

Blue on Blue

Music Media Analysis
July to December 2010

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Overview

111th on Emerging Charts

12057th on Twitter

2115th in the Music Press

This report reviews the popularity of Blue on Blue on the music charts and in the music news for the period July to December 2010. It benchmarks Blue on Blue 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

Emerging Chart

This section presents the emerging chart performance for Blue on Blue compared to similar artists. Blue on Blue was ranked 111th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for Blue on Blue was 13th.

111th Overall Rank

13th Best Position

Artist	Rank	Best Position
Beach House	67th	10
Blue on Blue	111th	13
Battles	297th	28
Memoryhouse	567th	61
Lizzy Mercier Descloux	2528th	1,001

Figure 1: Artist Emerging Ranks

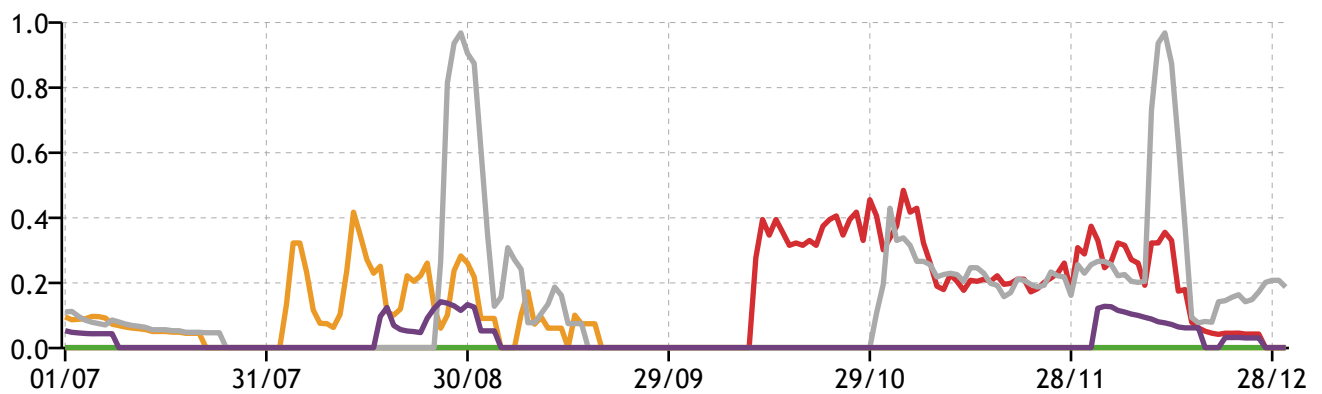
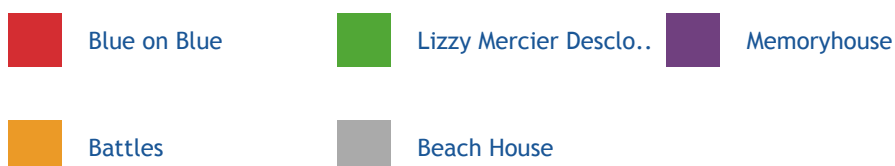


