

Release Title

World's largest research community tops 50 million

Release distributed 28.05.2012 Report Created 25.10.2012

Distributed for

DANTE

on behalf of DANTE



Headline: World's largest research community tops 50 million; Asia Pacifica™s TEIN3 internet network for scientists, researchers and academics reaches yet another milestone

URL: http://tinyurl.com/dxmp3z5

RIR Score: *** Selective Coverage type: PDF Permission: Unavailable Site Name: BusinessWeek Identified: 29/05/2012

Publisher: The McGraw-Hill Companies Inc

Published: 28/05/2012 Site Location: USA Language: English

Site online since: 27 January 2002

Other sites linking in: 313,592

728 x 90 Banner \$79 Advertising rates:

Readership: 9,100,000 Alexa traffic rank:

Site target audience: BusinessWeek's mission is to inform and inspire business leaders to make

> smarter decisions in their professional and personal lives. Through passionate voices and provocative viewpoints, BusinessWeek creates an open dialogue among a global community to generate and share ideas. This site offers the actionable insight affluent professionals need at every stage in their career — whenever, wherever, and however they want it. The site offers news in categories such as investing, careers, innovation, lifestyles and

technology for professionals in America.

Headline: World's largest research community tops 50m

URL: http://www.totaltele.com/view.aspx?ID=473889

*** RIR Score: Coverage type: Selective

PDF Permission: Permission Granted Site Name: Total Telecom Identified: 29/05/2012 Publisher: Terrapinn Ltd Published: 28/05/2012 Site Location: UK Language: English

Site online since: 09 October 1996

Other sites linking in: 1,674 Advertising rates: £80 cpm Readership: 105.000 Alexa traffic rank: 138.827

Site target audience: Total Telecom meets the information and research needs of the Global

> Communications industry, from breaking news to expert analysis. It is the leading communications link between end users and the vendors, carriers and resellers of telecommunications technology and services. Total...

Social shares: □ Twitter: 1



URL: http://www.sys-con.com/node/2285511

*** RIR Score: Selective Coverage type: PDF Permission: Unavailable SYS-CON Media Site Name: Identified: 29/05/2012 Publisher: SYS-CON Media Published: 28/05/2012 Site Location: USA

Language: English
Site online since: 04 March 1996

Other sites linking in: 11,248

Advertising rates: \$55-75 CPM leaderboard

Alexa traffic rank: 23,379

Site target audience: SYS-CON Media, founded in 1994, is widely recognized in the Internet-

technology and magazine publishing industries as the world's leading publisher of i-technology magazines, electronic newsletters, and

accompanying i-technology breaking news, education and information Web

portals. SYS-CON Media is for tech professionals...

Other: SYS-CON Media has 185,000 subscribers to its e-newsletter.

Social shares: E Twitter: 5

Headline: World's largest research community tops 50 million

URL: http://www.itwire.com/press-release/55027-world-s-largest-research-community-tops-50-million

RIR Score: ***

Coverage type: Selective

PDF Permission: Permission Granted

Site Name: IT Wire Identified: 29/05/2012 Published: 29/05/2012 Site Location: Australia Language: English Site online since: 24 June 2001 Readership: 795,000 Alexa traffic rank: 51.835

Site target audience: iTWire is Australia's leading, independent technology news and information

site. A must-have source of information for industry professionals in the information technology and telecommunications sectors, iTWire delivers news, informed comment and analysis from a respected team of award-winning journalists. iTWire reaches a wide audience of readers in the technology marketplace, from consumers and users of technology products and services, to IT and telecommunications professionals, business users. iTWire is one of the world's top five thousand blogs according to Technorati

Other: iTWire is one of the world's top five thousand blogs according to Technorati.

The site serves over two million page views per month.



URL:

http://www.zimbio.com/member/realwire/articles/VaV7TrvligW/World+largest+research+community+tops+50+million

RIR Score: ***
Coverage type: Selective

PDF Permission: Permission Denied

Site Name: Zimbio
Identified: 29/05/2012
Published: 28/05/2012
Site Location: USA
Language: English

Site online since: 02 December 2005

Other sites linking in: 101,817
Advertising rates: \$5-7 CPM
Readership: 10,000,000

Alexa traffic rank: 351

Site target audience: Zimbio's mission is to help users become an influential player in how stories are created

shaped and shared. Zimbio makes it simple for people to compile the webs most relevant and dynamic content into easily-searched topics, so readers can find and react to the full story from multiple perspectives. Zimbio's target audience is 18-34 years old,

Internet-savvy, educated, and highly influential.

