

# Jason Derulo

Music Media Analysis  
July to December 2010

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# Overview

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**142nd** on Mainstream Charts

**512th** on Twitter

**823rd** in the Music Press

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This report reviews the popularity of Jason Derulo on the music charts and in the music news for the period July to December 2010. It benchmarks Jason Derulo 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](http://wearehunted.com) website.

# Chart Popularity

## Mainstream Chart

This section presents the mainstream chart performance for Jason Derulo compared to similar artists. Jason Derulo was ranked 142nd overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for Jason Derulo was 16th.

142nd Overall Rank

16th Best Position

Artist	Rank	Best Position
Lady GaGa	4th	2
Katy Perry	7th	2
Eminem	13th	2
Drake	57th	7
Enrique Iglesias	67th	8
B.o.B.	97th	11
Jason Derulo	142nd	16
Travie McCoy	1235th	948

Figure 1: Artist Mainstream Ranks

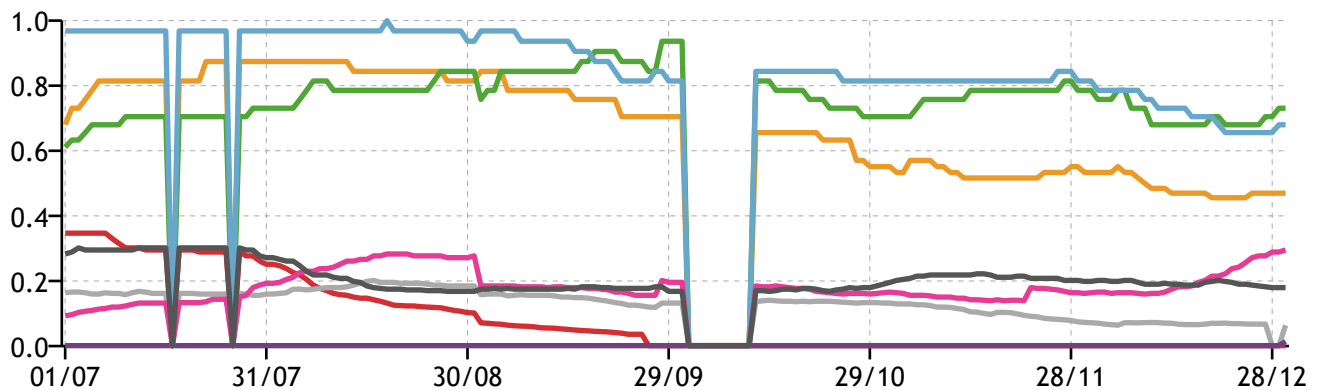


Figure 2: Artist Mainstream Chart Popularity over Time



# Mainstream Comparison

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

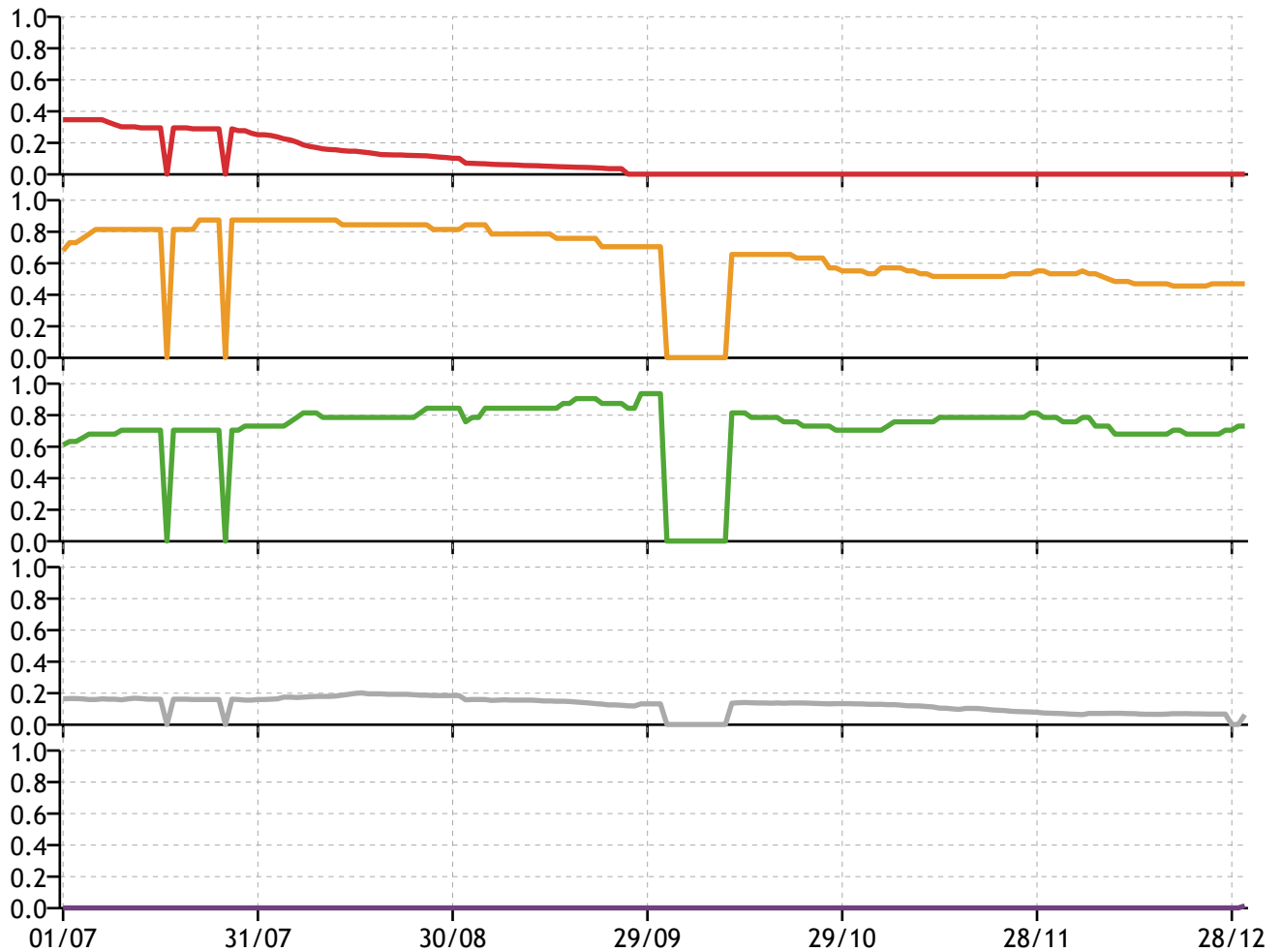
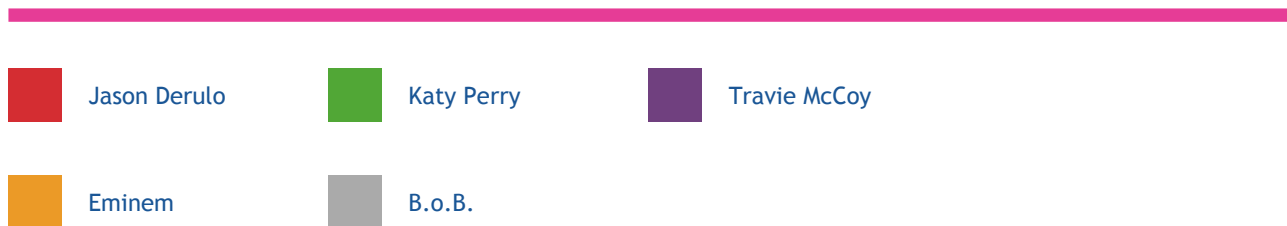


Figure 3: Comparisons for Jason Derulo



# Mainstream Singles

This section presents the best charting singles for Jason Derulo on the Mainstream We Are Hunted charts

## Whatcha Say

Best Single

53rd

Best Position

Single	Best Position
Whatcha Say	53
Ridin' Solo	151
In My Head	279
What If	467
Ridin' Solo	500

