

VIRTUAL REALITY 2017

TOP 100 INFLUENCERS BRANDS AND PUBLICATIONS



inside



Methodology



Comparison



Network Maps



Top 100 Lists



Key Insights

methodology

The PageRank based methodology we use to extract influencers on a particular topic (tweets mentioning “Virtual Reality” OR virtualreality OR #VR in this case) takes into account the number and quality of contextual references that a user receives.

These calculations also take into account a user's **resonance** (engagement) **relevance** (number of tweets on topic) and **reach** (number of followers).

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

take me there

BIG

the
data

5

272
days

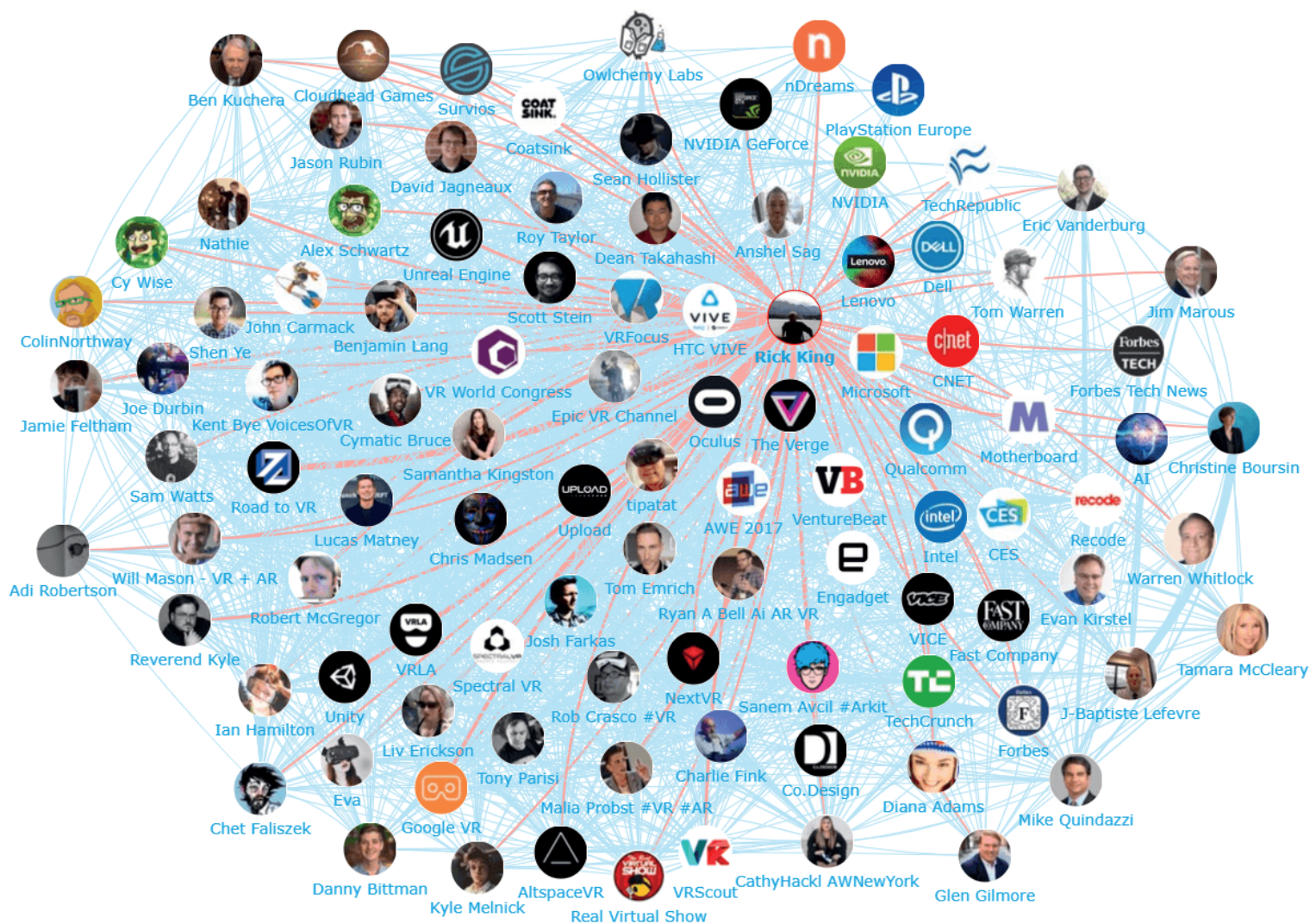


5,405,722
posts



48,233
users

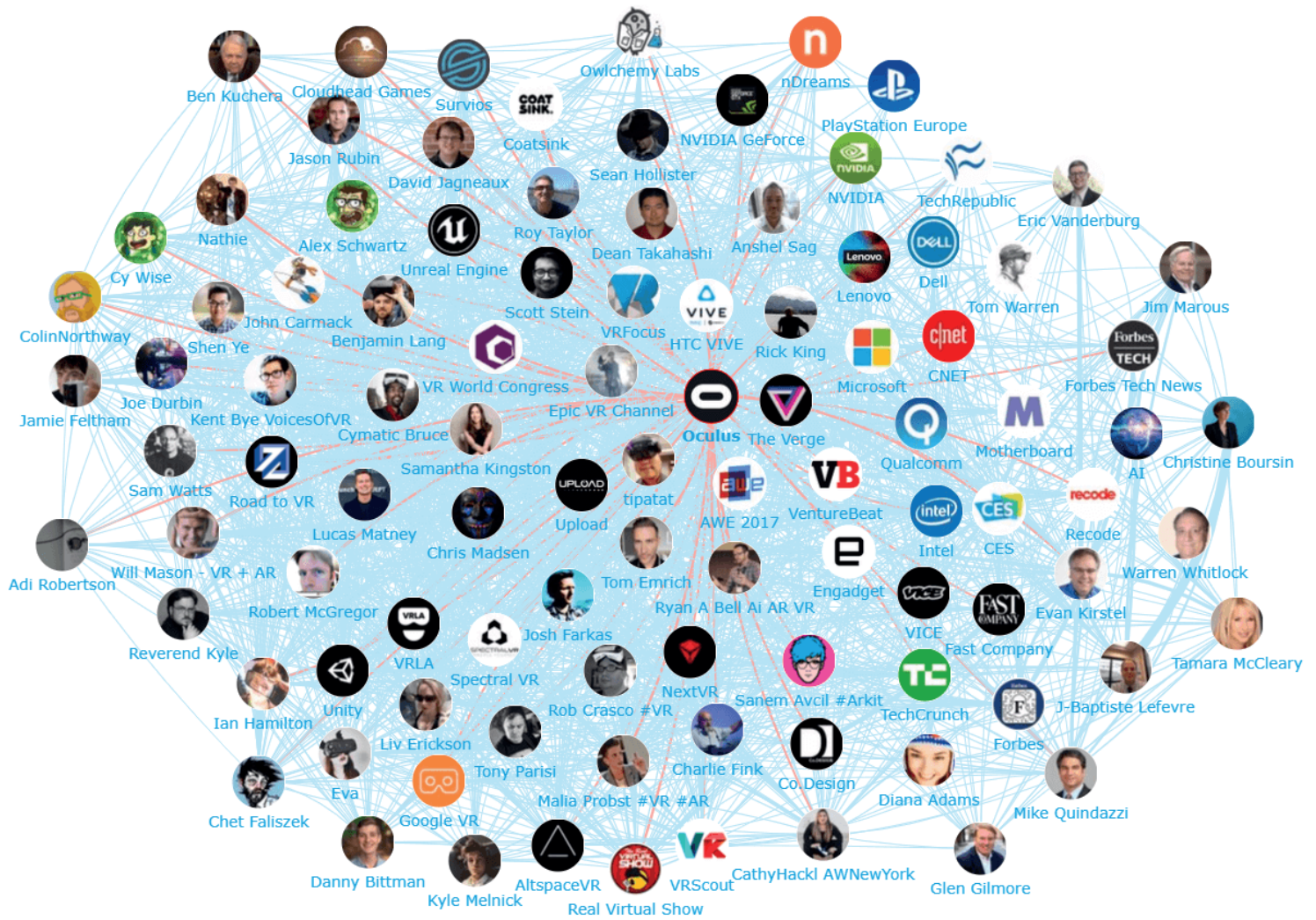
Interactions between influencers, brands and publications in Virtual Reality



This map was created using our Influencer Relationship Management software.

