

# Owl City

Music Media Analysis  
July to December 2010

# Table of Contents

|   |           |
|---|-----------|
| <b>Overview</b>                               | <b>3</b>  |
| <b>Chart Popularity</b>                       | <b>4</b>  |
| Mainstream Chart . . . . .                    | 4         |
| Mainstream Comparison . . . . .               | 5         |
| Mainstream Singles . . . . .                  | 6         |
| Mainstream Singles Comparison . . . . .       | 7         |
| <b>Twitter Coverage</b>                       | <b>8</b>  |
| Twitter Popularity . . . . .                  | 8         |
| Twitter Comparison . . . . .                  | 9         |
| Mainstream Chart vs Twitter . . . . .         | 10        |
| Twitter Users . . . . .                       | 11        |
| Shared Twitter Links . . . . .                | 13        |
| <b>News Coverage</b>                          | <b>15</b> |
| News Popularity . . . . .                     | 15        |
| News Comparison . . . . .                     | 16        |
| Mainstream Chart vs Sentiment . . . . .       | 17        |
| Top Publishers . . . . .                      | 18        |
| Top News Publishers . . . . .                 | 19        |
| Best 5 News Days . . . . .                    | 20        |
| News Highlights . . . . .                     | 26        |
| <b>Appendices</b>                             | <b>27</b> |
| Appendix A - Top Mainstream Artists . . . . . | 27        |
| Appendix B - Top Emerging Artists . . . . .   | 30        |

# Overview

---

**59th** on Mainstream Charts

**146th** on Twitter

**978th** in the Music Press

---

This report reviews the popularity of Owl City on the music charts and in the music news for the period July to December 2010. It benchmarks Owl City 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 Owl City compared to similar artists. Owl City was ranked 59th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for Owl City was 8th.

**59th** Overall Rank

**8th** Best Position

| Artist             | Rank   | Best Position |
|--------------------|--------|---------------|
| Lady GaGa          | 4th    | 2             |
| Owl City           | 59th   | 8             |
| John Mayer         | 103rd  | 12            |
| Jefferson Airplane | 449th  | 90            |
| Adam               | 752nd  | 173           |
| Guster             | 1879th | 1,001         |
| Sky Sailing        | 2585th | 1,001         |
| The Avett Brothers | 2680th | 1,001         |

Figure 1: Artist Mainstream Ranks

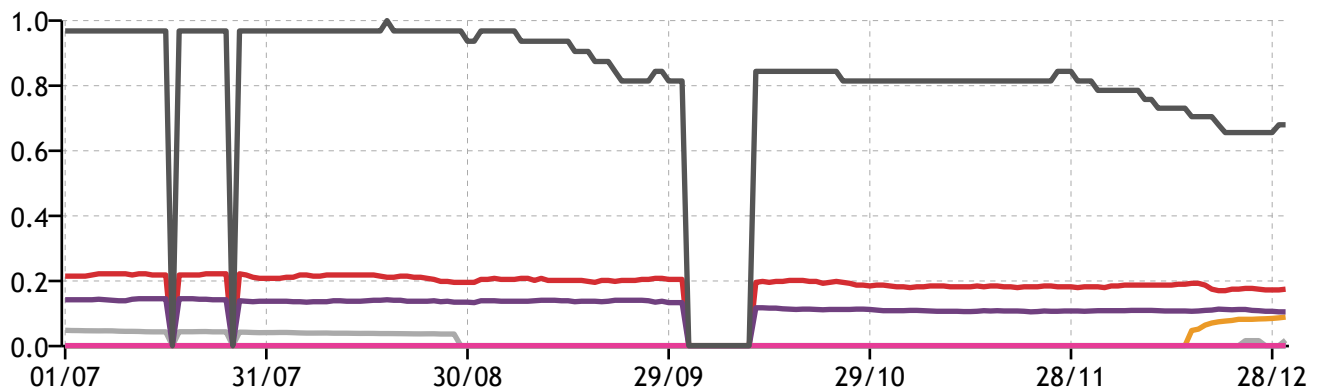


Figure 2: Artist Mainstream Chart Popularity over Time



# Mainstream Comparison

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

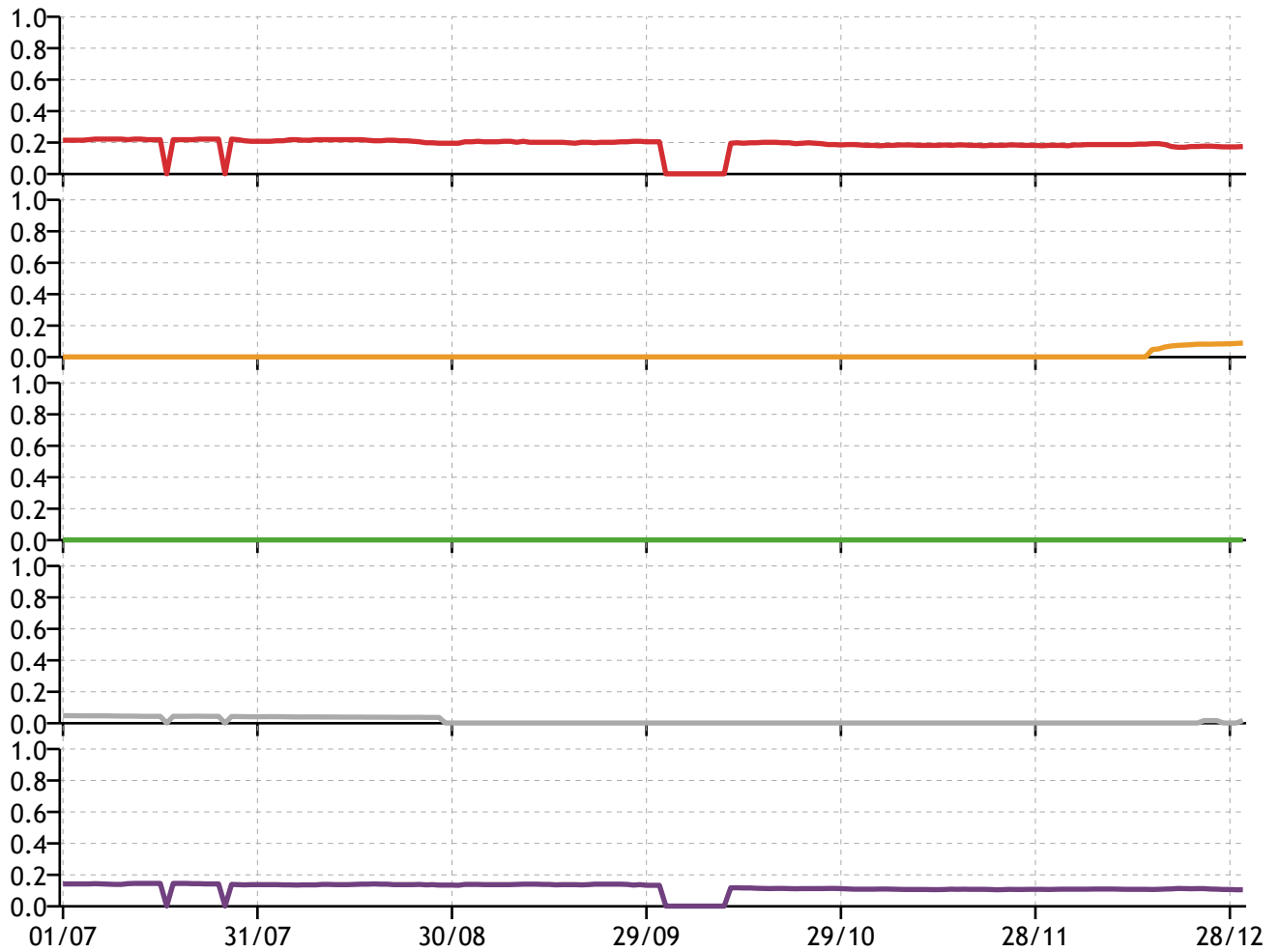
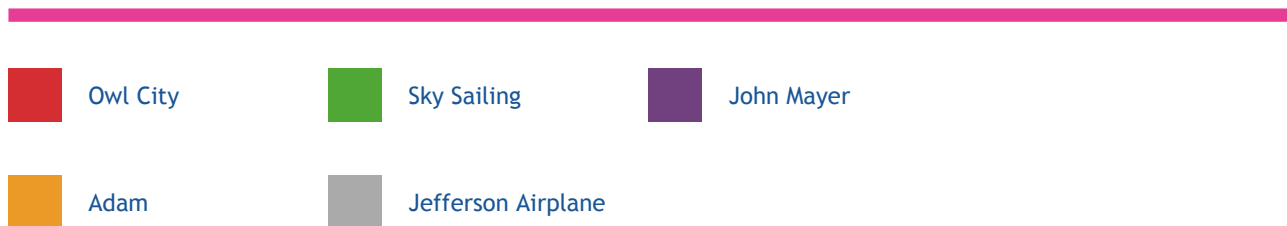


Figure 3: Comparisons for Owl City



# Mainstream Singles

This section presents the best charting singles for Owl City on the Mainstream We Are Hunted charts

