

# Adam Lambert

Music Media Analysis  
July to December 2010

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# Overview

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**83rd** on Mainstream Charts

**147th** on Twitter

**692nd** in the Music Press

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This report reviews the popularity of Adam Lambert on the music charts and in the music news for the period July to December 2010. It benchmarks Adam Lambert against the 2,987 artists that appeared on the We Are Hunted charts during this period. The results are based on an analysis of 486,631 music articles and 16,063,656 music related tweets. News is sourced from a range of publishers including all the major music news sites and an army of passionate bloggers worldwide. Charts are compiled from samples of hundreds of charts in a range of music genres. This report was written by the We Are Hunted team and generated using the semantic analysis system that powers the wearehunted.com website.

# Chart Popularity

## Mainstream Chart

This section presents the mainstream chart performance for Adam Lambert compared to similar artists. Adam Lambert was ranked 83rd overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for Adam Lambert was 10th.

**83rd** Overall Rank

**10th** Best Position

Artist	Rank	Best Position
Lady GaGa	4th	2
Katy Perry	7th	2
Eminem	13th	2
Metallica	18th	3
Bruno Mars	38th	5
Drake	57th	7
Adam Lambert	83rd	10
Adam	752nd	173

Figure 1: Artist Mainstream Ranks

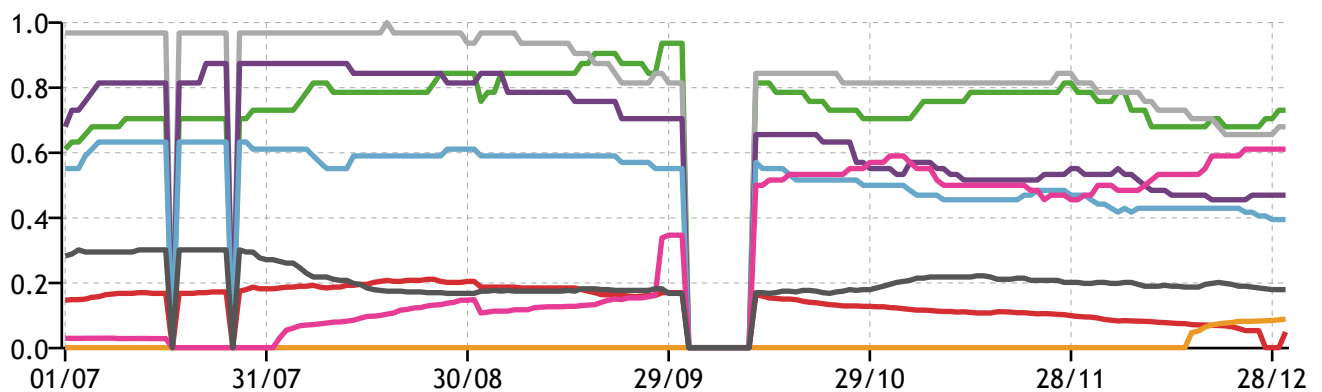
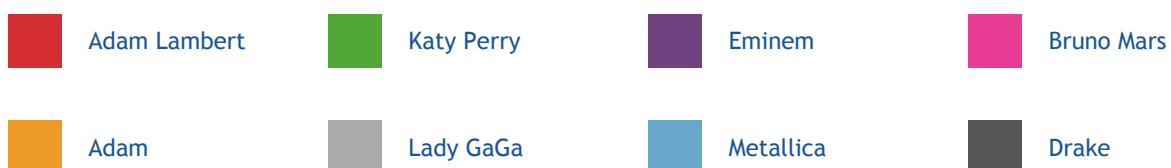


Figure 2: Artist Mainstream Chart Popularity over Time



# Mainstream Comparison

This section compares the mainstream chart performance of Adam Lambert against similar artists. These charts illustrate relative popularity over time. Popularity is computed from the normalised chart position for each day. 1.0 means Adam Lambert was ranked 1st overall of our charts for that day. 0.0 denotes Adam Lambert did not chart at all.

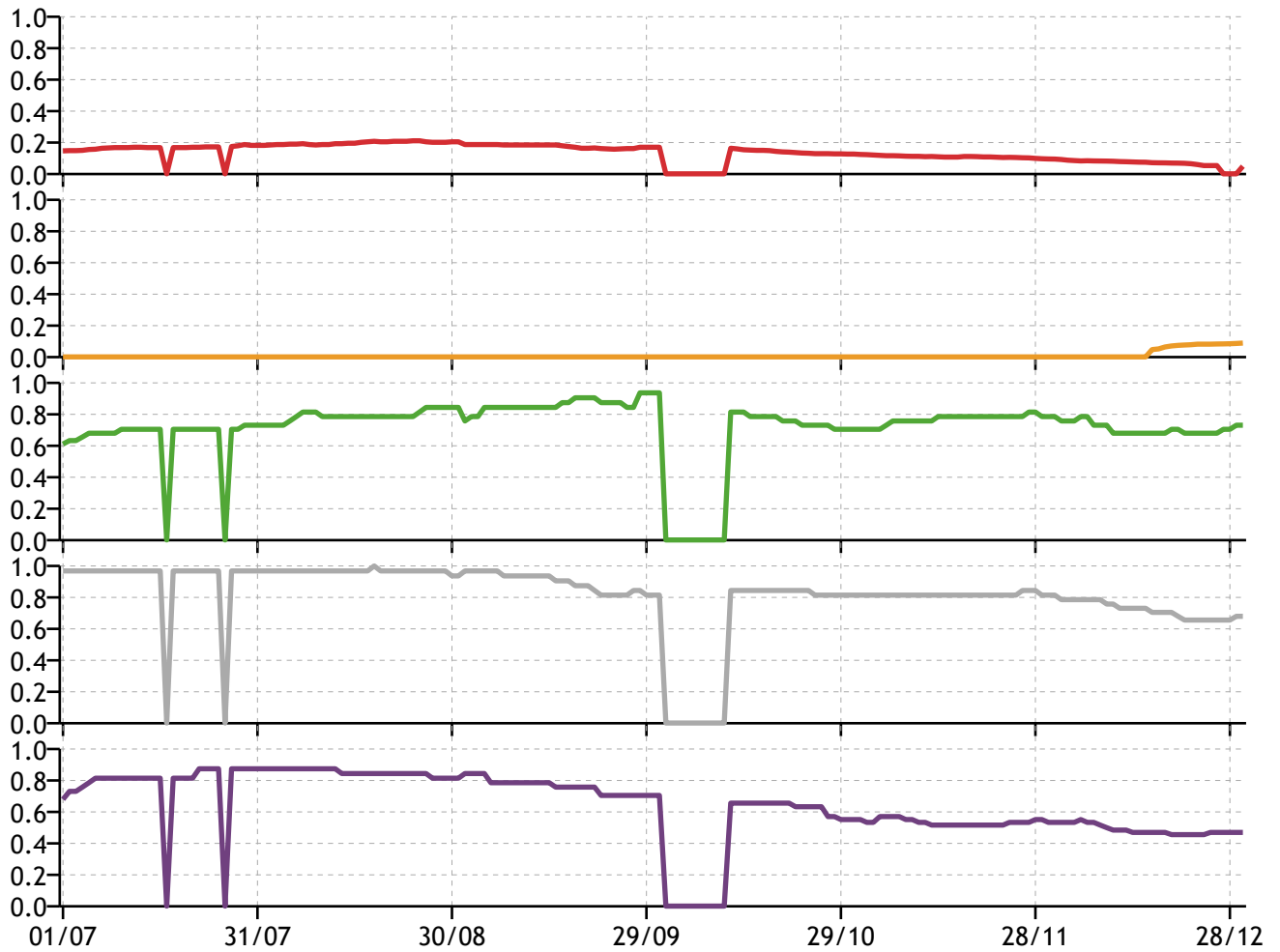
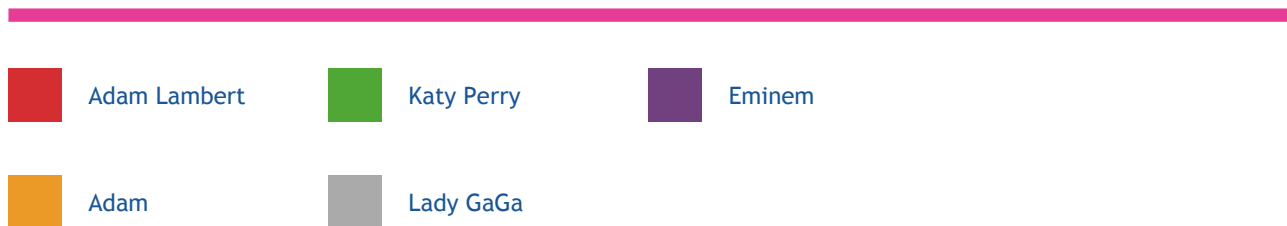


Figure 3: Comparisons for Adam Lambert



# Mainstream Singles

This section presents the best charting singles for Adam Lambert on the Mainstream We Are Hunted charts

