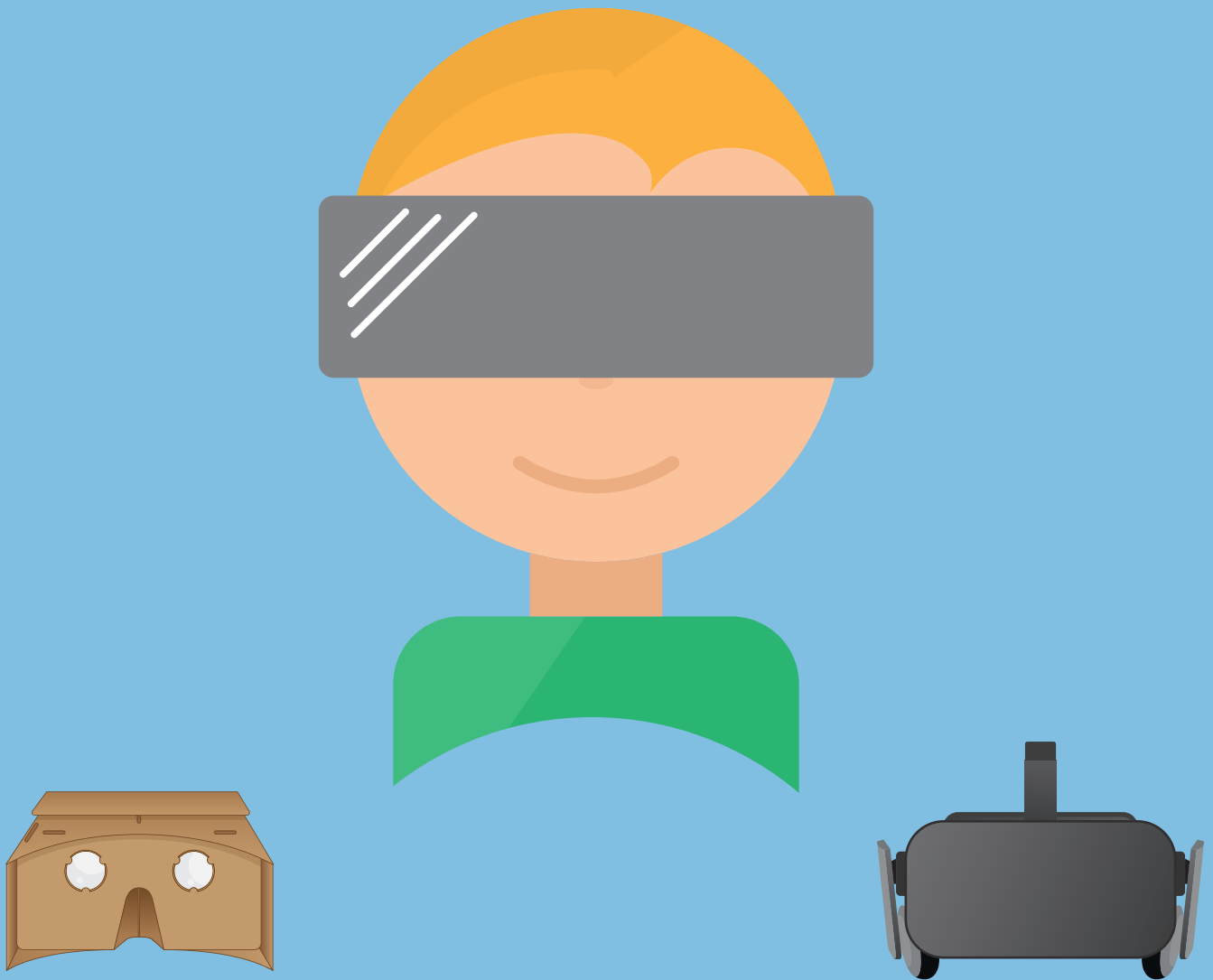


# VIRTUAL REALITY 2016



TOP 100 INFLUENCERS  
AND BRANDS

# 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 #VR OR "Virtual Reality" OR virtualreality in this case) takes into account the number and quality of contextual references that a user receives.

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

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

take me there

# BIG

the  
data



90  
days



797,607  
tweets



174,258  
engaged users



378,729  
engaged tweets

# Interactions between Influencers in the Virtual Reality debate



This map was created using our Influencer Relationship Management software.

