



RockDex

3oh!3

Switch to another artist: 

You can update sites and accounts we're tracking for this artist.

Reports

Twitter

Quick Stats

Tweet Locations

Tweet Sources

Influencers

Accounts

Song Plays

MySpace Singles

MySpace

Last FM

PureVolume

Social Networks

MySpace Friends

MySpace Views

Facebook Fans

iLike Fans

Last.FM Listeners

PureVolume Fans

YouTube Subscribers

Fan Activity


Since April 11, 2010

175,103

New Fans

5,840

Average Fans / Day


 Last.FM Listeners

253,077

Total Listeners

1,993 New Listeners in past week

0.61% vs. previous week


 iLike Fans

272,213

Total Fans

1,111 New Fans in past week

4.03% vs. previous week


 MySpace Fans

486,118

Total Fans

1,117 New Fans in past week

0.23% vs. previous week


 YouTube Subscribers

23,443

Total Subscribers

1,866 New Subscribers in past week

87.89% ↑ vs. previous week


 PureVolume Fans

13,560

Total Fans

46 New Fans in past week

13.04% ↑ vs. previous week

 Facebook Fans

1,072,013

Total Fans

32,202 New Fans in past week

103.25% ↓ vs. previous week

Song Listens

Since April 11, 2010

1,919,271

New Listens

63,977

Average Listens / Day

 MySpace Plays

222,076,491

Total Plays

385,400 New Plays in past week

 Last.FM Plays

10,520,573

Total Plays

133,797 New Plays in past week

 PureVolume Plays

780,573

Total Plays

3,745 New Plays in past week

WHAT IS ROCKDEX?