[Learn More](#)

Interactions between influencers, brands and publications in Virtual Reality



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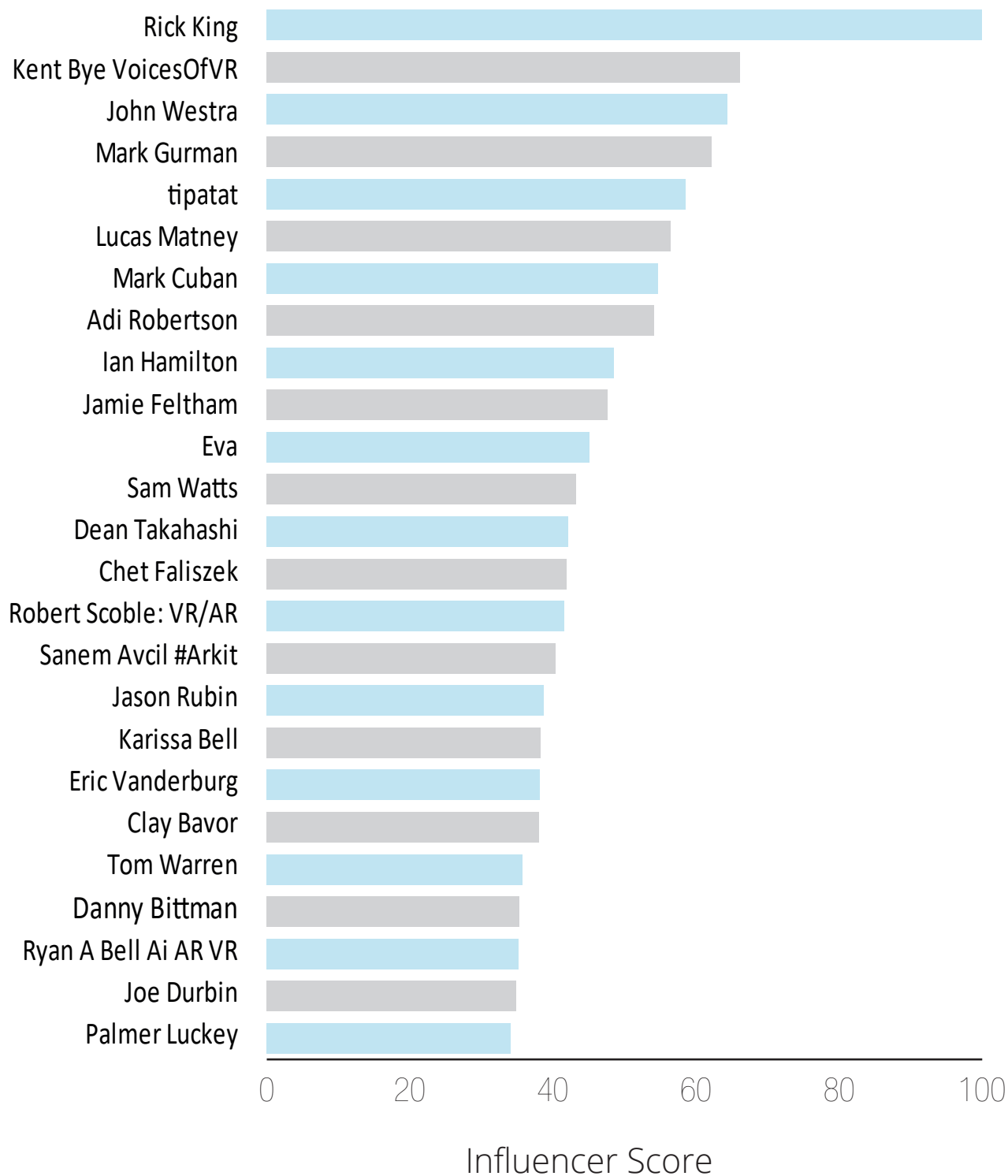
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Influencers **Top 100**

How do they stack up?

