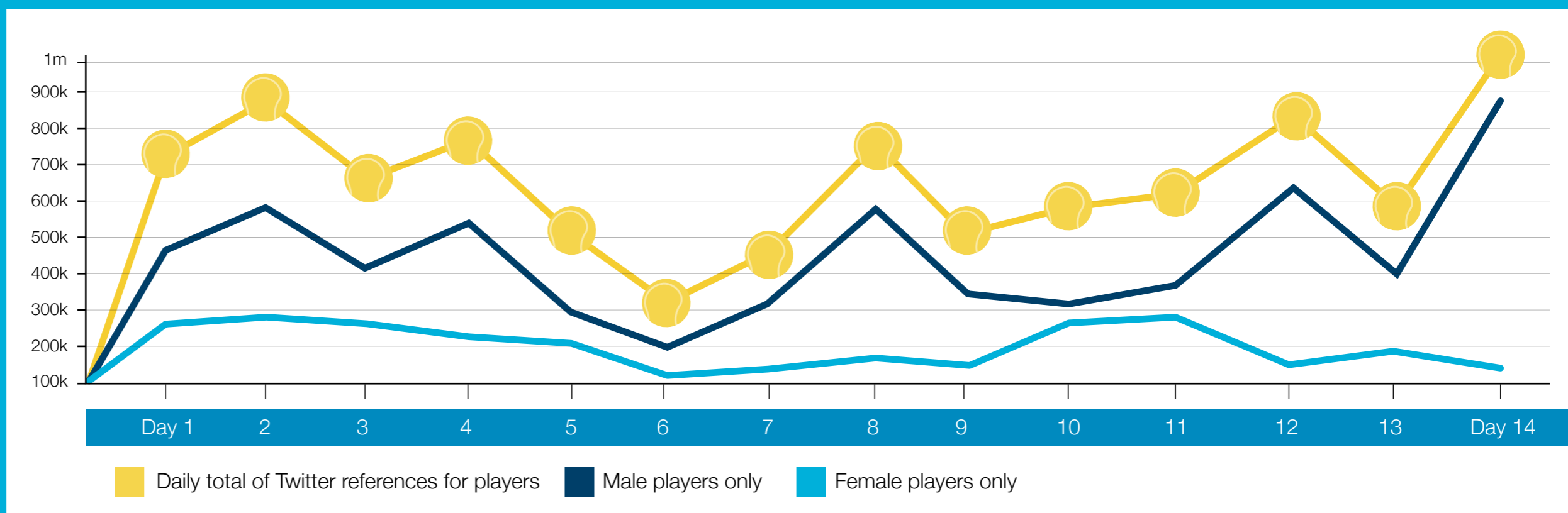# Tennis Fans Decide Australian Open 2013 Social Media Champions

@sloanetweets triples followers since defeating Serena

Twittersphere by numbers

#ausopen

IBM® and Tennis Australia tracked more than 9 million Twitter references for players on the Australian Open Social Leaderboard during the 2013 tournament

@MariaSharapova posts #myfirsttweet 14 Jan 112K+ followers

Daily total of Twitter references for players
Male players only
Female players only