Figure 4: Best Single Positions

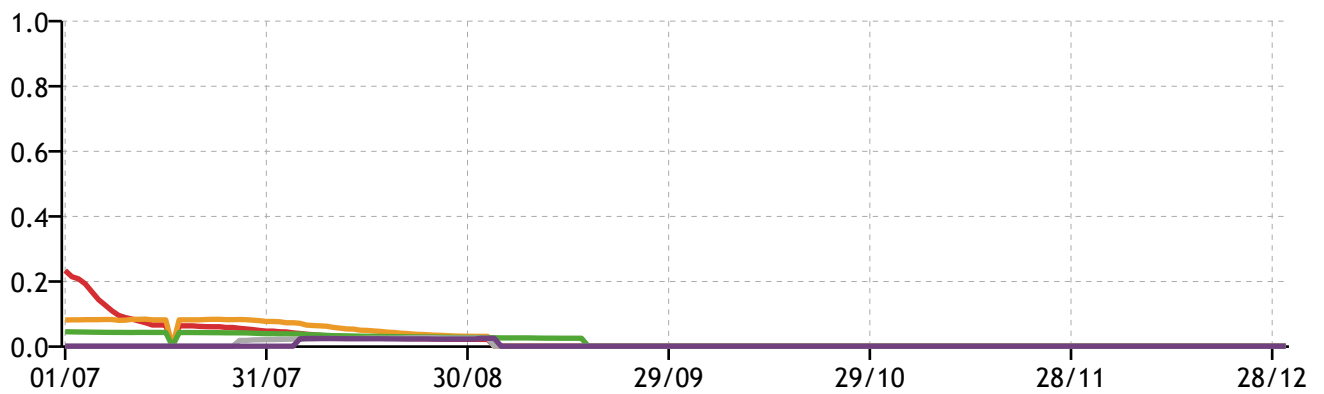


Figure 5: Singles Chart Comparison over Time



# Mainstream Singles Comparison

This section compares the mainstream chart performance of the most popular singles released by Jason Derulo. 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.

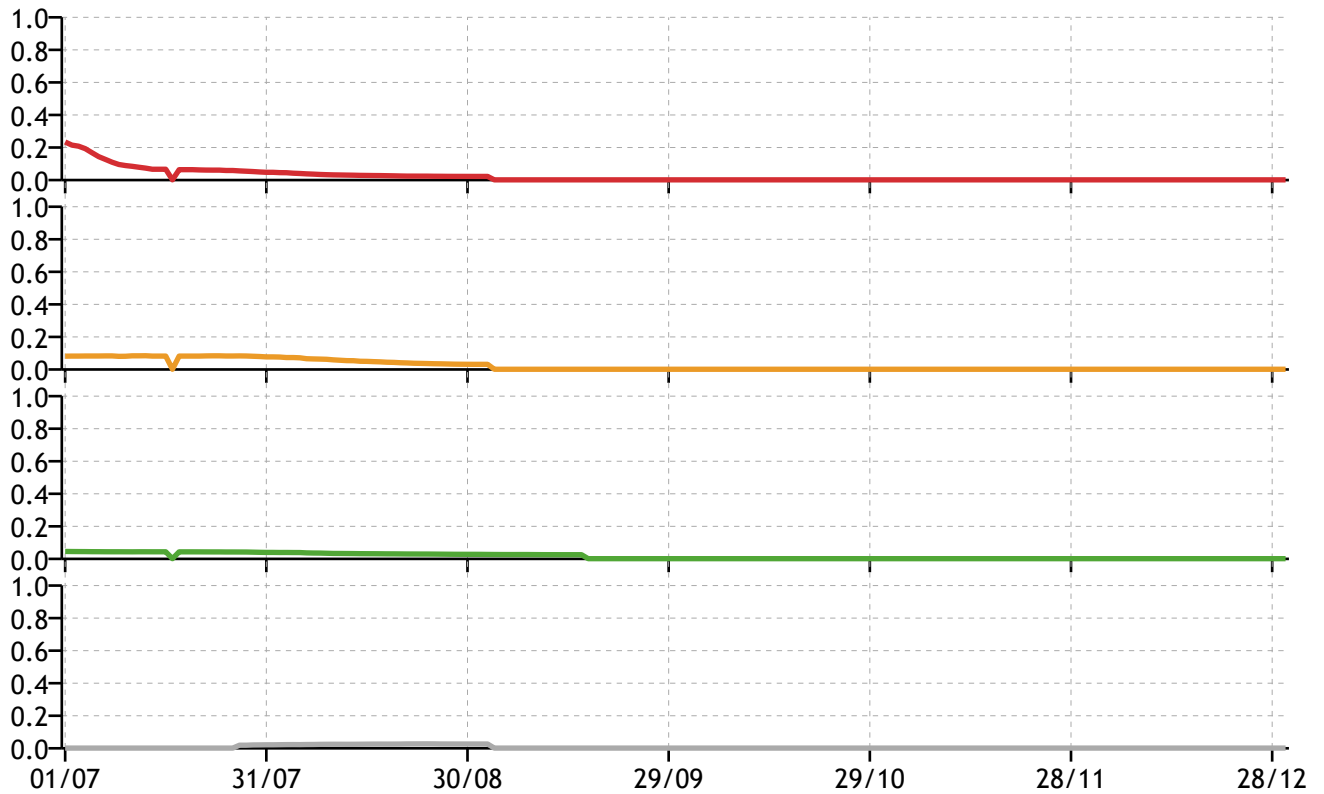


Figure 6: Chart ranking for Jason Derulo



# Twitter Coverage

## Twitter Popularity

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

512th Overall Rank

3,447 Tweets

0.001% Share

Artist	Rank	Tweets	Share
Eminem	4th	54,567	0.009%
Lady GaGa	6th	52,609	0.009%
Drake	7th	44,974	0.007%
Katy Perry	11th	40,907	0.007%
B.o.B.	114th	10,783	0.002%
Enrique Iglesias	215th	6,927	0.001%
Jason Derulo	512th	3,447	0.001%
Travie McCoy	585th	3,028	0.001%

