

# Incubus

Music Media Analysis  
July to December 2010

# Table of Contents

- Overview** **3**
  
- Chart Popularity** **4**
  - Mainstream Chart . . . . . 4
  - Mainstream Comparison . . . . . 5
  
- Twitter Coverage** **6**
  - Twitter Popularity . . . . . 6
  - Twitter Comparison . . . . . 7
  - Mainstream Chart vs Twitter . . . . . 8
  - Twitter Users . . . . . 9
  - Shared Twitter Links . . . . . 11
  
- News Coverage** **13**
  - News Popularity . . . . . 13
  - News Comparison . . . . . 14
  - Mainstream Chart vs Sentiment . . . . . 15
  - Top Publishers . . . . . 16
  - Top News Publishers . . . . . 17
  - Best 5 News Days . . . . . 18
  - News Highlights . . . . . 23
  
- Appendicies** **24**
  - Appendix A - Top Mainstream Artists . . . . . 24
  - Appendix B - Top Emerging Artists . . . . . 27

# Overview

---

**179th** on Mainstream Charts

**107th** on Twitter

**1212th** in the Music Press

---

This report reviews the popularity of Incubus on the music charts and in the music news for the period July to December 2010. It benchmarks Incubus 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 Incubus compared to similar artists. Incubus was ranked 179th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for Incubus was 21st.

179th Overall Rank

21st Best Position

Artist	Rank	Best Position
Linkin Park	9th	2
MGMT	17th	3
Avenged Sevenfold	64th	8
<b>Incubus</b>	<b>179th</b>	<b>21</b>
Runaway	266th	40
Deadmau5	304th	48
Damian Marley	852nd	314
Cypress Hill	1128th	724