INDIVIDUALS - TOP 25



INFLUENCERS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Rick King	RickKing16	100.00
2	Kent Bye VoicesOfVR	kentbye	66.13
3	John Westra	John_Westra	64.35
4	Mark Gurman	markgurman	62.13
5	tipatat	tipatat	58.51
6	Lucas Matney	lucasmtny	56.41
7	Mark Cuban	mcuban	54.66
8	Adi Robertson	thedextriarchy	54.16
9	Ian Hamilton	hmltn	48.53
10	Jamie Feltham	Hero_Kvatch	47.64
11	Eva	downtoherth	45.10
12	Sam Watts	vr_sam	43.24
13	Dean Takahashi	deantak	42.18
14	Chet Faliszek	chetfaliszek	41.96
15	Robert Scoble: VR/AR	Scobleizer	41.53
16	Sanem Avcil #Arkit	Sanemavcil	40.34
17	Jason Rubin	Jason_Rubin	38.69
18	Karissa Bell	karissabe	38.33
19	Eric Vanderburg	evanderburg	38.20
20	Clay Bavor	claybavor	38.09
21	Tom Warren	tomwarren	35.79
22	Danny Bittman	DannyBittman	35.27
23	Ryan A Bell Ai AR VR	ryan_a_bell	35.16
24	Joe Durbin	Joe_Durbin	34.81
25	Palmer Luckey	PalmerLuckey	34.11
26	Hugo Barra	hbarra	33.27
27	Rob Crasco #VR	RoblemVR	31.70
28	Josh Farkas	JoshuaFarkas	31.69
29	Tony Parisi	auradeluxe	31.68
30	Mike Quindazzi	MikeQuindazzi	31.48
31	John Carmack	ID_AA_Carmack	30.94
32	Jeremy Dalton	jeremydalton	30.57
33	Nathie	NathieVR	29.75
34	TonyVT SkarredGhost	SkarredGhost	29.28
35	Jessica L. Conditt	JessConditt	28.63
36	Evan Kirstel	evankirstel	28.40
37	David Jagneaux	David_Jagneaux	28.02
38	Rikard Steiber	rikardsteiber	27.85
39	Malia Probst #VR #AR	TheMalia	27.80
40	Job J Stauffer	jobjstauffer	27.27
41	Vi Hart	vihartvihart	26.36
42	Tom Emrich	tomemrich	24.24
43	Charlie Fink	CharlieFink	24.24
44	Benjamin Lang	benz145	23.96
45	Cy Wise	cyceratops	23.69
46	CathyHackl AWWNewYork	CathyHackl	23.25
47	Vlad [VRHuman]	vr_human	23.21
48	Liv Erickson	misslivirose	22.38
49	Michael Fisher	Fisher85M	21.07
50	Manuel Clément	mano1creative	20.29