Figure 2: Artist Mainstream Emerging Popularity over Time



Emerging Comparison

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

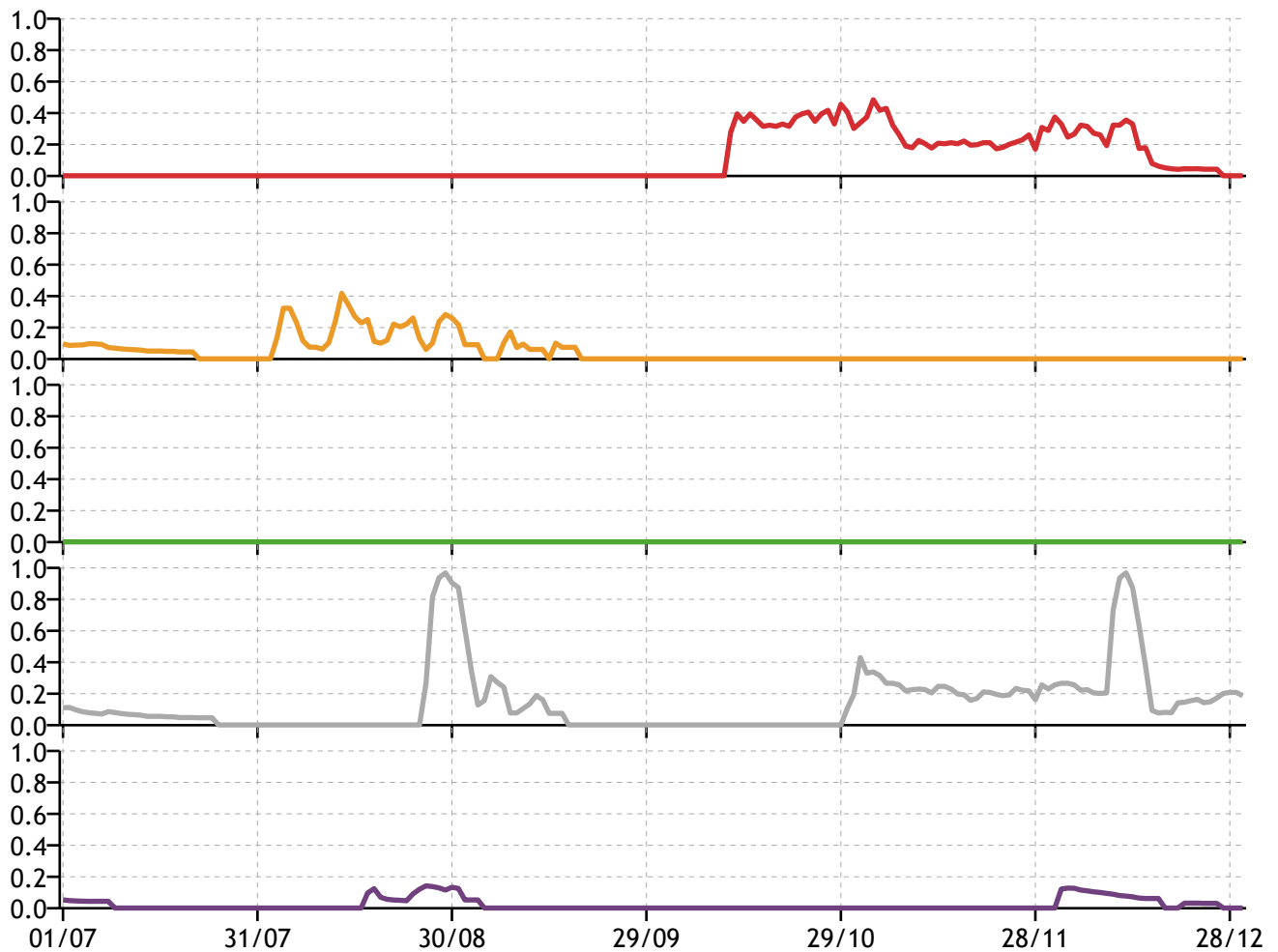


Figure 3: Comparisons for Blue on Blue



Emerging Singles

This section presents the best charting singles for Blue on Blue on the Emerging We Are Hunted charts

Summer Daze

Best Single

126th

Best Position

Single Best Position

Summer Daze	126
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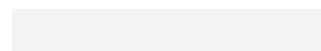
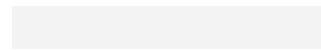