## Whataya Want From Me

Best Single

56th

Best Position

Single Best Position

Whataya Want From Me 56

If I Had You 284

Figure 4: Best Single Positions

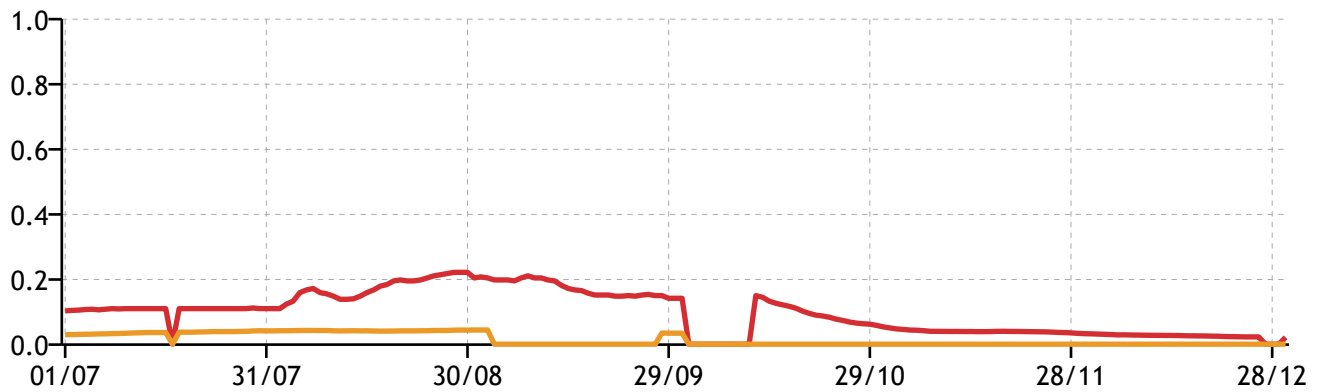


Figure 5: Singles Chart Comparison over Time

Whataya Want From Me

If I Had You

# Mainstream Singles Comparison

This section compares the mainstream chart performance of the most popular singles released by Adam Lambert. These charts illustrate relative popularity over time. Popularity is computed from the normalised chart position for each day. 1.0 means the single was ranked 1st overall of our charts for that day. 0.0 denotes the single not charted at all.

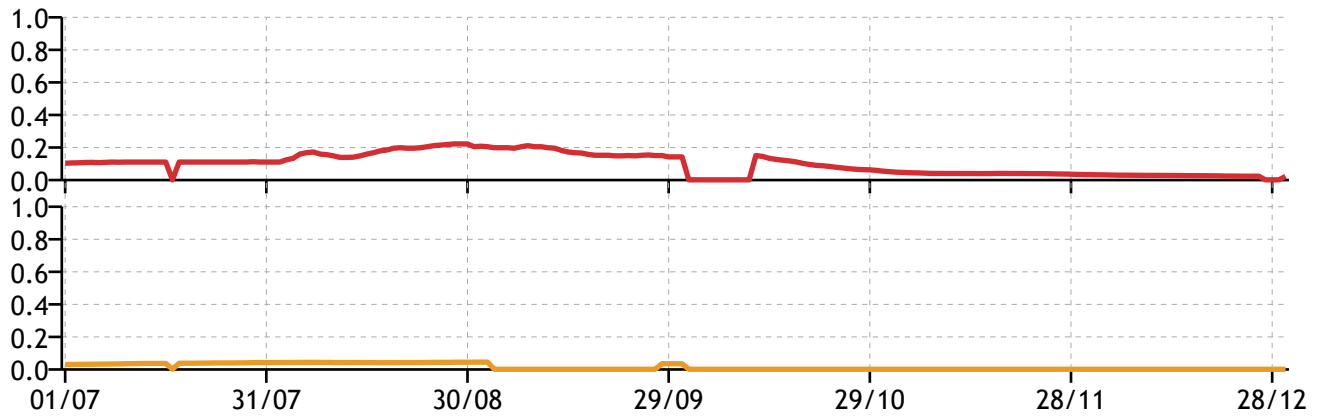


Figure 6: Chart ranking for Adam Lambert

- Whataya Want From Me
- If I Had You

# Twitter Coverage

## Twitter Popularity

This section shows the number of tweets indicating that someone was listening to Adam Lambert during this time period. Included is the overall ranking of Adam Lambert when compared to similar artists.

147th Overall Rank

9,088 Tweets

0.002% Share

Artist	Rank	Tweets	Share
Eminem	4th	54,567	0.009%
Lady GaGa	6th	52,609	0.009%
Drake	7th	44,974	0.007%
Katy Perry	11th	40,907	0.007%
Metallica	24th	24,521	0.004%
Adam	40th	21,510	0.004%
Bruno Mars	43rd	19,957	0.003%
Adam Lambert	147th	9,088	0.002%

Figure 7: Twitter Coverage Comparison

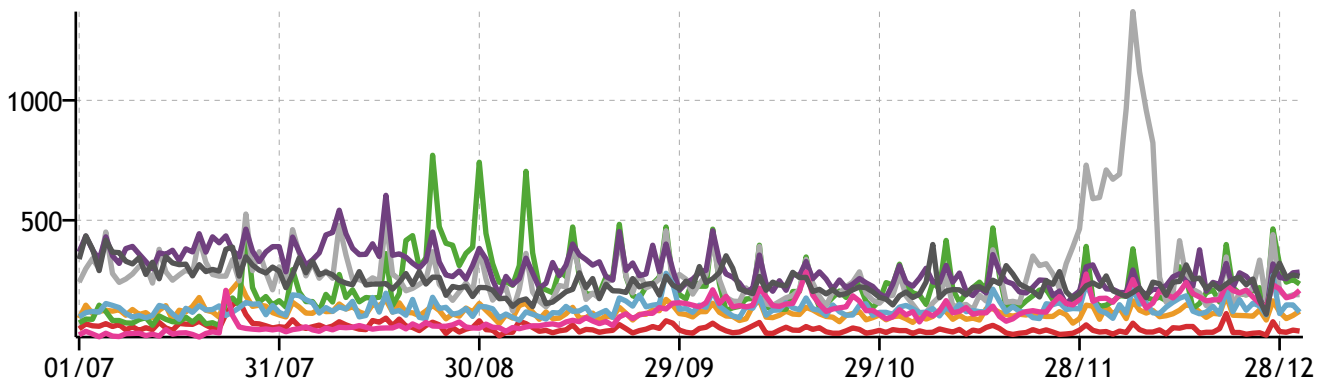


Figure 8: Twitter Coverage over Time



# Twitter Comparison

This section compares the total number of tweets mentioning Adam Lambert to similar artists.

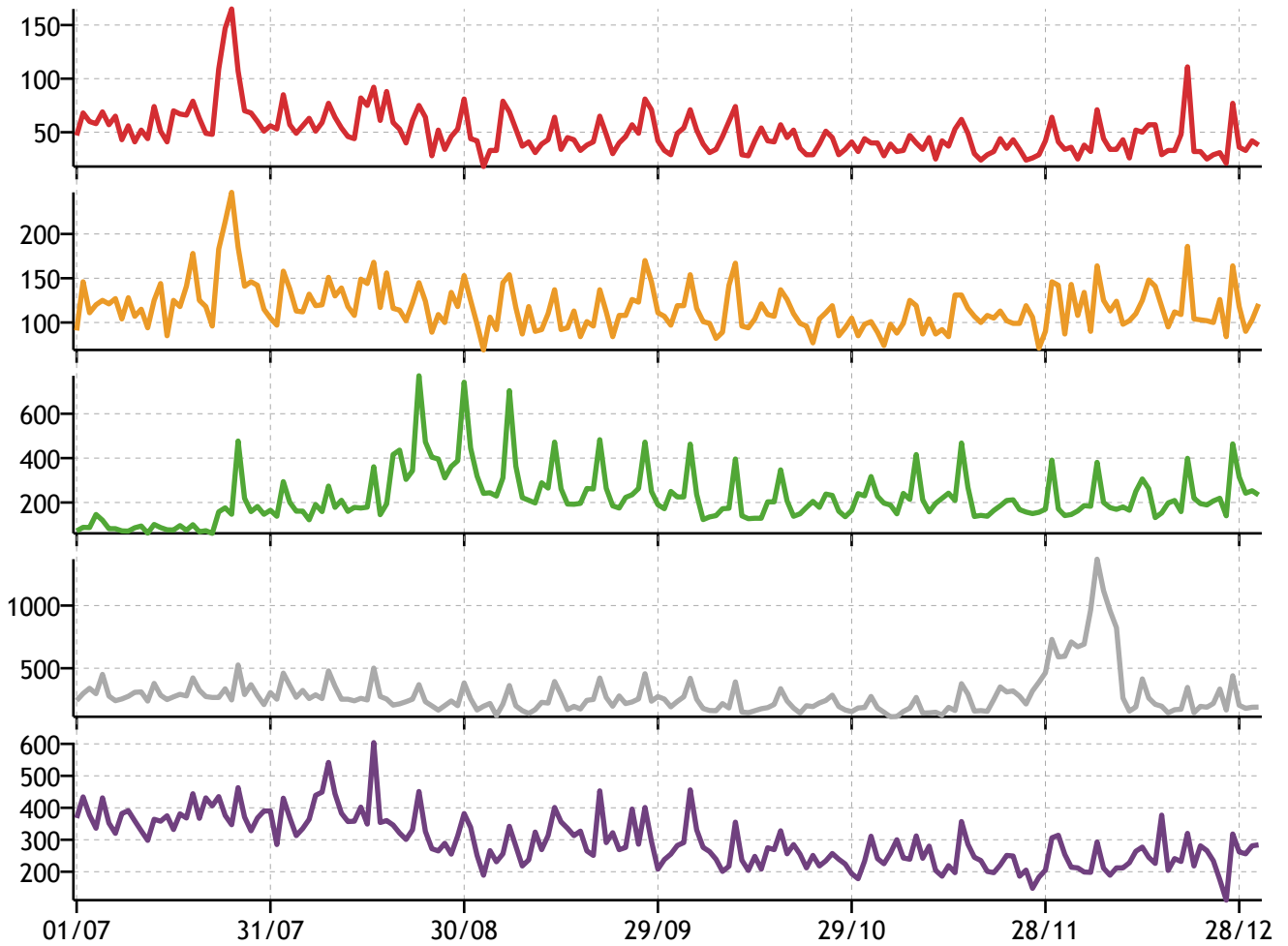
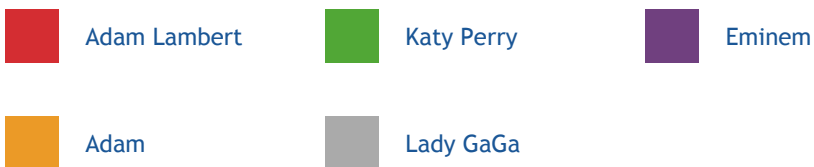