[Learn More](#)



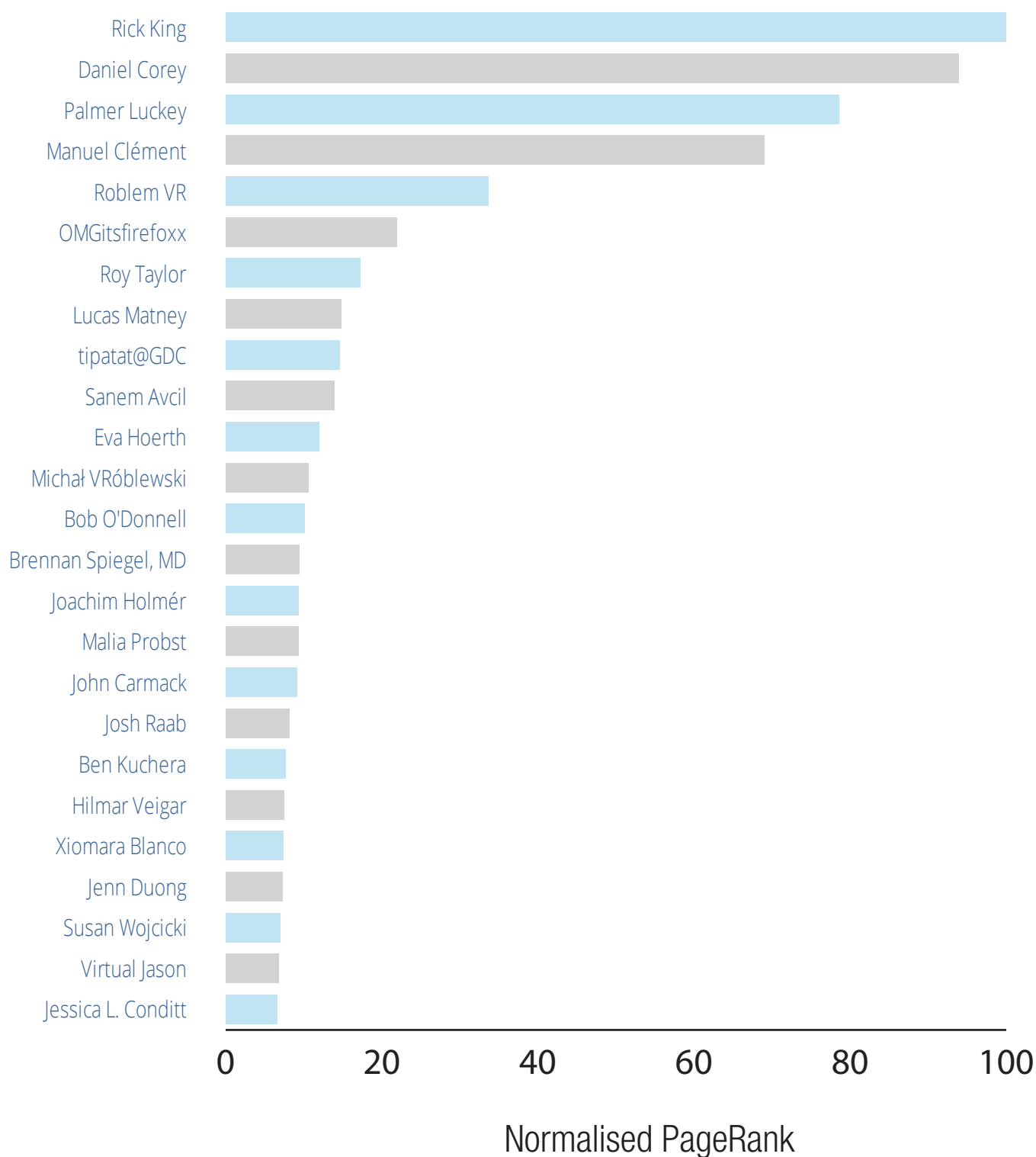




# Individuals **Top 100**

# How do they stack up?

## INDIVIDUALS - TOP 25





# INDIVIDUALS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Rick King	RickKing16	100.00
2	Daniel Corey	DangerKatt	39.38
3	Palmer Luckey	PalmerLuckey	27.93
4	Manuel Clément	mano1creative	26.36
5	Roblem VR	RoblemVR	20.50
6	OMGitsfirefox	OMGitsfirefox	18.45
7	Roy Taylor	Roy_techhwood	16.49
8	Lucas Matney	Lucas_Matney	15.21
9	tipatat@GDC	tipatat	13.10
10	Sanem Avcil	Sanemavcil	13.09
11	Eva Hoerth	downtoherth	12.57
12	Michał VRóblewski	wrobel221	11.97
13	Bob O'Donnell	bobodtech	10.78
14	Brennan Spiegel, MD	BrennanSpiegel	10.25
15	Joachim Holmér	JoachimHolmer	10.04
16	Malia Probst	TheMalia	9.40
17	John Carmack	ID_AA_Carmack	8.49
18	Josh Raab	JoshRaabPhoto	8.31
19	Ben Kuchera	BenKuchera	7.41
20	Hilmar Veigar	HilmarVeigar	7.34
21	Xiomara Blanco	zeeohmara	7.14
22	Jenn Duong	jenndefer	6.62