Day 1 — Day 14

IBM Social Sentiment Index

Applying advanced analytics software and natural language processing the IBM Social Sentiment Index has analysed social media posts across Twitter, Facebook, news sites, blogs and videos to understand fan sentiment for the first time at the Australian Open
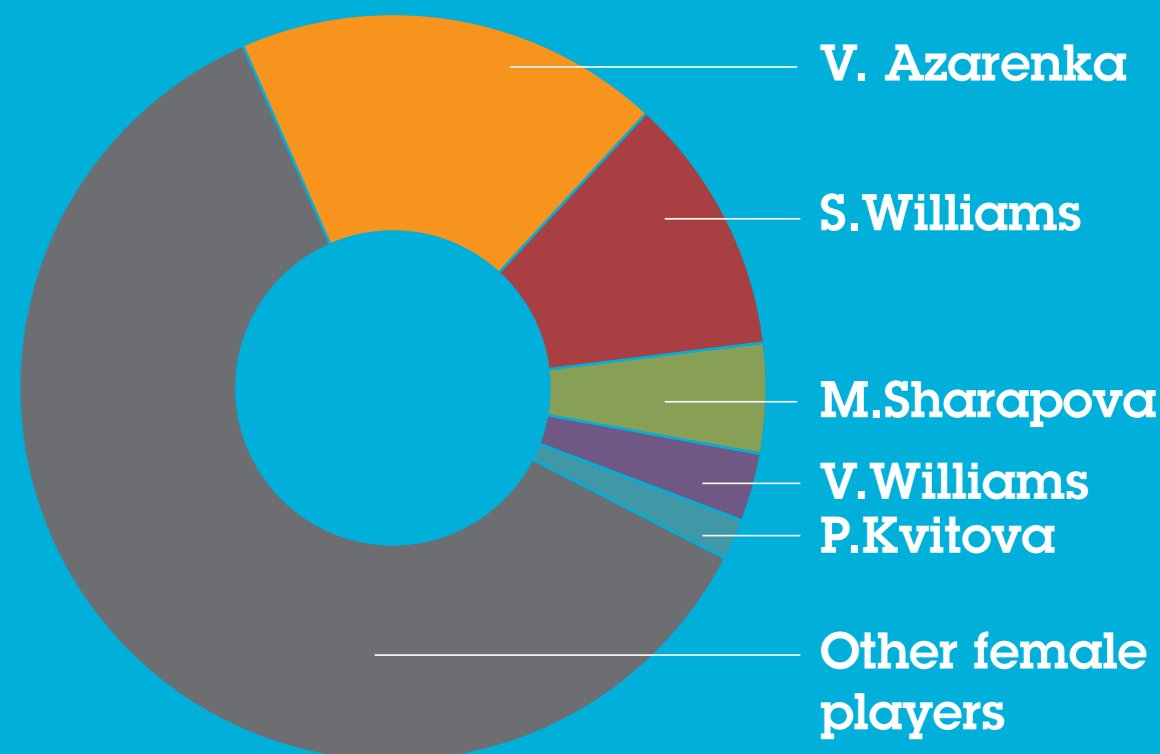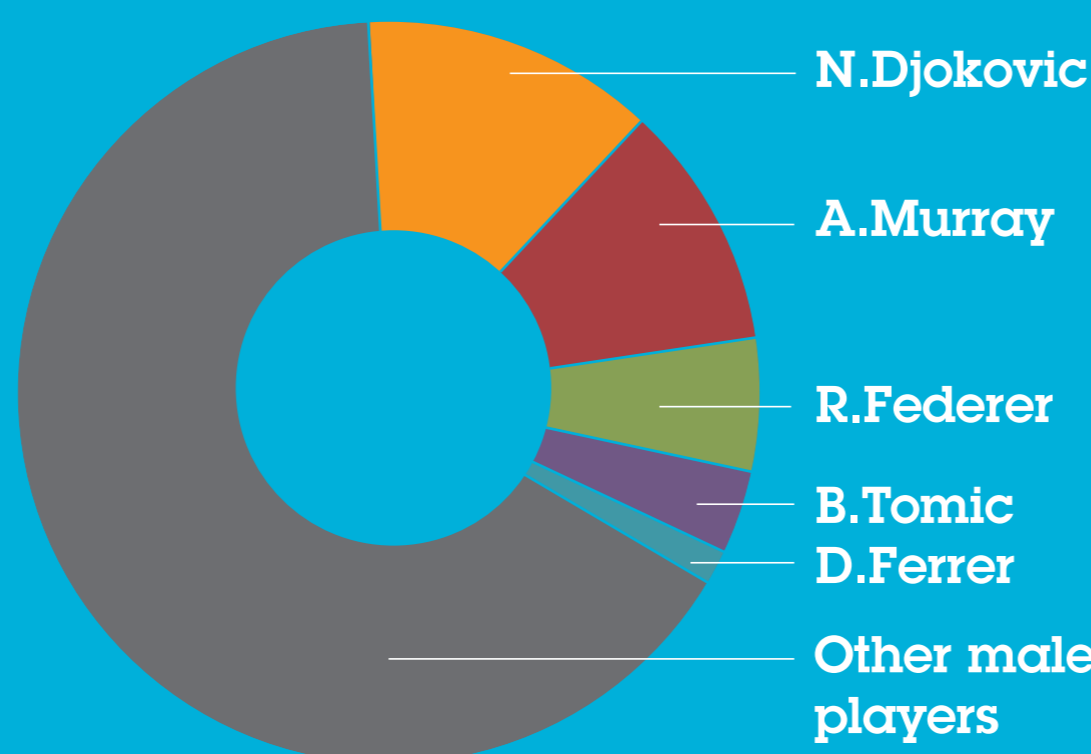
Most popular players ranked by number of positive mentions across social media
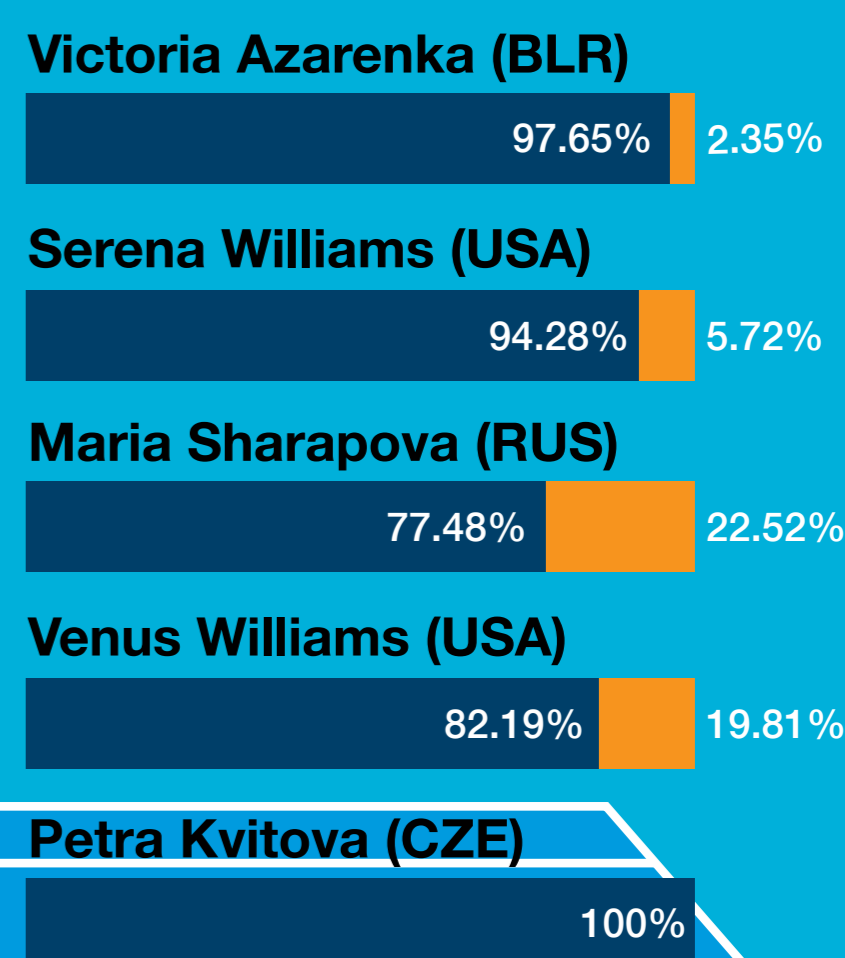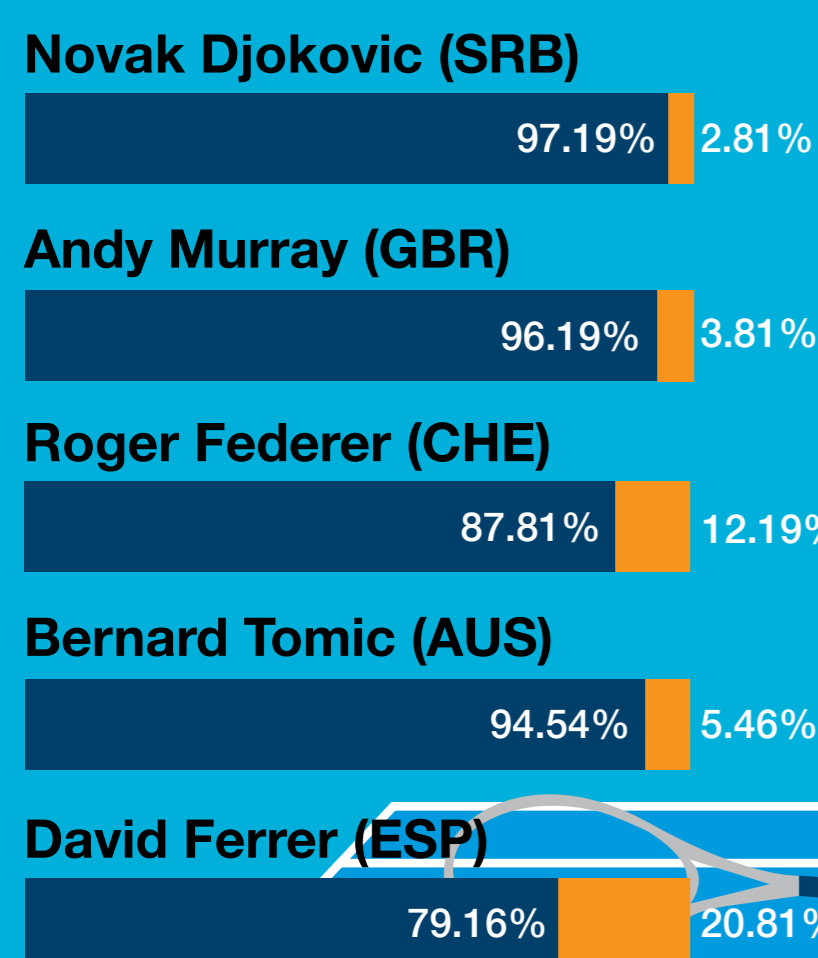
Top 5 Men

