

Florence and the Machine

Music Media Analysis
July to December 2010

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Overview

8th on Mainstream Charts

127th on Emerging Charts

52nd on Twitter

159th in the Music Press

This report reviews the popularity of Florence and the Machine on the music charts and in the music news for the period July to December 2010. It benchmarks Florence and the Machine 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 Florence and the Machine compared to similar artists. Florence and the Machine was ranked 8th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for Florence and the Machine was 2nd.

8th Overall Rank

2nd Best Position

Artist	Rank	Best Position
Florence and the Machine	8th	2
Mumford And Sons	23rd	4
The Temper Trap	58th	8
The Black Keys	73rd	9
Broken Bells	107th	12
Yeasayer	276th	42
Deadmau5	304th	48
Marina and the Diamonds	477th	96

Figure 1: Artist Mainstream Ranks

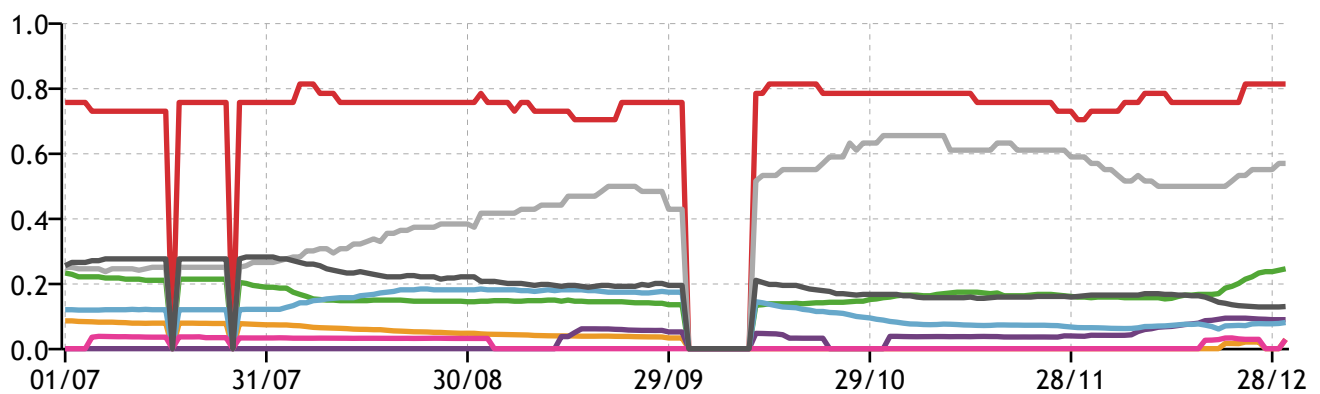
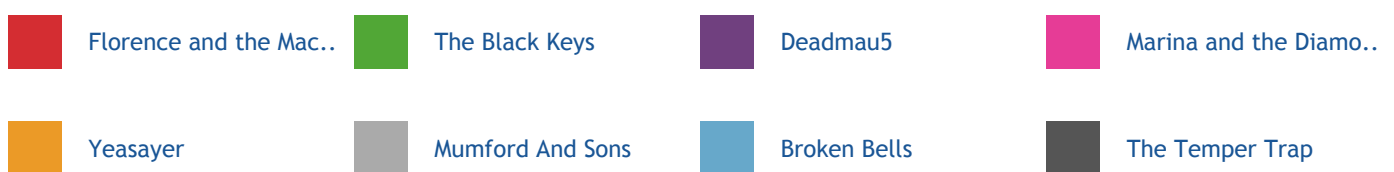


Figure 2: Artist Mainstream Chart Popularity over Time



Mainstream Comparison

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

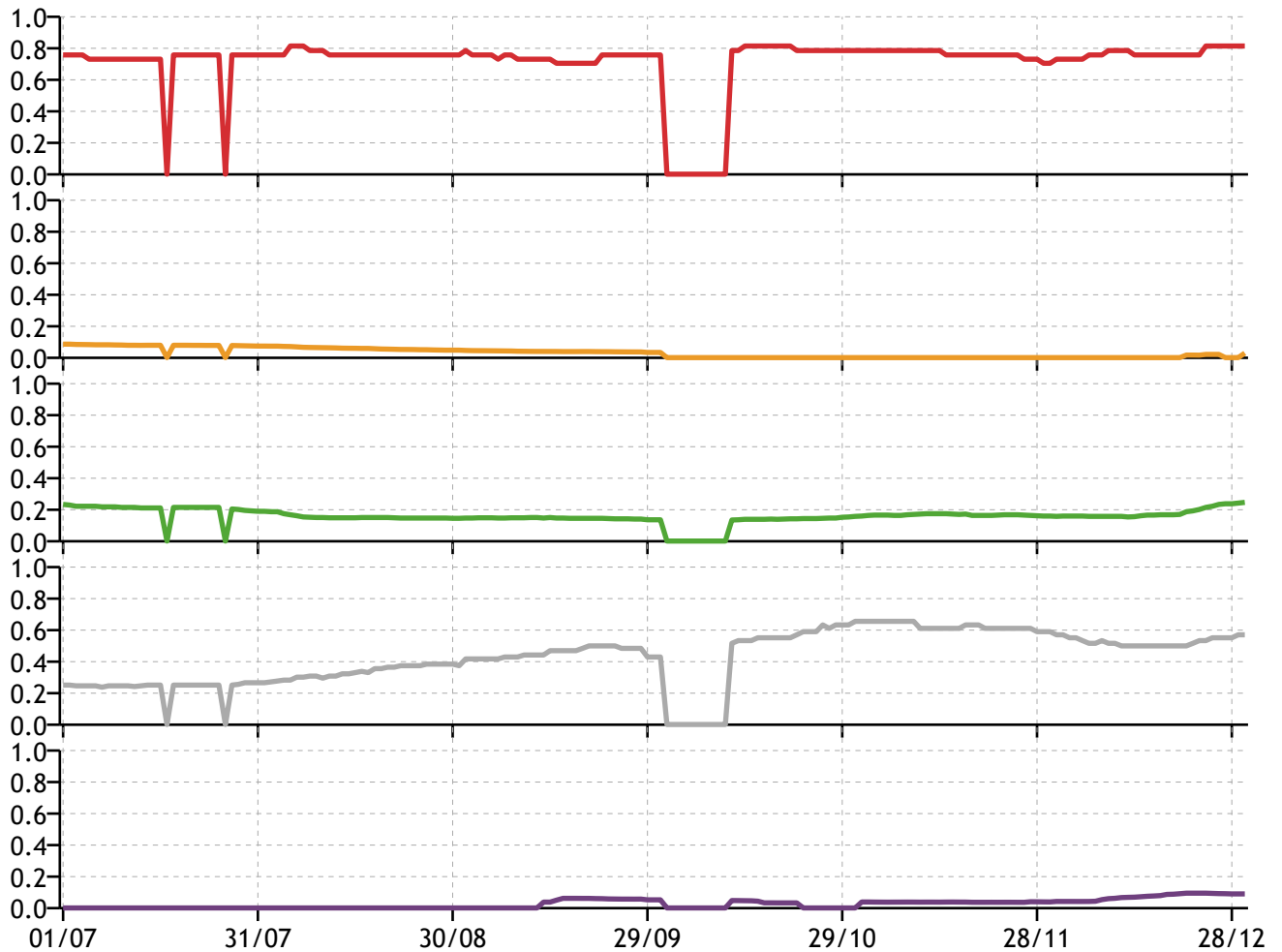


Figure 3: Comparisons for Florence and the Machine



Emerging Chart

This section presents the emerging chart performance for Florence and the Machine compared to similar artists. Florence and the Machine was ranked 127th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for Florence and the Machine was 14th.

127th Overall Rank

14th Best Position

Artist	Rank	Best Position
Deadmau5	8th	4
The Black Keys	69th	10
Florence and the Machine	127th	14
Marina and the Diamonds	159th	17
The Temper Trap	191st	19
Yeasayer	236th	23
Broken Bells	259th	24
Mumford And Sons	414th	43