INFLUENCERS 51 - 100

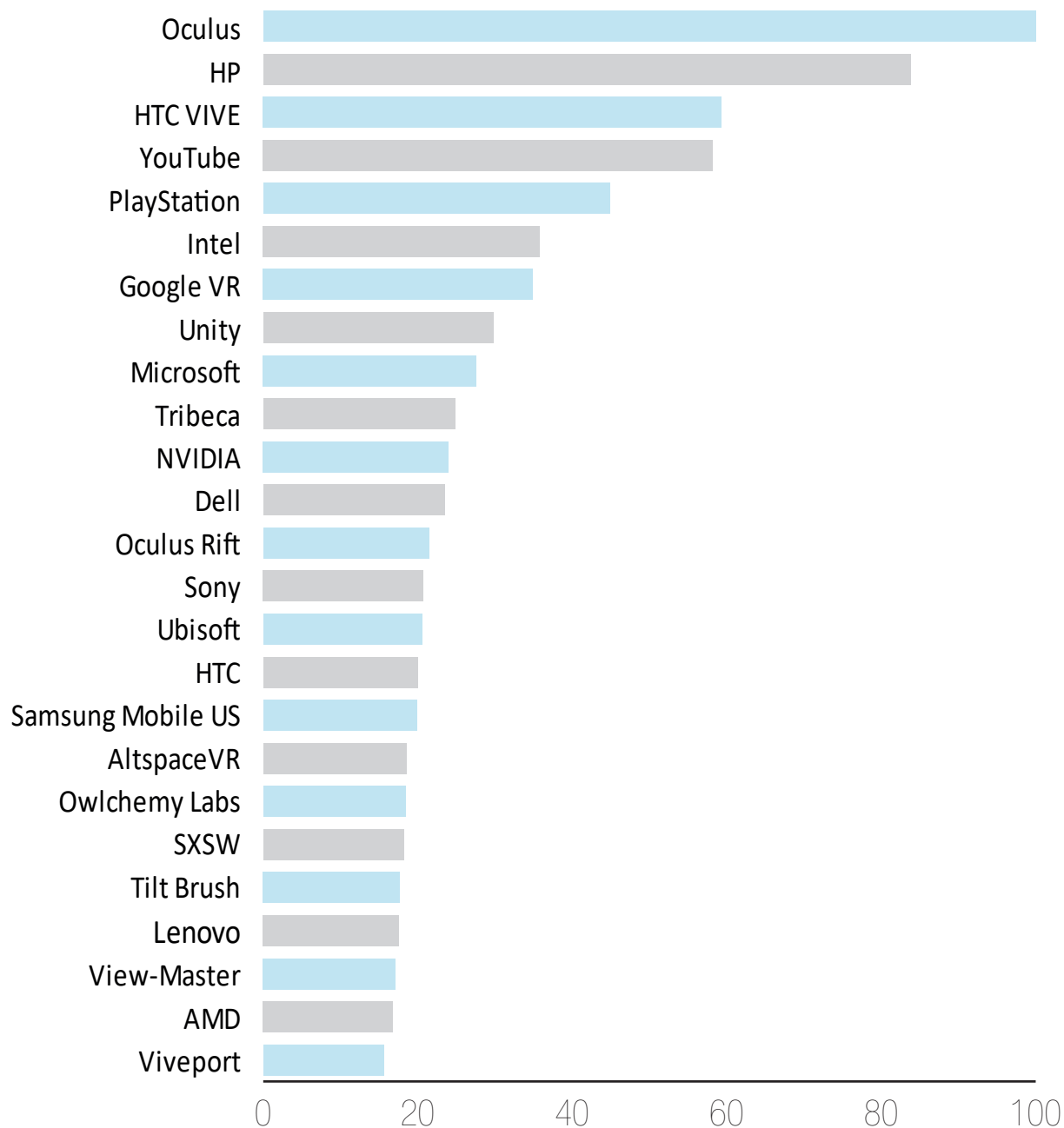
Rank	Name	Twitter Handle	Influencer Score
51	Blake Kammerdiener	jblakeneyk	20.28
52	Robert McGregor	ID_R_McGregor	19.71
53	Game Dev Guy	AprenderGameDev	19.60
54	Brennan Spiegel, MD	BrennanSpiegel	19.40
55	Bob O'Donnell	bobodtech	19.31
56	Tamara McCleary	TamaraMcCleary	19.08
57	Brendan Iribe	brendaniribe	18.91
58	Chris Milk	milk	18.60
59	Alistair Croll	acroll	18.44
60	Helen Situ	HelenSitu	18.30
61	J-Baptiste Lefevre	jblefevre60	18.20
62	Myke	MikeWehner	18.16
63	Dr Jordan Nguyen	DocJordy	17.25
64	Jesse Damiani	JesseDamiani	17.21
65	Kyle Melnick	KlyeOnFire	17.02
66	Ben Kuchera	BenKuchera	16.93
67	Glen Gilmore	GlenGilmore	16.91
68	Berci Meskó, MD, PhD	Berci	16.75
69	Roy Taylor	Roy_techhwood	16.59
70	Jernej Mirt	jernejmirt	16.57
71	Doctors VR	VRdoctors	16.56
72	Anna Zhilyaeva	AnnaDreamBrush	16.23
73	Saschka Unseld	saschkaunseld	15.91
74	Steve Bambury	steve_bambury	15.87
75	Shen Ye	shen	15.69
76	Abigail Harrison	AstronautAbby	15.69
77	Alex Schwartz	gtjuggler	15.64
78	Dean Johnson	activrightbrain	15.46
79	Nonny de la Peña	ImmersiveJourno	15.44
80	internet human	OMGitsfirefox	15.41
81	Reverend Kyle	reverendkjr	14.32
82	Aldis Sipolins	AldisSipolins	14.27
83	ColinNorthway	ColinNorthway	14.11
84	Anshel Sag	anshelsag	14.08
85	Samantha Kingston	K_Samantha1	13.94
86	Jim Marous	JimMarous	13.93
87	Chris Madsen	deep_rifter	13.68
88	Brian Hart	VR_BHart	13.50
89	Sean Hollister	StarFire2258	13.42
90	Warren Whitlock	WarrenWhitlock	13.08
91	Scott Stein	jetscott	12.80
92	Christine Boursin	chboursin	12.79
93	Will Smith	willsmith	12.64
94	Sarah Hill	SarahMidMO	12.59
95	Susan Dolan	GoogleExpertUK	12.48
96	Cymatic Bruce	CymaticBruce	12.40
97	Diana Adams	adamsconsulting	12.35
98	Michael Davis	michaeldavis777	12.27
99	Will Mason - VR + AR	WBMason	12.22
100	Vladimer Botsvadze	VladoBotsvadze	12.04



Brands **Top 100**

How do they stack up?