## Fireflies

Best Single

29th

Best Position

Single Best Position

Fireflies 29

Vanilla Twilight 644

Figure 4: Best Single Positions

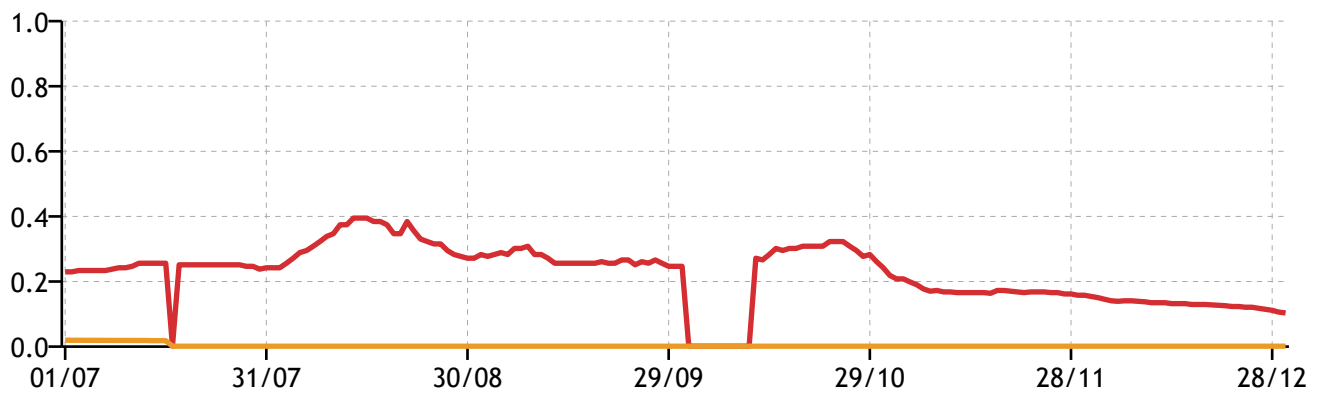


Figure 5: Singles Chart Comparison over Time

Fireflies

Vanilla Twilight

# Mainstream Singles Comparison

This section compares the mainstream chart performance of the most popular singles released by Owl City. These charts illustrate relative popularity over time. Popularity is computed from the normalised chart position for each day. 1.0 means the single was ranked 1st overall of our charts for that day. 0.0 denotes the single not charted at all.

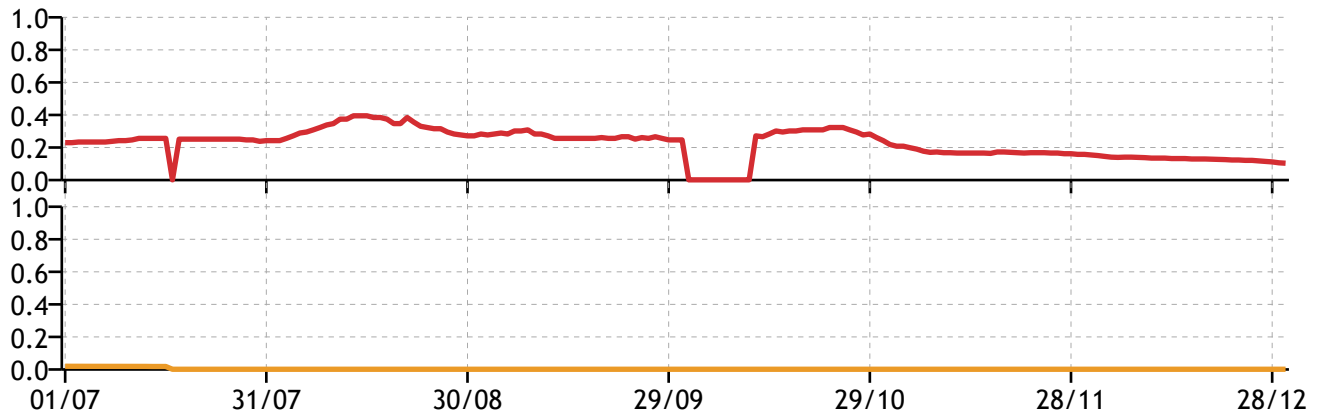


Figure 6: Chart ranking for Owl City

- Fireflies
- Vanilla Twilight

# Twitter Coverage

## Twitter Popularity

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

146th Overall Rank

9,113 Tweets

0.002% Share

| Artist             | Rank   | Tweets | Share  |
|--------------------|--------|--------|--------|
| Lady GaGa          | 6th    | 52,609 | 0.009% |
| John Mayer         | 36th   | 22,144 | 0.004% |
| Adam               | 40th   | 21,510 | 0.004% |
| Owl City           | 146th  | 9,113  | 0.002% |
| Jefferson Airplane | 549th  | 3,193  | 0.001% |
| The Avett Brothers | 850th  | 2,164  | 0.000% |
| Sky Sailing        | 1766th | 1,021  | 0.000% |
| Guster             | 1811th | 993    | 0.000% |

Figure 7: Twitter Coverage Comparison

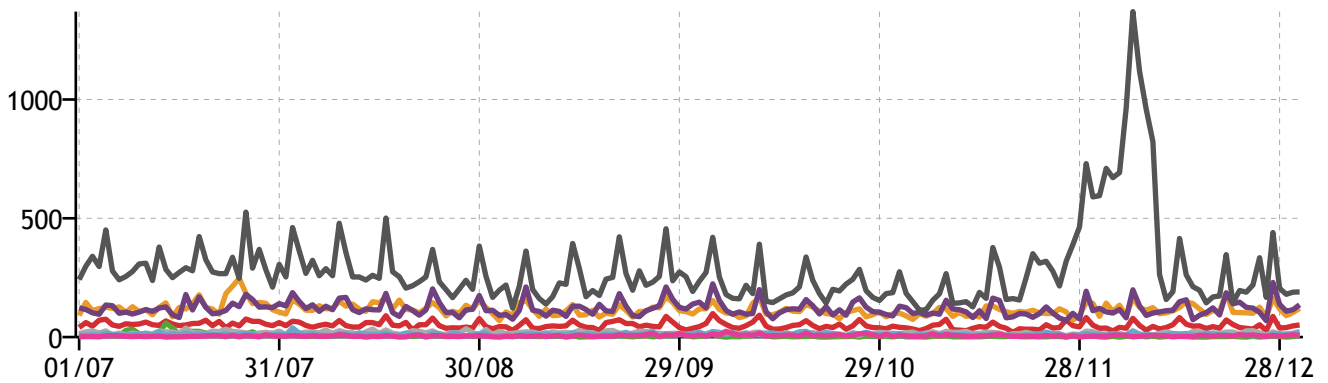


Figure 8: Twitter Coverage over Time



# Twitter Comparison

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

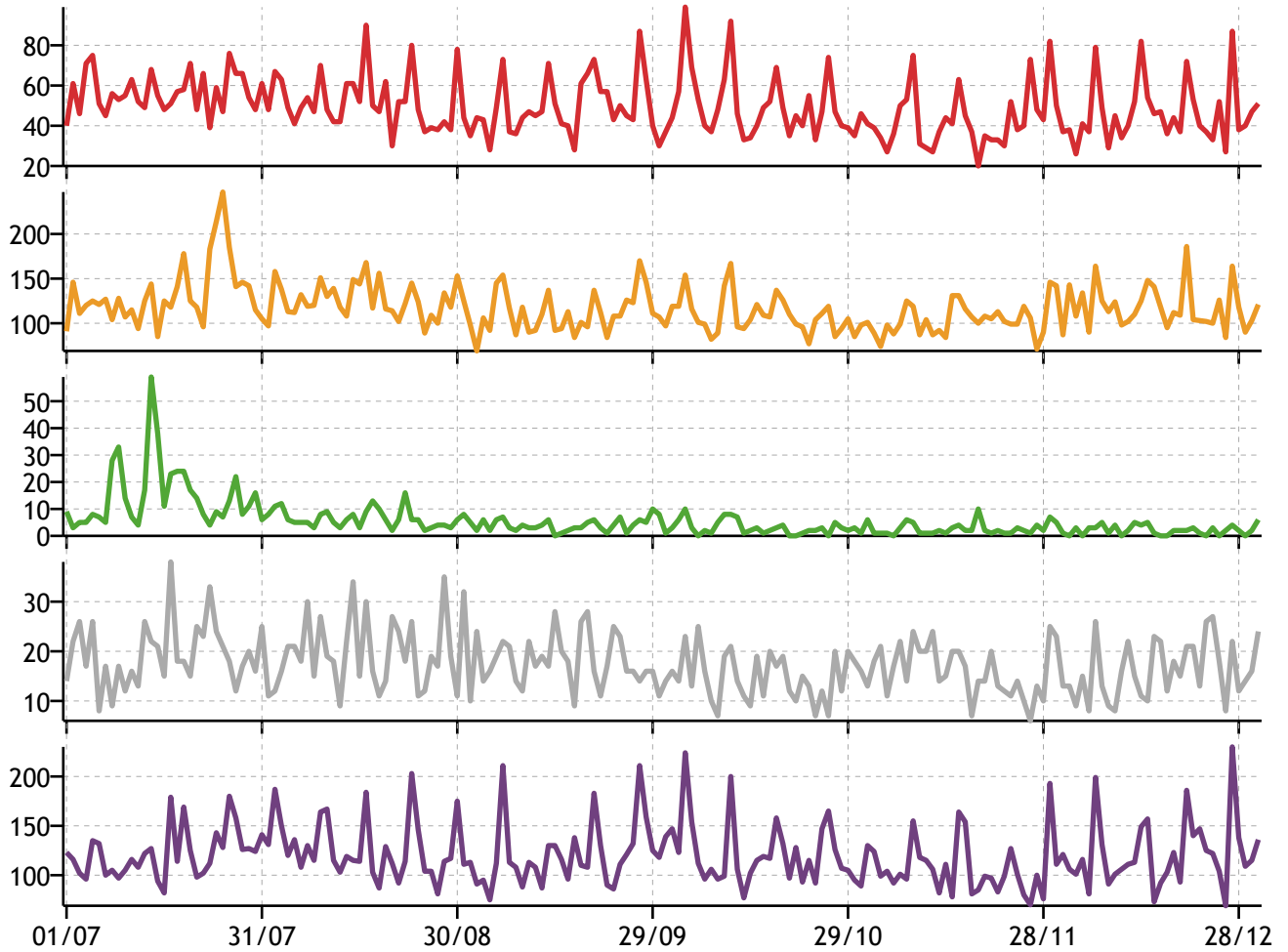
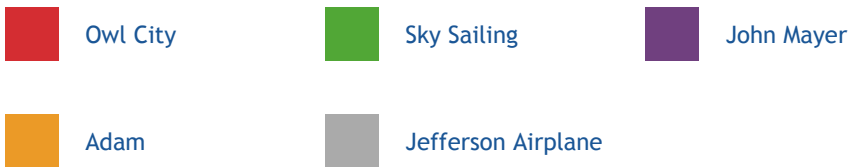