Figure 4: Best Single Positions

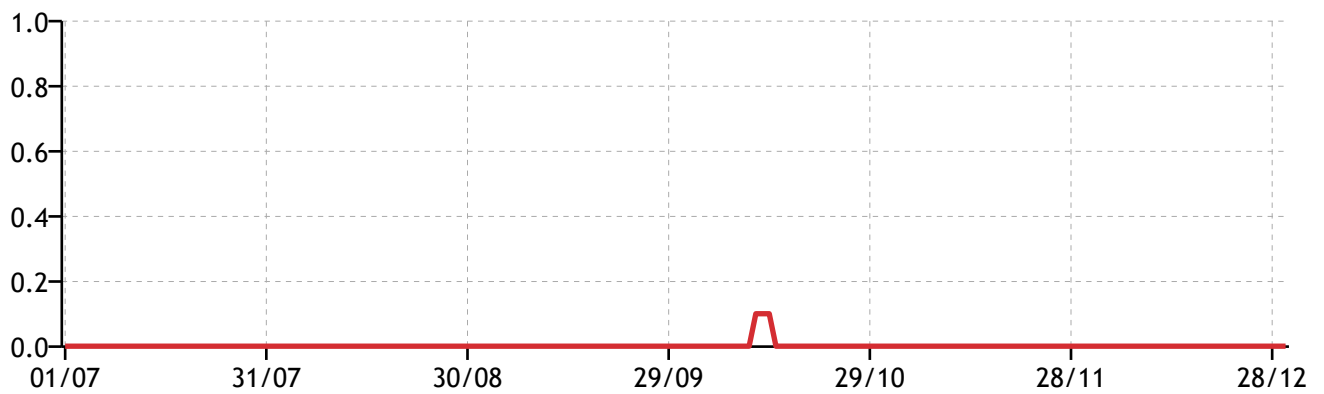


Figure 5: Singles Chart Comparison over Time

Summer Daze

Emerging Singles Comparison

This section compares the emerging chart performance of the most popular singles released by Blue on Blue. 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.

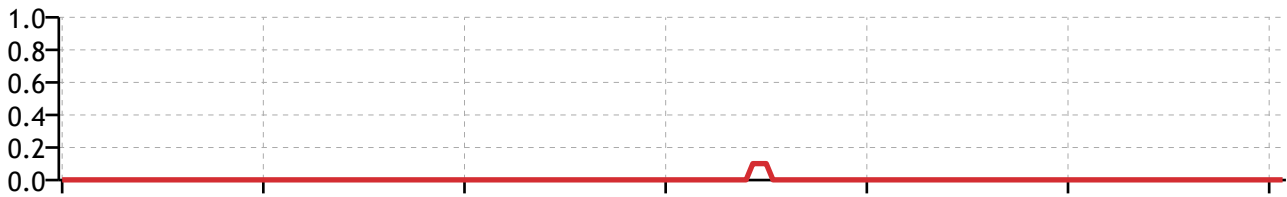


Figure 6: Chart ranking for Blue on Blue

 Summer Daze

Twitter Coverage

Twitter Popularity

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

12057th Overall Rank

25 Tweets

0.000% Share

Artist	Rank	Tweets	Share
Beach House	322nd	5,071	0.001%
Lizzy Mercier Descloux	716th	2,572	0.000%
Memoryhouse	4136th	333	0.000%
Blue on Blue	12057th	25	0.000%
Battles	15302nd	7	0.000%

