

Nine Inch Nails

Music Media Analysis
July to December 2010

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Overview

134th on Mainstream Charts

59th on Twitter

239th in the Music Press

This report reviews the popularity of Nine Inch Nails on the music charts and in the music news for the period July to December 2010. It benchmarks Nine Inch Nails 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 Nine Inch Nails compared to similar artists. Nine Inch Nails was ranked 134th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for Nine Inch Nails was 16th.

134th Overall Rank

16th Best Position

Artist	Rank	Best Position
Radiohead	2nd	1
Kanye West	47th	6
Rage Against the Machine	91st	11
David Bowie	92nd	11
Nine Inch Nails	134th	16
Justin Timberlake	255th	38
How To Destroy Angels	324th	52
Trent Reznor	705th	159

Figure 1: Artist Mainstream Ranks

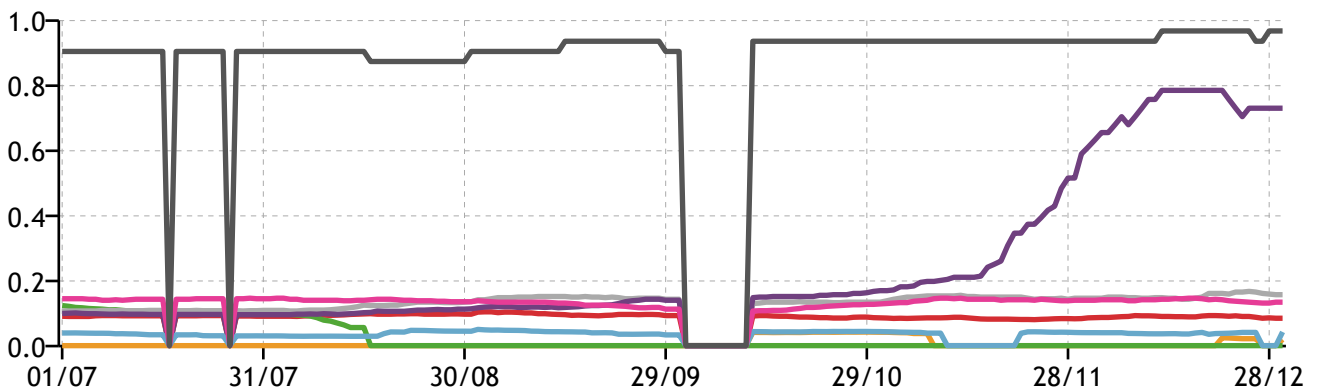
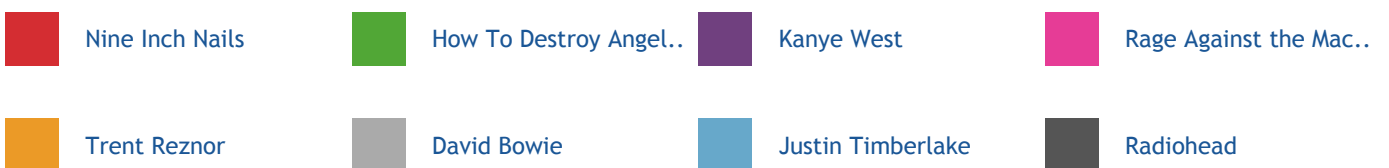


Figure 2: Artist Mainstream Chart Popularity over Time



Mainstream Comparison

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

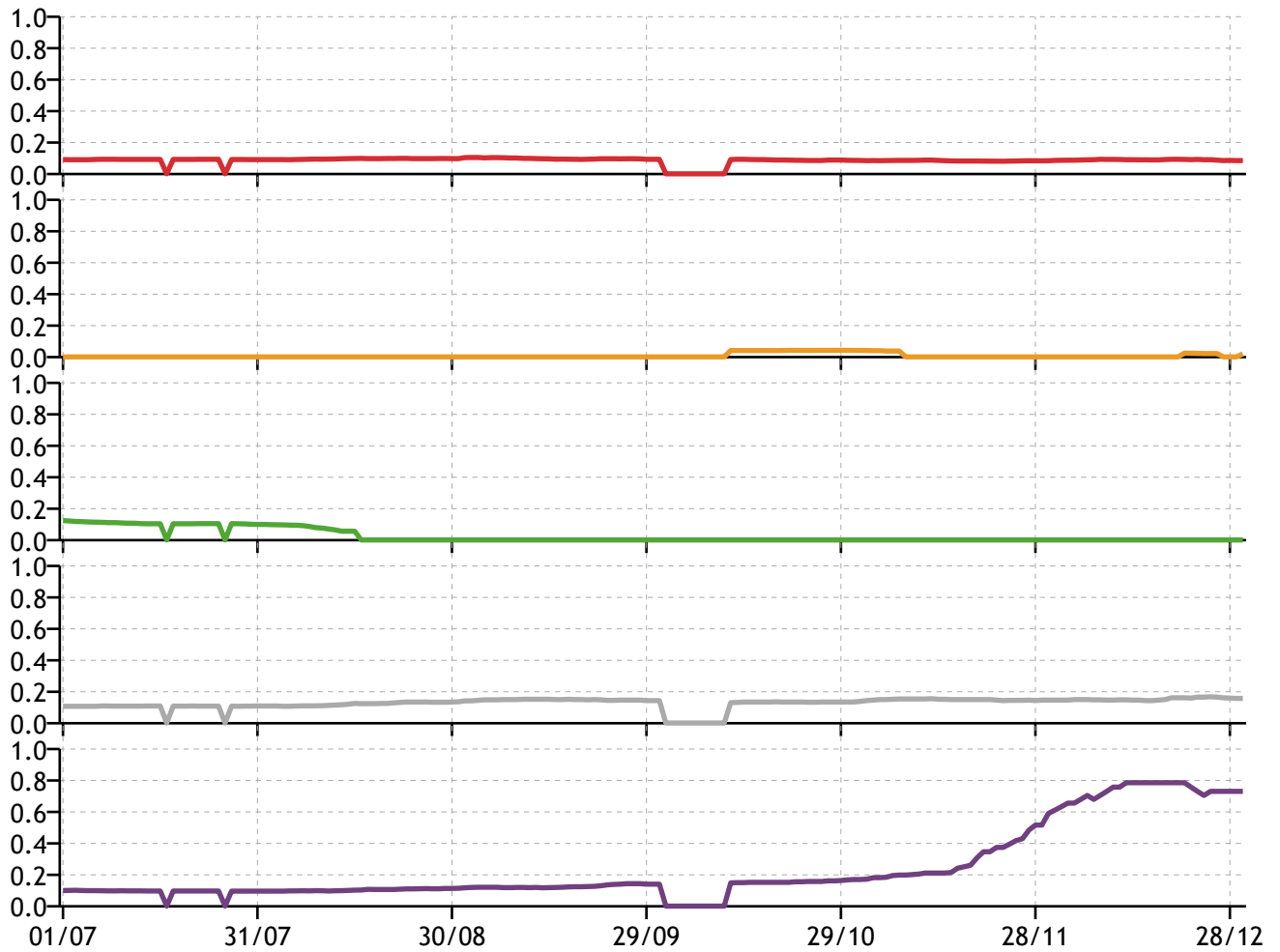


Figure 3: Comparisons for Nine Inch Nails



Twitter Coverage

Twitter Popularity

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

59th Overall Rank

16,257 Tweets

0.003% Share

Artist	Rank	Tweets	Share
Radiohead	14th	36,011	0.006%
Kanye West	16th	31,904	0.005%
David Bowie	39th	21,995	0.004%
Nine Inch Nails	59th	16,257	0.003%
Rage Against the Machine	205th	7,155	0.001%
Justin Timberlake	233rd	6,471	0.001%
Trent Reznor	745th	2,451	0.000%
How To Destroy Angels	1928th	930	0.000%