Figure 9: Comparisons for Owl City



# Mainstream Chart vs Twitter

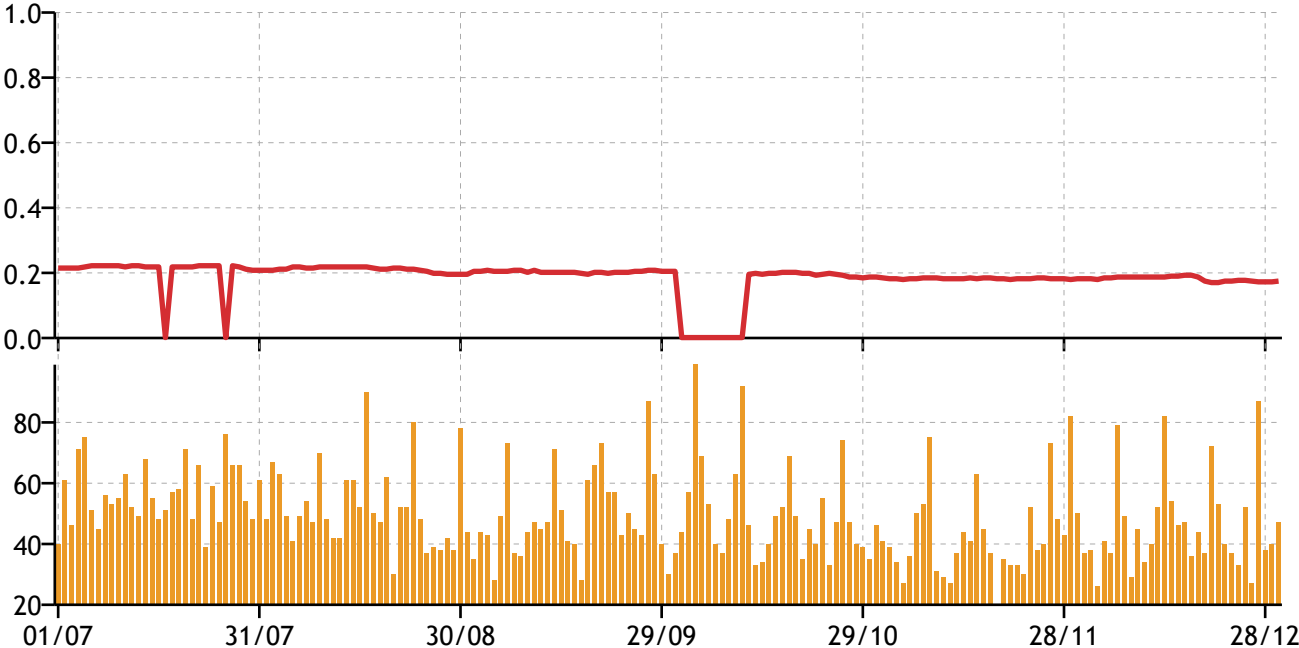


Figure 10: Owl City Chart Popularity vs Twitter Coverage

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 Owl City in tweets most during this period.

| Rank | Twitter User                | Name                 | Location                      | Tweets | Followers | Reach   |
|------|-----------------------------|----------------------|-------------------------------|--------|-----------|---------|
| 1    | twitter.com/britto1st       | BRiTT0 [□□□□]        | Dhaka, Bangladesh             | 8      | 25,397    | 203,176 |
| 2    | twitter.com/golfnovels      | James Ross           | St. Louis                     | 9      | 17,415    | 156,735 |
| 3    | twitter.com/DameBrochant    | Les Yeux Noirs       | Mex- inside a hamster's brain | 15     | 7,657     | 114,855 |
| 4    | twitter.com/ohmychiweenies  | michelle             | Michigan:US                   | 64     | 1,044     | 66,816  |
| 5    | twitter.com/TropicsZ4       | Will Tropics         | United States 33480           | 9      | 6,651     | 59,859  |
| 6    | twitter.com/raprap30        | Raphael              | iPhone: 1.391717,103.752360   | 18     | 2,548     | 45,864  |
| 7    | twitter.com/RosalieHalegirl | Rosalie Hale Cullen  | Roaming in Washington State   | 12     | 3,326     | 39,912  |
| 8    | twitter.com/straywebsurfer  | straywebsurfer Ray   | Tokyo, Japan                  | 12     | 3,195     | 38,340  |
| 9    | twitter.com/DJrythaman      | Ryan J.              | Treasure Coast, FL            | 6      | 4,347     | 26,082  |
| 10   | twitter.com/manyko2         | Mark Welkie          | Central Pennsylvania, America | 8      | 3,194     | 25,552  |
| 11   | twitter.com/nyidnyid        | Anita Tri Wahyuni    | ÜT: -6.359721,106.840334      | 11     | 1,859     | 20,449  |
| 12   | twitter.com/itsmethay       | Thay                 |                               | 13     | 1,211     | 15,743  |
| 13   | twitter.com/djweekale       | DJ Weekale           |                               | 16     | 969       | 15,504  |
| 14   | twitter.com/VERTGREENVERT   | MARIAN               | iPhone: 43.530854,-5.660898   | 9      | 1,672     | 15,048  |
| 15   | twitter.com/himupnorth      | Northern Man         | The North, UK                 | 8      | 1,836     | 14,688  |
| 16   | twitter.com/BreanaBik       | Breana Bik           | Barry, TX                     | 9      | 1,582     | 14,238  |
| 17   | twitter.com/pussreboots     | Sarah Sammis         | Hayward, California           | 7      | 1,914     | 13,398  |
| 18   | twitter.com/GalihNatawisast | Galih Natawisastra   | ÜT: -6.90787,107.608867       | 23     | 572       | 13,156  |
| 19   | twitter.com/LuHerzog        | Luiza Herzog         | Colatina - Brasil             | 10     | 1,162     | 11,620  |
| 20   | twitter.com/PUTCE           | Putri Nurdivi        | Behind you.                   | 10     | 1,160     | 11,600  |
| 21   | twitter.com/acaPAWN7        | KhairulAshrafMohdNor | BTHO, Malaysia                | 8      | 1,382     | 11,056  |
| 22   | twitter.com/___Andrew       | Andrew Holland       | Calne, England                | 10     | 924       | 9,240   |
| 23   | twitter.com/fyokonoa        | FM □□□□ Now On Air   | Yokomaha 84.7MHz              | 15     | 571       | 8,565   |
| 24   | twitter.com/greenfields47   | rajakumar            | Kuala Lumpur                  | 6      | 1,327     | 7,962   |
| 25   | twitter.com/NickPapaG       | Nick Papageorgio     | Va. Beach Va.                 | 9      | 863       | 7,767   |
| 26   | twitter.com/felipemelo89    | Felipe Santos Melo   | Aracaju - SE - Brasil         | 8      | 942       | 7,536   |
| 27   | twitter.com/BruhUrie        | Mrs. Urie B.         | Owl City                      | 18     | 411       | 7,398   |