Figure 7: Twitter Coverage Comparison

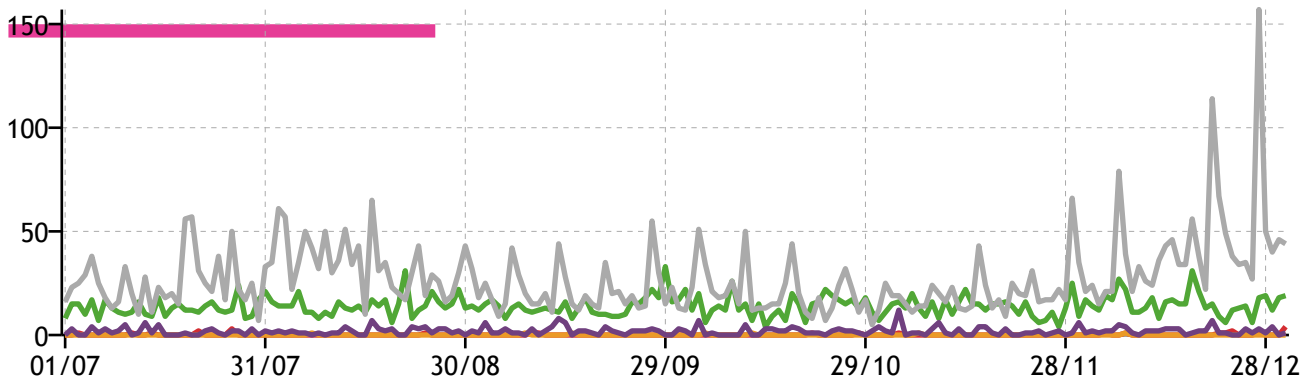
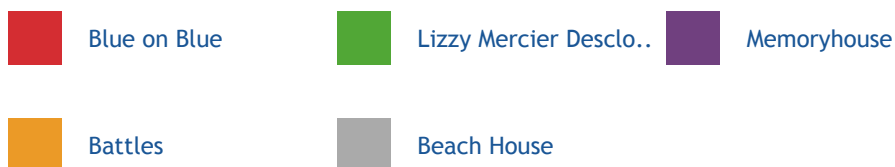


Figure 8: Twitter Coverage over Time

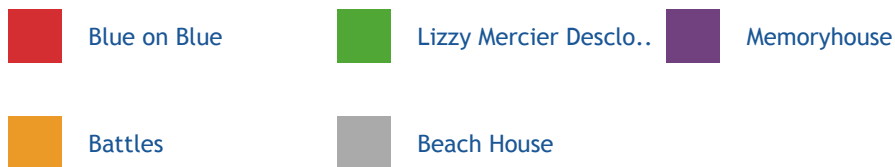


Twitter Comparison

This section compares the total number of tweets mentioning Blue on Blue to similar artists.