Figure 4: Twitter Coverage Comparison

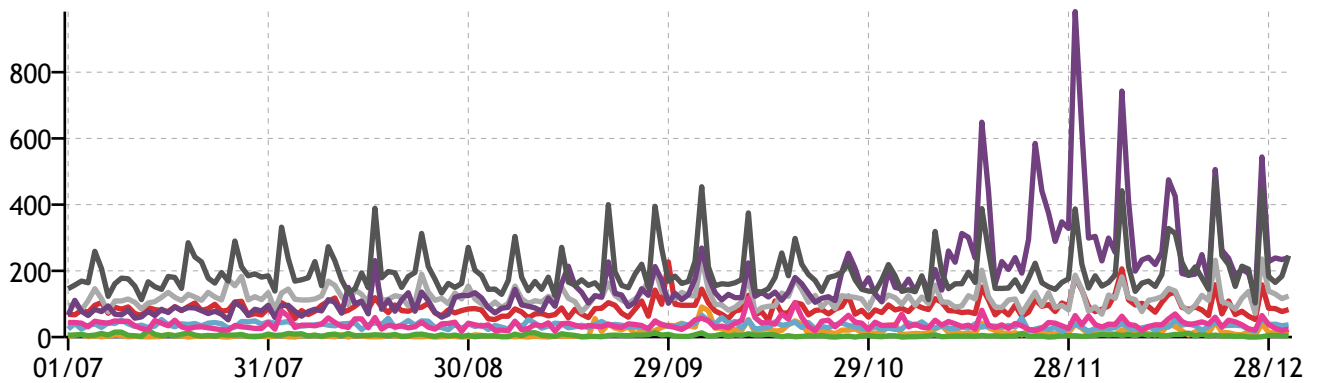
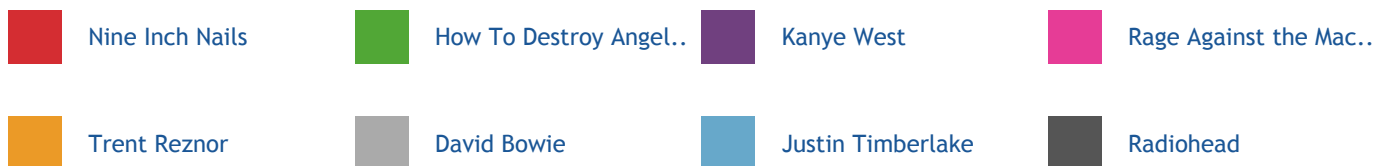


Figure 5: Twitter Coverage over Time



Twitter Comparison

This section compares the total number of tweets mentioning Nine Inch Nails to similar artists.

