

# Mumford And Sons

Music Media Analysis  
July to December 2010

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# Overview

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**23rd** on [Mainstream Charts](#)

**414th** on [Emerging Charts](#)

**93rd** on [Twitter](#)

**154th** in the [Music Press](#)

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This report reviews the popularity of Mumford And Sons on the music charts and in the music news for the period July to December 2010. It benchmarks Mumford And Sons 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 Mumford And Sons compared to similar artists. Mumford And Sons was ranked 23rd overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for Mumford And Sons was 4th.

23rd Overall Rank

4th Best Position

Artist	Rank	Best Position
Mumford And Sons	23rd	4
LCD Soundsystem	112th	13
Foals	403rd	77
Dizzee Rascal	483rd	99
Biffy Clyro	736th	169
Laura Marling	1016th	596
Marcos Valle	1236th	949
Villagers	2877th	1,001

Figure 1: Artist Mainstream Ranks

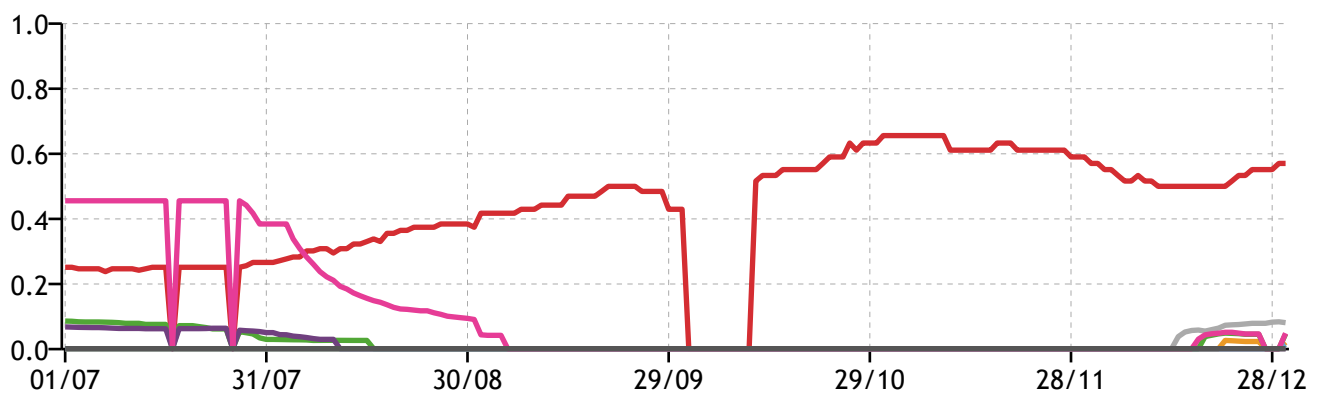


Figure 2: Artist Mainstream Chart Popularity over Time



# Mainstream Comparison

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

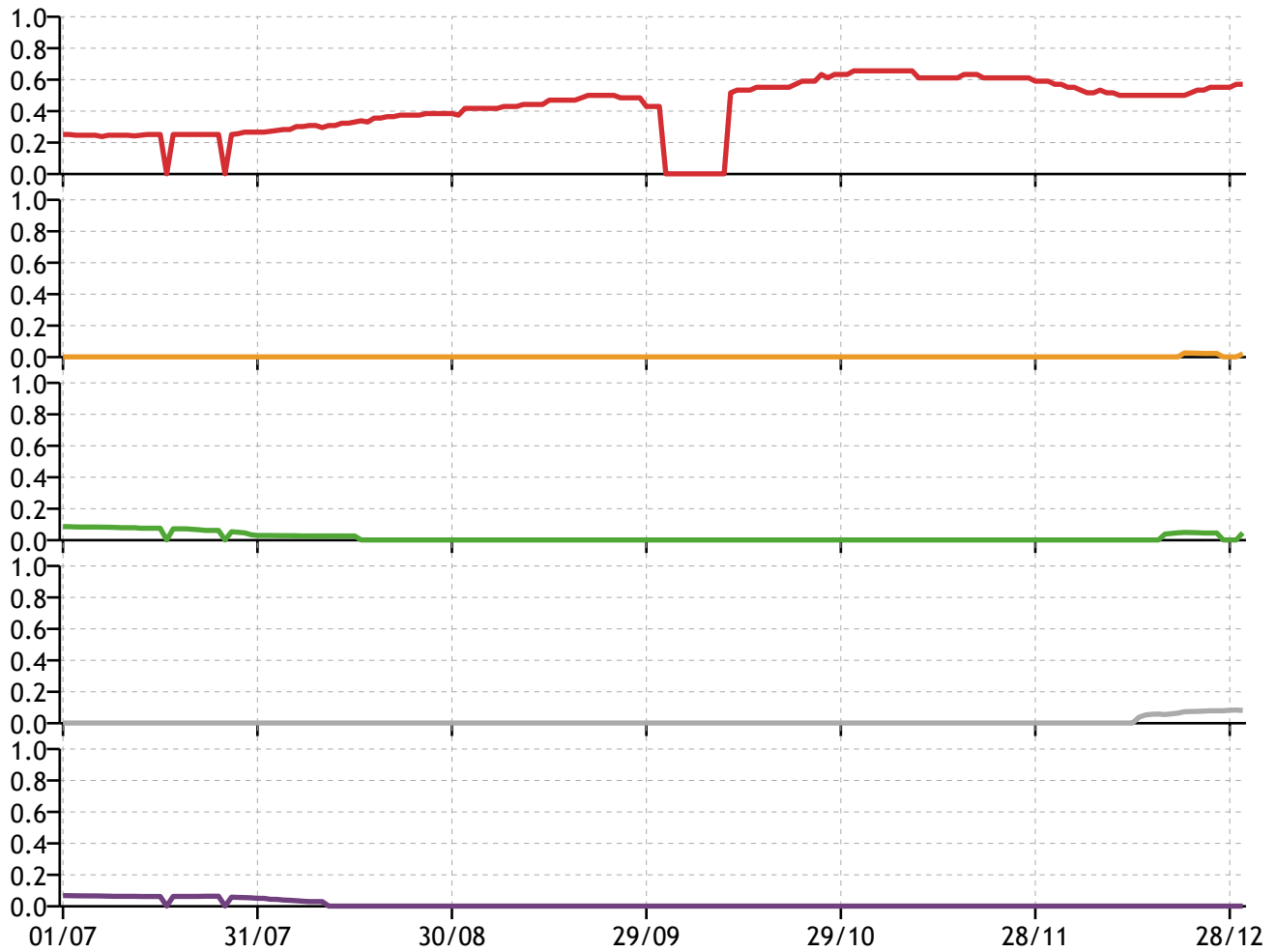
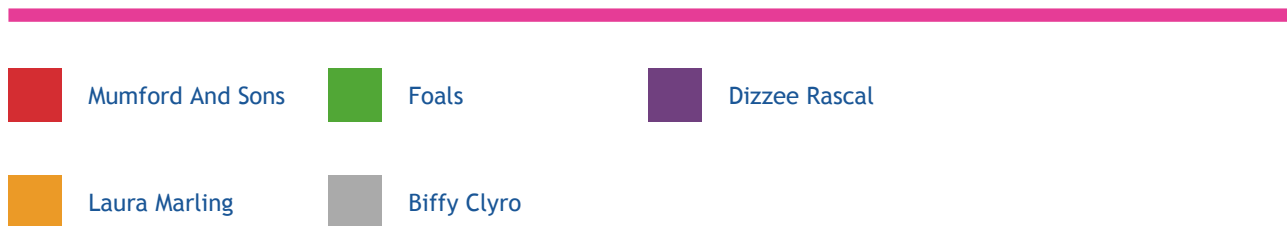


Figure 3: Comparisons for Mumford And Sons



# Emerging Chart

This section presents the emerging chart performance for Mumford And Sons compared to similar artists. Mumford And Sons was ranked 414th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for Mumford And Sons was 43rd.

414th Overall Rank

43rd Best Position

Artist	Rank	Best Position
LCD Soundsystem	30th	7
Dizzee Rascal	187th	19
Foals	277th	26
Mumford And Sons	414th	43
Villagers	477th	50
Laura Marling	498th	53
Biffy Clyro	1092nd	143
Marcos Valle	2548th	1,001