Figure 1: Artist Mainstream Ranks

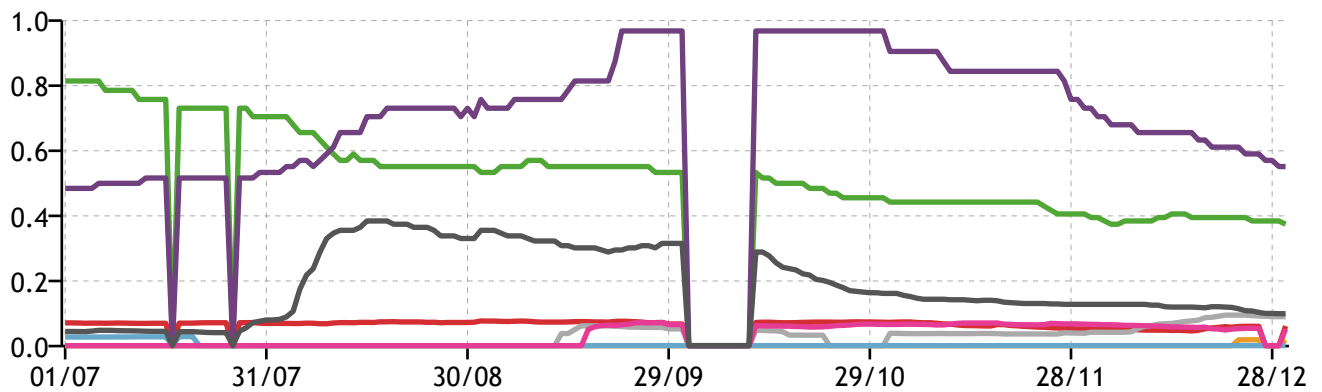


Figure 2: Artist Mainstream Chart Popularity over Time



# Mainstream Comparison

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

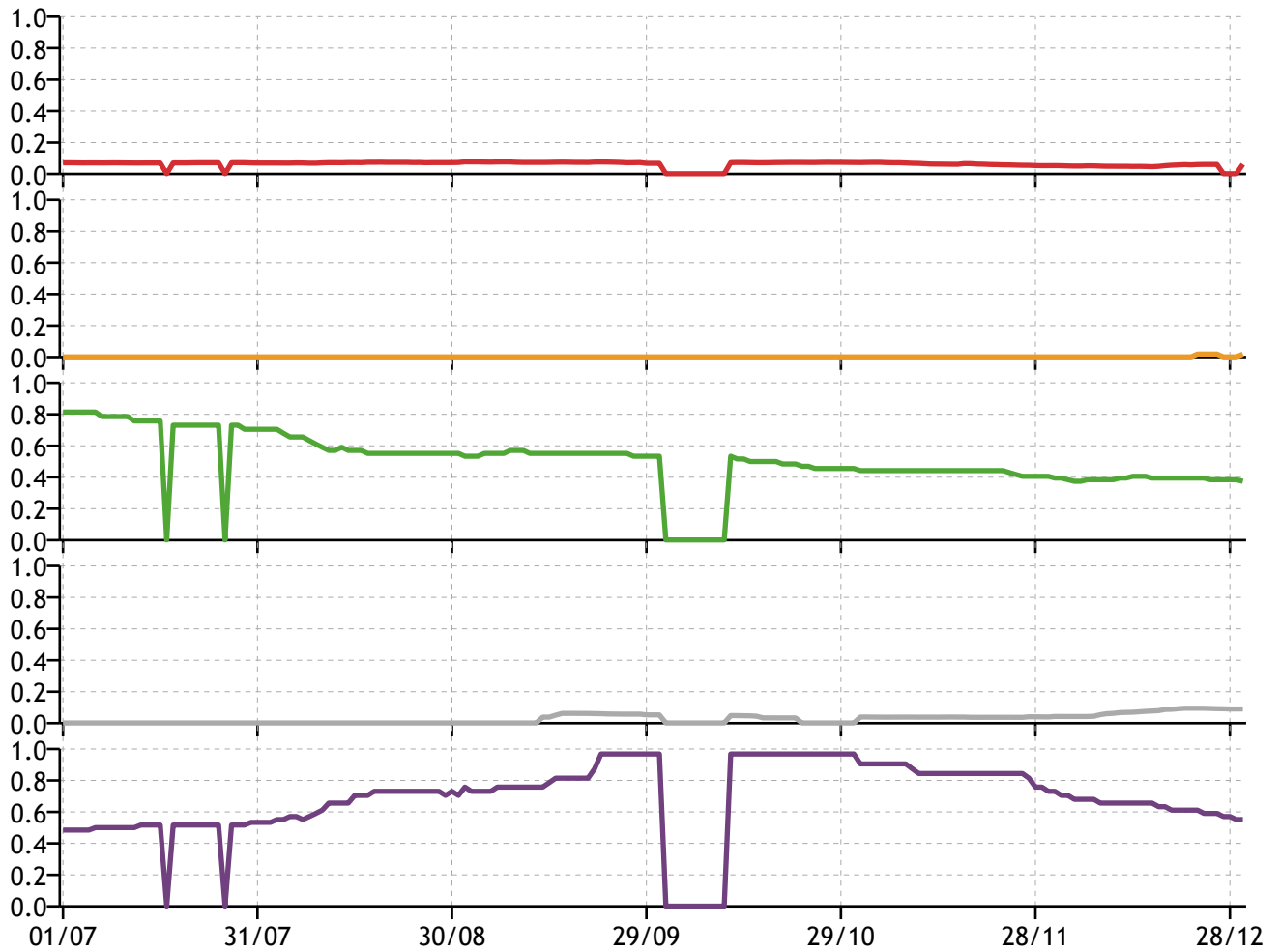


Figure 3: Comparisons for Incubus



# Twitter Coverage

## Twitter Popularity

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

107th Overall Rank

11,410 Tweets

0.002% Share

Artist	Rank	Tweets	Share
Linkin Park	18th	29,003	0.005%
Avenged Sevenfold	67th	15,305	0.003%
<b>Incubus</b>	<b>107th</b>	<b>11,410</b>	<b>0.002%</b>
MGMT	117th	10,656	0.002%
Runaway	166th	8,404	0.001%
Deadmau5	173rd	8,235	0.001%
Cypress Hill	624th	2,859	0.000%
Damian Marley	1158th	1,621	0.000%

Figure 4: Twitter Coverage Comparison

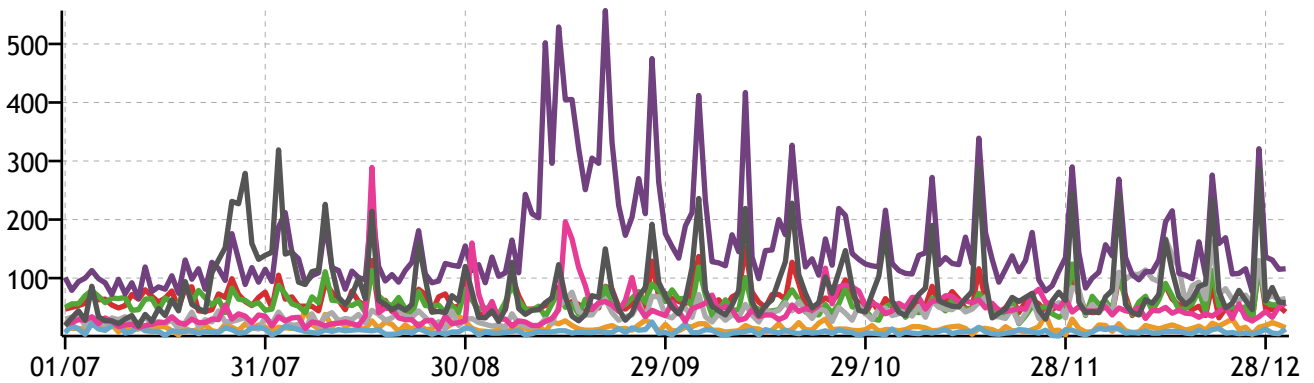


Figure 5: Twitter Coverage over Time



# Twitter Comparison

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

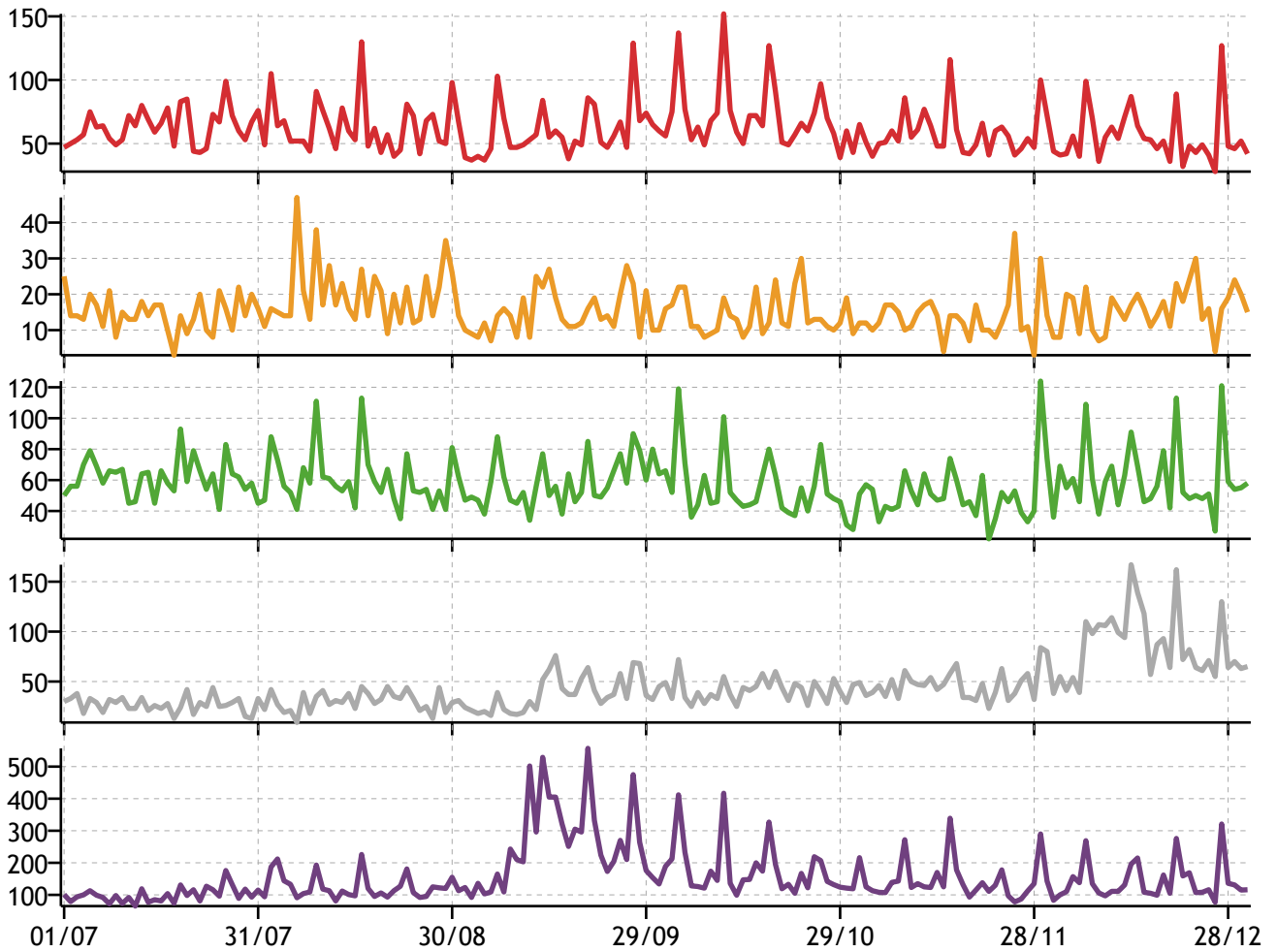
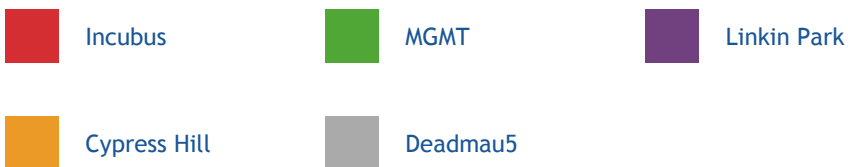