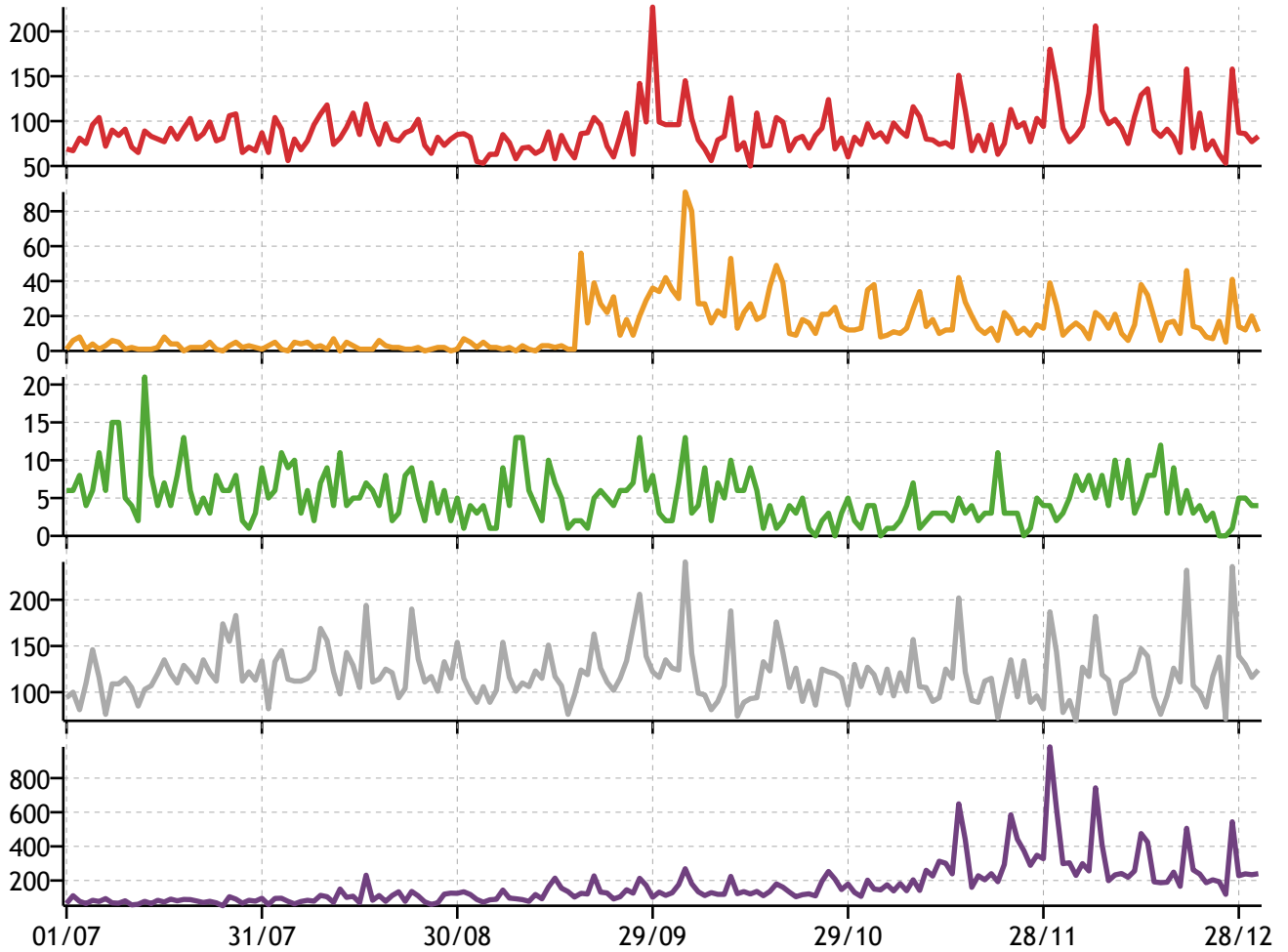


Figure 6: Comparisons for Nine Inch Nails



Mainstream Chart vs Twitter

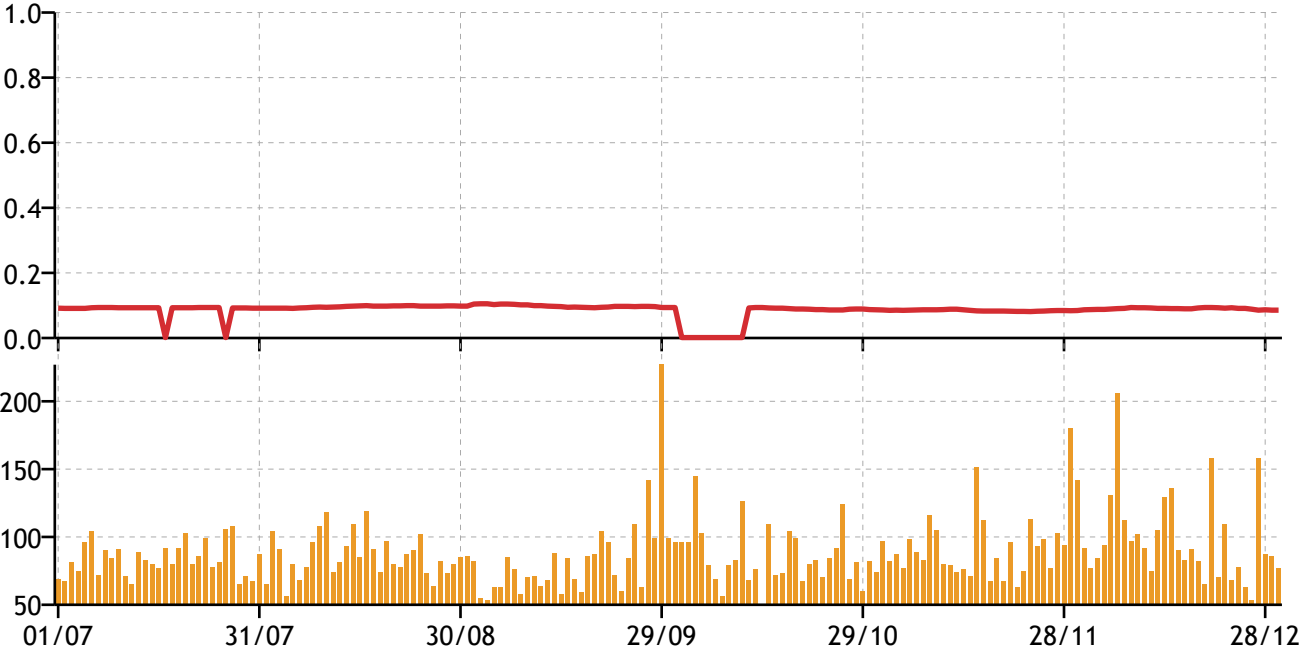


Figure 7: Nine Inch Nails Chart Popularity vs Twitter Coverage

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 Nine Inch Nails in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/romanus	Romanus	ÜT: 48.156466,11.723544	647	5,321	3,442,687
2	twitter.com/RomanusSum	romanus		298	715	213,070
3	twitter.com/DameBrochant	Les Yeux Noirs	Mex- inside a hamster's brain	25	7,657	191,425
4	twitter.com/NickDevious	Nick	Northeastern USA	30	5,872	176,160
5	twitter.com/Naestopaz	naestopaz	Denver, Colorado, USA	160	935	149,600
6	twitter.com/adragon	adragon	NYC, FL and On YOUR Screen!	39	3,357	130,923
7	twitter.com/TropicsZ4	Will Tropics	United States 33480	16	6,652	106,432
8	twitter.com/ohmychiweenies	michelle	Michigan:US	92	1,044	96,048
9	twitter.com/manyko2	Mark Welkie	Central Pennsylvania, America	27	3,196	86,292
10	twitter.com/andreakuszewski	Andrea Kuszewski	FL	52	1,129	58,708
11	twitter.com/Sarinninja	Randy Talley	The Great Below.	44	1,160	51,040
12	twitter.com/reiji0	□□□		50	846	42,300
13	twitter.com/NickPapaG	Nick Papageorgio	Va. Beach Va.	46	863	39,698
14	twitter.com/_Sandra_R_	Sandra		83	452	37,516
15	twitter.com/shhhhtrustme	Suzy	i'm in the 5th circle of hell	30	1,221	36,630
16	twitter.com/Demetrioteama	Demetrio López	SCL - Chile	25	1,417	35,425
17	twitter.com/Christyxcore	Christine Chan □	United States of Eurasia	15	1,982	29,730
18	twitter.com/greenfields47	rajakumar	Kuala Lumpur	22	1,327	29,194
19	twitter.com/Shaman777	Michael	All Along the Watchtower	15	1,849	27,735
20	twitter.com/Allykiss	Allison	Wonderland	23	1,197	27,531
21	twitter.com/spartagrll	Miss L	□Somewhere only I know□	16	1,516	24,256
22	twitter.com/HungryVampire	Hungry Vampire	Arizona	19	1,261	23,959
23	twitter.com/l1brat1on	l1brat1on	Worldwide, TX	60	395	23,700
24	twitter.com/projectmelton	Will	Saint Louis, MO	13	1,383	17,979
25	twitter.com/psibreaker	Si Brake (HifiLoki)	tween devil & deep blue sea	24	738	17,712
26	twitter.com/ferzon_	ferzon		39	437	17,043
27	twitter.com/creativeness	creativeness	everywhere, yet no where.	13	1,247	16,211

Figure 8: Top 50 Users tweeting about Nine Inch Nails

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/playstack	@Brett's Last.fm	New York, NY	58	273	15,834
29	twitter.com/Chrissarella	Chrisinda Lukens	Huntingdon, Pennsylvania	21	744	15,624
30	twitter.com/lilbratsie	Jamie B	Little Rock, AR	29	491	14,239
31	twitter.com/lcds	=lvan=	Bogotá, Colombia	17	828	14,076
32	twitter.com/LacedRadio	Laced Radio TM	Los Angeles, CA/Austin, Tx	20	698	13,960
33	twitter.com/kancrman	mike stiller	St Ann, MO	15	819	12,285
34	twitter.com/Harajuku333	▯Marney ▯▯▯ ParaMar▯	traveling endlessly...	39	301	11,739
35	twitter.com/javierge	Javier Garza	Saltillo, Mexico	11	1,004	11,044
36	twitter.com/letters2sky	Olya Gonchar	St.Petersburg, Russia	11	1,001	11,011
37	twitter.com/Huracaned	eduardo hernandez	Chilangolandia	12	885	10,620
38	twitter.com/PPNStudio	PPNStudio	earth	19	532	10,108
39	twitter.com/what_3v3r	MRS. B\$#%^	My Own World (KS)	29	340	9,860
40	twitter.com/MrsElabor8Dream	▯Dream▯	Amsterdam,NL/Leigh-on-Sea,UK	13	736	9,568
41	twitter.com/vazzfixer	itchy rich	Shibuya,Tokyo	98	96	9,408
42	twitter.com/uriel1998	Steven Saus	Dayton, OH	13	722	9,386
43	twitter.com/morkuma	k	westcoast canada	15	563	8,445
44	twitter.com/GGDANCE	G.G. Le Grand	AMSTERDAM	13	647	8,411
45	twitter.com/jvdgoot	Jeffry van der Goot	015/070/020	18	464	8,352
46	twitter.com/bryantodd	Bryan Todd	Modesto, California	52	150	7,800
47	twitter.com/maestros_iTunes	Maestro DMB's iTunes	@MaestroDMB's MacBook Pro	144	52	7,488
48	twitter.com/bobscopper	bobclanney	around	16	426	6,816
49	twitter.com/sheepdean	James Reed	London, UK	16	420	6,720
50	twitter.com/ldebrouwer	Luc De Brouwer	Venlo, The Netherlands	16	399	6,384