Headline: World's largest research community tops 50 million

URL: http://education.tmcnet.com/news/2012/05/28/6329115.htm

RIR Score: ★★★
Coverage type: Selective

PDF Permission: Permission Denied

Site Name: TMC Net Identified: 29/05/2012 Published: 28/05/2012 Site Location: USA Language: English

Site online since: 25 November 1995

Readership: 1,100,000 Alexa traffic rank: 10,707

Site target audience: Technology Marketing Corporation (TMC) is the world's leading business to

business and integrated marketing media company, servicing niche markets within the communications and technology industries. TMC creates highly targeted, content-driven communities, serving as the world's primary educational and news resource in the communications and technology fields including VoIP, IP communications, telecom, contact centres, and CRM. TMC's target audience is the communications and technology industries. It

has specific sections for service providers, developers, resellers, government

and the consumer.

Other: TMCnet averages 20 million page views per month.



URL: http://www.tmcnet.com/usubmit/2012/05/28/6329115.htm

RIR Score: ★★★
Coverage type: Selective

PDF Permission: Permission Denied

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and the consumer.

Other: TMCnet averages 20 million page views per month.

Headline: World's largest research community tops 50 million

URL: http://www.eschoolnews.com/2012/05/29/worlds-largest-research-community-tops-50-million/

RIR Score: *** Selective Coverage type: PDF Permission: Unavailable Site Name: eSchool News Identified: 30/05/2012 Published: 29/05/2012 Site Location: USA Language: English

Site online since: 28 October 1997
Readership: 300,000
Alexa traffic rank: 144,560

Site target audience: eSchool News covers education technology in all its aspects - from legislation

and litigation, to case studies, to purchasing practices and new products. First published in March of 1998, eSchool News is a monthly print newspaper

providing the news and...

Other: The print newspaper is read by more than 300,000 school leaders, and a

companion web site eSchool News Online has 135,000 registered members.



URL: http://dotnet.sys-con.com/node/2285511

RIR Score: ★★
Coverage type: Selective
PDF Permission: Unavailable

Site Name: .NET Developer's Journal

Identified:29/05/2012Published:28/05/2012Site Location:USALanguage:EnglishSite online since:04 March 1996Alexa traffic rank:23,379

Site target audience: .NET Developers journal is part of the SYS-CON Media range of respected

technology sites written by professionals for professionals. This site

inparticular looks at website development and covers cloud, java, linux, open

sourse and virtualization.

Headline: World's largest research community tops 50 million

URL: http://www.it-director.com/enterprise/technology/news_release.php?rel=31955

RIR Score: ★★
Coverage type: Selective

PDF Permission: Permission Granted

Site Name: IT Director Identified: 29/05/2012

Publisher: IT Analysis Communications Ltd.

Published:28/05/2012Site Location:UKLanguage:English

Site online since: 02 December 1998

Other sites linking in:865Advertising rates:£40 CPMReadership:36,000Alexa traffic rank:278,080

Site target audience: ITD is a communications company focused on aggregating and proliferating

the opinion, analysis and research from the independent technology analyst community. The objective is to ensure that all IT purchasers have access to the best possible information through the communications interface they feel most comfortable with. This includes; online, face to face, printed media and via trusted third parties like trade associations. ITD provides a one-stop-shop for IT end users to access and retrieve published analysis and for IT vendors

to more effectively interact with the independent analyst community.



URL: http://www.pr-inside.com/world-s-largest-research-community-tops-r3202175.htm

RIR Score: Selective Coverage type: PDF Permission: Unavailable PR-inside Site Name: Identified: 29/05/2012 Published: 28/05/2012 Site Location: Austria Language: English Site online since: 23 August 2005

Other sites linking in: 8,224

Advertising rates: No advertising available.

Alexa traffic rank: 19,750

Site target audience: PR-inside is a German portal where users are able to upload press releases

for free. This site would attract predominantly a German audience seeking

business information and news.

Social shares:

Twitter: 2

Headline: World's largest research community tops 50 million

URL: http://www.it-analysis.com/enterprise/technology/news_release.php?rel=31955&ref=fd_ita_meta

RIR Score: ★★
Coverage type: Selective

PDF Permission: Permission Granted

Site Name: IT Analysis Identified: 29/05/2012

Publisher: IT Analysis Communications Ltd.