Figure 9: Comparisons for Adam Lambert



# Mainstream Chart vs Twitter

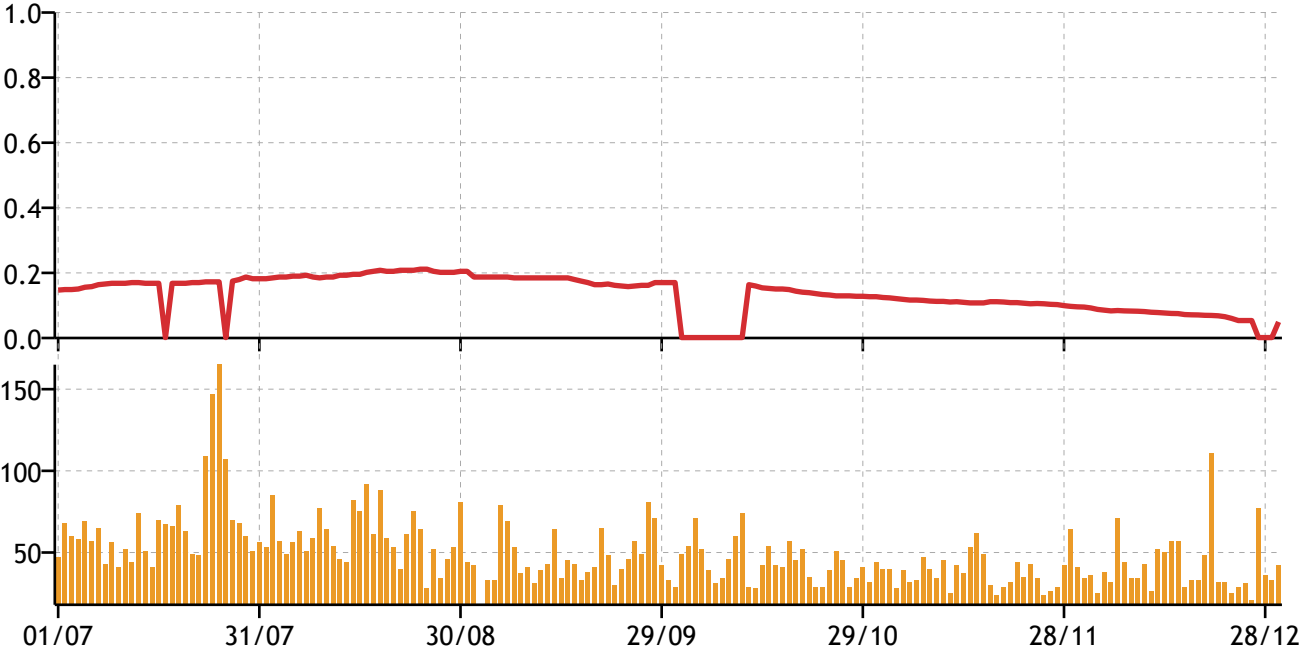


Figure 10: Adam Lambert Chart Popularity vs Twitter Coverage

This chart presents a comparison of mainstream chart popularity versus Twitter Coverage. It is useful in visualizing the impact of Twitter on chart position.



# Twitter Users

This section lists the twitter users mentioning Adam Lambert in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/runawaysu	susan	Saskatchewan, Canada	28	1,689	47,292
2	twitter.com/4evrmomof4	Linda Ladden	Universe of Interactive Media	15	3,022	45,330
3	twitter.com/AdamsGLAMpet	IZZY	Vancouver, BC, Canada	81	375	30,375
4	twitter.com/RandDuren	Rand Duren	Dallas, TX	7	4,260	29,820
5	twitter.com/AdamLambert_L	Emily		40	726	29,040
6	twitter.com/lacquerized	Michèle	The Netherlands	12	2,398	28,776
7	twitter.com/insomniac19	Michelle	Ohio	10	2,688	26,880
8	twitter.com/LambritsUK	the lambrits	www.thelambrits.co.uk	11	2,410	26,510
9	twitter.com/ms_cornwall	ms cornwall	on my throne in Hades :)	10	2,479	24,790
10	twitter.com/LambertUK	Adam Lambert UK	UK	7	3,456	24,192
11	twitter.com/fyokonoa	FM ☐☐☐ Now On Air	Yokomaha 84.7MHz	36	571	20,556
12	twitter.com/l1brat1on	l1brat1on	Worldwide, TX	51	396	20,196
13	twitter.com/glambertsBR	We are Glamberts ☐	Brasil	25	790	19,750
14	twitter.com/Glambrosiah	Veronica	Netherlands	64	299	19,136
15	twitter.com/_illuminaughty	akeem jamal.	iPhone: 30.032423,-90.099777	8	1,911	15,288
16	twitter.com/stealinyourgay	I'mma Little Punk	The North Pole	14	1,024	14,336
17	twitter.com/NessieCCullen	Kaylaerrific ^V^	Ohio	15	917	13,755
18	twitter.com/Rossmc125	Ross.☐	Glasgow	13	1,039	13,507
19	twitter.com/BunnyJeanCook	Bunny Jean Cook	Pittsburgh, PA	7	1,591	11,137
20	twitter.com/shhhhtrustme	Suzy	i'm in the 5th circle of hell	9	1,221	10,989
21	twitter.com/GlamRockGodUK	U.K. Glambert	England	11	998	10,978
22	twitter.com/allansoares	allan		9	1,198	10,782
23	twitter.com/raisenetters	Antoinette	Lost in Space!	10	1,075	10,750
24	twitter.com/Pia_Deluca	Pia Maria Deluca	with them	6	1,656	9,936
25	twitter.com/LALALAMBRIT	Carla Quick	Isle of Man	11	881	9,691
26	twitter.com/Glittery_Viki	Viki	England	17	540	9,180
27	twitter.com/ToxicLED	Lolly 2	NC	20	455	9,100

Figure 11: Top 50 Users tweeting about Adam Lambert

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/loveteamjonas	pamela ▯	with my luvies aka HS	11	806	8,866
29	twitter.com/AuntGlambert	Josephine	Ohio	7	1,264	8,848
30	twitter.com/fiarra	Carolina	Boston, MA	12	724	8,688
31	twitter.com/Kathryn17	Kathryn17	North Carolina, USA	8	1,071	8,568
32	twitter.com/calystarose	Calysta Rose	Dallas, Texas	40	214	8,560
33	twitter.com/TwistedP	TwistedP	ÜT: 55.807403,-4.86574	24	350	8,400
34	twitter.com/KayMel	Mel	1313 Mockingbird Ln. (NorCal)	38	212	8,056
35	twitter.com/alicatakaalisha	Alisha Collins	Carlisle, OH	11	732	8,052
36	twitter.com/khifzoon	M. Khifzhon Azwar	Asia	16	446	7,136
37	twitter.com/feniasaurio	fernanda	where the lines overlap, chile	7	1,008	7,056
38	twitter.com/emi_r	Emille Rangel	BRAZIL	18	372	6,696
39	twitter.com/Shay_Todd	Shay Todd	In Chase's arms	8	833	6,664
40	twitter.com/Maxxeo	Matteo	Down The Rabbit Hole, Italy	10	654	6,540
41	twitter.com/bloobyglam	Blooby Glamb	GlamNation	7	850	5,950
42	twitter.com/Sch_X	Sch ▯	Minas Gerais, Brazil	9	645	5,805
43	twitter.com/Relaxitsmassage	Relax	Honolulu, HI	11	523	5,753
44	twitter.com/Nailswatches	Daphne *		10	569	5,690
45	twitter.com/imalanramirez	Alan	Monterrey, Mexico	11	503	5,533
46	twitter.com/strut_	Beth Peek	Cincinnati, Ohio	6	912	5,472
47	twitter.com/cantinera	Amanda	Los Angeles, CA	7	758	5,306
48	twitter.com/moonchild0628	moonchild0628	Austin, Tx	8	662	5,296
49	twitter.com/Bgfilly	Filly	Chicago/Niles	8	628	5,024
50	twitter.com/_GRRRR	rachAel.	Sing(a)pore, -here	10	487	4,870

Figure 11 (continued): Top 50 Users tweeting about Adam Lambert

## Shared Twitter Links

This section lists the most popular urls in tweets mentioning Adam Lambert during this period.

