug-10
Collingwood	0	11-Nov-10
Collingwood Magpies	0	11-Nov-10
Hawthorn	3	11-Nov-10
Hawthorn Hawks	0	11-Nov-10
Port Adelaide	0	11-Nov-10
Port Adelaide Power	0	11-Nov-10



blogger

blogger is a popular blog hosting site. Many popular Australian and sports blogs use it. The site also has high press visibility. People's profiles include interests that they list. The chart below shows the size of the Collingwood fan community on blogger over time using interest listings on people's profiles.

Interest	Number	Date gathered
Port Adelaide Power	0	22-Jun-10
Port Adelaide Power	0	9-Jul-10
Port Adelaide	3	9-Jul-10
Port Adelaide Power	0	11-Nov-10
Port Adelaide	3	11-Nov-10

The chart below contains the demographic information for blogger users who list the team as an interest.

Name	Age	Gender	Sign	City	State	Country
Shane		male		Adelaide	South Australia	Australia
DANIELS SEXY	15 year old	male	Leo	Geelong	Victoria	Australia
BILLY CALLAN'S BLOG						

care2

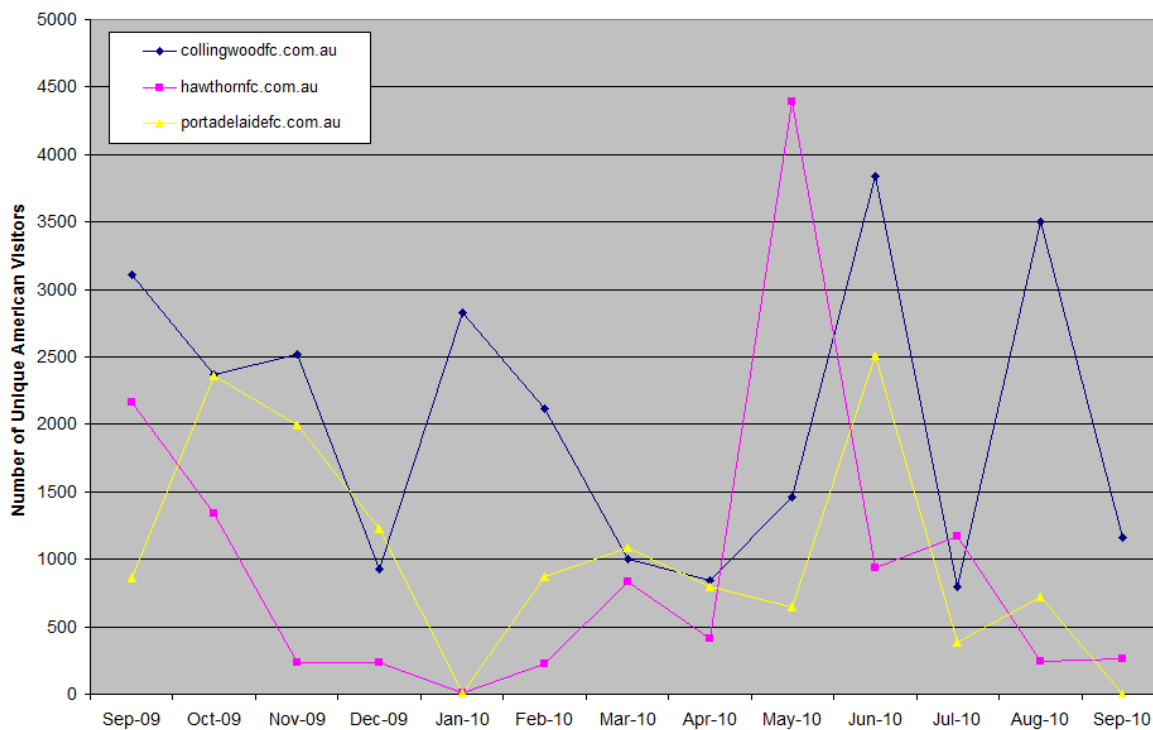
care2 is a small social network dedicated to people who are interested in making a difference. There is a small population of Australians and Australian sport fans on the network. The table below gives an idea as to the size of the Port Adelaide fan community to other clubs on the network.

Team	Keyword	Petitions	Discussions	Members	Groups	Photos	Blogs	Healthy Living	Ecards	Date checked
Western Bulldogs	"Western Bulldogs"	0	0	2	0	0	4	0	0	24-Jun-10
Port Adelaide Power	"Port Adelaide Power"	0	0	0	0	0	0	0	0	9-Jul-10
Collingwood Magpies	"Collingwood Magpies"	0	1	0	0	0	0	0	0	11-Jun-10
Greater Western Sydney	"Israel Folau"	0	0	0	0	0	1	0	0	11-Jun-10
Western Bulldogs	"Jason Akermanis"	0	0	0	0	0	0	0	0	11-Jun-10
Western Bulldogs	"Western Bulldogs"	0	0	1	0	0	4	0	0	11-Jun-10
Fremantle Dockers	"Fremantle Dockers"	0	0	0	0	0	1	0	0	16-Aug-10
West Coast Eagles	"West Coast Eagles"	2	0	0	0	0	8	0	0	16-Aug-10
Essendon Bombers	"Essendon Bombers"	0	0	0	0	0	8	0	0	24-Aug-10
Collingwood Magpies	"Collingwood Magpies"	0	1	0	0	0	0	0	0	11-Nov-10
Essendon Bombers	"Essendon Bombers"	0	1	0	0	0	24	0	0	11-Nov-10
Fremantle Dockers	"Fremantle Dockers"	0	0	0	0	0	24	0	0	11-Nov-10
Greater Western Sydney	"Israel Folau"	0	0	0	0	0	1	0	0	11-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	0	5	0	0	24	0	0	11-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	0	0	0	0	1	0	0	11-Nov-10
West Coast Eagles	"West Coast Eagles"	3	0	0	0	0	24	0	0	11-Nov-10
Western Bulldogs	"Jason Akermanis"	0	0	0	0	0	0	0	0	11-Nov-10
Western Bulldogs	"Western Bulldogs"	0	3	0	0	0	12	0	0	11-Nov-10

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 September 2009 and September 2010 for the Port Adelaide Power and other AFL club websites.

Compete: Unique American Visitors			
Date	collingwoodfc.com.au	hawthornfc.com.au	portadelaidefc.com.au
Sep-09	3110	2164	866
Oct-09	2368	1342	2357
Nov-09	2518	238	1993
Dec-09	931	231	1223
Jan-10	2824	12	14
Feb-10	2116	229	875
Mar-10	998	830	1086
Apr-10	844	413	795
May-10	1463	4393	644
Jun-10	3842	935	2507
Jul-10	794	1167	385
Aug-10	3502	248	718
Sep-10	1158	262	0



delicious

delicious is power social bookmarking site. When users find pages on the internet that they may want to visit again, they bookmark them. To make finding bookmarks easier, users are encouraged to tag these posts. Below are the total number of bookmarks for selected AFL clubs. These totals are all dated November 11, 2010.

Team	Keyword	delicious count
Adelaide Crows	AdelaideCrows	2
Brisbane Lions	BrisbaneLions	35
Collingwood Magpies	Collingwood Magpies	23
Collingwood Magpies	CollingwoodMagpies	0
Collingwood Magpies	Collingwood-Magpies	4
Essendon Bombers	EssendonBombers	18
Geelong Cats	GeelongCats	1
Greater Western Sydney	GreaterWesternSydney	7
Greater Western Sydney	TeamGWS	1
Hawthorn Hawks	Hawthorn Hawks	29
Hawthorn Hawks	HawthornHawks	0
Hawthorn Hawks	Hawthorn-Hawks	13
North Melbourne Kangaroos	NorthMelbourneKangaroo	11
Port Adelaide Power	Port Adelaide Power	14
Port Adelaide Power	PortAdelaidePower	14
Port Adelaide Power	Port-Adelaide-Power	3
Western Bulldogs	WesternBulldogs	4

The graph below shows the volume of bookmarking over time using the most popular tag for Port Adelaide. This graph is generated by delicious.