Figure 11: Top 50 Users tweeting about Owl City

| Rank | Twitter User                | Name                 | Location                      | Tweets | Followers | Reach |
|------|-----------------------------|----------------------|-------------------------------|--------|-----------|-------|
| 28   | twitter.com/WatercolorMush  | Quinn                | Stalking you                  | 16     | 461       | 7,376 |
| 29   | twitter.com/IlanS           | Isaac                | Burlington, VT                | 5      | 1,390     | 6,950 |
| 30   | twitter.com/MKCOL           | Colin AlexanderBrown | N 52° 2' 0" / W 0° 45' 0"     | 12     | 570       | 6,840 |
| 31   | twitter.com/lilbratsie      | Jamie B              | Little Rock, AR               | 13     | 493       | 6,409 |
| 32   | twitter.com/ysseo21         | Youngsoo Seo         | Seoul                         | 11     | 580       | 6,380 |
| 33   | twitter.com/chibimarikachan | Icha                 | Lost in Stereo                | 7      | 899       | 6,293 |
| 34   | twitter.com/paperloopcards  | Paper Loop Cards     | Los Angeles, CA               | 12     | 506       | 6,072 |
| 35   | twitter.com/TheTsuki05Tube  | Carlos Eduardo Marin | Mundo de los Shinigamis       | 7      | 839       | 5,873 |
| 36   | twitter.com/rassberrymoon   | Kathryn Craig        | Kitchener, ON                 | 11     | 513       | 5,643 |
| 37   | twitter.com/l1brat1on       | l1brat1on            | Worldwide, TX                 | 14     | 393       | 5,502 |
| 38   | twitter.com/Angel721Ninja   | Angel Haines         | NOVA                          | 10     | 536       | 5,360 |
| 39   | twitter.com/Uakala_         | Sergio               | Owl City                      | 9      | 595       | 5,355 |
| 40   | twitter.com/mcneilmortensen | Anthony and Owen     | Denmark                       | 19     | 270       | 5,130 |
| 41   | twitter.com/InfiniteLover10 | Angela=Nichole=Kelly | □L.A./NY/N ur atmosphere W/□. | 5      | 1,001     | 5,005 |
| 42   | twitter.com/openlyrics      | Alannah              | Ontario, Canada               | 12     | 409       | 4,908 |
| 43   | twitter.com/Weatherstar_br  | Team WeatherStar BR  | Brazil                        | 8      | 587       | 4,696 |
| 44   | twitter.com/ranierideluca   | Ranieri de Luca      | Araranguá, SC                 | 6      | 760       | 4,560 |
| 45   | twitter.com/StevoMcSweeney  | Stephen McSweeney    | Dublin, Ireland               | 6      | 732       | 4,392 |
| 46   | twitter.com/edziardo        | Edziardo Edazmara    | Jakarta, Indonesia            | 6      | 728       | 4,368 |
| 47   | twitter.com/davilrs         | Davialdo Ridzan Said | ÜT: -6.87376,107.627469       | 7      | 611       | 4,277 |
| 48   | twitter.com/LacedRadio      | Laced Radio TM       | Los Angeles, CA/Austin, Tx    | 6      | 695       | 4,170 |
| 49   | twitter.com/yossey0626      | Shogo Yoshino        | Tokyo                         | 13     | 319       | 4,147 |
| 50   | twitter.com/ec_studio_osaka | EC studio □□ BGM     | Osaka                         | 16     | 257       | 4,112 |

Figure 11 (continued): Top 50 Users tweeting about Owl City

## Shared Twitter Links

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

| URL   | Rank | Tweets |
|---|------|--------|
| <a href="http://www.last.fm/music/Owl+City">http://www.last.fm/music/Owl+City</a>   | 1    | 155    |
| <a href="http://tinysong.com/6nKv">http://tinysong.com/6nKv</a>   | 2    | 130    |
| <a href="http://www.last.fm/music/Owl+City/_/Fireflies">http://www.last.fm/music/Owl+City/_/Fireflies</a>                             | 3    | 102    |
| <a href="http://www.last.fm/music/Owl+City/_/Vanilla+Twilight">http://www.last.fm/music/Owl+City/_/Vanilla Twilight</a>               | 4    | 47     |
| <a href="http://tinysong.com/7H8T">http://tinysong.com/7H8T</a>   | 5    | 41     |
| <a href="http://www.last.fm/music/Owl+City/_/Hello+Seattle">http://www.last.fm/music/Owl+City/_/Hello Seattle</a>                     | 6    | 24     |
| <a href="http://www.last.fm/music/Owl+City/_/The+Saltwater+Room">http://www.last.fm/music/Owl+City/_/The Saltwater Room</a>           | 7    | 23     |
| <a href="http://www.tunewiki.com/t/12ob7">http://www.tunewiki.com/t/12ob7</a>   | 8    | 22     |
| <a href="http://www.last.fm/music/Owl+City/_/To+the+Sky">http://www.last.fm/music/Owl+City/_/To the Sky</a>                           | 9    | 19     |
| <a href="http://www.last.fm/music/Owl+City/_/Umbrella+Beach">http://www.last.fm/music/Owl+City/_/Umbrella Beach</a>                   | 10   | 17     |
| <a href="http://www.last.fm/music/Owl+City/_/The+Tip+Of+The+Iceberg">http://www.last.fm/music/Owl+City/_/The Tip Of The Iceberg</a>   | 11   | 15     |
| <a href="http://www.last.fm/music/Owl+City/_/The+Bird+and+the+Worm">http://www.last.fm/music/Owl+City/_/The Bird and the Worm</a>     | 12   | 14     |
| <a href="http://www.last.fm/music/Owl+City/_/Cave+In">http://www.last.fm/music/Owl+City/_/Cave In</a>                                 | 13   | 14     |
| <a href="http://www.tunewiki.com/t/12n6j">http://www.tunewiki.com/t/12n6j</a>   | 14   | 13     |
| <a href="http://www.last.fm/music/Owl+City/_/Fireflies">http://www.last.fm/music/Owl+City/_/Fireflies</a>                             | 15   | 12     |
| <a href="http://www.tweekly.fm/user/Andykline_">http://www.tweekly.fm/user/Andykline_</a>   | 16   | 11     |
| <a href="http://www.last.fm/music/Owl+City/_/Meteor+Shower">http://www.last.fm/music/Owl+City/_/Meteor Shower</a>                     | 17   | 11     |
| <a href="http://slacker.com/r/CRHJz">http://slacker.com/r/CRHJz</a>   | 18   | 11     |
| <a href="http://www.tweekly.fm/user/WeatherStar_br">http://www.tweekly.fm/user/WeatherStar_br</a>                                     | 19   | 11     |
| <a href="http://www.tweekly.fm/user/k0uta">http://www.tweekly.fm/user/k0uta</a>   | 20   | 11     |
| <a href="http://www.last.fm/music/Owl+City/_/Hello+Seattle+(Remix)">http://www.last.fm/music/Owl+City/_/Hello Seattle (Remix)</a>     | 21   | 10     |
| <a href="http://www.last.fm/music/Owl+City/_/West+Coast+Friendship">http://www.last.fm/music/Owl+City/_/West Coast Friendship</a>     | 22   | 10     |
| <a href="http://tln.kr/1cbv">http://tln.kr/1cbv</a>   | 23   | 10     |
| <a href="http://www.tweekly.fm/user/itsmethay">http://www.tweekly.fm/user/itsmethay</a>   | 24   | 10     |
| <a href="http://www.last.fm/music/Owl+City/_/If+My+Heart+Was+a+House">http://www.last.fm/music/Owl+City/_/If My Heart Was a House</a> | 25   | 10     |
| <a href="http://www.last.fm/music/Owl+City/_/On+The+Wing">http://www.last.fm/music/Owl+City/_/On The Wing</a>                         | 26   | 9      |
| <a href="http://www.tweekly.fm/user/Uakala_">http://www.tweekly.fm/user/Uakala_</a>   | 27   | 9      |

Figure 12: Top Shared Links on Twitter mentioning Owl City

| URL   | Rank | Tweets |
|---|------|--------|
| <a href="http://www.last.fm/music/Owl%20City/_/The%20Technicolor%20Phase">http://www.last.fm/music/Owl City/_/The Technicolor Phase</a>   | 28   | 9      |
| <a href="http://www.tunewiki.com/">http://www.tunewiki.com/</a>   | 29   | 9      |
| <a href="http://tinysong.com/7Q6k">http://tinysong.com/7Q6k</a>   | 30   | 9      |
| <a href="http://www.last.fm/music/Owl%20City/_/Rainbow%20Veins">http://www.last.fm/music/Owl City/_/Rainbow Veins</a>                     | 31   | 9      |
| <a href="http://www.last.fm/music/Owl%20City/_/Dear%20Vienna">http://www.last.fm/music/Owl City/_/Dear Vienna</a>                         | 32   | 9      |
| <a href="http://www.tweekly.fm/user/lincols">http://www.tweekly.fm/user/lincols</a>   | 33   | 8      |
| <a href="http://www.last.fm/music/Owl%20City/_/Super%20Honeymoon">http://www.last.fm/music/Owl City/_/Super Honeymoon</a>                 | 34   | 8      |
| <a href="http://tinysong.com/6XcL">http://tinysong.com/6XcL</a>   | 35   | 8      |
| <a href="http://www.last.fm/music/Owl%20City/_/Hot%20Air%20Balloon">http://www.last.fm/music/Owl City/_/Hot Air Balloon</a>               | 36   | 8      |
| <a href="http://www.tweekly.fm/user/mahprudenciatto">http://www.tweekly.fm/user/mahprudenciatto</a>                                       | 37   | 8      |
| <a href="http://www.last.fm/user/daviekuro">http://www.last.fm/user/daviekuro</a>   | 38   | 7      |
| <a href="http://www.tweekly.fm/user/felipemelo89">http://www.tweekly.fm/user/felipemelo89</a>   | 39   | 7      |
| <a href="http://www.tweekly.fm/user/RuiPimentel">http://www.tweekly.fm/user/RuiPimentel</a>   | 40   | 7      |
| <a href="http://www.tweekly.fm/user/odakota_rose">http://www.tweekly.fm/user/odakota_rose</a>   | 41   | 7      |
| <a href="http://www.tweekly.fm/user/funny_shampoo">http://www.tweekly.fm/user/funny_shampoo</a>   | 42   | 7      |
| <a href="http://www.last.fm/music/Owl%20City/_/Peppermint%20Winter">http://www.last.fm/music/Owl City/_/Peppermint Winter</a>             | 43   | 7      |
| <a href="http://www.tweekly.fm/user/confact">http://www.tweekly.fm/user/confact</a>   | 44   | 7      |
| <a href="http://www.last.fm/music/Owl%20City/_/Panda%20Bear">http://www.last.fm/music/Owl City/_/Panda Bear</a>                           | 45   | 7      |
| <a href="http://www.tweekly.fm/user/___Andrew">http://www.tweekly.fm/user/___Andrew</a>   | 46   | 6      |
| <a href="http://www.tweekly.fm/user/meneervolkert">http://www.tweekly.fm/user/meneervolkert</a>   | 47   | 6      |
| <a href="http://www.tweekly.fm/user/alicefrazao">http://www.tweekly.fm/user/alicefrazao</a>   | 48   | 6      |
| <a href="http://www.tweekly.fm/twitter/precisodormir">http://www.tweekly.fm/twitter/precisodormir</a>                                     | 49   | 6      |
| <a href="http://www.last.fm/music/Owl%20City/_/Strawberry%20Avalanche">http://www.last.fm/music/Owl City/_/Strawberry Avalanche</a>       | 50   | 6      |
| <a href="http://www.tweekly.fm/user/carolsessa">http://www.tweekly.fm/user/carolsessa</a>   | 51   | 6      |
| <a href="http://www.last.fm/music/Owl%20City/_/Tidal%20Wave">http://www.last.fm/music/Owl City/_/Tidal Wave</a>                           | 52   | 6      |
| <a href="http://www.tweekly.fm/user/SJalien">http://www.tweekly.fm/user/SJalien</a>   | 53   | 6      |
| <a href="http://www.last.fm/music/Owl%20City/_/I%27ll%20Meet%20You%20There">http://www.last.fm/music/Owl City/_/I%27ll Meet You There</a> | 54   | 6      |
| <a href="http://www.tweekly.fm/user/edziardo">http://www.tweekly.fm/user/edziardo</a>   | 55   | 6      |
| <a href="http://www.last.fm/music/Owl%20City/_/Air%20Traffic">http://www.last.fm/music/Owl City/_/Air Traffic</a>                         | 56   | 6      |
| <a href="http://www.tweekly.fm/user/Diede93">http://www.tweekly.fm/user/Diede93</a>   | 57   | 6      |
| <a href="http://2dj.me/sFbb">http://2dj.me/sFbb</a>   | 58   | 6      |
| <a href="http://www.tweekly.fm/twitter/Andykline_">http://www.tweekly.fm/twitter/Andykline_</a>   | 59   | 6      |
| <a href="http://www.last.fm/music/Owl%20City/_/This%20Is%20The%20Future">http://www.last.fm/music/Owl City/_/This Is The Future</a>       | 60   | 5      |