URL	Rank	Tweets
<a href="http://www.last.fm/music/Adam+Lambert">http://www.last.fm/music/Adam+Lambert</a>	1	110
<a href="http://www.last.fm/music/Adam+Lambert/_/Whataya+Want+From+Me">http://www.last.fm/music/Adam Lambert/_/Whataya Want From Me</a>	2	75
<a href="http://tinysong.com/c6mH">http://tinysong.com/c6mH</a>	3	56
<a href="http://www.last.fm/music/Adam+Lambert/_/If+I+Had+You">http://www.last.fm/music/Adam Lambert/_/If I Had You</a>	4	52
<a href="http://tinysong.com/c1mH">http://tinysong.com/c1mH</a>	5	34
<a href="http://www.last.fm/music/Adam+Lambert/_/For+Your+Entertainment">http://www.last.fm/music/Adam Lambert/_/For Your Entertainment</a>	6	33
<a href="http://www.last.fm/music/Adam+Lambert/_/Fever">http://www.last.fm/music/Adam Lambert/_/Fever</a>	7	25
<a href="http://www.last.fm/music/Adam+Lambert/_/Music+Again">http://www.last.fm/music/Adam Lambert/_/Music Again</a>	8	23
<a href="http://tinysong.com/dYDa">http://tinysong.com/dYDa</a>	9	21
<a href="http://t.co/8thyqAn">http://t.co/8thyqAn</a>	10	19
<a href="http://tinysong.com/f6jM">http://tinysong.com/f6jM</a>	11	19
<a href="http://www.last.fm/music/Adam+Lambert/_/Aftermath">http://www.last.fm/music/Adam Lambert/_/Aftermath</a>	12	19
<a href="http://www.last.fm/music/Adam+Lambert/_/Pick+U+Up">http://www.last.fm/music/Adam Lambert/_/Pick U Up</a>	13	18
<a href="http://www.tweekly.fm/user/KayMel">http://www.tweekly.fm/user/KayMel</a>	14	17
<a href="http://www.tweekly.fm/user/Nitapooh96">http://www.tweekly.fm/user/Nitapooh96</a>	15	16
<a href="http://www.tweekly.fm/user/tomislavaCA">http://www.tweekly.fm/user/tomislavaCA</a>	16	16
<a href="http://www.last.fm/music/Adam+Lambert/_/If+I+Had+You">http://www.last.fm/music/Adam+Lambert/_/If+I+Had+You</a>	17	15
<a href="http://tinysong.com/ARgX">http://tinysong.com/ARgX</a>	18	15
<a href="http://www.last.fm/music/Adam+Lambert/_/Time+For+Miracles">http://www.last.fm/music/Adam Lambert/_/Time For Miracles</a>	19	14
<a href="http://www.last.fm/music/Adam+Lambert/_/Sleepwalker">http://www.last.fm/music/Adam Lambert/_/Sleepwalker</a>	20	14
<a href="http://radioplayer.indemand.fm">http://radioplayer.indemand.fm</a>	21	13
<a href="http://www.last.fm/music/Adam+Lambert/_/Soaked">http://www.last.fm/music/Adam Lambert/_/Soaked</a>	22	13
<a href="http://www.last.fm/music/Adam+Lambert/_/Strut">http://www.last.fm/music/Adam Lambert/_/Strut</a>	23	13
<a href="http://www.tunewiki.com/t/1e2d4">http://www.tunewiki.com/t/1e2d4</a>	24	13
<a href="http://www.last.fm/music/Adam+Lambert/_/A+Loaded+Smile">http://www.last.fm/music/Adam Lambert/_/A Loaded Smile</a>	25	12
<a href="http://www.tweekly.fm/user/NessieCCullen">http://www.tweekly.fm/user/NessieCCullen</a>	26	12
<a href="http://www.tweekly.fm/user/ToxicLED">http://www.tweekly.fm/user/ToxicLED</a>	27	12

Figure 12: Top Shared Links on Twitter mentioning Adam Lambert

URL	Rank	Tweets
<a href="http://www.tweekly.fm/twitter/Glambrosiah">http://www.tweekly.fm/twitter/Glambrosiah</a>	28	12
<a href="http://www.last.fm/music/Adam+Lambert/_/Sure+Fire+Winners">http://www.last.fm/music/Adam Lambert/_/Sure Fire Winners</a>	29	11
<a href="http://www.vh1.com/shows/series/top_20_countdown/vote.jhtml">http://www.vh1.com/shows/series/top_20_countdown/vote.jhtml</a>	30	11
<a href="http://www.last.fm/music/Adam+Lambert/_/Broken+Open">http://www.last.fm/music/Adam Lambert/_/Broken Open</a>	31	11
<a href="http://tinysong.com/urLF">http://tinysong.com/urLF</a>	32	11
<a href="http://www.tweekly.fm/user/mellayyy">http://www.tweekly.fm/user/mellayyy</a>	33	11
<a href="http://www.last.fm/bestof/2010/chart/14">http://www.last.fm/bestof/2010/chart/14</a>	34	10
<a href="http://www.last.fm/music/Adam+Lambert/_/Can%27t+Let+You+Go">http://www.last.fm/music/Adam Lambert/_/Can%27t Let You Go</a>	35	10
<a href="http://www.tweekly.fm/user/westerosredsock">http://www.tweekly.fm/user/westerosredsock</a>	36	10
<a href="http://www.tweekly.fm/user/Glittery_Viki">http://www.tweekly.fm/user/Glittery_Viki</a>	37	10
<a href="http://www.tweekly.fm/user/seriouslytiny">http://www.tweekly.fm/user/seriouslytiny</a>	38	10
<a href="http://www.tweekly.fm/user/lacyx">http://www.tweekly.fm/user/lacyx</a>	39	10
<a href="http://www.tunewiki.com/t/1dyd4">http://www.tunewiki.com/t/1dyd4</a>	40	10
<a href="http://www.last.fm/music/Adam+Lambert/_/Voodoo">http://www.last.fm/music/Adam Lambert/_/Voodoo</a>	41	10
<a href="http://www.tunewiki.com/">http://www.tunewiki.com/</a>	42	9
<a href="http://www.tweekly.fm/user/latenight_tacos">http://www.tweekly.fm/user/latenight_tacos</a>	43	9
<a href="http://www.tweekly.fm/user/tiffanyfuchsia">http://www.tweekly.fm/user/tiffanyfuchsia</a>	44	9
<a href="http://www.last.fm/music/Adam+Lambert/_/Whataya+Want+From+Me">http://www.last.fm/music/Adam+Lambert/_/Whataya+Want+From+Me</a>	45	9
<a href="http://www.last.fm/music/Adam+Lambert/_/Down+the+Rabbit+Hole">http://www.last.fm/music/Adam Lambert/_/Down the Rabbit Hole</a>	46	9
<a href="http://www.youtube.com/user/mytoyboxmusic">http://www.youtube.com/user/mytoyboxmusic</a>	47	9
<a href="http://www.tweekly.fm/user/jgsoares">http://www.tweekly.fm/user/jgsoares</a>	48	9
<a href="http://www.last.fm/music/Adam+Lambert/_/Mad+World">http://www.last.fm/music/Adam Lambert/_/Mad World</a>	49	9
<a href="http://tinysong.com/c491">http://tinysong.com/c491</a>	50	9
<a href="http://www.tweekly.fm/user/_GRRRR">http://www.tweekly.fm/user/_GRRRR</a>	51	9
<a href="http://www.tunewiki.com/t/1dt28">http://www.tunewiki.com/t/1dt28</a>	52	9
<a href="http://tinysong.com/AOox">http://tinysong.com/AOox</a>	53	9
<a href="http://www.tweekly.fm/user/finnistar">http://www.tweekly.fm/user/finnistar</a>	54	9
<a href="http://www.last.fm/music/Adam+Lambert/_/If+I+Had+You">http://www.last.fm/music/Adam+Lambert/_/If+I+Had+You</a>	55	8
<a href="http://www.tweekly.fm/user/YagoHenriquee">http://www.tweekly.fm/user/YagoHenriquee</a>	56	8
<a href="http://www.tweekly.fm/user/thefit">http://www.tweekly.fm/user/thefit</a>	57	8
<a href="http://t.co/GgJLkWJ">http://t.co/GgJLkWJ</a>	58	8
<a href="http://www.tweekly.fm/twitter/KayMel">http://www.tweekly.fm/twitter/KayMel</a>	59	8
<a href="http://www.tweekly.fm/user/SebastiaoMota">http://www.tweekly.fm/user/SebastiaoMota</a>	60	8

Figure 12 (continued): Top Shared Links on Twitter mentioning Adam Lambert

# News Coverage

## News Popularity

This section shows the total number of music articles mentioning Adam Lambert during this time period and the overall rank of Adam Lambert when compared to similar artists.

