

Destroyer

Music Media Analysis
July to December 2010

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Overview

137th on Emerging Charts

18920th on Twitter

2538th in the Music Press

This report reviews the popularity of Destroyer on the music charts and in the music news for the period July to December 2010. It benchmarks Destroyer 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 Destroyer compared to similar artists. Destroyer was ranked 137th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for Destroyer was 14th.

137th Overall Rank

Artist	Rank	Best Position
Destroyer	137th	14

Figure 1: Artist Emerging Ranks

14th Best Position

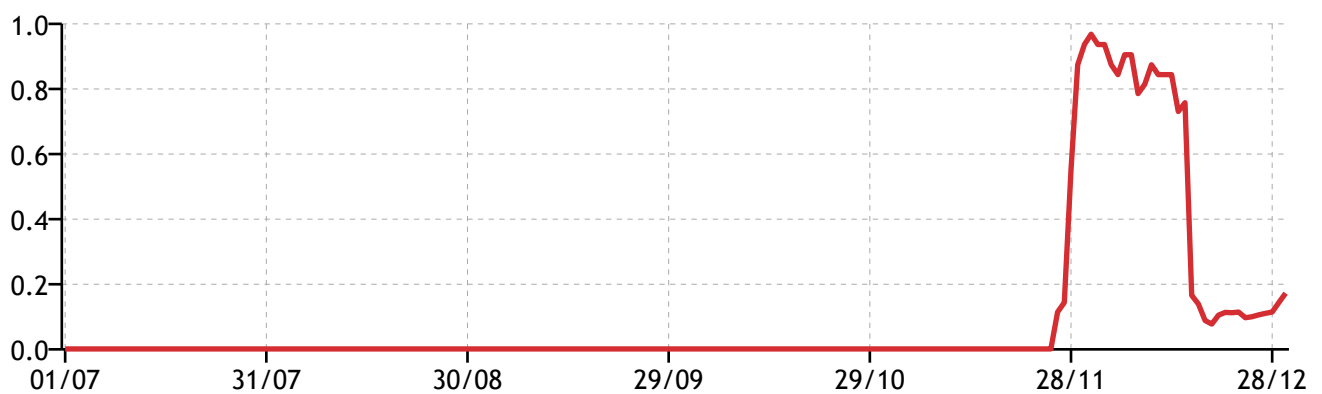


Figure 2: Artist Mainstream Emerging Popularity over Time

 Destroyer

Emerging Comparison

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



Figure 3: Comparisons for Destroyer

Destroyer

Emerging Singles

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

Chinatown

Best Single

1st

Best Position

Single Best Position

Chinatown	1
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Figure 4: Best Single Positions