Published:28/05/2012Site Location:UKLanguage:EnglishSite online since:04 June 1999

Other sites linking in: 572

Advertising rates: £80 - £320 CPM banner

Readership: 16,000 **Alexa traffic rank:** 551,336

Site target audience: IT Analysis is a communications company focused on aggregating and

proliferating the opinion, analysis and research from the independent technology analyst community. The objective is to ensure that all IT purchasers have access to the best possible information through the communications interface they feel most comfortable with. This includes; online, face to face, printed media and via trusted third parties like trade associations. IT Analysis provides a one-stop-shop for IT end users to access and retrieve published analysis and for IT vendors to more effectively interact with the independent

analyst community.



URL: http://newsblaze.com/story/2012052805200300001.we/topstory.html

RIR Score: ★★
Coverage type: Selective

PDF Permission: Permission Granted

Site Name:News BlazeIdentified:29/05/2012Published:28/05/2012Site Location:USALanguage:EnglishSite online since:12 August 2003

Other sites linking in: 5,158
Advertising rates: \$2000
Readership: 400,000
Alexa traffic rank: 41.687

Site target audience: News Blaze is a platform for news releases from around the world. News

Blaze readers care about breaking news in entertainment, business, the world, politics, cartoons and web 2.0. Their community includes people who love entertainment and book reviews, entrepreneurs and interested consumers. Readers generate over half a million page views per month.

Headline: World's largest research community tops 50 million

URL: http://gov.ulitzer.com/node/2285511

RIR Score: Coverage type: Selective PDF Permission: Unavailable Site Name: Ulitzer Identified: 29/05/2012 Publisher: SYS-CON Published: 28/05/2012 Site Location: USA Language: English Alexa traffic rank: 76,332

Site target audience: Ulitzer is an online portal providing a range of comprehensive news on

technology. This includes sections on electronics and semiconductors, media and entertainment and computers and software, This site would attract a well educated audience interested in technology for both professional and

personal use.



URL: http://www.itnewsonline.com/showrwstory.php?storyid=8229

RIR Score:

Coverage type:

PDF Permission:

Site Name:

IT News Online

Identified:

29/05/2012

Published:

Site Location:

Language:

English

Site online since: 14 January 2005

Other sites linking in: 1,163

Advertising rates: \$1,000 for a period of 30 days

Readership: 60,000 Alexa traffic rank: 92,729

Site target audience: IT News Online covers the latest IT industry news worldwide in many

categories ranging from telecom to gaming. IT News Online is for IT industry professionals who want to keep up to date with the latest news and releases.

Social shares: E Twitter: 2

Headline: World's largest research community tops 50 million

URL: http://www.ulitzer.com/node/2285511

RIR Score: Coverage type: Selective PDF Permission: Unavailable Site Name: Ulitzer Identified: 29/05/2012 Publisher: SYS-CON Published: 28/05/2012 Site Location: USA Language: English Alexa traffic rank: 76,332

Site target audience: Ulitzer is an online portal providing a range of comprehensive news on

technology. This includes sections on electronics and semiconductors, media and entertainment and computers and software, This site would attract a well educated audience interested in technology for both professional and

personal use.



URL: http://www.conjungo.com/fullnews?title=worlds-largest-research-community-tops-50-million&news_id=2

RIR Score: ★★
Coverage type: Selective

PDF Permission: Permission Granted

Site Name:ConjungoIdentified:29/05/2012Published:28/05/2012Site Location:UKLanguage:EnglishSite online since:10 March 2003

Other sites linking in: 60

Advertising rates: £5000 for 12 months in technology area

Readership: 14,000 Alexa traffic rank: 576,934

Site target audience: Conjungo means 'to unite' in Latin. This sites aim is to unite technology

buyers with suppliers. They want buyers to be able to easily identify, select and evaluate the suppliers that are available worldwide. They do this by providing buyers with a fast, easy to use search tool that lists technology providers. Their website provides easy to use sections and search engines for buyers to find suppliers. The site aolso has a section on news in topics

such as IT news, Internet news and Software news.