Figure 4: Artist Emerging Ranks

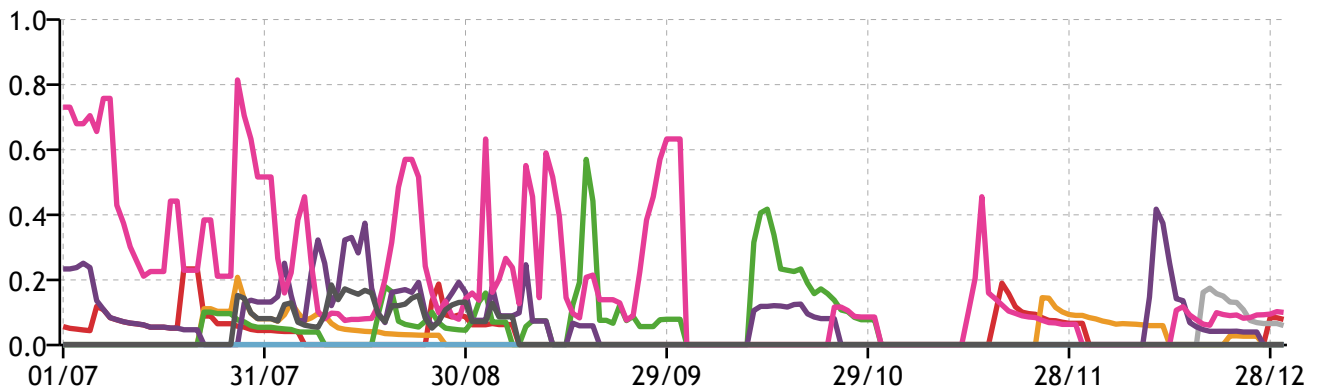


Figure 5: Artist Mainstream Emerging Popularity over Time



# Emerging Comparison

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

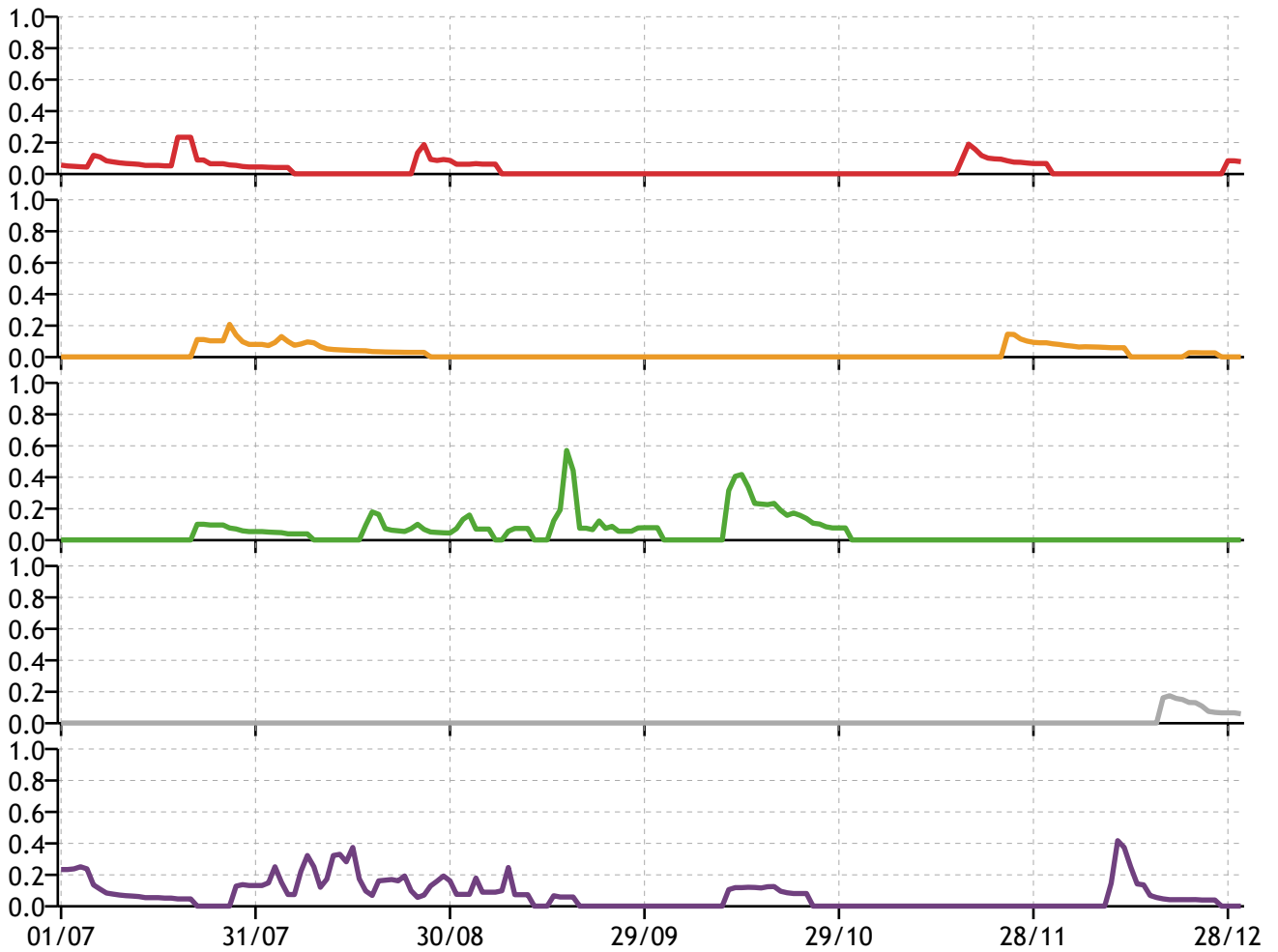
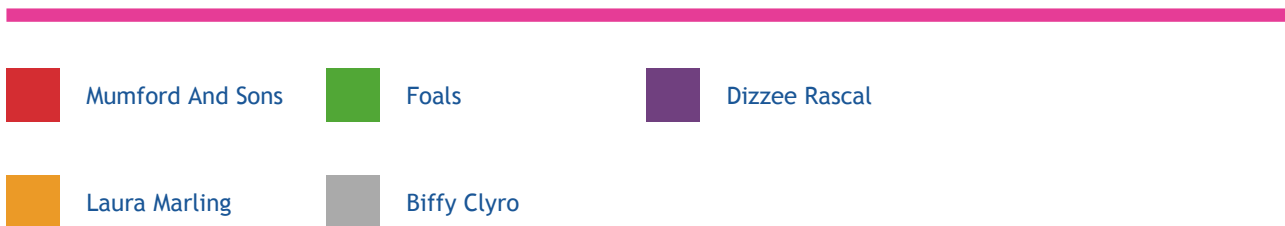


Figure 6: Comparisons for Mumford And Sons



# Mainstream Singles

This section presents the best charting singles for Mumford And Sons on the Mainstream We Are Hunted charts

## Little Lion Man

Best Single

11th

Best Position

Single	Best Position
Little Lion Man	11
The Cave	40
Winter Winds	126
White Blank Page	152
Sigh No More	184
Roll Away Your Stone	213
I Gave You All	295
Awake My Soul	310

Figure 7: Best Single Positions

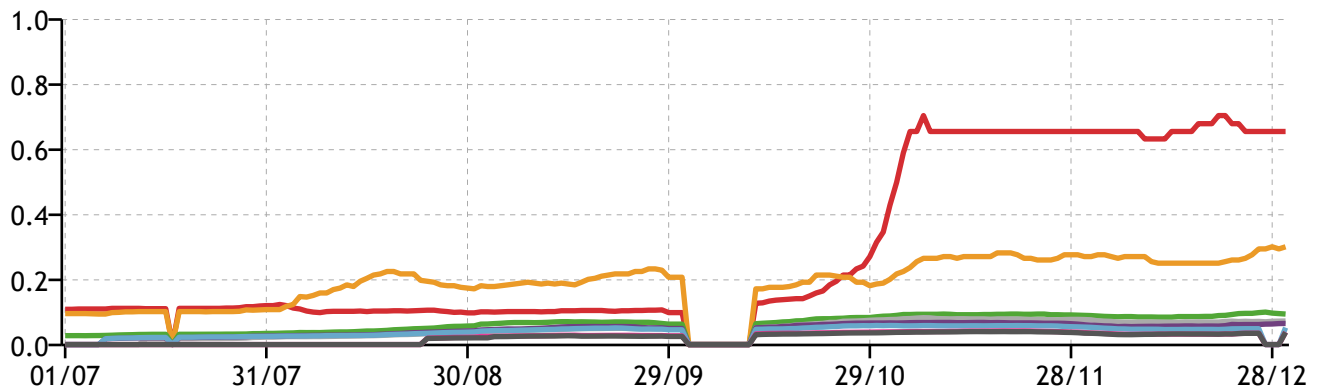
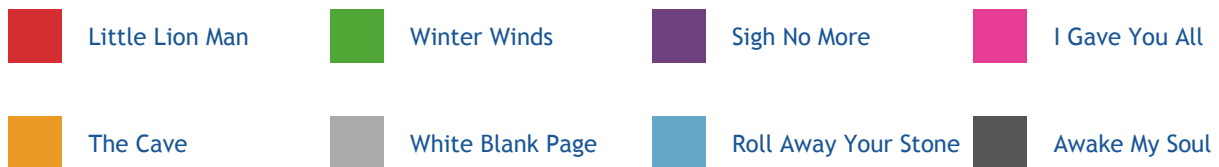


Figure 8: Singles Chart Comparison over Time



# Mainstream Singles Comparison

This section compares the mainstream chart performance of the most popular singles released by Mumford And Sons. 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.

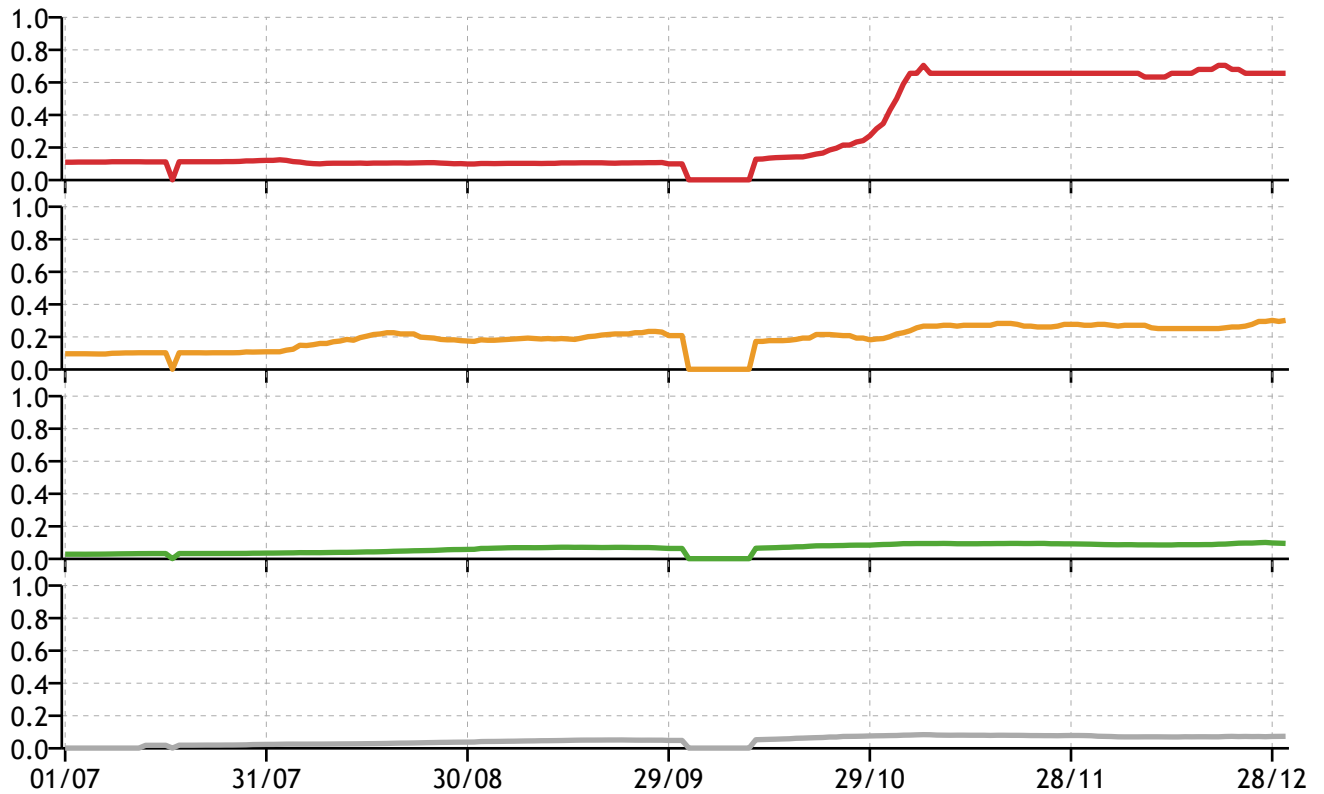
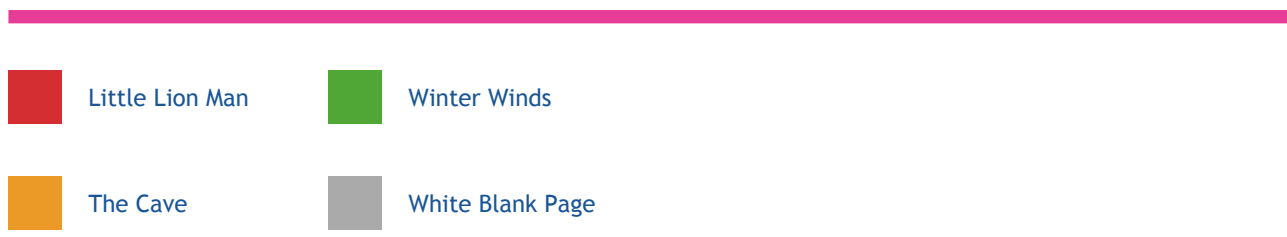