BRANDS - TOP 25



Influencer Score

BRANDS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Oculus	oculus	100.00
2	HP	HP	83.77
3	HTC VIVE	htcvive	59.34
4	YouTube	YouTube	58.21
5	PlayStation	PlayStation	44.89
6	Intel	intel	35.82
7	Google VR	googlevr	34.89
8	Unity	unity3d	29.81
9	Microsoft	Microsoft	27.57
10	Tribeca	Tribeca	24.82
11	NVIDIA	nvidia	24.00
12	Dell	Dell	23.47
13	Oculus Rift	OculusRift	21.47
14	Sony	Sony	20.71
15	Ubisoft	Ubisoft	20.58
16	HTC	htc	19.98
17	Samsung Mobile US	SamsungMobileUS	19.86
18	AltspaceVR	AltspaceVR	18.52
19	Owlchemy Labs	OwlchemyLabs	18.40
20	SXSW	sxsw	18.20
21	Tilt Brush	tiltbrush	17.71
22	Lenovo	lenovo	17.56
23	View-Master	ViewMaster	17.13
24	AMD	AMD	16.81
25	Viveport	Viveport	15.59
26	Nokia	nokia	15.56
27	NVIDIA GeForce	NVIDIA GeForce	15.15
28	Polygon	Polygon	14.97
29	Discovery	Discovery	14.43
30	Bethesda	bethesda	14.16
31	Nokia VR	NokiaVR	13.38
32	Survios	Survios	12.70
33	Qualcomm	Qualcomm	12.60
34	CCP Games	CCPGames	12.46
35	CityFlyBy.com	cityflyby	12.25
36	IDC	IDC	12.00
37	VRLA	vrlosangeles	11.93
38	Unreal Engine	UnrealEngine	11.62
39	CES	CES	11.41
40	Cloudhead Games	CloudheadGames	10.82
41	High Fidelity	highfidelityinc	10.61
42	Microsoft HoloLens	HoloLens	10.55
43	PlayStation UK	PlayStationUK	10.27
44	AWE 2017	ARealityEvent	10.26
45	VirZOOM	VirZOOM	9.63
46	Sketchfab	Sketchfab	9.42
47	IBM Watson	IBMWatson	9.36
48	Jaunt	jauntvr	8.59
49	Laval Virtual	lavalvirtual	8.18
50	PwC	PwC	8.18

BRANDS 51-100

Rank	Name	Twitter Handle	Influencer Score
51	Ogilvy & Mather	Ogilvy	8.17
52	ThingLink	ThingLink	8.16
53	Ericsson	ericsson	7.96
54	VR World Congress	VRWorldCongress	7.60
55	PlayStation Europe	PlayStationEU	7.53
56	AT&T	ATT	7.50
57	8i	8iReality	7.36
58	Co.Design	FastCoDesign	7.31
59	ACM SIGGRAPH	siggraph	6.95
60	Gravity Sketch	GravitySketch	6.88
61	Crytek	Crytek	6.86
62	iContact	iContact	6.66
63	TheViewfromTheShard	shardview	6.64
64	Fraunhofer Presse	Fraunhofer	6.52
65	Maplin	maplintweet	6.47
66	Inception	Inception_VR	6.42
67	edutopia	edutopia	6.29
68	Neat Corporation	NeatCorp	6.18
69	ARCHOS	ARCHOS	6.16
70	Gunfire Games	gunfire_games	6.13
71	NVIDIA Design	NVIDIADesign	6.11
72	Coatsink	Coatsink	6.02
73	Cyberith	Cyberith	5.95
74	Normal	normalvr	5.93
75	LeapMotion	LeapMotion	5.92
76	Wevr	onwevr	5.90
77	VR Oxygen	VRoxygen	5.89
78	Hydra Interactive VR	HydraVR	5.88
79	Croteam	Croteam	5.88
80	Catalyst	TheFusionWorks	5.86
81	EVE: Valkyrie	EVEValkyrie	5.85
82	Boost VC	BoostVC	5.76
83	Giraffe360	Giraffe360	5.74
84	VirtaMed	VirtaMed	5.71
85	Smart2VR	Smart2VR	5.68
86	Around Media	AroundMedia_	5.66
87	REWIND	REWINDco	5.65
88	FeelThree	Feel_Three	5.60
89	Framestore	Framestore	5.58
90	nDreams	nDreamsVR	5.57
91	3dRudder	3dRudder	5.51
92	The VOID	voidvr	5.50
93	Knight Foundation	knightfdn	5.48
94	NVIDIA Embedded	NVIDIAEmbedded	5.37
95	Cisco	Cisco	5.28
96	B&H Photo Video	BHPhotoVideo	5.18
97	Here Be Dragons	DragonsOrg	5.18
98	Merge VR	MergeVR	5.17
99	BAFTA	BAFTA	5.15
100	Penrose Studios	PenroseVR	5.14