Figure 9: Comparisons for Blue on Blue



Emerging Chart vs Twitter

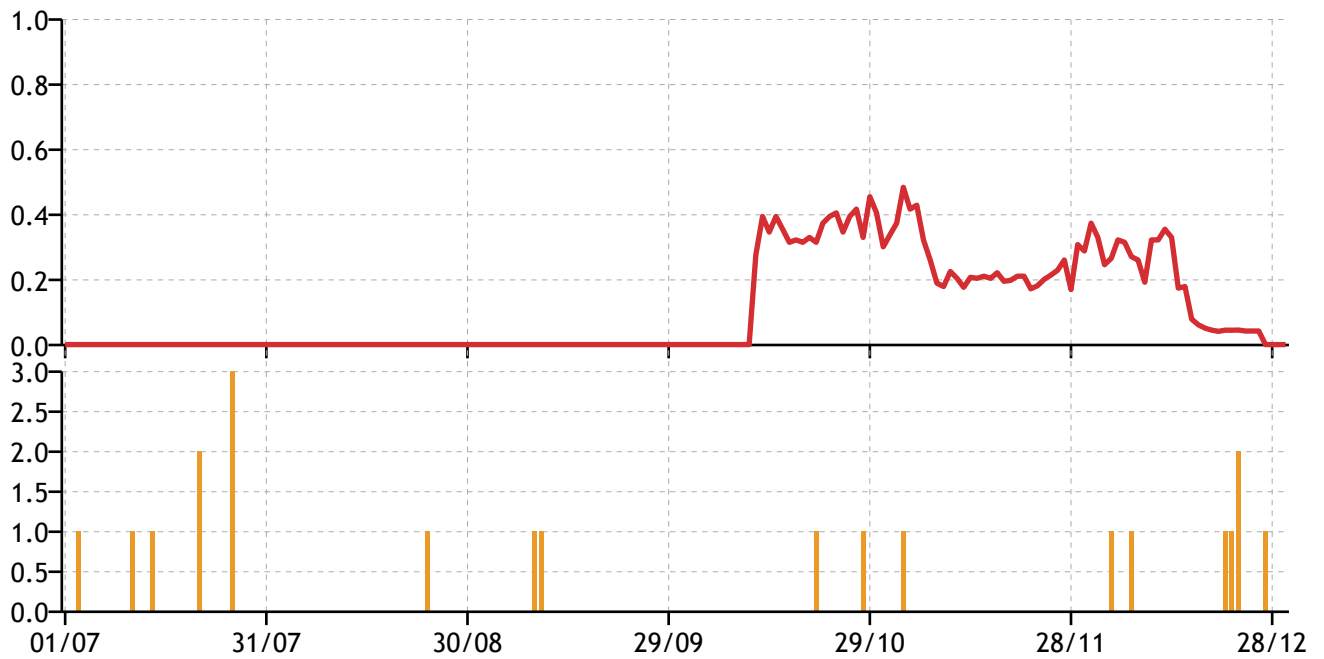


Figure 10: Blue on Blue Chart Popularity vs Twitter Coverage

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

- Chart Popularity
- Twitter volume

Twitter Users

This section lists the twitter users mentioning Blue on Blue in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/BigBillyGoat	Mary Algien	Colorado	1	1,610	1,610
2	twitter.com/kubuki121	avard davidson	USA	7	169	1,183
3	twitter.com/plasticmadness	Olivia Lovag	Porto Alegre - Brazil	1	978	978
4	twitter.com/Froosh	Robin Frousheger	Mernda, Victoria, Australia	1	943	943
5	twitter.com/itaco88	□□□□□□	□□□□□□ tokyo japan	1	438	438
6	twitter.com/Firecracker16	Firecracker!	Bend, Oregon	1	365	365
7	twitter.com/homrecker	Richard LePage	Hastings, Minnesota	1	313	313
8	twitter.com/Laatis	Laatis		1	259	259
9	twitter.com/qaphsiel	Cary	Not Guam	1	201	201
10	twitter.com/citylightsw	Josi M.	Germany	1	142	142
11	twitter.com/AliceDCarmel	Alice Carmel	Roxbury, MA	1	136	136
12	twitter.com/alopiasmag	Miguel	Somewhere I'd rather not be	1	119	119
13	twitter.com/ericdpeters	Eric Peters	st. charles	1	115	115
14	twitter.com/aarwalk	Aaron Walker	The ground.	1	114	114
15	twitter.com/Starglazylady	Carolyn Short	Burleson, Texas	1	61	61
16	twitter.com/simgekim	Simge		1	58	58
17	twitter.com/Orual_undone	Orual	U.S.	1	39	39
18	twitter.com/electricyeonme	Carl Farrugia		1	27	27
19	twitter.com/AdariaHall			1	0	0

Figure 11: Top 19 Users tweeting about Blue on Blue

Shared Twitter Links

This section lists the most popular urls in tweets mentioning Blue on Blue during this period.