Headline: WORLD'S LARGEST RESEARCH COMMUNITY TOPS 50 MILLION

URL: http://pr-usa.net/index.php?option=com_content&task=view&id=1193180&Itemid=34

RIR Score: Coverage type: Selective PDF Permission: Unavailable Site Name: PR-USA.NET Identified: 29/05/2012 Published: 28/05/2012 Site Location: Bulgaria Language: English Other sites linking in: 5.923

Advertising rates: \$2500 per month

Readership: 95,000 Alexa traffic rank: 15,854

Site target audience: PR-USA.NETis a news hosting site where members can post any stories of

interest. The site includes sections on politics, business, organisational, healthcare, science, sports, culture and shows. PR-USA.NET would attract

anyone looking to stay ahead of the latest headlines.



URL: http://www.liquida.com/page/34988457/

RIR Score: Selective Coverage type: PDF Permission: Unavailable Site Name: Liquida Identified: 29/05/2012 Published: 28/05/2012 Site Location: Italy Language: English Alexa traffic rank: 179,449

Site target audience: Liquida is a place where Internet users can post their own digital content on

the following topics, sports, entertainment, technology, business, green

technology, science, living, arts, automotive and travel news.

Headline: World's largest research community tops 50 million

URL: http://www.wareground.com/articles/world8217s_largest_research_community_tops_50_million

RIR Score: ★★
Coverage type: Selective
PDF Permission: Unavailable

Site Name: WareGround IT News

Identified:29/05/2012Published:28/05/2012Site Location:MoldovaLanguage:EnglishOther sites linking in:280

Advertising rates: No advertising available

Alexa traffic rank: 863,378

Site target audience: WareGround IT news provides the most important news on technology,

developments and trends with insightful analysis. Coverage includes hardware, software, networking, wireless computing, personal technology, security and cutting-edge technology from the developer world to the

consumer world.

Social shares:

Twitter: 2



URL: http://www.itnewsbyte.com/de/news/nws166817,,.htm

RIR Score:

Selective Coverage type: PDF Permission: Unavailable Site Name: Itnewsbyte.com Identified: 29/05/2012 Published: 28/05/2012 Site Location: Switzerland Language: English 126 Other sites linking in:

Advertising rates: No advertising available.

Alexa traffic rank: 363,568

Site target audience: Itnewsbyte.com is a German website focusing on a range of technology news

from software, hardware, internet, mobile, entertainment and much more. Members are allowed to upload articles where users are able to comment

and discuss any news they find of interest.

Headline: World's largest research community tops 50 million

URL: http://www.bizwireexpress.com/showstoryRW.php?storyid=266546

RIR Score:

Coverage type: Selective

PDF Permission:
Site Name:
Identified:
Published:
Site Location:
Language:
Alexa traffic rank:
Permission Granted
BizWire Express
29/05/2012
28/05/2012
India
English
636,927

Site target audience: BizWire Express is a brand new site launched by the owner of IT News Online

in May 2009. The site offers business news from a number of carefully

selected sources.



Headline: World'S Largest Research Community Tops 50 Million

URL: http://goarticles.com/article/World-S-Largest-Research-Community-Tops-50-Million/6560135/

RIR Score: ★★

Non-selective Coverage type: PDF Permission: Unavailable Go Articles Site Name: Identified: 29/05/2012 Jayde Online, Inc Publisher: Published: 28/05/2012 Site Location: Canada Language: English Site online since: 30 August 2000

Other sites linking in: 59,010

Advertising rates: \$600 for banner 349x60

Readership: 500,000 Alexa traffic rank: 3,027

Site target audience: GoArticles.com is an article search engine and directory with more than 1

million indexed articles and a membership exceeding 135,000 authors. Currently (October 2008) the site receives 10,000 - 12,000 article

submissions per week. The sites goal is to provide authors, publishers and visitors with the best and largest free content article database on the Web in categories such as health, food, marketing, real estate and business.

Headline: World's largest research community tops 50 million

URL: http://en.redtram.com/go/436543596/top100/

RIR Score: ★★

Coverage type: Non-selective PDF Permission: Permission Granted

Site Name: redtram ldentified: 29/05/2012

Publisher: Virton Consultans, Ltd.

