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The New York Times Soccer Blog

A Uruguayan Derby With a Twist (or Tag)

By JOHN BRANCH MAY 23, 2012 5:39 PM

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Andres Stapff/ReutersA Nacional fan celebrates one of his club's goals, but was he tagged in the online photo?

Every spring, it seems, as if to counter the attention on the UEFA Champions League or England's Premier League, the Uruguayan club Peñarol thinks of big ways to get people to look its way. Last year, Peñarol unfurled what it thought was the world's largest flag, created in the team colors of black and gold and covering about half of the seats in its stadium. But flags are so ... old fashioned.

This year, Peñarol is part of a more topical treat: trying to set the record for most people tagged in an online photo. No, we did not know that was a record classification, either.

Photographs by Uruguay360... And let the tagging from Estadio Centenario begin.

Last Sunday, a four-gigapixel, 360-degree photograph was taken of the inside of the Estadio Centenario during a match between Peñarol and Nacional, which drew a crowd of 45,000. That photograph was then put online Monday morning, and organizers have asked people to zoom in and "tag" people they know in the crowd.

By Wednesday, there were 11,000 people tagged in the photograph. And, no, we do not know what the record is. But perhaps it is helping to take the 3-2 loss to Nacional off the minds of Peñarol fans.

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