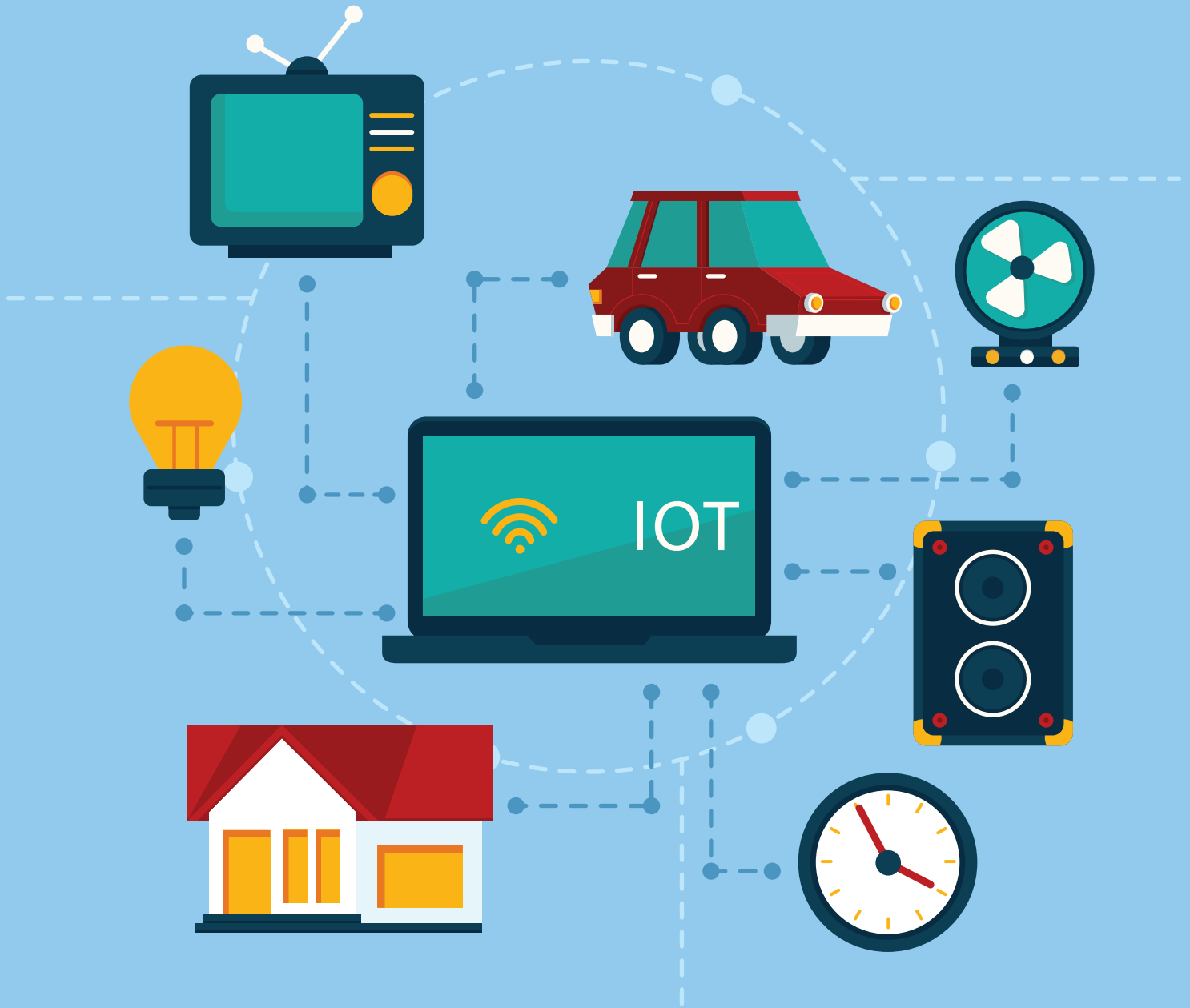


IoT 2017



**TOP 100 INFLUENCERS,
BRANDS AND PUBLICATIONS**

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 IoT OR “Internet of Things” OR internetofthings in this case) takes into account the number and quality of contextual references that a user receives.

These calculations also take into account a user's **resonance** (engagement) **relevance** (number of tweets on topic) and **reach** (number of followers).