Amanda Palmer

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SoundCloud Singles

SoundCloud

PureVolume

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iLike Fans

Last.FM Likers

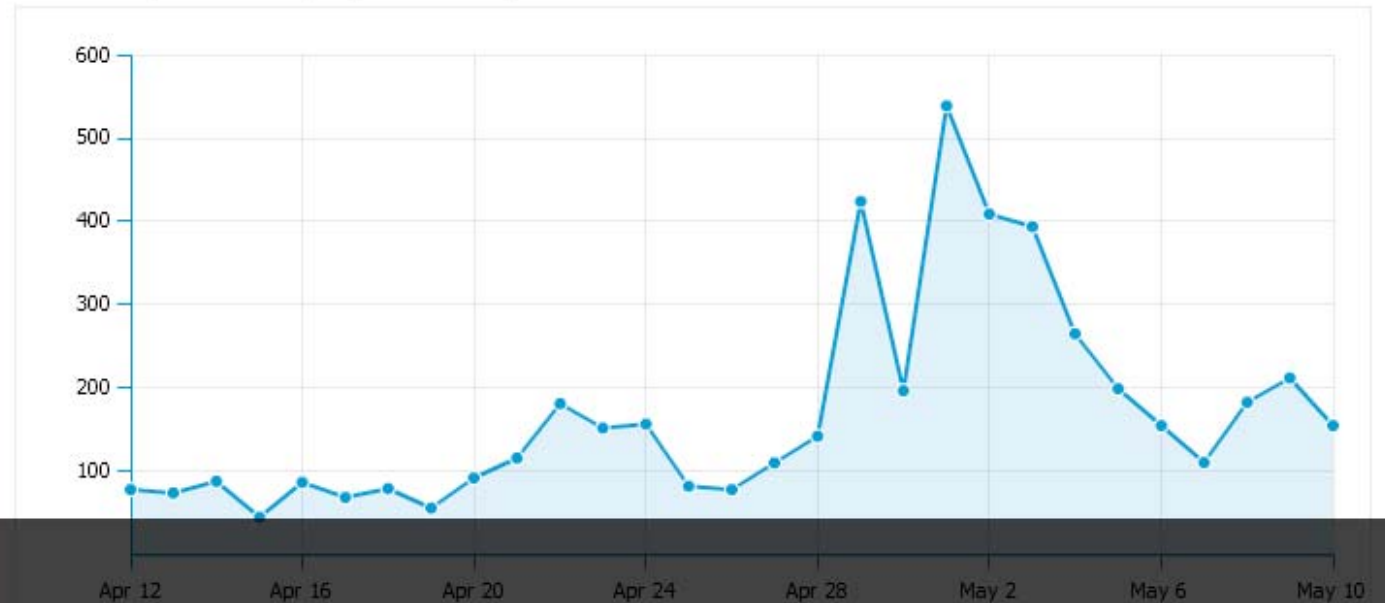
PureVolume Fans

SoundCloud Followers

Social Networks » Facebook Fans

Date Range: 04/12/2010 to 05/10/2010

Daily Totals | Overall Total | Export Data



BEGIN WITH THE NUMBERS

170 New Fans/Day

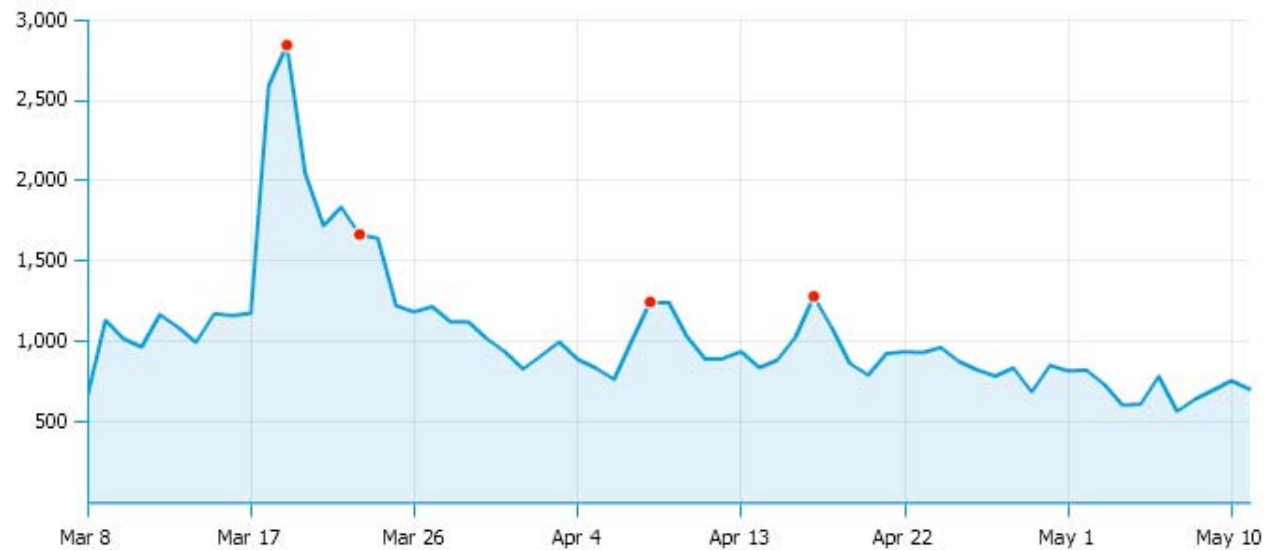
14.16% Avg Daily Increase

Previous Thirty Days

Plotting Events

Date Range: to

[Daily Totals](#) | [Overall Total](#) | [Export Data](#)