The table below was generated by delicious on November 11, 2010. It includes a list of all the tags used to bookmark www.portadelaidefc.com.au

Top Tags	Uses
football	3
afl	2
sport	2
port	1
personal	1
pafc	1
portadelaide	1
resources	1
what'snew	1
sports	1
notifyme	1
power	1
footy	1
aussierules	1
aussie rule	1
adelaide	1
australia	1
club	1
about	1
culture	1
clubs	1
login	1

ecademy

ecademy is a small social network for business professionals that is an alternative to LinkedIn. It has a small number of people connected to Australian sport. As of July 2010, 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. Below is a list by date and team of the number of people who include an AFL club or player in their profile.

Team	Interest	Total	Checked
Collingwood Magpies	Collingwood Magpies	1	11-Nov-10
Collingwood Magpies	"Collingwood Magpies"	1	11-Nov-10
Essendon Bombers	Essendon Bombers	0	24-Aug-10
Essendon Bombers	Essendon Bombers	0	11-Nov-10
Fremantle Dockers	"Fremantle Dockers"	0	16-Aug-10
Fremantle Dockers	"Fremantle Dockers"	0	11-Nov-10
Gold Coast Suns	Gold Coast Suns	482	11-Nov-10
Gold Coast Suns	"Gold Coast Suns"	1	11-Nov-10
Gold Coast Suns	"Gold Coast FC"	0	11-Nov-10
Greater Western Sydney	Israel Folau	0	11-Jun-10
Greater Western Sydney	"Greater Western Sydney"	0	11-Jun-10
Greater Western Sydney	Israel Folau	0	11-Nov-10
Greater Western Sydney	"Greater Western Sydney"	0	11-Nov-10
Greater Western Sydney	"Team GWS"	0	11-Nov-10
Hawthorn Hawks	Hawthorn Hawks	0	11-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	11-Nov-10
Port Adelaide Power	Port Adelaide Power	334	9-Jul-10
Port Adelaide Power	"Port Adelaide Power"	0	9-Jul-10
Port Adelaide Power	"Port Adelaide Power"	0	11-Nov-10
Port Adelaide Power	Port Adelaide Power	343	11-Nov-10
West Coast Eagles	"West Coast Eagles"	0	16-Aug-10
West Coast Eagles	"West Coast Eagles"	0	11-Nov-10
Western Bulldogs	Western Bulldogs	1	11-Jun-10
Western Bulldogs	Jason Akermanis	0	11-Jun-10
Western Bulldogs	"Western Bulldogs"	0	11-Jun-10
Western Bulldogs	"Western Bulldogs"	0	15-Jun-10
Western Bulldogs	"Jason Akermanis"	0	15-Jun-10
Western Bulldogs	"Western Bulldogs"	0	24-Jun-10
Western Bulldogs	Western Bulldogs	1	24-Jun-10
Western Bulldogs	Western Bulldogs	1	21-Jul-10
Western Bulldogs	Jason Akermanis	0	21-Jul-10
Western Bulldogs	Western Bulldogs	1	11-Nov-10
Western Bulldogs	Jason Akermanis	0	11-Nov-10
Western Bulldogs	"Western Bulldogs"	0	11-Nov-10



facebook

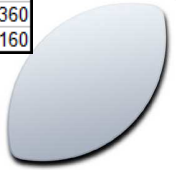
Facebook is the most popular social network in Australia. There are several ways to measure community size on the network. One way to measure interest is based on the number of fanpages dedicated to a team and the total people who like the fanpage. The following table contains list of some of communities that feature Port Adelaide and the total members for those pages based on date.

Name	Url	Members	Type	Date checked
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	7,892	Page	25-Mar-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	10,815	Page	3-May-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	11,906	Page	30-May-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	12,041	Page	10-Jun-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	12,091	Page	15-Jun-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	12,154	Page	22-Jun-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	12,183	Page	24-Jun-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	12,194	Page	26-Jun-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	12,277	Page	5-Jul-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	12,419	Page	9-Jul-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	12,703	Page	21-Jul-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	13,229	Page	30-Jul-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	23,580	Page	6-Oct-10
Port Adelaide Football Club	http://www.facebook.com/portadelaidefootballclub	24,092	Page	11-Nov-10
Port Adelaide Power	http://www.facebook.com/group.php?gid=2373641808	3,157	Group	25-Mar-10
Port Adelaide Power	http://www.facebook.com/group.php?gid=2373641808	3,172	Group	30-May-10
Port Adelaide Power	http://www.facebook.com/group.php?gid=2373641808	3,152	Group	30-Jul-10
Port Adelaide Power	http://www.facebook.com/group.php?gid=2373641808	3,137	Group	11-Nov-10
Port Adelaide Power	http://www.facebook.com/pages/Port-Adelaide-Power/9426342069	9,766	Page	25-Mar-10
Port Adelaide Power	http://www.facebook.com/pages/Port-Adelaide-Power/9426342069	11,713	Page	30-May-10
Port Adelaide Power	http://www.facebook.com/pages/Port-Adelaide-Power/9426342069	221	Page	30-Jul-10
Port Adelaide Power	http://www.facebook.com/pages/Port-Adelaide-Power/9426342069	0	Page	11-Nov-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. Groups and profiles have traditionally had an advantage over fanpages because it was easier to contact everyone who belongs to your group or who lists you as a friend. This is changing as Facebook adds more features.

Another way of measuring interest involves interest searching based on <http://www.facebook.com/ads/create/>, a tool for advertisers to market based on demographic information and keywords. The list below gives an idea as to the demographic and geographic composition of Port Adelaide fans on Facebook over time.

Date collected	Country	City / State	Age	Sex	Education	Relation	Interested in	Estimate
9-Jan-10	Australia	All	All	All	All	All	All	2,320
25-Mar-10	Australia	All	All	All	All	All	All	6,100
9-Jul-10	Australia	Western Australia	All	All	All	All	All	660
9-Jul-10	Australia	South Australia	All	All	All	All	All	4,520
9-Jul-10	Australia	Australian Capital Territory	All	All	All	All	All	60
9-Jul-10	Australia	New South Wales	All	All	All	All	All	1,540
9-Jul-10	Australia	All	All	All	All	All	All	8,900
11-Nov-10	Australia	All	All	All	All	All	All	19,360
11-Nov-10	Australia	All	All	Men	All	All	All	10,420
11-Nov-10	Australia	All	All	Women	All	All	All	8,660
11-Nov-10	Australia	South Australia	All	All	All	All	All	11,360
11-Nov-10	Australia	Australian Capital Territory	All	All	All	All	All	160





foursquare

foursquare is a geolocation based social network. People can check into venues. When they do, they get points. If they check into a venue more than anyone else, they may become the mayor. Some venues also offer coupons and other incentives for foursquare users to visit. foursquare is the most popular geolocation based social network in Australia. Below is a record of some of total checkins for the venues on days when Port Adelaide was playing.

Name	Link	Checkins	Unique	Mayor	Date checked	Team 1	Team 2	Total checkins	Total Uniques
Etihad Stadium	http://foursquare.com/venue/306196	2230	1061	-1020514	7-Aug-10				
Etihad Stadium	http://foursquare.com/venue/306196	2239	1065	-1355634	8-Aug-10	St. Kilda Saints	Port Adelaide Power	9	4
Subiaco Oval	http://foursquare.com/venue/569404	256	113	twisted_aussie	2-Jul-10				
Subiaco Oval	http://foursquare.com/venue/569404	272	121	twisted_aussie	3-Jul-10	Fremantle Dockers	Port Adelaide Power	16	8
AAMI Stadium	http://foursquare.com/venue/1088396	73	44	dlparkinson	8-Jul-10				
AAMI Stadium	http://foursquare.com/venue/1088396	75	47	dlparkinson	9-Jul-10	Port Adelaide Power	Collingwood Magpies	2	3
AAMI Stadium	http://foursquare.com/venue/1088396	76	47	dlparkinson	24-Jul-10				
AAMI Stadium	http://foursquare.com/venue/1088396	76	47	dlparkinson	25-Jul-10	Port Adelaide Power	Adelaide Crows	0	0
AAMI Stadium	http://foursquare.com/venue/1088396	79	48	dlparkinson	30-Jul-10				
AAMI Stadium	http://foursquare.com/venue/1088396	81	50	dlparkinson	31-Jul-10	Port Adelaide Power	Hawthorn Hawks	2	2
AAMI Stadium	http://foursquare.com/venue/1088396	83	30	-2347115	13-Aug-10				
AAMI Stadium	http://foursquare.com/venue/1088396	83	0	-2347115	14-Aug-10	Port Adelaide Power	West Coast Eagles	0	-30
AAMI Stadium	http://foursquare.com/venue/1088396	85	51	-2347115	21-Aug-10				
AAMI Stadium	http://foursquare.com/venue/1088396	85	51	-2347115	22-Aug-10	Port Adelaide Power	Melbourne Demons	0	0
TIO Stadium	http://foursquare.com/venue/2906924	2	2		16-Jul-10				
TIO Stadium	http://foursquare.com/venue/2906924	5	5		17-Jul-10	Western Bulldogs	Port Adelaide	3	3

friendster

friendster is small social networks. Alexa ranks it as the 685th most popular site on the Internet and the 1,483th most popular site in Australia. One of the ways friendster fosters communities is through groups. There are several Australian sport related groups, including one for the Socceroos with over a hundred members and one for the Melbourne Victory with over sixty. A search was done of Australian groups for AFL related communities. The table below gives an idea as to the number of groups dedicated to these clubs.