Figure 4: Artist Emerging Ranks

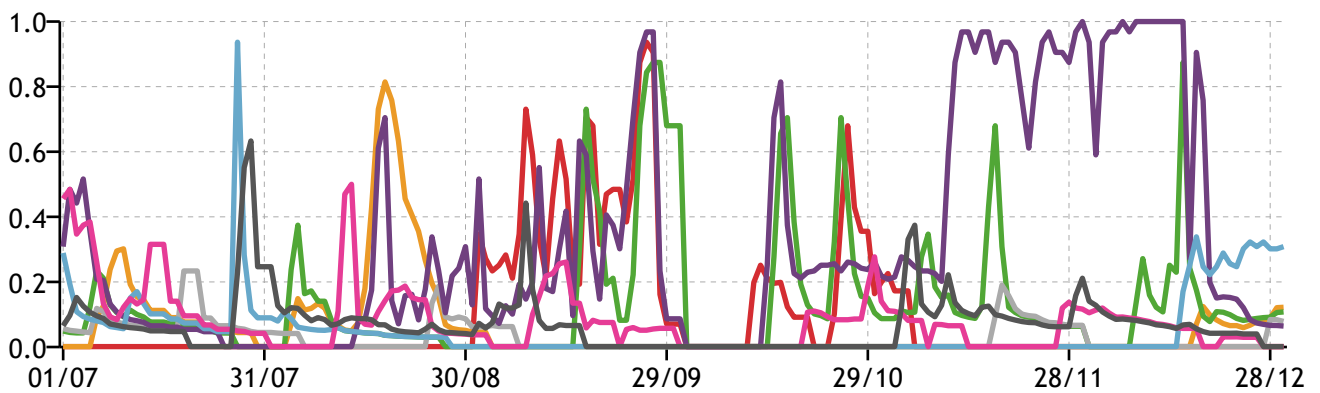


Figure 5: Artist Mainstream Emerging Popularity over Time



Emerging Comparison

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

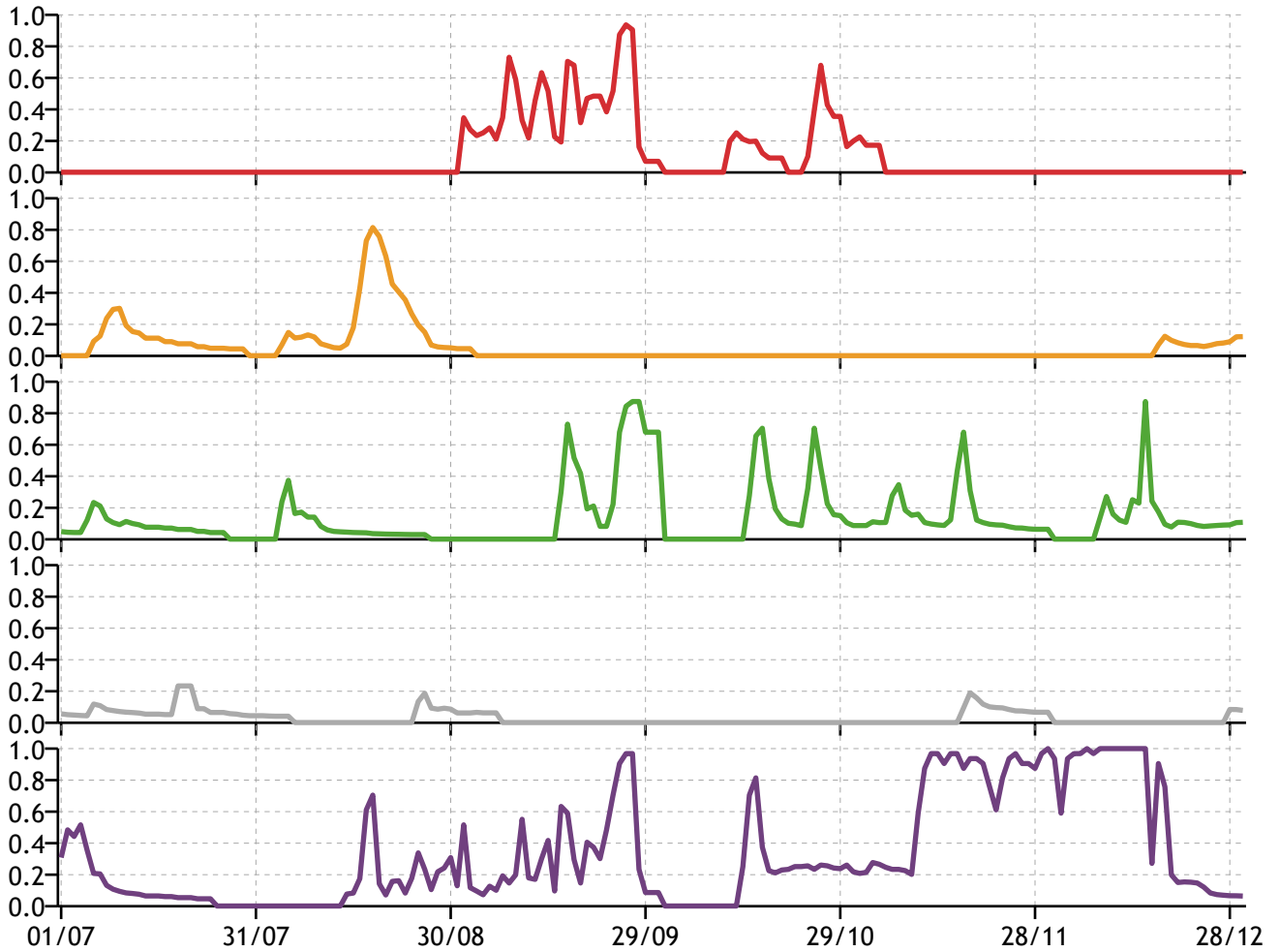


Figure 6: Comparisons for Florence and the Machine



Mainstream Singles

This section presents the best charting singles for Florence and the Machine on the Mainstream We Are Hunted charts

Dog Days Are Over

Best Single

14th

Best Position

Single	Best Position
Dog Days Are Over	14
Kiss With A Fist	46
You've Got The Love	57
Cosmic Love	68
Rabbit Heart (Raise It Up)	72
Howl	116
Drumming Song	125
I'm Not Calling You a Liar	159

Figure 7: Best Single Positions

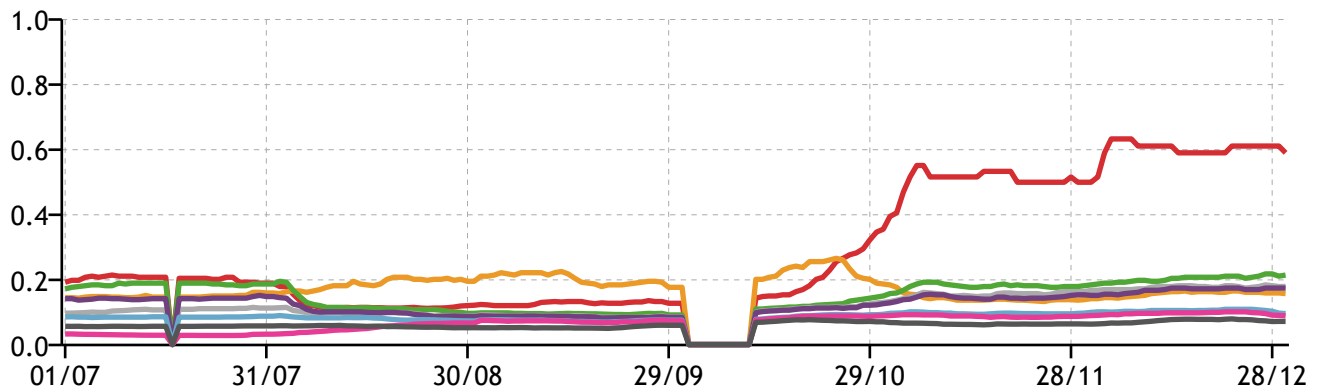


Figure 8: Singles Chart Comparison over Time



Mainstream Singles Comparison

This section compares the mainstream chart performance of the most popular singles released by Florence and the Machine. 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.

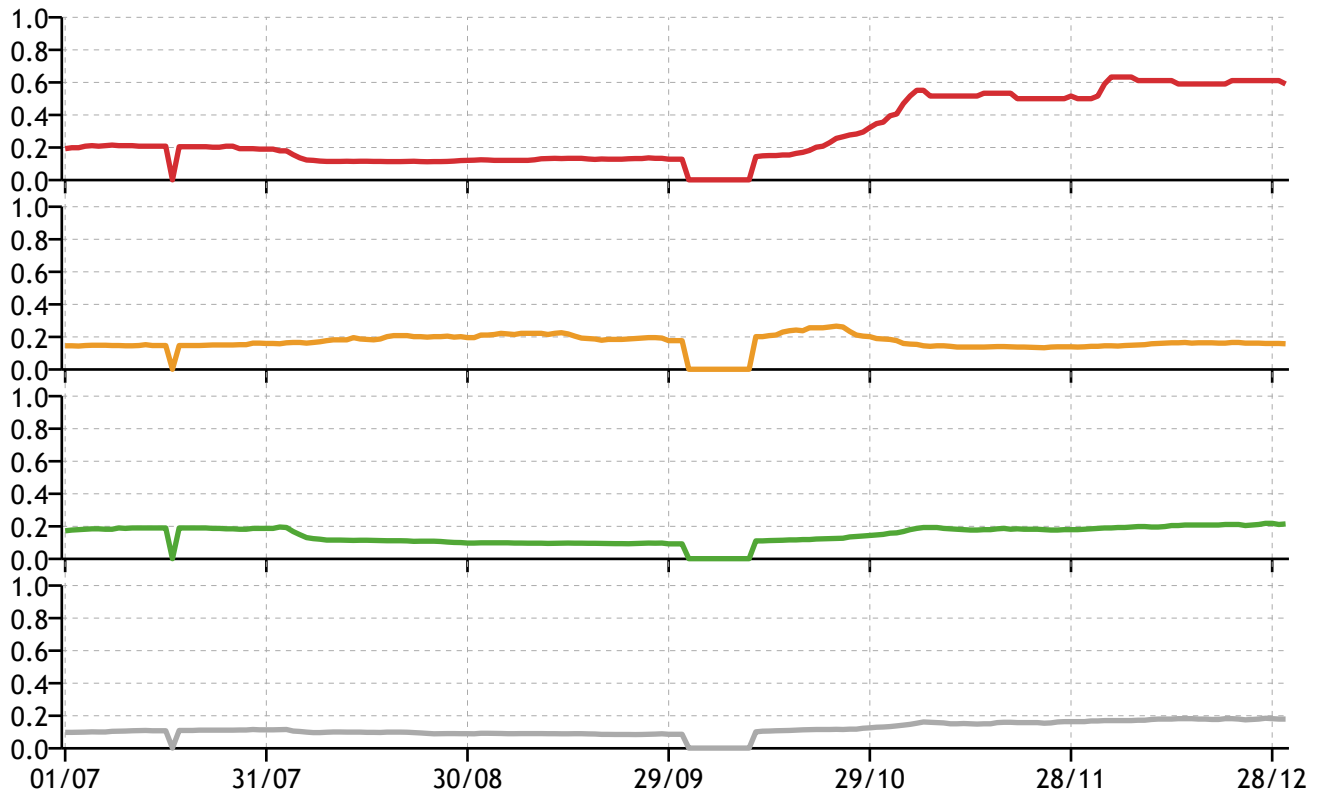
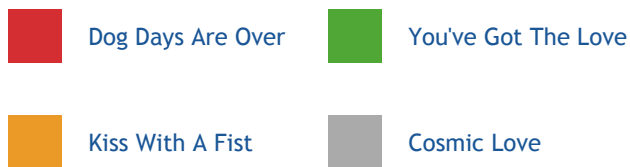


Figure 9: Chart ranking for Florence and the Machine



Emerging Singles

This section presents the best charting singles for Florence and the Machine on the Emerging We Are Hunted charts

Addicted To Love

Best Single

2nd

Best Position

Single Best Position

Addicted To Love	2
Island, Dog Days Are Over	23
Swimming	24

Figure 10: Best Single Positions

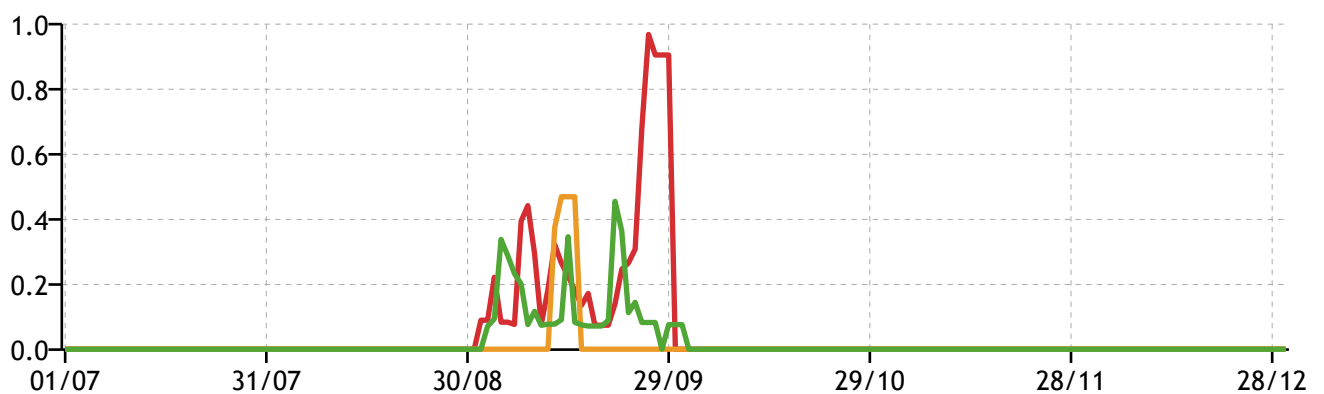
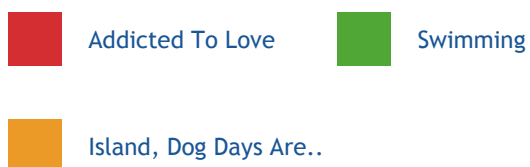


Figure 11: Singles Chart Comparison over Time



Emerging Singles Comparison

This section compares the emerging chart performance of the most popular singles released by Florence and the Machine. 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.