MySpace Plays



Events

Date

Event Title

Add Event

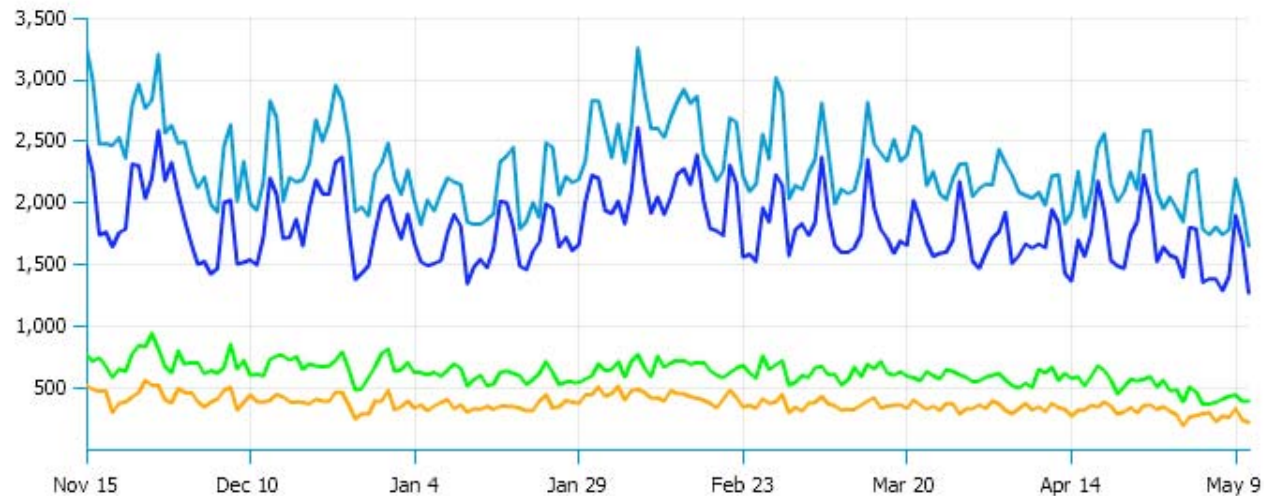
Apr 17, 2010	AWK & 3oh13 Remix Release	Edit Delete
Apr 8, 2010	Unreleased "My Destiny" Song Leak	Edit Delete
Mar 23, 2010	"Close Calls with Brick Walls" album release	Edit Delete
Mar 19, 2010	SXSW: Rachel Ray Buzz	Edit Delete

Individual Song Performance

Song Plays » MySpace

Date Range: to

[Daily Totals](#) | [Overall Total](#)



- [Wake Me Up When September Ends \(Album Version\)](#)
- [American Idiot \(Album Version\)](#)
- [Give Me Novacaine/She's A Rebel \(Album Version\)](#)
- [Extraordinary Girl/Letterbomb \(Album Version\)](#)



Individual Songs

View	Title	Last Play	Total Plays
<input checked="" type="checkbox"/>	Wake Me Up When September Ends (Album Version)	Active	8,059,139
<input checked="" type="checkbox"/>	American Idiot (Album Version)	Active	6,660,908
<input checked="" type="checkbox"/>	Give Me Novacaine/She's A Rebel (Album Version)	Active	2,943,939
<input checked="" type="checkbox"/>	Extraordinary Girl/Letterbomb (Album Version)	Active	2,047,073

Andrew WK

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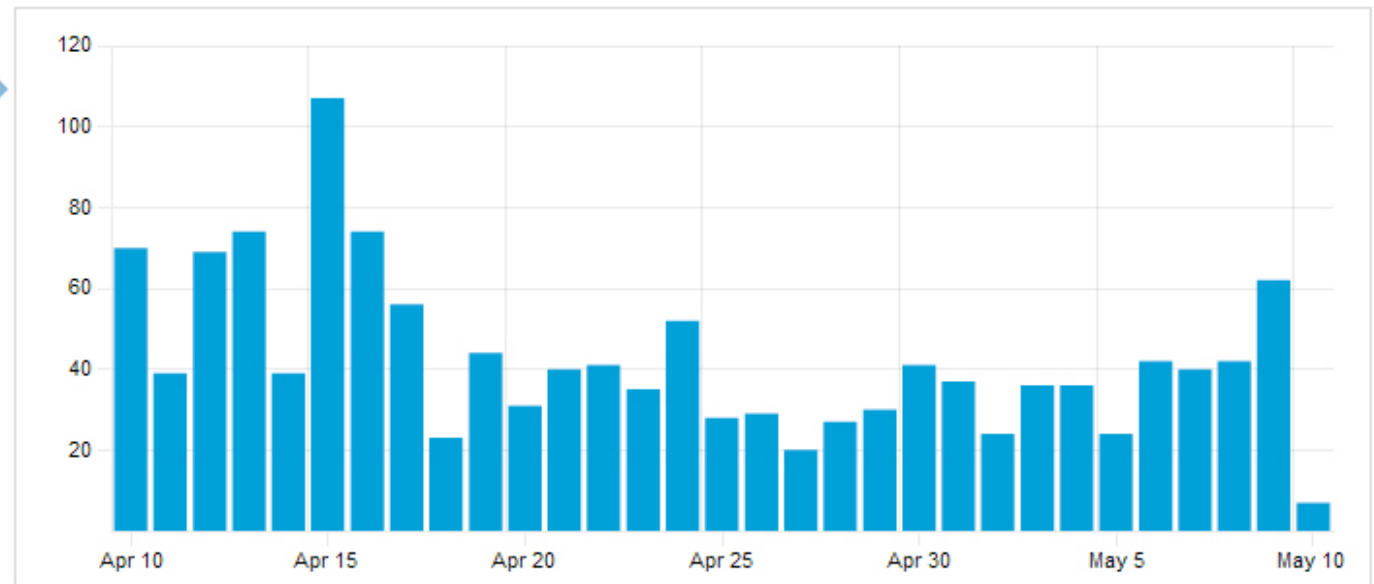
Facebook Fans