23	Susan Wojcicki	SusanWojcicki	6.53
24	Virtual Jason	killyourfm	6.52
25	Jessica L. Conditt	JessConditt	6.48
26	Tom Emrich @ GDC	tomemrich	6.14
27	Alex Davies	alexbdavies	6.08
28	Ef Rodriguez	pug	6.04
29	Epic VR Channel	bigpotplant	6.01
30	Dean Johnson	activrightbrain	5.78
31	Shen Ye	shen	5.55
32	Rachel Metz	rachelmetz	5.47
33	Jeremy Toeman	jtoeman	5.39
34	Dean Takahashi	deantak	5.12
35	Scott Stein	jetscott	4.70
36	Alex Fitzpatrick	AlexJamesFitz	4.69
37	KentBye Voices of VR	kentbye	4.67
38	Bobby Lombardi	GTechBobby	4.63
39	Shafi Ahmed	ShafiAhmed5	4.57
40	Sean Hollister	StarFire2258	4.51
41	James Brunk	jamesbrunk	4.51
42	Margaret Wallace 🏆	MargaretWallace	4.50
43	Jon Wiley	jonwiley	4.50
44	Jennifer Williams	JenWilliamsEdu	4.37
45	Joe Ludwig	joeludwig	4.07
46	Myke	MikeWehner	3.96
47	Daniel Terdiman	GreeterDan	3.96
48	Hrafn Thórisson	hthth	3.86
49	Kert Gartner	kertgartner	3.57
50	jason ganz	jasnonaz	3.52