Figure 9: Chart ranking for Mumford And Sons



# Emerging Singles

This section presents the best charting singles for Mumford And Sons on the Emerging We Are Hunted charts

## After The Storm

Best Single

87th

Best Position

Single	Best Position
After The Storm	87

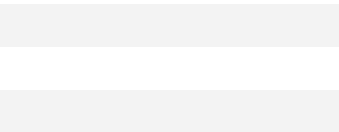


Figure 10: Best Single Positions

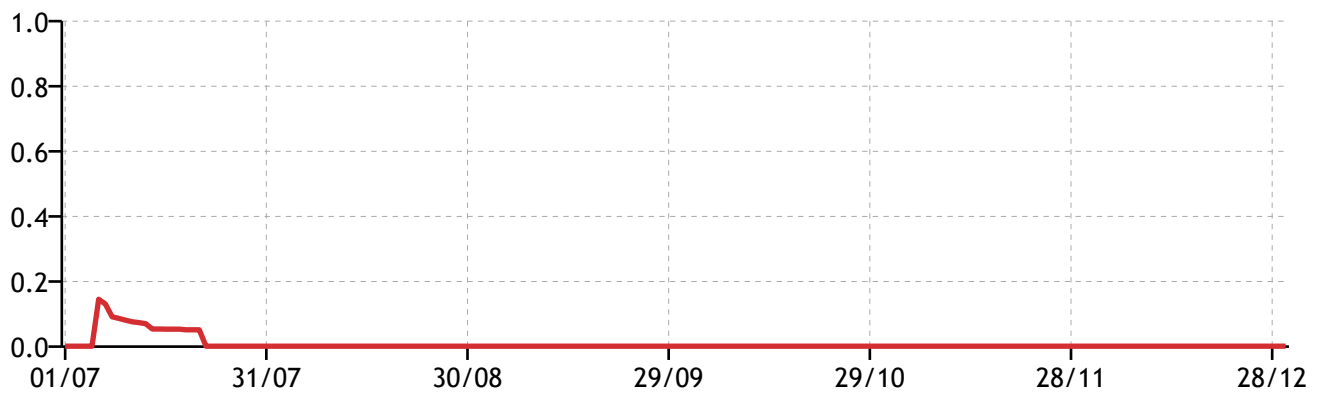


Figure 11: Singles Chart Comparison over Time

After The Storm

## Emerging Singles Comparison

This section compares the emerging chart performance of the most popular singles released by Mumford And Sons. 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.

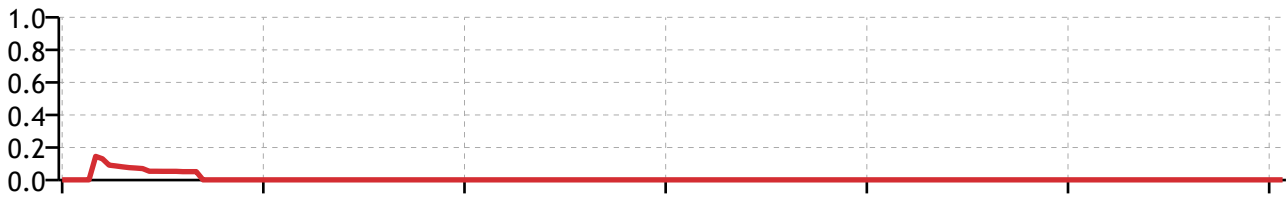


Figure 12: Chart ranking for Mumford And Sons

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■ After The Storm

# Twitter Coverage

## Twitter Popularity

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

93rd Overall Rank

12,740 Tweets

0.002% Share

Artist	Rank	Tweets	Share
Mumford And Sons	93rd	12,740	0.002%
LCD Soundsystem	287th	5,562	0.001%
Foals	289th	5,529	0.001%
Biffy Clyro	400th	4,319	0.001%
Laura Marling	582nd	3,040	0.001%
Marcos Valle	811th	2,260	0.000%
Dizzee Rascal	1471st	1,251	0.000%
Villagers	1771st	1,017	0.000%

Figure 13: Twitter Coverage Comparison

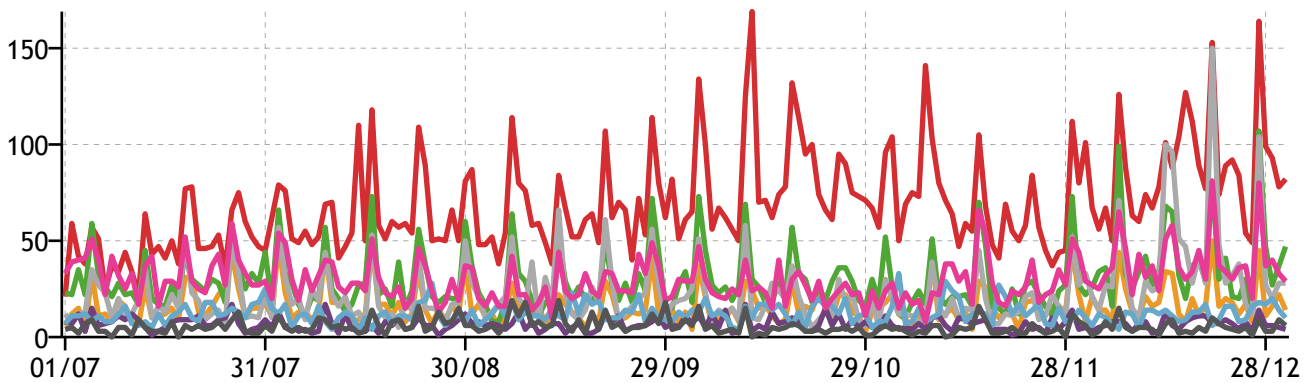


Figure 14: Twitter Coverage over Time



# Twitter Comparison

This section compares the total number of tweets mentioning Mumford And Sons to similar artists.