Figure 6: Comparisons for Incubus



# Mainstream Chart vs Twitter

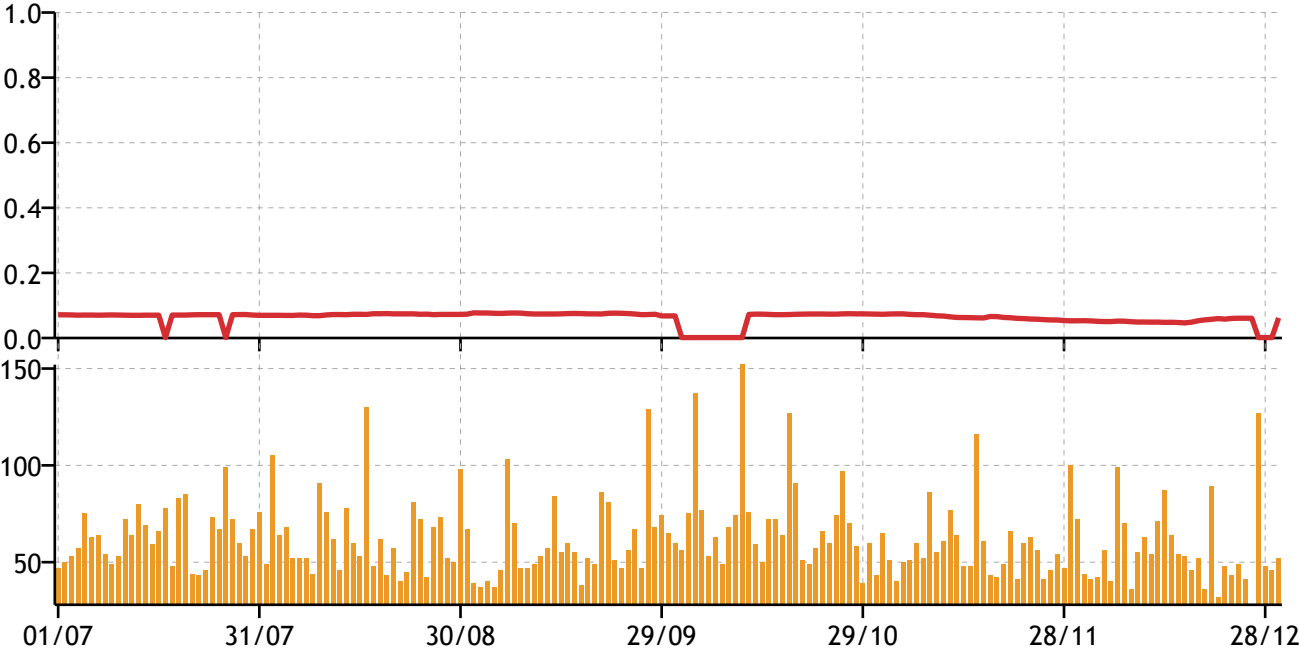


Figure 7: Incubus Chart Popularity vs Twitter Coverage

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 Incubus in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/TropicsZ4	Will Tropics	United States 33480	64	6,651	425,664
2	twitter.com/mark_till	mark_till	Los Angeles California	123	2,528	310,944
3	twitter.com/Aronado	Aron Shea Placencia	T-RIDE, CO	12	10,989	131,868
4	twitter.com/DameBrochant	Les Yeux Noirs	Mex- inside a hamster's brain	17	7,657	130,169
5	twitter.com/romanus	Romanus	ÜT: 48.156466,11.723544	19	5,327	101,213
6	twitter.com/ohmychiweenies	michelle	Michigan:US	91	1,044	95,004
7	twitter.com/camiloduma	Camilo A Duran M	Bogotá, Colombia	71	1,102	78,242
8	twitter.com/Shaman777	Michael	All Along the Watchtower	26	1,848	48,048
9	twitter.com/manyko2	Mark Welkie	Central Pennsylvania, America	13	3,198	41,574
10	twitter.com/lilbratsie	Jamie B	Little Rock, AR	82	491	40,262
11	twitter.com/LoveBreath	Beverly	USA	28	1,343	37,604
12	twitter.com/amarilloazulado	Mario Cabrera	Buenos Aires, Argentina	29	1,230	35,670
13	twitter.com/_Sandra_R_	Sandra		76	453	34,428
14	twitter.com/GaltsGirl	Galt's Girl	Behind The Obama Curtain	10	3,282	32,820
15	twitter.com/NickPapaG	Nick Papageorgio	Va. Beach Va.	34	863	29,342
16	twitter.com/straywebsurfer	straywebsurfer Ray	Tokyo, Japan	9	3,202	28,818
17	twitter.com/DreamySim1	DreamySim1	iPhone: 0.000000,0.000000	16	1,735	27,760
18	twitter.com/TudoAoContrario	Antonio Mendes	Messines - Algarve - Portugal	21	1,251	26,271
19	twitter.com/omargambo	Omar Gamboa	Bogota, Colombia	11	2,237	24,607
20	twitter.com/JasonWGould	Jason W. Gould	Tampa, FL	20	1,215	24,300
21	twitter.com/javierge	Javier Garza	Saltillo, Mexico	22	1,004	22,088
22	twitter.com/Pluuginbaby	Me llamo Tamara e.e	Chile,oh sí.	11	1,799	19,789
23	twitter.com/darcio_martins	Darcio Martins	Mogi das Cruzes / SP - BRA	10	1,870	18,700
24	twitter.com/saidsuarez	▫ Said Suárez	Bogotá, Colombia	9	1,843	16,587
25	twitter.com/crasin2me	Christie Lim	Philippines	9	1,805	16,245
26	twitter.com/Tutotuto2009	Augusto R.	ÜT: 4.675396,-74.150386	11	1,384	15,224
27	twitter.com/Dryaslereth	Anjeannette McRob	The fungus infested pit of CA	13	1,071	13,923