iLike Fans

Last.FM Last

YouTube Subscribers

Twitter - Quick Stats

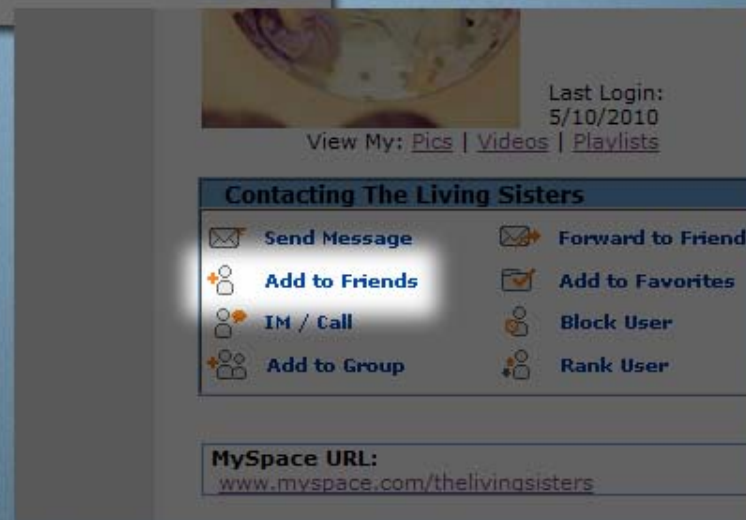
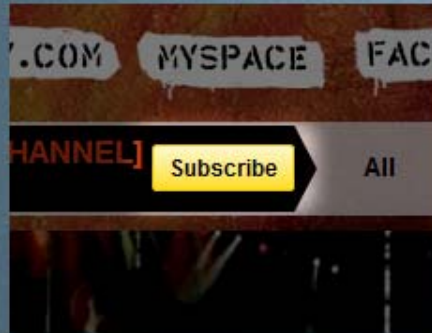


Daily Tweet Counts

Date	Tweets	Daily Change %
Monday, May 10, 2010	7	88.71% ↓
Sunday, May 9, 2010	62	47.62% ↑
Saturday, May 8, 2010	42	5% ↑
Friday, May 7, 2010	40	4.76% ↓

MEASURING THE
SOCIAL STREAM

Simple Engagement



Active Engagement



Megan Abboud Happy Cinco De Mayo!!

<http://www.youtube.com/watch?v=S1uihI8UOM4>




Mariachi El Bronx - Cell Mates

www.youtube.com

The new video from The Bronx sideproject Mariachi El Bronx. Flashing suits ahoy!



May 5 at 8:27am · Comment · Like · Share

Holy moly. [@dramaclub](#) just hipped me 
to The Living Sisters. I might define it
as lady doo-wop? Do yourself a favor
<http://bit.ly/asp3Fv>

11:39 AM Apr 7th via web

 Delete



jimmywinter

Jimmy Winter

Facebook Update Capture

Facebook Updates ✕

Video **Derek Johnson** 5:45 AM on May 2, 2010
[L.G. Fuad Motion City Soundtrack Live May 28th, 2008](#)
Motion City Soundtrack Playing L.G. Faud Live on the Honda Civic Tour on May 28th, 2008 at the Val Air Ballroom in Des Moines, Iowa
Sorry for the poorish quality. My height makes it hard to keep the ...