Team	Keyword	Groups	Checked
Collingwood Magpies	Collingwood Magpies	13	12-Nov-10
Fremantle Dockers	Fremantle Dockers	12	16-Aug-10
Fremantle Dockers	Fremantle Dockers	12	12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	107	12-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	12-Nov-10
Port Adelaide Power	Port Adelaide Power	1031	12-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	12-Nov-10
Port Adelaide Power	"Port Adelaide"	0	12-Nov-10
West Coast Eagles	West Coast Eagles	1006	16-Aug-10
West Coast Eagles	West Coast Eagles	1006	12-Nov-10
West Coast Eagles	"West Coast Eagles"	0	12-Nov-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. The table below gives an idea of the size of interest in the AFL community by searching member profiles for people who listed teams as interests.

Team	Interest	Members	Date checked
Adelaide Crows	Adelaide Crows	0	12-Nov-10
Brisbane Lions	Brisbane Lions	0	12-Nov-10
Collingwood Magpies	Collingwood Magpies	0	12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	0	12-Nov-10
Melbourne Demons	Melbourne Demons	0	12-Nov-10
Port Adelaide Power	Port Adelaide Power	0	12-Nov-10
Righmond Tigers	Righmond Tigers	0	12-Nov-10
Sydney Swans	Sydney Swans	0	12-Nov-10
Western Bulldogs	Western Bulldogs	1	24-Jun-10
Western Bulldogs	Julia Gillard	0	24-Jun-10
Western Bulldogs	Jason Akermanis	0	24-Jun-10
Western Bulldogs	Western Bulldogs	1	10-Nov-10
Western Bulldogs	Julia Gillard	0	12-Nov-10
Western Bulldogs	Jason Akermanis	0	12-Nov-10
Western Bulldogs	Western Bulldogs	1	12-Nov-10

The following is a list of some Australian sports fans on the site by interest. This list was included to give an idea as to the demographic profiles of users on the site.

Interest	Name	City	State	Country	Age	Birthday	Gender	Last Login	Registered	Posts per Day	Total Posts
Brisbane Broncos	Wallad			Australia	18					0.09	99
Parramatta Eels	sharmayn	Sydney	NSW	Australia	18			7-Nov-09	1-Jun-07		
Sydney Roosters	Slick_Schmitchick69	Coonabarabran	NSW	Australia			Female	2-Jul-06	25-Nov-05	0.01	15
Sydney Roosters	amzleigh_chick69	Coonabarabran	NSW	Australia			Female	25-Nov-05	24-Nov-05		
Sydney Roosters	VolfiesPup										
Sydney FC	moT-Trica			Australia			Female	1-Aug-07	17-Apr-07		
Sydney FC	Baptista						Male	27-Jan-10	3-Sep-05	6.2	10230
Canberra Raiders	The Bullgod	Canberra	ACT	Australia	22	8-Jun-88					
Western Bulldogs	amzalli^A			Australia	16		Female	8-May-08	14-Dec-05		
ACT Brumbies	The Bullgod	Canberra	ACT	Australia	22	8-Jun-88					
Wallabies	Orochimaru16		Arizona	United States			Male	16-Mar-08	4-Nov-06		
Wallabies	Naotta						Male	20-May-06	18-May-06	0.01	23
Wallabies	Nestly			United States		27-Feb-87	Female	3-Nov-09	29-Jun-04	0.07	160
All Blacks	yung3									0.01	7





On May 16 and November 12, a number of searches were conducted on google.com.au to record the total number of search results. These searches followed the following formula: "Port Adelaide Power" +CITY. The purpose of these searches was to determine comparative local interest for the team in several cities around Australia. The following chart give an idea as to the number of references to the Port Adelaide Power and the corresponding city during two different time periods.