692nd Overall Rank

192 Articles

0.005% Share

Artist	Rank	Articles	Share
Drake	2nd	4,936	0.123%
Eminem	6th	3,368	0.084%
Lady GaGa	11th	2,784	0.069%
Adam	14th	2,480	0.062%
Katy Perry	16th	2,092	0.052%
Metallica	42nd	1,288	0.032%
Bruno Mars	103rd	844	0.021%
Adam Lambert	692nd	192	0.005%

Figure 13: News Coverage Comparison

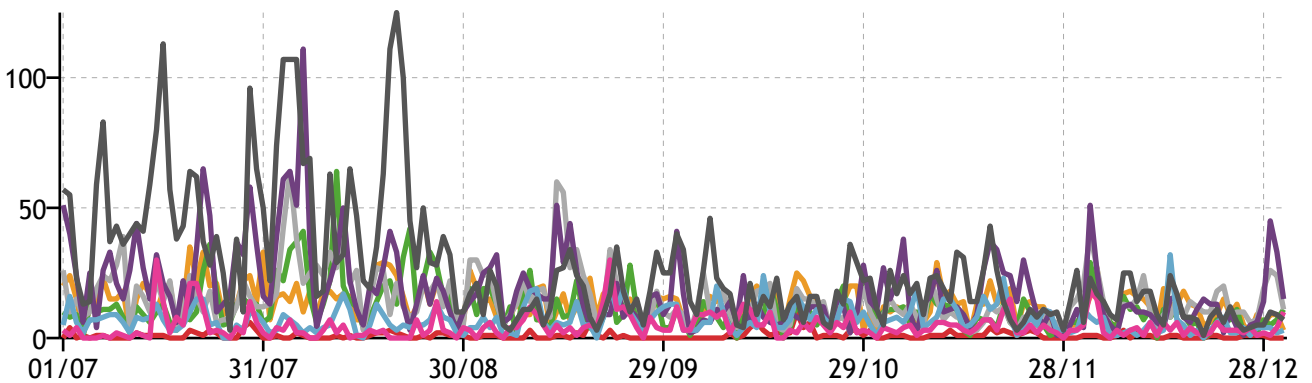
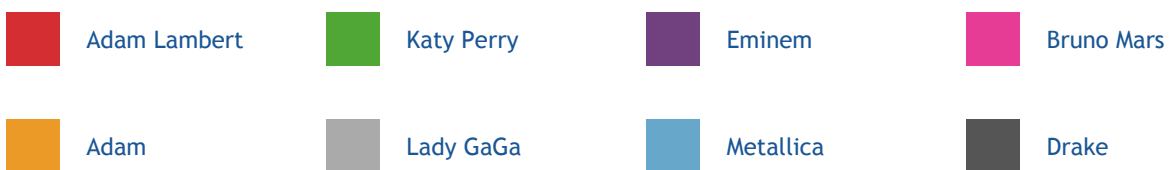


Figure 14: News Coverage over Time



# News Comparison

This section compares the number of music articles mentioning Adam Lambert during this time period to similar artists.

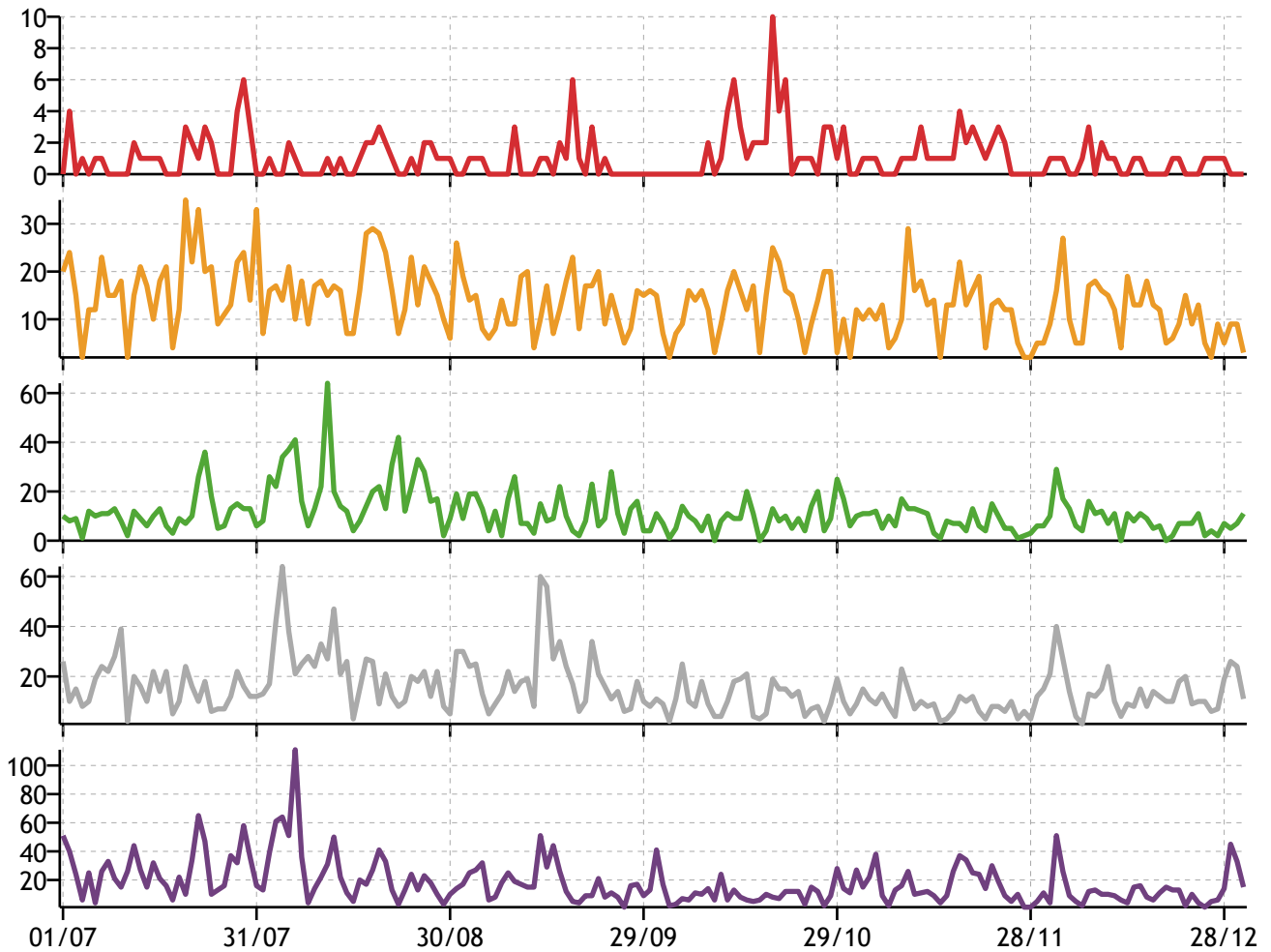
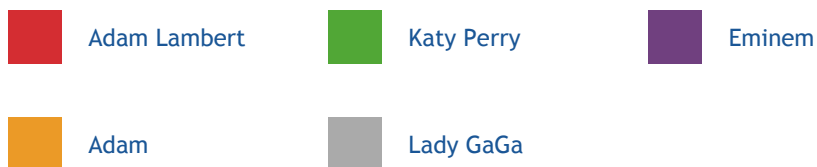


Figure 15: Comparisons for Adam Lambert



# Mainstream Chart vs Sentiment

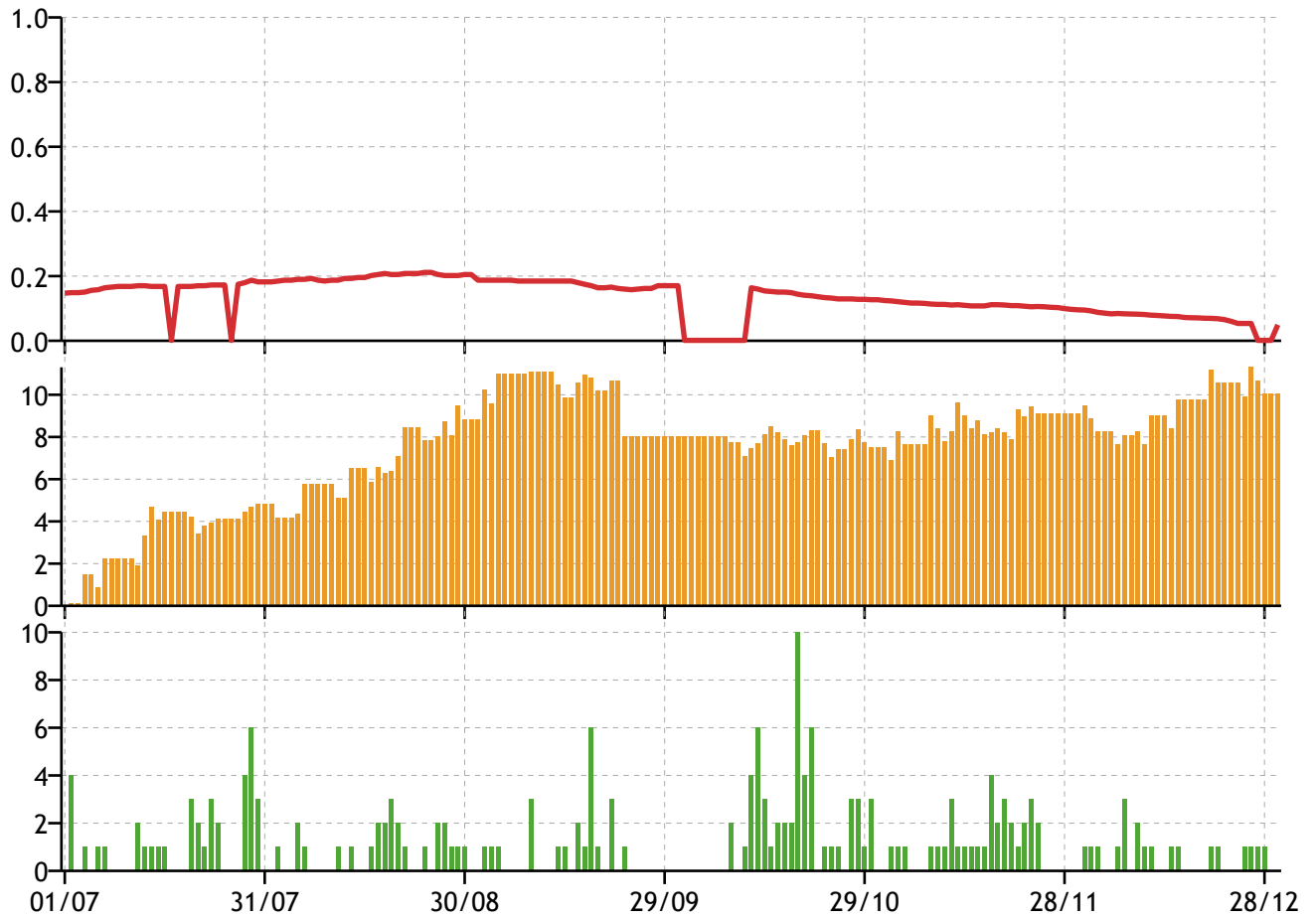


Figure 16: Adam Lambert Chart Popularity vs News Sentiment + Volume

This chart presents a comparison of mainstream chart popularity versus news sentiment and volume. It is useful in visualizing the impact of news coverage on chart position. The top chart illustrates the chart movement in Red. The Sentiment trend in Orange below is represented as a bar chart illustrating the cumulative sentiment throughout the time period. Below zero indicates negative sentiment, above zero indicates positive sentiment at that point in time. The Green bar chart displays the number of articles published mentioning Adam Lambert that day.