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

[take me there](#)

BIG

the
data

5

157
days

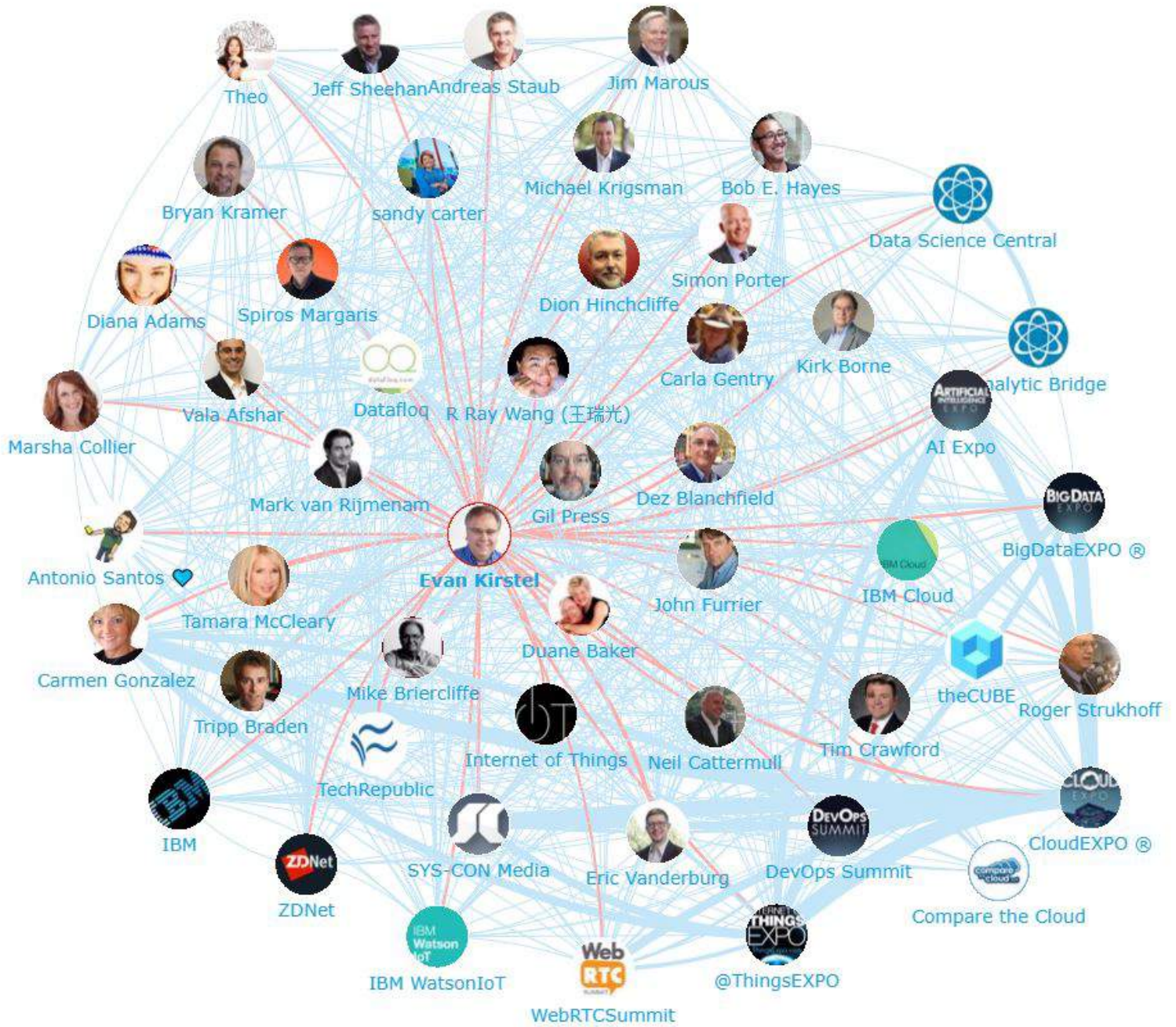


10,834,740
tweets



20,985
users

Interactions between influencers, brands and publications in IoT



This map was created using our Influencer Relationship Management software.

[Learn More](#)

Interactions between influencers, brands and publications in IoT



This map was created using our Influencer Relationship Management software.