Figure 7: Twitter Coverage Comparison

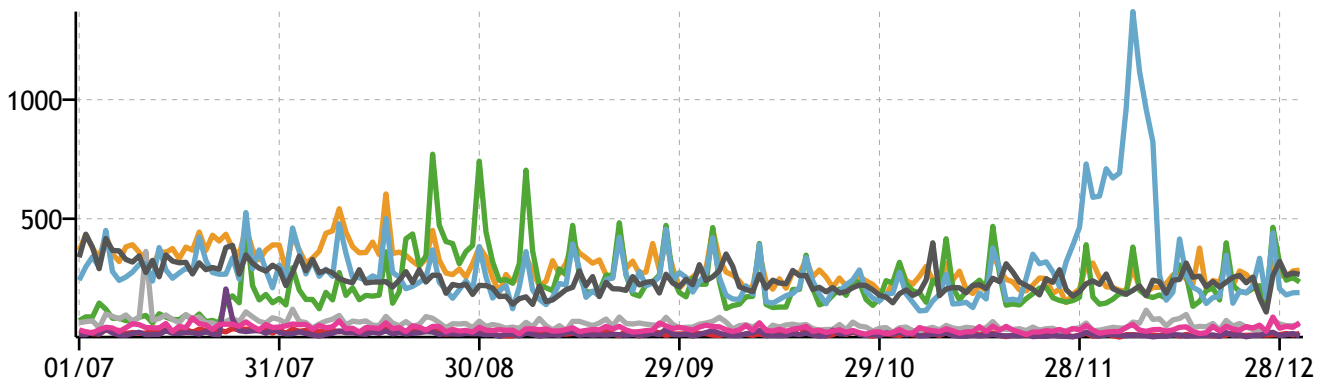


Figure 8: Twitter Coverage over Time



# Twitter Comparison

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

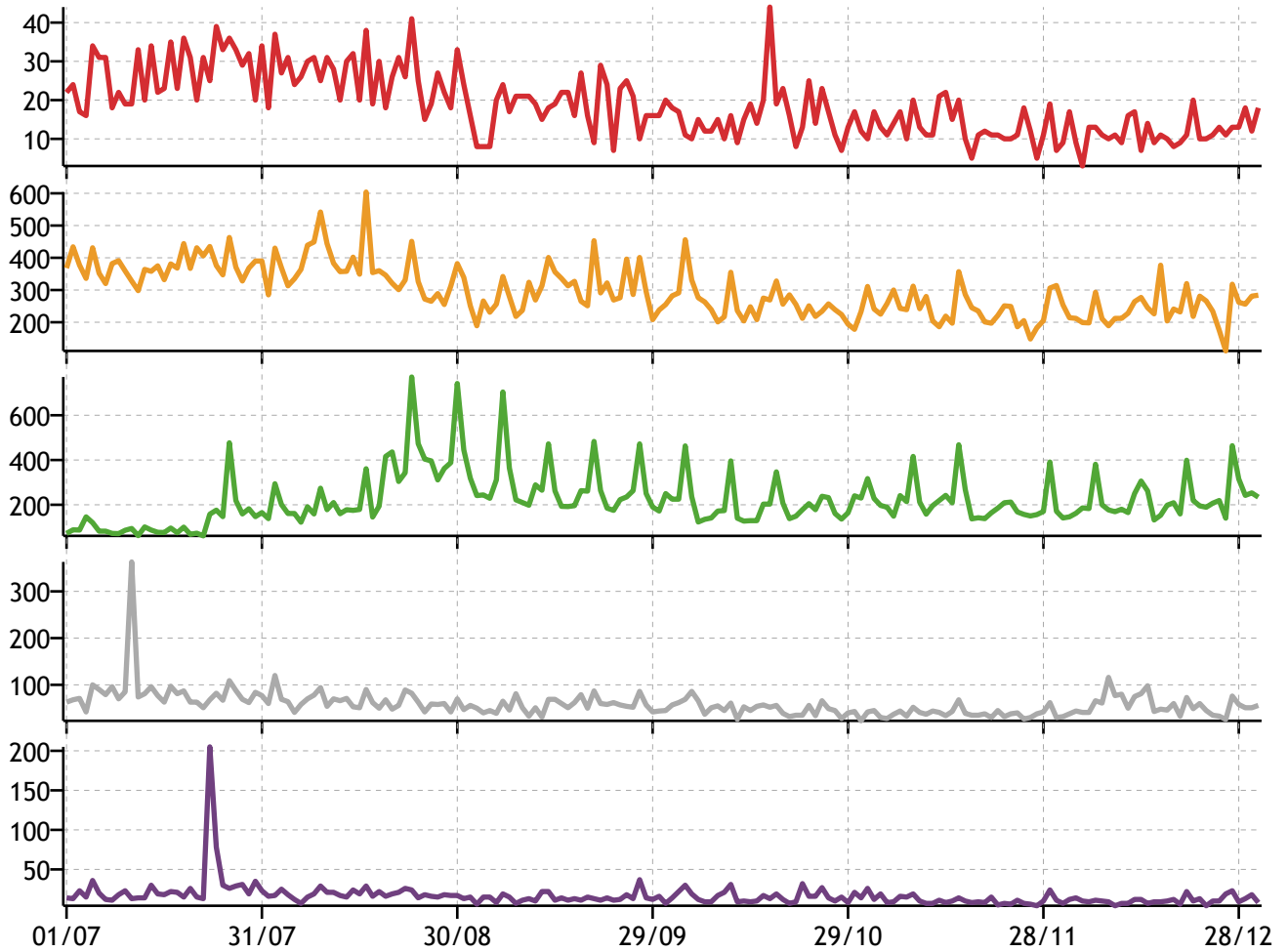
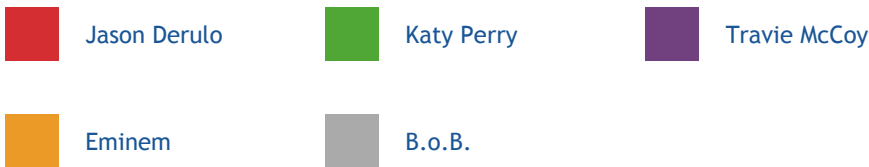