Date	Full search term	Search term	+ City	State	Total results
16-May-10	"Port Adelaide Power" Windsor	"Port Adelaide Power"	Windsor	New South Wales	634
12-Nov-10	"Port Adelaide Power" Windsor	"Port Adelaide Power"	Windsor	New South Wales	5,670
16-May-10	"Port Adelaide Power" Whyalla	"Port Adelaide Power"	Whyalla	South Australia	1,590
12-Nov-10	"Port Adelaide Power" Whyalla	"Port Adelaide Power"	Whyalla	South Australia	4,080
16-May-10	"Port Adelaide Power" Wallaroo	"Port Adelaide Power"	Wallaroo	South Australia	159
12-Nov-10	"Port Adelaide Power" Wallaroo	"Port Adelaide Power"	Wallaroo	South Australia	205
16-May-10	"Port Adelaide Power" Victor Harbor	"Port Adelaide Power"	Victor Harbor	South Australia	173
12-Nov-10	"Port Adelaide Power" Victor Harbor	"Port Adelaide Power"	Victor Harbor	South Australia	967
16-May-10	"Port Adelaide Power" Tanunda	"Port Adelaide Power"	Tanunda	South Australia	374
12-Nov-10	"Port Adelaide Power" Tanunda	"Port Adelaide Power"	Tanunda	South Australia	728
16-May-10	"Port Adelaide Power" Strathalbyn	"Port Adelaide Power"	Strathalbyn	South Australia	192
12-Nov-10	"Port Adelaide Power" Strathalbyn	"Port Adelaide Power"	Strathalbyn	South Australia	223
16-May-10	"Port Adelaide Power" Roxby Downs	"Port Adelaide Power"	Roxby Downs	South Australia	67
12-Nov-10	"Port Adelaide Power" Roxby Downs	"Port Adelaide Power"	Roxby Downs	South Australia	51
16-May-10	"Port Adelaide Power" Richmond	"Port Adelaide Power"	Richmond	New South Wales	46,200
12-Nov-10	"Port Adelaide Power" Richmond	"Port Adelaide Power"	Richmond	New South Wales	777,000
16-May-10	"Port Adelaide Power" Renmark	"Port Adelaide Power"	Renmark	South Australia	241
12-Nov-10	"Port Adelaide Power" Renmark	"Port Adelaide Power"	Renmark	South Australia	536
16-May-10	"Port Adelaide Power" Port Pirie	"Port Adelaide Power"	Port Pirie	South Australia	985
12-Nov-10	"Port Adelaide Power" Port Pirie	"Port Adelaide Power"	Port Pirie	South Australia	1,780
16-May-10	"Port Adelaide Power" Port Lincoln	"Port Adelaide Power"	Port Lincoln	South Australia	460
12-Nov-10	"Port Adelaide Power" Port Lincoln	"Port Adelaide Power"	Port Lincoln	South Australia	6,040
16-May-10	"Port Adelaide Power" Port Augusta	"Port Adelaide Power"	Port Augusta	South Australia	1,010
12-Nov-10	"Port Adelaide Power" Port Augusta	"Port Adelaide Power"	Port Augusta	South Australia	3,120
16-May-10	"Port Adelaide Power" Palmerston NT	"Port Adelaide Power"	Palmerston	Northern Territory	166
12-Nov-10	"Port Adelaide Power" Palmerston NT	"Port Adelaide Power"	Palmerston	Northern Territory	371
16-May-10	"Port Adelaide Power" Palmerston ACT	"Port Adelaide Power"	Palmerston	Australian Capital Territory	561
12-Nov-10	"Port Adelaide Power" Palmerston ACT	"Port Adelaide Power"	Palmerston	Australian Capital Territory	1,200
16-May-10	"Port Adelaide Power" Nuriootpa	"Port Adelaide Power"	Nuriootpa	South Australia	136
12-Nov-10	"Port Adelaide Power" Nuriootpa	"Port Adelaide Power"	Nuriootpa	South Australia	284
16-May-10	"Port Adelaide Power" Naracoorte	"Port Adelaide Power"	Naracoorte	South Australia	1,090
12-Nov-10	"Port Adelaide Power" Naracoorte	"Port Adelaide Power"	Naracoorte	South Australia	905
16-May-10	"Port Adelaide Power" Murray Bridge	"Port Adelaide Power"	Murray Bridge	South Australia	1,930
12-Nov-10	"Port Adelaide Power" Murray Bridge	"Port Adelaide Power"	Murray Bridge	South Australia	2,030
16-May-10	"Port Adelaide Power" Mount Gambier	"Port Adelaide Power"	Mount Gambier	South Australia	608
12-Nov-10	"Port Adelaide Power" Mount Gambier	"Port Adelaide Power"	Mount Gambier	South Australia	2,590
16-May-10	"Port Adelaide Power" Mooroopna	"Port Adelaide Power"	Mooroopna	Victoria	81
12-Nov-10	"Port Adelaide Power" Mooroopna	"Port Adelaide Power"	Mooroopna	Victoria	132
16-May-10	"Port Adelaide Power" Moonta	"Port Adelaide Power"	Moonta	South Australia	560
12-Nov-10	"Port Adelaide Power" Moonta	"Port Adelaide Power"	Moonta	South Australia	489
16-May-10	"Port Adelaide Power" Millicent	"Port Adelaide Power"	Millicent	South Australia	115
12-Nov-10	"Port Adelaide Power" Millicent	"Port Adelaide Power"	Millicent	South Australia	165
16-May-10	"Port Adelaide Power" Melton	"Port Adelaide Power"	Melton	Victoria	134
12-Nov-10	"Port Adelaide Power" Melton	"Port Adelaide Power"	Melton	Victoria	643
16-May-10	"Port Adelaide Power" Maitland	"Port Adelaide Power"	Maitland	New South Wales	676
12-Nov-10	"Port Adelaide Power" Maitland	"Port Adelaide Power"	Maitland	New South Wales	964
16-May-10	"Port Adelaide Power" Loxton	"Port Adelaide Power"	Loxton	South Australia	391
12-Nov-10	"Port Adelaide Power" Loxton	"Port Adelaide Power"	Loxton	South Australia	262
16-May-10	"Port Adelaide Power" Goolwa	"Port Adelaide Power"	Goolwa	South Australia	954
12-Nov-10	"Port Adelaide Power" Goolwa	"Port Adelaide Power"	Goolwa	South Australia	583
16-May-10	"Port Adelaide Power" Gawler	"Port Adelaide Power"	Gawler	South Australia	688
12-Nov-10	"Port Adelaide Power" Gawler	"Port Adelaide Power"	Gawler	South Australia	3,230
16-May-10	"Port Adelaide Power" Clare	"Port Adelaide Power"	Clare	South Australia	676
12-Nov-10	"Port Adelaide Power" Clare	"Port Adelaide Power"	Clare	South Australia	10,100
16-May-10	"Port Adelaide Power" Ceduna	"Port Adelaide Power"	Ceduna	South Australia	417
12-Nov-10	"Port Adelaide Power" Ceduna	"Port Adelaide Power"	Ceduna	South Australia	230
16-May-10	"Port Adelaide Power" Bordertown	"Port Adelaide Power"	Bordertown	South Australia	144
12-Nov-10	"Port Adelaide Power" Bordertown	"Port Adelaide Power"	Bordertown	South Australia	144
16-May-10	"Port Adelaide Power" Berri	"Port Adelaide Power"	Berri	South Australia	1,180
12-Nov-10	"Port Adelaide Power" Berri	"Port Adelaide Power"	Berri	South Australia	22,100



In May, Port Adelaide played the Melbourne Demons in Darwin. The following table was compiled on May 21. It is a comparison of the total search results for Northern Territory cities for both teams.