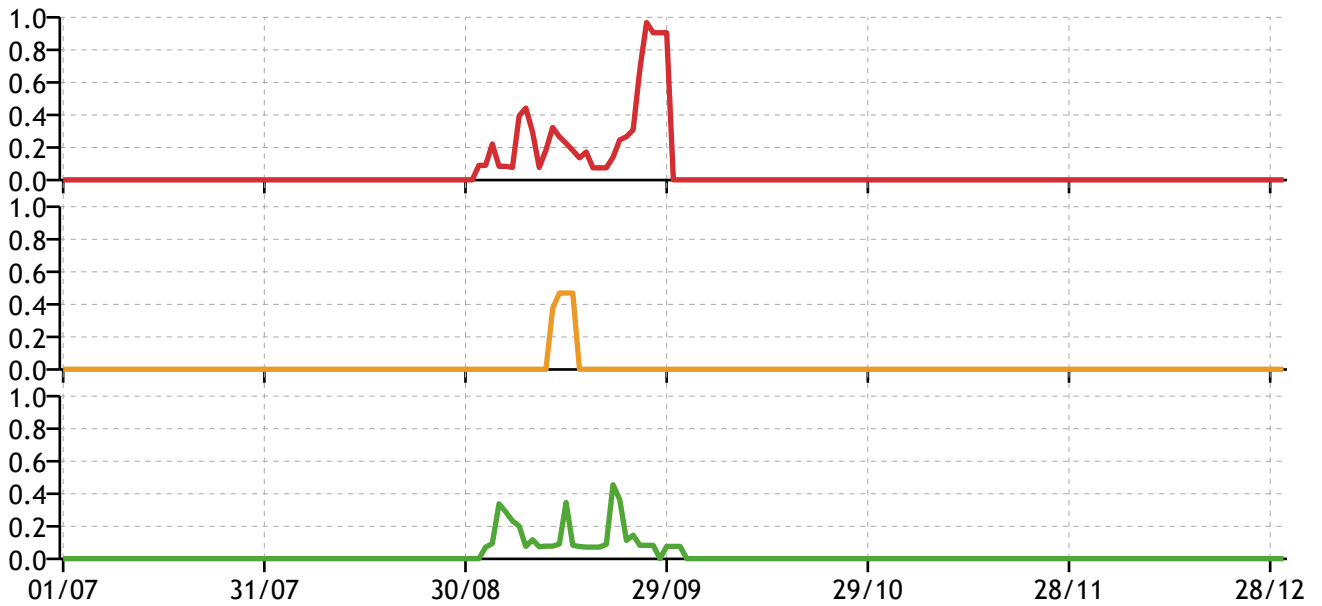
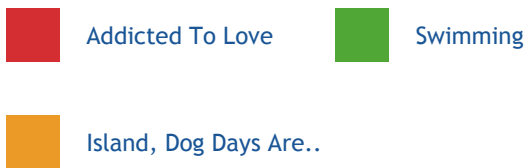


Figure 12: Chart ranking for Florence and the Machine



Twitter Coverage

Twitter Popularity

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

52nd Overall Rank

18,194 Tweets

0.003% Share

Artist	Rank	Tweets	Share
Florence and the Machine	52nd	18,194	0.003%
The Black Keys	91st	13,123	0.002%
Mumford And Sons	93rd	12,740	0.002%
Deadmau5	173rd	8,235	0.001%
The Temper Trap	353rd	4,791	0.001%
Marina and the Diamonds	386th	4,440	0.001%
Broken Bells	500th	3,525	0.001%
Yeasayer	629th	2,850	0.000%

Figure 13: Twitter Coverage Comparison

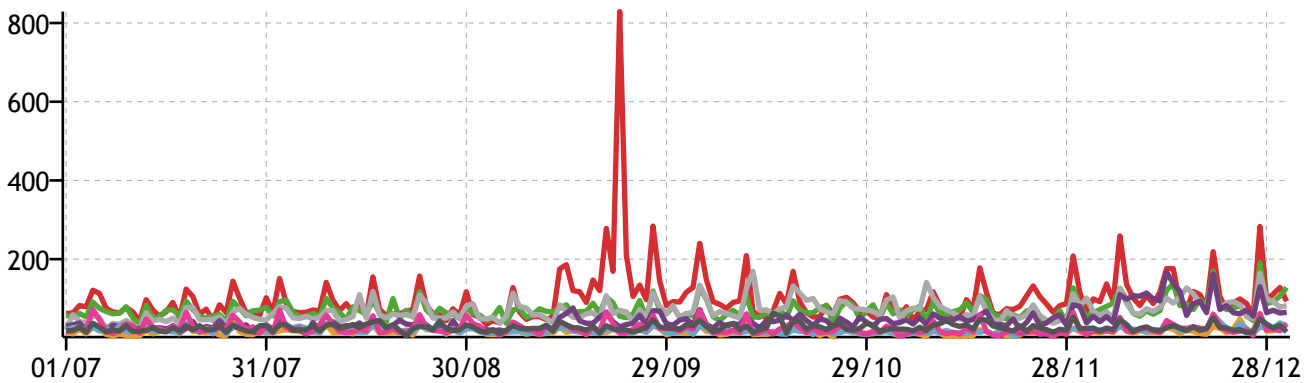


Figure 14: Twitter Coverage over Time



Twitter Comparison

This section compares the total number of tweets mentioning Florence and the Machine to similar artists.

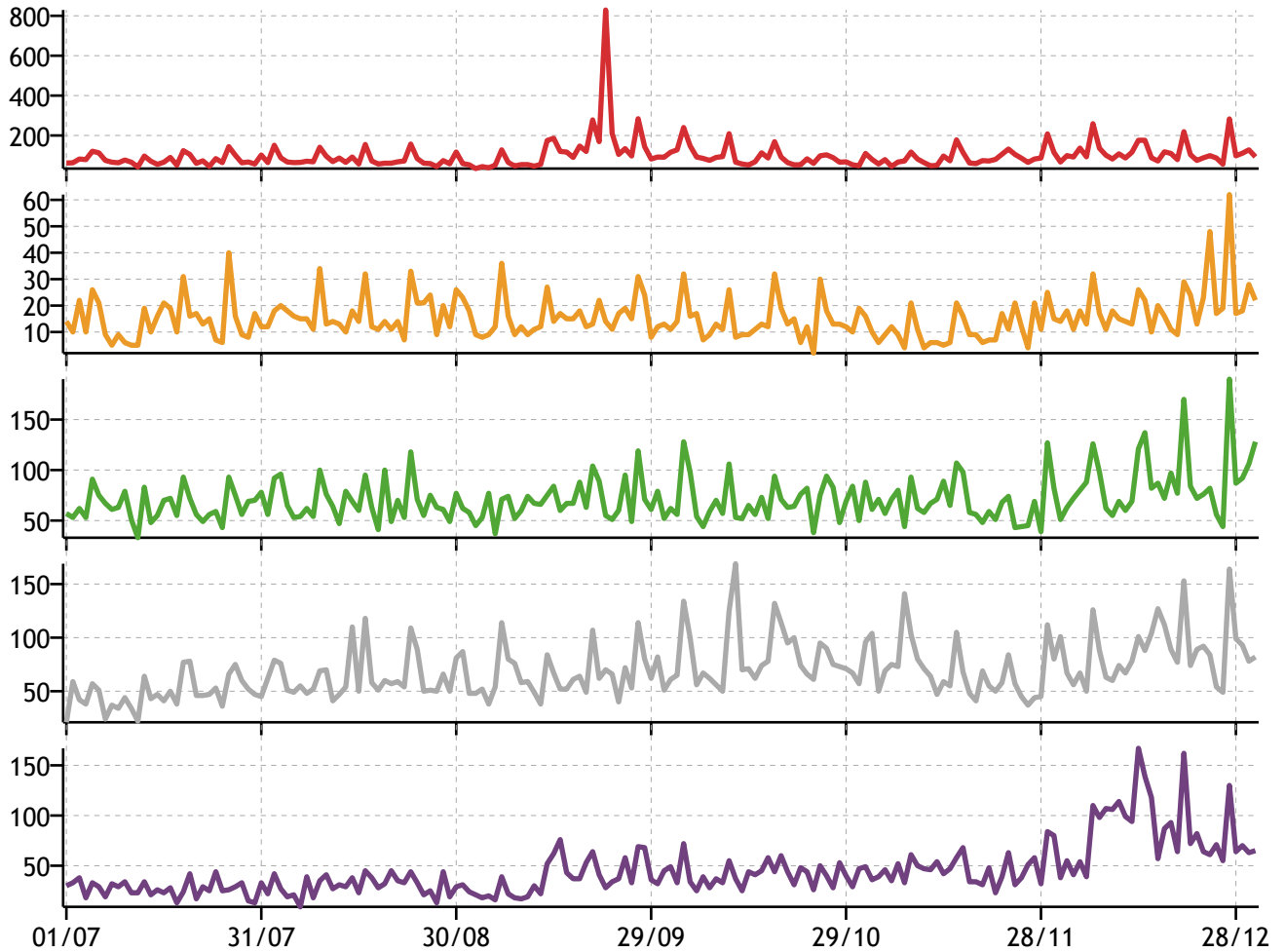
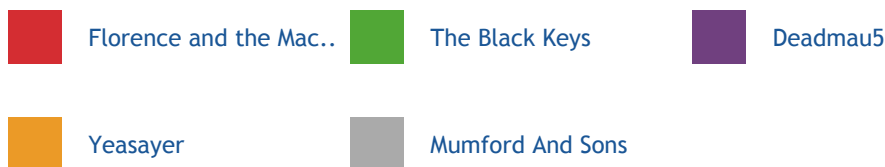