Figure 9: Comparisons for Jason Derulo



# Mainstream Chart vs Twitter

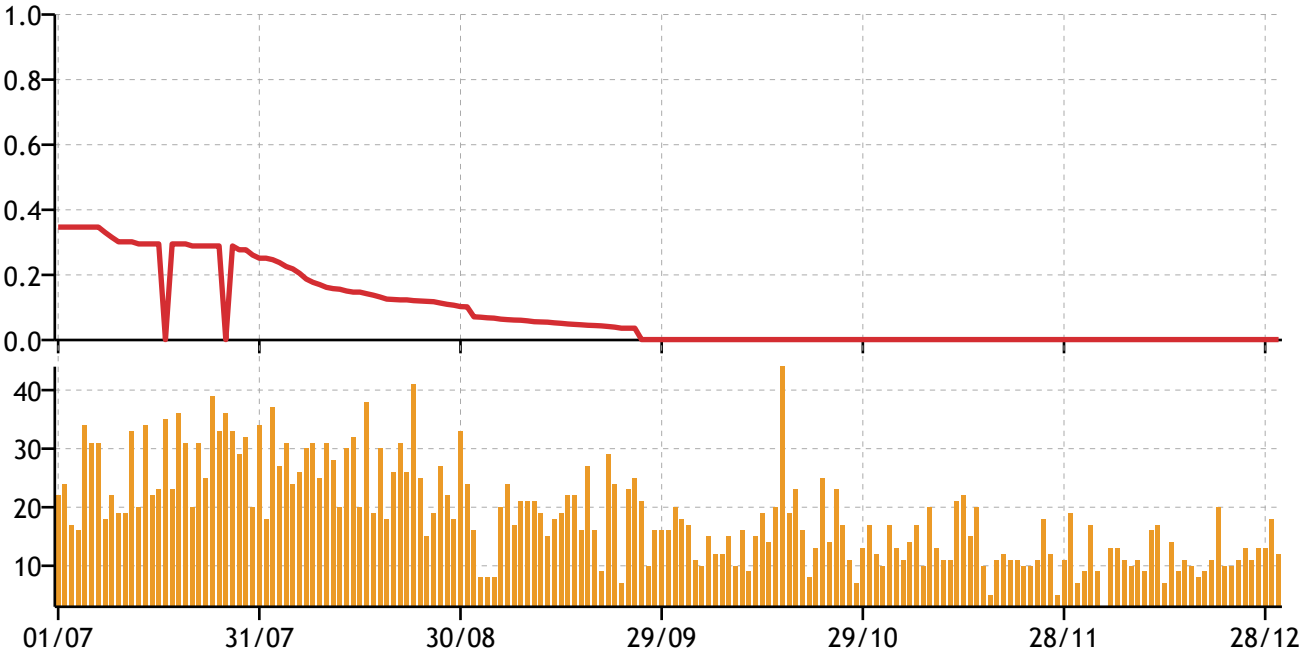


Figure 10: Jason Derulo Chart Popularity vs Twitter Coverage

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 Jason Derulo in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/britto1st	BRITTO [□□□□]	Dhaka, Bangladesh	10	25,526	255,260
2	twitter.com/golfnovels	James Ross	St. Louis	13	17,413	226,369
3	twitter.com/jackcrute	Jack Nathaniel Crute	The North of England, UK	8	11,561	92,488
4	twitter.com/lakergirls7	diana	Cali baby :)	5	17,272	86,360
5	twitter.com/riochandraa	Rio Chandra Rumapea	Paris Van Java	15	3,282	49,230
6	twitter.com/fyokonoa	FM □□□□ Now On Air	Yokomaha 84.7MHz	35	576	20,160
7	twitter.com/lilbratsie	Jamie B	Little Rock, AR	29	491	14,239
8	twitter.com/TeenagexDream	т'м □уст α гял □	и уояя неят	3	4,361	13,083
9	twitter.com/ItsJBshawty	dreamgirl. whatever.	Vejele, Denmark	4	3,167	12,668
10	twitter.com/evelynalyx	evelynalyx	USA	2	5,227	10,454
11	twitter.com/EverybodyGo2guy	*Justin*	Aurora Co	3	2,676	8,028
12	twitter.com/FauxNicoleA	ORIGINAL итσλε		3	2,406	7,218
13	twitter.com/akaSEANJUNG	Hun S. Jung	iphone:37.381070,127.127179	4	1,788	7,152
14	twitter.com/artfulretro	M	Fraser Valley / Vancouver	6	1,116	6,696
15	twitter.com/ThatGirlAni	Anime	In Cyrus' mind...	5	1,336	6,680
16	twitter.com/PurpleNinja_x3	тау кау	Australia/Planet Weeezy	4	1,510	6,040
17	twitter.com/2fantabulush	• Mariiiiiizzzziiii •	Hibernating w/ @jordanknight	4	1,381	5,524
18	twitter.com/Sven_YO	Sven	Deutschland	3	1,746	5,238
19	twitter.com/Rossmc125	Ross. □	Glasgow	5	1,039	5,195
20	twitter.com/Wookiesgirl	Queen Bitch	Inside your head.	3	1,726	5,178
21	twitter.com/iRonnieXD	Ronnie Smexie	USA	13	362	4,706
22	twitter.com/Henry3811	Hattori Tatsuya	Japan, Fukushima or Miyagi	3	1,535	4,605
23	twitter.com/xBieberNinjaX	-Kmoney-	#spoonswaggin w/Justin	3	1,335	4,005
24	twitter.com/_sammy	Sammy Mclean	With my baby alex	3	1,290	3,870
25	twitter.com/LPMissy	Missy	ÜT: 39.34635,-76.590939	8	467	3,736
26	twitter.com/BeNNe8	Simon B.	45.911369, 13.507701	6	592	3,552
27	twitter.com/DMV_Turk	Turk	From Istanbul to the DMV	3	1,181	3,543

Figure 11: Top 50 Users tweeting about Jason Derulo

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/ForbesCarolineV	Caroline Forbes	Mystic Falls, Virginia	3	1,170	3,510
29	twitter.com/djfranchisenc17	Sir-Franchise Drake	Virgin Islands	5	700	3,500
30	twitter.com/DemiLovehato	Lyndsey.Loves.Jason.	bowing down to jason. :D	4	829	3,316
31	twitter.com/Hamtro1	Cathy Long	San Antonio	4	821	3,284
32	twitter.com/OneRecent	OneRecent	London	6	540	3,240
33	twitter.com/l1brat1on	l1brat1on	Worldwide, TX	8	395	3,160
34	twitter.com/ashleeheartache	asgk	neverland	4	777	3,108
35	twitter.com/SchnabMusic	SchnabMusic	Schnaberlack.de	4	706	2,824
36	twitter.com/yudiww	Yudi STWN-	ÜT: -6.251101,106.799008	4	616	2,464
37	twitter.com/RichardBarnet	Richard Barnet	Boise, Idaho, USA	3	788	2,364
38	twitter.com/spintrax	Marc G.	iPhone: 55.867489,-4.255205	3	774	2,322
39	twitter.com/_tobbe	tobbe	SE	3	771	2,313
40	twitter.com/Greg__Friedman	Greg Friedman	Howard County Maryland	2	1,066	2,132
41	twitter.com/Miss_CParker	Char	London	7	281	1,967
42	twitter.com/NatCall	Nat Callaghan	Manchester, UK	3	627	1,881
43	twitter.com/iJuanD	Juan Dueñas	25.654264,-100.193539	4	416	1,664
44	twitter.com/n3wklear	n3wklear	iPhone: 13.735117,100.576780	12	137	1,644
45	twitter.com/Miies	Camille Labanca	Rio de Janeiro	3	535	1,605
46	twitter.com/PurpleBrina17	Brina	I be where I am at	2	773	1,546
47	twitter.com/BrunoMarsIsAGod	Alisa Mars	Mars	2	769	1,538
48	twitter.com/LarsGondronk	Bagus Sularmin WH	Kelapa Gading Barat	13	113	1,469
49	twitter.com/ariel_knight	Ariel Knight	Los Angeles, CA.	9	162	1,458
50	twitter.com/darkpulgo	Edwin A. Castro	Puerto Rico	3	481	1,443

Figure 11 (continued): Top 50 Users tweeting about Jason Derulo

# Shared Twitter Links

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

URL	Rank	Tweets
<a href="http://www.tunewiki.com/">http://www.tunewiki.com/</a>	1	35
<a href="http://www.last.fm/music/Jason+Derulo">http://www.last.fm/music/Jason+Derulo</a>	2	25
<a href="http://www.last.fm/music/Jason+Derulo/_/Ridin%27+Solo">http://www.last.fm/music/Jason+Derulo/_/Ridin%27+Solo</a>	3	20
<a href="http://www.foxytunes.com/artist/hey+monday/track/in+my+head+(jason+derulo+cover)">http://www.foxytunes.com/artist/hey+monday/track/in+my+head+(jason+derulo+cover)</a>	4	13
<a href="http://www.last.fm/music/Jason+Derulo/_/In+My+Head">http://www.last.fm/music/Jason+Derulo/_/In+My+Head</a>	5	10
<a href="http://www.last.fm/music/Jason+Derulo/_/Ridin%27+Solo">http://www.last.fm/music/Jason+Derulo/_/Ridin%27+Solo</a>	6	9
<a href="http://radioplayer.rockfm.co.uk">http://radioplayer.rockfm.co.uk</a>	7	7
<a href="http://radioplayer.thehitsradio.com/">http://radioplayer.thehitsradio.com/</a>	8	7
<a href="http://www.tweekly.fm/user/JavaJunkie91">http://www.tweekly.fm/user/JavaJunkie91</a>	9	7
<a href="http://www.last.fm/music/+noredirect/Jason+Derulo">http://www.last.fm/music/+noredirect/Jason+Derulo</a>	10	6
<a href="http://www.tunewiki.com/t/1g72c">http://www.tunewiki.com/t/1g72c</a>	11	6
<a href="http://www.last.fm/music/Jason+Derulo/_/Whatcha+Say">http://www.last.fm/music/Jason+Derulo/_/Whatcha+Say</a>	12	6
<a href="http://2dj.me/fKhb">http://2dj.me/fKhb</a>	13	5
<a href="http://www.tunewiki.com/t/23upj">http://www.tunewiki.com/t/23upj</a>	14	5
<a href="http://www.last.fm/music/Jason+Der%3BClo/_/In+My+Head+%28Rhythm+Remix%29">http://www.last.fm/music/Jason+Der%3BClo/_/In+My+Head+%28Rhythm+Remix%29</a>	15	5
<a href="http://radioplayer.indemand.fm">http://radioplayer.indemand.fm</a>	16	5
<a href="http://www.last.fm/music/Jason+Derulo/_/What+If">http://www.last.fm/music/Jason+Derulo/_/What+If</a>	17	5
<a href="http://www.tunewiki.com/t/11goo">http://www.tunewiki.com/t/11goo</a>	18	5
<a href="http://www.tunewiki.com/t/1pz4b">http://www.tunewiki.com/t/1pz4b</a>	19	4
<a href="http://www.tunewiki.com/t/1j545">http://www.tunewiki.com/t/1j545</a>	20	4
<a href="http://www.last.fm/user/onego">http://www.last.fm/user/onego</a>	21	4
<a href="http://www.tunewiki.com/t/1dt2b">http://www.tunewiki.com/t/1dt2b</a>	22	4
<a href="http://golftwitt.com/7xh8">http://golftwitt.com/7xh8</a>	23	4
<a href="http://soc.li/cUtgnMZ">http://soc.li/cUtgnMZ</a>	24	4
<a href="http://www.last.fm/music/+noredirect/Jason+Derulo/_/Ridin%27+Solo">http://www.last.fm/music/+noredirect/Jason+Derulo/_/Ridin%27+Solo</a>	25	4
<a href="http://soc.li/YEcY11X">http://soc.li/YEcY11X</a>	26	4
<a href="http://www.tunewiki.com/t/1lg87">http://www.tunewiki.com/t/1lg87</a>	27	4