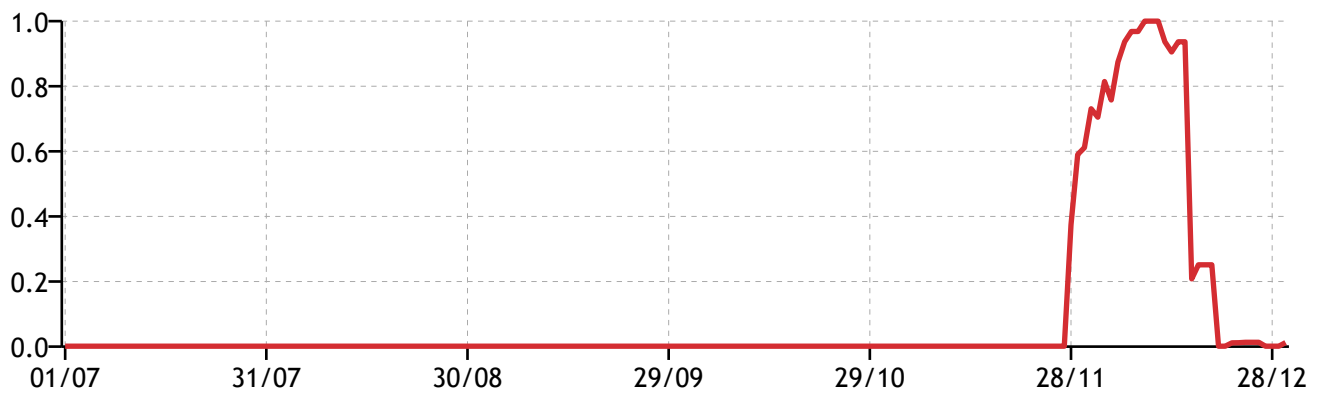


Figure 5: Singles Chart Comparison over Time

Chinatown

Emerging Singles Comparison

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

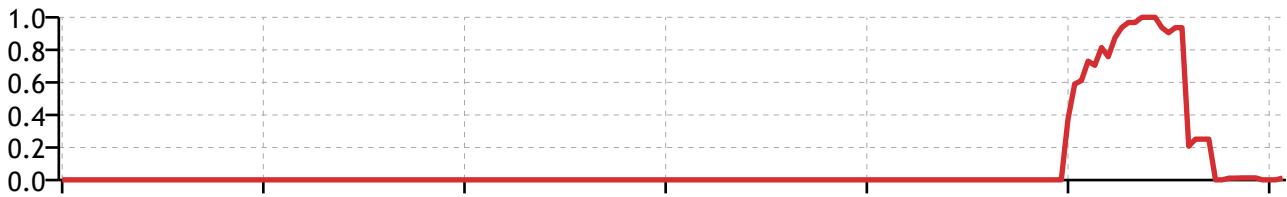


Figure 6: Chart ranking for Destroyer

 Chinatown

Twitter Coverage

Twitter Popularity

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



18920th Overall Rank

Artist	Rank	Tweets	Share
Destroyer	18920th	1	0.000%

Figure 7: Twitter Coverage Comparison

1 Tweets

0.000% Share