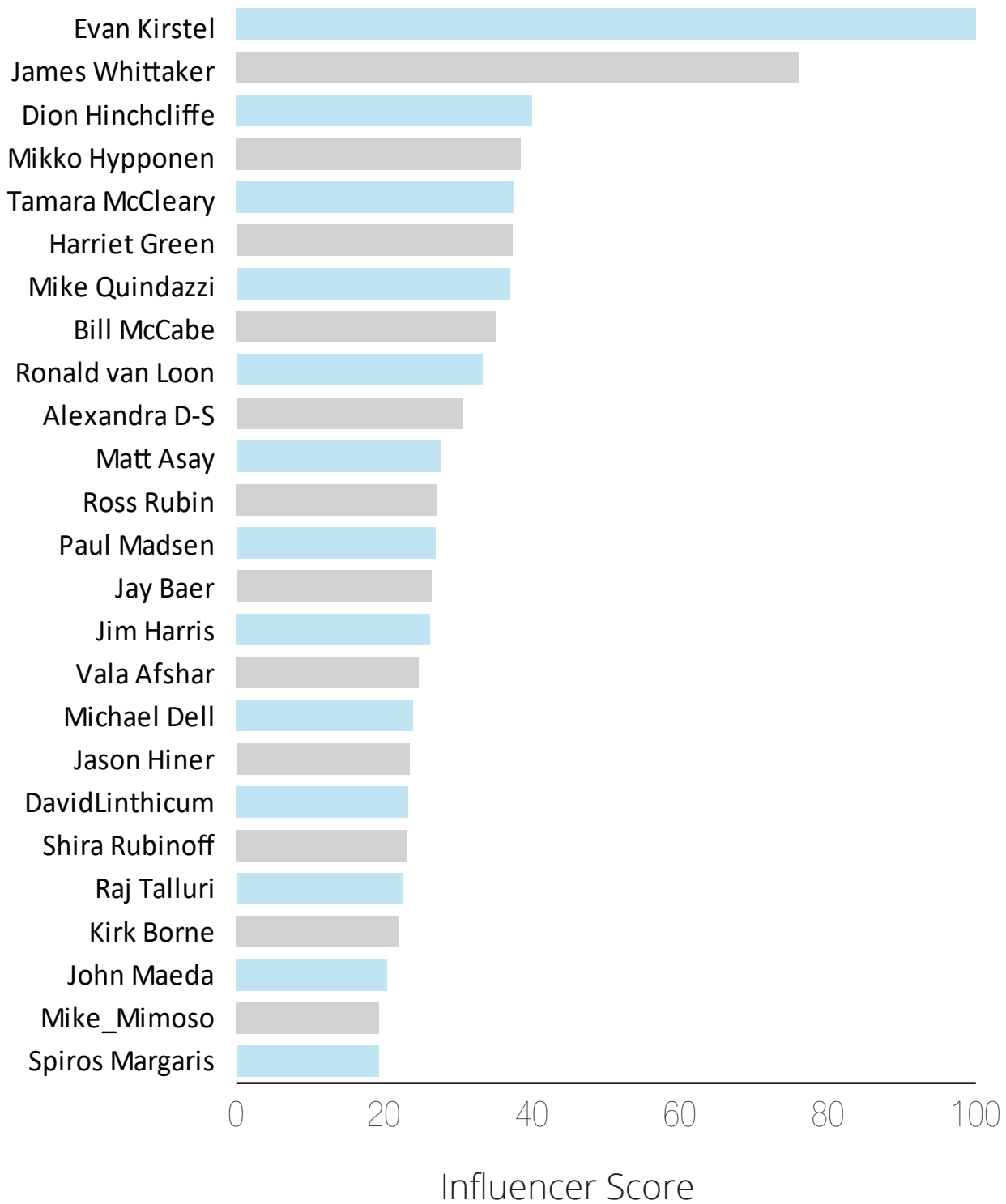
[Learn More](#)



Influencers **Top 100**

How do they stack up?