# Top Publishers

- Idolator
- popbytes
- HitFix
- New York Times Music
- MTV Newsroom
- #1 Hits From Another..
- Other



Figure 17: Top Publishers related to Adam Lambert

Top Publishers	Mentions
Idolator	23
popbytes	6
HitFix	4
New York Times Music	3
MTV Newsroom	3
#1 Hits From Another Planet	3
The A.V. Club	2
PopBuzz Music Blog	2
No Rock&Roll Fun	2
Mashup of the Week Podcast	1
Orange Country Register - music	1
Keep Hope Inside	1
Largehearted Boy	1
Spin	1
Metal Injection	1

Figure 18: Most frequently mentioned Top Publishers

# Top News Publishers

Publisher	Rank	Articles
Idolator - <a href="http://www.idolator.com/">http://www.idolator.com/</a>	1	23
popbytes - <a href="http://www.popbytes.com">http://www.popbytes.com</a>	2	6
HitFix - <a href="http://www.hitfix.com/">http://www.hitfix.com/</a>	3	4
New York Times Music - <a href="http://www.nytimes.com/pages/arts/music/index.html">http://www.nytimes.com/pages/arts/music/index.html</a>	4	3
MTV Newsroom - <a href="http://newsroom.mtv.com/">http://newsroom.mtv.com/</a>	5	3
#1 Hits From Another Planet - <a href="http://alienhits.blogspot.com">http://alienhits.blogspot.com</a>	6	3
The A.V. Club - <a href="http://www.avclub.com/">http://www.avclub.com/</a>	7	2
PopBuzz Music Blog - <a href="http://www.todaynetwork.com.au/">http://www.todaynetwork.com.au/</a>	8	2
No Rock&Roll Fun - <a href="http://xrrf.blogspot.com">http://xrrf.blogspot.com</a>	9	2
Mashup of the Week Podcast - <a href="http://www.mashuptown.com/">http://www.mashuptown.com/</a>	10	1
Orange Country Register - music - <a href="http://www.ocregister.com/">http://www.ocregister.com/</a>	11	1
Keep Hope Inside - <a href="http://keephopeinside.blogspot.com">http://keephopeinside.blogspot.com</a>	12	1
Largehearted Boy - <a href="http://blog.largeheartedboy.com/">http://blog.largeheartedboy.com/</a>	13	1
Spin - <a href="http://www.spin.com/">http://www.spin.com/</a>	14	1
Metal Injection - <a href="http://metalinjection.net">http://metalinjection.net</a>	15	1
MetalSucks - <a href="http://www.metalsucks.net">http://www.metalsucks.net</a>	16	1
Consequence of Sound - <a href="http://www.consequenceofsound.net/">http://www.consequenceofsound.net/</a>	17	1
triple.com.au - <a href="http://www.triple.com.au/">http://www.triple.com.au/</a>	18	1
NME - Blog - <a href="http://www.nme.com/">http://www.nme.com/</a>	19	1
Prefix Magazine - <a href="http://prefixmag.com">http://prefixmag.com</a>	20	1
Paste Magazine - <a href="http://www.pastemagazine.com/">http://www.pastemagazine.com/</a>	21	1

Figure 19: Top 21 Publishers mentioning Adam Lambert

# Best 5 News Days

1

## 19 October 2010 : 10 articles

### Popular Articles this Day

#### **Too bad that's not poison in their glasses!**

popbytes, 19 October 2010

• A crazed fan isn't going to kill Gaga but an activist for PETA might! Celebslam • Lady Gaga is rockin' a few extra pounds of meat these days ...

#### **WORST THING EVER OF THE DAY: ADAM LAMBERT COVERS METALLICA'S "ENTER SANDMAN"**

MetalSucks, 19 October 2010

Ever wondered if there someone who could make James Hetfield's vocals on "Enter Sandman" sound like a godsend? If there was someone who could just take the whole song and ...

#### **Adam Lambert Covers "Enter Sandman"**

Metal Injection, 19 October 2010

Move over Madonna. You're not the only pop diva with a metal cover in your arsenal. Adam Lambert, an American Idol runner up turned pop star of the moment, decided ...

#### **Blog: Adam Lambert Covering 'Enter Sandman'**

Metal Hammer, 18 October 2010

Former 'American Idol' contestant covers the Metallica classic with...er...'mixed' results. Check out the video inside! (more...)

#### **Adam Lambert Covers "Enter Sandman"**

Heavy Metal Music News, 19 October 2010

Move over Madonna. You're not the only pop diva with a metal cover in your arsenal. Adam Lambert, an American Idol runner up turned pop star of the moment, decided ...

#### **WORST THING EVER OF THE DAY: ADAM LAMBERT COVERS METALLICA'S "ENTER SANDMAN"**

Heavy Metal Music News, 19 October 2010

Ever wondered if there someone who could make James Hetfield's vocals on "Enter Sandman" sound like a godsend? If there was someone who could just take the whole song and ...

#### **Video: Adam Lambert Covers Metallica**

Metal Insider, 19 October 2010

This really shouldn't come as too much of a surprise. Even though he was an American Idol contestant and is more known for his horrible pop dance music, Adam Lambert ...

## **Adam Lambert covers “Enter Sandman”**

Under The Gun Review, 19 October 2010

For his bassist's birthday, Adam Lambert covered "Enter Sandman". Check it out after the jump.

## **Six Things That Should Never Happen (Starring Adam Lambert) -by Helen Bach**

Rock NYC, 18 October 2010

There are some things in this world that should never ever happen. I will start a list for you of these things. I do this as a public service announcement. ...

## **Justin Bieber Gets Bullied During A Game Of Laser Tag**

Idolator, 19 October 2010

As if you needed more proof that people should just listen to Adam Lambert. Various news outlets are reporting that pop prince/Internet overlord Justin Bieber, who by most accounts likes ...

2

## **29 July 2010 : 6 articles**

### **Popular Articles this Day**

#### **Adam Lambert show a mixed bag at Pacific**

Orange Country Register - music, 29 July 2010

In the midst of his unusual Middle Eastern-tinged take on the country classic “Ring of Fire,” Adam Lambert sang about flames going higher and higher. But Tuesday night, in his ...

#### **Video: Orianthi “Shut Up & Kiss Me”**

Hip Online, 29 July 2010

Tune in to FOX's hit show So You Think You Can Dance this Thursday, July 29th at 8/7c to see guitar goddess Orianthi rock the stage. Currently on tour with ...

#### **Orianthi on So You Think You Can Dance + watch video**

Band Weblogs, 28 July 2010

Tune in to FOX's hit show So You Think You Can Dance this Thursday, July 29, 2010 at 8/7c to see guitar goddess Orianthi rock the stage. Currently on tour ...

#### **Orianthi on So You Think You Can Dance This Thursday**

Baxojayz, 29 July 2010

Tune in to FOX's hit show So You Think You Can Dance this Thursday, July 29th at 8/7c to see guitar goddess Orianthi rock the stage. Currently on tour with ...

#### **Orianthi to Appear This Week on So You Think You Can Dance**

PopYouLarity.com, 28 July 2010

Tune in to FOX's hit show So You Think You Can Dance this Thursday, July 29th at 8/7c to see guitar goddess Orianthi rock the stage. Currently on tour with ...

## **Orianthi to Appear This Week on So You Think You Can Dance**

Heart Throb Media, 29 July 2010

Tune in to FOX's hit show So You Think You Can Dance this Thursday, July 29th at 8/7c to see guitar goddess Orianthi rock the stage. Currently on tour with ...

## **PHOTOS: Glambert Fans Flock To His O.C. Fair Gig**

Idolator, 29 July 2010

At his headlining show at the O.C. Fair last night, Adam Lambert lit up the stage with his flawless voice and fabulous, theatrical wardrobe—and his audience wasn't too shabby, either! ...

## **PHOTOS: Adam Lambert Glams Up The O.C.**

Idolator, 29 July 2010

Idolator's favorite fabulous space oddity Adam Lambert brought his Glam Nation tour to Orange County last night, leaving a trail of glitter behind him as he strutted across the stage ...

## **Michael Paynter - Love The Fall**

#1 Hits From Another Planet, 28 July 2010

"I risked it all" Wouldn't this have made the perfect Adam Lambert single? His soaring vocals on the chorus (especially that end bit) would have "hit" written all over it. ...