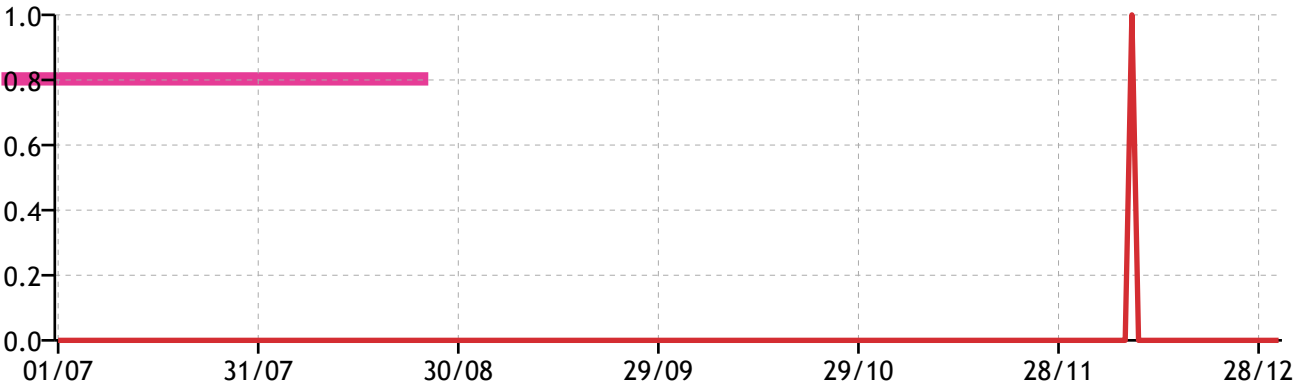


Figure 8: Twitter Coverage over Time



Destroyer

Twitter Comparison

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

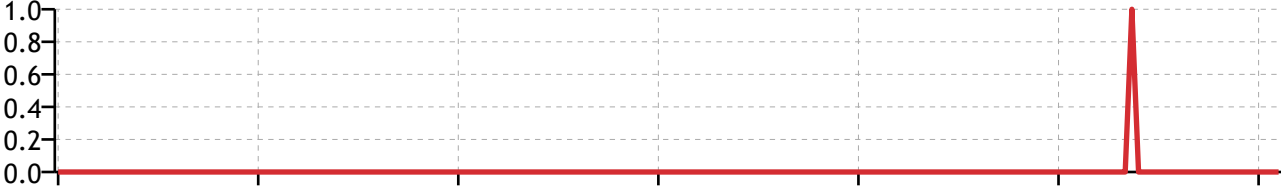


Figure 9: Comparisons for Destroyer



 Destroyer

Emerging Chart vs Twitter

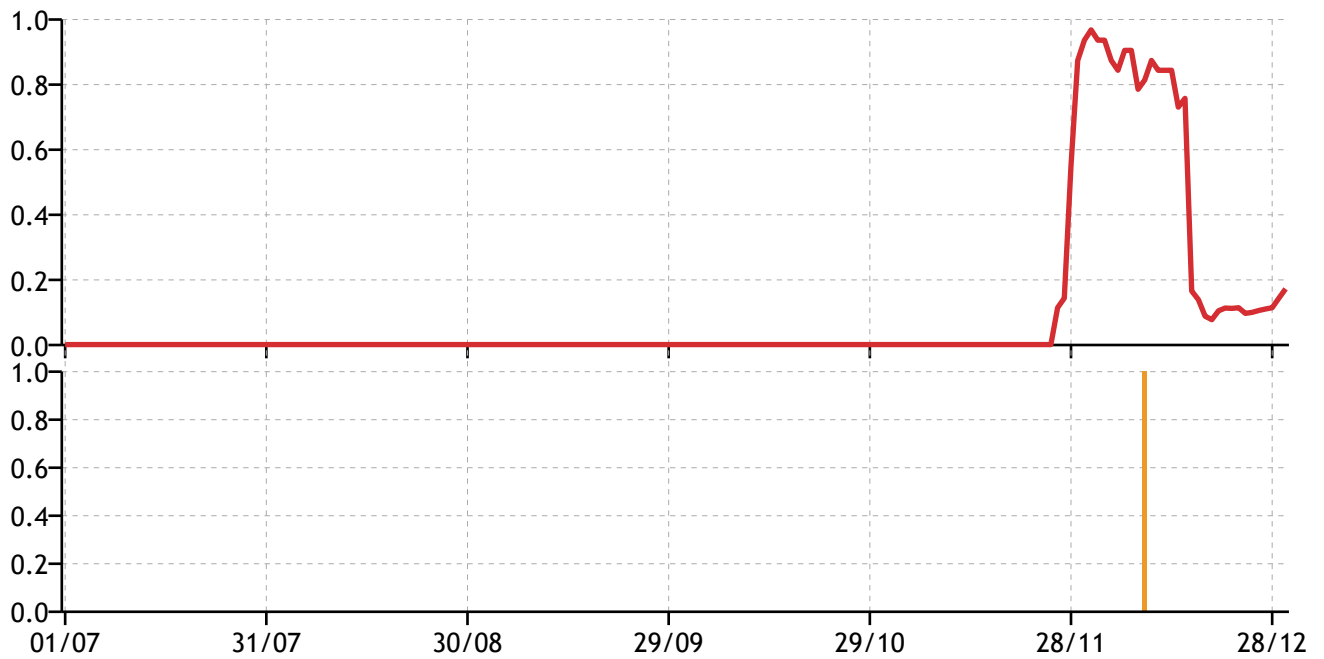


Figure 10: Destroyer Chart Popularity vs Twitter Coverage

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 Destroyer in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/zeejaydeetunes	Zach Delph		1	40	40