URL	Rank	Tweets
http://www.thesixtyone.com/s/22UOXrgII73/	1	3
/profile/avard/blip/60783768/Blue+On+Blue-Bobby+Vinton..wmv	2	1
/profile/avard/blip/60412268/Blue+On+Blue-Bobby+Vinton..wmv	3	1
/profile/avard/blip/60784111/Blue+On+Blue-Bobby+Vinton..wmv	4	1
http://www.last.fm/music/The Kin/_/Blue on Blue	5	1
http://www.foxytunes.com/artist/bobby+vinton/track/blue+on+blue	6	1
/profile/Laatis/blip/52481768/Pet+Shop+Boys-Blue+On+Blue	7	1
/profile/avard/blip/60840700/Blue+On+Blue-Bobby+Vinton..wmv	8	1
/profile/Firecracker16/blip/49251254/Blue+On+Blue-Bobby+Vinton.mpg	9	1
/profile/StarGLazyLady/blip/50032782/Blue+On+Blue-Bobby+Vinton.mpg	10	1
/profile/avard/blip/60556973/Blue+On+Blue-Bobby+Vinton..wmv	11	1
/profile/Mr_Head/blip/53714796/Mr+Lif+&+Dave+Clark-Blue+on+blue	12	1
/profile/avard/blip/60411420/Blue+On+Blue-Bobby+Vinton..wmv	13	1
/profile/citylightsw/blip/57335335/Röyksopp-So+easy	14	1
/profile/thespacebetween/blip/60331771/Blue+On+Blue+by+Jadiid-The+Dogs+On+Tour	15	1
http://www.last.fm/music/Count+Basie	16	1
/profile/BigBillyGoat/blip/60829836/Blue+On+Blue-Bobby+Vinton.mpg	17	1
http://mysp.ac/4677VV	18	1
http://blip.fm/~tfwrx	19	1
/profile/avard/blip/60234378/Blue+On+Blue-Bobby+Vinton..wmv	20	1

Figure 12: Top Shared Links on Twitter mentioning Blue on Blue

News Coverage

News Popularity

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

2115th Overall Rank

11 Articles

0.000% Share

Artist	Rank	Articles	Share
Beach House	122nd	773	0.019%
Memoryhouse	757th	175	0.004%
Lizzy Mercier Descloux	801st	164	0.004%
Battles	1025th	115	0.003%
Blue on Blue	2115th	11	0.000%