Figure 8: Top 50 Users tweeting about Incubus

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/spartagrrl	Miss L	☐Somewhere only I know☐	9	1,517	13,653
29	twitter.com/xhini501	lorry calisagan	bikini bottom	9	1,406	12,654
30	twitter.com/alineamaral	Aline Amaral	São Paulo	17	722	12,274
31	twitter.com/JuLi_RamiRez	Juliana Ramirez	Bogota.	21	573	12,033
32	twitter.com/nani_nuni	Daniela Andrade	Puerto Montt	14	840	11,760
33	twitter.com/DylanConroy	Dylan Conroy	iPhone: 34.016556,-118.403152	8	1,459	11,672
34	twitter.com/AdamHarrison80	Adam Harrison	Birmingham, Alabama	12	594	7,128
35	twitter.com/BeNNe8	Simon B.	45.911369, 13.507701	12	592	7,104
36	twitter.com/Agressiv	Agressiv	Espinho, Portugal	10	688	6,880
37	twitter.com/cacoguiot	Cassio Guiot	-15.833455,-48.020408	9	726	6,534
38	twitter.com/faccenda	Mauro Faccenda	Recife, Brasil	12	544	6,528
39	twitter.com/DOODLEBOPZ	Re'nee Gale.	indianapolis indiana	10	650	6,500
40	twitter.com/icchansan	Carlos L. Romero	Puerto Ordaz, Venezuela	17	382	6,494
41	twitter.com/gayoe	gayoenich	Gravity: -6.227531,106.833593	26	241	6,266
42	twitter.com/mari___ana	mariana L.	ÜT: -23.494289,-46.623848	9	644	5,796
43	twitter.com/LadyHardcore	Eleanor Thibeau	Edmonton, Alberta	20	284	5,680
44	twitter.com/sourgirl_85	Car		10	563	5,630
45	twitter.com/EllenaGilbert	Elena G	Lost! Lost! Loooost!	17	323	5,491
46	twitter.com/Miss_Jayhsuga	Jessica	Emerald Coast,Florida	9	579	5,211
47	twitter.com/LuvableSole	□□□□, □□□□	☐A born and raised.	17	301	5,117
48	twitter.com/rwcizers	Bob Smolarek	Colorado Springs, CO	18	278	5,004
49	twitter.com/jhoncubus	Jhon William Correa	Colombia	40	125	5,000
50	twitter.com/switz1873	JPH	Central Ohio	23	214	4,922

Figure 8 (continued): Top 50 Users tweeting about Incubus

## Shared Twitter Links

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

URL	Rank	Tweets
<a href="http://www.last.fm/music/Incubus">http://www.last.fm/music/Incubus</a>	1	427
<a href="http://www.last.fm/music/Incubus/_/Drive">http://www.last.fm/music/Incubus/_/Drive</a>	2	57
<a href="http://www.last.fm/music/Incubus/_/Anna Molly">http://www.last.fm/music/Incubus/_/Anna Molly</a>	3	55
<a href="http://www.last.fm/music/Incubus/_/Love Hurts">http://www.last.fm/music/Incubus/_/Love Hurts</a>	4	54
<a href="http://www.last.fm/music/Incubus/_/Dig">http://www.last.fm/music/Incubus/_/Dig</a>	5	42
<a href="http://www.last.fm/music/Incubus/_/Wish You Were Here">http://www.last.fm/music/Incubus/_/Wish You Were Here</a>	6	33
<a href="http://www.last.fm/music/Incubus/_/Pardon Me">http://www.last.fm/music/Incubus/_/Pardon Me</a>	7	29
<a href="http://www.tunewiki.com/">http://www.tunewiki.com/</a>	8	24
<a href="http://tinysong.com/jT5Z">http://tinysong.com/jT5Z</a>	9	24
<a href="http://www.last.fm/music/Incubus/_/Stellar">http://www.last.fm/music/Incubus/_/Stellar</a>	10	24
<a href="http://tinysong.com/ugY0">http://tinysong.com/ugY0</a>	11	23
<a href="http://tinysong.com/vgOA">http://tinysong.com/vgOA</a>	12	23
<a href="http://www.last.fm/music/Incubus/_/Megalomaniac">http://www.last.fm/music/Incubus/_/Megalomaniac</a>	13	23
<a href="http://tinysong.com/75p5">http://tinysong.com/75p5</a>	14	19
<a href="http://tinysong.com/rL0t">http://tinysong.com/rL0t</a>	15	19
<a href="http://www.last.fm/music/Incubus/_/Nice to Know You">http://www.last.fm/music/Incubus/_/Nice to Know You</a>	16	19
<a href="http://www.last.fm/music/Incubus/_/I Miss You">http://www.last.fm/music/Incubus/_/I Miss You</a>	17	18
<a href="http://tinysong.com/jlUi">http://tinysong.com/jlUi</a>	18	17
<a href="http://www.tweekly.fm/user/switz1873">http://www.tweekly.fm/user/switz1873</a>	19	16
<a href="http://tinysong.com/7N05">http://tinysong.com/7N05</a>	20	16
<a href="http://www.last.fm/music/Incubus/_/Talk Shows on Mute">http://www.last.fm/music/Incubus/_/Talk Shows on Mute</a>	21	15
<a href="http://www.tweekly.fm/twitter/flipman_">http://www.tweekly.fm/twitter/flipman_</a>	22	14
<a href="http://www.tweekly.fm/user/trinny">http://www.tweekly.fm/user/trinny</a>	23	13
<a href="http://www.last.fm/music/Incubus/_/Summer Romance (Anti-Gravity Love Song)">http://www.last.fm/music/Incubus/_/Summer Romance (Anti-Gravity Love Song)</a>	24	12
<a href="http://www.tweekly.fm/user/guilhermealves_">http://www.tweekly.fm/user/guilhermealves_</a>	25	12
<a href="http://tinysong.com/6Ocx">http://tinysong.com/6Ocx</a>	26	12
<a href="http://tinysong.com/dVfZ">http://tinysong.com/dVfZ</a>	27	12