Figure 12 (continued): Top Shared Links on Twitter mentioning Owl City

# News Coverage

## News Popularity

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

978th Overall Rank

125 Articles

0.003% Share

| Artist             | Rank   | Articles | Share  |
|--------------------|--------|----------|--------|
| Lady GaGa          | 11th   | 2,784    | 0.069% |
| Adam               | 14th   | 2,480    | 0.062% |
| John Mayer         | 404th  | 341      | 0.009% |
| Jefferson Airplane | 556th  | 250      | 0.006% |
| The Avett Brothers | 808th  | 163      | 0.004% |
| Owl City           | 978th  | 125      | 0.003% |
| Guster             | 1041st | 112      | 0.003% |
| Sky Sailing        | 1789th | 27       | 0.001% |

Figure 13: News Coverage Comparison

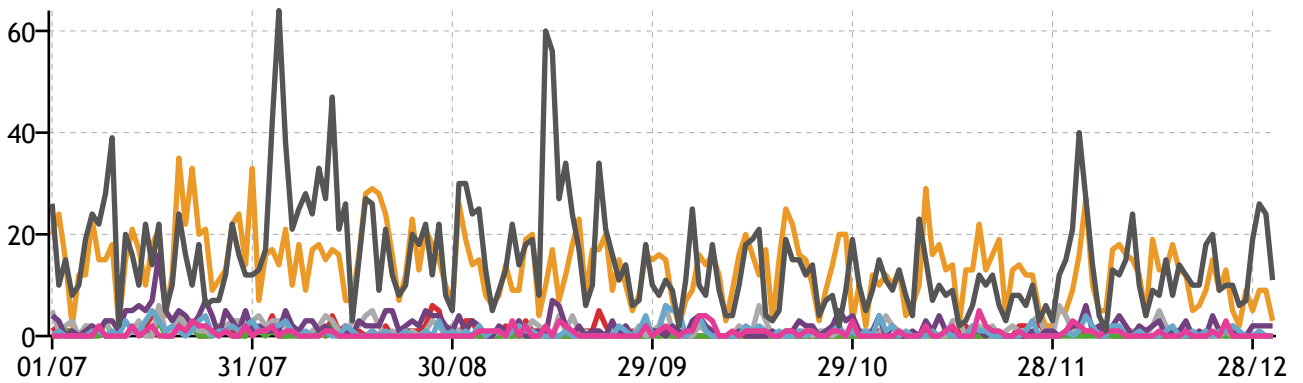


Figure 14: News Coverage over Time



# News Comparison

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

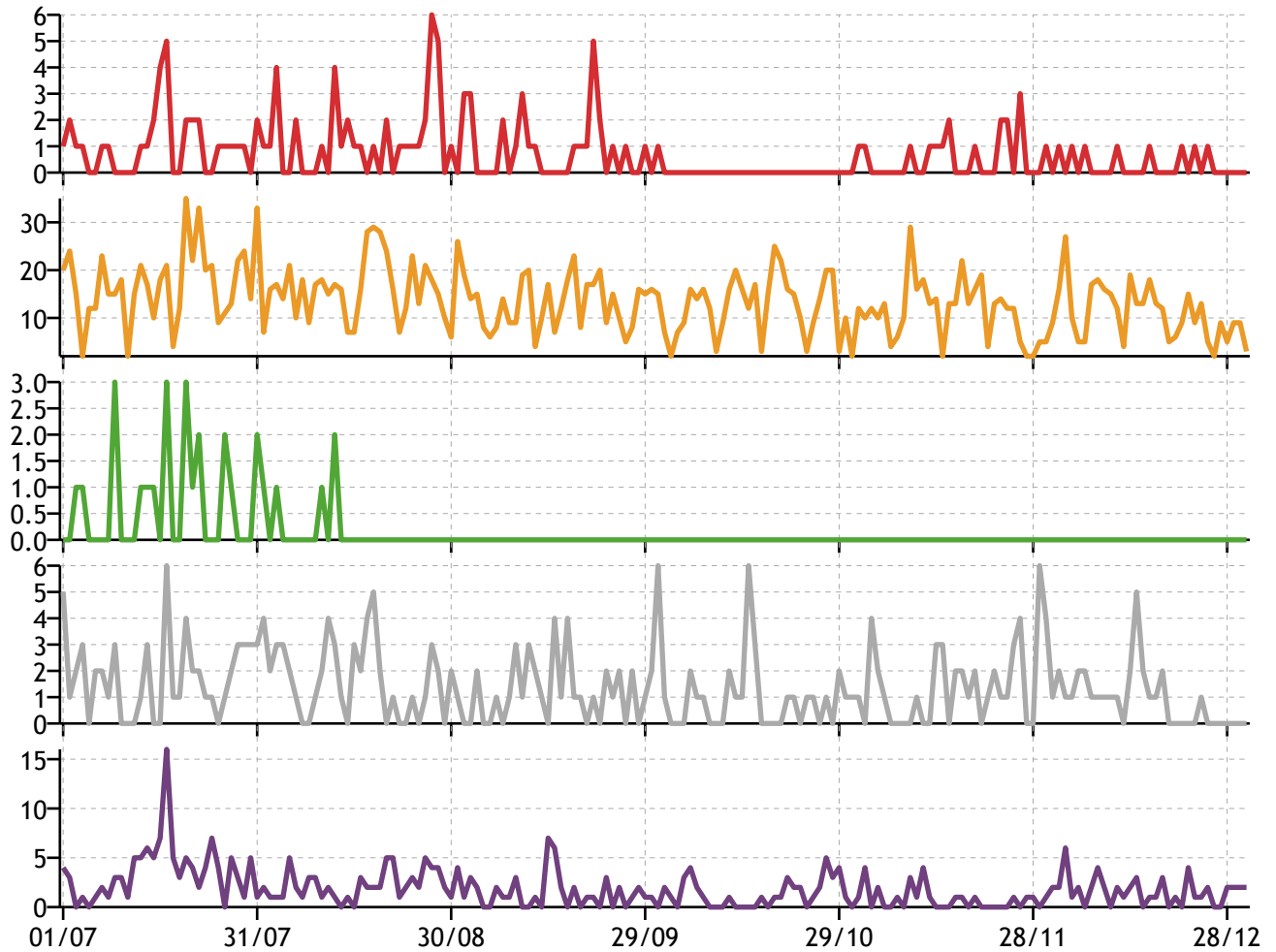
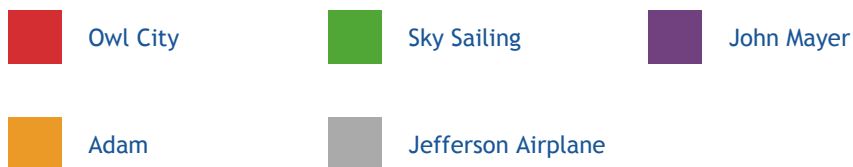