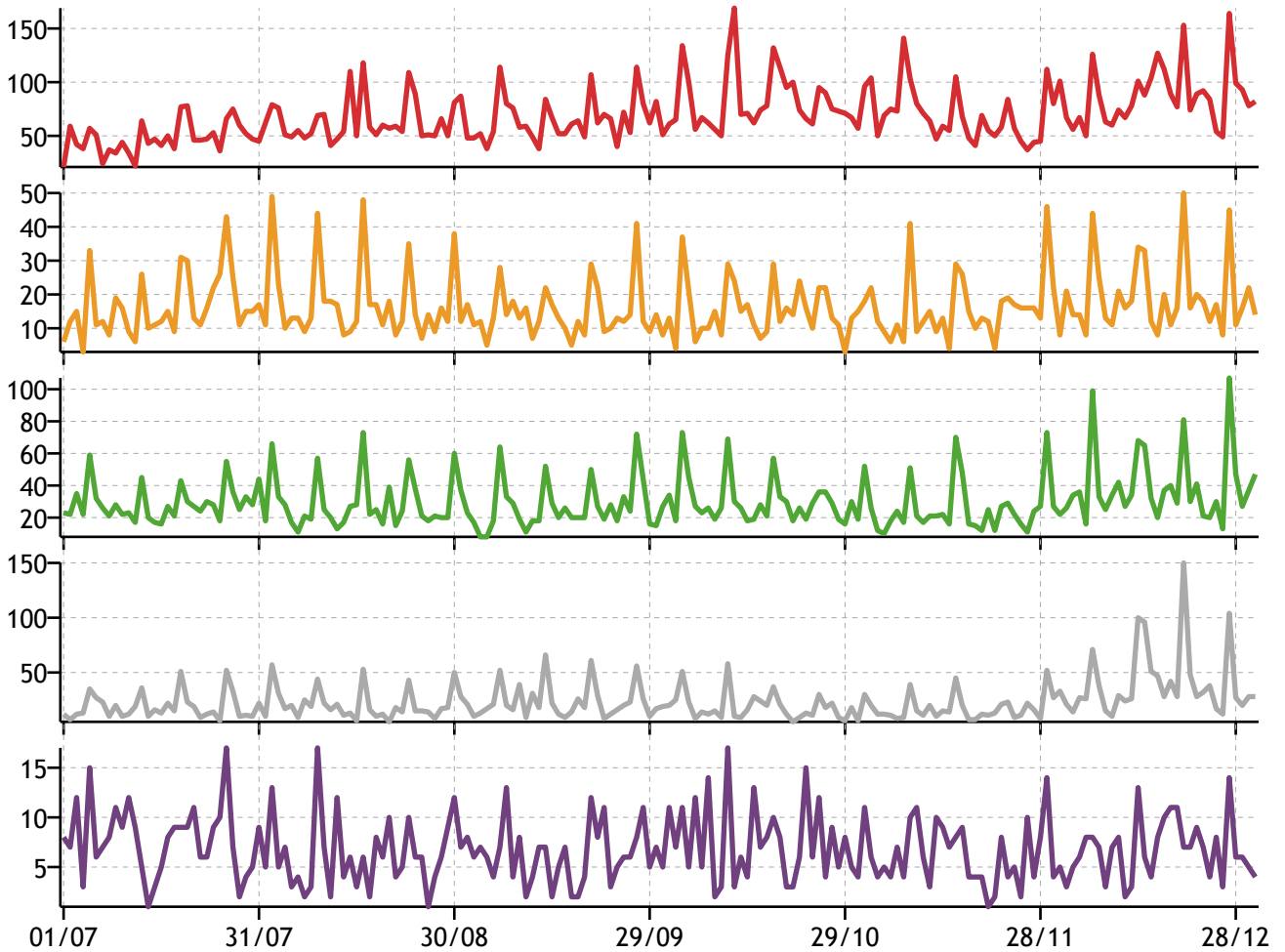


Figure 15: Comparisons for Mumford And Sons



# Mainstream Chart vs Twitter

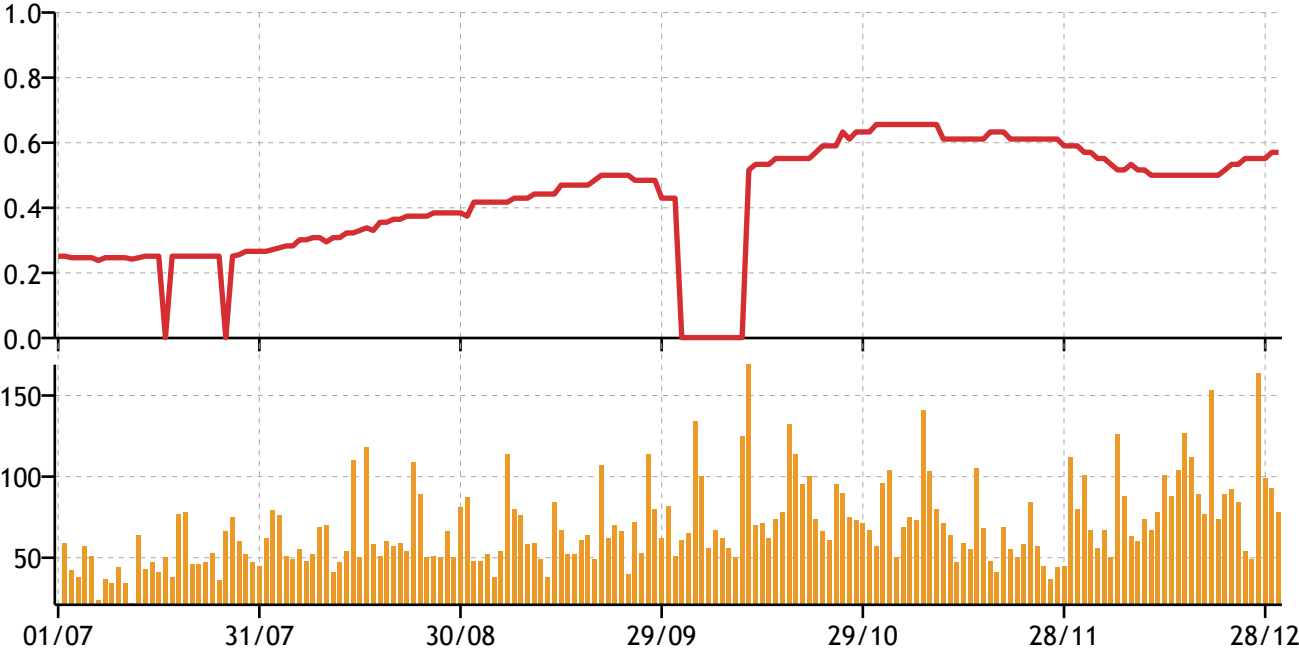


Figure 16: Mumford And Sons Chart Popularity vs Twitter Coverage

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

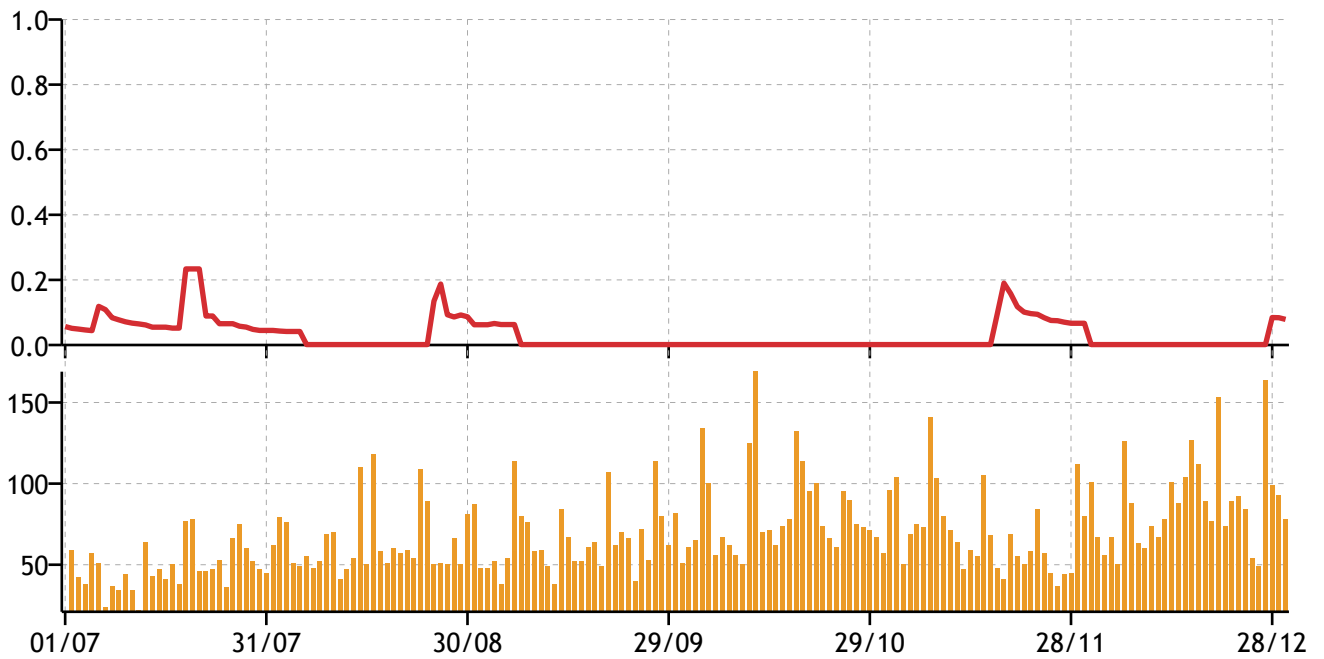


Figure 17: Mumford And Sons Chart Popularity vs Twitter Coverage

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 Mumford And Sons in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/poppeople02	Pop People	London, UK	294	459	134,946
2	twitter.com/Naestopaz	naestopaz	Denver, Colorado, USA	65	935	60,775
3	twitter.com/ohmychiweenies	michelle	Michigan:US	50	1,042	52,100
4	twitter.com/jaimearkin	Jaime Arkin	Milwaukee, WI	17	1,842	31,314
5	twitter.com/WeLoveYourSongs	WeLoveYourSongs	London	6	5,071	30,426
6	twitter.com/No1Nevyn	Robert John Godfrey	Melbourne, Australia.	7	4,213	29,491
7	twitter.com/manplaid	Walker	Watch the #FF Video	10	2,499	24,990
8	twitter.com/worryknot	darlene	California ~ USA	9	2,302	20,718
9	twitter.com/MyJRNY	Sheri Guyse	Oklahoma City	16	1,187	18,992
10	twitter.com/Fran_imal79	Fran	USA	43	408	17,544
11	twitter.com/DreamySim1	DreamySim1	iPhone: 0.000000,0.000000	9	1,733	15,597
12	twitter.com/Paperclippe	Paperclippe	Pittsburgh	12	1,150	13,800
13	twitter.com/greenfields47	rajakumar	Kuala Lumpur	10	1,326	13,260
14	twitter.com/Shaman777	Michael	All Along the Watchtower	7	1,844	12,908
15	twitter.com/geoff_eaton	Geoff Eaton	El Reno, OK	12	865	10,380
16	twitter.com/echoingsilence	Em		15	668	10,020
17	twitter.com/JasonWGould	Jason W. Gould	Tampa, FL	8	1,215	9,720
18	twitter.com/ilovemilwaukee	Jason Reichel	Milwaukee	28	324	9,072
19	twitter.com/LacedRadio	Laced Radio TM	Los Angeles, CA/Austin, Tx	13	695	9,035
20	twitter.com/OneRecent	OneRecent	London	16	538	8,608
21	twitter.com/CreepingElm	CreepingElm	Los Angeles	22	370	8,140
22	twitter.com/patrickvanelk	Patrick van Elk	Wijchen, The Netherlands	9	876	7,884
23	twitter.com/caoticagem	Matheus Cardoso	São Paulo	8	920	7,360
24	twitter.com/HobbitFromPA	Hobbit	Phoenix, AZ	15	476	7,140
25	twitter.com/th0r	Jan Ferme	Slovenia	11	648	7,128
26	twitter.com/shiverspt	Sérgio Rodrigues	Porto, Portugal	7	969	6,783
27	twitter.com/ravenatic	Daniel Bennett	Telford, UK	7	963	6,741

Figure 18: Top 50 Users tweeting about Mumford And Sons

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/RadioFreeIL	bylineg	NW Illinois	29	219	6,351
29	twitter.com/suitoflights	Joce	Vancouver, BC	10	629	6,290
30	twitter.com/Locke__	Mauro Costantino ▯	Turin, Italy	8	776	6,208
31	twitter.com/L3FM	Last 3FM	Valkenswaard, Nederland	9	635	5,715
32	twitter.com/Drew_Estate_Dav	David J Lafferty	ÚT: 41.826701,-71.428351	7	776	5,432
33	twitter.com/Lauren_Crowley	Lauren Crowley		12	435	5,220
34	twitter.com/fishkopp_deluxe	GG	in the middle of nowhere	14	359	5,026
35	twitter.com/MusicSavvyMom	Ri O'Laughlin		6	826	4,956
36	twitter.com/chrismou	Chris Mou	Leeds, UK	10	470	4,700
37	twitter.com/cherylagogo	Abe Froman	Canada	7	649	4,543
38	twitter.com/stephanstegeman	stephanstegeman	Amsterdam, Noord-Holland	8	540	4,320
39	twitter.com/culturalsavage	Aaron	Portland, OR	6	661	3,966
40	twitter.com/Gobosox54	Laura	New England	10	395	3,950
41	twitter.com/wraldpyk	Rene Pot	51.511119,-0.087473	18	192	3,456
42	twitter.com/smirkitty	^..^~~~~	everyone is from somewhere	6	569	3,414
43	twitter.com/ihateonionrings	Júlia Rosa	London, UK	10	341	3,410
44	twitter.com/Coffeenuts	Coffeenuts	Indiana	8	394	3,152
45	twitter.com/xErinS	Erin	Groningen	6	509	3,054
46	twitter.com/ErinKys	Erin Kys	Canada	7	422	2,954
47	twitter.com/jamiecroft	Jamie Croft	MY WORK (Tuscaloosa, US)	8	367	2,936
48	twitter.com/leleboo	leigh m	iPhone: 38.872284,-76.987061	8	357	2,856
49	twitter.com/graemeshaw	graemeshaw	Coventry, UK	8	352	2,816
50	twitter.com/conmas	Connor Mason	Columbus, OH	7	396	2,772

Figure 18 (continued): Top 50 Users tweeting about Mumford And Sons

## Shared Twitter Links

This section lists the most popular urls in tweets mentioning Mumford And Sons during this period.