Published:28/05/2012Site Location:CyprusLanguage:English

Site online since: 30 November 2004

Readership: 6,936,200 **Alexa traffic rank:** 6,384

Site target audience: RedTram™ is the news search engine making it possible for Internet users t

find the latest news they are interested in. The uniqueness of this search engine lies in the variety of simultaneously used criteria for searching and displaying news. Redtram is aimed at internet users who want to find out about the latest news in a specific category. Redtram offers a well-structures and detailed catalogue with two main directions: themes and regions. News in English, French, German, Spanish, Italian, Polish, Chinese, Ukrainian and

Russian.



URL: http://www.silobreaker.com/world8217s-largest-research-community-tops-50-million-

<u>5_2265724871826735371</u>

RIR Score: ★★

Coverage type: Non-selective PDF Permission: Unavailable Site Name: silobreaker Identified: 29/05/2012 Published: 28/05/2012 Site Location: USA Language: English Site online since: 17 March 2005

Other sites linking in: 2,973

Advertising rates: No advertising available

Alexa traffic rank: 15,320

Site target audience: Silobreaker should be used by anyone who wants to get more from current

affairs on the internet in less time. If you want to get an in-depth understanding

of the news, whether it's for your own interest or as part of your job, Silobreaker provides you with the information you need to know.

Other: Silobreaker serves between two and three million page views per month.

Headline: World's largest research community tops 50 million

URL: http://www.press-releases-news.com/press-release/worlds-largest-research-community-tops-50-million/

RIR Score: ★

Coverage type: Non-selective PDF Permission: Unavailable

Site Name: Press Releases & news

Identified:29/05/2012Published:28/05/2012Site Location:ItalyLanguage:EnglishOther sites linking in:59

Advertising rates: No advertising available

Alexa traffic rank: 539,943

Site target audience: Press Releases and News is website where approved contributors can post

their press releases for free. The site publishes approved news on a range of topics including lifestyle, arts, and entertainment, automotive and financial. Press Releases and News will appeal to a wide audience of people who are interested in general news which falls into any of the industry areas that the

site covers.



URL: http://www.techrecur.com/2012/05/28/worlds-largest-research-community-tops-50-million/

** RIR Score: Blog Coverage type: PDF Permission: Unavailable Site Name: TechRecur Identified: 29/05/2012 Published: 28/05/2012 Site Location: USA Language: English Other sites linking in: 78

Advertising rates: No advertising available

Alexa traffic rank: 4,133,862

Site target audience: TechRecur is a blog providing news content relating to technology, in

particular topics from the global telecom industry. It focusses on

mobile/wireless products, the latest mobile apps, mobile 2.0, and industry

news such as mergers & acquisitions. TechRecur would...

Social shares:

Twitter: 1

Headline: World's largest research community tops 50 million

URL: http://www.technoworldinc.com/techno-news/world%E2%80%99s-largest-research-community-tops-50-million-t135959.0.html

RIR Score:
Coverage type:
UGC

PDF Permission: Permission Granted Site Name: TechnoWorldInc.com

Identified:29/05/2012Published:28/05/2012Site Location:USALanguage:EnglishAlexa traffic rank:154,755

Site target audience: Techno World Inc describes itself as 'The Technical Encyclopedia'. It provides

tech news and articles on topics such as hacking, programming and security issues. Techno World Inc is for anyone with an active interest in technology

news and know-how.



Release Title

World's largest research community tops 50 million

Release distributed 28.05.2012 Report Created 25.10.2012

Asia Pacific's TEIN3 internet network for scientists, researchers and academics reaches yet another milestone

Monday 28th May 2012, Cambridge, UK - The Trans-Eurasia Information Network (TEIN3) now connects over 50 million researchers and scientists across Asia, making TEIN3 the world's largest research and education network community. For the region, this provides a huge opportunity for intra-regional as well as global research collaboration.

Set up to connect Asia and Europe researchers with high speed connectivity TEIN3 connects 16 Asian countries representing almost 60% of the world's population within a time zone range of only 5 hours.

The network has grown dramatically since the first regional network was established in January 2006. Initially the network connected 30 million users in East Asia and was then extended to South Asia in 2010 and has continued to grow.

TEIN3 is already supporting real-time interactive research collaborations. The network supports real-time collaboration across the region and has great future potential for growth. The areas of research and education using the TEIN3 network include telemedicine, natural hazard warning & environmental monitoring, climate forecasting and extreme weather prediction, bioinformatics research to improve response and mitigation of emerging infections, e-learning, agricultural research, e-culture and earth observation.