Figure 15: Comparisons for Owl City



# Mainstream Chart vs Sentiment

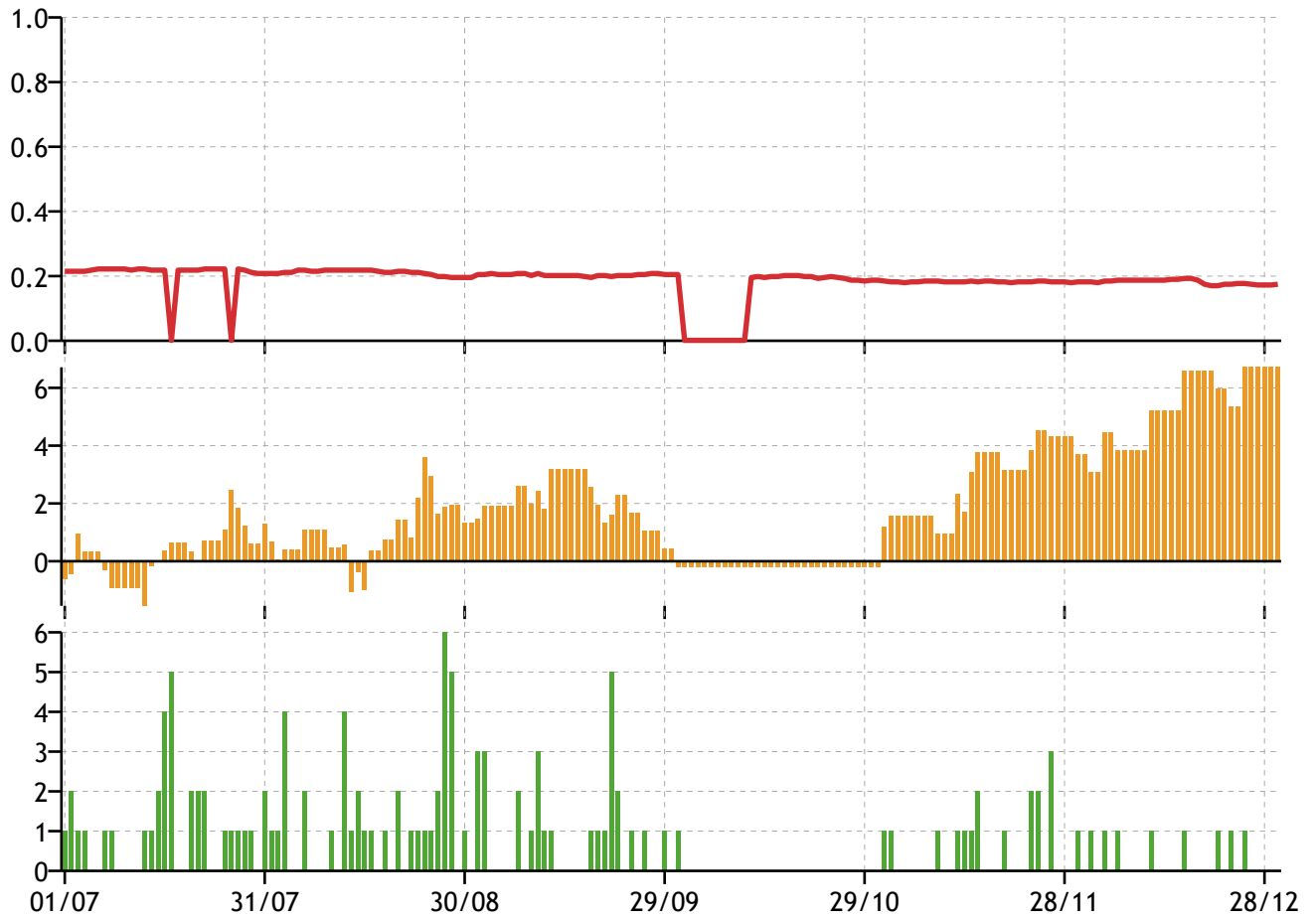


Figure 16: Owl City Chart Popularity vs News Sentiment + Volume

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 Owl City that day.



# Top Publishers

- Idolator
- HIPSTER RUNOFF
- The Vinyl District
- Sweeping The Nation
- Rolling Stone: Smoki..
- Audio Overflow
- Other



Figure 17: Top Publishers related to Owl City

| Top Publishers                 | Mentions |
|--------------------------------|----------|
| Idolator                       | 6        |
| HIPSTER RUNOFF                 | 3        |
| The Vinyl District             | 2        |
| Sweeping The Nation            | 1        |
| Rolling Stone: Smoking Section | 1        |
| Audio Overflow                 | 1        |
| inALLcaps                      | 1        |
| HitFix                         | 1        |
| stereogum                      | 1        |
| AWmusic                        | 1        |
| Pitchfork                      | 1        |
| Rolling Stone: Album Reviews   | 1        |
| brooklynvegan                  | 1        |
| swedesplease                   | 1        |
| Ryan's Smashing Life           | 1        |

Figure 18: Most frequently mentioned Top Publishers

# Top News Publishers

| Publisher  | Rank | Articles |
|--|------|----------|
| Idolator - <a href="http://www.idolator.com/">http://www.idolator.com/</a>   | 1    | 6        |
| HIPSTER RUNOFF - <a href="http://www.hipsterrunoff.com/">http://www.hipsterrunoff.com/</a>   | 2    | 3        |
| The Vinyl District - <a href="http://vinyldistrict.blogspot.com/">http://vinyldistrict.blogspot.com/</a>   | 3    | 2        |
| Sweeping The Nation - <a href="http://sweepingthenation.blogspot.com/">http://sweepingthenation.blogspot.com/</a>  | 4    | 1        |
| Rolling Stone: Smoking Section - <a href="http://www.rollingstone.com/blogs/smokingsection/rss.xml">http://www.rollingstone.com/blogs/smokingsection/rss.xml</a> | 5    | 1        |
| Audio Overflow - <a href="http://audiooverflow.blogspot.com/">http://audiooverflow.blogspot.com/</a>   | 6    | 1        |
| inALLcaps - <a href="http://www.inallcaps.com">http://www.inallcaps.com</a>  | 7    | 1        |
| HitFix - <a href="http://www.hitfix.com/">http://www.hitfix.com/</a>   | 8    | 1        |
| stereogum - <a href="http://www.stereogum.com/">http://www.stereogum.com/</a>  | 9    | 1        |
| AWmusic - <a href="http://awmusic.ca/">http://awmusic.ca/</a>  | 10   | 1        |
| Pitchfork - <a href="http://pitchfork.com/">http://pitchfork.com/</a>  | 11   | 1        |
| Rolling Stone: Album Reviews - <a href="http://www.rollingstone.com/">http://www.rollingstone.com/</a>   | 12   | 1        |
| brooklynvegan - <a href="http://www.brooklynvegan.com/">http://www.brooklynvegan.com/</a>  | 13   | 1        |
| swedesplease - <a href="http://www.swedesplease.net/">http://www.swedesplease.net/</a>   | 14   | 1        |
| Ryan's Smashing Life - <a href="http://ryanssmashinglife.blogspot.com">http://ryanssmashinglife.blogspot.com</a>   | 15   | 1        |
| NME - Reviews - <a href="http://www.nme.com/">http://www.nme.com/</a>  | 16   | 1        |
| Palms Out Sounds - <a href="http://palmsout.blogspot.com/">http://palmsout.blogspot.com/</a>   | 17   | 1        |
| Clash Music - <a href="http://www.clashmusic.com/">http://www.clashmusic.com/</a>  | 18   | 1        |
| caffeine-headache - <a href="http://caffeine-headache.net/">http://caffeine-headache.net/</a>  | 19   | 1        |

Figure 19: Top 19 Publishers mentioning Owl City

# Best 5 News Days

1

## 27 August 2010 : 6 articles

### Popular Articles this Day

#### V V Brown Fall Tour

Anti Music, 27 August 2010

V V Brown will follow up her summer touring with Maroon 5, Kris Allen, and Owl City with a headlining tour this fall.

#### Lights Fall Tour

Anti Music, 27 August 2010

Lights will follow up a successful Euro run with Owl City with a nationwide headlining tour this fall.

#### V V BROWN ANNOUNCES FALL TOUR DATES

Alt Sounds, 27 August 2010

Hot off her Summer tour with Maroon 5, Kris Allen, and Owl City, one of 2010's best new artists V V Brown announces additional headlining tour dates for the fall. ...

#### Free MP3 Download: Audiodax "Uh Oh"

ArjanWrites.com Music Blog, 27 August 2010

Here's something new and different for you to sample... Audiodax likes to describe their dreamy, genre-bending sound as "electronic hip hop," a mesh of what Gym Class Heroes and Owl ...

#### V V Brown Announces Fall Tour Dates

PopYouLarity.com, 27 August 2010

V V BROWN WRAPS TOUR WITH MAROON 5; ANNOUNCES FALL TOUR DATES (August 26, 2010 – New York, NY) Hot off her Summer tour with Maroon 5, Kris Allen, and ...

#### A Hipster Tween gets 'mad jacked' abt going to an Owl City concert

HIPSTER RUNOFF, 26 August 2010

[Vlog Content]

#### Shared Items – August 26, 2010

Vyral Music, 27 August 2010

Writing Stories Around Your Music For Bigger Publicity August 25, 2010 I Wish You Would – Friday Night Lights Montage February 9, 2010 Direct Response = The Future Of The ...

#### Owl City Pens Themesong For A Movie About....Guess What Owl's

The Interlude, 26 August 2010

Multi-Platinum International Sensation Owl City Pens Theme Song to Zack Snyder's Animation Debut Legend of the Guardians: The Owls of Ga'Hoole. Multi-platinum international sensation Owl City has penned a new ...

## 17 July 2010 : 5 articles

### Popular Articles this Day

#### **Exclusive: Will Taylor Swift be on the next Owl City record?**

HitFix, 17 July 2010

The mastermind behind Owl City said he's only "knee-deep" -- five or six songs -- into his sophomore set, but already has some idea of who he'd like on it: ...