URL	Rank	Tweets
<a href="http://www.last.fm/music/Mumford%2B%2526%2BSons">http://www.last.fm/music/Mumford%2B%2526%2BSons</a>	1	130
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/Little+Lion+Man">http://www.last.fm/music/Mumford+%26+Sons/_/Little Lion Man</a>	2	117
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/The+Cave">http://www.last.fm/music/Mumford+%26+Sons/_/The Cave</a>	3	83
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/White+Blank+Page">http://www.last.fm/music/Mumford+%26+Sons/_/White Blank Page</a>	4	39
<a href="http://tinysong.com/7C7W">http://tinysong.com/7C7W</a>	5	35
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/Awake+My+Soul">http://www.last.fm/music/Mumford+%26+Sons/_/Awake My Soul</a>	6	32
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/Winter+Winds">http://www.last.fm/music/Mumford+%26+Sons/_/Winter Winds</a>	7	32
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/Sigh+No+More">http://www.last.fm/music/Mumford+%26+Sons/_/Sigh No More</a>	8	30
<a href="http://www.thesixtyone.com/s/JwthlbDrVmm/">http://www.thesixtyone.com/s/JwthlbDrVmm/</a>	9	24
<a href="http://getglue.com/recording_artists/mumford_sons">http://getglue.com/recording_artists/mumford_sons</a>	10	23
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/Roll+Away+Your+Stone">http://www.last.fm/music/Mumford+%26+Sons/_/Roll Away Your Stone</a>	11	22
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/I+Gave+You+All">http://www.last.fm/music/Mumford+%26+Sons/_/I Gave You All</a>	12	22
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/Dust+Bowl+Dance">http://www.last.fm/music/Mumford+%26+Sons/_/Dust Bowl Dance</a>	13	21
<a href="http://www.thesixtyone.com/s/5H2lBurlekr/">http://www.thesixtyone.com/s/5H2lBurlekr/</a>	14	20
<a href="http://tinysong.com/eZqQ">http://tinysong.com/eZqQ</a>	15	19
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/Thistle+%26+Weeds">http://www.last.fm/music/Mumford+%26+Sons/_/Thistle+%26+Weeds</a>	16	19
<a href="http://tinysong.com/cdsr">http://tinysong.com/cdsr</a>	17	17
<a href="http://www.thesixtyone.com/s/2pwGECdS8PS/">http://www.thesixtyone.com/s/2pwGECdS8PS/</a>	18	17
<a href="http://tinysong.com/bjx7">http://tinysong.com/bjx7</a>	19	16
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/Timshel">http://www.last.fm/music/Mumford+%26+Sons/_/Timshel</a>	20	15
<a href="http://tinysong.com/cciQ">http://tinysong.com/cciQ</a>	21	14
<a href="http://ow.ly/2hQX9">http://ow.ly/2hQX9</a>	22	13
<a href="http://www.lastfm.de/user/bhmueller007">http://www.lastfm.de/user/bhmueller007</a>	23	13
<a href="http://tinysong.com/etaT">http://tinysong.com/etaT</a>	24	12
<a href="http://www.youtube.com/watch?v=LLJf9qJHR3E">http://www.youtube.com/watch?v=LLJf9qJHR3E</a>	25	12
<a href="http://tinysong.com/ft55">http://tinysong.com/ft55</a>	26	11
<a href="http://www.last.fm/music/Mumford+%26+Sons/_/After+The+Storm">http://www.last.fm/music/Mumford+%26+Sons/_/After The Storm</a>	27	11

Figure 19: Top Shared Links on Twitter mentioning Mumford And Sons

URL	Rank	Tweets
<a href="http://www.tweekly.fm/user/ZeeShay">http://www.tweekly.fm/user/ZeeShay</a>	28	11
<a href="http://youtu.be/LLJf9qJHR3E">http://youtu.be/LLJf9qJHR3E</a>	29	10
<a href="http://slacker.com/r/C9xB7">http://slacker.com/r/C9xB7</a>	30	10
<a href="http://www.tweekly.fm/user/frowninghour">http://www.tweekly.fm/user/frowninghour</a>	31	9
<a href="http://tinysong.com/f3wK">http://tinysong.com/f3wK</a>	32	9
<a href="http://www.tweekly.fm/user/Lauren_Crowley">http://www.tweekly.fm/user/Lauren_Crowley</a>	33	9
<a href="http://www.tweekly.fm/user/musicmee">http://www.tweekly.fm/user/musicmee</a>	34	9
<a href="http://www.tweekly.fm/user/donroyco">http://www.tweekly.fm/user/donroyco</a>	35	9
<a href="http://www.tweekly.fm/twitter/caoticagem">http://www.tweekly.fm/twitter/caoticagem</a>	36	8
<a href="http://www.tweekly.fm/twitter/leleboo">http://www.tweekly.fm/twitter/leleboo</a>	37	8
<a href="http://tinysong.com/f0Xr">http://tinysong.com/f0Xr</a>	38	8
<a href="http://www.tweekly.fm/user/jonjohnjohnson">http://www.tweekly.fm/user/jonjohnjohnson</a>	39	8
<a href="http://www.tweekly.fm/user/famouslyso">http://www.tweekly.fm/user/famouslyso</a>	40	8
<a href="http://www.tweekly.fm/user/lukecartledge">http://www.tweekly.fm/user/lukecartledge</a>	41	8
<a href="http://tinysong.com/ft57">http://tinysong.com/ft57</a>	42	7
<a href="http://www.tweekly.fm/user/placetogo">http://www.tweekly.fm/user/placetogo</a>	43	7
<a href="http://www.tweekly.fm/user/ChannahMusic">http://www.tweekly.fm/user/ChannahMusic</a>	44	7
<a href="http://www.tweekly.fm/user/_Kirsty">http://www.tweekly.fm/user/_Kirsty</a>	45	7
<a href="http://www.tweekly.fm/user/bolognahead">http://www.tweekly.fm/user/bolognahead</a>	46	7
<a href="http://tinysong.com/eZsd">http://tinysong.com/eZsd</a>	47	7
<a href="http://www.last.fm/music/Mumford%2B%2526%2BSons/_/Little+Lion+Man">http://www.last.fm/music/Mumford%2B%2526%2BSons/_/Little+Lion+Man</a>	48	7
<a href="http://www.tweekly.fm/user/LoversInJapan22">http://www.tweekly.fm/user/LoversInJapan22</a>	49	7
<a href="http://www.tweekly.fm/user/jenneke">http://www.tweekly.fm/user/jenneke</a>	50	7
<a href="http://tinysong.com/co9x">http://tinysong.com/co9x</a>	51	7
<a href="http://www.tweekly.fm/user/chrismou">http://www.tweekly.fm/user/chrismou</a>	52	7
<a href="http://www.tweekly.fm/user/enhughesiasm">http://www.tweekly.fm/user/enhughesiasm</a>	53	7
<a href="http://www.tweekly.fm/user/briony509">http://www.tweekly.fm/user/briony509</a>	54	6
<a href="http://www.tweekly.fm/user/_Edward__">http://www.tweekly.fm/user/_Edward__</a>	55	6
<a href="http://www.tweekly.fm/user/wraldpyk">http://www.tweekly.fm/user/wraldpyk</a>	56	6
<a href="http://www.tweekly.fm/user/rdevine1">http://www.tweekly.fm/user/rdevine1</a>	57	6
<a href="http://www.tweekly.fm/user/markrs">http://www.tweekly.fm/user/markrs</a>	58	6
<a href="http://slacker.com/r/C5R1q">http://slacker.com/r/C5R1q</a>	59	6
<a href="http://www.tweekly.fm/user/stephanstegeman">http://www.tweekly.fm/user/stephanstegeman</a>	60	6

Figure 19 (continued): Top Shared Links on Twitter mentioning Mumford And Sons

# News Coverage

## News Popularity

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

154th Overall Rank

685 Articles

0.017% Share

Artist	Rank	Articles	Share
LCD Soundsystem	50th	1,180	0.029%
Foals	141st	708	0.018%
Mumford And Sons	154th	685	0.017%
Marcos Valle	250th	488	0.012%
Laura Marling	348th	385	0.010%
Biffy Clyro	405th	340	0.008%
Villagers	445th	312	0.008%
Dizzee Rascal	569th	245	0.006%

Figure 20: News Coverage Comparison

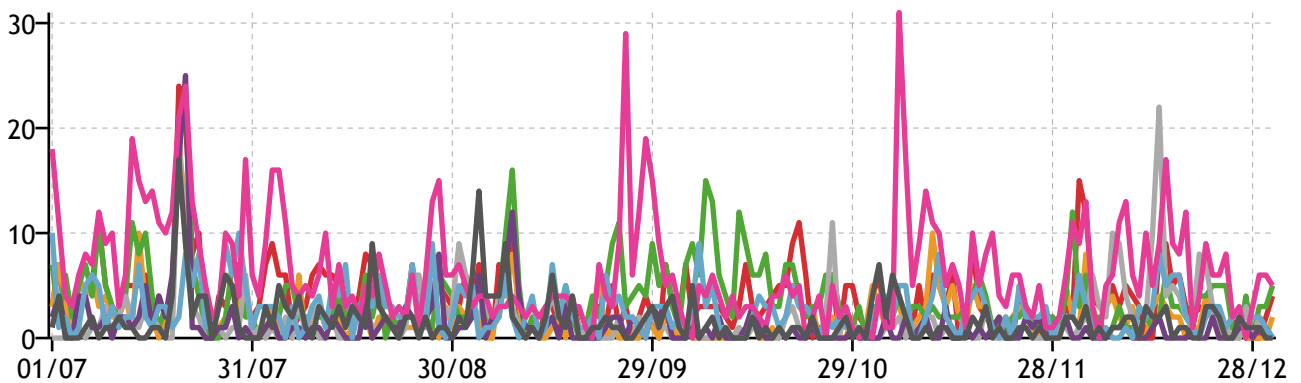


Figure 21: News Coverage over Time



# News Comparison

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



Figure 22: Comparisons for Mumford And Sons



# Mainstream Chart vs Sentiment

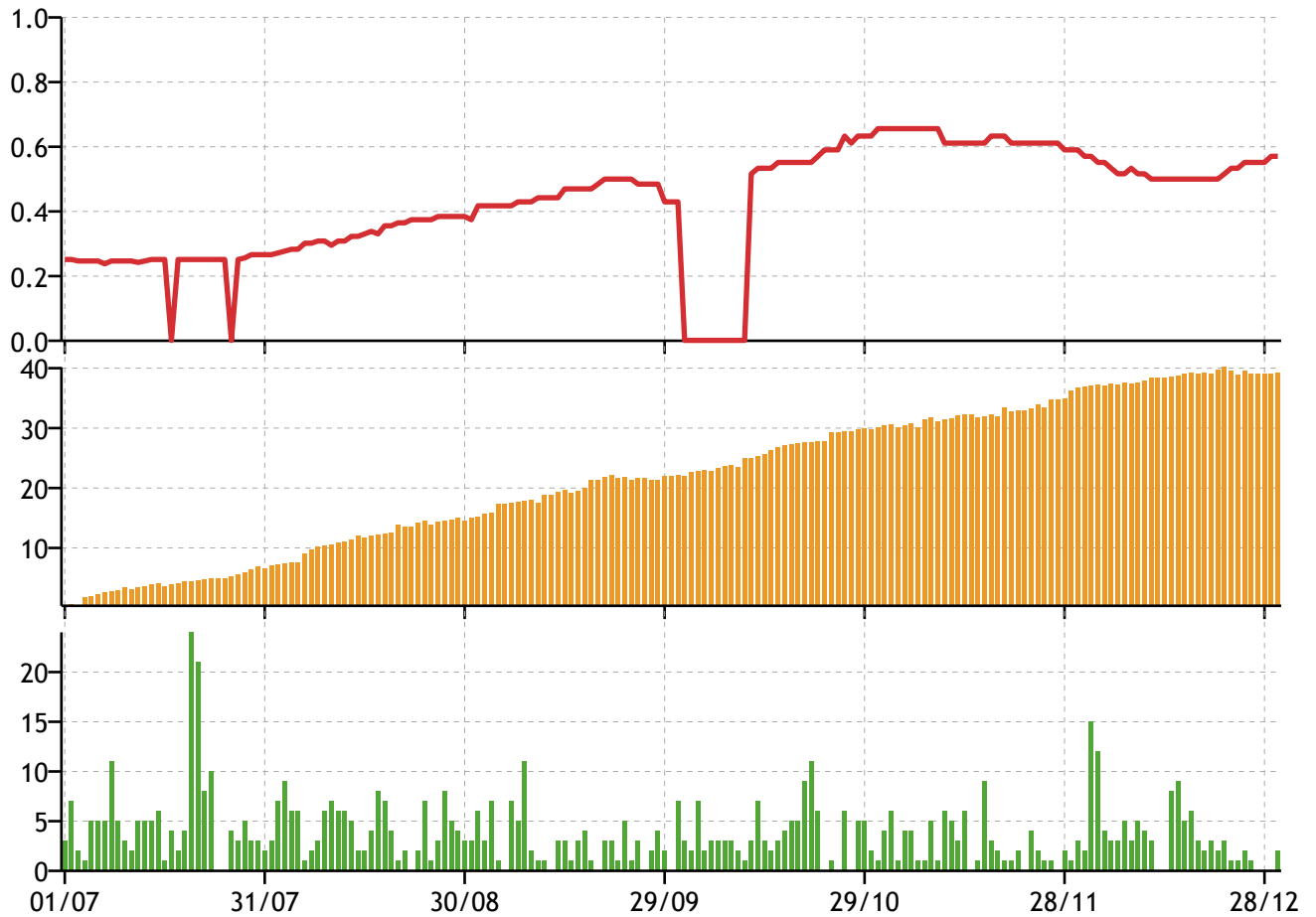


Figure 23: Mumford And Sons Chart Popularity vs News Sentiment + Volume

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 Mumford And Sons that day.