Figure 11: Top 1 Users tweeting about Destroyer

Shared Twitter Links

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

URL	Rank	Tweets
http://www.last.fm/music/Retribution+Gospel+Choir	1	1

Figure 12: Top Shared Links on Twitter mentioning Destroyer

News Coverage

News Popularity

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



2538th Overall Rank

Artist	Rank	Articles	Share
Destroyer	2538th	1	0.000%

Figure 13: News Coverage Comparison

1 Articles

0.000% Share

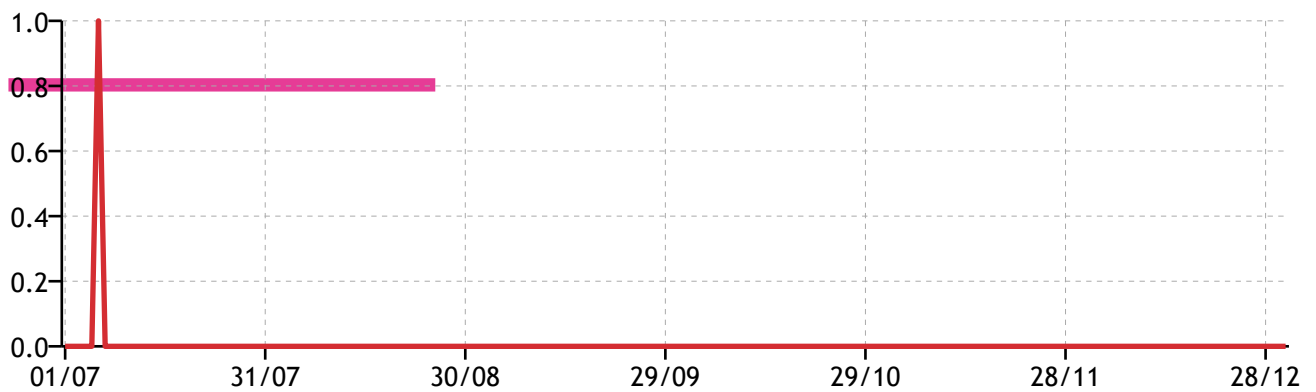


Figure 14: News Coverage over Time



Destroyer

News Comparison

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

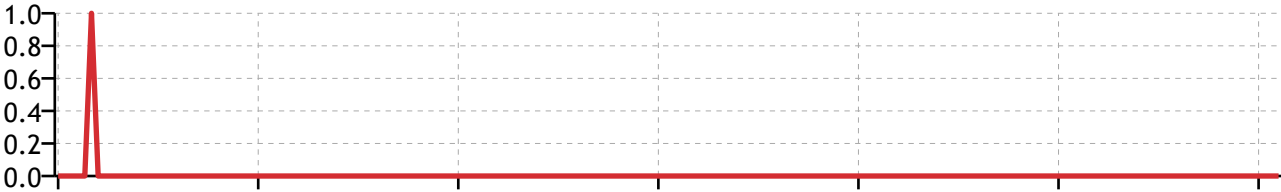


Figure 15: Comparisons for Destroyer

Destroyer

Emerging Chart vs Sentiment

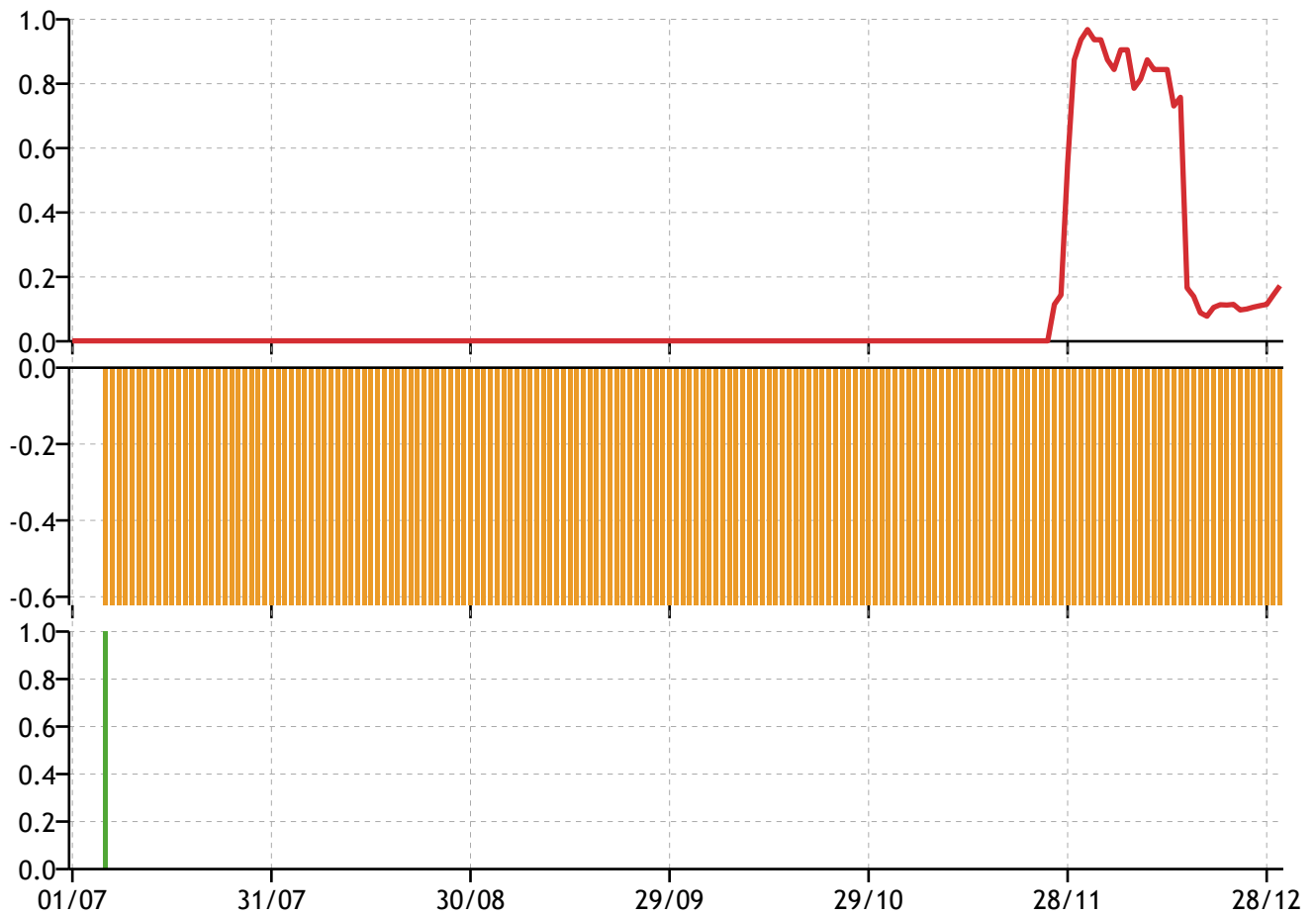


Figure 16: Destroyer Chart Popularity vs News Sentiment + Volume

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 Destroyer that day.



Top Publishers



Figure 17: Top Publishers related to Destroyer

Top Publishers	Mentions
vitaminic	1

Figure 18: Most frequently mentioned Top Publishers

Top News Publishers

Publisher	Rank	Articles
vitaminic - http://www.vitaminic.it/	1	1

Figure 19: Top 1 Publishers mentioning Destroyer

Best 5 News Days

1

06 July 2010 : 1 articles

Popular Articles this Day

[Retribution Gospel Choir: 2 \(Sub Pop/Audioglobe\)](#)

vitaminic, 06 July 2010

Noi, anche nella vecchiaia, manifesteremo eterna gratitudine ad Alan Sparhawk, perchè i Low sono e saranno una pozione consolatoria contro le frenesie del mondo, un vaccino di straordinaria potenza minimale ...

2

01 July 2010 : 0 articles

Popular Articles this Day

No articles published on this day.

3

02 July 2010 : 0 articles

Popular Articles this Day

No articles published on this day.

4

03 July 2010 : 0 articles

Popular Articles this Day

No articles published on this day.

5

04 July 2010 : 0 articles

Popular Articles this Day

No articles published on this day.

News Highlights

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

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