# INDIVIDUALS 51-100

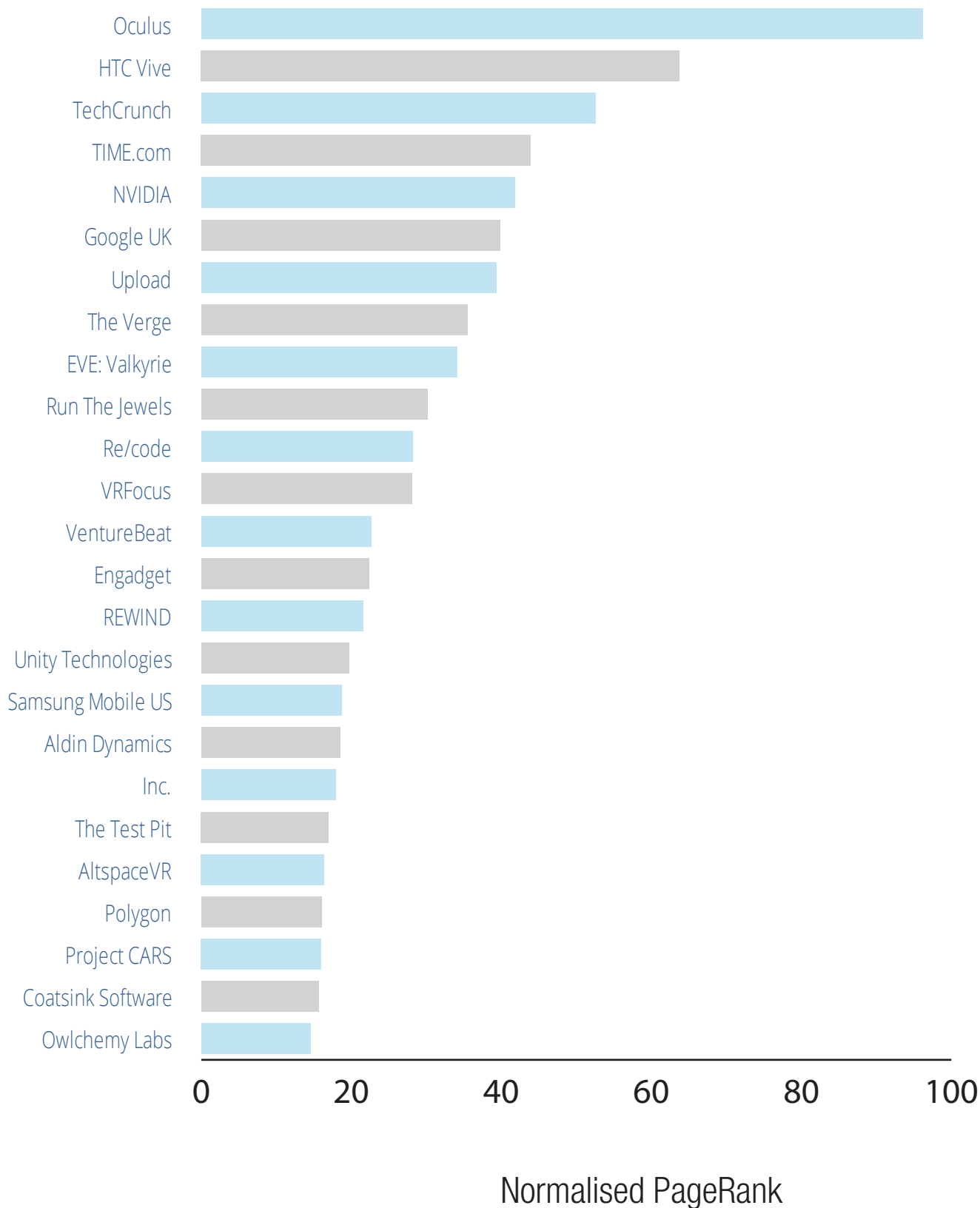
Rank	Name	Twitter Handle	Influencer Score
51	Anton Hand	AntonHand	3.47
52	Atif Rafiq	atifatif	3.40
53	Norman Chan	nchan	3.38
54	Liv Erickson	misslivirose	3.34
55	timoni west	timoni	3.18
56	Theo Priestley	ITredux	3.11
57	Gunter	gunt3r444	3.09
58	Albert Aydin	albertaydin	3.05
59	Mike Martino	SocialNewsCorp	3.02
60	Bruce Wright	heybrucewright	2.93
61	Nathie	nathie944	2.82
62	R.Grossmann,MD, FACS	ZGJR	2.78
63	Yuri Kageyama	yurikageyama	2.78
64	Eric Mizufuka	WTEric	2.75
65	John Gaudiosi	JohnGaudiosi	2.74
66	Alan Lepofsky	alanlepo	2.70
67	Ryan A Bell	ryan_a_bell	2.65
68	★ Thomas Pasieka	ThomasPasieka	2.64
69	Carla Schlemminger	carlainsf	2.56
70	Devin Reimer	DevinReimer	2.55
71	Sarah Hill	SarahMidMO	2.41
72	Sarah Jones	VirtualSarahJ	2.40
73	Evan Kirstel	evankirstel	2.35
74	Paul Sonnier	Paul_Sonnier	2.33
75	Alistair Croll	acroll	2.31
76	Tony Bradley	TechSpective	2.30
77	Chris Madsen	deep_rifter	2.27
78	Jeff Ramos	ohjefframos	2.24
79	Laurent CHRETIEN	Laurentchretien	2.24
80	Will Mason VR @ GDC	WBMason	2.10
81	Ed Barton	ed_barton	2.08
82	Jason Jerald	_jasonjerald	2.05
83	Lucy Walker	lucywalkerfilm	2.02
84	Paisley Smith	PaisleyYasmine	1.95
85	Julie Heyde	JulieHeyde	1.93
86	Maneesh Juneja	ManeeshJuneja	1.92
87	Joe Durbin	Joe_Durbin	1.89
88	Matt Peckham	mattpeckham	1.78
89	Xárene	xarene	1.72
90	Ben Fox Rubin	benfoxrubin	1.72
91	Michelle Osorio	michellekenobi	1.71
92	Dr Jordan Nguyen	DocJordy	1.68
93	Han	HanCilliers	1.66
94	IdeaFella	ideafella	1.64
95	Nonny de la Peña	ImmersiveJourno	1.64
96	Mark Schramm	skyworxx	1.61
97	Girish Balakrishnan	_MasterG_	1.57
98	Josh Farkas	JoshuaFarkas	1.56
99	Adam Falat	adamfalat	1.51
100	Anshel Sag	anshelsag	1.46