Figure 9: Top Shared Links on Twitter mentioning Incubus

URL	Rank	Tweets
<a href="http://tinysong.com/j45b">http://tinysong.com/j45b</a>	28	12
<a href="http://www.tweekly.fm/user/aamorales">http://www.tweekly.fm/user/aamorales</a>	29	11
<a href="http://www.tweekly.fm/user/lanaa">http://www.tweekly.fm/user/lanaa</a>	30	11
<a href="http://www.tweekly.fm/user/luccasmv">http://www.tweekly.fm/user/luccasmv</a>	31	11
<a href="http://www.tweekly.fm/twitter/ohraay">http://www.tweekly.fm/twitter/ohraay</a>	32	11
<a href="http://www.last.fm/music/Incubus/_/Warning">http://www.last.fm/music/Incubus/_/Warning</a>	33	10
<a href="http://www.last.fm/music/Incubus/_/Aqueous Transmission">http://www.last.fm/music/Incubus/_/Aqueous Transmission</a>	34	10
<a href="http://www.tweekly.fm/user/fgianesi">http://www.tweekly.fm/user/fgianesi</a>	35	10
<a href="http://www.tweekly.fm/user/Uare_Stellar">http://www.tweekly.fm/user/Uare_Stellar</a>	36	10
<a href="http://www.tweekly.fm/user/alineamaral">http://www.tweekly.fm/user/alineamaral</a>	37	10
<a href="http://www.tweekly.fm/user/icchansan">http://www.tweekly.fm/user/icchansan</a>	38	10
<a href="http://tinysong.com/tT33">http://tinysong.com/tT33</a>	39	10
<a href="http://www.last.fm/music/Incubus/_/Make Yourself">http://www.last.fm/music/Incubus/_/Make Yourself</a>	40	10
<a href="http://www.tweekly.fm/user/Andrex_Molina">http://www.tweekly.fm/user/Andrex_Molina</a>	41	10
<a href="http://www.tweekly.fm/user/Nitapooh96">http://www.tweekly.fm/user/Nitapooh96</a>	42	10
<a href="http://www.last.fm/music/Incubus/_/Are You In?">http://www.last.fm/music/Incubus/_/Are You In?</a>	43	10
<a href="http://www.tweekly.fm/user/tayloranneneel">http://www.tweekly.fm/user/tayloranneneel</a>	44	10
<a href="http://www.tweekly.fm/user/lucinhaxx">http://www.tweekly.fm/user/lucinhaxx</a>	45	9
<a href="http://tinysong.com/je8b">http://tinysong.com/je8b</a>	46	9
<a href="http://www.tweekly.fm/user/_aluado_">http://www.tweekly.fm/user/_aluado_</a>	47	9
<a href="http://www.tweekly.fm/user/laurw">http://www.tweekly.fm/user/laurw</a>	48	9
<a href="http://tinysong.com/7k6C">http://tinysong.com/7k6C</a>	49	9
<a href="http://www.last.fm/music/Incubus/_/Echo">http://www.last.fm/music/Incubus/_/Echo</a>	50	9
<a href="http://www.tweekly.fm/user/maripoppins">http://www.tweekly.fm/user/maripoppins</a>	51	9
<a href="http://tinysong.com/jQQ4">http://tinysong.com/jQQ4</a>	52	9
<a href="http://www.last.fm/music/Incubus/_/I Wish You Were Here">http://www.last.fm/music/Incubus/_/I Wish You Were Here</a>	53	9
<a href="http://www.last.fm/music/Incubus/_/Agoraphobia">http://www.last.fm/music/Incubus/_/Agoraphobia</a>	54	8
<a href="http://tinysong.com/sdxT">http://tinysong.com/sdxT</a>	55	8
<a href="http://www.tweekly.fm/user/chevhead">http://www.tweekly.fm/user/chevhead</a>	56	8
<a href="http://www.tweekly.fm/user/rfa1989">http://www.tweekly.fm/user/rfa1989</a>	57	8
<a href="http://www.last.fm/music/Incubus/_/Oil and Water">http://www.last.fm/music/Incubus/_/Oil and Water</a>	58	8
<a href="http://www.tweekly.fm/user/ItsBrainFood">http://www.tweekly.fm/user/ItsBrainFood</a>	59	8
<a href="http://tinysong.com/7sY3">http://tinysong.com/7sY3</a>	60	8

Figure 9 (continued): Top Shared Links on Twitter mentioning Incubus

# News Coverage

## News Popularity

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

1212th Overall Rank

86 Articles

0.002% Share

Artist	Rank	Articles	Share
Runaway	51st	1,174	0.029%
MGMT	73rd	1,009	0.025%
Linkin Park	120th	776	0.019%
Avenged Sevenfold	134th	737	0.018%
Deadmau5	231st	517	0.013%
Cypress Hill	561st	249	0.006%
Damian Marley	873rd	147	0.004%
Incubus	1212th	86	0.002%

Figure 10: News Coverage Comparison

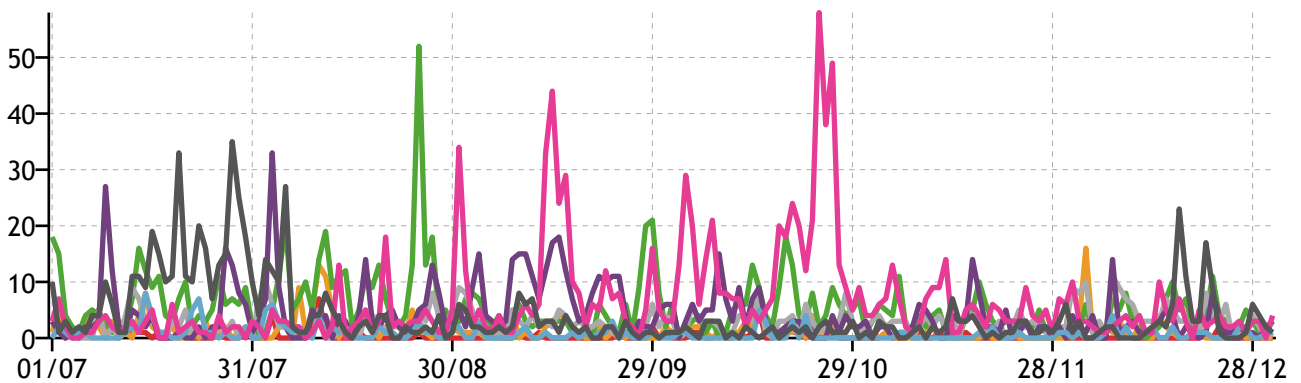
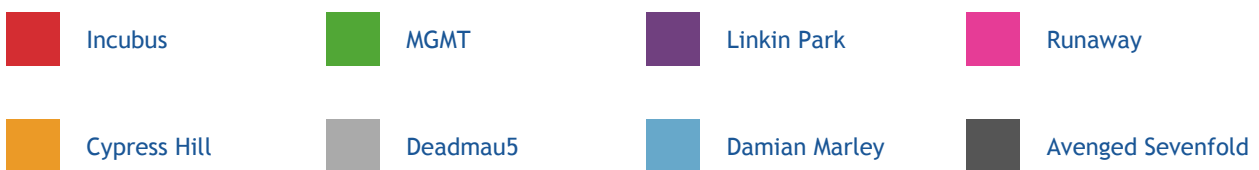