Figure 8 (continued): Top 50 Users tweeting about Nine Inch Nails

Shared Twitter Links

This section lists the most popular urls in tweets mentioning Nine Inch Nails during this period.

URL	Rank	Tweets
http://www.last.fm/music/Nine+Inch+Nails	1	372
http://remix.nin.com/	2	172
http://tinysong.com/3cht	3	58
http://www.last.fm/music/Nine+Inch+Nails/_/Closer	4	49
http://www.last.fm/music/Nine+Inch+Nails/_/Hurt	5	32
http://tinysong.com/2Mx0	6	26
http://www.last.fm/music/Nine+Inch+Nails/_/Every+Day+Is+Exactly+the+Same	7	22
http://www.last.fm/music/Nine+Inch+Nails/_/The+Hand+That+Feeds	8	22
http://bit.ly/29KHDg	9	19
http://www.google.com/search?hl=en&q=lastfm:Nine+Inch+Nails+The+Downward+Spiral&btnI=l%27m+Feeling+L...	10	19
http://tinyurl.com/kelownaiTunes	11	18
http://www.last.fm/music/Nine+Inch+Nails/_/Discipline	12	17
http://www.last.fm/music/Nine+Inch+Nails/_/The+Perfect+Drug	13	17
http://www.google.com/search?hl=en&q=lastfm:Nine+Inch+Nails+And+All+That+Could+Have+Been:+Live&btnI=...	14	16
http://tinysong.com/7cLy	15	15
http://www.last.fm/music/Nine+Inch+Nails/_/Something+I+Can+Never+Have	16	14
http://www.last.fm/music/Nine+Inch+Nails/_/Right+Where+It+Belongs	17	14
http://tinysong.com/vfRA	18	14
http://www.last.fm/music/Nine+Inch+Nails/_/Starfuckers,+Inc.	19	13
http://www.tweekly.fm/user/sustainthetrip	20	13
http://www.last.fm/music/Nine+Inch+Nails/_/Dead+Souls	21	13
http://www.tweekly.fm/user/jvdgoot	22	13
http://www.tweekly.fm/user/scoobydiesel	23	13
http://www.last.fm/music/Nine+Inch+Nails/_/All+the+Love+in+the+World	24	13
http://www.last.fm/music/Nine+Inch+Nails/_/The+Day+the+World+Went+Away	25	13
http://www.last.fm/music/Nine+Inch+Nails/_/La+Mer	26	12
http://tinysong.com/alk	27	12

Figure 9: Top Shared Links on Twitter mentioning Nine Inch Nails

URL	Rank	Tweets
http://www.last.fm/music/Nine Inch Nails/_/March of the Pigs	28	12
http://www.last.fm/music/Nine Inch Nails/_/Terrible Lie	29	12
http://www.tunewiki.com/	30	11
http://www.tweekly.fm/user/quotenemo	31	11
http://www.last.fm/music/Nine Inch Nails/_/Somewhat Damaged	32	11
http://www.tweekly.fm/user/chebberz	33	11
http://tinysong.com/o3oh	34	11
http://tinysong.com/kpPo	35	11
http://www.tweekly.fm/user/SocietalMishap	36	11
http://www.tweekly.fm/user/andrewsfg	37	11
http://www.last.fm/music/Nine Inch Nails/_/Only	38	11
http://www.tweekly.fm/user/gaftmabf	39	11
http://www.last.fm/music/Nine Inch Nails/_/Eraser	40	10
http://www.tweekly.fm/user/chrisfishlock	41	10
http://www.tweekly.fm/user/beautifulliar	42	10
http://www.google.com/search?hl=en&q=lastfm:Nine+Inch+Nails+Head+Like+A+Hole&btnI=l%27m+Feeling+Luck...	43	10
http://www.tweekly.fm/user/Gratefulrasta	44	10
http://www.last.fm/music/Nine Inch Nails/_/The Great Below	45	10
http://www.last.fm/music/Nine Inch Nails/_/Head Like a Hole	46	10
http://www.last.fm/music/Nine Inch Nails/_/The Fragile	47	10
http://tinysong.com/e7E	48	10
http://www.tweekly.fm/user/Jessiqq	49	10
http://www.last.fm/music/Nine Inch Nails/_/Piggy	50	10
http://www.google.com/search?hl=en&q=lastfm:Nine+Inch+Nails+And+All+That+Could+Have+Been:+Still&btnl...	51	9
http://www.tweekly.fm/user/ffionmai	52	9
http://www.tweekly.fm/user/MAJikMARCer	53	9
http://getglue.com/recording_artists/nine_inch_nails	54	9
http://tinysong.com/nKO5	55	9
http://www.last.fm/music/Nine Inch Nails/_/Wish	56	9
http://www.tweekly.fm/user/MrJufus	57	9
http://www.last.fm/music/Nine Inch Nails/_/Just Like You Imagined	58	9
http://www.tweekly.fm/user/Savagestar	59	8
http://www.tweekly.fm/user/craig_mcquinn	60	8

Figure 9 (continued): Top Shared Links on Twitter mentioning Nine Inch Nails

News Coverage

News Popularity

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

239th Overall Rank

510 Articles

0.013% Share

Artist	Rank	Articles	Share
Kanye West	1st	7,298	0.182%
Radiohead	36th	1,333	0.033%
David Bowie	130th	745	0.019%
Justin Timberlake	227th	522	0.013%
Nine Inch Nails	239th	510	0.013%
Rage Against the Machine	366th	373	0.009%
Trent Reznor	379th	360	0.009%
How To Destroy Angels	1352nd	69	0.002%

