

MyMadrid App for iPhone, iPad, Android

A Social Network Analysis (SNA) view

What is MyMadrid?

MyMadrid is an App developed by mCentric at its Madrid office in Spain. It provides a unique interface to the online and mobile fan community of the top football club [Real Madrid C.F.](#)

Its focus is providing content from the club and its players, while at the same time allowing interaction among the fan base, via chat rooms and interactive games.

[mCentric](#) consulted [Social-3](#) for an in-depth statistical view on its user behavior.

App Store - MyMadrid

itunes.apple.com/es/app/mymadrid/id327054744?mt=8
13 Abr 2012 – Lee reseñas, consulta las valoraciones de otros usuarios, mira capturas de pantalla e infórmate más sobre **MyMadrid** en el App Store.

MyMadrid - Android Apps on Google Play

<https://play.google.com/.../apps/details?id...MyMadr...>
★★★★★ 1.830 votos - Gratis - Android
27 Apr 2012 – Aren't connected to **MyMadrid**? Fans from all over the world are waiting for you. The tablet version is only available for Samsung tablets until ...

MyMadrid - App Page - Madrid, m | Facebook

es-es.facebook.com/mymadrid
MyMadrid está en Facebook. To connect with **MyMadrid**, sign up for Facebook today. ... App Page. Official Mobile App of Real Madrid C.F.. Información · Fotos ...

Free MyMadrid - Download MyMadrid - Free ... - BlackBerry App W...

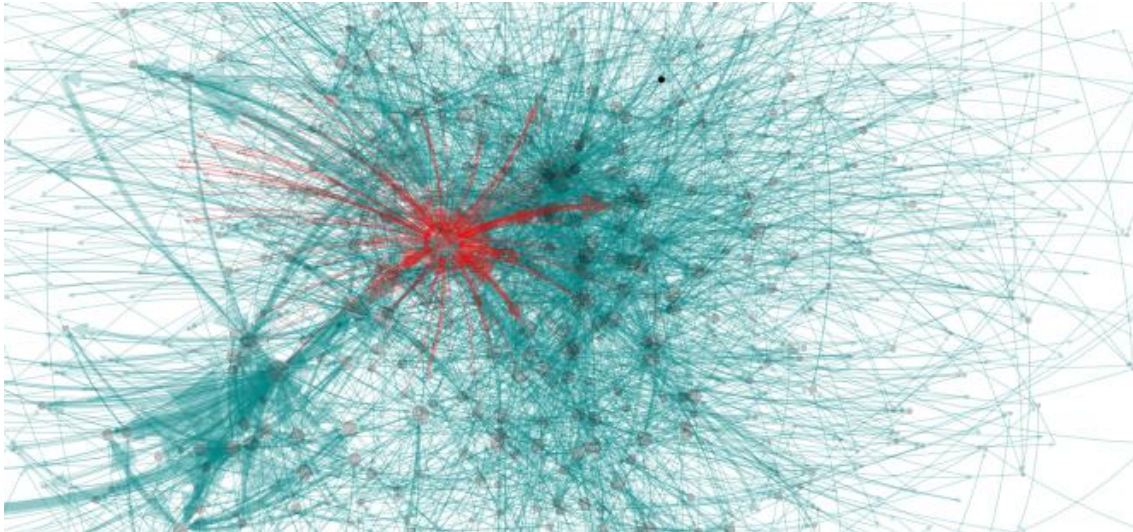
appworld.blackberry.com/webstore/content/6613/?lang=ES
15 Feb 2010 – Busque **MyMadrid** para su smartphone BlackBerry. Descargue **MyMadrid** de mCentric USA Inc. en BlackBerry App World y descubra más Apps ...

Social-3 used its SNA techniques for the following analysis. Only a limited summary is presented below. For further information, please contact with info@social-3.com or info@m-centric.com.