Figure 15: Comparisons for Florence and the Machine



Mainstream Chart vs Twitter

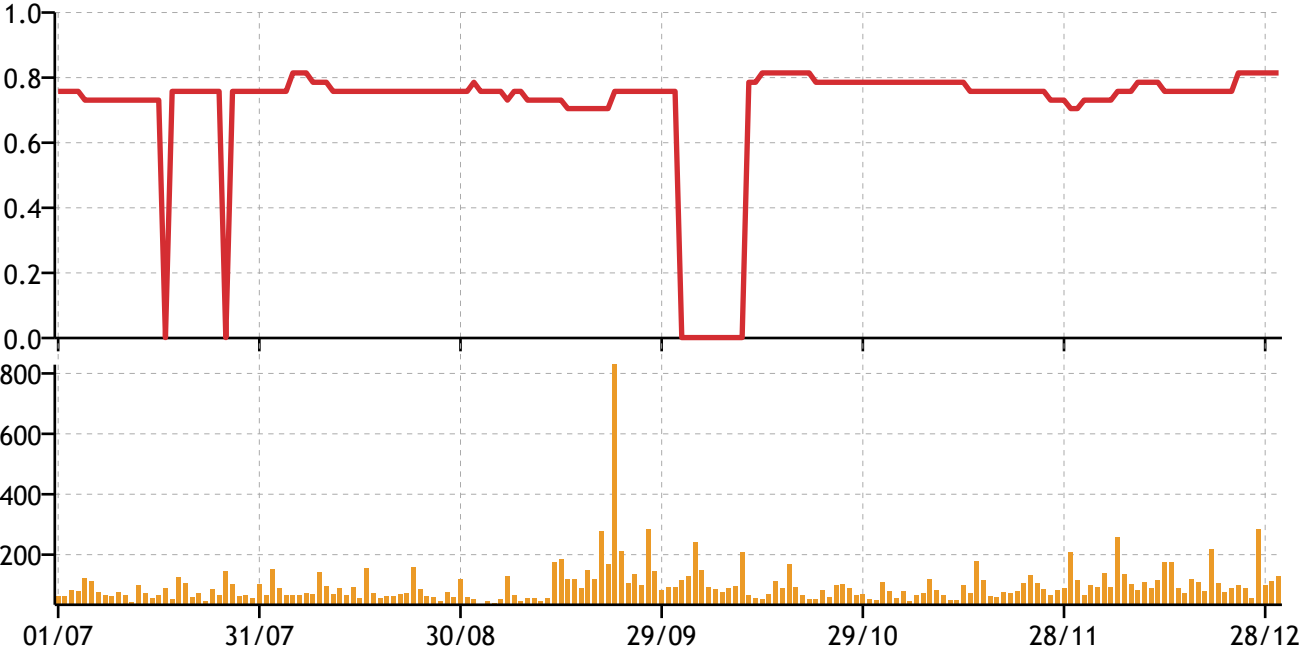


Figure 16: Florence and the Machine Chart Popularity vs Twitter Coverage

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



Emerging Chart vs Twitter

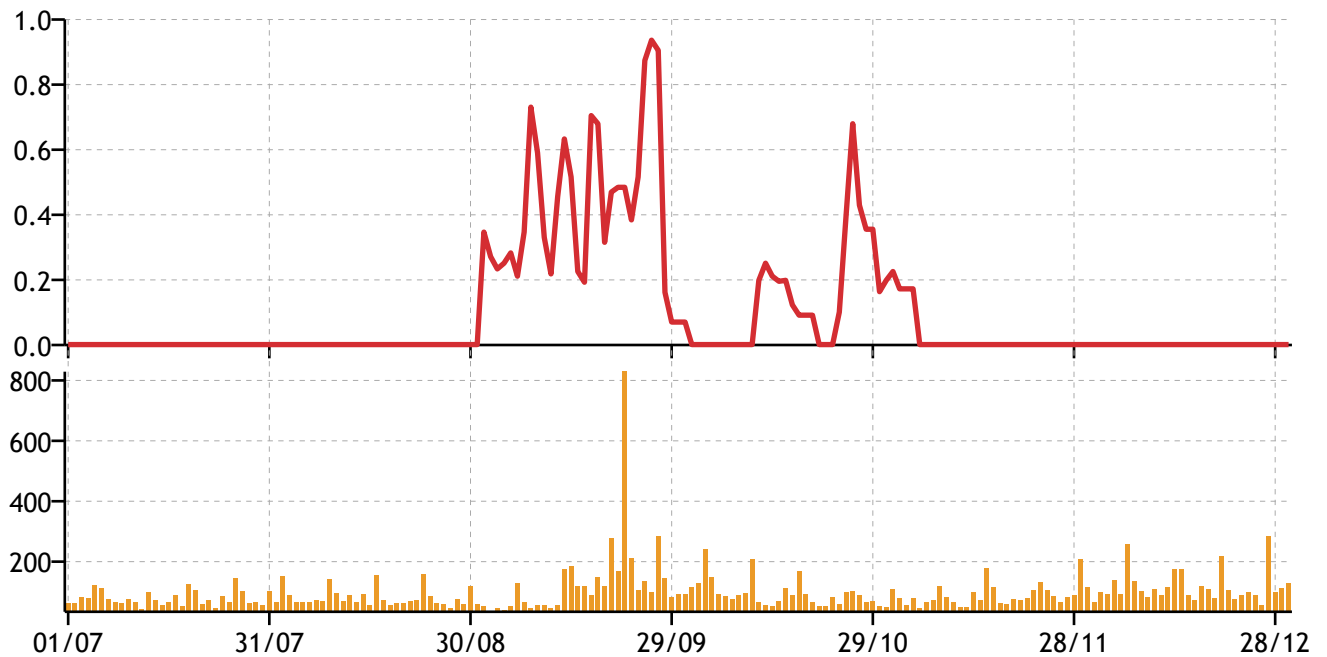


Figure 17: Florence and the Machine Chart Popularity vs Twitter Coverage

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 Florence and the Machine in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/mark_till	mark_till	Los Angeles California	62	2,528	156,736
2	twitter.com/jackcrute	Jack Nathaniel Crute	The North of England, UK	9	11,572	104,148
3	twitter.com/Naestopaz	naestopaz	Denver, Colorado, USA	109	935	101,915
4	twitter.com/straywebsurfer	straywebsurfer Ray	Tokyo, Japan	21	3,195	67,095
5	twitter.com/RandDuren	Rand Duren	Dallas, TX	10	4,261	42,610
6	twitter.com/TudoAoContrario	Antonio Mendes	Messines - Algarve - Portugal	27	1,251	33,777
7	twitter.com/ms_cornwall	ms cornwall	on my throne in Hades :)	12	2,480	29,760
8	twitter.com/marcylauren	Marcy McGowan	Delaware	17	1,721	29,257
9	twitter.com/Caloo20	Carlos Silva V.		17	1,433	24,361
10	twitter.com/DreamySim1	DreamySim1	iPhone: 0.000000,0.000000	13	1,733	22,529
11	twitter.com/seb098	sebastian collier	London	13	1,468	19,084
12	twitter.com/prp2	Pete	Whitehall, PA	15	1,190	17,850
13	twitter.com/Lambiexx	lambcullen	Manchester UK	13	1,370	17,810
14	twitter.com/Dfrom82	Dani	Quito	10	1,748	17,480
15	twitter.com/troublenow	Andrej	Cologne	13	1,336	17,368
16	twitter.com/makiniritrite	Robin Pernice	Kansas City, MO	9	1,899	17,091
17	twitter.com/Shaman777	Michael	All Along the Watchtower	9	1,844	16,596
18	twitter.com/AceTheNomad	Adrianna Hart - Ace		12	1,365	16,380
19	twitter.com/l1brat1on	l1brat1on	Worldwide, TX	41	395	16,195
20	twitter.com/greenfields47	rajakumar	Kuala Lumpur	12	1,326	15,912
21	twitter.com/KitsuShel	Kitsu Shel	Philadelphia, PA	12	1,310	15,720
22	twitter.com/GoldeninTime	kc Blue	Little Egypt	32	482	15,424
23	twitter.com/ThamiScharf	Thamiris C. Scharf	esquina	14	1,098	15,372
24	twitter.com/_Zafrina_	Zafrina Torregrossa	On Felix's Lap	8	1,847	14,776
25	twitter.com/Gen22	Genevieve	Canada	11	1,332	14,652
26	twitter.com/Sebas_Mendez	Sebastián Méndez.	Bogotá.	18	754	13,572
27	twitter.com/rockchalk75	Steven Jackson	ÜT: 36.757947,-95.928918	14	950	13,300

Figure 18: Top 50 Users tweeting about Florence and the Machine

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/OneRecent	OneRecent	London	24	538	12,912
29	twitter.com/singlemama_cc	singlemama CC	Minneapolis/Seattle	9	1,374	12,366
30	twitter.com/martagodinho	Marta	Lisbon, Portugal	22	551	12,122
31	twitter.com/romuloantonio	rômulo antônio.	Brasil	13	879	11,427
32	twitter.com/_Sandra_R_	Sandra		25	452	11,300
33	twitter.com/jdyates	JD	Dallas, TX	9	1,203	10,827
34	twitter.com/JonasBla	Jonas ▯	51.35063, 7.117	9	988	8,892
35	twitter.com/blueyedstar4	Lina	Questionably in reality	14	630	8,820
36	twitter.com/dreamwevagypsy	~*Jenn*~	New York	9	930	8,370
37	twitter.com/alekr2o	Alejandra Cardoso	México, D.F.	26	287	7,462
38	twitter.com/Dawn_KJ	Dawn K. Johnson	Huntington, WV	18	402	7,236
39	twitter.com/LacedRadio	Laced Radio TM	Los Angeles, CA/Austin, Tx	10	695	6,950
40	twitter.com/thoorgaldino	Heitor	São Paulo, Brazil	9	722	6,498
41	twitter.com/erinna77	Manuela	Turin, Italy	10	638	6,380
42	twitter.com/25jd1	john	ireland	14	454	6,356
43	twitter.com/_Daaviiid	David Andrey -ek	Santa Catarina - Itajaí	9	690	6,210
44	twitter.com/Lilyana_Pinto	Liliana Pinto	Porto	18	325	5,850
45	twitter.com/_rafaelm	Rafa Martins	Brasil/Far Far Away	10	581	5,810
46	twitter.com/VitorSalvade	Vitor Souto	São Gabriel - RS - Brasil	16	355	5,680
47	twitter.com/Jumpropez	Erin	Toronto, Canada	20	274	5,480
48	twitter.com/elisafonseca	Elisa Fonseca		14	381	5,334
49	twitter.com/Miss_Jayhsuga	Jessica	Emerald Coast,Florida	9	575	5,175
50	twitter.com/LPMissy	Missy	ÜT: 39.34635,-76.590939	11	467	5,137

Figure 18 (continued): Top 50 Users tweeting about Florence and the Machine

Shared Twitter Links

This section lists the most popular urls in tweets mentioning Florence and the Machine during this period.