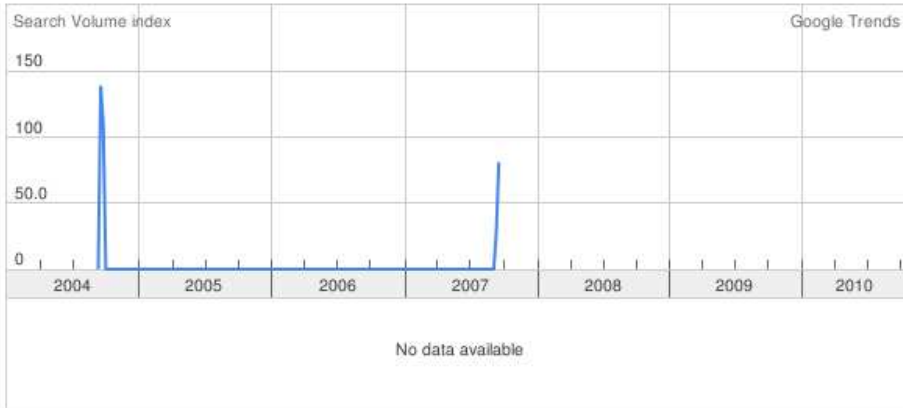
+ City	Full search term	Total results	Full search term	Total results
Acacia Hills	"Melbourne Demons" "Acacia Hills"	0	"Port Adelaide Power" "Acacia Hills"	1
Adelaide River	"Melbourne Demons" "Adelaide River"	356	"Port Adelaide Power" "Adelaide River"	359
Alawa	"Melbourne Demons" "Alawa"	4	"Port Adelaide Power" "Alawa"	4
Ali Curung	"Melbourne Demons" "Ali Curung"	8	"Port Adelaide Power" "Ali Curung"	9
Alice Springs	"Melbourne Demons" "Alice Springs"	629	"Port Adelaide Power" "Alice Springs"	639
Alpunurulam	"Melbourne Demons" "Alpunurulam"	3	"Port Adelaide Power" "Alpunurulam"	2
Alyangula	"Melbourne Demons" "Alyangula"	2	"Port Adelaide Power" "Alyangula"	2
Angurugu	"Melbourne Demons" "Angurugu"	0	"Port Adelaide Power" "Angurugu"	2
Anula	"Melbourne Demons" "Anula"	5,390	"Port Adelaide Power" "Anula"	1,610
Aputula	"Melbourne Demons" "Aputula"	1	"Port Adelaide Power" "Aputula"	3
Archer	"Melbourne Demons" "Archer"	2,260	"Port Adelaide Power" "Archer"	1,590
Areyonga	"Melbourne Demons" "Areyonga"	8	"Port Adelaide Power" "Areyonga"	6
Bagot	"Melbourne Demons" "Bagot"	39	"Port Adelaide Power" "Bagot"	23
Bakewell	"Melbourne Demons" "Bakewell"	110	"Port Adelaide Power" "Bakewell"	46
Barrow Creek	"Melbourne Demons" "Barrow Creek"	71	"Port Adelaide Power" "Barrow Creek"	3
Batchelor	"Melbourne Demons" "Batchelor"	431	"Port Adelaide Power" "Batchelor"	204
Bellamack	"Melbourne Demons" "Bellamack"	3	"Port Adelaide Power" "Bellamack"	0
Berrimah	"Melbourne Demons" "Berrimah"	291	"Port Adelaide Power" "Berrimah"	0
Berry Springs	"Melbourne Demons" "Berry Springs"	264	"Port Adelaide Power" "Berry Springs"	2
Borroloola	"Melbourne Demons" "Borroloola"	35	"Port Adelaide Power" "Borroloola"	4
Bayview	"Melbourne Demons" "Bayview"	321	"Port Adelaide Power" "Bayview"	9
Brinkin	"Melbourne Demons" "Brinkin"	3	"Port Adelaide Power" "Brinkin"	1
Casuarina	"Melbourne Demons" "Casuarina"	3	"Port Adelaide Power" "Casuarina"	33
Charles Darwin University	"Melbourne Demons" "Charles Darwin U	714	"Port Adelaide Power" "Charles Darwin Un	61
Coconut Grove	"Melbourne Demons" "Coconut Grove"	6	"Port Adelaide Power" "Coconut Grove"	4
Coonawarra	"Melbourne Demons" "Coonawarra"	224	"Port Adelaide Power" "Coonawarra"	227
Croker Island	"Melbourne Demons" "Croker Island"	4	"Port Adelaide Power" "Croker Island"	0
Daly River	"Melbourne Demons" "Daly River"	119	"Port Adelaide Power" "Daly River"	7
Daly Waters	"Melbourne Demons" "Daly Waters"	251	"Port Adelaide Power" "Daly Waters"	7
Darwin	"Melbourne Demons" "Darwin"	4,320	"Port Adelaide Power" "Darwin"	3,000
Darwin General Post Office	"Melbourne Demons" "Darwin General F	0	"Port Adelaide Power" "Darwin General Po	0
Darwin Mail Centre	"Melbourne Demons" "Darwin Mail Cent	0	"Port Adelaide Power" "Darwin Mail Centre	0
Delissaville	"Melbourne Demons" "Delissaville"	0	"Port Adelaide Power" "Delissaville"	0
Driver	"Melbourne Demons" "Driver NT"	5,780	"Port Adelaide Power" "Driver NT"	23,800
Dundee Beach	"Melbourne Demons" "Dundee Beach"	8	"Port Adelaide Power" "Dundee Beach"	0
East Point	"Melbourne Demons" "East Point"	101	"Port Adelaide Power" "East Point"	146
Elliott	"Melbourne Demons" "Elliott"	1,690	"Port Adelaide Power" "Elliott"	378
Fannie Bay	"Melbourne Demons" "Fannie Bay"	5,270	"Port Adelaide Power" "Fannie Bay"	3
Farrar	"Melbourne Demons" "Farrar"	3,060	"Port Adelaide Power" "Farrar"	992
Finke	"Melbourne Demons" "Finke"	1,190	"Port Adelaide Power" "Finke"	183
Galwinku	"Melbourne Demons" "Galwinku"	2	"Port Adelaide Power" "Galwinku"	3
Goulburn Island	"Melbourne Demons" "Goulburn Island"	2	"Port Adelaide Power" "Goulburn Island"	1
Gray	"Melbourne Demons" "Gray"	4,160	"Port Adelaide Power" "Gray"	4,060
Gunn	"Melbourne Demons" "Gunn"	3,910	"Port Adelaide Power" "Gunn"	87
Haasts Bluff	"Melbourne Demons" "Haasts Bluff"	1	"Port Adelaide Power" "Haasts Bluff"	1
Hermannsburg	"Melbourne Demons" "Hermannsburg"	93	"Port Adelaide Power" "Hermannsburg"	5
Howard Springs	"Melbourne Demons" "Howard Springs"	9	"Port Adelaide Power" "Howard Springs"	5
Humpty Doo	"Melbourne Demons" "Humpty Doo"	307	"Port Adelaide Power" "Humpty Doo"	6
Jabiru	"Melbourne Demons" "Jabiru"	145	"Port Adelaide Power" "Jabiru"	63
Jingili	"Melbourne Demons" "Jingili"	3	"Port Adelaide Power" "Jingili"	1
Kaltukatjara	"Melbourne Demons" "Kaltukatjara"	1	"Port Adelaide Power" "Kaltukatjara"	3
Karama	"Melbourne Demons" "Karama"	105	"Port Adelaide Power" "Karama"	71
Katherine	"Melbourne Demons" "Katherine"	1,810	"Port Adelaide Power" "Katherine"	813
Kintore	"Melbourne Demons" "Kintore"	9	"Port Adelaide Power" "Kintore"	84
Lajamanu	"Melbourne Demons" "Lajamanu"	6,540	"Port Adelaide Power" "Lajamanu"	74
Larrakeyah	"Melbourne Demons" "Larrakeyah"	4	"Port Adelaide Power" "Larrakeyah"	0
Larrimah	"Melbourne Demons" "Larrimah"	3	"Port Adelaide Power" "Larrimah"	0
Leanyer	"Melbourne Demons" "Leanyer"	5	"Port Adelaide Power" "Leanyer"	4
Lee Point	"Melbourne Demons" "Lee Point"	4	"Port Adelaide Power" "Lee Point"	0
Ludmilla	"Melbourne Demons" "Ludmilla"	5,050	"Port Adelaide Power" "Ludmilla"	6
Malak	"Melbourne Demons" "Malak"	37	"Port Adelaide Power" "Malak"	9
Maningrida	"Melbourne Demons" "Maningrida"	288	"Port Adelaide Power" "Maningrida"	2
Maranboy	"Melbourne Demons" "Maranboy"	0	"Port Adelaide Power" "Maranboy"	0
Marlow Lagoon	"Melbourne Demons" "Marlow Lagoon"	2	"Port Adelaide Power" "Marlow Lagoon"	0
Marrara	"Melbourne Demons" "Marrara"	1,390	"Port Adelaide Power" "Marrara"	1,060
Mataranka	"Melbourne Demons" "Mataranka"	55	"Port Adelaide Power" "Mataranka"	5
Milingimbi	"Melbourne Demons" "Milingimbi"	4	"Port Adelaide Power" "Milingimbi"	2
Milne	"Melbourne Demons" "Milne"	5	"Port Adelaide Power" "Milne"	0
Mintjilang	"Melbourne Demons" "Mintjilang"	1	"Port Adelaide Power" "Mintjilang"	0
Mitchell	"Melbourne Demons" "Mitchell"	20,400	"Port Adelaide Power" "Mitchell"	19,600
Moi	"Melbourne Demons" "Moi"	2	"Port Adelaide Power" "Moi"	0
Moulden	"Melbourne Demons" "Moulden"	4	"Port Adelaide Power" "Moulden"	3
Nakara	"Melbourne Demons" "Nakara"	1,020	"Port Adelaide Power" "Nakara"	112
Newcastle Waters	"Melbourne Demons" "Newcastle Water	6	"Port Adelaide Power" "Newcastle Waters"	1
Nguiu	"Melbourne Demons" "Nguuu"	4,730	"Port Adelaide Power" "Nguuu"	2
Ngukurr	"Melbourne Demons" "Ngukurr"	52	"Port Adelaide Power" "Ngukurr"	8
Nhulunbuy	"Melbourne Demons" "Nhulunbuy"	6,780	"Port Adelaide Power" "Nhulunbuy"	52
Nightcliff	"Melbourne Demons" "Nightcliff"	619	"Port Adelaide Power" "Nightcliff"	371
Noonamah	"Melbourne Demons" "Noonamah"	5	"Port Adelaide Power" "Noonamah"	4
Numbulwar	"Melbourne Demons" "Numbulwar"	331	"Port Adelaide Power" "Numbulwar"	8
Oenpelli	"Melbourne Demons" "Oenpelli"	5	"Port Adelaide Power" "Oenpelli"	0
Palmerston	"Melbourne Demons" "Palmerston NT"	480	"Port Adelaide Power" "Palmerston NT"	179
Papunya	"Melbourne Demons" "Papunya"	293	"Port Adelaide Power" "Papunya"	8
Parap	"Melbourne Demons" "Parap"	679	"Port Adelaide Power" "Parap"	839
Pine Creek	"Melbourne Demons" "Pine Creek"	72	"Port Adelaide Power" "Pine Creek"	4
Pinelands	"Melbourne Demons" "Pinelands"	4	"Port Adelaide Power" "Pinelands"	1
Pularumpi	"Melbourne Demons" "Pularumpi"	0	"Port Adelaide Power" "Pularumpi"	0
Ramingining	"Melbourne Demons" "Ramingining"	3	"Port Adelaide Power" "Ramingining"	3
Rapid Creek	"Melbourne Demons" "Rapid Creek"	296	"Port Adelaide Power" "Rapid Creek"	17
Rosebery	"Melbourne Demons" "Rosebery"	307	"Port Adelaide Power" "Rosebery"	189
Sanderson	"Melbourne Demons" "Sanderson"	3,220	"Port Adelaide Power" "Sanderson"	910
Santa Teresa	"Melbourne Demons" "Santa Teresa"	50	"Port Adelaide Power" "Santa Teresa"	4
Stuart Park	"Melbourne Demons" "Stuart Park"	5	"Port Adelaide Power" "Stuart Park"	3
Tennant Creek	"Melbourne Demons" "Tennant Creek"	817	"Port Adelaide Power" "Tennant Creek"	263
The Gardens	"Melbourne Demons" "The Gardens"	356	"Port Adelaide Power" "The Gardens"	286
The Narrows	"Melbourne Demons" "The Narrows"	5	"Port Adelaide Power" "The Narrows"	1
Ti Tree	"Melbourne Demons" "Ti Tree"	89	"Port Adelaide Power" "Ti Tree"	4
RAAF Base Tindal	"Melbourne Demons" "RAAF Base Tind	0	"Port Adelaide Power" "RAAF Base Tindal"	1
Twi	"Melbourne Demons" "Twi"	2,790	"Port Adelaide Power" "Twi"	113
Umbakumba	"Melbourne Demons" "Umbakumba"	0	"Port Adelaide Power" "Umbakumba"	2
Victoria River Downs	"Melbourne Demons" "Victoria River Do	0	"Port Adelaide Power" "Victoria River Dow	0
Wadeye	"Melbourne Demons" "Wadeye"	771	"Port Adelaide Power" "Wadeye"	96
Wagaman	"Melbourne Demons" "Wagaman"	3	"Port Adelaide Power" "Wagaman"	0
Wangun	"Melbourne Demons" "Wangun"	6	"Port Adelaide Power" "Wangun"	1
Warrego	"Melbourne Demons" "Warrego"	137	"Port Adelaide Power" "Warrego"	39
Winnellie	"Melbourne Demons" "Winnellie"	295	"Port Adelaide Power" "Winnellie"	3
Woodleigh Gardens	"Melbourne Demons" "Woodleigh Garde	0	"Port Adelaide Power" "Woodleigh Garden	0
Woodroffe	"Melbourne Demons" "Woodroffe"	10	"Port Adelaide Power" "Woodroffe"	565
Woolner	"Melbourne Demons" "Woolner"	110	"Port Adelaide Power" "Woolner"	8
Wulagi	"Melbourne Demons" "Wulagi"	2	"Port Adelaide Power" "Wulagi"	0
Yarrawonga	"Melbourne Demons" "Yarrawonga"	276	"Port Adelaide Power" "Yarrawonga"	91
Yirrkala	"Melbourne Demons" "Yirrkala"	43	"Port Adelaide Power" "Yirrkala"	10
Yuendumu	"Melbourne Demons" "Yuendumu"	12,200	"Port Adelaide Power" "Yuendumu"	658
Yulara	"Melbourne Demons" "Yulara"	31	"Port Adelaide Power" "Yulara"	8