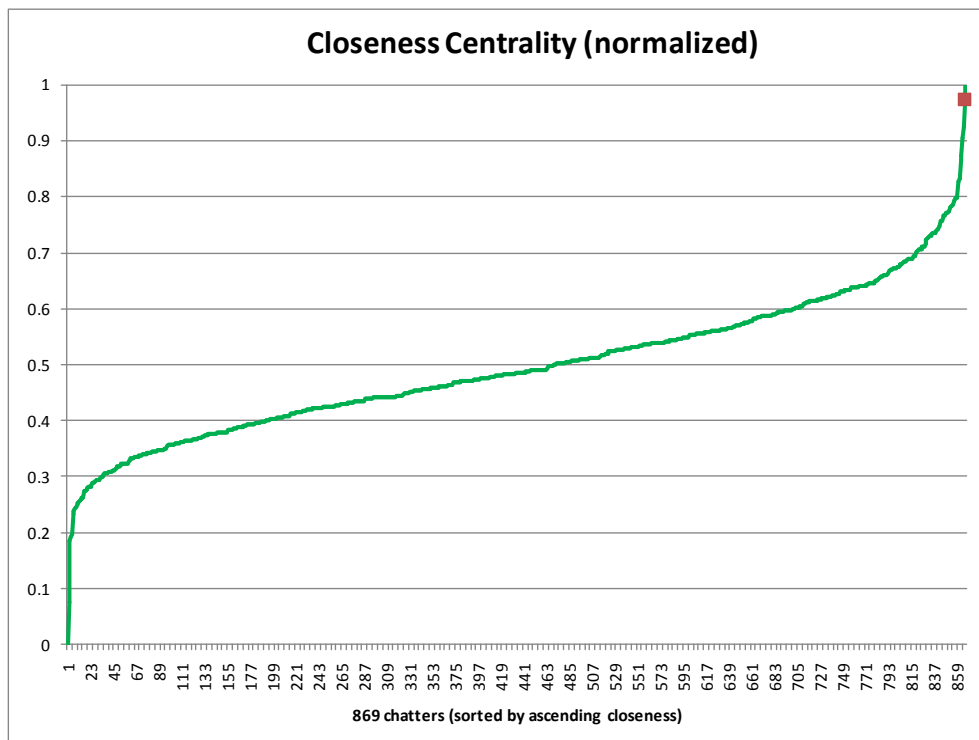


Who is talking to whom?

Below is an example graph from a chat room with 869 chatters and 3574 messages on a day of a league game in April 2012. The edge thickness represents the strength of the conversation between two chatters. The red highlighted node with its edges is the one that had the highest centrality values. Roughly, two different sub graphs can be seen. The chat nicknames were left out for privacy reasons.



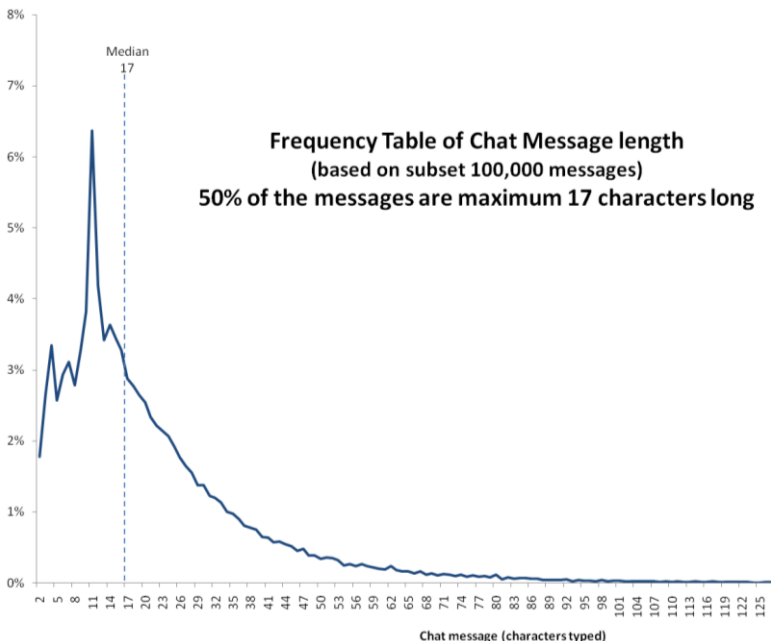
The graph below indicates that it is fairly easy to detect the best connected chatters by calculating the closeness centrality for all the 869 chatters, and sorting them.