The network has accelerated new national research and education networks (NRENs) in the region, most recently in South Asia.

TEIN3 already connects researchers and academics in China, India, Indonesia, Japan, Korea, Malaysia, Nepal, Pakistan, the Philippines, Singapore, Sri Lanka, Thailand, Vietnam, Australia, Bangladesh and most recently Cambodia, and from the outset has been supported with funding from the European Commission.



Through GÉANT, the pan-European research and education network, TEIN3 offers access to another 40 million users.

David West, Project manager for TEIN3 commented: '50M users is a major landmark for TEIN3 and demonstrates the value that governments and research and educational institutions in Asia place on improving research capabilities. The TEIN3 network is a key instrument for narrowing the digital divide by allowing developing countries to participate in global collaborative applications'.

About TEIN3

The Trans-Eurasia Information Network (TEIN) connects the research and education community across Asia-Pacific. Starting with a single circuit between France and Korea in 2001, TEIN3, the third generation of the project now links 17 countries in the region to each other and the global research community and is managed by DANTE. Applications using the network include climate research and meteorology, food security and health programmes. The TEIN* Cooperation Center has been established, with Korean government and TEIN partner support and endorsed at ASEM8 in October 2010, to take responsibility for a 4th phase of the TEIN programme running up to 2016. The TEIN*CC organisation will be closely supported by DANTE in its initial phase.

For more information on TEIN3, please visit: www.tein3.net

About DANTE:

DANTE is a non-profit organisation whose primary mission is to plan, build and manage research and education networks. Established in 1993, DANTE has been fundamental to the success of pan-European research and education networking. DANTE has built and operates GEANT which provides the data-communications infrastructure essential to the success of many research projects in Europe. DANTE is involved in worldwide initiatives to interconnect countries in other regions to one another and to GÉANT.

For more information on DANTE, please visit: www.dante.net

For more information, contact: Natalie Keuroghlian, DANTE: +44 (0)1223 371 300, natalie.keuroghlian@dante.net



Appendix

Coverage/Site Information & Site Statistics Explained

Please find below an explanation of the site information and statistics contained within this report.

Site Information

Coverage Type

RealWire separates coverage into different types, which are explained below:-

- Editorial editorial news sites are the equivalent to the traditional print media.
 A journalist will review your press release and choose to write (or not to write) about the information that you have provided.
- Selective there are many sites that seek to provide readers with high quality relevant content through the publication of press releases. Here an editor will select your release for publication if they deem it of sufficient quality and relevance.
- Non-selective these are sites that have decided directly or indirectly to
 publish all news from chosen sources as they know it will pass their quality
 and relevance tests. Your news, if relevant to the content of the site, is
 loaded unedited direct to the appropriate sector of the site.
- Blogs a blog is a shareable online log of events or commentary in which the blogger expresses an opinion or comments on anything of his or her choosing. Anyone visiting a blog can add their own views, which may or may not agree with the blogger's. A key element of blogging is the community that reads the blog and comments on posts, interacting with each other and discussing the topic in question.
- User Generated Content (UGC) user generated content covers sites where
 the content has been generated by users of that site, rather than by an editor
 or blogger. Examples of UGC sites would include forums, social network
 video sites (e.g. YouTube), and Wikipedia.

RealWire Influence Rating (RIR)

The RIR is calculated following consideration of a number of factors that might affect a site or blog's level of influence within its industry. Influence relates to the ability of a site to influence the relevant target audience.

Factors considered when calculating the RIR for a site include:

- Site target audience the main focus of a site and its intended readership
- Coverage language the language of the site/coverage
- Site location which country the site is run from
- Number of visitors the number of monthly unique users per month
- Publisher the publisher of the site
- Advertising rates a guide price based on a banner advert on the homepage or nearest equivalent



- Alexa overall rank the comparative popularity of a site based on Alexa rank (the lower the rank the more popular the site)
- Technorati rank the comparative authority of a blog based on Technorati rank of a site (the lower the rank the more popular the site)

 • Site online since - the length of time a site has been online
- Other sites linking in the number of other sites linking to the site based on Alexa data
 Navigation how easy the site is to navigate
- Reputation the reputation of a site within its industry
- Presentation the overall visual presentation of a site
- Speed how quickly pages load on a site

All of the above factors are collected and reviewed to come up with a sites' RealWire Influence Rating.