Google

The following is a screenshot from Google Trends using the search phrase: Port Adelaide Power. The screenshot was generated on November 12, 2010.

port adelaide power 1.00



Rank by port adelaide power

Subregions

1. [South Australia](#), Australia
2. [Australian Capital Territory](#), Australia
3. [Victoria](#), Australia
4. [Western Australia](#), Australia
5. [New South Wales](#), Australia
6. [Queensland](#), Australia

Cities

1. Adelaide, Australia
2. Canberra, Australia
3. Melbourne, Australia
4. Perth, Australia
5. Sydney, Australia
6. Brisbane, Australia

hi5

hi5 is a social network/social gaming site. According to Alexa, it is the 133rd 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. The table below gives an idea as to the size of the community for the AFL on hi5 by searching groups and profiles.

Team	Search	People	Communities	Checked
Collingwood Magpies	Collingwood Magpies	0	2	24-Jun-10
Collingwood Magpies	Collingwood Magpies	0	2	12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	1	1	12-Nov-10
Melbourne Demons	Melbourne Demons	0	1	24-Jun-10
Melbourne Demons	Melbourne Demons	0	1	12-Nov-10
Port Adelaide Power	Port Adelaide Power	0	0	12-Nov-10
Sydney Swans	Sydney Swans	0	2	24-Jun-10
Sydney Swans	Sydney Swans	0	2	12-Nov-10
Western Bulldogs	Jason Akermanis	0	0	24-Jun-10
Western Bulldogs	Jason Akermanis	0	0	12-Nov-10
Western Bulldogs	Julia Gillard	0	0	24-Jun-10
Western Bulldogs	Julia Gillard	0	0	12-Nov-10
Western Bulldogs	Western Bulldogs	0	0	24-Jun-10
Western Bulldogs	Western Bulldogs	0	0	12-Nov-10





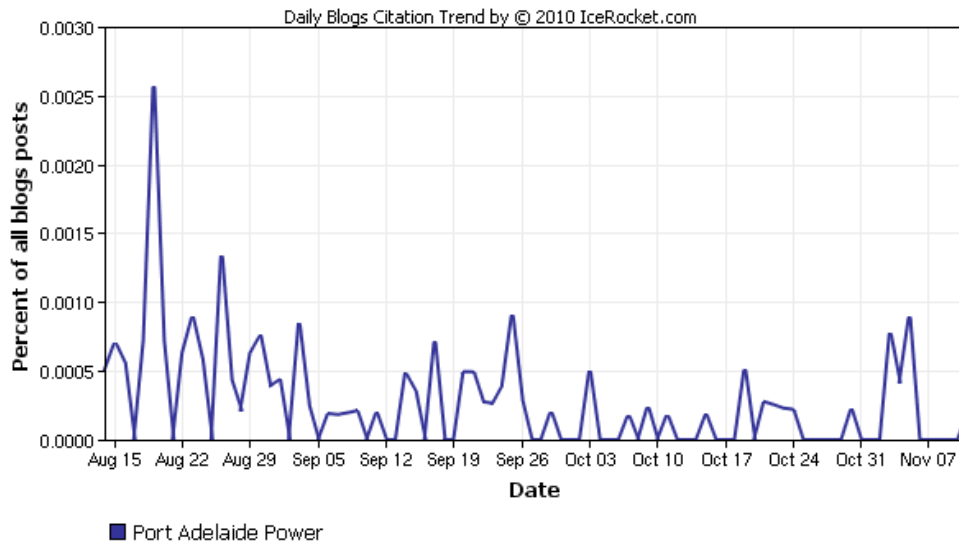
hi5

The table below gives an idea of the comparative size of some of the AFL and Australian sport related groups on hi5, when they were founded, historical growth and the total activity level that has taken place on them.