## **Orianthi to Appear This Week on So You Think You Can Dance (She's Talented Or We Wouldn't Promote The Show)**

The Interlude, 28 July 2010

Tune in to FOX's hit show So You Think You Can Dance this Thursday, July 29th at 8/7c to see guitar goddess Orianthi rock the stage. Currently on tour with ...

3

## **18 September 2010 : 6 articles**

### **Popular Articles this Day**

#### **Music: Newswire: Do not take photos of Adam Lambert on the beach**

The A.V. Club, 18 September 2010

Now that Kanye West is too busy aspiring to be the Mark Twain of Twitter , it's been a while since we've had a good "celebrity beats up a photographer" ...

#### **Pop Nosh: Uh-Oh! Lindsay Lohan was snorting cocaine!**

popbytes, 18 September 2010

† Lindsay Lohan failed a drug test, she tested positive for cocaine! Socialite Life † After 13,858 episodes, As The World Turns says goodbye today Seriously? OMG! WTF? † Are ...

## **Lindsay Lohan Arrest Warrant- Adam Lambert Scuffle- Bruno Mars Coke Bust- Michael Jackson Planet- Randy Quaid Released- Jay-Z Coldplay- Discovery Vs Deadliest Catch Duo- more**

Anti Music, 18 September 2010

The Day in Pop Digest for 9/21/10

### **Update: Adam Lambert Could Face Jail Time**

andPOP, 18 September 2010

The photographer that Adam Lambert allegedly roughed up in Miami on Thursday has filed a police report that accuses Lambert of misdemeanor battery, reports PerezHilton.com. According to the report, the ...

### **Adam Lambert accused of battery on photographer**

Earsucker, 18 September 2010

Adam Lambert was in Miami Beach yesterday and reportedly wrestled a photographer to the ground. The snapper alleges that Adam committed misdemeanor battery against him, but the police report says ...

### **Adam Lambert Assaults Photographer on Miami Beach**

andPOP, 17 September 2010

“American Idol” runner up Adam Lambert was lounging around a Miami Beach Thursday when he suddenly had an altercation with a photog, reports PopEater. “Eeew paparazzi killed my peaceful afternoon ...

### **Adam Lambert Asks Paparazzi, “Whataya Want From Me?” (PHOTOS)**

Idolator, 18 September 2010

First Adam Lambert hit the beaches of Miami, then he hit a paparazzo—sort of. Glambert attempted to stay incognito by wearing a giant sun hat, but he was no match ...

4

## **13 October 2010 : 6 articles**

### **Popular Articles this Day**

#### **Adam Lambert’s toned-down Malaysian show ‘tough decision’**

thestar.com - music, 13 October 2010

Adam Lambert pledged Tuesday to obey Malaysian government rules that forbid the flamboyant, openly gay glam rocker from kissing anyone onstage at a planned concert this week, but called it ...

#### **Music: Newswire: Malaysian Islamists force Adam Lambert to stop kissing boys**

The A.V. Club, 13 October 2010

The Pan Malaysian Islamic Party (not as much fun as it sounds) has forced American Idol sparklebear Adam Lambert to ease up on the homoerotic imagery in his live show, ...

## Lambert's lament

No Rock&Roll Fun, 13 October 2010

Oh, poor Adam Lambert, he struggled so much dropping the gay kiss from his show when he played Malaysia: "I think it's a tough decision to make, but to me, ...

## I can't imagine it but (if it's true) I'm happy for her!

popbytes, 13 October 2010

• Gisele Bündchen hit the beach in Miami yesterday in a tiny little bikini! Yeeeah! • Unnecessary Things: Jessica Simpson's upcoming holiday album - ugh! Socialite Life • David Arquette ...

## Adam Lambert to Tweak Live Show for Malaysia, Where Gay is Illegal...

The Daily Swarm, 13 October 2010

The Guardian : American Idol star Adam Lambert has agreed to tone down his act for a Kuala Lumpur concert at the request of Malaysian authorities. The singer, who is ...

## Adam Lambert Concert Protested in Malaysia

Artist Direct, 13 October 2010

According to Reuters, Malaysia's Islamist opposition party, the Pan Malaysian Islamic Party, has demanded that authorities cancel a planned concert by former American Idol contestant Adam Lambert. The party says ...

## Maybe she can finally fly away into obscurity?

popbytes, 12 October 2010

• Courteney Cox and David Arquette have split after 11 years of marriage! Cele|bitchy • Minka Kelly was named the sexiest woman alive by Esquire magazine! PopEater • A Seriously ...

## Adam Lambert To Play It Safe For Malaysia Concert

Billboard Biz, 12 October 2010

The "American Idol" runner-up wrote on Twitter that he will make minor changes to his regular show when he performs at a stadium Thursday.

## ArtsBeat: Adam Lambert Says He'll Follow Rules for Malaysian Concert

New York Times Music, 12 October 2010

His planned performance Thursday has drawn protests from the Pan Malaysian Islamic Party, which says his shows promote "gay culture."

## ArtsBeat: Planned Adam Lambert Concert in Malaysia Draws Protest

New York Times Music, 12 October 2010

That country's fundamentalist Pan Malaysian Islamic Party says Mr. Lambert's shows "are outrageous, with lewd dancing and a gay performance that includes kissing male dancers," which is "not good for ...

## 21 October 2010 : 6 articles

### Popular Articles this Day

#### [Adam Lambert: 'I Have The Right To Sing Metallica Songs' \[News\]](#)

Ultimate Guitar, 21 October 2010

Online Downloads : Metallica are one of the last bands you&apos;d expect to see on an American Idol finalist&apos;s playlist.

#### [Forward Thinking: Lionised by Lambs](#)

New Zealand Herald - music, 21 October 2010

Adam Lambert fans call themselves "Global Lambs", or "Glamps" for short.I found this while exploring their online forums this week, after fans accused me of being a bigoted homophobe.Some one ...

#### [Adam Lambert's Controversial Metallica Cover](#)

triplem.com.au, 20 October 2010

<span class="mceltemObject" ...

#### [Exclusive: Adam Lambert Answers Fan Video Questions](#)

PopBuzz Music Blog, 21 October 2010

We sent out the call to Adam Lambert 's biggest fans all over the world to send us their video questions, and they delivered. Videos were tweeted to <a ...

#### [Adam Lambert Covers Metallica Recap](#)

Anti Music, 21 October 2010

American Idol runner-up Adam Lambert covered Metallica's "Enter Sandman"

#### [Take That Reveal 'Progress' Tracklist, New Photo](#)

Chart Rigger, 20 October 2010

Here's a brand new pic of Q magazine cover gents Take That from their Progress album photo shoot—presumably one that might be appearing in the CD booklet—courtesy of Manchester Evening ...

#### [ADAM LAMBERT On His 'Enter Sandman' Cover: 'We Do It Our Way... With A Bit More Glitter'](#)

Blabbermouth, 20 October 2010

Byron Cooke of Australia's long-running rock station Triple M, asked "American Idol" finalist Adam Lambert about his decision to cover METALLICA's "Enter Sandman" at his concert in Auckland, New Zealand ...

#### [The male version of Lady Gaga? Well that's going to be one...](#)

WatchMyEgo, 21 October 2010

The male version of Lady Gaga? Well that's going to be one disturbing sight to see. But isn't Adam Lambert already auditioning for the job?

## **Tutti Frutti? All Rooty: Gays In Pop Music -by Iman Lababedi**

Rock NYC, 21 October 2010

I plan to write about homosexuals and pop music over the next couple of weeks. I mentioned it in passing a couple days ago and the more I've thought about it ...

## **Watch: Adam Lambert glams up “Enter Sandman” in New Zealand**

Consequence of Sound, 20 October 2010

He kisses the birthday boy too.

## News Highlights

This section includes the most repeated statements in the music press about Adam Lambert month by month during this period.

### July

"Adam Lambert is secretly writing among us bloggers! Take a look at his list "On My iPod" from EW's double Best of Summer issue and you'll ..."

Wed 07/07 - From Entertainment Weekly: Adam Lambert, "White Collar" - billcsistunedon

"Adam Lambert is on my iPod. Because my fiancée made me download it, I swear. It's not because I wanted it. Not that I'm embarrassed, whatever, ..."

Wed 14/07 - Matt Taylor, Bassman Motion City Soundtrack- By Mary Magpie - Rock NYC

"Adam Lambert to Dirty Projectors - well, not literally 'cause there are some Bermuda triangles around halfway; not literally, 'cause there ain't no distance. YES. Read ..."

Thu 22/07 - Singles of the week! - Muso's Guide

### September

"Adam Lambert was lounging around a Miami Beach Thursday when he suddenly had an altercation with a photog, reports PopEater. "Eew paparazzi killed my peaceful afternoon ..."

Fri 17/09 - Adam Lambert Assaults Photographer on Miami Beach - andPOP

"Adam Lambert was in Miami Beach yesterday and reportedly wrestled a photographer to the ground. The snapper alleges that Adam committed misdemeanor battery against him, but ..."

Sat 18/09 - Adam Lambert accused of battery on photographer - Earsucker

"Adam Lambert has reportedly been accused of battering a photographer in Miami Beach last week. TMZ reported that Lambert "wrestled [the photographer] to the ground forcefully" ..."

Tue 21/09 - Adam Lambert Accused of Battery - Artist Direct

## October

"Adam Lambert to ease up on the homoerotic imagery in his live show, following the group's demands that authorities cancel his upcoming appearance entirely because it ..."