Figure 12: Top Shared Links on Twitter mentioning Jason Derulo

URL	Rank	Tweets
<a href="http://www.tweekly.fm/user/artfulretro">http://www.tweekly.fm/user/artfulretro</a>	28	4
<a href="http://tln.kr/1v8d">http://tln.kr/1v8d</a>	29	3
<a href="http://www.tweekly.fm/user/Miies">http://www.tweekly.fm/user/Miies</a>	30	3
<a href="/profile/MajorRebelJazz/blip/59299971/Jason+Derulo-Ridin'+Solo+++Lyrics">/profile/MajorRebelJazz/blip/59299971/Jason+Derulo-Ridin'+Solo+++Lyrics</a>	31	3
<a href="http://jelli.com/pop">http://jelli.com/pop</a>	32	3
<a href="http://www.tweekly.fm/user/Sven_YO">http://www.tweekly.fm/user/Sven_YO</a>	33	3
<a href="http://www.last.fm/music/Pixie+Lott/_/Coming+Home+(feat.+Jason+Derulo)">http://www.last.fm/music/Pixie Lott/_/Coming Home (feat. Jason Derulo)</a>	34	3
<a href="http://getglue.com/recording_artists/jason_derulo">http://getglue.com/recording_artists/jason_derulo</a>	35	3
<a href="http://www.tweekly.fm/user/mariowing">http://www.tweekly.fm/user/mariowing</a>	36	3
<a href="http://userserve-ak.last.fm/serve/500/30516499/Jason+Derulo+_b9750700db9544469632a867b1d4.jpg">http://userserve-ak.last.fm/serve/500/30516499/Jason+Derulo+_b9750700db9544469632a867b1d4.jpg</a>	37	3
<a href="http://www.jango.com/stations/260716044/tunein?song_id=337514">http://www.jango.com/stations/260716044/tunein?song_id=337514</a>	38	3
<a href="http://tln.kr/12vkk">http://tln.kr/12vkk</a>	39	3
<a href="http://www.tweekly.fm/user/JordyWordy">http://www.tweekly.fm/user/JordyWordy</a>	40	3
<a href="http://www.tweekly.fm/user/toobie">http://www.tweekly.fm/user/toobie</a>	41	3
<a href="http://www.tweekly.fm/user/Cindaaaah">http://www.tweekly.fm/user/Cindaaaah</a>	42	3
<a href="http://www.tunewiki.com/t/1jt0w">http://www.tunewiki.com/t/1jt0w</a>	43	3
<a href="http://www.tweekly.fm/user/walkinalone">http://www.tweekly.fm/user/walkinalone</a>	44	3
<a href="http://www.tunewiki.com/t/1yx6p">http://www.tunewiki.com/t/1yx6p</a>	45	3
<a href="http://www.last.fm/music/Jason+Derulo/_/Encore?utm_source=twitterfeed&amp;utm_medium=twitter">http://www.last.fm/music/Jason+Derulo/_/Encore?utm_source=twitterfeed&amp;utm_medium=twitter</a>	46	3
<a href="http://www.pandora.com:80/land/station/effc56207f652df299a189d3a917cbf4f65c8be49b9a722a?referrer=nei...">http://www.pandora.com:80/land/station/effc56207f652df299a189d3a917cbf4f65c8be49b9a722a?referrer=nei...</a>	47	3
<a href="http://www.tweekly.fm/user/herimagination">http://www.tweekly.fm/user/herimagination</a>	48	2
<a href="http://soc.li/6LnzdPU">http://soc.li/6LnzdPU</a>	49	2
<a href="/profile/MICH_GREG/blip/59751715/Whatcha+Say-Jason+Derulo-Lyrics+Video">/profile/MICH_GREG/blip/59751715/Whatcha+Say-Jason+Derulo-Lyrics+Video</a>	50	2
<a href="/profile/CookedBecfrmMars/blip/54128338/In+My+Head-Jason+Derulo-Full+Lyrics+Video">/profile/CookedBecfrmMars/blip/54128338/In+My+Head-Jason+Derulo-Full+Lyrics+Video</a>	51	2
<a href="http://we7.com/api/play/track?q=3920623">http://we7.com/api/play/track?q=3920623</a>	52	2
<a href="http://www.last.fm/music/Jason+Derulo/_/Watcha+Say">http://www.last.fm/music/Jason Derulo/_/Watcha Say</a>	53	2
<a href="http://www.pandora.com:80/land/song/afdca4df62712c40425ba2910f7abf8b?station=3ee791f37f5fff5535764f4...">http://www.pandora.com:80/land/song/afdca4df62712c40425ba2910f7abf8b?station=3ee791f37f5fff5535764f4...</a>	54	2
<a href="http://www.tweekly.fm/user/BeckyMurp">http://www.tweekly.fm/user/BeckyMurp</a>	55	2
<a href="http://www.last.fm/music/Jason+Derulo/_/What+If">http://www.last.fm/music/Jason Derulo/_/What If</a>	56	2
<a href="http://www.tweekly.fm/user/last_heartbeat">http://www.tweekly.fm/user/last_heartbeat</a>	57	2
<a href="http://www.tweekly.fm/user/GeemaPee">http://www.tweekly.fm/user/GeemaPee</a>	58	2
<a href="/profile/checka/blip/54978645/Whatcha+Say-Jason+Derulo-Lyrics+Video">/profile/checka/blip/54978645/Whatcha+Say-Jason+Derulo-Lyrics+Video</a>	59	2
<a href="/profile/PurpleBrina17/blip/49428338/In+My+Head-Jason+Derulo">/profile/PurpleBrina17/blip/49428338/In+My+Head-Jason+Derulo</a>	60	2

Figure 12 (continued): Top Shared Links on Twitter mentioning Jason Derulo

# News Coverage

## News Popularity

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

823rd Overall Rank

159 Articles

0.004% Share

Artist	Rank	Articles	Share
Drake	2nd	4,936	0.123%
Eminem	6th	3,368	0.084%
Lady GaGa	11th	2,784	0.069%
Katy Perry	16th	2,092	0.052%
B.o.B.	35th	1,347	0.034%
Travie McCoy	484th	287	0.007%
Enrique Iglesias	495th	283	0.007%
Jason Derulo	823rd	159	0.004%

