

2010 buzz from Nielsen

With an optimal mix of vertical industry knowledge and social media expertise, Nielsen's Buzz Metrics methodology is bringing consumers a bird's eye view of what is being said, in English-language messages only, about the world's biggest soccer event, 2010 FIFA World Cup, across the social media sphere. The following is exclusive to Bizcommunity.com.



Through innovative technology and rigorous methodology, it has uncovered and integrated data from almost 100 million blogs, social networks, groups, boards and other consumer-generated media platforms.

Buzz from Benni

South Africa's Benni McCarthy is generating the most Bafana Bafana buzz with locals, followed by Aaron Mokoena and Steven Pienaar. Carlos Alberto Parreira is ranked seventh among the most talked about coaches here, with Fabio Capello and Diego Maradona leading the field.

General team country and player discussions across the Web focus largely on England manager Capello, South Africa's Parreira and English team player David Beckham.

Controversies over terrorist threats, as well as disappointment over the announcement of Shakira's "Waka Waka" as the official song, have dominated the South African buzz; with tourism and visitor discussions, as well as low ticket sales because of high prices, are also high up on the online agenda.

Personalities creating a buzz are key FIFA and LOC representatives, Jerome Valcke and Danny Jordaan and their addressing of the budget, ticketing and tourism issues.

Methodology

The research company's methodology employs a robust harvesting system that pulls data from a range of online media sources and ensures complete data control for delivering real-time measurement and analysis. It incorporates a balanced investment in text-mining, analytic technologies and expert analysts and using an advanced mining platform, it harvests and cleans myriad data sources to deliver relevant analytics and insights.

It will continue to bring the events 'buzz' from 3 screens - television, computer and hand-held - as play progresses.

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