URL	Rank	Tweets
http://www.last.fm/music/Florence+%2B+The+Machine/_/Dog Days Are Over	1	221
http://www.last.fm/music/Florence%2B%252B%2Bthe%2BMachine	2	209
http://www.last.fm/music/Florence+%2B+The+Machine/_/Cosmic Love	3	109
http://www.last.fm/music/Florence+%2B+The+Machine/_/You%27ve Got The Love	4	78
http://www.last.fm/music/Florence+%2B+The+Machine/_/Rabbit Heart (Raise It Up)	5	76
http://www.last.fm/music/Florence+%2B+The+Machine/_/Kiss With A Fist	6	65
http://www.last.fm/music/Florence+%2B+The+Machine/_/Heavy In Your Arms	7	64
http://www.last.fm/music/Florence+%2B+The+Machine/_/Howl	8	63
http://www.last.fm/music/Florence+%2B+The+Machine/_/Drumming Song	9	59
http://www.last.fm/music/Florence+%2B+The+Machine/_/Blinding	10	45
http://www.last.fm/music/Florence+%2B+The+Machine/_/Hurricane Drunk	11	41
http://www.last.fm/music/Florence+%2B+The+Machine/_/I%27m Not Calling You A Liar	12	35
http://www.last.fm/music/Florence+%2B+The+Machine/_/Girl With One Eye	13	35
http://www.last.fm/music/Florence+%2B+The+Machine/_/Between Two Lungs	14	34
http://tinysong.com/7zpp	15	30
http://www.last.fm/music/Florence+%2B+The+Machine/_/My Boy Builds Coffins	16	25
http://www.last.fm/music/Florence+%2B+The+Machine/_/Bird Song	17	24
http://tinysong.com/iJW3	18	23
http://www.last.fm/music/Florence+%2B+The+Machine/_/Falling	19	21
http://www.thesixtyone.com/s/5X6CJmbA6qc/	20	20
http://www.tweekly.fm/user/gabriel_duck	21	20
http://www.stereomood.com/song/26806	22	20
http://tinysong.com/7ozR	23	18
http://tinysong.com/7iln	24	18
http://tinysong.com/k7hx	25	16
http://tinysong.com/sh4F	26	16
http://www.last.fm/music/Florence+%2B+The+Machine/_/Hardest of Hearts	27	16

Figure 19: Top Shared Links on Twitter mentioning Florence and the Machine

URL	Rank	Tweets
http://getglue.com/recording_artists/florence_and_the_machine	28	16
http://tinysong.com/kj5t	29	16
http://www.stereomood.com/song/22555	30	13
http://tinysong.com/jqFA	31	13
http://www.last.fm/music/Florence+%2B+The+Machine/_/Swimming	32	12
http://getglue.com/recording_artists/florence_and_the_machine?s=tch&ref=SarahFaith74#SarahFaith74	33	12
http://www.tunewiki.com/	34	11
http://www.tweekly.fm/user/elisafonseca	35	11
http://tinysong.com/c00H	36	10
http://www.tweekly.fm/user/ottaviobento	37	10
http://www.tweekly.fm/user/Luizando	38	10
http://www.tweekly.fm/user/starsburn	39	10
http://www.tweekly.fm/user/romuloantonio	40	9
http://www.last.fm/music/Florence%2B%252B%2Bthe%2...	41	9
http://www.tweekly.fm/user/deyvidwillian	42	9
http://www.tweekly.fm/user/nellyphant	43	9
http://www.tweekly.fm/user/RandDuren	44	9
http://www.tweekly.fm/user/thamischarf	45	9
http://www.tweekly.fm/user/nish35	46	9
http://www.tweekly.fm/user/acciodouggie	47	9
http://www.last.fm/music/Florence+%2B+The+Machine/_/Hospital Beds	48	9
http://www.tweekly.fm/user/gospodin_mk	49	9
http://www.tweekly.fm/user/jilljen	50	8
http://www.last.fm/music/Florence+%2B+The+Machine/_/Addicted To Love (Robert Palmer Cover)	51	8
http://www.last.fm/music/Florence+%2B+The+Machine/_/Bird Song Intro	52	8
http://www.tweekly.fm/user/laureledwards	53	8
http://www.tweekly.fm/user/dieghomx	54	8
http://www.tweekly.fm/user/_mmiK_	55	8
http://tinysong.com/glZq	56	8
http://www.last.fm/music/Florence+%2B+the+Machine/_/Cosmic Love (Short Club Remix)	57	8
http://www.tweekly.fm/user/heybells_	58	8
http://www.foxytunes.com/artist/florence+%2b+the+machine/track/rabbit+heart+(raise+it+up)?locale=pt-...	59	8
http://www.tweekly.fm/user/notesinmydrawer	60	8

Figure 19 (continued): Top Shared Links on Twitter mentioning Florence and the Machine

News Coverage

News Popularity

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

159th Overall Rank

679 Articles

0.017% Share

Artist	Rank	Articles	Share
The Black Keys	89th	914	0.023%
Mumford And Sons	154th	685	0.017%
Yeastayer	158th	679	0.017%
Florence and the Machine	159th	679	0.017%
Deadmau5	231st	517	0.013%
The Temper Trap	389th	350	0.009%
Marina and the Diamonds	398th	345	0.009%
Broken Bells	422nd	325	0.008%

Figure 20: News Coverage Comparison

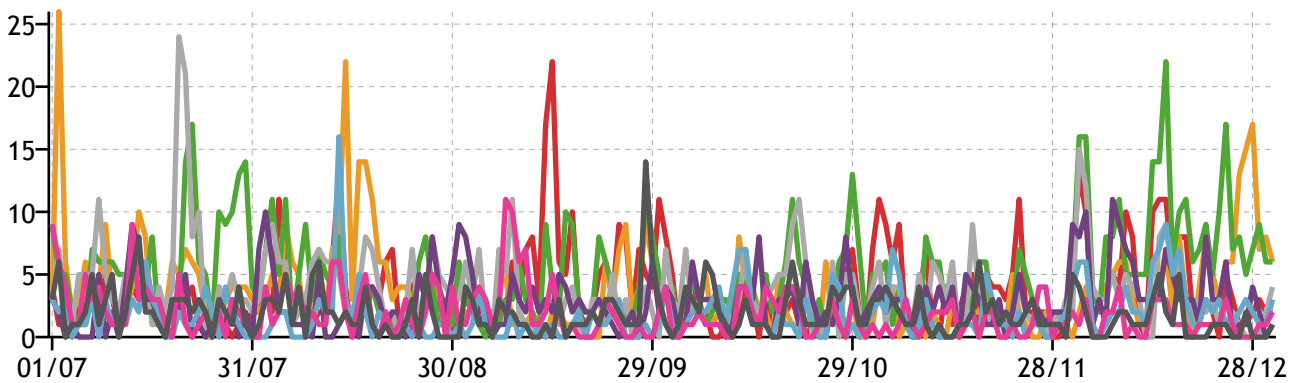
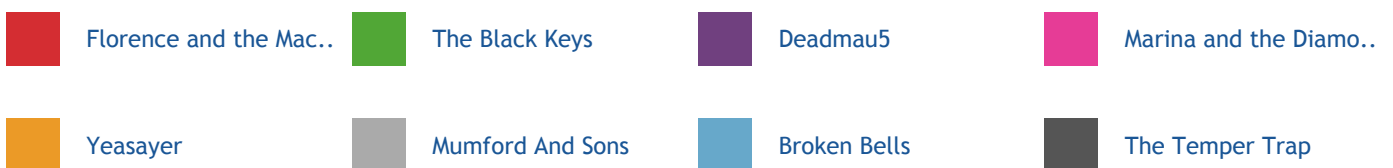


Figure 21: News Coverage over Time



News Comparison

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

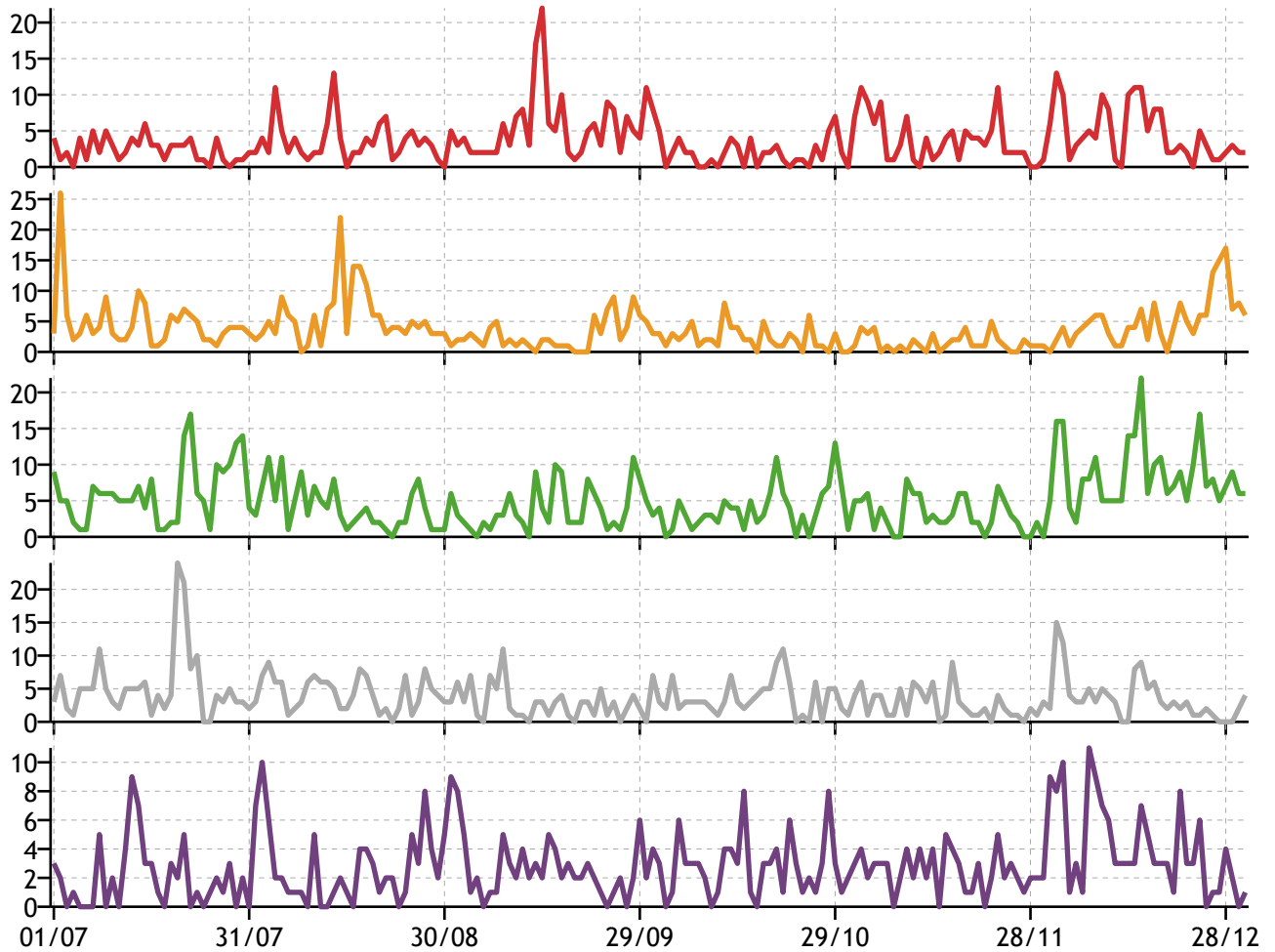
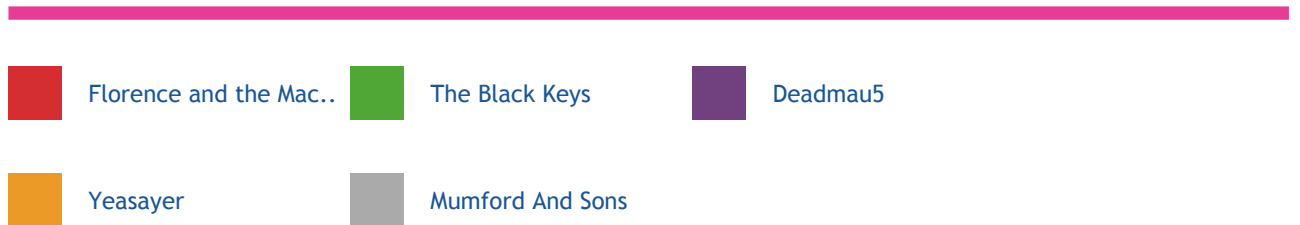