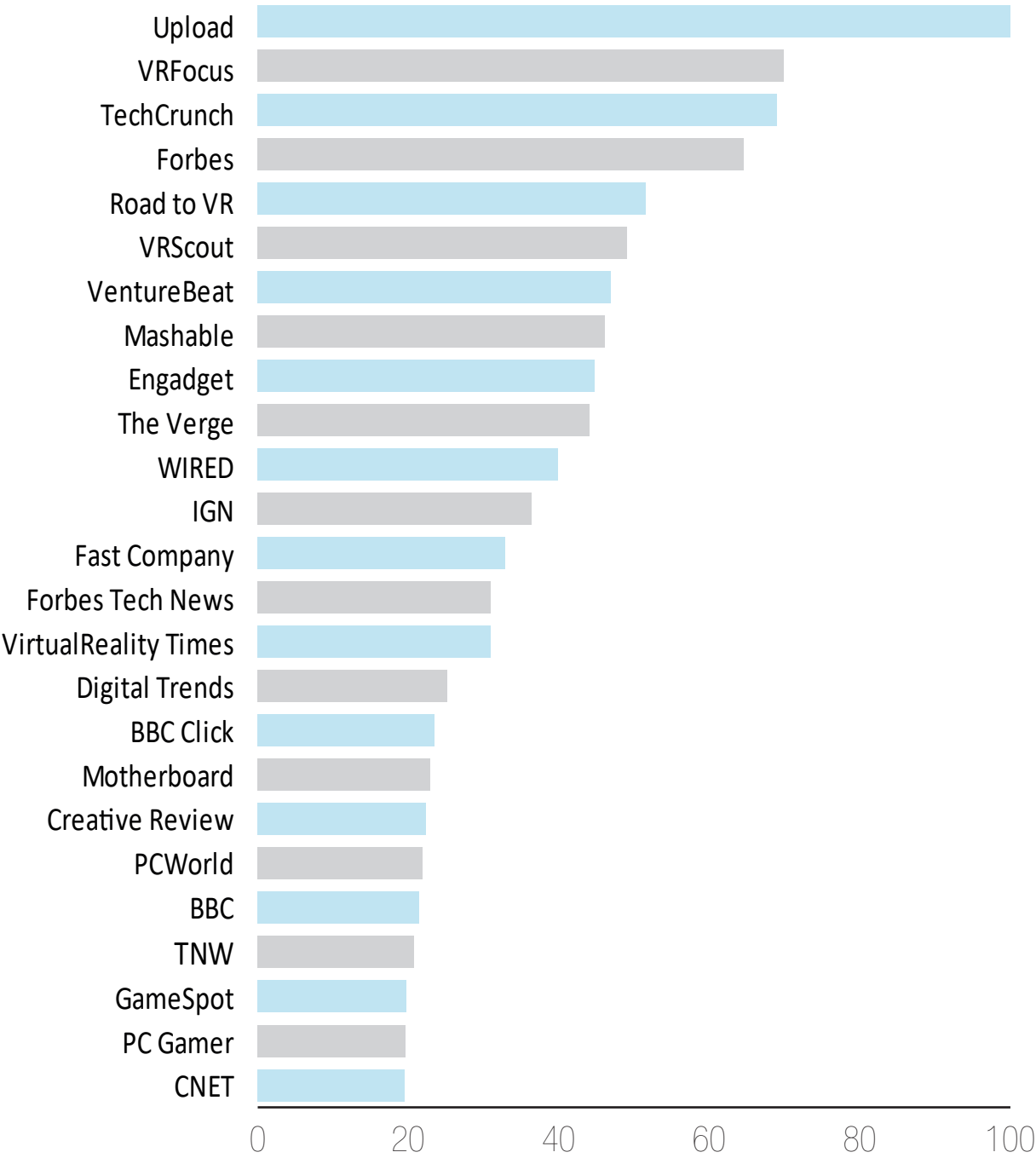


Publications

Top 100

How do they stack up?