# Brands **Top 100**

# How do they stack up?

## BRANDS - TOP 25



# BRANDS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Oculus	oculus	96.19
2	HTC Vive	htcvive	63.75
3	TechCrunch	TechCrunch	52.54
4	TIME.com	TIME	43.92
5	NVIDIA	nvidia	41.77
6	Google UK	GoogleUK	39.81
7	Upload	UploadVR	39.32
8	The Verge	verge	35.52
9	EVE: Valkyrie	EVEValkyrie	34.10
10	Run The Jewels	runjewels	30.14
11	Re/code	Recode	28.17
12	VRFocus	VRFocus	28.06
13	VentureBeat	VentureBeat	22.62
14	Engadget	engadget	22.36
15	REWIND	REWINDco	21.54
16	Unity Technologies	unity3d	19.73
17	Samsung Mobile US	SamsungMobileUS	18.67
18	Aldin Dynamics	AldinDynamics	18.49
19	Inc.	Inc	17.88
20	The Test Pit	thetestpit	16.98
21	AltspaceVR	AltspaceVR	16.39
22	Polygon	Polygon	16.05
23	Project CARS	projectcarsgame	15.99
24	Coatsink Software	Coatsink	15.62
25	Owlchemy Labs	OwlchemyLabs	14.56
26	NVIDIA GeForce	NVIDIA GeForce	14.46
27	HTC	htc	13.88
28	ESA	esa	13.18
29	Cloudhead Games	CloudheadGames	12.39
30	CNET	CNET	12.38
31	The Campfire Union	campfireunion	12.31
32	VRScout	VRScout	11.74
33	Techland	Techland	11.47
34	AR/VR News	ARVRNews	11.12
35	Google	google	11.08
36	Knight Foundation	knightfdn	10.98
37	Live Science	LiveScience	10.86
38	Google Cardboard	googlecardboard	10.85
39	Road to VR	RtoVR	10.66
40	AMD	AMD	10.53
41	View-Master	ViewMaster	10.41
42	Dell	Dell	10.33
43	Meta	metaglasses	10.28
44	Digital Trends	DigitalTrends	10.16
45	Timelooper	TimelooperApp	9.10
46	Blippar	blippar	8.69
47	PlayStation UK	PlayStationUK	8.03
48	SlashGear	slashgear	7.76
49	Sony	Sony	7.76
50	LeapMotion	LeapMotion	7.62

# BRANDS 51-100

Rank	Name	Twitter Handle	Influencer Score
51	Virtuix Omni	VirtuixOmni	7.44
52	Laval Virtual	lavalvirtual	7.23
53	Futurism	futurism	7.20
54	Survios	Survios	7.04
55	ZeroLight	ZeroLight	6.72
56	Jaunt	jauntvr	6.61
57	CES	CES	6.42
58	Unreal Engine	UnrealEngine	6.24
59	TeamVWV	TeamVWV	6.19
60	VRLA	vrlosangeles	6.17
61	MIT Tech Review	techreview	6.02
62	PCWorld	pcworld	5.91
63	Virtually Live	virtuallylive	5.67
64	Escape Studios	Escape_Studios	5.56
65	Real Virtual Show	realvirtualshow	5.00
66	VRTalk	vrtalknews	4.93
67	CanadianUK	CanadianUK	4.74
68	Nokia	nokia	4.73
69	EON Sports VR	EONSportsVR	4.71
70	Futuremark	Futuremark	4.46
71	Falcon Northwest	FalconNW	4.42
72	Spectral VR	goSpectral	4.42
73	nDreams	nDreamsVR	4.31
74	NextVR	nextvr	4.25
75	Gunfire Games	gunfire_games	4.20
76	Wevr	onwevr	4.17
77	Nearpod	nearpod	4.07
78	The VR Book	TheVRBook	3.98
79	Singularity Hub	singularityhub	3.97
80	Opto	OptoVR	3.93
81	BBC Click	BBCClick	3.76
82	Crytek	Crytek	3.66
83	Nod	MeetNod	3.40
84	SAP Analytics	SAPAnalytics	3.08
85	8i	8iReality	2.98
86	Rothenberg Ventures	rothventures	2.96
87	Meant To Be Seen	MTBS3D	2.96
88	Neoglyphic	Neoglyphic	2.93
89	Boost VC	BoostVC	2.87
90	VRTGO	_VRTGO	2.87
91	VR World	VRworldldotcom	2.86
92	THE VOID	voidvr	2.84
93	TechRepublic	TechRepublic	2.78
94	Stanford VR	StanfordVR	2.74
95	Vrseworks	Vrseworks	2.72
96	Events For Gamers	eventsforgamers	2.69
97	Penrose Studios	PenroseVR	2.66
98	SULON	SulonTech	2.61
99	FOVE	FOVEinc	2.60
100	Vertigo Games	Vertigo_Games	2.55



Check out all of our influencer lists on the Analytica Blog

B2BMarketing

IoT

BYOD

visit the blog

Big Data

Big Data and CX

ERP

Wearables

IRM

We build powerful Influencer Relationship Management software.  
Request a free demo and find out what IRM can do for your brand.

learn more about IRM