Figure 10: News Coverage Comparison

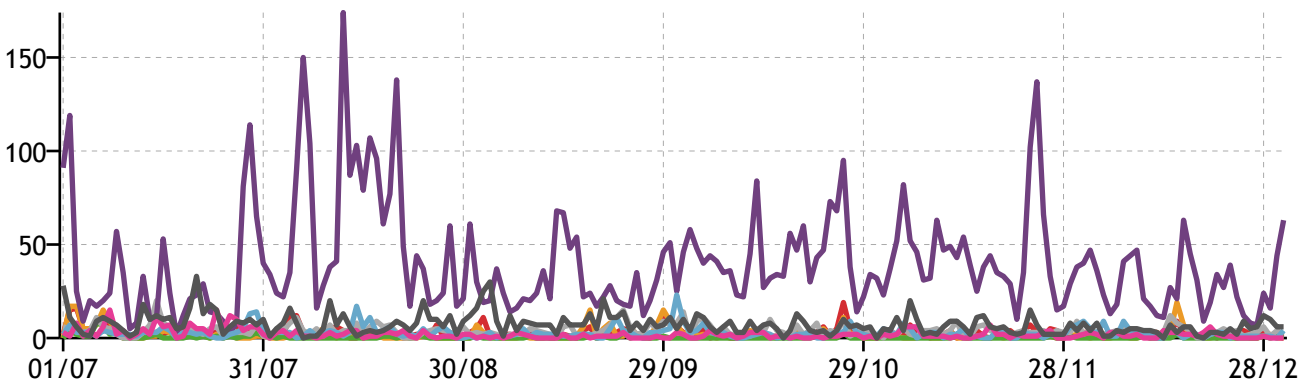


Figure 11: News Coverage over Time

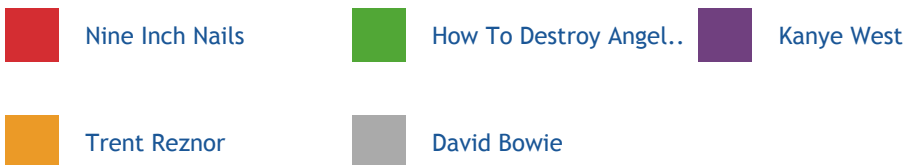


News Comparison

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



Figure 12: Comparisons for Nine Inch Nails



Mainstream Chart vs Sentiment

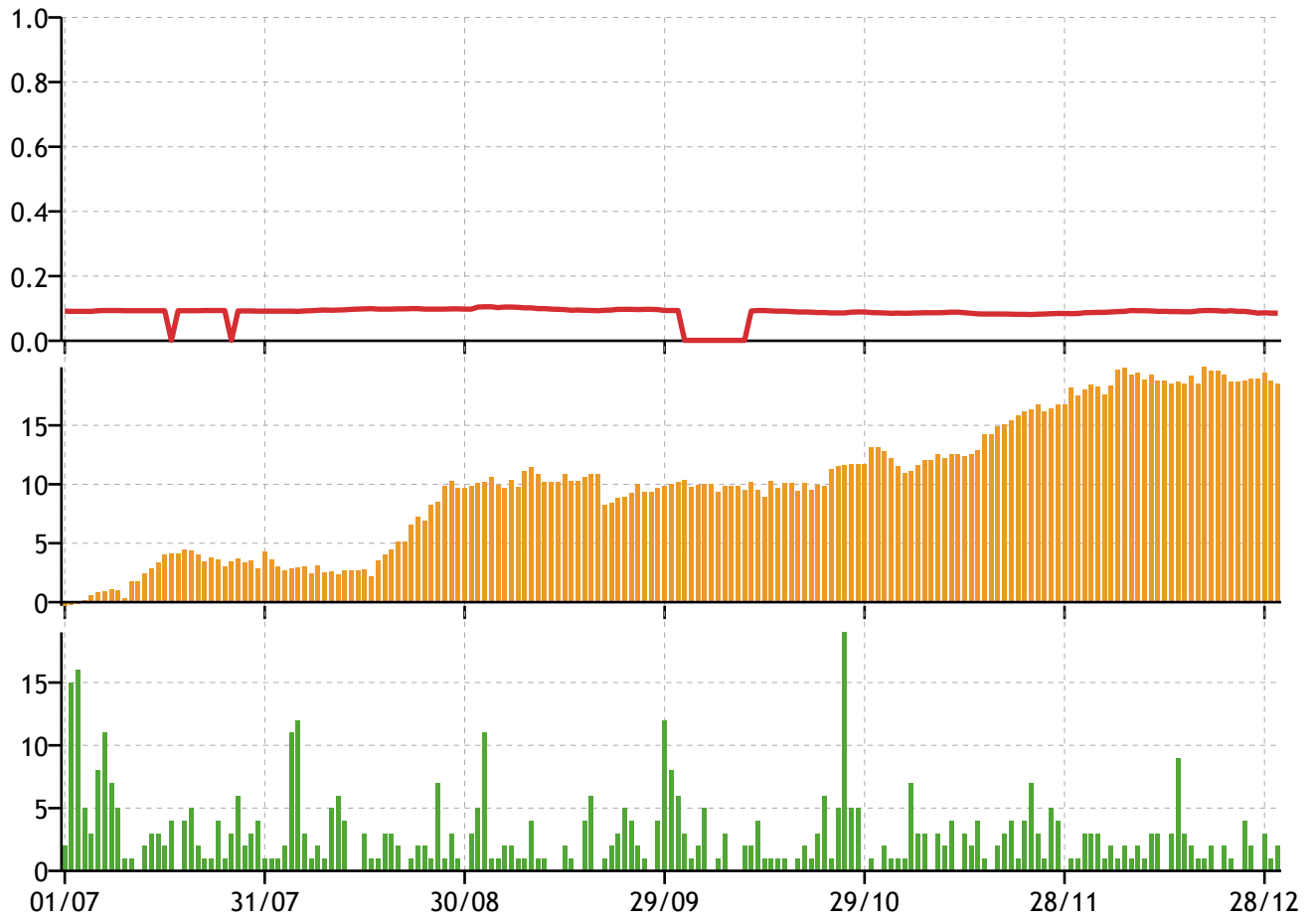
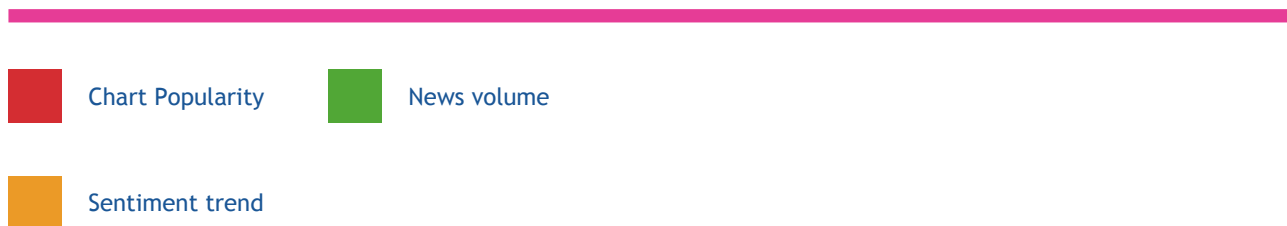


Figure 13: Nine Inch Nails Chart Popularity vs News Sentiment + Volume

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 Nine Inch Nails that day.