INDIVIDUALS - TOP 25



INFLUENCERS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Evan Kirstel	evankirstel	100.00
2	James Whittaker	docjamesw	76.17
3	Dion Hinchcliffe	dhinchcliffe	39.98
4	Mikko Hypponen	mikko	38.50
5	Tamara McCleary	TamaraMcCleary	37.46
6	Harriet Green	harrietgreen1	37.33
7	Mike Quindazzi	MikeQuindazzi	37.01
8	Bill McCabe	IoTRecruiting	35.09
9	Ronald van Loon	Ronald_vanLoon	33.29
10	Alexandra D-S	iotwatch	30.53
11	Matt Asay	mjasay	27.68
12	Ross Rubin	rossrubin	27.05
13	Paul Madsen	paulmadsen	26.92
14	Jay Baer	jaybaer	26.38
15	Jim Harris	JimHarris	26.22
16	Vala Afshar	ValaAfshar	24.66
17	Michael Dell	MichaelDell	23.90
18	Jason Hiner	jasonhiner	23.42
19	DavidLinthicum	DavidLinthicum	23.22
20	Shira Rubinoff	Shirastweet	23.02
21	Raj Talluri	rajtalluri	22.55
22	Kirk Borne	KirkDBorne	22.03
23	John Maeda	johnmaeda	20.39
24	Mike_Mimoso	Mike_Mimoso	19.28
25	Spiros Margaritis	SpirosMargaritis	19.27
26	Simon Porter	simonlporter	19.01
27	Gil Press	GilPress	18.98
28	Dez Blanchfield	dez_blanchfield	18.67
29	Stacey Higginbotham	gigastacey	18.40
30	Jim Marous	JimMarous	18.13
31	Duane Baker	DBaker007	17.45
32	Carrie MacGillivray	CMacIoT	17.41
33	Scott Hanselman	shanselman	17.41
34	Glen Gilmore	GlenGilmore	17.05
35	Rob van Kranenburg	robvank	16.28
36	vernon turner	vernonxt	16.18
37	David Clarke	1DavidClarke	16.15
38	S. Vaughan-Nichols	sjvn	15.85
39	sandy carter	sandy_carter	15.73
40	Kevin Ashton	Kevin_Ashton	15.40
41	Taneli Tikka	tanelitikka	15.34
42	Scott Amyx	AmyxIoT	15.02
43	Bernard Marr	BernardMarr	15.01
44	Theo Priestley	tprstly	14.94
45	{{[Ryan Boyles]}}	theRab	14.85
46	Eric Vanderburg	evanderburg	14.78
47	Deon Newman	deonnewm	14.72
48	Sean Gardner	2morrowknight	14.31
49	Claire Rowland	clurr	14.19
50	R Ray Wang (王瑞光)	rwang0	14.17