Figure 22: Comparisons for Florence and the Machine



Mainstream Chart vs Sentiment

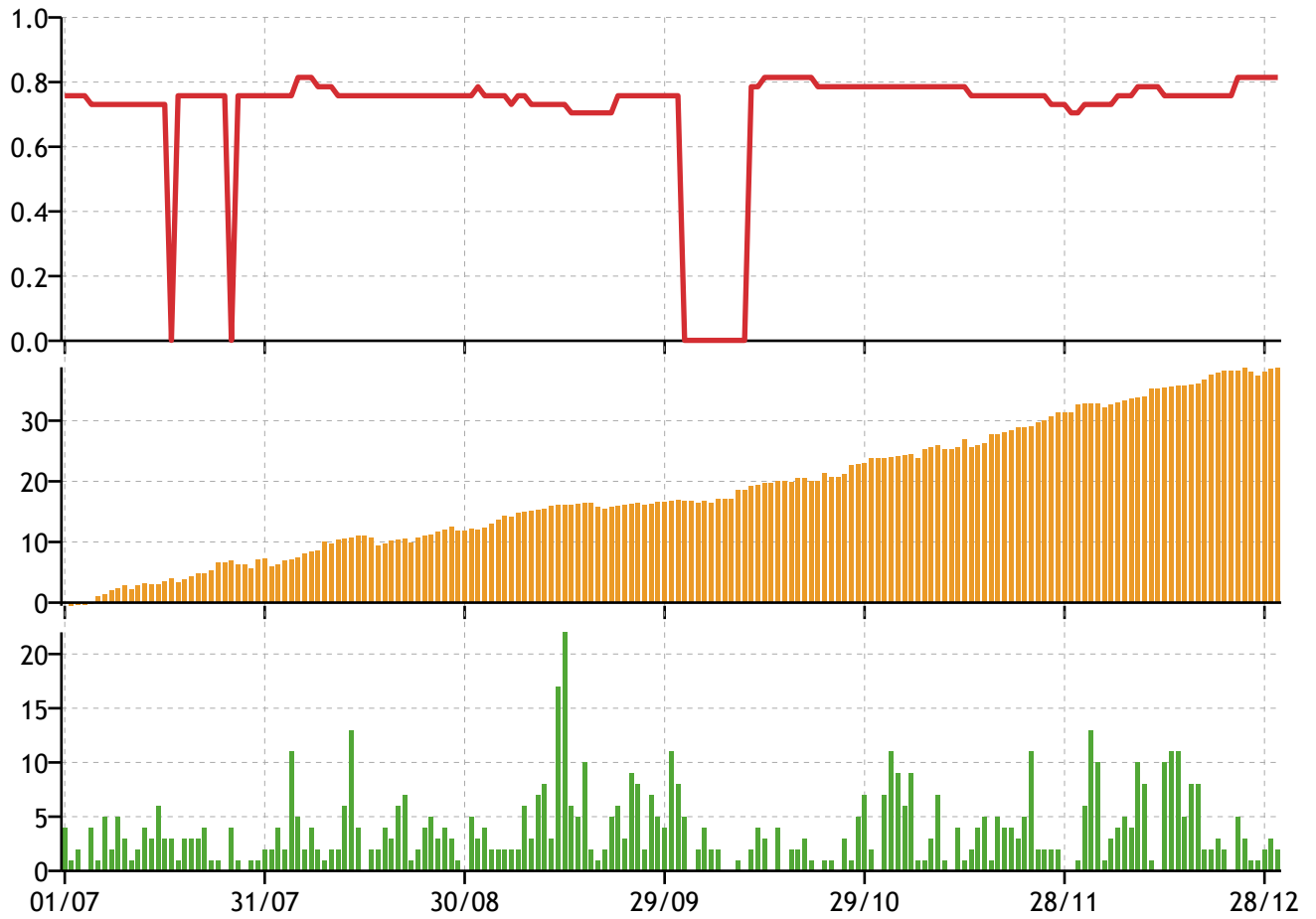


Figure 23: Florence and the Machine Chart Popularity vs News Sentiment + Volume

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 Florence and the Machine that day.



Emerging Chart vs Sentiment

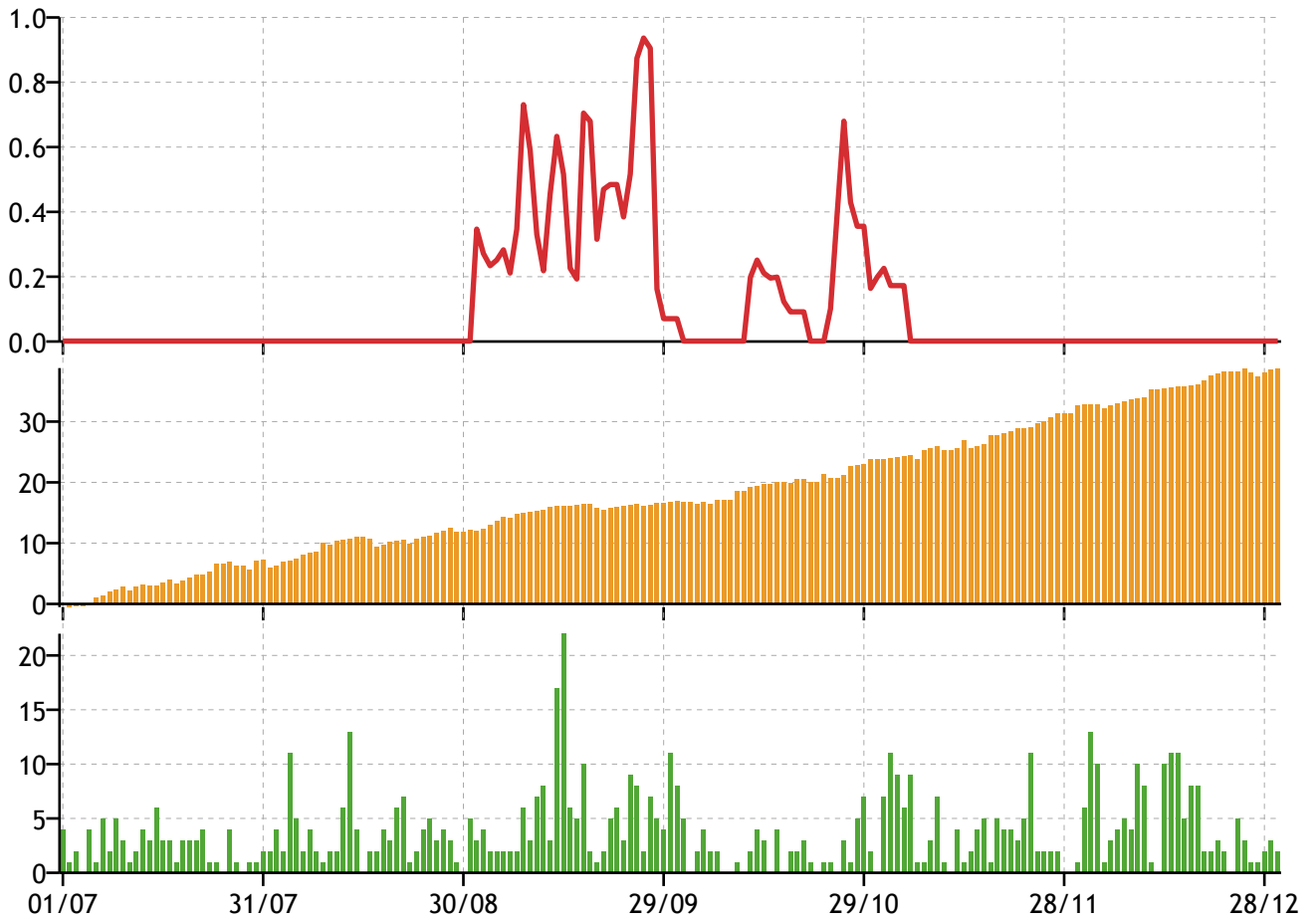
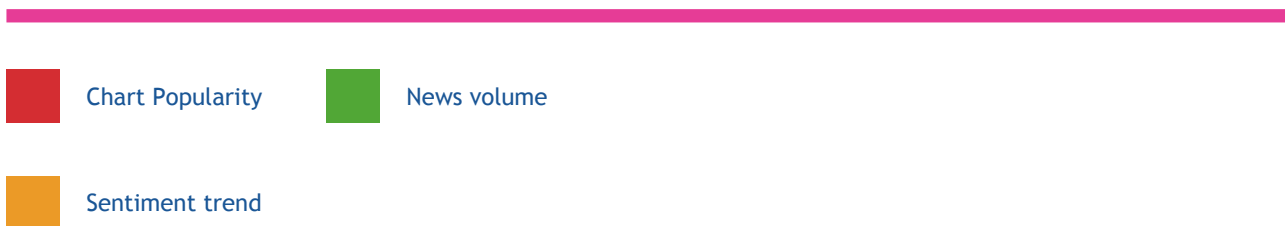


Figure 24: Florence and the Machine Chart Popularity vs News Sentiment + Volume

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 Florence and the Machine that day.