Wed 13/10 - Music: Newswire: Malaysian Islamists force Adam Lambert to stop kissing boys - The A.V. Club

"Adam Lambert has agreed to tone down his act for a Kuala Lumpur concert at the request of Malaysian authorities. The singer, who is currently touring ..."

Wed 13/10 - Adam Lambert to Tweak Live Show for Malaysia, Where Gay is Illegal... - The Daily Swarm

"Adam Lambert has agreed to tone down his onstage antics after Malaysia's Islamic opposition party threatened to protest his over-the-top stage show, where he kisses male ..."

Thu 14/10 - Adam Lambert to Tone Down Show to Meet Malaysian Standards - Artist Direct

"Adam Lambert has made a far bigger impression than winner Kris Allen. The 28-year-old counts Brian May from Queen as a fan; so is Matt Bellamy of ..."

Thu 14/10 - Adam Lambert stealing the show - New Zealand Herald - music

"Adam Lambert has a lot of rock influences. The first openly gay American Idol contestant won lots of praise for his renditions of Queen, Aerosmith and ..."

Tue 19/10 - Video: Adam Lambert Covers Metallica - Metal Insider

"Adam Lambert announced in an interview with Australian TV personality Dylan Lewis that he is planning to release an acoustic album"

Thu 28/10 - Adam Lambert Planning Acoustic Album Around Thanksgiving - Artist Direct

## November

"Adam Lambert to that list. During an October 17, 2010 tour stop in Auckland, New Zealand Adam Lambert busted out Metallica biggest hit "Enter Sandman." Surprisingly, ..."

Mon 08/11 - Adam Lambert Covers Metallica's "Enter Sandman", Full Performance Video Available - Metal Underground

"Adam Lambert is an All-American boy on the patriotically-colored cover of his new 5-song EP Acoustic Live! (out December 6). Glambert's album will include acoustic, stripped ..."

Wed 17/11 - Adam Lambert Asks For Peace On The Cover Of His Acoustic Album - Idolator

"Adam Lambert has still managed to become an American Idol. For his latest move, he'll be going acoustic, which may not be the most fitting sound ..."

Thu 18/11 - Adam Lambert goes acoustic - The End of Irony

"Adam Lambert will release a digital five-song Acoustic Live EP on Dec 3, with a limited number of physical copies available from [www.adamofficial.com](http://www.adamofficial.com). .."

Tue 23/11 - Live Lads - Rave Magazine

"Adam Lambert was all over E! .."

Tue 23/11 - The Morning Mix: Quincy Jones Doesn't Want To Be Compared To Kanye - Idolator

## December

"Adam Lambert has an acoustic album out, Duffy tries to gain traction with her sophomore release, and Daft Punk delivers a rather disappointing soundtrack to the ..."

Tue 07/12 - New releases for the week of December 7, 2010 - The End of Irony

"Adam Lambert to win the American Idol 8th season. Lambert is here as well though only to introduce Taylor Swift. So are two others making a ..."

Sat 11/12 - Z-100's Jingle Ball December 11th, 2009 at Madison Square Garden Reposted!! Cast Party - Rock NYC

# Appendices

## Appendix A - Top Mainstream Artists

This section presents the top 100 Artists for this period based on their popularity on the We Are Hunted mainstream chart.

Artist	Rank	Best Position
Muse	1	1
Radiohead	2	1
The xx	3	2
Lady GaGa	4	2
Arcade Fire	5	2
Coldplay	6	2
Katy Perry	7	2
Florence and the Machine	8	2
Linkin Park	9	2
Kings of Leon	10	2
The Beatles	11	2
Nirvana	12	2
Eminem	13	2
Paramore	14	3
The Killers	15	3
Red Hot Chili Peppers	16	3
MGMT	17	3
Metallica	18	3
Rihanna	19	3
Arctic Monkeys	20	3
Ke\$ha	21	3
Phoenix	22	4
Mumford And Sons	23	4
Pink Floyd	24	4
The National	25	4
Gorillaz	26	4
The Black Eyed Peas	27	4

Figure 20: Top 100 Artists on We Are Hunted Mainstream Chart

Artist	Rank	Best Position
30 Seconds to Mars	28	4
Taylor Swift	29	4
Vampire Weekend	30	4
The Smiths	31	5
Foo Fighters	32	5
AC/DC	33	5
System of A Down	34	5
Michael Jackson	35	5
Taio Cruz	36	5
Green Day	37	5
Bruno Mars	38	5
Led Zeppelin	39	5
Blink 182	40	5
Daft Punk	41	5
Guns N' Roses	42	6
Oasis	43	6
Queen	44	6
Pendulum	45	6
Bon Iver	46	6
Kanye West	47	6
Crystal Castles	48	6
Train	49	6
Justin Bieber	50	6
Blur	51	6
The Strokes	52	7
Massive Attack	53	7
La Roux	54	7
M.I.A.	55	7
Joy Division	56	7
Drake	57	7
The Temper Trap	58	8
Owl City	59	8
Trey Songz	60	8
The Cure	61	8
Nelly	62	8
Franz Ferdinand	63	8
Avenged Sevenfold	64	8
The White Stripes	65	8

Figure 20 (continued): Top 100 Artists on We Are Hunted Mainstream Chart

Artist	Rank	Best Position
Kylie Minogue	66	8
Enrique Iglesias	67	8
Jason Mraz	68	8
The Pixies	69	8
usher	70	9
Lil Wayne	71	9
Passion Pit	72	9
The Black Keys	73	9
Robyn	74	9
The Prodigy	75	9
U2	76	9
Kid Cudi	77	9
Christina Aguilera	78	9
Placebo	79	10
Glee Cast	80	10
Black Sabbath	81	10
Death Cab For Cutie	82	10
Adam Lambert	83	10
The Drums	84	11
Evanescence	85	11
My Chemical Romance	86	11
Miley Cyrus	87	11
Snow Patrol	88	11
The Kooks	89	11
Interpol	90	11
Rage Against the Machine	91	11
David Bowie	92	11
Flo Rida	93	11
Weezer	94	11
Iron Maiden	95	11
Far East Movement	96	11
B.o.B.	97	11
David Guetta	98	11
Stromae	99	11
Sufjan Stevens	100	11

Figure 20 (continued): Top 100 Artists on We Are Hunted Mainstream Chart

## Appendix B - Top Emerging Artists

This section presents the top 100 Artists for this period based on their popularity on the We Are Hunted emerging chart.

Artist	Rank	Best Position
Best Coast	1	2
The National	2	3
Sufjan Stevens	3	4
Deerhunter	4	4
Bombay Bicycle Club	5	4
Bon Iver	6	4
Chromeo	7	4
Deadmau5	8	4
Crystal Castles	9	5
Swedish House Mafia	10	5
No Age	11	5
Caribou	12	5
Wiz Khalifa	13	5
AUBURN	14	5
Warpaint	15	6
James Blake	16	6
Girls	17	6
Mark Ronson	18	6
Rick Ross	19	6
Tim Berg	20	6
Flying Lotus	21	7
New Boyz	22	7
Aeroplane	23	7
Salem	24	7
WAVVES	25	7
Houses	26	7
Janelle Monae	27	7

Figure 21: Top 100 Artists on We Are Hunted Emerging Chart

Artist	Rank	Best Position
The Go! Team	28	7
Panda Bear	29	7
LCD Soundsystem	30	7
Magnetic Man	31	8
Wale	32	8
Everything Everything	33	8
Dark Dark Dark	34	8
Arcade Fire	35	8
Professor Green	36	8
Sia	37	8
J.Cole	38	8
Eliza Doolittle	39	9
Atmosphere	40	9
Matthew Dear	41	9
Uffie	42	9
Small Black	43	9
Tame Impala	44	9
How To Dress Well	45	9
John Legend	46	9
Au Revoir Simone	47	9
Duck Sauce	48	9
Ra Ra Riot	49	9
Chiddy Bang	50	9
The Roots	51	9
Plan B	52	9
Curren\$y	53	9
The Bees	54	9
Oh Land	55	9
DJ Fresh	56	9
Ellie Goulding	57	9
B.o.B.	58	9
Mike Posner	59	9
The Soft Moon	60	10
The Walkmen	61	10
TV Girl	62	10
Aloe Blacc	63	10
Klaxons	64	10
Cut Copy	65	10

Figure 21 (continued): Top 100 Artists on We Are Hunted Emerging Chart

Artist	Rank	Best Position
Robyn	66	10
Beach House	67	10
Dredg	68	10
The Black Keys	69	10
Bassnectar	70	10
Korallreven	71	10
Matt and Kim	72	10
Of Montreal	73	10
Yolanda Be Cool	74	10
La Roux	75	10
Twin Shadow	76	10
Deerhoof	77	10
ceo	78	10
The Pretty Reckless	79	11
Woodsman	80	11
Bat For Lashes	81	11
Tinchy Stryder	82	11
Jedi Mind Tricks	83	11
Diamond Rings	84	11
Young Jeezy	85	11
She & Him	86	11
The Hoosiers	87	11
Anberlin	88	11
The Maine	89	11
Far East Movement	90	11
One Night Only	91	11
Philipp Poisel	92	11
Errors	93	12
The Gossip	94	12
Two Door Cinema Club	95	12
Teletextile	96	12
Lissie	97	12
Glasser	98	12
Belle and Sebastian	99	12
Boy & Bear	100	12

Figure 21 (continued): Top 100 Artists on We Are Hunted Emerging Chart