Top Publishers



Figure 14: Top Publishers related to Nine Inch Nails

Top Publishers	Mentions
Spin	21
Prefix Magazine	13
Clash Music	10
Pitchfork	10
Punkreas.org	10
Consequence of Sound	6
The A.V. Club	5
NME - News	4
Beyond Race	4
Guitar Player	4
The Ripple Effect	3
HitFix	3
Indie For Bunnies	3
Paste Magazine	3
Classic Rock Magazine	3

Figure 15: Most frequently mentioned Top Publishers

Top News Publishers

Publisher	Rank	Articles
Spin - http://www.spin.com/	1	21
Prefix Magazine - http://prefixmag.com	2	13
Clash Music - http://www.clashmusic.com/	3	10
Pitchfork - http://pitchfork.com/	4	10
Punkreas.org - http://www.punkreas.org	5	10
Consequence of Sound - http://www.consequenceofsound.net/	6	6
The A.V. Club - http://www.avclub.com/	7	5
NME - News - http://www.nme.com/	8	4
Beyond Race - http://www.beyondrace.com/	9	4
Guitar Player - http://www.guitarplayer.com/	10	4
The Ripple Effect - http://ripplemusic.blogspot.com/	11	3
HitFix - http://www.hitfix.com/	12	3
Indie For Bunnies - http://www.indieforbunnies.com	13	3
Paste Magazine - http://www.pastemagazine.com/	14	3
Classic Rock Magazine - http://www.classicrockmagazine.com/	15	3
No Rock&Roll Fun - http://xrrf.blogspot.com	16	2
Jonk Music - http://jonkmusic.blogspot.com	17	2
Cuchara Sonica - http://cucharasonica.com	18	2
inALLcaps - http://www.inallcaps.com	19	2
NPR Music - http://www.npr.org/music/	20	2
Triple J - Music News - http://triplej.abc.net.au/	21	2
MetalSucks - http://www.metalsucks.net	22	2
redthreat - http://redthreat.wordpress.com	23	2
Guardian music - http://www.guardian.co.uk/music	24	2
Metal Bastard's MP3 Blahg - http://metalbastard.blogspot.com/	25	2
MTV Newsroom - http://newsroom.mtv.com/	26	2
Babylon Noise Music Blog - http://babylonoise.wordpress.com/	27	1

Figure 16: Top 60 Publishers mentioning Nine Inch Nails

Publisher	Rank	Articles
78s - http://www.78s.ch	28	1
Bottom of the Glass - http://bottom-of-the-glass.blogspot.com	29	1
Heart on a Stick - http://heartonastick.blog-city.com/	30	1
SoundRoots Global Culture - http://soundroots.org/	31	1
ALARM Magazine - http://www.alarmpress.com/	32	1
Ryan's Smashing Life - http://ryanssmashinglife.blogspot.com	33	1
Idolator - http://www.idolator.com/	34	1
Rolling Stone: Album Reviews - http://www.rollingstone.com/	35	1
caffeine-headache - http://caffeine-headache.net/	36	1
FMusic - http://fmusic.sakura.ne.jp/	37	1
Music for Humans - http://musicforhumans1.blogspot.com/	38	1
You Sing, I Write - http://yousingiwrite.blogspot.com/	39	1
Hidden Track - http://www.glidemagazine.com/hiddentrack	40	1
Welikeit.indie - http://blog.welikeitindie.com/	41	1
Fluxblog - http://www.fluxblog.org	42	1
Frekvens - http://frekvens.dk	43	1
The Devil Has The Best Tuna - http://besttuna.blogspot.com	44	1
The Vinyl District - http://vinyldistrict.blogspot.com/	45	1
Audio Drums - http://www.audiodrums.com	46	1
Maps - http://www.radiomaps.it/	47	1
Rolling Stone: Smoking Section - http://www.rollingstone.com/blogs/smokingsection/rss.xml	48	1
EAR FARM - http://earfarm.com	49	1
:: The Playlist :: - http://theplaylist.blogspot.com/	50	1
HIPSTER RUNOFF - http://www.hipsterrunoff.com/	51	1
Covert Curiosity - http://covertcuriosity.blogspot.com	52	1
Metal Injection - http://metalinjection.net	53	1
NME - Blog - http://www.nme.com/	54	1
NME - Features - http://www.nme.com/	55	1
8106 - http://8106.tv/	56	1
Modern Mystery - http://modernmystery.wordpress.com	57	1
berDrivel - http://udrivel.blogspot.com	58	1
::: Off the Radar ::: - http://offtheradarmiami.blogspot.com/	59	1
You Ain't No Picasso - http://youaintnopicasso.com	60	1

Figure 16 (continued): Top 60 Publishers mentioning Nine Inch Nails

Best 5 News Days

1

26 October 2010 : 19 articles

Popular Articles this Day

Nine Inch Nails to reissue 'Pretty Hate Machine'

NME - News, 26 October 2010

Trent Reznor reveals the remastered version makes for 'a greatly improved sonic experience'

Music: Newswire: Nine Inch Nails releasing remastered, expanded edition of Pretty Hate Machine

The A.V. Club, 26 October 2010

Remember when Trent Reznor just made music instead of grand conceptual statements that could only be untangled by visiting various websites and going on treasure hunts for flash drives in ...

Nine Inch Nails to release remastered debut

Triple J - Music News, 26 October 2010

Nine Inch Nails launched their debut album Pretty Hate Machine on the world back in 1989.

Kanye West / Jay-Z Plot New Album

Clash Music, 26 October 2010

Kanye West has claimed that he is working on a new album with fellow hip hop heavyweight Jay-Z. Kanye West and Jay-Z go back a long way. The pair are ...

Nine Inch Nails Re-Issue Debut Album

Clash Music, 26 October 2010

Nine Inch Nails are to expand their debut album 'Pretty Hate Machine' on a forthcoming re-issue. Once, Trent Reznor was an untouchable. A drug addicted, self-loathing bundle of hatred whose ...

Ones To Watch: Detachments

Clash Music, 26 October 2010

There's something deeply enticing about the darkness. Whether it's the way that the corners of seedy dance floors seem to curl a proverbial index finger and beckon you to come ...

Trent Reznor Is Set To Reissue 'Pretty Hate Machine'

KROQ, 26 October 2010

Nine Inch Nails frontman Trent Reznor recently made news for cutting some new music for the soundtrack to The Social Network and has been busy with his new band, How ...

Nine Inch Nails, Trent Reznor: 'Pretty Hate Machine' Finally Getting Reissue Treatment

Prefix Magazine, 26 October 2010

Hard to believe it's been over 20 years since Nine Inch Nails' debut *Pretty Hate Machine* basically reinvigorated the industrial movement and put a certain dreadlock-sporting chap named Trent Reznor ...

Nine Inch Nails' 'Pretty Hate Machine' gets remaster treatment for re-release

HitFix, 26 October 2010

Although a reissue of Nine Inch Nails' seminal "*Pretty Hate Machine*" dropped a couple of years ago, that set didn't have Trent Reznor's blessing. But that doesn't mean he was ...

Trent Reznor Preps 'Pretty Hate Machine' Reissue

Spin, 26 October 2010

After cutting new music for the soundtrack to *The Social Network* and forming a new band *How to Destroy Angels*, Trent Reznor is ready to focus on the past. ...

2

03 July 2010 : 16 articles

Popular Articles this Day

Film: Newswire: Dark Trent Reznor to darkly create dark score for dark Facebook movie

The A.V. Club, 03 July 2010

In a move that seems to underscore the dark tone hinted at in last week's ominous teaser trailer, Nine Inch Nails frontman/social network enthusiast Trent Reznor has announced via ...