Video **Omar Gallaron** 5:56 AM on May 2, 2010
[Motion City Soundtrack - "Broken Heart"](#)
Motion City Soundtrack "Broken Heart". Digital single out now!

Video **Seijo Hieki Beatingo** 6:07 AM on May 2, 2010
[Motion City Soundtrack - Fell In Love Without You \(Acoustic\)](#)
"Fell In Love Without You (Acoustic)" video

Status **Gwen Gayant** 6:36 AM on May 2, 2010
No more place for the Reading Festival ' camping !!! What did I do to deserve this ? limp bizkit, blink 182, motion city soundtrack ... Why ??!!!!!!!

Status **Cassi V** 6:51 AM on May 2, 2010
The future freaks me out. Motion city soundtrack. Only EXACTLY how i feel right now..

Status **Mark Fortier** 8:12 AM on May 2, 2010
New Jersey for Bamboozle today....seeing Weezer, Piebald, Motion City Soundtrack, MGMT...maybe even Ke\$ha! So good.

Status **Frankie Piccininni** 8:48 AM on May 2, 2010
Goin to Bamboozle today. Gonna see Foxy Shazam, Motion City Soundtrack, and Weezer. Who the hell do you think I am?

Twitter Stream



jenniferhaase 11:31 AM on April 7, 2010

RT @FolkAlley: New CDs out from Joan Armatrading, Barenaked Ladies, The Grascals, The Living Sisters, Jakob Dylan, Peter Wolf, Laura Marling, Martin Sexton



jimmywinter 11:39 AM on April 7, 2010

Holy moly. @dramaclub just hipped me to The Living Sisters. I might define it as lady doo-wop? Do yourself a favor <http://bit.ly/asp3Fv>



backlineshow 12:25 PM on April 7, 2010

@_lapark Hope you got my email. The Living Sisters interview up on this week's Backline Show! www.backlineshow.com



troubleonline 4:29 PM on April 7, 2010

RT @backlineshow: New Backline Show is up! Interviews with Cary Brothers, Arts the BeatDoctor and The Living Sisters www.backlineshow.com #sxsw



AltDaily 5:41 PM on April 7, 2010

CD of the Week on Out of the Box: The Living Sisters | Love to... <http://bit.ly/b18MC2>