Team	Community name	url - http://www.hi5.com/friend/group/	Members	Created	Topics	Checked
ACT Brumbies	ACT BRUMBIES	1735438--ACT%2BRUMBIES--front-html	5	10-Feb-07		15-May-10
Canberra Raiders	Canberra Raiders	105808--Canberra%2BRaiders--front-html	29	19-Dec-04	5	12-Nov-10
Canberra Raiders	Canberra Raiders	99873--Canberra%2BRaiders--front-html	11	11-Dec-04	0	12-Nov-10
Collingwood Magpies	CoLlnGwOoD mAgPIEs	219754--CoLlnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		1-Apr-10
Collingwood Magpies	CoLlnGwOoD mAgPIEs	219754--CoLlnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		15-May-10
Collingwood Magpies	CoLlnGwOoD mAgPIEs	219754--CoLlnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		24-Jun-10
Collingwood Magpies	CoLlnGwOoD mAgPIEs	219754--CoLlnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		12-Nov-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		1-Apr-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		15-May-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		24-Jun-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	524674--Hawthorn%2BHawks--front-html	11	19-Oct-05	2	12-Nov-10
Melbourne Demons	Melbourne Demons FC	1070511--Melbourne%2BDemons%2BFC--front-html	3	10-Jun-06		24-Jun-10
Melbourne Demons	Melbourne Demons FC	1070511--Melbourne%2BDemons%2BFC--front-html	3	10-Jun-06		12-Nov-10
Melbourne Storm	Melbourne Storm	118052--Melbourne%2BStorm%2BSupporters%2Bgro--front-html	11	1-Jan-05		15-May-10
Melbourne Storm	Melbourne Storm Fans	2226021--Melbourne%2BStorm%2BFans--front-html	4	6-Jun-07		15-May-10
Melbourne Storm	melbourne storm	2470415--melbourne%2Bstorm--front-html	1	18-Oct-07		15-May-10
Melbourne Storm	Melbourne Storm!	3543524--Melbourne%2BStorm%2521--front-html	2	3-Sep-08		15-May-10
Melbourne Victory	Melbourne Victory	460386--Melbourne%2BVictory--front-html	83	4-Sep-05	11	12-Nov-10
Melbourne Victory	Melbourne Victory Fans	527030--Melbourne%2BVictory%2BFans--front-html	8	21-Oct-05	1	12-Nov-10
Socceroos	SOUTH AUSTRALIA_GO	1066519--SOUTH%2BAUSTRALIA%2B_GO%2BTHE%2BSOCCER--front-html	1	10-Jun-06		15-May-10
Socceroos	THE SOCCEROOS	1113808--THE%2BSOCCEROOS--front-html	14	28-Jun-06		15-May-10
Socceroos	socceroos well done	1127775--socceroos%2Bwell%2Bdone--front-html	34	4-Jul-06		15-May-10
Socceroos	Aussie Socceros	1512512--Aussie%2BSocceros--front-html	43	8-Dec-06		15-May-10
Socceroos	SOCCEROOS	567347--%2BSOCCEROOS--front-html	4	17-Nov-05		15-May-10
Socceroos	SOCCEROOS!!!	568742--SOCCEROOS%2521%2521%2521--front-html	8	17-Nov-05		15-May-10
Socceroos	Socceroos are going to the World Cup!	569838--Socceroos%2Bare%2Bgoing%2Bto%2Bthe%2BWor--front-html	4	18-Nov-05		15-May-10
Socceroos	socceroos	631994--socceroos--front-html	28	24-Dec-05		15-May-10
Sydney Swans	Sydney Swans	145156--Sydney%2BSwans--front-html	63	24-Jan-05		24-Jun-10
Sydney Swans	Sydney Swans	145156--Sydney%2BSwans--front-html	63	24-Jan-05		12-Nov-10
Sydney Swans	Sydney Swans Football	265803--Sydney%2BSwans%2BFootball%2BClub--front-html	2	17-Apr-05		24-Jun-10
Sydney Swans	Sydney Swans Football	265803--Sydney%2BSwans%2BFootball%2BClub--front-html	2	17-Apr-05		12-Nov-10

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 "Port Adelaide Power." The following graph was generated by IceRocket.



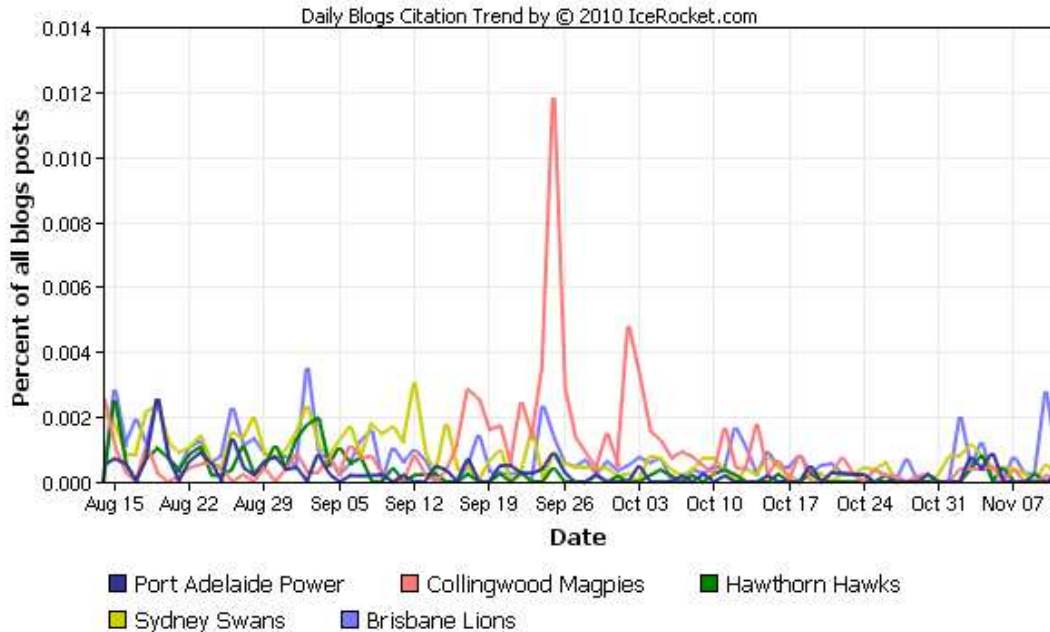
Trend Terms / Back to search results	Posts per day	Average %	Total posts
Port Adelaide Power	1.08	0.0003	97





IceRocket

The following is a graph generated by IceRocket. It compares the relative volume of discussion for Port Adelaide to other selected teams in the AFL. This graph was created on November 12 and shows conversations for the past three months.



Trend Terms / Back to search results	Posts per day	Average %	Total posts
Port Adelaide Power	1.08	0.0003	97
Collingwood Magpies	3.19	0.0009	287
Hawthorn Hawks	1.23	0.0003	111
Sydney Swans	3.11	0.0007	280
Brisbane Lions	2.99	0.0007	269

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. The table below gives an idea as to the size of the AFL and Australian sport community on LinkedIn by searching for selected teams using all search types.

Team	Search term	Groups	People	Companies	Answers	Jobs	Checked
Canberra Raiders	"Canberra Raiders"	0	21	0	0	0	12-Nov-10
Canberra Raiders	Canberra Raiders	0	17	0	0	0	21-Jun-10
Collingwood Magpies	"Collingwood Magpies"	0	6	0	0	0	12-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	2	0	0	0	12-Nov-10
Melbourne Victory	"Melbourne Victory"	0	0				1-Jul-10
Melbourne Victory	"Melbourne Victory"	0	0				1-Jul-10
Melbourne Victory	"Melbourne Victory"	1	61	0	0	0	12-Nov-10
NRL	NRL	3	1,195				21-Jun-10
NRL	NRL	3	1,418	25	8	0	12-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	2	0	0	0	12-Nov-10
Western Bulldogs	"Western Bulldogs"	0	66	4	0	0	24-Jun-10
Western Bulldogs	"Western Bulldogs"	0	78	4	0	0	12-Nov-10





LiveJournal

LiveJournal is a blogging site. It traditionally has had a fairly active Australian community on it. According to Alexa, the site is the 77th most popular on the Internet and the 94th most 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. The following is a list of some members who listed the Port Adelaide Power as an interest on the date indicated.

Service	username	Last updated	City	State	Country	Year of Birth	Date checked
DeadJournal	nick_vic	381 weeks ago	Melbourne	Victoria	Australia	1987	22-Dec-09
LiveJournal	thebagbunny	2 weeks ago					23-Feb-10
LiveJournal	lukeyloves	39 weeks ago					23-Feb-10
LiveJournal	kateemma	42 weeks ago	Sydney	New South Wales	Australia	1987	23-Feb-10
LiveJournal	lexkatz	49 weeks ago	Sydney	New South Wales	Australia	1987	23-Feb-10
LiveJournal	patriciafoz	53 weeks ago	Columbia	Missouri	United States		23-Feb-10
LiveJournal	thatcolinguy	142 weeks ago	Adelaide	South Australia	Australia	1983	23-Feb-10
LiveJournal	kyra_82	146 weeks ago	Alice Springs	Northern Territory	Australia	1982	23-Feb-10
LiveJournal	millie11	163 weeks ago			Australia		23-Feb-10
LiveJournal	pastelfreak	181 weeks ago	Adelaide	South Australia	Australia	1987	23-Feb-10
LiveJournal	pilgrimess	215 weeks ago	Adelaide	South Australia	Australia		23-Feb-10

The table below shows the number of people and groups who list the team as an interest by network and by date.

Service	Interest	Date checked	Communities	People
Dreamwidth	Port Adelaide Power	7-Jun-10	0	0
Dreamwidth	Port Adelaide Power	23-Aug-10	0	0
Dreamwidth	Port Adelaide Power	24-Oct-10	0	0
Dreamwidth	Port Adelaide Power	12-Nov-10	0	0
InsaneJournal	Port Adelaide Power	24-Oct-10	0	0
InsaneJournal	Port Adelaide Power	12-Nov-10	0	0
JournalFen	Port Adelaide Power	12-Nov-10	0	0
LiveJournal	Port Adelaide Power	7-Jun-10	4	10
LiveJournal	Port Adelaide Power	23-Oct-10	4	10
LiveJournal	Port Adelaide Power	12-Nov-10	4	10



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. The table below gives an idea of the size of the Hawthorn Hawks community on orkut compared to other teams.

