



## Doritos® Virality Algorithm Explained

The measurement algorithm, as verified by 10<sup>th</sup> Power Technologies Corp, that was developed by the Doritos® Virality team is a way of calculating how viral a video has become by using quantifiers such as how many people are watching it and how many people are sharing the video on their sites.

### How is a Video's Algorithm Measured?

A video's total score is made of many elements. One element our algorithm tracks is how many places a video is being linked. For example: linking your video to your Facebook account, putting a link to your video Twitter, uploading it to YouTube, adding it to blogs, etc.

For the Doritos Virality contest, Doritos will be measuring the video's entire algorithm by using a point system. Every night at 11:59:59 PM (ET) the Doritos® Virality computers will begin pulling and compiling data from internal and external sources (i.e. Google, YouTube, Facebook, Twitter, Digg, and AddThis). It takes approximately 3 hours to complete the calculations and update each video's score on the site.

### Let's Take a Closer Look at the Scoring

- **Total Unique Views...**  
5 points per view
- **Total Facebook Views (as a subset of total views, encouraging Facebook action)**  
5 points per view
- **Views via External Embeds**  
5 points per unique external source (rewarding breadth)
- **SHARES:**  
**Shares, Posts, Bookmarks**  
1 point per Share
- **Unique Referring Websites**  
1 points per unique referring website
- **Total Retweets**  
1 point per Retweet on Twitter

- **FEEDBACK:**
  - Total # Favourites on YouTube or Profile page**  
5 points per Favourite
- **Ratings on YouTube & Profile page combined**
  - 1 point per rating of 1
  - 2 points per rating of 2
  - 3 points per rating of 3
  - 4 points per rating of 4
  - 5 points per rating of 5
- **Total # of Diggs**
  - 1 point per Digg
- **BONUSES:**
  - Weekly Bonus Achievements...**
    - 1,000 points per category
    - Biggest Doritos Virality increase this week
    - Most Unique Views this week
    - Most Views via external embeds this week
    - Most Referring Websites this week
    - Most # Facebook views this week
    - Most Shares, Posts, Bookmarks this week
    - Most # Retweets this week
    - Most # Favourites this week
    - Highest Rating (by aggregate score) this week
  - Exotic Referring Countries...**
    - 100 points per YouTube Exotic Referring Country (defined as any country other than Canada, one bonus awarded per country)
  - Top 5 for “Doritos Virality” Google Search Result...**
    - 1,000 Points for a Top 5 Google search result for “Doritos Virality” (including quotation marks), executed once per week

For more information, to view submissions, and full contest rules, please visit [www.doritosvirality.ca](http://www.doritosvirality.ca).

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