INFLUENCERS 51 - 100

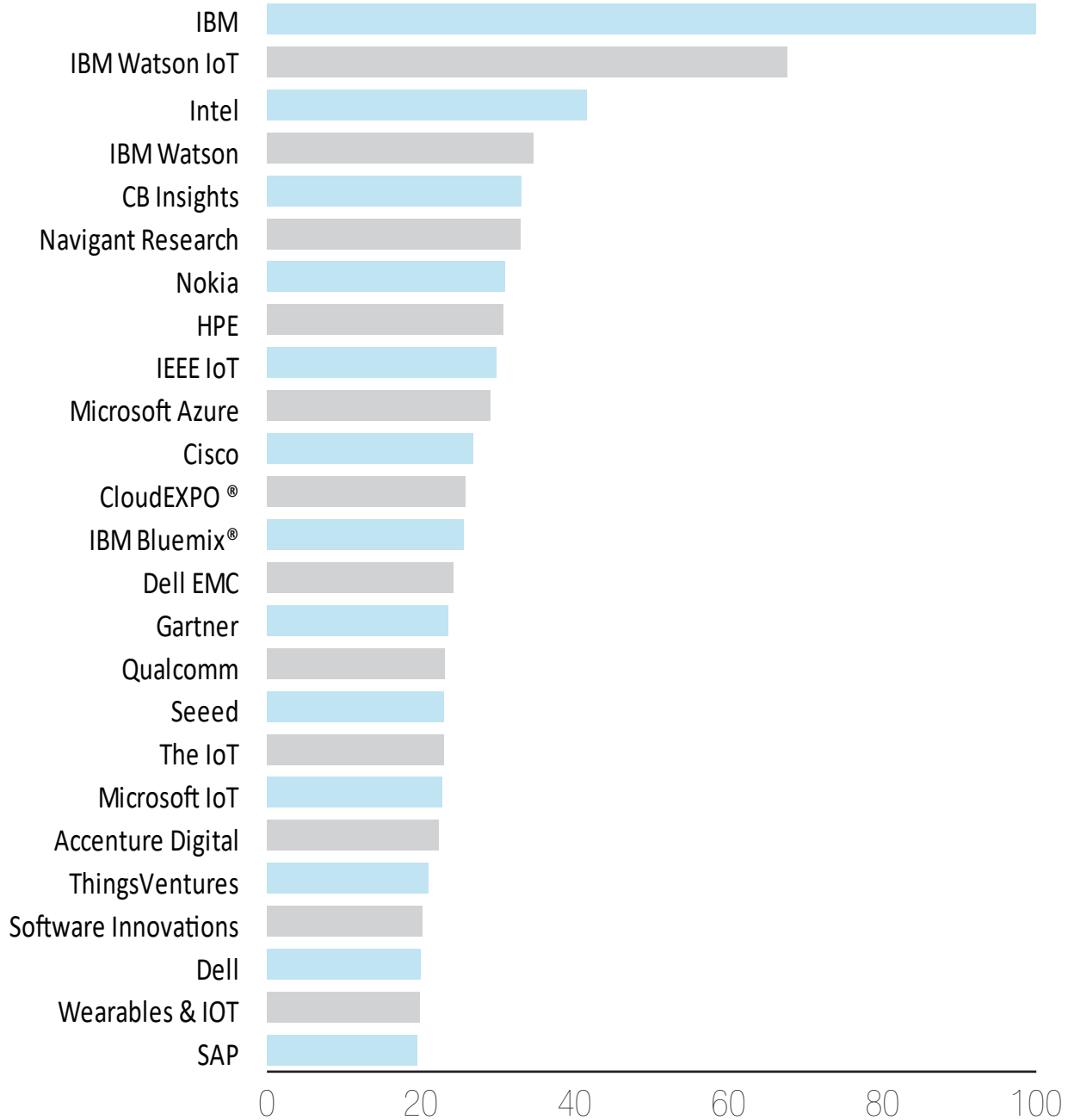
Rank	Name	Twitter Handle	Influencer Score
51	Scott Fulkerson	scottia	14.13
52	Jean-Louis Frechin	nodesign	14.03
53	David Oro	DavidOro	13.98
54	Ross Morley	RossMorley	13.93
55	David Rose	davidrose	13.91
56	Justin Grammens	justingrammens	13.64
57	Freddy Mini	freddymini	13.59
58	Marco Taisch	taischmarco	13.38
59	Thomas Rümmler	thomas_ruemmler	13.23
60	Louis-Serge	LouisSerge	13.13
61	J-Baptiste Lefevre	jblefevre60	13.12
62	Carmen Gonzalez	GonzalezCarmen	13.09
63	Tripp Braden	TrippBraden	13.02
64	Glenn Beck	glennbeck	12.78
65	johncohnvt	johncohnvt	12.77
66	Dean Johnson	activrightbrain	12.46
67	Ludmila MorozovaBuss	TopCyberNews	12.43
68	Daniel Elizalde	delizalde	12.37
69	Geoff De Weaver	geoff_deweaver	12.31
70	Steve Case	SteveCase	12.29
71	Dean Anthony Gratton	grattonboy	12.28
72	Christopher Danvers	kingofpayments	12.20
73	William H. Saito	whsaito	12.19
74	Colin Masson	colinmasson	12.18
75	Dr. Craig Brown	DrDataScientist	12.15
76	Chris Matthieu	chrismatthieu	12.07
77	Arnab	arnabch01	11.96
78	Sarah-Jayne Gratton	grattongirl	11.91
79	Kevin Terwilliger	kdtwill	11.82
80	Chris O'Connor	ChrisROConnor	11.80
81	Antonio Santos	akwyz	11.78
82	Joe Trippi	JoeTrippi	11.74
83	David Rothschild™	RealDRothschild	11.72
84	Craig Brown, PhD	craighbrownphd	11.61
85	Andrus Ansip	Ansip_EU	11.48
86	Diana Adams	adamsconsulting	11.43
87	Tamara Dull	tamaradull	11.29
88	Ken Herron	KenHerron	11.17
89	Tim R Allen	TimIntel	11.15
90	Khalid Hamdan	KhalidHamdan0	11.11
91	Blake Krone	blakekrone	10.89
92	Anne-Maria Yritys™	annemariayritys	10.79
93	Sarah Todd	Sarahetodd	10.79
94	Real Marsha Wright	marshawright	10.49
95	Daniel Newman	danielnewmanUV	10.20
96	Ian Skerrett	IanSkerrett	10.10
97	Giulio Coraggio	GiulioCoraggio	10.07
98	Dave Michels	DaveMichels	9.98
99	Alex Jones	RealAlexJones	9.93
100	Rich Simmonds	RichSimmondsZA	9.77



Brands **Top 100**

How do they stack up?