PUBLICATIONS - TOP 25



Influencer Score

PUBLICATIONS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Upload	UploadVR	100.00
2	VRFocus	VRFocus	69.87
3	TechCrunch	TechCrunch	68.96
4	Forbes	Forbes	64.63
5	Road to VR	RtoVR	51.59
6	VRScout	VRScout	49.09
7	VentureBeat	VentureBeat	46.91
8	Mashable	mashable	46.10
9	Engadget	engadget	44.77
10	The Verge	verge	44.07
11	WIRED	WIRED	39.94
12	IGN	IGN	36.42
13	Fast Company	FastCompany	32.87
14	Forbes Tech News	ForbesTech	30.99
15	VirtualReality Times	virtrealitytime	30.96
16	Digital Trends	DigitalTrends	25.16
17	BBC Click	BBCClick	23.50
18	Motherboard	motherboard	22.91
19	Creative Review	CreativeReview	22.39
20	PCWorld	pcworld	21.87
21	BBC	BBC	21.49
22	TNW	TheNextWeb	20.76
23	GameSpot	gamespot	19.70
24	PC Gamer	pcgamer	19.61
25	CNET	CNET	19.57
26	VICE	VICE	17.73
27	NextVR	nextvr	16.82
28	Tom's Hardware	tomshardware	16.58
29	Gizmodo	Gizmodo	16.17
30	VR•ology	OfficialVRology	15.34
31	MIT Tech Review	techreview	14.80
32	Wearable	wearable	14.66
33	ipfconline	ipfconline1	14.20
34	Gamasutra	gamasutra	13.42
35	Infinityleap	InfinityLeap	13.17
36	TechRadar	techradar	12.83
37	The Gadget Show	TheGadgetShow	12.32
38	Epic VR Channel	bigpotplant	12.16
39	The Drum	TheDrum	11.11
40	ARTE	ARTEfr	11.02
41	Spectral VR	goSpectral	10.90
42	Futurism	futurism	10.41
43	FRONTLINE	frontlinepbs	10.20
44	MIT Media Lab	medialab	10.09
45	GamesMaster	GamesMaster	9.94
46	Techmeme	Techmeme	9.83
47	VirtualToday	virtualtoday	9.73
48	Discover Magazine	DiscoverMag	9.55
49	Notey	teamnotey	9.54
50	VR INDIES	VrIndies	9.36

PUBLICATIONS 51-100

Rank	Name	Twitter Handle	Influencer Score
51	Real Virtual Show	realvirtualshow	8.86
52	Recode	Recode	8.12
53	Eurogamer.net	eurogamer	8.04
54	Singularity Hub	singularityhub	7.52
55	#VRVoice	TheVRVoice	7.49
56	spinning #VR	spinningVR	7.40
57	VirtualRealityTech	VR_Technology	7.08
58	AI	DeepLearn007	6.79
59	Live Science	LiveScience	6.24
60	AR/VR News	ARVRNews	6.19
61	TechRepublic	TechRepublic	6.18
62	allthingsvr	allthingsvr	5.86
63	WorldVr	WorldVr	5.81
64	VR·Nerds	VRnerds	5.75
65	The VR Index	theVRIndex	5.45
66	Virtual Reality	VirtualRealExt	5.39
67	Enter VR	EnterVR	5.23
68	D/SRUPTION	DisruptionHub	5.21
69	VR Perception	VRperception	5.01
70	Marxent	Marxent	4.90
71	VR Observer	vrobserver	4.89
72	VR World	VRworldldotcom	4.87
73	VR Heads	VRHeadsTweets	4.85
74	BGR.com	BGR	4.77
75	Innovation & Tech	InnoTechToday	4.75
76	Meant to be Seen	MTBS3D	4.66
77	Digital Spy	digitalspy	4.63
78	SlashGear	slashgear	4.32
79	VR Reporter	vrreporter	4.29
80	Cult Collective	CULTCOLLECTIVEG	4.21
81	Techland	Techland	3.95
82	7wdata	7wData	3.65
83	VRTalk	vrtalknews	3.35
84	GameCulture	gameculture_ch	3.23
85	VR Today Magazine	today_vr	3.22
86	VR 360	VR360_news	3.10
87	Information Age	InformationAge	2.97
88	Purple Pill	purplepillvr	2.92
89	Press Kitchen	presskitcheners	2.89
90	Virtual-Revolution	VR_Revolution	2.83
91	VRCHIVE	VRCHIVE	2.76
92	Vriends	vriends_org	2.64
93	Superlumen	WeAreSuperlumen	2.32
94	VR Bites	vrbites	2.29
95	Digital Period	digitalperiod	2.17
96	Hypergrid Business	HypergridBiz	2.02
97	AR/VR Magazine	arvmag	1.99
98	Team VVV	TeamVVV	1.96
99	FunditTV	FunditTV	1.93
100	Meditation in VR	Meditation_VR	1.89

Check out all of our influencer lists on the Analytica Blog

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Wearables

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