Figure 13: News Coverage Comparison

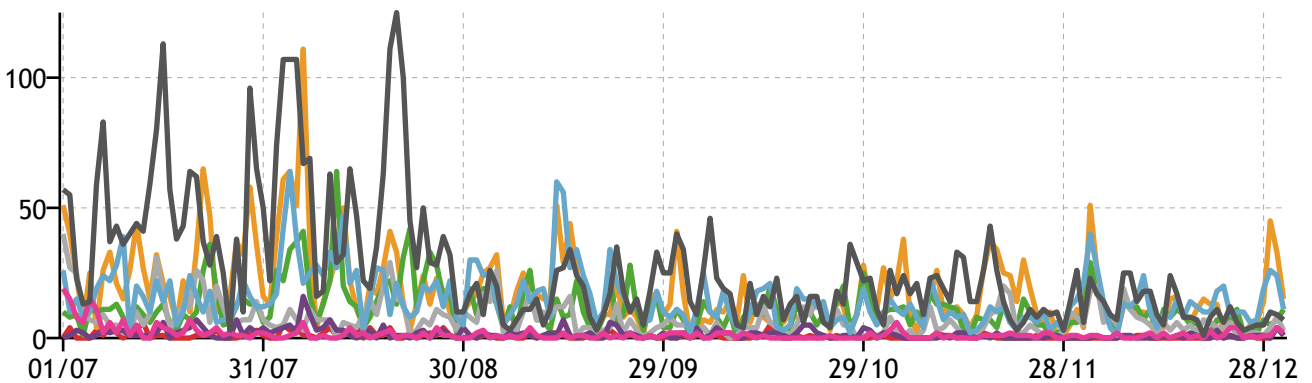


Figure 14: News Coverage over Time



# News Comparison

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

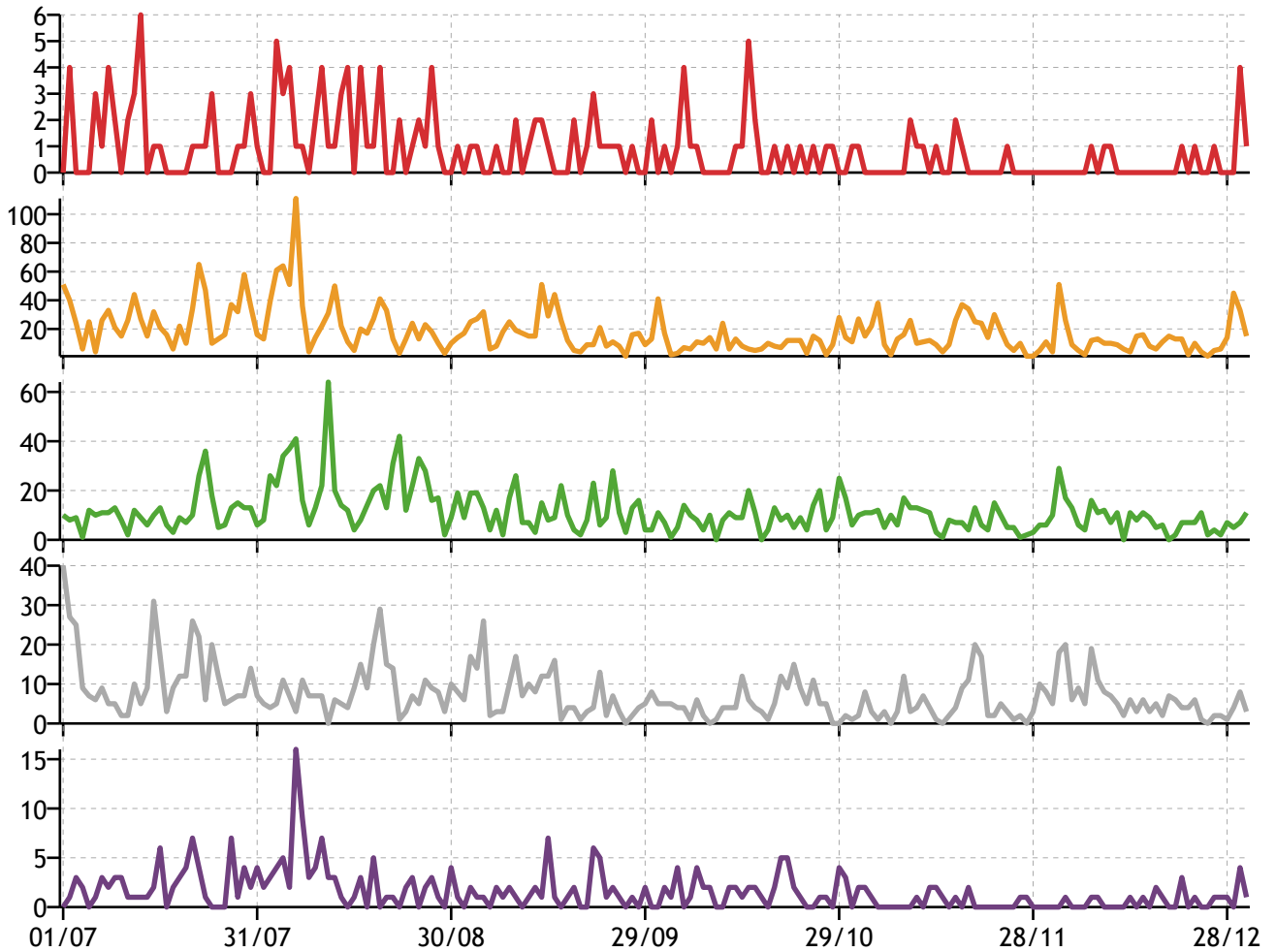
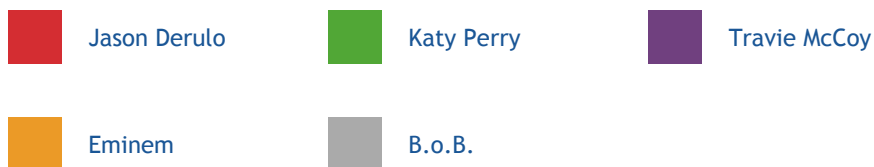