BRANDS - TOP 25



Influencer Score

BRANDS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	IBM	IBM	100.00
2	IBM Watson IoT	IBMIoT	68.92
3	Intel	intel	67.65
4	IBM Watson	IBMWatson	41.50
5	CB Insights	CBinsights	34.63
6	Navigant Research	NavigantRSRCH	33.06
7	Nokia	nokia	32.96
8	HPE	HPE	30.93
9	IEEE IoT	IEEEIoT	30.73
10	Microsoft Azure	Azure	29.77
11	Cisco	Cisco	28.99
12	CloudEXPO®	CloudExpo	26.75
13	IBM Bluemix®	IBMBluemix	25.80
14	Dell EMC	DellEMC	25.60
15	Gartner	Gartner_inc	24.24
16	Qualcomm	Qualcomm	23.58
17	Seed	seedstudio	23.06
18	The IoT	TheIoT	23.03
19	Microsoft IoT	MicrosoftIoT	22.97
20	Accenture Digital	AccentureDigi	22.73
21	ThingsVentures	ThingsVentures	22.26
22	Software Innovations	BoschSI	21.00
23	Dell	Dell	20.21
24	Wearables & IOT	Wearabletecshow	20.02
25	SAP	SAP	19.85
26	Tata Communications	tata_comm	19.52
27	IBM developerWorks	developerWorks	19.34
28	World Economic Forum	wef	19.00
29	AT&T Business	ATTBusiness	18.99
30	InfoWorld	infoworld	18.98
31	Intel IoT	Inteliot	18.94
32	Dell EMC OEM & IoT	DellOEM	18.24
33	IBM Cloud	IBMcloud	17.83
34	IOTS World Congress	IOTSWC	17.74
35	McAfee	McAfee	17.66
36	Cloud Expo Europe	CloudExpoEurope	17.32
37	SAP Leonardo	SAPLeonardo	17.30
38	Reliance Mobile	RelianceMobile	17.20
39	Internet of Things	iotconsortium	16.93
40	Accenture	Accenture	16.89
41	Indiegogo	Indiegogo	16.88
42	Cisco IoT	Cisco_IoT	16.77
43	IBM InterConnect	IBMInterConnect	16.69
44	@ThingsEXPO	ThingsExpo	16.64
45	Sigfox	sigfox	15.49
46	Schneider Electric	SchneiderElec	15.09
47	Intel IT Center	IntelITCenter	14.78
48	Huawei Technologies	Huawei	14.78
49	BlackBerry	BlackBerry	14.69
50	a16z	a16z	14.52

BRANDS 51-100

Rank	Name	Twitter Handle	Influencer Score
51	Microsoft Cloud	MSCloud	14.33
52	PTC	PTC	14.23
53	ThingWorx	ThingWorx	14.01
54	GSMA	GSMA	13.62
55	NXP	NXP	13.50
56	Siemens	Siemens	12.91
57	Rapid7	rapid7	12.73
58	Ericsson	ericsson	12.72
59	Aria Systems	AriaSystemsInc	12.24
60	embedded world	embedded_world	11.85
61	Telefónica IoT	TelefonicaloT	11.81
62	VMware	VMware	11.78
63	Kaspersky Lab	kaspersky	11.76
64	McKinsey & Company	McKinsey	11.26
65	Trend Hunter	trendhunter	11.24
66	OpenText	OpenText	11.11
67	Symantec	symantec	11.03
68	Deloitte	Deloitte	10.85
69	RS Components	RSComponents	10.69
70	Avnet	Avnet	10.58
71	Arduino	arduino	10.55
72	Nuheara	nuheara	10.53
73	DevOps Summit	DevOpsSummit	10.48
74	Ubuntu	ubuntu	10.38
75	IoT ONE	iotoneHQ	10.25
76	Oracle	Oracle	10.24
77	littleBits	littleBits	10.18
78	BoschGlobal	BoschGlobal	10.13
79	Aruba Networks	ArubaNetworks	10.12
80	Wamda	WamdaME	10.05
81	ISC Events	ISCEvents	9.95
82	HCL Technologies	hcltech	9.82
83	Arrow Electronics	ArrowGlobal	9.75
84	Autodesk	autodesk	9.55
85	Tieto	TietoCorp	9.46
86	IEEE Standards Assoc	IEEESA	9.43
87	OXITS	OXITS	9.36
88	adafruit industries	adafruit	9.31
89	Atos	Atos	9.26
90	BigDataEXPO®	BigDataExpo	9.05
91	CypressSemiconductor	CypressSemi	8.91
92	Xively	XivelyIOT	8.90
93	Spend Matters	spendmatters	8.87
94	Wind River	WindRiver	8.61
95	Cisco Jasper	Cisco_Jasper	8.56
96	techstars	techstars	8.55
97	Citrix	citrix	8.50
98	Digitising Industry	DigIndEU	8.49
99	Stratix	StratixMobile	8.46
100	Sensum	sensumco	8.45