Figure 13: News Coverage Comparison

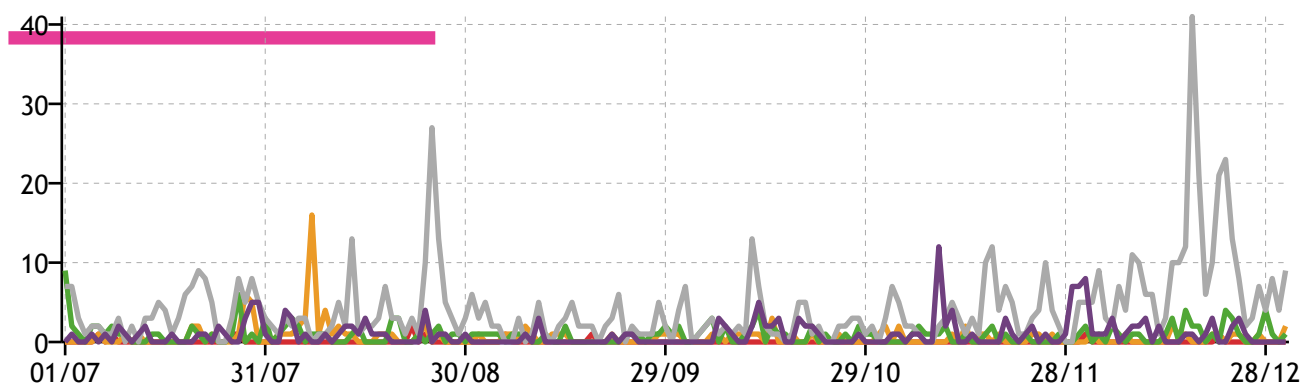


Figure 14: News Coverage over Time

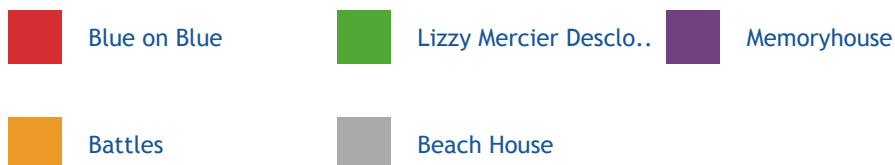


News Comparison

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



Figure 15: Comparisons for Blue on Blue



Emerging Chart vs Sentiment

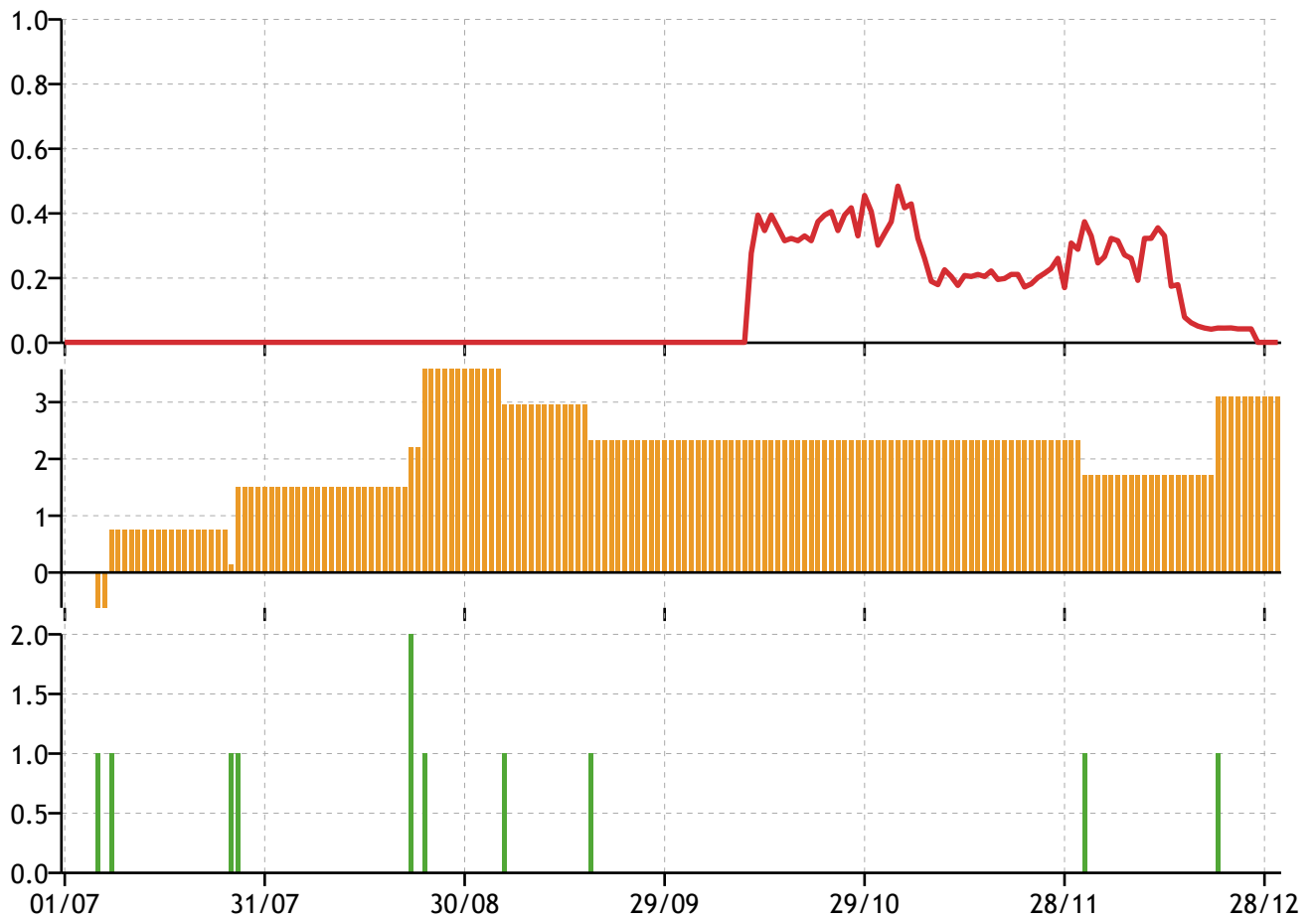


Figure 16: Blue on Blue Chart Popularity vs News Sentiment + Volume

This chart presents a comparison of emerging 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 Blue on Blue that day.