Figure 11: News Coverage over Time



# News Comparison

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

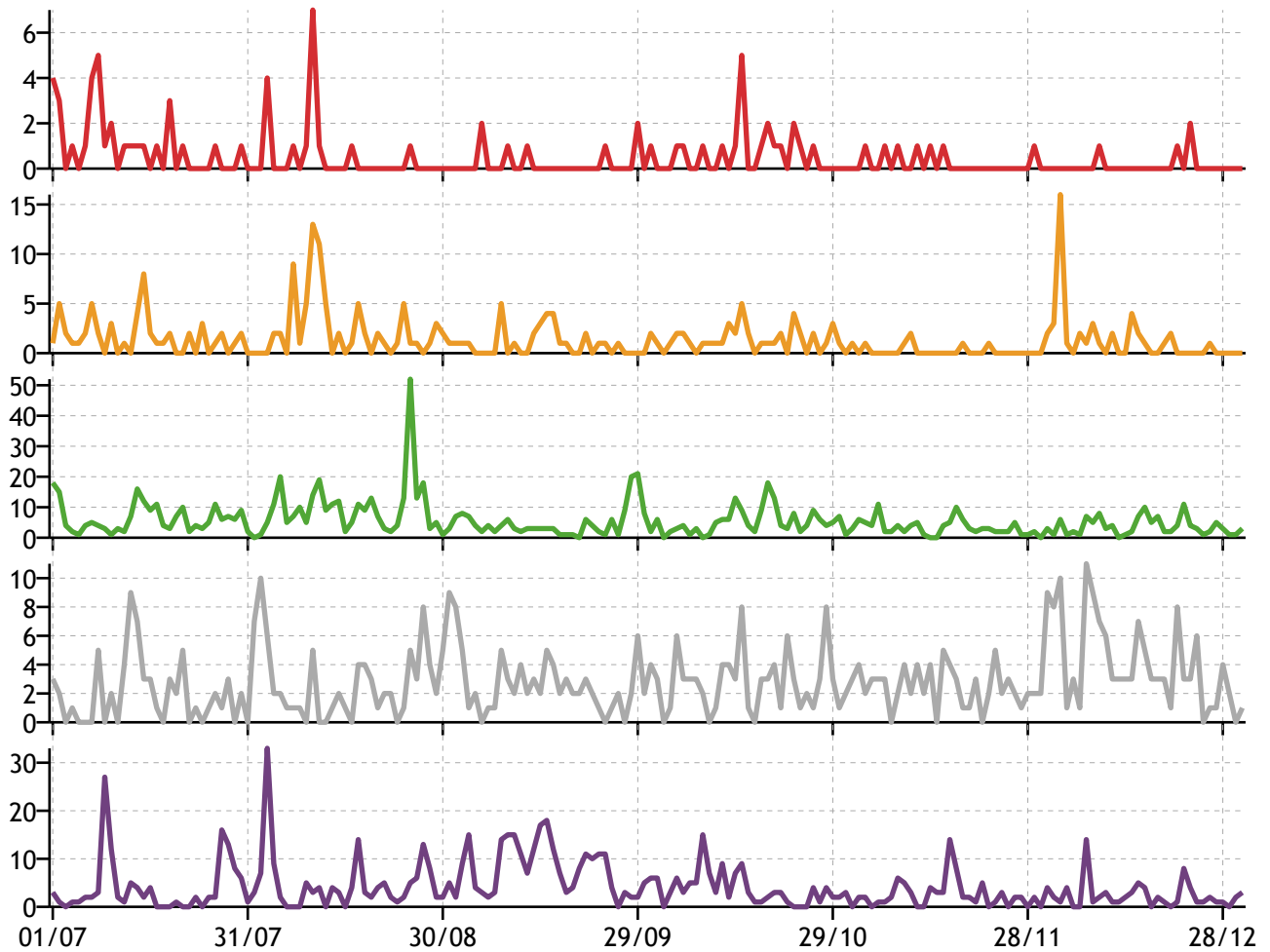
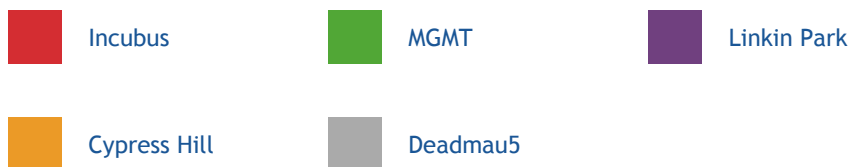


Figure 12: Comparisons for Incubus



# Mainstream Chart vs Sentiment

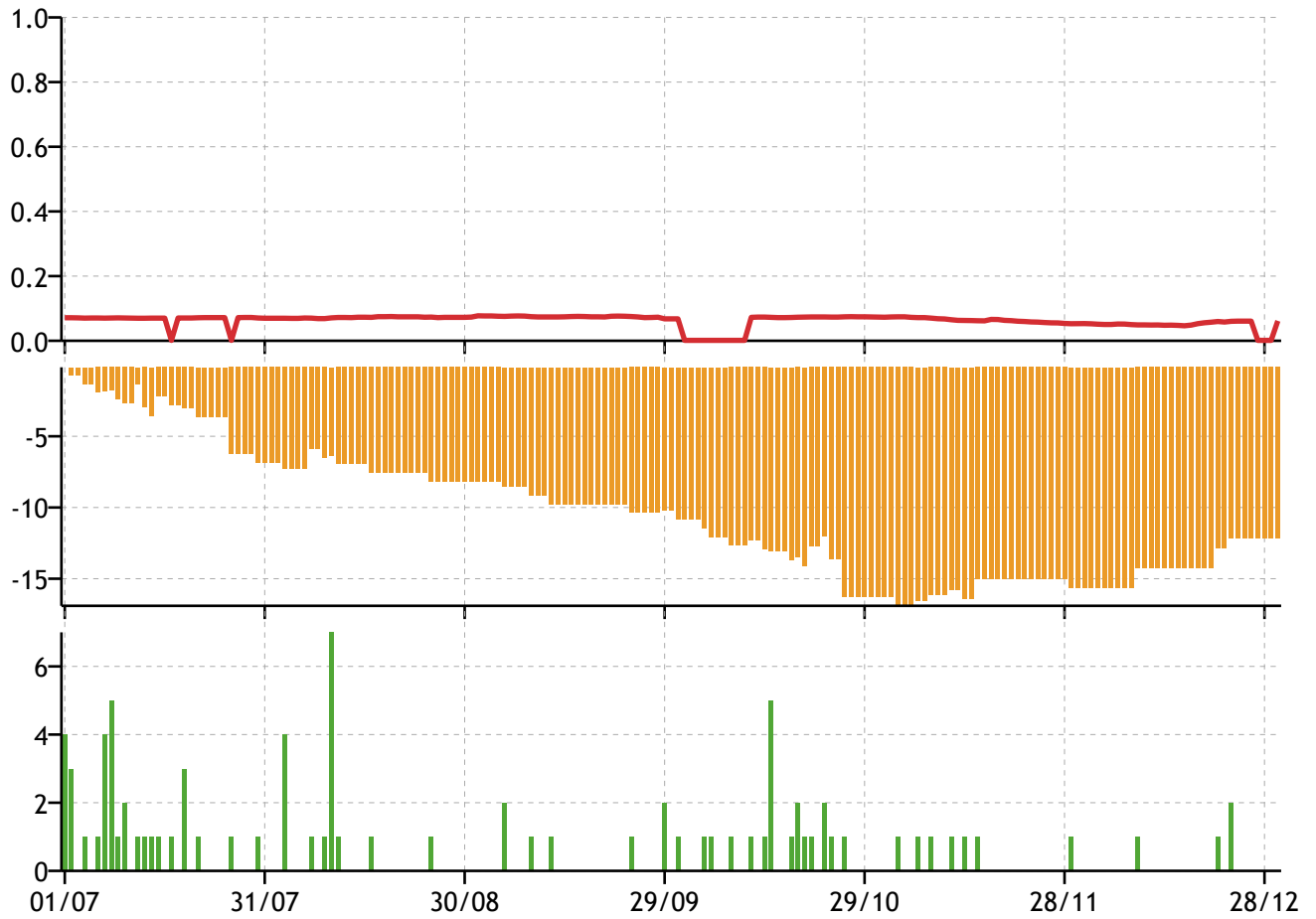


Figure 13: Incubus Chart Popularity vs News Sentiment + Volume

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 Incubus that day.