Conor Oberst comments on Arizona boycott in new open letter

PunkNews, 03 July 2010

In a new letter, Conor Oberst addresses some of the arguments that have been presented against a boycott of Arizona due to their controversial immigration law. Oberst specifically addresses promoter ...

Bright Eyes' Conor Oberst responds to Arizona promoter's boycott concerns

HitFix, 03 July 2010

Zack de la Rocha's *The Sound Strike* boycott of Arizona -- artists skipping the state in their tour itineraries in protest of the controversial immigration law -- has picked up ...

Trent Scoring Facebook Movie

AbsolutePunk, 03 July 2010

Trent Reznor (<http://nin.com>) is scoring (<http://www.nin.com/?id=97906>) the new Facebook-inspired movie, *The Social Network*. Submitted by JCCC

Trent Reznor composing score for David Fincher's Facebook film

HitFix, 03 July 2010

In the time that Trent Reznor's been taking off from Nine Inch Nails, there's been at least two major projects at work: his project How To Destroy Angels with wife ...

Trent Reznor Scores Facebook Movie

Spin, 03 July 2010

Director David Fincher (The Curious Case of Benjamin Button , Fight Club) sent a Facebook friend request to Trent Reznor -- and the Nine Inch Nails mastermind accepted! ...

Friday's Music Roundup

Spin, 02 July 2010

[Updated: 2:39 P.M.] NEWS: TRENT REZNOR Scores Facebook Movie NIN mastermind works on The Social Network, starring Justin Timberlake and Rashida Jones. [SPIN] AMY WINEHOUSE Forms New Band ...

Trent Reznor Scoring Facebook Movie [News]

Ultimate Guitar, 02 July 2010

Upcoming Releases : Nine Inch Nails star Trent Reznor is writing the soundtrack to a new movie starring Justin Timberlake.

Trent Reznor Scoring the Facebook Movie...

The Daily Swarm, 02 July 2010

via Pitchfork . Trent Reznor, via NIN .com : I was planning on taking some time off after the continual waves of touring that ended last fall and spend this ...

Trent Reznor: Trent Reznor Provides Soundtrack to Facebook Movie

Prefix Magazine, 02 July 2010

Trent Reznor has been a busy man since taking Nine Inch Nails permanently off the road, and he's clearly got more on his mind than the recently released How To ...

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02 July 2010 : 15 articles

Popular Articles this Day

Friday's Music Roundup

Spin, 02 July 2010

[Updated: 2:39 P.M.] NEWS: TRENT REZNOR Scores Facebook Movie NIN mastermind works on The Social Network, starring Justin Timberlake and Rashida Jones. [SPIN] AMY WINEHOUSE Forms New Band ...

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Trent Reznor has been a busy man since taking Nine Inch Nails permanently off the road, and he's clearly got more on his mind than the recently released How To ...

nin.com [the official nine inch nails website]

MusicBlips, 02 July 2010

I was planning on taking some time off after the continual waves of touring that ended last fall and spend this year experimenting around with what would become How To ...

Trent Reznor Scores Facebook Movie

MusicBlips, 02 July 2010

As the NIN Hotline points out, today, the Nine Inch Nails website's news feed featured a message from Trent Reznor announcing that he and longtime collaborator Atticus Ross have written ...

NIN Official News & Photo Updates

MusicBlips, 02 July 2010

NIN Official News & Photo Updates — full article at feeds.nin.com

Breathe, don't breathe

Babylon Noise Music Blog, 02 July 2010

Numele Chris Vrenna poate suna ceva clopoșei în mintea unora: din 89 în 97 o fost toboșar în Nine Inch Nails, pe moment e clăpar pt Marilyn Manson. Dar nu ...

Critically Underrated Albums - The Jesus and Mary Chain - Automatic (1989)

A Future in Noise, 02 July 2010

Following Darklands was never going to be easy. Especially when the following is taken into consideration: a) The Reid brothers were the only two members left and b) the ...

Trent Reznor Writing Soundtrack For David Fincher's 'The Social Network'

Icon Vs Icon, 02 July 2010

Nine Inch Nails frontman Trent Reznor is writing the soundtrack to David Fincher's upcoming flick, The Social Network. The film tells the story the founders of the social-networking website, Facebook. ...

05 August 2010 : 12 articles

Popular Articles this Day

[Rare live footage of David Bowie and Nine Inch Nails performing together appears online](#)

NME - News, 04 August 2010

Watch their collaboration on 'Hurt' on NME.COM now

Thursday's Music Roundup

Spin, 05 August 2010

[Updated: 1:11 P.M.] NEWS: LILY ALLEN Confirms Pregnancy Pop singer is expecting a child with boyfriend Sam Cooper. [SPIN] BEACH BOYS Threaten To Sue KATY PERRY Over "California ...

[David Bowie, Nine Inch Nails: Unearthed David Bowie/NIN Clips Revive 90's Nostalgia](#)

Prefix Magazine, 05 August 2010

Following MTV's weekend post of Nine Inch Nails' first-ever Lollapalooza gig from the festival's inaugural year in 1991, film editor David Williams is stoking Trent Reznor fans' nostalgia by uploading ...

WATCH: Classic Footage of Bowie, NIN Surfaces

Spin, 05 August 2010

David Bowie's 1995 co-headlining tour with Nine Inch Nails was a monumental one, a great double-bill that featured an onstage collaboration every night between both acts. Now a handful of ...

[Rare Live Footage Of David Bowie And Nine Inch Nails Performing Together Appears Online \[News\]](#)

Ultimate Guitar, 05 August 2010

Online Downloads : You have a chance to see a superb clip of Bowie and Reznor playing NIN's "Hurt".

Wednesday's Music Roundup

Spin, 04 August 2010

[Updated: 6:13 P.M.] NEWS: AVENGED SEVENFOLD Earn No. 1 Album Southern California rockers, months removed from drummer's tragic death, top the Billboard chart with Nightmare . [SPIN] GREEN ...

Embed and breakfast man: David Bowie and Nine Inch Nails

No Rock&Roll Fun, 04 August 2010

Back in 1995, Bowie and NIN toured together. Why, yes: they did play together: David Williams filmed this; he's slowly sharing the fruits of the dates in his Vimeo stream. ...

Pro-Shot Video From Nine Inch Nails' 1995 Tour With David Bowie

Antiquiet, 05 August 2010

Film editor David Williams has slipped onto the interchugs some clips he shot, professionally, of Nine Inch Nails' 1995 tour with David Bowie . More

WATCH: Classic Footage of Bowie, NIN Surfaces

MusicBlips, 05 August 2010

David Bowie's 1995 co-headlining tour with Nine Inch Nails was a monumental one, a great double-bill that featured an onstage collaboration every night between both acts. Now a handful of ...

Vintage Video: David Bowie and Trent Reznor perform Nine Inch Nails' 'Hurt' in 1995

MusicBlips, 05 August 2010

Vintage Video: David Bowie and Trent Reznor perform Nine Inch Nails' 'Hurt' in 1995 — full article at slicingupeyeballs.com

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29 September 2010 : 12 articles

Popular Articles this Day

Trent Reznor Developing 'Year Zero' Mini-Series

Spin, 29 September 2010

Trent Reznor just debuted his soundtrack to The Social Network and recently released his first EP with his new band How to Destroy Angels. But the Nine Inch Nails frontman ...