Figure 15: Comparisons for Jason Derulo



# Mainstream Chart vs Sentiment

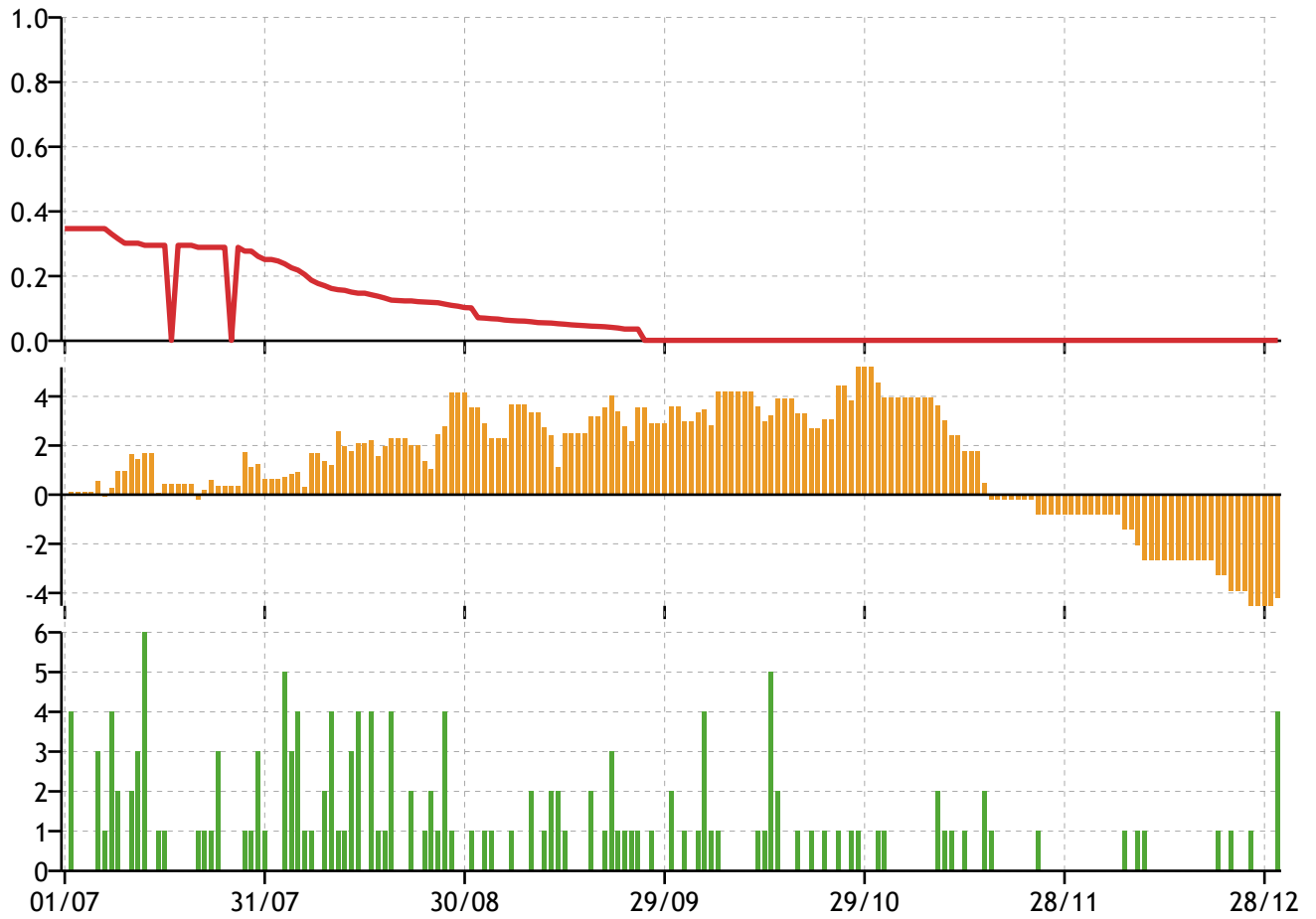


Figure 16: Jason Derulo Chart Popularity vs News Sentiment + Volume

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 Jason Derulo that day.



# Top Publishers

- Idolator
- MTV Newsroom
- Prefix Magazine
- Clash Music
- I Like Music - Pop
- Raised on Indie
- Other



Figure 17: Top Publishers related to Jason Derulo

Top Publishers	Mentions
Idolator	10
MTV Newsroom	5
Prefix Magazine	4
Clash Music	2
I Like Music - Pop	2
Raised on Indie	1
#1 Hits From Another Planet	1
Village Voice - music	1
Noise Porn	1
I Like Music - Music News	1
Persona Sauna	1
For the Love of House Music	1
Daily Telegraph - music	1
wongie's music world	1

Figure 18: Most frequently mentioned Top Publishers

# Top News Publishers

Publisher	Rank	Articles
Idolator - <a href="http://www.idolator.com/">http://www.idolator.com/</a>	1	10
MTV Newsroom - <a href="http://newsroom.mtv.com/">http://newsroom.mtv.com/</a>	2	5
Prefix Magazine - <a href="http://prefixmag.com">http://prefixmag.com</a>	3	4
Clash Music - <a href="http://www.clashmusic.com/">http://www.clashmusic.com/</a>	4	2
I Like Music - Pop - <a href="http://www.ilikemusic.com/">http://www.ilikemusic.com/</a>	5	2
Raised on Indie - <a href="http://www.raisedonindie.com/">http://www.raisedonindie.com/</a>	6	1
#1 Hits From Another Planet - <a href="http://alienhits.blogspot.com">http://alienhits.blogspot.com</a>	7	1
Village Voice - music - <a href="http://www.villagevoice.com/">http://www.villagevoice.com/</a>	8	1
Noise Porn - <a href="http://www.noiseporn.com/">http://www.noiseporn.com/</a>	9	1
I Like Music - Music News - <a href="http://www.ilikemusic.com/rss_feeds/music_news.xml">http://www.ilikemusic.com/rss_feeds/music_news.xml</a>	10	1
Persona Sauna - <a href="http://personasauna.blogspot.com">http://personasauna.blogspot.com</a>	11	1
For the Love of House Music - <a href="http://iluvhousemusic.blogspot.com/">http://iluvhousemusic.blogspot.com/</a>	12	1
Daily Telegraph - music - <a href="http://www.dailytelegraph.com.au/entertainment/music">http://www.dailytelegraph.com.au/entertainment/music</a>	13	1
wongie's music world - <a href="http://wongiesmusicworld.blogspot.com/index.html">http://wongiesmusicworld.blogspot.com/index.html</a>	14	1

Figure 19: Top 14 Publishers mentioning Jason Derulo

# Best 5 News Days

1

## 13 July 2010 : 6 articles

### Popular Articles this Day

#### [Jason Derulo - What If \(video\)](#)

MusicBlips, 13 July 2010

The official music video for "What If" by Jason Derulo on his self-titled debut album, which is in stores now. Directed by Ethan Lader. — full article at [videos.onsmash.com](http://videos.onsmash.com)

#### [Jason Derulo - What If \( Official Video \)](#)

MusicBlips, 13 July 2010

What If ( Official Video ) Get Jason's Debut Album on iTunes - <http://wbr.fm/dbndVB> Beluga Heights & Warner Bros. Records Present An Ethan Lader Film S... — full article at ...

#### [Jason Derulo - What If \( Official Video \)](#)

Hip Hop Blips, 13 July 2010

What If ( Official Video ) Get Jason's Debut Album on iTunes - <http://wbr.fm/dbndVB> Beluga Heights & Warner Bros. Records Present An Ethan Lader Film S... — full article at ...

#### [\[Video Premiere\] Jason Derulo's 'What If'](#)

MusicBlips, 12 July 2010

"What If" Video Premiere "What If" is the fourth single from Derulo's self-titled debut album "Jason Derulo" which has been released since March this year. Coming from production hands of ...

#### [\[Video Premiere\] Jason Derulo's 'What If'](#)

Hip Hop Blips, 12 July 2010

"What If" Video Premiere "What If" is the fourth single from Derulo's self-titled debut album "Jason Derulo" which has been released since March this year. Coming from production hands of ...

#### [Jason Derulo – What If \(Official Video\)](#)

Hip Hop Blips, 12 July 2010

Jason Derulo's self-titled debut album is available in stores and on iTunes now! Check it out: <http://wbr.fm/dbndVB> — full article at [hiphoplead.com](http://hiphoplead.com)

#### [Music video for "What If" from the hitmaker Jason...](#)

WatchMyEgo, 13 July 2010

Music video for "What If" from the hitmaker Jason Derulo.

#### [PHOTOS: Nerdy Librarian Katy Perry Hosts The 2010 Teen Choice Awards](#)

Idolator, 13 July 2010

California girl Katy Perry has swapped her sunglasses for a pair of vintage specs in these promo pics for the 2010 Teen Choice Awards. The Teenage Dream singer will be ...

## **Jason Derulo Turns Back Time In His “What If” Video**

Idolator, 13 July 2010

Jason Derulo’s short film/music video for “What If” falls in line with the movie trailer-type preview we saw last week for it. In the Ethan Lader-directed clip, Jason is about ...

**2**

## **03 August 2010 : 5 articles**

### **Popular Articles this Day**

#### **Jason Derulo iOKi App Released**

Anti Music, 03 August 2010

gridMOB have released thier Jason Derulo iOKi App to the iTunes App Store.

#### **Jason Derulo Headlining Own US Tour This Fall**

YK2 Daily, 03 August 2010

Fresh off of a press release today, it has been officially announced that Mr. “Whatcha Say” will continue hitting the road this fall on his own headlined tour in the ...

#### **Jason Derulo 2010 tour dates; special guest Auburn + watch video**

Band Weblogs, 03 August 2010

Jason Derulo to embark on major US headlining tour on September 27, 2010. AOL AIM presents Jason Derulo, powered by Samsung Mobile; tickets go on sale to the public on ...

#### **JASON DERULO TO EMBARK ON MAJOR U.S. HEADLINING TOUR ON SEPTEMBER 27, 2010**

Heart Throb Media, 03 August 2010

Red-hot pop sensation Jason Derulo will embark on his first headlining tour of the U.S. beginning September 27 th in Philadelphia, PA. The tour, which features special guest Auburn, will ...