Top Publishers

- MTV Newsroom
- Spin
- Clash Music
- Prefix Magazine
- NME - News
- Idolator
- Other



Figure 25: Top Publishers related to Florence and the Machine

Top Publishers	Mentions
MTV Newsroom	44
Spin	28
Clash Music	20
Prefix Magazine	14
NME - News	13
Idolator	13
The Music Slut	7
brooklynvegan	7
Pitchfork	7
whiteboycdancefloor	6
Cuchara Sonica	6
HitFix	5
The Panic Manual	5
JPs Blog	5
Raised on Indie	5

Figure 26: Most frequently mentioned Top Publishers

Top News Publishers

Publisher	Rank	Articles
MTV Newsroom - http://newsroom.mtv.com/	1	44
Spin - http://www.spin.com/	2	28
Clash Music - http://www.clashmusic.com/	3	20
Prefix Magazine - http://prefixmag.com	4	14
NME - News - http://www.nme.com/	5	13
Idolator - http://www.idolator.com/	6	13
The Music Slut - http://themusicslut.com	7	7
brooklynvegan - http://www.brooklynvegan.com/	8	7
Pitchfork - http://pitchfork.com/	9	7
whiteboydancefloor - http://whiteboydancefloor.blogspot.com	10	6
Cuchara Sonica - http://cucharasonica.com	11	6
HitFix - http://www.hitfix.com/	12	5
The Panic Manual - http://www.panicmanual.com	13	5
JPs Blog - http://jp917.blogspot.com/	14	5
Raised on Indie - http://www.raisedonindie.com/	15	5
Sweeping The Nation - http://sweepingthenation.blogspot.com/	16	4
Culture Bully - http://www.culturebully.com	17	4
Rollo & Grady - http://www.rollogrady.com	18	4
Noise Porn - http://www.noiseporn.com/	19	3
Modern Mystery - http://modernmystery.wordpress.com	20	3
stereogum - http://www.stereogum.com/	21	3
betterPropaganda Reviews - http://betterpropaganda.com/	22	3
DoucheBagFace - http://www.dbf-music.com/	23	3
No Rock&Roll Fun - http://xrrf.blogspot.com	24	3
knicken // plakative platzierungen - http://knicken.blogspot.com/	25	2
Triple J - Music News - http://triplej.abc.net.au/	26	2
bridging the atlantic - http://bridgingtheatlantic.blogspot.com/	27	2

Figure 27: Top 78 Publishers mentioning Florence and the Machine

Publisher	Rank	Articles
PopWreck(oning) - http://popwreckoning.com/	28	2
We All Want Someone To Shout For - http://www.weallwantsomeone.com/	29	2
Audio Muffin - http://audiomuffin.com	30	2
Rolling Stone: Smoking Section - http://www.rollingstone.com/blogs/smokingsection/rss.xml	31	2
the culture of me - http://www.thecultureofme.com	32	2
5 Acts - http://5acts.blogspot.com	33	2
The Vinyl District - http://vinyldistrict.blogspot.com/	34	2
wongie's music world - http://wongiesmusicworld.blogspot.com/index.html	35	2
Indie For Bunnies - http://www.indieforbunnies.com	36	2
Pretty Much Amazing - http://prettymuchamazing.com/	37	2
Paste Magazine - http://www.pastemagazine.com/	38	2
Bottom of the Glass - http://bottom-of-the-glass.blogspot.com	39	2
NME - Blog - http://www.nme.com/	40	2
Guardian music - http://www.guardian.co.uk/music	41	2
Hidden Track - http://www.glidemagazine.com/hiddentrack	42	2
Tastes Like Caramel - http://tasteslikecaramel.blogspot.com/	43	2
Electric Zoo - http://electriczoo.blogspot.com/index.html	44	1
bigstereo - http://this.bigstereo.net	45	1
Tuneage - http://tuneage.tumblr.com/	46	1
Daily Telegraph - music - http://www.dailytelegraph.com.au/entertainment/music	47	1
blouse - http://blousesydney.blogspot.com/	48	1
Rolling Stone: Features - http://www.rollingstone.com/	49	1
Chromewaves - http://www.chromewaves.net	50	1
Karinski.net - http://www.karinski.net/	51	1
Keep Hope Inside - http://keephopeinside.blogspot.com	52	1
Welikeit.indie - http://blog.welikeitindie.com/	53	1
2dopeboyz - http://2dopeboyz.com	54	1
Radio Exile - http://radioexile.com	55	1
CHROMEMUSIC - http://www.chromemusic.de	56	1
Discobelle.net - http://www.discobelle.net	57	1
Consequence of Sound - http://www.consequenceofsound.net/	58	1
Jonk Music - http://jonkmusic.blogspot.com	59	1
Ear It Now - http://www.earitnow.com/	60	1
caffeine-headache - http://caffeine-headache.net/	61	1
Orange Country Register - music - http://www.ocregister.com/	62	1
Untitled - http://www.untitledrecords.com/	63	1
The A.V. Club - http://www.avclub.com/	64	1
The Modern Age - http://www.themodernage.org	65	1

Figure 27 (continued): Top 78 Publishers mentioning Florence and the Machine

Publisher	Rank	Articles
Future Sounds - http://futuresounds.blogspot.com/	66	1
Rubin Recommends - http://www.rubinrecommends.com	67	1
You Can Call Me Pelski - http://ppelectro.blogspot.com/	68	1
Battery In Your Leg - http://batteryinyourleg.com/blog	69	1
Mashup of the Week Podcast - http://www.mashuptown.com/	70	1
Guilt Free Pleasures - http://guiltfreepleasure.blogspot.com/	71	1
I Heart AU - http://iheartau.com/	72	1
Stark Online - http://starkmagazine.blogspot.com/	73	1
Antler Darts - http://antlerdarts.blogspot.com/	74	1
INDIEBLOGHEAVEN - http://indieblogheaven.typepad.com/indieblogheaven/	75	1
inALLcaps - http://www.inallcaps.com	76	1
For the 'records' - http://mligon08.blogspot.com	77	1
#1 Hits From Another Planet - http://alienhits.blogspot.com	78	1

Figure 27 (continued): Top 78 Publishers mentioning Florence and the Machine

Best 5 News Days

1

14 September 2010 : 22 articles

Popular Articles this Day

Lady Gaga, Eminem, Muse, Florence And The Machine win at 2010 MTV VMAs

NME - News, 13 September 2010

Plus Kanye West and Taylor Swift both return to the awards following 2009 bust-up

Florence + The Machine: "Heavy In Your Arms" (Video)

Prefix Magazine, 14 September 2010

Hot on the heels of their VMAs performance , Florence & The Machine have released an eery video for "Heavy In Your Arms," their song from the Twilight: Eclipse soundtrack. ...

VMAs Had Huge Ratings

Prefix Magazine, 14 September 2010

This ought to be bad news for anyone who thought that Chelsea "Isn't it weird how some black people like gold fronts?" Handler's hosting job would have turned people off ...

Florence The Amazing Performer

AbsolutePunk, 14 September 2010

Watch *Florence and The Machine* (<http://www.myspace.com/florenceandthemachine>)'s video for "Heavy In Your Arms" in the replies.

Watch Florence's Moody New 'Twilight' Video

Spin, 14 September 2010

Fresh off delivering one of the best performances of the VMAs last night — plus picking up an award for Best Art Direction for the video to "Dog Days Are ...

Lady Gaga Rules 2010 MTV VMAs

Spin, 14 September 2010

Lady Gaga was last night's big winner at the MTV Video Music Awards in Los Angeles, taking home eight moon men statues, including Video of the Year and Best Female ...

30 Seconds To Mars Win VMA For Best Rock Video [News]

Ultimate Guitar, 13 September 2010

General Music News : Beating out indie darlings MGMT and Florence and the Machine, 30 Seconds to Mars took home the MTV VMA for Best Rock Video.

["Dog Days Are Over" \(Live At The VMAs\) \(Video\)](#)

Prefix Magazine, 13 September 2010

The VMAs were last night, they passed by without controversy, and you can check out our in-depth coverage here . Florence & the Machine won a minor award at the ...

[Florence + The Machine: "Dog Days Are Over" \(Live At The VMAs\) \(Video\)](#)

Prefix Magazine, 13 September 2010

The VMAs were last night, they passed by without controversy, and you can check out our in-depth coverage here . Florence & the Machine won a minor award at the ...

[VMAs 2010 - Live Blog](#)

Prefix Magazine, 13 September 2010

I'm not going to lie: despite the fact that I usually have no interest in whoever is nominated, I kind of look forward to MTV's Video Music Awards each year, ...

2

13 September 2010 : 17 articles

Popular Articles this Day

[Lady Gaga, Eminem, Muse, Florence And The Machine win at 2010 MTV VMAs](#)

NME - News, 13 September 2010

Plus Kanye West and Taylor Swift both return to the awards following 2009 bust-up

[30 Seconds To Mars Win VMA For Best Rock Video \[News\]](#)

Ultimate Guitar, 13 September 2010

General Music News : Beating out indie darlings MGMT and Florence and the Machine, 30 Seconds to Mars took home the MTV VMA for Best Rock Video.

["Dog Days Are Over" \(Live At The VMAs\) \(Video\)](#)

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[Florence + The Machine: "Dog Days Are Over" \(Live At The VMAs\) \(Video\)](#)

Prefix Magazine, 13 September 2010

The VMAs were last night, they passed by without controversy, and you can check out our in-depth coverage here . Florence & the Machine won a minor award at the ...

[VMAs 2010 - Live Blog](#)

Prefix Magazine, 13 September 2010

I'm not going to lie: despite the fact that I usually have no interest in whoever is nominated, I kind of look forward to MTV's Video Music Awards each year, ...

Interview: Florence + the Machine on their MTV Video Music Award noms

HitFix, 12 September 2010

Florence Welch of Florence + the Machine talks about dealing with the craziness of the past year and her MTV Video Music Award nominations.

Lady Gaga Challenges Herself For Video Of The Year: Better Know A VMA Category

MTV Newsroom, 12 September 2010

The 2010 MTV Video Music Awards are fast approaching, which means that soon you'll be treated to an excellent night of performances and appearances by the likes of Eminem, Linkin ...

MTV VMAs 2010: The Highlights—including Lady Gaga Announcing New Album 'Born This Way'

Chart Rigger, 13 September 2010

I literally just finished live-blogging the MTV Video Music Awards over on Idolator , and really three things stuck out tonight (aside from the fact that Robyn 's performance with ...

Florence & The Machine covers Mystery Jets

idiomag, 13 September 2010

recordstore.co.uk By the time they released their third record Twenty-One in 2008, the United Kingdom's Mystery Jets were already a relatively big deal at home, consistently charting with their records ...

MTV VMA 2010 - Winners and More...

Independent Music, 13 September 2010

- Winners and More... Lady Gaga wiped the floors off the competition with 8 wins. Full list of winners below: Video of the Year: Lady GaGa – 'Bad Romance' Best ...

3

13 August 2010 : 13 articles

Popular Articles this Day

The 2010 VMA Countdown: Eddie Murphy Hits The Streets, Searches For Relief

MTV Newsroom, 13 August 2010

The 2010 MTV Video Music Awards are only a month away. The biggest party of the year features nominated clips by Lady Gaga, Drake, Eminem, Jay-Z, Ke\$ha and Katy Perry ...

Florence & The Many Performances

AbsolutePunk, 13 August 2010

Florence and The Machine (<http://www.myspace.com/florenceandthemachine>) will perform at the VMAs this year on September 12th, and they also have an upcoming tour scheduled for the fall. Check the dates in ...

Drake, Kanye West Set for MTV Video Music Awards

Spin, 13 August 2010

MTV has announced the first performers for the 27th Annual Video Music Awards on September 27 in Los Angeles: Drake, Florence + the Machine, and -- get ready for a ...

Thursday's Music Roundup

Spin, 12 August 2010

[Updated: 5:57 P.M.] NEWS: SLAYER , MEGADETH Kick Off Tour The metal warlords hit the road with opener Testament. See exclusive backstage pics here! [SPIN] DRAKE , KANYE ...

Belfast's Belsonic Festival Nears

Clash Music, 12 August 2010

Running from the 17th - 20th and 26th - 29th August, the Belsonic Festival brings some great headline acts to Belfast including Paul Weller, Florence and the Machine, 2manydjs, Kasabian, ...