Top Publishers

- The Line Of Best Fit
- LeTouch
- Future Sounds
- Other



Figure 17: Top Publishers related to Blue on Blue

Top Publishers	Mentions
The Line Of Best Fit	1
LeTouch	1
Future Sounds	1

Figure 18: Most frequently mentioned Top Publishers

Top News Publishers

Publisher	Rank	Articles
The Line Of Best Fit - http://thelineofbestfit.com	1	1
LeTouch - http://www.letouch.tv	2	1
Future Sounds - http://futuresounds.blogspot.com/	3	1

Figure 19: Top 3 Publishers mentioning Blue on Blue

Best 5 News Days

1

22 August 2010 : 2 articles

Popular Articles this Day

Senior

LeTouch, 22 August 2010

Röyksopp ha sacado un nuevo disco llamado "Senior", que a mi juicio, es una buena obra en la que nos muestran la madurez de su trabajo haciendo una mezcla perfecta ...

Dignan Porch, Blue on Blue, A Grave with No Name at The...

Elektritter Gig Log, 22 August 2010

Dignan Porch Blue on Blue Blue on Blue Blue on Blue Blue on Blue A Grave With No Name Dignan Porch, Blue on Blue, A Grave with No Name at ...

2

06 July 2010 : 1 articles

Popular Articles this Day

SOTD #97 // Blue on Blue: 'Summer Daze'

The Line Of Best Fit, 06 July 2010

Sunshine? Darkness? Countryside? Inner-city? Blue on Blue seem to give life and soundtrack this border...

3

08 July 2010 : 1 articles

Popular Articles this Day

Blue On Blue - Summer Daze being Song of the Day at Line of Best Fit

Elektritter Gig Log, 08 July 2010

Blue On Blue - Summer Daze being Song of the Day at Line of Best Fit : I think I mentioned before that magnificently hazy shoegaze pop band Blue on ...

4

26 July 2010 : 1 articles

Popular Articles this Day

[Psychedelic “Sunday Pimm’s Session” - at the...](#)

Elektritter Gig Log, 26 July 2010

Psychedelic “ Sunday Pimm’s Session ” - at the George Tavern with members of the finest London underground bands (who are not in Cold Pumas and Fair Ohs ;) doing ...

5

27 July 2010 : 1 articles

Popular Articles this Day

[The Finest London / Brighton Underground Bands...](#)

Elektritter Gig Log, 27 July 2010

Hereby I want to clarify for the inclined readership, who exactly in my definition the finest London underground band actually are, as I am always talking about them a lot, ...

[Psychedelic “Sunday Pimm’s Session” - at the...](#)

Elektritter Gig Log, 26 July 2010

Psychedelic “ Sunday Pimm’s Session ” - at the George Tavern with members of the finest London underground bands (who are not in Cold Pumas and Fair Ohs ;) doing ...

News Highlights

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

July

"Blue on Blue is one of my favourite new bands in London"

Thu 08/07 - Blue On Blue - Summer Daze being Song of the Day at Line of Best Fit - Elektritter Gig Log

August

"Blue on Blue were amazing as well, as always. They played like 6 or 7 new songs I never heard from them, and they were all ..."

Sun 22/08 - Dignan Porch, Blue on Blue, A Grave with No Name at The... - Elektritter Gig Log

December

"Blue on Blue will be an unmissable part of the upcoming year, for a lot of other people as well"

Tue 21/12 - My Best Musical Things of 2010 - #11: Blue on Blue Number 11 on... - Elektritter Gig Log

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