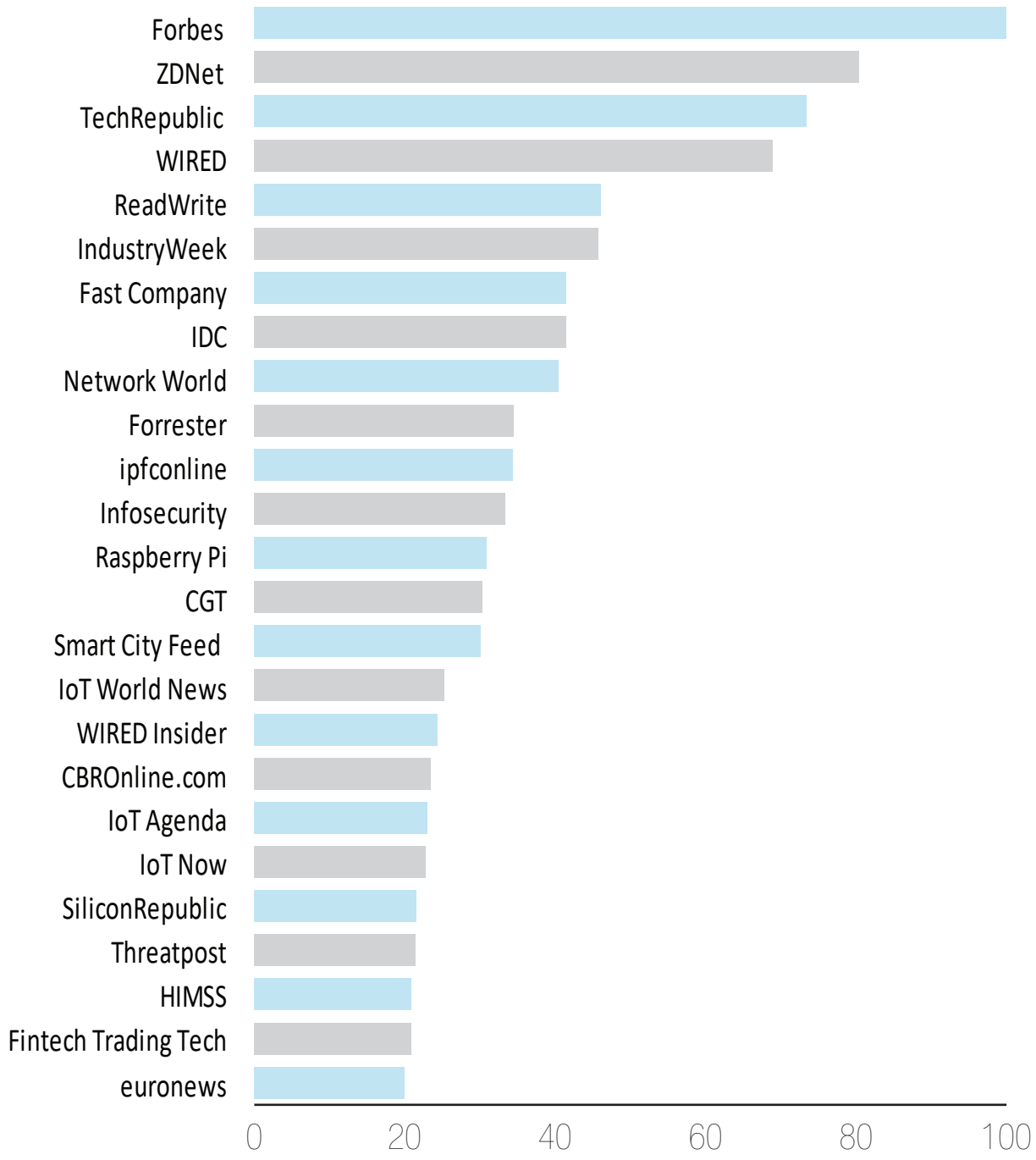


Publications

Top 100

How do they stack up?