# Emerging Chart vs Sentiment

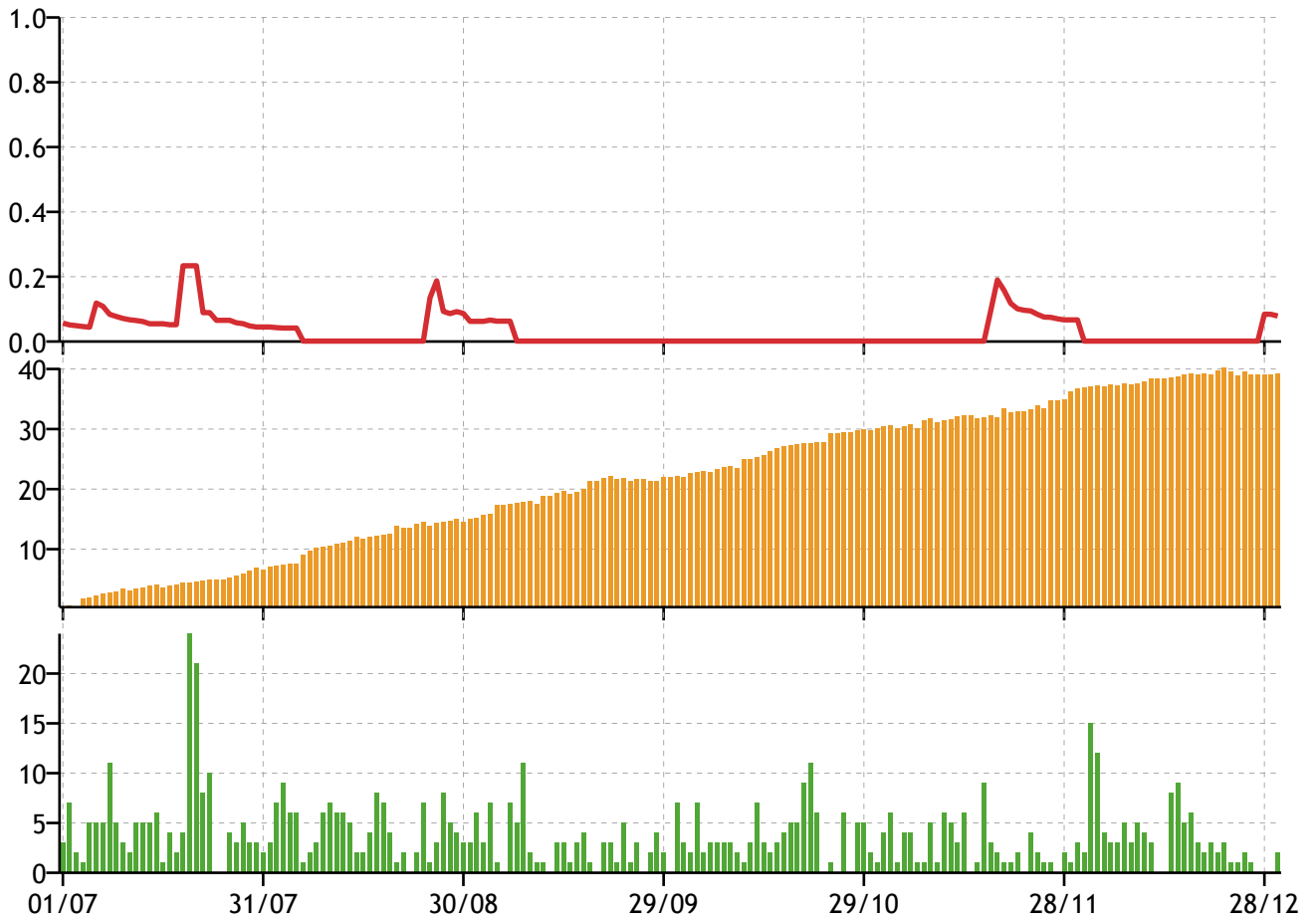


Figure 24: Mumford And Sons Chart Popularity vs News Sentiment + Volume

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 Mumford And Sons that day.



# Top Publishers

- Clash Music
- NME - News
- DoucheBagFace
- Spin
- Sweeping The Nation
- Paste Magazine
- Other



Figure 25: Top Publishers related to Mumford And Sons

Top Publishers	Mentions
Clash Music	58
NME - News	27
DoucheBagFace	16
Spin	10
Sweeping The Nation	10
Paste Magazine	9
Prefix Magazine	9
The Music Slut	8
Hidden Track	8
NME - Blog	7
The Blue Walrus	7
wongie's music world	6
Guardian music	6
whiteboyardancefloor	4
Consequence of Sound	4

Figure 26: Most frequently mentioned Top Publishers

# Top News Publishers

Publisher	Rank	Articles
Clash Music - <a href="http://www.clashmusic.com/">http://www.clashmusic.com/</a>	1	58
NME - News - <a href="http://www.nme.com/">http://www.nme.com/</a>	2	27
DoucheBagFace - <a href="http://www.dbf-music.com/">http://www.dbf-music.com/</a>	3	16
Spin - <a href="http://www.spin.com/">http://www.spin.com/</a>	4	10
Sweeping The Nation - <a href="http://sweepingthenation.blogspot.com/">http://sweepingthenation.blogspot.com/</a>	5	10
Paste Magazine - <a href="http://www.pastemagazine.com/">http://www.pastemagazine.com/</a>	6	9
Prefix Magazine - <a href="http://prefixmag.com">http://prefixmag.com</a>	7	9
The Music Slut - <a href="http://themusic Slut.com">http://themusic Slut.com</a>	8	8
Hidden Track - <a href="http://www.glidemagazine.com/hiddentrack">http://www.glidemagazine.com/hiddentrack</a>	9	8
NME - Blog - <a href="http://www.nme.com/">http://www.nme.com/</a>	10	7
The Blue Walrus - <a href="http://www.thebluewalrus.com">http://www.thebluewalrus.com</a>	11	7
wongie's music world - <a href="http://wongiesmusicworld.blogspot.com/index.html">http://wongiesmusicworld.blogspot.com/index.html</a>	12	6
Guardian music - <a href="http://www.guardian.co.uk/music">http://www.guardian.co.uk/music</a>	13	6
whiteboydancefloor - <a href="http://whiteboydancefloor.blogspot.com">http://whiteboydancefloor.blogspot.com</a>	14	4
Consequence of Sound - <a href="http://www.consequenceofsound.net/">http://www.consequenceofsound.net/</a>	15	4
Chromewaves - <a href="http://www.chromewaves.net">http://www.chromewaves.net</a>	16	4
brooklynvegan - <a href="http://www.brooklynvegan.com/">http://www.brooklynvegan.com/</a>	17	4
Triple J - Music News - <a href="http://triplej.abc.net.au/">http://triplej.abc.net.au/</a>	18	4
JPs Blog - <a href="http://jp917.blogspot.com/">http://jp917.blogspot.com/</a>	19	3
No Rock&Roll Fun - <a href="http://xrrf.blogspot.com">http://xrrf.blogspot.com</a>	20	3
The A.V. Club - <a href="http://www.avclub.com/">http://www.avclub.com/</a>	21	3
caffeine-headache - <a href="http://caffeine-headache.net/">http://caffeine-headache.net/</a>	22	3
Cuchara Sonica - <a href="http://cucharasonica.com">http://cucharasonica.com</a>	23	2
I Heart AU - <a href="http://iheartau.com/">http://iheartau.com/</a>	24	2
Raised on Indie - <a href="http://www.raisedonindie.com/">http://www.raisedonindie.com/</a>	25	2
Naive Harmonies - <a href="http://www.naiveharmonies.com">http://www.naiveharmonies.com</a>	26	2
Daily Telegraph - music - <a href="http://www.dailytelegraph.com.au/entertainment/music">http://www.dailytelegraph.com.au/entertainment/music</a>	27	2