Over 100 Million Tweets and 10 Million Users Indexed

Manual Search on Twitter.com
15 Days or 1500 Tweets History

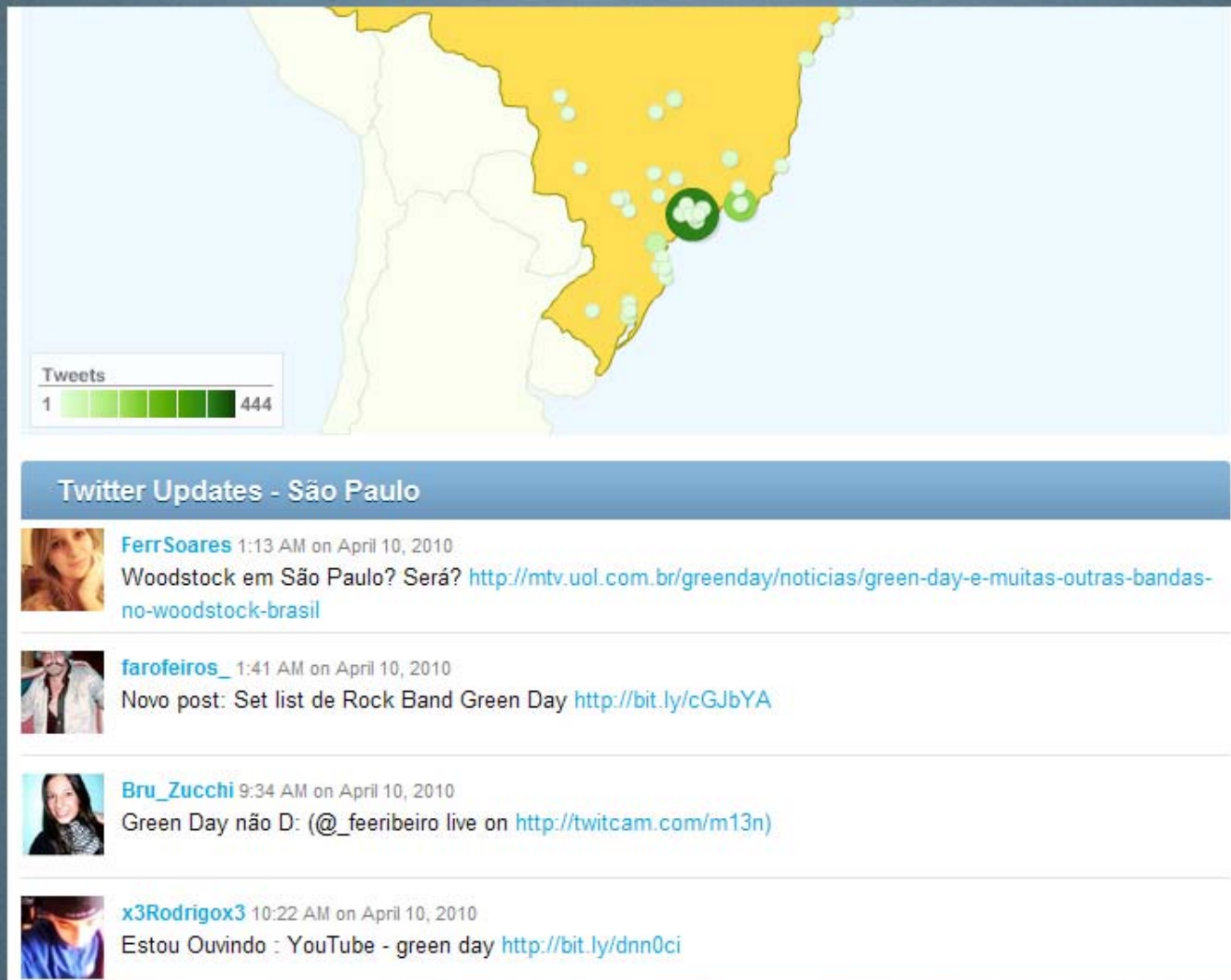
Twitter Geolocation



Most Active Cities in Brazil - Past Month

Rank	City	% of Tweets	Total Tweets
1	São Paulo	41.77%	444
2	Rio de Janeiro	19.85%	211
3	Curitiba	7.53%	80
4	Porto Alegre	3.67%	39
5	Belo Horizonte	2.01%	22