#### **Owl City's Austin Tofte Now Swimming With Dolphins**

Anti Music, 17 July 2010

A top story from this week. Owl City's Austin Tofte returns with Swimming With Dolphins

#### **John Mayer releases Battle Studies**

Music Remedy, 16 July 2010

Already among the top tours in the world according to Billboard Magazine's mid-year touring chart, John Mayer will hit the road on July 16th in Charlotte, North Carolina. Special guests ...

#### **Pain Sailing**

Isaac Ashe, 17 July 2010

■■●●● ATTENTION Owl City fans - sort it out. Oh, and you'd probably like to know there's some new material coming out from Adam "Owl City" Young, under a new ...

#### **When You're On Your Own, A Little Opera Goes A Long Way**

inALLcaps, 17 July 2010

"...it's Owl City unplugged." It's interesting to give the Sky Sailing project which gives reference to the project that followed it, but that's just how this one is going down. ...

#### **John Mayer Kicks Off Summer Tour on 7/16 With Train, The Avett Brothers and Owl City**

PopYouLarity.com, 16 July 2010

Today Show Summer Concert on 7/23 Will Feature Latest Hit Single "Half Of My Heart" Special Shows Planned at The Kennedy Center with National Symphony Orchestra (7/20) and with Keith ...

#### **7 Pop Albums No Dude Should Be Ashamed to Love**

Audio Overflow, 16 July 2010

Pop music gets a bad wrap these days, and for good reason. The majority of modern pop music is just the same song, regurgitated and sprinkled with an extra layer ...

## **Sky Sailing Flies Up The iTunes Chart With 'An Airplane Carried Me To Bed'**

Idolator, 17 July 2010

By now Owl City fans have descended upon the fruits of Adam Young's side project, An Airplane Carried Me To Bed by Sky Sailing. The album was made available this ...

## **John Mayer — Summer Tour Details**

Mia, 16 July 2010

Already among the top tours in the world according to Billboard Magazine's mid-year touring chart, John Mayer will hit the road on July 16th in Charlotte, North Carolina. Special guests ...

3

## **28 August 2010 : 5 articles**

### **Popular Articles this Day**

#### **Lights releases The Listening**

Music Remedy, 28 August 2010

Keytar-wielding synth-pop sensation LIGHTS will hit the road this fall on a nationwide headlining tour. The dates, which come on the heels of her successful international run with Owl City, ...

#### **V V Brown Fall Tour**

Anti Music, 27 August 2010

V V Brown will follow up her summer touring with Maroon 5, Kris Allen, and Owl City with a headlining tour this fall.

#### **Lights Fall Tour**

Anti Music, 27 August 2010

Lights will follow up a successful Euro run with Owl City with a nationwide headlining tour this fall.

#### **V V Brown to head out on short fall tour**

The End of Irony, 28 August 2010

V V Brown 's tour with Maroon 5 and Owl City is just about over , but don't expect her to take too much of a break before she heads ...

#### **LIGHTS October/November 2010 tour dates + The Listening**

Band Weblogs, 28 August 2010

Keytar-wielding synth-pop sensation LIGHTS will hit the road this fall on a nationwide headlining tour. The dates, which come on the heels of her successful international run with Owl City, ...

#### **V V BROWN ANNOUNCES FALL TOUR DATES**

Alt Sounds, 27 August 2010

Hot off her Summer tour with Maroon 5, Kris Allen, and Owl City, one of 2010's best new artists V V Brown announces additional headlining tour dates for the fall. ...

## **Electro-Pop Singer/Songwriter Lights Announces Fall Headline Tour**

PopYouLarity.com, 28 August 2010

Debut Full Length Album 'The Listening' Out Now Burbank, CA – Keytar-wielding synth-pop sensation LIGHTS will hit the road this fall on a nationwide headlining tour. The dates, which come ...

## **Free MP3 Download: Audiodax "Uh Oh"**

ArjanWrites.com Music Blog, 27 August 2010

Here's something new and different for you to sample... Audiodax likes to describe their dreamy, genre-bending sound as "electronic hip hop," a mesh of what Gym Class Heroes and Owl ...

## **V V Brown Announces Fall Tour Dates**

PopYouLarity.com, 27 August 2010

V V BROWN WRAPS TOUR WITH MAROON 5; ANNOUNCES FALL TOUR DATES (August 26, 2010 – New York, NY) Hot off her Summer tour with Maroon 5, Kris Allen, and ...

## **New Sufjan Stevens MP3 sounds like Owl City. Did Sufjy let the entire indiesphere down?**

HIPSTER RUNOFF, 28 August 2010

4

## **21 September 2010 : 5 articles**

### **Popular Articles this Day**

#### **Owl City Music Video**

AbsolutePunk, 21 September 2010

\*Owl City\* (<http://www.absolutepunk.net/owlcity>)'s new music video for "To the Sky" can be seen in the replies.

#### **Video: Owl City "To The Sky"**

Hip Online, 21 September 2010

Multi-platinum international sensation Owl City penned the song – "To the Sky" – to serve as the theme to Director Zack Snyder's animation debut Legend of the Guardians: The Owls ...

#### **New Owl City Video**

Alter The Press, 20 September 2010

Owl City's new video for 'To The Sky' , can be viewed by clicking read more.

#### **The Owl City In Daylight by Mary Magpie**

Rock NYC, 21 September 2010

So as if I didnt love Owl City(and actual owls) enough, there is going to be a new movie out, about owls, and OC, ironically, is doing a song for ...

## **New Music Video for Owl City**

Under The Gun Review, 21 September 2010

"To the Sky" music video by Owl City

## **Owl City A Real Hoot In "To The Sky" Video**

Idolator, 21 September 2010

Who better to pen the theme to Legend Of The Guardians: The Owls Of Ga'Hoole than Mr. Owl City himself, Adam Young? After all, when he's not working on the ...

5

## **16 July 2010 : 4 articles**

### **Popular Articles this Day**

#### **John Mayer releases Battle Studies**

Music Remedy, 16 July 2010

Already among the top tours in the world according to Billboard Magazine's mid-year touring chart, John Mayer will hit the road on July 16th in Charlotte, North Carolina. Special guests ...

#### **John Mayer Tour Kicks Off Tonight**

Anti Music, 15 July 2010

A top story from this week. John Mayer kicks off his summer tour tonight in Charlotte, North Carolina for a trek that will feature shows with Train, The Avett Brothers, ...

#### **John Mayer Kicks Off Summer Tour on 7/16 With Train, The Avett Brothers and Owl City**

PopYouLarity.com, 16 July 2010

Today Show Summer Concert on 7/23 Will Feature Latest Hit Single "Half Of My Heart" Special Shows Planned at The Kennedy Center with National Symphony Orchestra (7/20) and with Keith ...

#### **7 Pop Albums No Dude Should Be Ashamed to Love**

Audio Overflow, 16 July 2010

Pop music gets a bad wrap these days, and for good reason. The majority of modern pop music is just the same song, regurgitated and sprinkled with an extra layer ...

#### **New Music Reviews Week Of July 12th: Pitbull On The Dancefloor by Iman Lababedi**

Rock NYC, 15 July 2010

Turn It Around - Crowded House - I have never much like Crowded House and since i love heavily arranged pop music, I am not sure why. This shit is ...

## John Mayer — Summer Tour Details

Mia, 16 July 2010

Already among the top tours in the world according to Billboard Magazine's mid-year touring chart, John Mayer will hit the road on July 16th in Charlotte, North Carolina. Special guests ...

## News Highlights

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

### July

"Owl City said he's only "knee-deep" -- five or six songs -- into his sophomore set, but already has some idea of who he'd like on ..."

Sat 17/07 - Exclusive: Will Taylor Swift be on the next Owl City record? - HitFix

### August

"Owl City has penned a new song – “To the Sky” – to serve as the theme to Director Zack Snyder’s animation debut Legend of the ..."

Thu 26/08 - Owl City Pens Themesong For A Movie About...Guess What Owl's - The Interlude

"Owl City would crank out together. Interesting stuff. Audiodax is the.."

Fri 27/08 - Free MP3 Download: Audiodax "Uh Oh" - ArjanWrites.com Music Blog

"Owl City is just about over , but don't expect her to take too much of a break before she heads out again. In October, the ..."

Sat 28/08 - V V Brown to head out on short fall tour - The End of Irony

### September

"Owl City has released a new song titled “To The Sky” which is from the upcoming Warner Brothers animated feature film “Legend of the Guardians: The ..."

Thu 02/09 - Owl City Release New Song; Distribution Service - idiomag

"Owl City is the brainchild of Adam Young, who began his career a few short years [.."

Fri 10/09 - MySpace Secret Show With Owl City - The Interlude

"Owl City is contributing a song to the soundtrack. The video (above) has the one man band's usual cutesy appearance sprinkled in with scenes from the ..."