Figure 27: Top 92 Publishers mentioning Mumford And Sons

Publisher	Rank	Articles
NME - Features - <a href="http://www.nme.com/">http://www.nme.com/</a>	28	2
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>	29	2
La Blogoth que mp3blog - <a href="http://www.blogotheque.net/">http://www.blogotheque.net/</a>	30	2
Muzzle of Bees - <a href="http://www.muzzleofbees.com">http://www.muzzleofbees.com</a>	31	2
I AM FUEL, YOU ARE FRIENDS - <a href="http://fuelfriends.blogspot.com">http://fuelfriends.blogspot.com</a>	32	2
some beans - <a href="http://some-beans.blogspot.com/">http://some-beans.blogspot.com/</a>	33	2
The Line Of Best Fit - <a href="http://thelineofbestfit.com">http://thelineofbestfit.com</a>	34	2
INDIEBLOGHEAVEN - <a href="http://indieblogheaven.typepad.com/indieblogheaven/">http://indieblogheaven.typepad.com/indieblogheaven/</a>	35	2
Music Snobs Anonymous - <a href="http://musicsnobsanonymous.blogspot.com">http://musicsnobsanonymous.blogspot.com</a>	36	2
Stark Online - <a href="http://starkmagazine.blogspot.com/">http://starkmagazine.blogspot.com/</a>	37	2
LetMeLikeit - <a href="http://letmelikeit.blogspot.com">http://letmelikeit.blogspot.com</a>	38	2
NPR Music - <a href="http://www.npr.org/music/">http://www.npr.org/music/</a>	39	2
HIPSTER RUNOFF - <a href="http://www.hipsterrunoff.com/">http://www.hipsterrunoff.com/</a>	40	2
A Fifty Cent Lighter & A Whiskey Buzz - <a href="http://fiftycentlighter.blogspot.com/">http://fiftycentlighter.blogspot.com/</a>	41	2
HitFix - <a href="http://www.hitfix.com/">http://www.hitfix.com/</a>	42	2
Battery In Your Leg - <a href="http://batteryinyourleg.com/blog">http://batteryinyourleg.com/blog</a>	43	1
WRMC 91.1 Middlebury College Independent Radio - <a href="http://wrmc911.blogspot.com/">http://wrmc911.blogspot.com/</a>	44	1
Audio Muffin - <a href="http://audiomuffin.com">http://audiomuffin.com</a>	45	1
likesounds.com - <a href="http://www.likesounds.com">http://www.likesounds.com</a>	46	1
donewaiting.com - <a href="http://www.donewaiting.com/">http://www.donewaiting.com/</a>	47	1
78s - <a href="http://www.78s.ch">http://www.78s.ch</a>	48	1
miss coco - <a href="http://imisscoco.blogspot.com">http://imisscoco.blogspot.com</a>	49	1
inALLcaps - <a href="http://www.inallcaps.com">http://www.inallcaps.com</a>	50	1
Music Liberation - <a href="http://musicliberation.blogspot.com/">http://musicliberation.blogspot.com/</a>	51	1
AWmusic - <a href="http://awmusic.ca/">http://awmusic.ca/</a>	52	1
Distance Has The Way - <a href="http://distancehastheway.blogspot.com">http://distancehastheway.blogspot.com</a>	53	1
Bumpershine.com - <a href="http://www.bumpershine.com">http://www.bumpershine.com</a>	54	1
The Ghost of Electricity - <a href="http://ghost-electricity.blogspot.com/">http://ghost-electricity.blogspot.com/</a>	55	1
Baby, You Got a Stew Goin'! - <a href="http://rogo2000.blogspot.com">http://rogo2000.blogspot.com</a>	56	1
Tuneage - <a href="http://tuneage.tumblr.com/">http://tuneage.tumblr.com/</a>	57	1
The World Forgot - <a href="http://www.theworldforgot.com">http://www.theworldforgot.com</a>	58	1
bridging the atlantic - <a href="http://bridgingtheatlantic.blogspot.com/">http://bridgingtheatlantic.blogspot.com/</a>	59	1
Jonk Music - <a href="http://jonkmusic.blogspot.com">http://jonkmusic.blogspot.com</a>	60	1
This is all about audio dynamite - <a href="http://allaboutaudiodynamite.blogspot.com/">http://allaboutaudiodynamite.blogspot.com/</a>	61	1
MUZORAMA - <a href="http://muzorama.blogspot.com/">http://muzorama.blogspot.com/</a>	62	1
Pop Cultureddd - <a href="http://popcultureddd.blogspot.com/">http://popcultureddd.blogspot.com/</a>	63	1
Indie For Bunnies - <a href="http://www.indieforbunnies.com">http://www.indieforbunnies.com</a>	64	1
Karinski.net - <a href="http://www.karinski.net/">http://www.karinski.net/</a>	65	1

Figure 27 (continued): Top 92 Publishers mentioning Mumford And Sons

Publisher	Rank	Articles
Hi-Fi Heart - <a href="http://hifiheart.blogspot.com/">http://hifiheart.blogspot.com/</a>	66	1
Keep Hope Inside - <a href="http://keephopeinside.blogspot.com">http://keephopeinside.blogspot.com</a>	67	1
Galaxy fm ® - <a href="http://galaxyfm.blogspot.com">http://galaxyfm.blogspot.com</a>	68	1
Culture Bully - <a href="http://www.culturebully.com">http://www.culturebully.com</a>	69	1
Future Sounds - <a href="http://futuresounds.blogspot.com/">http://futuresounds.blogspot.com/</a>	70	1
All Things Go - <a href="http://allthingsgo.wordpress.com">http://allthingsgo.wordpress.com</a>	71	1
Country Standard Time News - <a href="http://www.countrystandardtime.com/">http://www.countrystandardtime.com/</a>	72	1
Pitchfork - <a href="http://pitchfork.com/">http://pitchfork.com/</a>	73	1
Road 2 Nowhere - <a href="http://www.road-2-nowhere.com/">http://www.road-2-nowhere.com/</a>	74	1
Ear It Now - <a href="http://www.earitnow.com/">http://www.earitnow.com/</a>	75	1
Above the Fold - <a href="http://above-thefold.com/blog">http://above-thefold.com/blog</a>	76	1
Modern Mystery - <a href="http://modernmystery.wordpress.com">http://modernmystery.wordpress.com</a>	77	1
New York Times Music - <a href="http://www.nytimes.com/pages/arts/music/index.html">http://www.nytimes.com/pages/arts/music/index.html</a>	78	1
Antler Darts - <a href="http://antlerdarts.blogspot.com/">http://antlerdarts.blogspot.com/</a>	79	1
Rollo & Grady - <a href="http://www.rollogrady.com">http://www.rollogrady.com</a>	80	1
Music Universe - <a href="http://jaseknowsmusic.blogspot.com">http://jaseknowsmusic.blogspot.com</a>	81	1
Berkeley Place - <a href="http://www.berkeleyplaceblog.com">http://www.berkeleyplaceblog.com</a>	82	1
The Panic Manual - <a href="http://www.panicmanual.com">http://www.panicmanual.com</a>	83	1
The Devil Has The Best Tuna - <a href="http://besttuna.blogspot.com">http://besttuna.blogspot.com</a>	84	1
PopWreck(oning) - <a href="http://popwreckoning.com/">http://popwreckoning.com/</a>	85	1
Bottom of the Glass - <a href="http://bottom-of-the-glass.blogspot.com">http://bottom-of-the-glass.blogspot.com</a>	86	1
Rolling Stone: Album Reviews - <a href="http://www.rollingstone.com/">http://www.rollingstone.com/</a>	87	1
It All Started With Carbon Monoxide - <a href="http://itallstarted.wordpress.com">http://itallstarted.wordpress.com</a>	88	1
Shark Party! - <a href="http://sharkparty.blogspot.com">http://sharkparty.blogspot.com</a>	89	1
For the 'records' - <a href="http://mligon08.blogspot.com">http://mligon08.blogspot.com</a>	90	1
It's a trap! Scandinavian music - <a href="http://itsatrap.com/index.php">http://itsatrap.com/index.php</a>	91	1
Pirates of the Bargain Bin - <a href="http://piratesofthebargainbin.blogspot.com/">http://piratesofthebargainbin.blogspot.com/</a>	92	1

Figure 27 (continued): Top 92 Publishers mentioning Mumford And Sons

# Best 5 News Days

1

## 20 July 2010 : 24 articles

### Popular Articles this Day

#### [Mercury prize 2010: a heavyweight lineup avoids controversy | Alexis Petridis](#)

Guardian music, 20 July 2010

After last year's unfortunate events, the 2010 shortlist reflects an understandably cautious preference for the tried and tested Gallery: All the Mercury nominees and their odds Mercury prize 2010: Full ...

#### [XX, Mumford & Sons, Paul Weller feature as 2010 Barclaycard Mercury Prize Shortlist is announced](#)

NME - News, 20 July 2010

Laura Marling, Biffy Clyro, Foals and Wild Beasts are also among the nominees announced in London

#### [Mercury Prize Shortlist Announced...](#)

The Daily Swarm, 20 July 2010

Barclaycard Mercury Prize : The Barclaycard Mercury Prize 2010 Albums of the Year have been announced. Speaking from The Hospital Club in Covent Garden, Lauren Laverne revealed this year's albums: ...

#### [Mercury Prize Shortlist: The xx, Dizzee Rascal & More](#)

Spin, 20 July 2010

The shortlist for the 2010 Mercury Prize, the prestigious U.K. music honor, has been announced with nominations going to some of the nation's hottest exports this year, like the xx, ...

#### [The xx Favourites To Land Mercury](#)

Clash Music, 20 July 2010

London indie group The xx lead the way in the early betting for this year's Mercury Music Prize. The Mercury Music Prize nominations were announced earlier today (June 20th) amid ...

#### [Biffy Clyro, Corinne Bailey Rae, Dizzee Rascal, Foals, I Am Kloot, Kit Downes, Laura Marling, Mumford & Sons, Paul Weller, The xx, Villagers, Wild Beasts: Mercury Prize Shortlist Includes Dizzee Rascal, The XX](#)

Prefix Magazine, 20 July 2010

The 2010 Mercury Prize shortlist was announced and a pair of contrasting acts lead the list: Dizzee Rascal and the xx. The "Barclaycard Mercury Prize" (hey, it's the 21st Century--gotta ...

## **Jazz breaking news: Kit Downes Trio Nominated For The Mercury**

Jazzwise Magazine, 20 July 2010

Golden , the debut album by the Kit Downes Trio has been nominated for this year's Mercury prize. Pianist Downes, a former member of Empirical, and a winner of the ...

## **Mercury Music Prize Nominees**

Clash Music, 20 July 2010

The nominees for the Barclaycard Mercury Music Prize 2010 have been announced, including The xx, Foals and more. Music awards are totally meaningless and will be forgotten after about two ...

## **Mumford & Sons For Open House**

Clash Music, 20 July 2010

London based indie-folk types Mumford & Sons have been added to the bill for Belfast's Open House event. Belfast has come a long way in a relatively short time. Just ...

## **Ryan Adams On Laura Marling**

Clash Music, 19 July 2010

American songwriter Ryan Adams has revealed that he is the latest big name to fall for Laura Marling. With her silky voice and dramatic material, Laura Marling has become the ...

2

## **21 July 2010 : 21 articles**

### **Popular Articles this Day**

#### **Mumford & Sons reveal how 'elephant god' was summoned for India sessions – video**

NME - News, 21 July 2010

Band release new footage from 2009 trip

#### **Mercury prize nominations: Brits are back on song**

Guardian music, 21 July 2010

After years in the shadow of Brooklyn bands, the British album is stronger than ever. Rosie Swash salutes a Mercury shortlist that reflects the boom in homegrown talent Has there ...

#### **Mercury prize 2010: a heavyweight lineup avoids controversy | Alexis Petridis**

Guardian music, 20 July 2010

After last year's unfortunate events, the 2010 shortlist reflects an understandably cautious preference for the tried and tested Gallery: All the Mercury nominees and their odds Mercury prize 2010: Full ...

## **XX, Mumford & Sons, Paul Weller feature as 2010 Barclaycard Mercury Prize Shortlist is announced**

NME - News, 20 July 2010

Laura Marling, Biffy Clyro, Foals and Wild Beasts are also among the nominees announced in London

## **Latitude 2010: Video Interviews**

Clash Music, 21 July 2010

Watch Absolute Radio's video interviews with some of the act who appeared at last weekend's Latitude 2010 festival including Vampire Weekend, Mumford & Sons, Lissie, Wild Beasts and Tom Jones. ...

## **Mt Desolation Announce Autumn Tour**

Clash Music, 21 July 2010

New collaborative project Mt. Desolation are set to tour the UK this Autumn in the run up to their debut album. Formed after a drunken night out in Dublin, Mt. ...