Location Drilldown



Influencer Tracking

Biggest Influencers

#1  **OysterMag**
1,659 Followers
2 Tweets

#2  **dirtyalchemy**
1,595 Followers
2 Tweets

#3  **Valery__**
692 Followers
2 Tweets

#4  **timjonesbooks**
424 Followers
2 Tweets

#5  **20QPeople**
373 Followers
3 Tweets

#6  **BitterRuin**
301 Followers
6 Tweets

#7  **BenHopper**
262 Followers
2 Tweets

#8  **hCante**

Most Active Twitter Fans

#1  **AlejoGui**
42 Followers
14 Tweets

#2  **zydrate_anatomy**
0 Followers
11 Tweets

#3  **giowaleska**
103 Followers
7 Tweets

#4  **hideloaveaway**
54 Followers
6 Tweets

#5  **BitterRuin**
301 Followers
6 Tweets

#6  **shakeings**
52 Followers
6 Tweets

#7  **tadjemiii**
8 Followers
5 Tweets

#8  **LJ_envy**

Blessthefall

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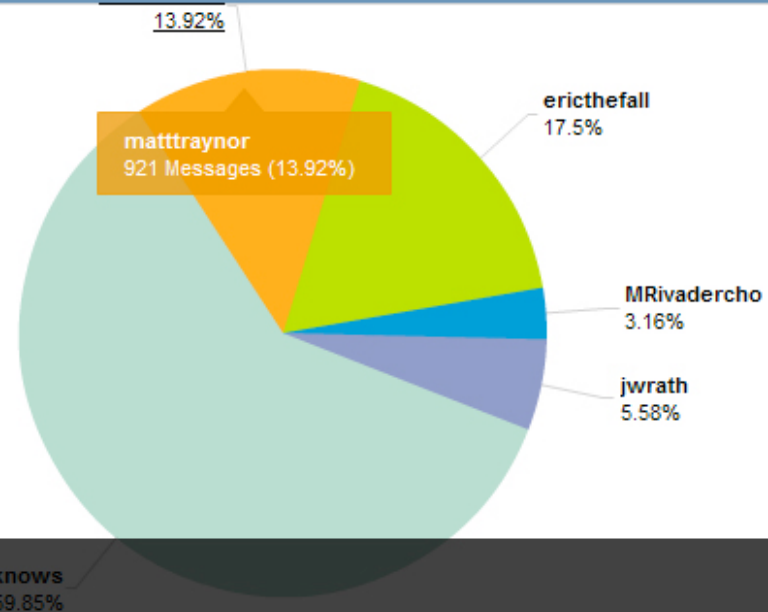
Last.FM Listeners