Team	Interest	Users	Communi	Topics	Date
Adelaide Crows	"Adelaide Crows"	8	2	14	5-Jun-10
Adelaide Crows	"Adelaide Crows"	8	2	13	12-Nov-10
Collingwood Magpies	"Collingwood Magpies"	5	2	5	12-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	2	1	13	12-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	1	4	5-Jun-10
Port Adelaide Power	"Port Adelaide Power"	0	1	0	12-Nov-10
Western Bulldogs	"Jason Akermanis"	0	0	3	5-Jun-10
Western Bulldogs	"Jason Akermanis"	0	0	3	12-Nov-10
Western Bulldogs	"Western Bulldogs"	7	1	14	5-Jun-10
Western Bulldogs	"Western Bulldogs"	7	1	14	24-Jun-10
Western Bulldogs	"Western Bulldogs"	6	1	14	12-Nov-10

Twitter

Twitter is a microblogging site. It is one of the most popular sites in Australia any players and clubs in the AFL have embraced it. If you are a fan, you can follow them to see what they are up to. Twitter can be a way to gain unique access to players and the club in a way that is not filtered through the media. The table below gives an idea of the growth of Port Adelaide Power related accounts over time.

	PAFC	warrentredrea	troychaplin30	ssalopek3	rgray17	Brogsy5	PAFCNews
30-Dec-09	946						
30-May-10	1,539						
16-Jun-10	1,590						
19-Jun-10	1,603						
24-Jun-10	1,625						
29-Jul-10	1,804						
26-Aug-10	1,986						
13-Sep-10	2,123	1,026	655	522	168	145	
15-Sep-10	2,142	1,049	672	539	183	152	
2-Oct-10		1,252	799	682	318		
4-Oct-10	2,263	1,260	802	687	324	213	
11-Oct-10	2,361	1,354	867	747	382	236	
13-Oct-10	2,371	1,364	872	758	391	244	
7-Nov-10	2,497	1,492	925	827	482	280	419
11-Nov-10	2,507	1,513	944	842	499	286	425



Twitter

The chart below gives a comparison for AFL related hashtags over a one week period in May. The results were compiled by manually using search.twitter.com to search for these hashtags and to manually count the results.

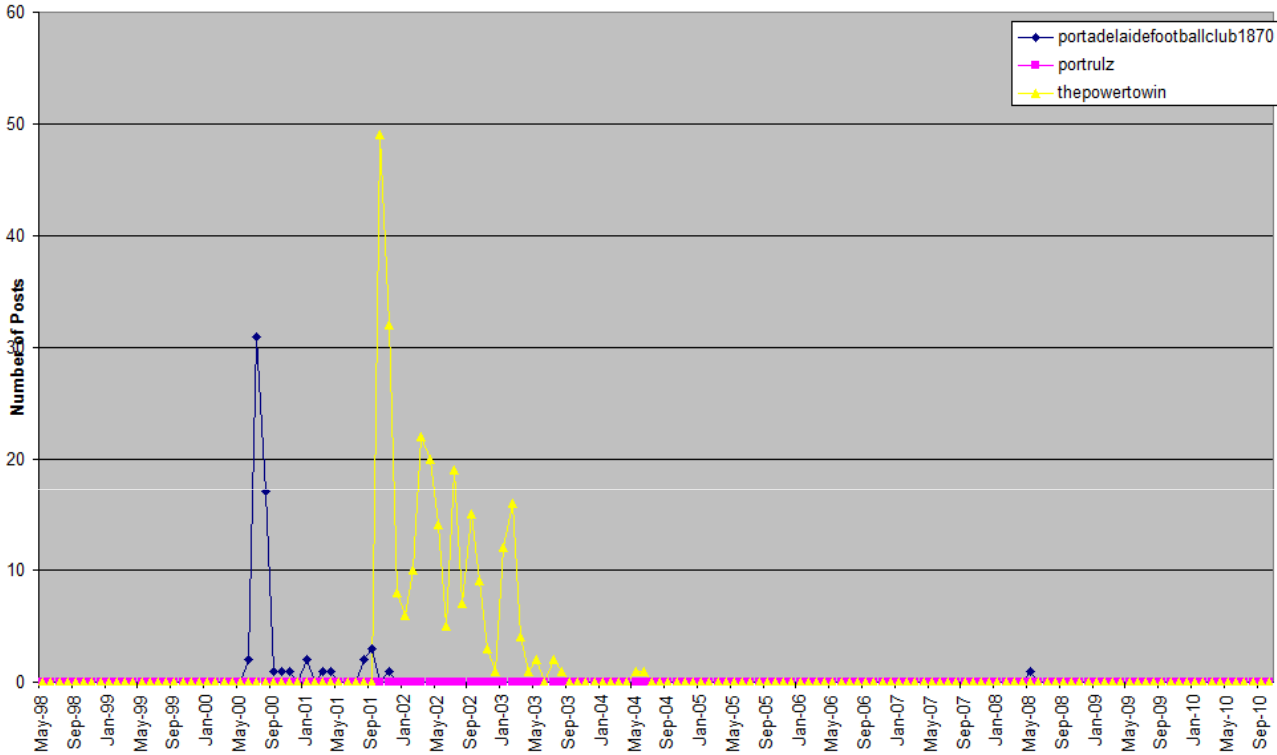
Keyword	3-May-10	4-May-10	5-May-10	6-May-10	7-May-10	8-May-10	9-May-10
#CollingwoodMagpies	0	0	0	0	0	0	1
#CarltonBlues	0	0	0	0	0	0	0
#WestCoastEagles	2	0	0	0	0	0	1
#EssendonBombers	0	0	0	0	0	0	0
#AdelaideCrows	0	0	0	0	0	0	6
#StKildaSaints	0	0	0	0	0	0	0
#SydneySwans	2	1	0	0	1	0	11
#FremantleDockers	0	0	0	0	1	0	0
#RichmondTigers	0	3	0	1	0	0	
#BrisbaneLions	3	13	3	9	8	10	27
#GeelongCats	0	1	0	0	0	0	3
#NorthMelbourneKangaroos	0	0	0	0	0	0	0
#MelbourneDemons	0	0	1	0	0	0	0
#PortAdelaidePower	0	0	0	0	0	0	0
#HawthornHawks	0	0	0	0	0	0	0
#WesternBulldogs	0	0	0	0	0	0	0
#GoldCoastFootballClub	0	0	0	0	0	0	0
#BrisbaneLionsHQ	0	0	0	0	1	0	0
#GCFC	0	0	3	1	0	2	2
#gosaints	11	3	10	8	7	4	16





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. The graph below gives an idea as to the historical non-spam activity levels on the following Port Adelaide Power lists: portadelaidefootballclub1870, portruz, and thepowertowin.





YouTube

YouTube is the most popular video upload site in Australia. The table below includes demographic data about a select number of users who have uploaded videos about Port Adelaide.

Username	Name	Channel Views	Total Upload Views	Age	Joined	Last Sign In	Subscribers	Country	Occupation	Date collected
elchubenibre	Mars	15,433	896,956		15-Oct-06	23 hours ago	172	Australia	Student	25-Mar-10

The following table contains some information about a Port Adelaide video. The data includes when the videos were uploaded, when the data was recorded, and how many views the video received.

Title	URL	Views	Uploaded	Uploader	Date checked
Alan Didak finishes off port adelaide	http://www.youtube.com/watch?v=mWZhhUhOT6s	671	23-Jul-09	elchubenibre	25-Mar-10

Searches were run to determine the total number of videos about the team that were on YouTube on selected dates. The table below contains that information.

Team	Interest	Videos	Date gathered
Port Adelaide Power	"Port Adelaide Power"	227	16-Jun-10
Port Adelaide Power	"Port Adelaide Power"	225	21-Jun-10
Port Adelaide Power	"Port Adelaide Power"	274	24-Oct-10