## **Gennaro Castaldo Watch: The Mercury Shortlist**

No Rock&Roll Fun, 21 July 2010

The list of bands who'll be playing the little event prior to Jools Holland announcing the winner of the Mercury Music Prize has been published . The Guardian's got the ...

## **The xx, Laura Marling, Mumford & Sons Make Mercury Prize Shortlist**

Paste Magazine, 21 July 2010

The coveted British album of the year award now awkwardly known as the Barclaycard Mercury Prize has helped put artists like the Arctic Monkeys on the map. As The Guardian ...

## **Latitude 2010: Sunday**

Clash Music, 21 July 2010

Wondering if we've had our ears permanently damaged by The xx and their bass, Clash wakes up on Sunday morning to the syrupy croon of a certain Welsh ladies man. ...

## **The xx, Paul Weller, Mumford & Sons make 2010 Mercury Prize short list**

HitFix, 21 July 2010

Biffy Clyro, Corinne Bailey Rae, Paul Well and Dizzee Rascal are among the 12 nominees for this year's Mercury Prize. More than 200 acts and their albums were up for ...

## 02 December 2010 : 15 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.

#### **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 ...

#### **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 ...

#### **53rd Grammy Nominees Announced**

JPs Blog, 02 December 2010

The nominees for this year's Grammy Awards have been announced. There wasn't many surprises for me, except Mumford & Sons being nominated for Best New Artist, and Arcade Fire for ...

#### **Stornoway Show Should Help Their Popularity Grow**

CHARTattack, 02 December 2010

By (CHARTattack) December 1, 2010 5:53 pm Live Review Date: November 30, 2010 City: Toronto, ON Venue: El Mocambo Rating: 4 / 5 It's tempting to lump Oxford, England's Stornoway ...

## **And the Grammy Goes to...**

WatchMyEgo, 02 December 2010

We're not at the actual ceremony yet but here are some of the nominees announced tonight: Album of the Year Eminem "Recovery" Lady Antebellum "Need You Now" Lady Gaga "The ...

## **Amazon's \$5 MP3 Albums for December – Mumford, Spoon, She & Him & A Whole Lotta Christmas Albums**

DoucheBagFace, 02 December 2010

Amazon has posted the albums available for only \$5 each for the month of December and here is a list of some of the notables, including some big albums this ...

4

## **03 December 2010 : 12 articles**

### **Popular Articles this Day**

#### **2011 Grammy nominations**

ABC Jazz, 03 December 2010

Nominations for next year's Grammys have been announced, with Esperanza Spalding mixing it with the pop guys... Complete Jazz list here... 26 year old jazz bassist Esperanza Spalding has been ...

#### **Indie Artists Receive 50% of Grammy Nominations...**

The Daily Swarm, 03 December 2010

Hypebot : Independent music labels and artists received 273 of the 542 or just over 50% of the nominations for the 53rd Annual Grammy Awards, according to indie trade group ...

#### **Janelle Monae, Kanye West, LCD Soundsystem: LCD Soundsystem Top Paste's 50 Best Albums Of 2010 List**

Prefix Magazine, 03 December 2010

Pity poor She & Him: Two years ago, their cutesy, reductive take on '50s and '60s AM pop was good enough for their Volume One to be declared as album ...

#### **11 Random Thoughts About the Random Grammys**

Spin, 03 December 2010

The Grammy nominations were announced last night, with their perplexing, annual variety of laudable choices (see: Arcade Fire, the Black Keys, Florence & the Machine), surprising omissions of chart-topping acts ...

#### **Eminem, Arcade Fire Nab Grammy Noms**

Spin, 03 December 2010

He's got the one of the biggest albums of the year (so far) — and now he may get the Grammys to prove it. Eminem leads the pack of the ...

## **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 ...

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## **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.

## **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 ...

## **Arcade Fire Officially Mainstream, Nominated For Best Album Grammy**

CHARTattack, 03 December 2010

By CHARTattack Staff (CHARTattack) December 2, 2010 12:16 pm Heads up, folks. Arcade Fire might be signed to an indie label, but they're not as "indie" as you think. They're ...

5

## **08 July 2010 : 11 articles**

### **Popular Articles this Day**

#### **Mumford & Sons, Lissie, Lyrebirds to take over north London venue**

NME - News, 08 July 2010

The Flowerpot is set to host seven days of Communion gigs

#### **Mumford And Sons Join Communion**

Clash Music, 08 July 2010

British indie-folk darlings Mumford And Sons have joined the line up for the latest Communion project. Mumford And Sons come from a folk background, playing pub sessions with other musicians. ...

#### **Listen to Two Collaborative Songs From Laura Marling and Mumford & Sons**

Paste Magazine, 07 July 2010

British folk meets traditional Indian music in the new EP from Paste favorites Laura Marling and Mumford & Sons. The acts performed with the Rajasthani folk collective Dharohar Project in ...

## **Exclusive Concert Video: Mumford and Sons at Music Hall of Williamsburg**

MusicBlips, 08 July 2010

A crazed gathering for Mumford and Sons at The Music Hall of Williamsburg turns into one of the most spectacular shows we have ever filmed. — full article at [baeblemusic.com](http://baeblemusic.com)

## **Mumford & Sons, Laura Marling & Dharohar Project - To Darkness (video)**

MusicBlips, 07 July 2010

The EP Featuring brand new recordings. Download on iTunes from July 5th. — full article at [youtube.com](http://youtube.com)

## **Hop Farm Festival // The 405 Review**

The 405, 07 July 2010

When the announcement of the third Hop Farm Festival line-up was announced earlier this year I got excited. For me it was almost perfect. There was Laura Marling, Mumford & ...

## **Freelance Whales // Debut Album Details**

The 405, 07 July 2010

New York five piece Freelance Whales will finally release their debut album Weathervanes here in the UK on August 23 through Columbia/ Mom & Pop. The first single from the ...

## **Mumford & Sons at The Music Hall of Williamsburg**

Independent Music, 08 July 2010

Mumford & Sons at The Music Hall of Williamsburg

## **Larsen B – Musketeer**

I Heart AU, 08 July 2010

Musketeer is a collection of beautifully crafted, pastoral, folk-inflected, pop songs that will probably see them compared to acts like Mumford & Sons, The Leisure Society and Noah & The ...

## **Best of 2010 (So Far) Podcast**

WRMC 91.1 Middlebury College Independent Radio, 08 July 2010

In a special broadcast on Tuesday July 6th, a panel of WRMC DJs featuring Toren Hardee, Tamara Hilmes, David Foote, Jordan Valens, Brad Becker-Parton, and Ben Wessel discussed their favorite ...

## News Highlights

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

### July

"Mumford And Sons called it from the stage in front of the largest (50,000) crowd of their lives, "If there's a better line up this Summer ..."

Tue 06/07 - The Hop Farm Festival Review - SupaJam

"Mumford And Sons have joined the line up for the latest Communion project. Mumford And Sons come from a folk background, playing pub sessions with other ..."

Thu 08/07 - Mumford And Sons Join Communion - Clash Music

"Mumford And Sons to dominate the second (Fiberfib) stage and claim yet another festival victory under their belts. Goldfrapp will be sure to be barking mad ..."

Tue 13/07 - Benicassim Preview - SupaJam

"Mumford And Sons to india to record a cultural exchange EP with the rajasthani folk collective dharohar project. the result is not only an interesting doc ..."

Wed 14/07 - LIVE WONGIE: laura marling feat dharohar project - meheni rachi / devil's spoke sneh ko marg (live) - wongie's music world

"Mumford And Sons to contend with. If the New Yorkers to come are consciously cool, then Marcus Mumford and co are earnestly excellent. They know their ..."

Wed 21/07 - Latitude 2010: Sunday - Clash Music

### August

"Mumford And Sons have announced a North American tour starting October 18th in Hollywood, CA. Check out a post on their website about the tour: "America, ..."

Sat 07/08 - Mumford and Sons Announce North American Tour - Audio Perv

"Mumford And Sons were one of my must-sees, they don't seem to be able to stay away from our shores and I think it's because Aussies ..."

Sun 08/08 - Splendour Over Part 4 - whiteboydancefloor

"Mumford And Sons to find a [..]"

Sat 28/08 - Interview :: Trampled By Turtles - Muzzle of Bees

## September

"Mumford And Sons have reflected on a summer which has seen them become an enormous festival attraction. Mumford Sons began as part of an informal ..."

Wed 01/09 - Mumford Sons Talk Live Success - Clash Music

"Mumford And Sons have been rewarded for the effort in crafting their hugely successful debut album 'Sigh No More'. "I think it will be really funny" ..."

Mon 06/09 - Laura Marling On The Mercury - Clash Music

## October

"Mumford And Sons have started thinking about its follow up in an interview with NME magazine, report CMU . Known for their euphorically full, traditional-based music, ..."

Fri 08/10 - Mumford and Sons Look to 'Tear Down' Their Sound - Spinner.com

"Mumford And Sons have released a very limited tour-only four-track EP"

Tue 19/10 - Album Review: The Wedding Band/Mumford and Sons – First Dance EP - Swear I'm Not Paul

"Mumford And Sons were both on the bill for the Electric Picnic festival, which took place near Dublin last month... Read and comment. From thedaily swarm.com"

Thu 21/10 - Mark E Smith Pelts Mumford And Sons With a Bottle in Dublin... - The Daily Swarm

"Mumford And Sons is giving the public another chance to catch their album, Sigh No More. On November 29th the banjo kings of Britain are re-releasing ..."

Fri 29/10 - Mumford and Sons Reissue "Sigh No More" - Under the Radar

"Mumford And Sons have an awesome song "Little Lion Man," and you guys seem to agree, because it's the #1 Downloaded Song this week. They definitely ..."

Fri 29/10 - Stryker's #1 Downloaded Song: Mumford Sons "Little Lion Man" - KROQ

## November

"Mumford And Sons have become quite so loathed in some circles is partly due to the feeling that they sing lifeless, emotionally boring songs. Music isn't ..."

Tue 02/11 - Nicholas Stevenson - Phantom Sweetheart - The 405

"Mumford And Sons to wrap up a show with an Avett Brothers cover. Joined onstage by openers Cadillac Sky, they do a nice version of "Go ..."

Thu 04/11 - Watch Mumford and Sons Cover The Avett Brothers - INDIEBLOGHEAVEN

"Mumford And Sons have a lot to be happy about. The young band has outsold Eminem on iTunes week after week, their 2009 debut record, 'Sigh ...'"

Wed 17/11 - Mumford and Sons Close US Tour With 'Mental' New York Gig - Spinner.com

## December

"Mumford And Sons will go head to head with Drake , Justin Bieber and Esperanza Spalding for Best New Artist. In the Album of the Year ..."

Thu 02/12 - Grammy 2011 Nominees Announced - Spinner.com

"Mumford And Sons called triple j this week to fill Australian fans in on what the band is up to"

Mon 20/12 - Mumford and Sons: no swearing on next record - Triple J - Music News

# 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