PureVolume Fans

YouTube Subscribers

Artist Twitter Accounts

Twitter @ Message Percentage



Sent Message Percentage



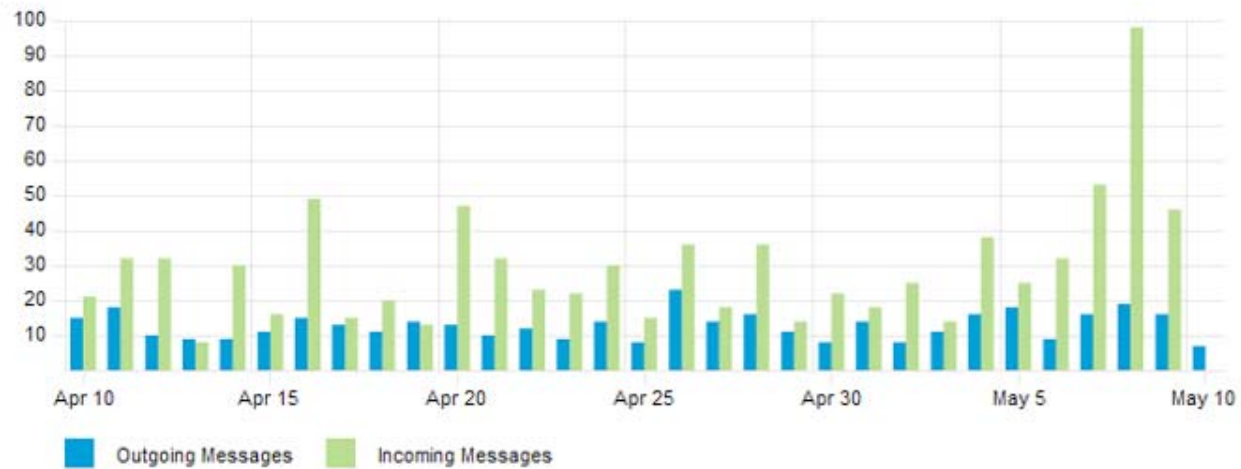
UNDERSTANDING
WHAT WORKS

Viral Analysis

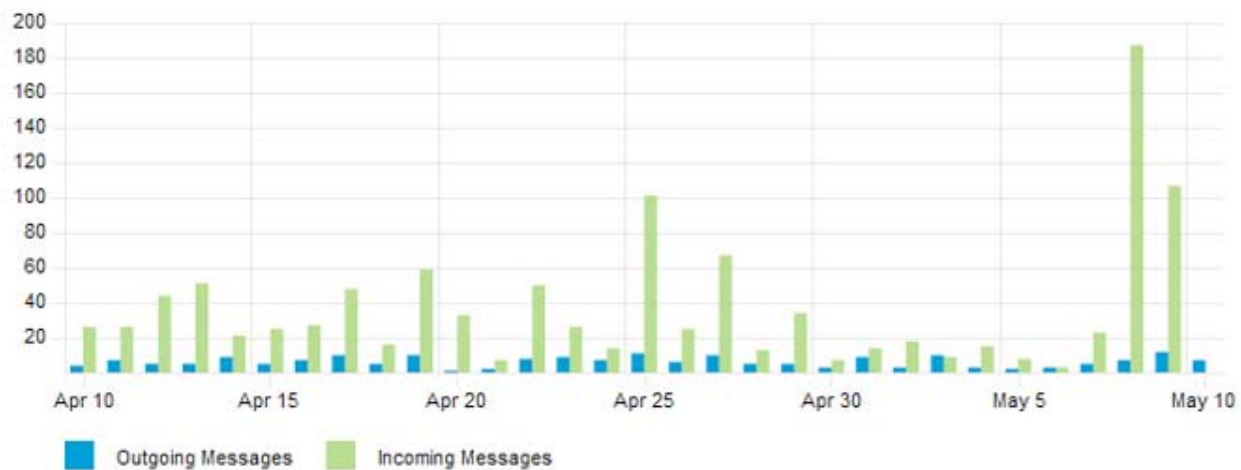
Most Shared Content		
Discovery Date	Shares	Link
May 06, 2010	185,227	Awesome Lady Gaga Acapella Cover
May 06, 2010	29,064	U.S. Soldiers Remake Lady Gaga's 'Telephone' Music Video - Urlesque
May 06, 2010	6,900	Awesome Lady Gaga Acapella Cover
May 09, 2010	6,209	GaGa Does Idol!
May 10, 2010	4,789	Telephone (Official Explicit Version) - Lady Gaga ft. Beyoncé Music Video VEVO
May 05, 2010	3,404	American Troops Spoof Lady Gaga Video : NPR
May 10, 2010	2,767	YouTube - Broadcast Yourself.
May 09, 2010	1,530	Lady Gaga : Videos : Paparazzi (MUSIC VIDEO)
May 10, 2010	1,513	Bad Romance Lady Gaga Music Video MTV
May 11, 2010	813	Awesome Lady Gaga Acapella Cover
May 09, 2010	684	Beyonce Feat. Lady Gaga - VideoPhone (Official Music Video) - Video
May 08, 2010	674	Lady GaGa Lyrics
May 10, 2010	599	Telephone Remake
May 11, 2010	470	Sixth-Grade Boy Captivates Girls By Singing Lady Gaga - Sixth grade boy sings lady gaga - Jezebel
May 09, 2010	458	"Telephone (Long Version)" by Lady Gaga Music Video VH1.com
May 10, 2010	387	Lady Gaga By the Numbers - lady gaga - Gawker

Recreating Success

matttraynor Twitter Activity



ericthefall Twitter Activity



What Causes Fans to React

Most Liked Wall Posts			
Likes	Type	Date	Message
42,937	Post	Mar 28	I'm 24 today, so u know what that means? Let's raise a glass to 30 more years of writing music and videos for my beautiful little monsters.
33,984	Post	Apr 04	Alejandro is on the radio, fuck it sounds so good we did it little monsters
27,115	Post	Mar 16	Telephone made history today little monsters! Thank you for all your support of the video, you are the future, you are the kings and queens
24,300	Post	Mar 21	TELEPHONE WENT #1 IN THE UK! + THE ALBUM FAME MONSTER WENT #1 UK! WE DID IT HONEY B! LOVE + KISSES TO OUR FANS, WE COULDNT DO IT WITHOUT U.
23,026	Link	Apr 02	Lady Gaga - The 2010 TIME 100 Poll - TIME Vote for Gaga in TIME Magazine's 100 Most Influential People in the World list!
22,721	Song	Apr 23	Facebook Hosted Song
21,858	Post	Apr 07	Been in the studio for days and hours of record after record, and when I hear that a little monster was discriminated in school BY TEACHERS it reminds me of my commitment + love for u, and the deep unconditional devotion I feel to write music that will liberate you from prejudice Thank u for wearing your tee-shirt proud at school, you make me so proud, at the monsterball, you are an inspiration to us all. I love youX
20,397	Picture	Apr 29	Lady Gaga is on the latest cover of TIME Magazine, featuring the 100 most influential people in the world! View Image
20,334	Post	Mar 20	We sold out three madison square gardens in 1 hour little monsters! I was just a girl after

QUESTIONS?



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