1. Novak Djokovic (SRB)
2. Andy Murray (GBR)
3. Roger Federer (SUI)
4. Bernard Tomic (AUS)
5. David Ferrer (ESP)

Top 5 Women

1. Victoria Azarenka (BLR)
2. Serena Williams (USA)
3. Maria Sharapova (RUS)
4. Venus Williams (USA)
5. Petra Kvitova (CZE)

N.Djokovic
A.Murray
R.Federer
B.Tomic
D.Ferrer
Other male players

V. Azarenka
S.Williams
M.Sharapova
V.Williams
P.Kvitova
Other female players

Sentiment breakdown for popular players across social media for the tournament

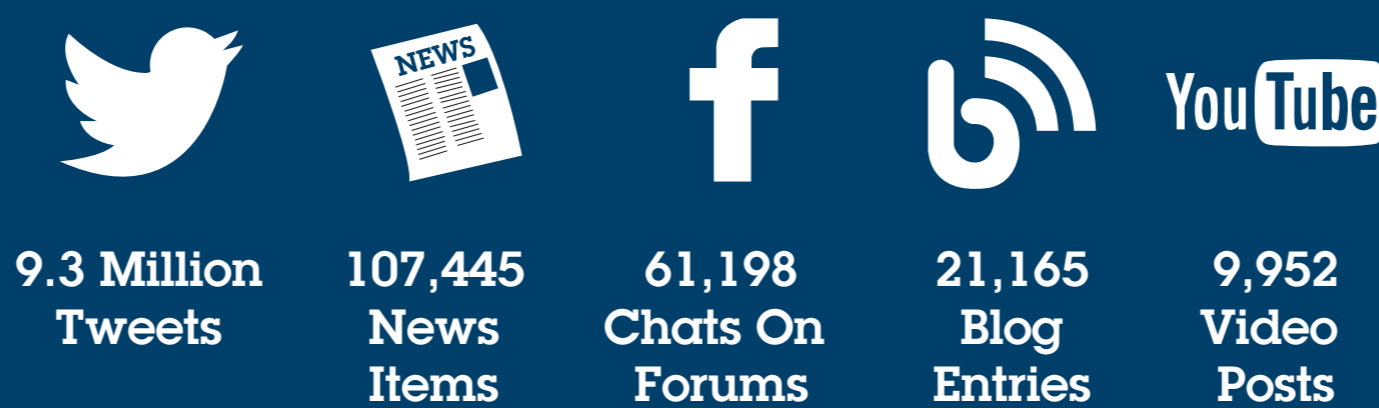| Player	Positive	Negative
Novak Djokovic (SRB)	97.19%	2.81%
Andy Murray (GBR)	96.19%	3.81%
Roger Federer (CHE)	87.81%	12.19%
Bernard Tomic (AUS)	94.54%	5.46%
David Ferrer (ESP)	79.16%	20.81%
Victoria Azarenka (BLR)	97.65%	2.35%
Serena Williams (USA)	94.28%	5.72%
Maria Sharapova (RUS)	77.48%	22.52%
Venus Williams (USA)	82.19%	19.81%
Petra Kvitova (CZE)	100%	

#IBMPopData
@smarterplanetau

Positive Sentiment
Negative Sentiment

Most active countries across social media

1. United States
2. Great Britain
3. Australia
4. Germany
5. Canada

Online Coversation Sources

9.3 Million Tweets
107,445 News Items
61,198 Chats On Forums
21,165 Blog Entries
9,952 Video Posts

Bernard Tomic most popular Australian player at #ausopen

australian open
The Grand Slam of Asia-Pacific

IBM