Wed 22/09 - Owl City song to appear on soundtrack to movie about owls - The End of Irony

# Appendices

## Appendix A - Top Mainstream Artists

This section presents the top 100 Artists for this period based on their popularity on the We Are Hunted mainstream chart.

| Artist                   | Rank | Best Position |
|--------------------------|------|---------------|
| Muse                     | 1    | 1             |
| Radiohead                | 2    | 1             |
| The xx                   | 3    | 2             |
| Lady GaGa                | 4    | 2             |
| Arcade Fire              | 5    | 2             |
| Coldplay                 | 6    | 2             |
| Katy Perry               | 7    | 2             |
| Florence and the Machine | 8    | 2             |
| Linkin Park              | 9    | 2             |
| Kings of Leon            | 10   | 2             |
| The Beatles              | 11   | 2             |
| Nirvana                  | 12   | 2             |
| Eminem                   | 13   | 2             |
| Paramore                 | 14   | 3             |
| The Killers              | 15   | 3             |
| Red Hot Chili Peppers    | 16   | 3             |
| MGMT                     | 17   | 3             |
| Metallica                | 18   | 3             |
| Rihanna                  | 19   | 3             |
| Arctic Monkeys           | 20   | 3             |
| Ke\$ha                   | 21   | 3             |
| Phoenix                  | 22   | 4             |
| Mumford And Sons         | 23   | 4             |
| Pink Floyd               | 24   | 4             |
| The National             | 25   | 4             |
| Gorillaz                 | 26   | 4             |
| The Black Eyed Peas      | 27   | 4             |

Figure 20: Top 100 Artists on We Are Hunted Mainstream Chart

| Artist             | Rank | Best Position |
|--------------------|------|---------------|
| 30 Seconds to Mars | 28   | 4             |
| Taylor Swift       | 29   | 4             |
| Vampire Weekend    | 30   | 4             |
| The Smiths         | 31   | 5             |
| Foo Fighters       | 32   | 5             |
| AC/DC              | 33   | 5             |
| System of A Down   | 34   | 5             |
| Michael Jackson    | 35   | 5             |
| Taio Cruz          | 36   | 5             |
| Green Day          | 37   | 5             |
| Bruno Mars         | 38   | 5             |
| Led Zeppelin       | 39   | 5             |
| Blink 182          | 40   | 5             |
| Daft Punk          | 41   | 5             |
| Guns N' Roses      | 42   | 6             |
| Oasis              | 43   | 6             |
| Queen              | 44   | 6             |
| Pendulum           | 45   | 6             |
| Bon Iver           | 46   | 6             |
| Kanye West         | 47   | 6             |
| Crystal Castles    | 48   | 6             |
| Train              | 49   | 6             |
| Justin Bieber      | 50   | 6             |
| Blur               | 51   | 6             |
| The Strokes        | 52   | 7             |
| Massive Attack     | 53   | 7             |
| La Roux            | 54   | 7             |
| M.I.A.             | 55   | 7             |
| Joy Division       | 56   | 7             |
| Drake              | 57   | 7             |
| The Temper Trap    | 58   | 8             |
| Owl City           | 59   | 8             |
| Trey Songz         | 60   | 8             |
| The Cure           | 61   | 8             |
| Nelly              | 62   | 8             |
| Franz Ferdinand    | 63   | 8             |
| Avenged Sevenfold  | 64   | 8             |
| The White Stripes  | 65   | 8             |

Figure 20 (continued): Top 100 Artists on We Are Hunted Mainstream Chart

| Artist                   | Rank | Best Position |
|--------------------------|------|---------------|
| Kylie Minogue            | 66   | 8             |
| Enrique Iglesias         | 67   | 8             |
| Jason Mraz               | 68   | 8             |
| The Pixies               | 69   | 8             |
| usher                    | 70   | 9             |
| Lil Wayne                | 71   | 9             |
| Passion Pit              | 72   | 9             |
| The Black Keys           | 73   | 9             |
| Robyn                    | 74   | 9             |
| The Prodigy              | 75   | 9             |
| U2                       | 76   | 9             |
| Kid Cudi                 | 77   | 9             |
| Christina Aguilera       | 78   | 9             |
| Placebo                  | 79   | 10            |
| Glee Cast                | 80   | 10            |
| Black Sabbath            | 81   | 10            |
| Death Cab For Cutie      | 82   | 10            |
| Adam Lambert             | 83   | 10            |
| The Drums                | 84   | 11            |
| Evanescence              | 85   | 11            |
| My Chemical Romance      | 86   | 11            |
| Miley Cyrus              | 87   | 11            |
| Snow Patrol              | 88   | 11            |
| The Kooks                | 89   | 11            |
| Interpol                 | 90   | 11            |
| Rage Against the Machine | 91   | 11            |
| David Bowie              | 92   | 11            |
| Flo Rida                 | 93   | 11            |
| Weezer                   | 94   | 11            |
| Iron Maiden              | 95   | 11            |
| Far East Movement        | 96   | 11            |
| B.o.B.                   | 97   | 11            |
| David Guetta             | 98   | 11            |
| Stromae                  | 99   | 11            |
| Sufjan Stevens           | 100  | 11            |

Figure 20 (continued): Top 100 Artists on We Are Hunted Mainstream Chart

## Appendix B - Top Emerging Artists

This section presents the top 100 Artists for this period based on their popularity on the We Are Hunted emerging chart.

| Artist              | Rank | Best Position |
|---------------------|------|---------------|
| Best Coast          | 1    | 2             |
| The National        | 2    | 3             |
| Sufjan Stevens      | 3    | 4             |
| Deerhunter          | 4    | 4             |
| Bombay Bicycle Club | 5    | 4             |
| Bon Iver            | 6    | 4             |
| Chromeo             | 7    | 4             |
| Deadmau5            | 8    | 4             |
| Crystal Castles     | 9    | 5             |
| Swedish House Mafia | 10   | 5             |
| No Age              | 11   | 5             |
| Caribou             | 12   | 5             |
| Wiz Khalifa         | 13   | 5             |
| AUBURN              | 14   | 5             |
| Warpaint            | 15   | 6             |
| James Blake         | 16   | 6             |
| Girls               | 17   | 6             |
| Mark Ronson         | 18   | 6             |
| Rick Ross           | 19   | 6             |
| Tim Berg            | 20   | 6             |
| Flying Lotus        | 21   | 7             |
| New Boyz            | 22   | 7             |
| Aeroplane           | 23   | 7             |
| Salem               | 24   | 7             |
| WAVVES              | 25   | 7             |
| Houses              | 26   | 7             |
| Janelle Monae       | 27   | 7             |

Figure 21: Top 100 Artists on We Are Hunted Emerging Chart

| Artist                | Rank | Best Position |
|-----------------------|------|---------------|
| The Go! Team          | 28   | 7             |
| Panda Bear            | 29   | 7             |
| LCD Soundsystem       | 30   | 7             |
| Magnetic Man          | 31   | 8             |
| Wale                  | 32   | 8             |
| Everything Everything | 33   | 8             |
| Dark Dark Dark        | 34   | 8             |
| Arcade Fire           | 35   | 8             |
| Professor Green       | 36   | 8             |
| Sia                   | 37   | 8             |
| J.Cole                | 38   | 8             |
| Eliza Doolittle       | 39   | 9             |
| Atmosphere            | 40   | 9             |
| Matthew Dear          | 41   | 9             |
| Uffie                 | 42   | 9             |
| Small Black           | 43   | 9             |
| Tame Impala           | 44   | 9             |
| How To Dress Well     | 45   | 9             |
| John Legend           | 46   | 9             |
| Au Revoir Simone      | 47   | 9             |
| Duck Sauce            | 48   | 9             |
| Ra Ra Riot            | 49   | 9             |
| Chiddy Bang           | 50   | 9             |
| The Roots             | 51   | 9             |
| Plan B                | 52   | 9             |
| Curren\$y             | 53   | 9             |
| The Bees              | 54   | 9             |
| Oh Land               | 55   | 9             |
| DJ Fresh              | 56   | 9             |
| Ellie Goulding        | 57   | 9             |
| B.o.B.                | 58   | 9             |
| Mike Posner           | 59   | 9             |
| The Soft Moon         | 60   | 10            |
| The Walkmen           | 61   | 10            |
| TV Girl               | 62   | 10            |
| Aloe Blacc            | 63   | 10            |
| Klaxons               | 64   | 10            |
| Cut Copy              | 65   | 10            |

Figure 21 (continued): Top 100 Artists on We Are Hunted Emerging Chart

| Artist               | Rank | Best Position |
|----------------------|------|---------------|
| Robyn                | 66   | 10            |
| Beach House          | 67   | 10            |
| Dredg                | 68   | 10            |
| The Black Keys       | 69   | 10            |
| Bassnectar           | 70   | 10            |
| Korallreven          | 71   | 10            |
| Matt and Kim         | 72   | 10            |
| Of Montreal          | 73   | 10            |
| Yolanda Be Cool      | 74   | 10            |
| La Roux              | 75   | 10            |
| Twin Shadow          | 76   | 10            |
| Deerhoof             | 77   | 10            |
| ceo                  | 78   | 10            |
| The Pretty Reckless  | 79   | 11            |
| Woodsman             | 80   | 11            |
| Bat For Lashes       | 81   | 11            |
| Tinchy Stryder       | 82   | 11            |
| Jedi Mind Tricks     | 83   | 11            |
| Diamond Rings        | 84   | 11            |
| Young Jeezy          | 85   | 11            |
| She & Him            | 86   | 11            |
| The Hoosiers         | 87   | 11            |
| Anberlin             | 88   | 11            |
| The Maine            | 89   | 11            |
| Far East Movement    | 90   | 11            |
| One Night Only       | 91   | 11            |
| Philipp Poisel       | 92   | 11            |
| Errors               | 93   | 12            |
| The Gossip           | 94   | 12            |
| Two Door Cinema Club | 95   | 12            |
| Teletextile          | 96   | 12            |
| Lissie               | 97   | 12            |
| Glasser              | 98   | 12            |
| Belle and Sebastian  | 99   | 12            |
| Boy & Bear           | 100  | 12            |

Figure 21 (continued): Top 100 Artists on We Are Hunted Emerging Chart