Kanye West, Drake Set To Perform At 2010 MTV VMAs

Hip Hop Blips, 13 August 2010

After announcing the nominees earlier this month, MTV announced the first round of artists set to perform at the upcoming 2010 Video Music Awards. They include Kanye West, Drake and ...

Nicki Minaj, Drake, Selena Gomez and More Lined Up for MTV VMAs

Hip Hop Blips, 13 August 2010

Minaj and Gomez will present awards along with Emma Stone and Trey Songz among others, while Drake is joined by Kanye West and Florence and the Machine in the performers ...

Drake, Kanye West Set for MTV Video Music Awards

idiomag, 13 August 2010

MTV has announced the first performers for the 27th Annual Video Music Awards on September 27 in Los Angeles: Drake, Florence + the Machine, and -- get ready for a ...

Kanye West To Perform At 2010 MTV VMAs

MusicBlips, 13 August 2010

He's back! Kanye West will make his triumphant return to the MTV VMAs on September 12, when the Chicago MC is set to perform for the show, which airs live ...

MTV: Kanye West, Drake And Florence And The Machine To Perform At The 2010 VMAs! (video)

MusicBlips, 13 August 2010

— full article at media.mtvnservices.com

02 December 2010 : 13 articles

Popular Articles this Day

Updated: The Always Relevant And Incredibly Important Grammy Nominations Announced...

The Daily Swarm, 02 December 2010

L.A. Weekly : Top 20 Most Ridiculous Grammy 2010 Nominations 20. Best Pop Instrumental Album: Heart and Soul, Kenny G 18. Best New Artist: Florence & The Machine (new? dear ...

Grammys 2011: The 'short'list

No Rock&Roll Fun, 02 December 2010

Justin Beiber versus Mumford & Sons versus Florence And The Machine. Let's pretend that the Best New Band category is going to be a fair fight, shall we? Let's further ...

Mumford & Sons 'Over The Moon' At Double Grammy Nod

Billboard Biz, 02 December 2010

The folk-rock act has been nominated in the best new artist category along with fellow U.K. act Florence and the Machine.

New Album Releases: Nov 30th 2010

betterPropaganda Reviews, 01 December 2010

Our new album release list for the coming week goes up every Tuesday. Check out what's dropping November 30th, grab mp3s and catch up on what you missed from previous ...

2011 Grammy Nods: The Prefix Predictions

Prefix Magazine, 01 December 2010

Nominations for the 53rd annual Grammys will be announced on Wednesday, Dec.1, during a special live event broadcast on CBS. Expect to see a lot of nominations for Eminem, Lady ...

The 2011 Grammy Nominations—Well, The Good Ones At Least

Chart Rigger, 02 December 2010

Below are just some of the nominations for the 2011 Grammys, which will be aired live on CBS on February 13. Raise your hand if you didn't think "Love The ...

Florence and the Machine Releases Vinyl KCRW Live Session

Under the Radar, 01 December 2010

Florence and the Machine released today a 10" vinyl of their KCRW Morning Becomes Eclectic live session, recorded in 2009.

Supajam's Best Tracks of 2010: 20 - 10

SupaJam, 02 December 2010

It's that time of year again, when people turn away from the new music to look back upon the year and come up with their best of lists. Sometimes, this ...

2010 Grammy Award Nominees

Xclusive Zone, 02 December 2010

The 53rd Grammy Awards will commence on Feb 13th. Continue reading for the list of nominations. Album Of The Year Recovery – Eminem Need You Now – Lady Antebellum The ...

Free IO ECHO download 'When Lillies Die'

Alt Sounds, 02 December 2010

Io Echo is Leopold Ross and Ioanna Gika- After spending the past year touring the US with the likes of The Drums, Florence and the Machine, La Roux and The ...

5

04 August 2010 : 11 articles

Popular Articles this Day

Lady Gaga, Jay-Z and Eminem nominated for MTV VMA Awards 2010

NME - News, 04 August 2010

Florence + The Machine, MGMT, Gorillaz also nominated

Florence: sub-atomic particles inspired new song

Triple J - Music News, 04 August 2010

On Saturday night the massive Amphitheatre stage at Woodfordia was packed to capacity before Florence And The Machine took to the stage.

Eminem, Lady GaGa: Lady Gaga Snags 13 VMA Nominations

Prefix Magazine, 04 August 2010

It's strange that the VMAs still exist. MTV hasn't given a hoot about music for the best part of a decade or more now, but here they come again, now ...

Florence And The Machine: Lungs [Reviews]

Ultimate Guitar, 04 August 2010

Compact Discs : Released: Jul 6, 2009 Genre: Indie pop, indie rock, baroque pop, art rock, soul Label: Island Number Of Tracks: 13 Florence Welch proves on the album that ...

Lady Gaga, Eminem Lead MTV VMA Noms

Spin, 04 August 2010

The nominees for the 2010 MTV Video Music Awards were announced Tuesday, and -- surprise! -- it turns out America is totally gaga for Lady Gaga! The pop radio queen ...

Field Day 2010 // The 405 Review

The 405, 04 August 2010

Despite the constant criticism of the website, the layout and the programme release times, Field Day has always had moderate success because of its brilliant line ups. This year was ...

MTV UNVEILS 2010 VMA NOMINEES

The Music Slut, 04 August 2010

Clips up for this year's Video Of The Year: Florence & The Machine – Dog Days Are Over Lady GaGa – Bad Romance Lady GaGa & Beyonce – Telephone Eminem ...

2010 MTV Video Music Awards

MusicBlips, 04 August 2010

Florence + the Machine Florence + the Machine "Dog Days Are Over" — full article at mtv.com

Florence and The Machine "Dog Days Are Over" video nominated for VMAs

Band Weblogs, 04 August 2010

Florence and The Machine's "Dog Days Are Over" video nominated for Video Of The Year and Best Rock Video at the VMAS + download Cosmic Love (Short Club Remix)! Florence ...

Don't Believe the Hype - A Splendour Review [Part 2]

Parallel Lines on a Slow Decline, 03 August 2010

Penfold Krackerbarral continues to bring you the real events that made up 2010's Splendour in the Grass festival. If you missed yesterday's madness, you can read it by clicking here ...

News Highlights

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

July

"Florence and the Machine also set to make an appearance. Crystal Castles will bring a little mayhem to the event, before Laura Marling calms things back ..."

Mon 05/07 - Latitude Close To Sell Out - Clash Music

"Florence and the Machine was small acoustic gigs, so her hyper produced – but still album of the year quality – record left us surprised. Luckily ..."

Fri 16/07 - Florence goes back to 'Primary School' - SupaJam

August

"Florence and the Machine is making quite the impression here in the states"

Mon 02/08 - Florence and the Machine Nabs Four VMA Nominations, Launching U.S. Tour This Fall - Anti Music

"Florence and the Machine have been chosen to perform at the MTV Video Music Awards. Set to take part in what MTV calls "one giant work ..."

Wed 11/08 - Florence The Machine For MTV Awards - Clash Music

"Florence and the Machine have announced a tour of America in October and November. Florence Welch and her band will also make an appearance on the ..."

Sat 21/08 - Florence and the Machine to Play Several U.S. Dates, Voodoo Festival, and MTV VMAs - PopWreck(oning)

September

"Florence and the Machine makes a musical wonderland out of Lungs. Since its release last year, the album has been enchanting and entrancing listeners everywhere"

Wed 08/09 - Interview: Florence and the Machine - Artist Direct

"Florence and the Machine has one overriding thought running through her mind about her performance: "I really hope I don't f--- it the hell up." You ..."

Fri 10/09 - Florence and the Machine Bringing 'Chaos' to the VMAs - Spinner.com

"Florence and the Machine have become one of the breakout stories of 2010 -- and certainly the MTV VMA's recognized that by giving Florence Welch a ..."

Mon 13/09 - Florence and the Machine Rock VMAs With 'Dog Days' - Spinner.com

"Florence and the Machine is up for four. Hope to see you on Sunday! 7:56 p.m. Hello everyone, I'm Erik Ziedses des Plantes, and I will ..."

Mon 13/09 - VMAs 2010 - Live Blog - Prefix Magazine

"Florence and the Machine have released a new video for the song 'Heavy in Your Arms.' The song doesn't come from their 2009 breakout 'Lungs,' but ..."

Tue 14/09 - Florence and the Machine, 'Heavy in Your Arms' -- New Video - Spinner.com

"Florence and the Machine has unveiled a new clip for her song "Heavy in Your Arms." Welch filmed the clip to promote her contribution to the ..."

Tue 14/09 - Watch Florence's Moody New 'Twilight' Video - Spin

"Florence and the Machine have arrived in the American musical landscape. The British artist is blowing up and has a new video for the song "Heavy ..."

Wed 15/09 - Florence and the Machine gets "Heavy in Your Arms" - The End of Irony

"Florence and the Machine will re-release their 2009 debut album Lungs with the new single "Heavy In Your Arms" from the Twilight Saga Eclipse soundtrack and ..."

Sun 26/09 - Florence and the Machine to re-release debut album with bonus disc - AUX TV

"Florence and the Machine have been chosen to open a pair of dates on U2 's rescheduled North American Stadium Tour next summer . English pop ..."

Thu 30/09 - Florence and the Machine Tapped to Open for U2 - Spinner.com

October

"Florence and the Machine have been chosen to open a pair of dates on U2's rescheduled North American Stadium Tour next summer. Flo and her machines ..."

Sat 02/10 - Florence and the Machine to Open Two U2 Dates Next Summer - Artist Direct

"Florence and the Machine will open the show, tickets for which go on sale this Friday, October 29th. It's U2's band's first gig .."

Sun 24/10 - Plus: U2 Add Nashville Gig, Metallica Ready Live EP - Rolling Stone: Smoking Section

November

"Florence and the Machine might like this one. Have a listen.."

Thu 04/11 - {Return To Mono} - caffeine-headache

"Florence and the Machine has had a great year would be an understatement"

Sun 07/11 - Florence and the Machine, Heavy in your Arms Single Review - Contactmusic

December

"Florence and the Machine will be performing on Letterman next Thursday Dec 16th at 11:35POM EST on CBS. Prior to this on air performance, Florence will ..."

Fri 10/12 - Tix Giveaway to Florence Live on Letterman - Independent Music

"Florence and the Machine would be an understatement. From the moment their dear Florence Welch walked down the center aisle of the Ed Sullivan Theater and ..."

Fri 17/12 - Fans Were "Freaking Out" Watching Florence And the Machine: "What A Great Performer"! - KROQ

"Florence and the Machine is a flat out star, the grammy nominated songstress performed her brilliant single "Cosmic Love" on David Letterman. Enjoy her and the ..."

Sat 18/12 - Florence and the Machine| "Cosmic Love" [Video] - The Maroon Cafe

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 28: 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 28 (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 28 (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 29: 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 29 (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 29 (continued): Top 100 Artists on We Are Hunted Emerging Chart