OPP – 9/29 (Rock and Roll Hall of Fame, NIN, more)

EAR FARM, 29 September 2010

Bon Jovi, the Beastie Boys, Neil Diamond, Alice Cooper, Donovan, Tom Waits and LL Cool J are among the 15 artists nominated for induction into the Rock and Roll Hall ...

Nine Inch Nails, Trent Reznor: Trent Reznor Finally Bringing 'Year Zero' Series To Fruition

Prefix Magazine, 29 September 2010

After three years of wallowing in the rumor mill, the LA Times reports that Trent Reznor's Year Zero TV adaptation is finally making some progress. Inspired by Nine Inch Nails' ...

Tuesday's Web Roundup: News & Songs

Spin, 28 September 2010

[Updated: 5:42 P.M.] NEWS: NINE INCH NAILS Album Inspires New HBO Miniseries Trent Reznor is working with TV producers to transform NIN's conceptual release Year Zero into a sci-fi program. ...

Here's The 2011 Big Day Out Line-Up!

Defamer - music, 28 September 2010

Are you ready to lose your mind like you did when you were 17 and heard Nine Inch Nails were coming to the Big Day Out? (Perhaps that was just ...

HBO & BBC Team Up For Miniseries Adaptation Of Nine Inch Nails' 'Year Zero'

:: The Playlist ::, 29 September 2010

Nine Inch Nails front-man and all round musical maverick Trent Reznor has confirmed that his band's 2007 dystopian concept album Year Zero is currently being developed as a miniseries with ...

'Year Zero' To Finally Be Made Into A TV Series

Metal Hammer, 29 September 2010

Trent Reznor has been working for years to get this NIN -themed show on our TV screens and it looks as if his vision may well come true. (more...)

Morning Buzz: Nine Inch Nails, Lady Gaga, Pop Montreal

Buzz Grinder, 29 September 2010

:: Trent Reznor is building on the success of Nine Inch Nails' wildly popular ARG for Year Zero by developing an HBO/BBC miniseries based on the story. :: Lady Gaga ...

TRENT REZNOR Working With HBO To Produce 'Year Zero' Series

Blabbermouth, 29 September 2010

According to the Los Angeles Times, Trent Reznor has revealed that the long-rumored television series of NINE INCH NAILS' "Year Zero" album is slowly making progress.

NIN's Year Zero Coming To HBO

Antiquiet, 29 September 2010

We finally have definitive confirmation that the narrative follow-up to the 2007 Nine Inch Nails concept album Year Zero is coming in the form of an HBO miniseries. More

News Highlights

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

July

"Nine Inch Nails will be scoring the new Facebook movie, The Social Network"

Sat 03/07 - Trent Reznor Scores Facebook Move "The Social Network" - Under the Radar

"Nine Inch Nails being on the back burner in favour of Trent Reznor 's new How To Destroy Angels project, Reznor was planning on working on ..."

Tue 06/07 - Trent Reznor Scoring David Fincher Facebook Film - Chart Attack

"Nine Inch Nails has created the score for the forthcoming David Fincher film, The Social Network . Reznor worked with collaborator Atticus Ross and the soundtrack ..."

Wed 14/07 - Trent Reznor Creates Score for The Social Network - Silent Uproar

"Nine Inch Nails to Latino bands such as Los Tigres del Norte"

Sat 24/07 - 'Sound Strike' Targets Arizona Immigration Law - NPR Music

August

"Nine Inch Nails was a monumental one, a great double-bill that featured an onstage collaboration every night between both acts. Now a handful of soundboard quality, ..."

Thu 05/08 - WATCH: Classic Footage of Bowie, NIN Surfaces - Spin

"Nine Inch Nails has to be one of the modern-day recording industry's more unlikely multiplatinum success stories. Nine Inch Nails isn't really a band at all; ..."

Fri 06/08 - Meaning Of The Song Head Like A Hole By NIN - Frantik Mag

September

"Nine Inch Nails were closing shop, he's since been in the news almost as much with announcements and promises of new music (including, as it were, ..."

Fri 17/09 - Trent Reznor Releases Free Sampler For 'Social Network' Soundtrack - Spinner.com

"Nine Inch Nails were coming to the Big Day Out? (Perhaps that was just me.) The line-up for the 2011 installment of Australia's (and New Zealand's) ..."

Tue 28/09 - Here's The 2011 Big Day Out Line-Up! - Defamer - music

"Nine Inch Nails will be heading to a TV near you, in a somewhat unusual way. Trent Reznor is working with HBO and BBC Worldwide Production ..."

Wed 29/09 - Trent Reznor and HBO Moving Forward With 'Year Zero' Miniseries - Spinner.com

October

"Nine Inch Nails were massive in size and scale. The industrial legends enjoyed huge success, but the sales figures ignore a tortuous career which saw leader ..."

Fri 01/10 - Nine Inch Nails Come To HBO - Clash Music

"Nine Inch Nails To Re-Release Pretty Hate Machine"

Wed 20/10 - Nine Inch Nails To Re-Release Pretty Hate Machine - Dogmatic

"Nine Inch Nails have announced plans to reissue their 1989 debut album, 'Pretty Hate Machine'. The forthcoming re-release will feature the remastered album along with a ..."

Sat 23/10 - Nine Inch Nails Announce 'Pretty Hate Machine' Reissue - Rock on the Streets

"Nine Inch Nails will reissue Pretty Hate Machine, with new artwork, on November 22"

Tue 26/10 - "Pretty Hate Machine" reissue - Under The Gun Review

"Nine Inch Nails will re-release its seminal debut album, "Pretty Hate Machine," November 22, via UMe/Bicycle Music Company"

Tue 26/10 - Nine Inch Nails to re-release "Pretty Hate Machine" - Groove Volt

November

"Nine Inch Nails will be happy to add yet another band to their stash - VTG. Their latest EP Love is Letting Go is their second ..."

Fri 19/11 - Vtg - Love Is Letting Go (2009) - Music Emissions

"Nine Inch Nails will release a remastered version of their landmark debut album Pretty Hate Machine on November 22nd through UMe/Bicycle Music Company. The entire album ..."

Sat 20/11 - Nine Inch Nails remaster Pretty Hate Machine - Under The Gun Review

"Nine Inch Nails was an important one, because obviously we were working with Alan Moulder, who produced that record. I think that it was important to ..."

Fri 26/11 - White Lies – Interview – November 2010 [Feature] - Rockfeedback

December

"Nine Inch Nails have released an HD clip of "Somewhat Damaged" from their farewell tour"

Sat 25/12 - Nine Inch Nails Release Farewell Tour Footage - Rock Edition

"Nine Inch Nails have posted intimate professionally filmed footage of their August performance of their track "Somewhat Damaged" at the Bowery Ballroom in New York City, ..."

Tue 28/12 - Nine Inch Nails Live NYC Footage - Heavy Metal 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 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