# Top Publishers

- Consequence of Sound
- The Good, The Bad, a..
- MTV Newsroom
- whiteboydancefloor
- EAR FARM
- The Ripple Effect
- Other



Figure 14: Top Publishers related to Incubus

Top Publishers	Mentions
Consequence of Sound	3
The Good, The Bad, and The Unknown	2
MTV Newsroom	2
whiteboydancefloor	2
EAR FARM	1
The Ripple Effect	1
Raised on Indie	1
Sound On The Sound	1

Figure 15: Most frequently mentioned Top Publishers

# Top News Publishers

Publisher	Rank	Articles
Consequence of Sound - <a href="http://www.consequenceofsound.net/">http://www.consequenceofsound.net/</a>	1	3
The Good, The Bad, and The Unknown - <a href="http://goodbadunknown.blogspot.com">http://goodbadunknown.blogspot.com</a>	2	2
MTV Newsroom - <a href="http://newsroom.mtv.com/">http://newsroom.mtv.com/</a>	3	2
whiteboydancefloor - <a href="http://whiteboydancefloor.blogspot.com">http://whiteboydancefloor.blogspot.com</a>	4	2
EAR FARM - <a href="http://earfarm.com">http://earfarm.com</a>	5	1
The Ripple Effect - <a href="http://ripplemusic.blogspot.com/">http://ripplemusic.blogspot.com/</a>	6	1
Raised on Indie - <a href="http://www.raisedonindie.com/">http://www.raisedonindie.com/</a>	7	1
Sound On The Sound - <a href="http://www.soundonthesound.com">http://www.soundonthesound.com</a>	8	1

Figure 16: Top 8 Publishers mentioning Incubus

# Best 5 News Days

1

## 10 August 2010 : 7 articles

### Popular Articles this Day

#### **Interview: Brandon Boyd of Incubus talks "The Wild Trapeze"**

Artist Direct, 10 August 2010

Brandon Boyd does all kinds of hypnotic sonic acrobatics on his solo debut The Wild Trapeze. The record is a dreamy journey through elegant soundscapes with Boyd's vocal variations guiding ...

#### **2010 Cypress Hill SmokeOut Features Incubus, Slightly Stoopid, Cypress Hill And More**

KROQ, 10 August 2010

KROQ is proud to announce Cypress Hill's SmokeOut Festival 2010, Saturday, October 16th at the NOS Events Center in San Bernardino featuring 3 stages of live performances. Gotta hand it ...

#### **Nas & Damian Marley Tapped To Headline Cypress Hill Weed Friendly 'Smokeout 2010'**

Hip Hop Blips, 10 August 2010

(AllHipHop News) Veteran West coast Hip-Hop group Cypress Hill has revealed the lineup of the annual Cypress Hill Smokeout festival at the NOS Events Center in San Bernardino, California on ...

#### **Nas & Damian Marley Tapped To Headline Cypress Hill Weed Friendly 'Smokeout 2010'**

MusicBlips, 10 August 2010

(AllHipHop News) Veteran West coast Hip-Hop group Cypress Hill has revealed the lineup of the annual Cypress Hill Smokeout festival at the NOS Events Center in San Bernardino, California on ...

#### **Free Download: Paul Smith - North Atlantic Drift**

Tonspion, 09 August 2010

Sneak Preview Brandon Flowers von den Killers, Paul Banks aka Julian Plenti von Interpol, Kele von Bloc Party oder Brandon Boyd von Incubus - all diese Herren sind nur namhafte ...

#### **Smokeout 2010: Bands and Lineup**

Brain Gell, 10 August 2010

It is the official return of the annual CYPRESS HILL headlined SMOKEOUT 2010 Festival. Set to take place on Saturday, October 16, it will be held at the NOS Events ...

#### **Smokeout 2010: Bands and Lineup**

Heavy Metal Music News, 10 August 2010

It is the official return of the annual CYPRESS HILL headlined SMOKEOUT 2010 Festival. Set to take place on Saturday, October 16, it will be held at the NOS Events ...

## Smokeout 2010: Bands and Lineup

SMN News, 10 August 2010

It is the official return of the annual CYPRESS HILL headlined SMOKEOUT 2010 Festival. Set to take place on Saturday, October 16, it will be held at the NOS Events ...

2

## 08 July 2010 : 5 articles

### Popular Articles this Day

#### **KROQ EXCLUSIVE: Brandon Boyd Sits Down With Stryker In Studio K**

KROQ, 08 July 2010

Brandon Boyd, lead singer of the band , stopped by the KROQ studios yesterday for an on-air interview with Stryker. Brandon released his debut solo album, titled The Wild Trapeze, ...

#### **Put your shirt on, bro (Mr. Incubus' highwire act)**

EAR FARM, 08 July 2010

Yeah, so of course he's an easy target. I mean, the bullseye's right there on his eerily exposed back. In fact, he's an easy target largely because of his eerily ...

#### **From Brandon Boyd's New Album "The Wild Trapeze," Listen To "A Night Without Cars" Now**

KROQ, 07 July 2010

With a career that's spanned almost two decades, six albums, a handful of EP's and DVD's and a Greatest Hits album which has chronicled it all under his belt as ...

#### **Brandon Boyd releases solo album and INCUBUS heads back to the studio**

Epic Records, 07 July 2010

With a career that's spanned almost two decades, six albums, a handful of EP's and DVD's and a Greatest Hits album which has chronicled it all under his belt as ...

#### **Brandon Boyd - Here Comes Everyone Lyrics and Ringtones**

MusicBlips, 08 July 2010

Here is a hot smooth song titled from "Here Comes Everyone" by Brandon Charles, a musician and artist best known as the lead vocalist of the American rock band Incubus. ...

#### **Incubus frontman Brandon Boyd Unleashes The Wild Trapeze Recap**

Anti Music, 08 July 2010

We received some more info on the new solo album from Incubus frontman Brandon Boyd

#### **Incubus lead singer to go solo**

The End of Irony, 08 July 2010

Incubus didn't seem like a likely band for mainstream success when they first started releasing music in the 90s, but by the end of the decade, they hit it huge ...