#### **Jason Derulo To Embark On Major U.S. Headlining Tour On September 27, 2010**

I Wont STFU , 03 August 2010

## 15 October 2010 : 5 articles

### Popular Articles this Day

#### Mayday Parade's In My Head

AbsolutePunk, 15 October 2010

You can listen to \*Mayday Parade (<http://www.absolutepunk.net/maydayparade>)\* covering \*Jason Derulo\*s "In My Head" on AOL Music (<http://music.aol.com/blog/2010/10/14/mayday-parade-cover-jason-derulos-in-my-head-song-premiere/>).

#### Jason Derulo performs on Dancing With The Stars + American Music Award nomination

Band Weblogs, 15 October 2010

Red-hot pop sensation Jason Derulo has been nominated for an American Music Award for T-Mobile Breakthrough Artist. The nomination follows on the heels of Derulo's 2010 Teen Choice Award for ...

#### MP3: Pixie Lott ft Jason Derulo – Coming Home

TheNext2Shine, 14 October 2010

wnloads <http://TheNext2Shine.com>  
<http://facebook.com/TheNext2Shine>

<http://twitter.com/TheNext2Shine>

#### Mayday Parade Cover Jason Derulo

Alter The Press, 15 October 2010

Mayday Parade's cover of Jason Derulo's 'In My Head', can be streamed here.

#### Listen to Mayday Parade's "In My Head"

Under The Gun Review, 15 October 2010

AOL Music is streaming the cover Mayday Parade did for Jason Derulo's "In The Head."

#### NEW VIDEOS - THA VILL ft KELE LE ROC "MORE THAN FRIENDS"

URBANELITE PR, 15 October 2010

THA VILL featuring KELE LE ROC 'MORE THAN FRIENDS' VIDEO LAUNCHES THIS WEEK  
 "This tune is badddd" CJ Beatz, 1Xtra "Totally on the money for radio and clubs combining the ...

## 02 July 2010 : 4 articles

### Popular Articles this Day

#### Jason Derulo releases self-titled

Music Remedy, 02 July 2010

Red-hot pop sensation Jason Derulo has been nominated for three 2010 Teen Choice Awards in the music category, including the highly coveted "Choice Music: Breakout Artist – Male." His double-platinum-selling ...

## **Everybody Wants To Have Sex With Eminem, Maroon 5 And Sara Bareilles**

Chart Rigger, 02 July 2010

It's a week of several big debuts on the Billboard Hot 100, pop chydren, so let's just jump right in with Eminem and Rihanna . Each one has landed a ...

## **US Top Ten Singles**

Rock NYC, 02 July 2010

1. California Gurls - Kate Perry 2. Love The Way You Lie (feat Rihanna) - Eminem 3. OMG - Usher 4. Airplane - B.o.B. 5. Billionaire - Travis McCoy 6. ...

## **Jason Derulo Nominated for Three 2010 Teen Choice Awards**

Raised on Indie, 02 July 2010

Red-Hot Pop Sensation Scores Nods for Male Breakout Artist, R&B Track, and R&B Album

5

## **08 July 2010 : 4 articles**

### **Popular Articles this Day**

#### **What If Trailer - Starring Jason Derulo ( HD ) (video)**

MusicBlips, 08 July 2010

The Official "What If" Music Video - COMING SOON! Beluga Heights & Warner Bros. Records Present An Ethan Lader Film Starring Jason Derulo. Wh... — full article at youtube.com

#### **What If Trailer - Starring Jason Derulo ( HD ) (video)**

Hip Hop Blips, 08 July 2010

The Official "What If" Music Video - COMING SOON! Beluga Heights & Warner Bros. Records Present An Ethan Lader Film Starring Jason Derulo. Wh... — full article at youtube.com

#### **Jason Derulo Tours Through The World**

MusicBlips, 08 July 2010

7/27 Toronto, ON Air Canada Centre\* 7/28 Toronto, ON Air Canada Centre\* 7/31 Montreal, QC Bell Centre\* 8/01 Ottawa, ON Scotiabank Place\* 8/07 Tokyo, Japan Summer Sonic Festival 8/08 Osaka, ...

#### **Music Video: Jason Derulo – What If**

TheNext2Shine, 08 July 2010

After the success of "Whatcha Say", "In My Head" and more recently "Ridin 'Solo" which is currently a hit in the U.S. and became the 3rd single in a row ...

#### **Jason Derulo, Taio Cruz, Kelis And The Saturdays Play T4 On The Beach**

Idolator, 07 July 2010

While you were tossing hot dogs and veggie burgers on the grill and jamming to our BBQ playlist on the 4th of July, the UK was heating things up in ...



## News Highlights

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

### July

"Jason Derulo has been nominated for three 2010 Teen Choice Awards in the music category, including the highly coveted "Choice Music: Breakout Artist – Male." His ..."

Fri 02/07 - Jason Derulo releases self-titled - Music Remedy

"Jason Derulo is clearly a cowboy, and I don't mean in the Brokeback Mountain way: he doesn't seem to finish the job with some songs, but ..."

Wed 28/07 - Single Review: Jason Derulo - 'What If' - Unreality Shout - Music section

"Jason Derulo has announced his first headlining tour of the U.S"

Sat 31/07 - Jason Derulo Announces Headlining Tour - Anti Music

### August

"Jason Derulo to embark on major US headlining tour on September 27, 2010. AOL AIM presents Jason Derulo, powered by Samsung Mobile; tickets go on sale ..."

Tue 03/08 - Jason Derulo 2010 tour dates; special guest Auburn + watch video - Band Weblogs

"Jason Derulo will embark on his first headlining tour of the U.S. beginning September 27th in Philadelphia, PA. The tour, which features special guest Auburn, ..."

Tue 03/08 - JASON DERULO TO EMBARK ON MAJOR U.S. HEADLINING TOUR ON SEPTEMBER 27, 2010 - Heart Throb Media

"Jason Derulo has announced his first headlining tour of the U.S"

Wed 04/08 - Jason Derulo Announces Headlining Tour - Anti Music

"Jason Derulo is only a youthful 20 years old, the Miami native received his own segment on MTV's When I Was 17 . The "Ridin' Solo" ..."

Sun 22/08 - Video: When Jason Derulo Was 17 - MusicBlips

## September

"Jason Derulo will be touring the UK in the new year. Tickets go on sale Friday (10 September) at 9 AM. Thursday 17th February 2011 – ..."

Thu 09/09 - Jason Derulo / February and March 2011 UK Tour - There Goes The Fear

"Jason Derulo was just 8-years old when he wrote his first song. 'Crush On You' was written for a girl called Amy who he wanted to ..."

Sat 11/09 - Watch Jason Derulo Sing The First Song He Ever Wrote at Undercover - idiomag

"Jason Derulo is getting social through social networking with his meet and greet contest during his first U.S. headlining tour kicking off September 27th. Contestants must ..."

Sat 18/09 - Jason DeRulo Announces Twitter Meet Greet Contest, "In My Head" Covered By Hey Monday - Audio Perv

## October

"Jason Derulo has been nominated for an American Music Award for T-Mobile Breakthrough Artist. The nomination follows on the heels of Derulo's 2010 Teen Choice Award ..."

Fri 15/10 - Jason Derulo performs on Dancing With The Stars + American Music Award nomination - Band Weblogs

"Jason Derulo is confident he's no one-hit-wonder"

Sat 16/10 - He's Derulo thing - Daily Telegraph - music

"Jason Derulo also turned out two very different tunes—his own hit "In My Head," and a cover of Ray Charles' "Georgia On My Mind." Watch below. ..."

Thu 21/10 - Jason Derulo Covers Ray Charles' "Georgia On My Mind" On 'DWTS' - Idolator

"Jason Derulo is known for being the nice guy, and the smooth-talking 21-year-old insists the past 12 hours of interviews have been "an absolute pleasure". This is ..."

Thu 28/10 - Jason Derulo staking his claim to fame - New Zealand Herald - music

# 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