PUBLICATIONS - TOP 25



Influencer Score

PUBLICATIONS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Forbes	Forbes	100.00
2	ZDNet	ZDNet	80.40
3	TechRepublic	TechRepublic	73.43
4	WIRED	WIRED	46.08
5	ReadWrite	RWW	45.77
6	IndustryWeek	IndustryWeek	41.50
7	Fast Company	FastCompany	41.43
8	IDC	IDC	40.48
9	Network World	NetworkWorld	34.43
10	Forrester	forrester	34.33
11	ipfconline	ipfconline1	33.31
12	Infosecurity	InfosecurityMag	30.86
13	Raspberry Pi	Raspberry_Pi	30.34
14	CGT	CGTMagazine	30.11
15	Smart City Feed	smartcityfeed	25.25
16	IoT World News	iotworldnews	24.33
17	WIRED Insider	WIREDInsider	23.46
18	CBROnline.com	cbronline	23.00
19	IoT Agenda	iotagenda	22.78
20	IoT Now	IoTNow_	21.50
21	SiliconRepublic	siliconrepublic	21.49
22	Threatpost	threatpost	20.87
23	HIMSS	HIMSS	20.86
24	Fintech Trading Tech	BourseetTrading	19.92
25	euronews	euronews	19.90
26	MIT Tech Review	techreview	18.58
27	The Drum	TheDrum	17.86
28	TechNative	TechNative	16.84
29	Security Testing	sectest9	16.78
30	Govtech.com	govtechnews	16.65
31	Digital Trends	DigitalTrends	16.40
32	RCR Wireless News	rcrwirelessnews	16.38
33	TrendSlam	trend_slam	16.32
34	The Verge	verge	16.12
35	Tech Things IOT	TechThings_IOT	15.79
36	Product Hunt	ProductHunt	15.71
37	Engadget	engadget	15.67
38	CNET	CNET	15.43
39	DZone	DZone	15.31
40	Hackster.io	Hacksterio	15.20
41	Deloitte Univ Press	DU_Press	14.89
42	CeBIT	cebit	13.96
43	CBC News	CBCNews	13.95
44	IoT Community	IoTchannel	13.91
45	Internet of Business	InternetofBiz	13.56
46	Computerworld	Computerworld	13.44
47	O'Reilly Media	OReillyMedia	13.33
48	ComputerWeekly	ComputerWeekly	13.05
49	The Manufacturer	TheManufacturer	13.04
50	PubNub	PubNub	12.86

PUBLICATIONS 51-100

Rank	Name	Twitter Handle	Influencer Score
51	Mobile World Live	mobileworldlive	12.78
52	InsightBrief	InsightBrief	12.49
53	Real News *	SolomonOsprey	12.37
54	IoT Institute	IoTiNews	12.24
55	CRN	CRN	11.87
56	Make:	make	11.59
57	strategy+business	stratandbiz	11.56
58	MediaPost	MediaPost	11.06
59	RTInsights.com	RTInsights	10.58
60	ARM Community	ARMCommunity	10.25
61	IoT Journal	IoTJournal	10.08
62	Ulitzer.com	Ulitzer	9.54
63	Biz Comm Strategies	UCStrategies	9.54
64	MITSloan Mgmt Review	mitsmr	9.45
65	Gigaom	gigaom	8.77
66	EE Times	eetimes	8.50
67	InformationWeek	InformationWeek	8.38
68	CNET News	CNETNews	8.29
69	Mashable Tech	mashabletech	8.27
70	The Wearable Guru	WearableGuru	8.15
71	GeekWire	geekwire	8.09
72	MediaTek India	MediaTekIndia	8.08
73	Analytic Bridge	analyticbridge	8.08
74	IT Business Edge	ITBusinessEdge	7.99
75	C-Store News	CStoreNews_	7.82
76	CIOReview	cioreview	7.53
77	HealthIT Policy ☠	HITpol	7.39
78	TechRadar	techradar	7.20
79	Data Science Central	DataScienceCtrl	6.98
80	Tech Now or Never	TechNowOrNever	6.69
81	KDnuggets	kdnuggets	6.58
82	Slashdot	slashdot	6.57
83	D/SRUPTION	DisruptionHub	6.53
84	i-SCOOP	iscoopbiz	6.30
85	Information Age	InformationAge	6.27
86	The Hearable Guru	HearableGuru	6.20
87	NTT Communications	nttcom	5.97
88	eWEEK	eWEEKNews	5.97
89	techUK	techUK	5.96
90	IoTUK	IoTUKNews	5.91
91	Postscapes	postscapes	5.78
92	CMSWire.com	cmswire	5.77
93	Financial Review	FinancialReview	5.76
94	Gadgets 360	Gadgets360	5.76
95	HPE News	HPE_News	5.75
96	FINTECHNA	fintechna	5.69
97	Help Net Security	helpnetsecurity	5.53
98	Rewrite	CA_Rewrite	5.46
99	SnapMunk	SnapMunk	5.30
100	Insurtechnews	insurtechnews	5.27

Check out all of our influencer lists on the Analytica Blog

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IoT

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Big Data and CX

ERP

Wearables

IRM

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