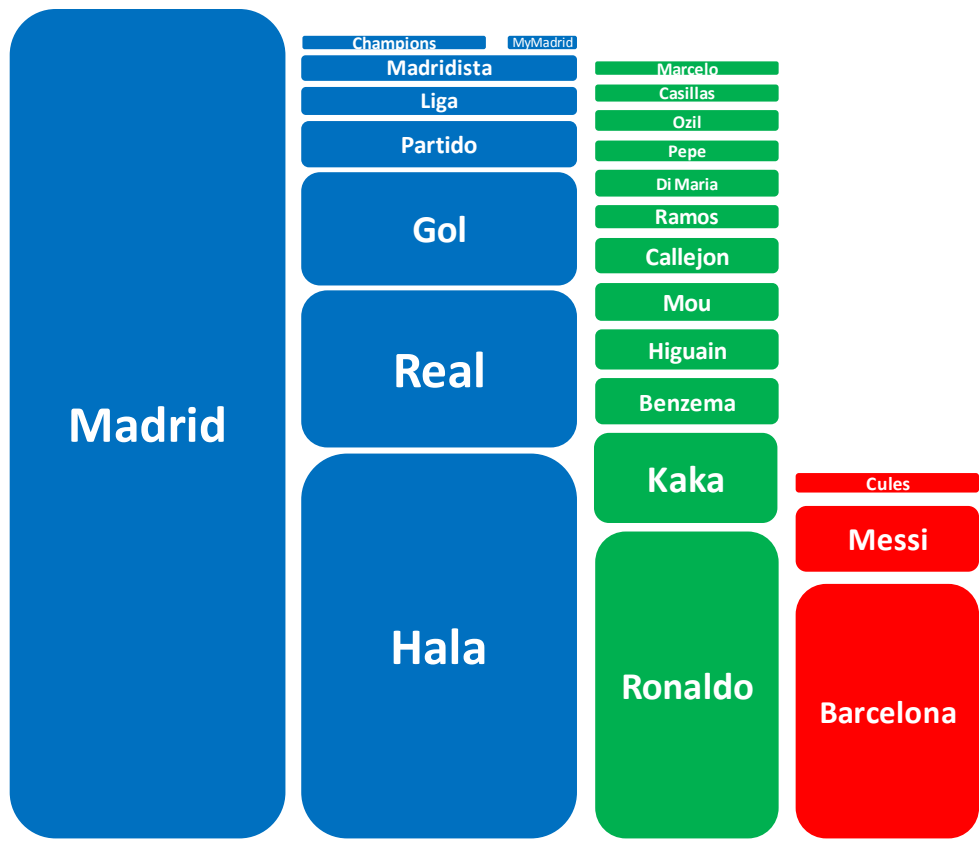
What do they say?

Not that much! Most messages are quite short as can be seen in the histogram on the right.

The top social objects that are discussed are shown here (after quite some preprocessing for colloquial synonyms and filtering out profane language). It is clear that not only Real Madrid top players are discussed but comparisons are made with its ever top rival [FC Barcelona](#).

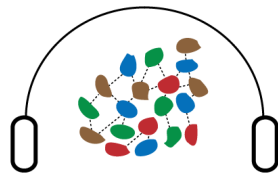


Other than the expected team player's names, it is interesting to see that the name of the App "MyMadrid" was also mentioned often.



SNALizzner

In Social-3, we activated a 'SNALizzner' process in Twitter to find out the top influencers surrounding the social object "MyMadrid".



SNALizzner <http://www.social-3.com/products/snalizzner.php>

The top 4 influencers, detected during a two week period are shown here, every dot representing a friend/follower. As could be expected the influencers are quite well interconnected and can be seen as the brand's ambassadors. The total network (1-level deep) of these 4 influencers has an immediate reach of 5420 twitter accounts.