## Art of Chaos - Dreams

The Ripple Effect, 07 July 2010

With early success it is sometimes hard to maintain momentum. Nothing stays the same, but different can be better. It is like the Heisenberg uncertainty principle in quantum mechanics. Position ...

## flash, 6 luglio (Muse, Kate Hudson, Incubus...)

pensieri cannibali, 07 July 2010

Gossip story rock dell'estate: come apprendo con sorpresa dal blog di Maurizio Pratelli , Kate Hudson e Matthew Bellamy dei Muse adesso sembra che stiano insieme! Dopo Gwyneth Paltrow e ...

3

## 15 October 2010 : 5 articles

### Popular Articles this Day

#### Smokeout Festival Set Times, Site & Parking Maps Released

KROQ, 15 October 2010

The Smokeout Festival, featuring tons of acts including Incubus, Cypress Hill, Deadmau5, Slightly Stoopid and MGMT, is just around the corner and now the set times, parking and venue maps ...

#### Smokeout Festival 2010 – October 16 in San Bernadino, CA

Brain Gell, 15 October 2010

SmokeOut Festival is this Saturday, October 16 in San Bernardino, CA. Get your tickets now! For tix & the full lineup, visit [www.smokeoutfestival.com](http://www.smokeoutfestival.com) or the SMN provisioned list of SmokeOut ...

#### Smokeout Festival 2010 – October 16 in San Bernadino, CA

Heavy Metal Music News, 15 October 2010

SmokeOut Festival is this Saturday, October 16 in San Bernardino, CA. Get your tickets now! For tix & the full lineup, visit [www.smokeoutfestival.com](http://www.smokeoutfestival.com) or the SMN provisioned list of SmokeOut ...

#### Medical Marijuana Dispensary Gets The Green Light At Cypress Hill Festival

Frantik Mag, 15 October 2010

Rappers Cypress Hill have scored a coup at their upcoming SmokeOut festival in California - the owners of a medical marijuana dispensary will be in business on site. The group ...

#### Smokeout Festival 2010 – October 16 in San Bernadino, CA

SMN News, 15 October 2010

SmokeOut Festival is this Saturday, October 16 in San Bernardino, CA. Get your tickets now! For tix & the full lineup, visit [www.smokeoutfestival.com](http://www.smokeoutfestival.com) or the SMN provisioned list of SmokeOut ...

## Cypress Hill's SmokeOut Gets Green Light for Medical Marijuana Use

Spinner.com, 14 October 2010

Filed under: Concerts and Tours , News , Exclusive Hip-hop superstars Cypress Hill and promoters Guerilla Union have assembled another stellar lineup for this year's SmokeOut festival. Taking place this ...

4

### 01 July 2010 : 4 articles

#### Popular Articles this Day

##### Brandon By Himself

AbsolutePunk, 30 June 2010

\*Incubus (<http://myspace.com/incubus>)\*' lead singer Brandon Boyd will release his solo album, The Wild Trapeze, this July, but you can head to the replies to see his new video for "Runaway ...

##### Incubus Frontman Releasing Solo Album July 6th

MusicBlips, 01 July 2010

Incubus frontman Brandon Boyd will be releasing a solo album on July 6th entitled 'The Wild Trapeze.' It will be available as a digital download exclusively from iTunes or as ...

##### Incubus Frontman Goes Solo

Antiquiet, 01 July 2010

Here's the video for Runaway Train , first single from Brandon Boyd's forthcoming solo album. More

##### Videos: Brandon Boyd - Runaway Train

Rock Sound, 01 July 2010

Incubus frontman Brandon Boyd kickstarts his solo career with the video for track 'Runaway Train'...

##### Brandon Boyd Set To Release Solo Album

Alter The Press, 30 June 2010

Incubus' Brandon Boyd will release a solo album called 'The Wild Trapeze' next month. The video for 'Runaway Train' can be viewed by clicking read more.

##### Incubus Frontman Releasing Solo Album July 6th

Tunelab, 01 July 2010

Incubus frontman Brandon Boyd will be releasing a solo album on July 6th entitled 'The Wild Trapeze.' It will be available as a digital download exclusively from iTunes or as ...

## 07 July 2010 : 4 articles

### Popular Articles this Day

#### **From Brandon Boyd's New Album "The Wild Trapeze," Listen To "A Night Without Cars" Now**

KROQ, 07 July 2010

With a career that's spanned almost two decades, six albums, a handful of EP's and DVD's and a Greatest Hits album which has chronicled it all under his belt as ...

#### **Brandon Boyd releases solo album and INCUBUS heads back to the studio**

Epic Records, 07 July 2010

With a career that's spanned almost two decades, six albums, a handful of EP's and DVD's and a Greatest Hits album which has chronicled it all under his belt as ...

#### **Symphony Cult – Rewind To Fast Forward [Album]**

Alt Sounds, 06 July 2010

Symphony Cult is a band that I thought I knew about, but it wasn't until I began to play the album that I realised that they were an entirely new ...

#### **Art of Chaos - Dreams**

The Ripple Effect, 07 July 2010

With early success it is sometimes hard to maintain momentum. Nothing stays the same, but different can be better. It is like the Heisenberg uncertainty principle in quantum mechanics. Position ...

#### **flash, 6 luglio (Muse, Kate Hudson, Incubus...)**

pensieri cannibali, 07 July 2010

Gossip story rock dell'estate: come apprendo con sorpresa dal blog di Maurizio Pratelli , Kate Hudson e Matthew Bellamy dei Muse adesso sembra che stiano insieme! Dopo Gwyneth Paltrow e ...

## News Highlights

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

### July

"Incubus would do it, it is still overblown serio rock. Here's a serious question. If Kelis and Kylie Minogue were to arm wrestle, who would win? ..."

Sat 10/07 - Last Two Weeks A Little Rough On New Releases by Iman Lababedi - Rock NYC

### August

"Incubus is happy to announce that they will be headlining the Cypress Hill Smokeout Festival in San Bernardino, California, on October 16. Appearing live onstage just ..."

Sat 07/08 - Incubus Announce Headlining Smokehouse Festival Appearance - Audio Perv

### September

"Incubus will headline a special benefit show to help raise money for the families of the 33 Chilean miners who became trapped underground in August"

Wed 29/09 - Incubus To Headline Benefit Concert - Anti Music

### November

"Incubus is magic. I have always believed that. I remember going to my first Incubus show and becoming so bewitched by them that my friend literally ..."

Thu 11/11 - Watch Incubus Perform Their New Song "Surface To Air" - KROQ

# 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 17: 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 17 (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 17 (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 18: 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 18 (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 18 (continued): Top 100 Artists on We Are Hunted Emerging Chart