

Pendulum

Music Media Analysis
July to December 2010

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Overview

45th on Mainstream Charts

144th on Emerging Charts

14538th on Twitter

2384th in the Music Press

This report reviews the popularity of Pendulum on the music charts and in the music news for the period July to December 2010. It benchmarks Pendulum 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 Pendulum compared to similar artists. Pendulum was ranked 45th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for Pendulum was 6th.

45th Overall Rank

6th Best Position

Artist	Rank	Best Position
Pendulum	45th	6
Reckless	215th	29
You Me At Six	377th	69
Gogol Bordello	536th	115
The Libertines	639th	142
The McClymonts	711th	161
Frank Turner	1072nd	665
Rivers Cuomo	2481st	1,001

Figure 1: Artist Mainstream Ranks

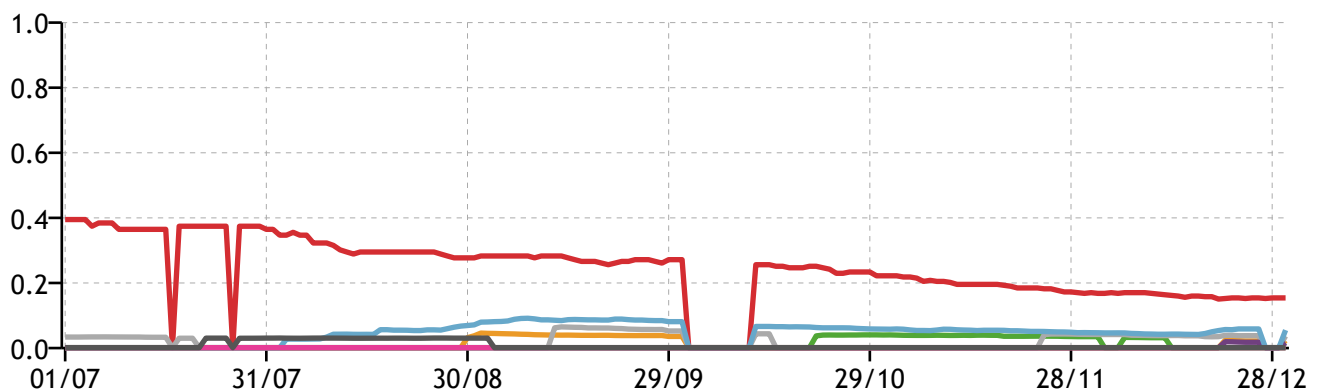
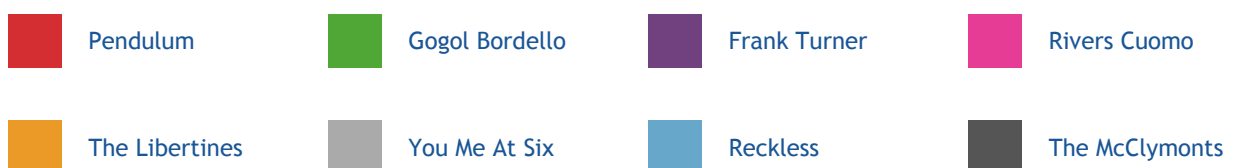


Figure 2: Artist Mainstream Chart Popularity over Time



Mainstream Comparison

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

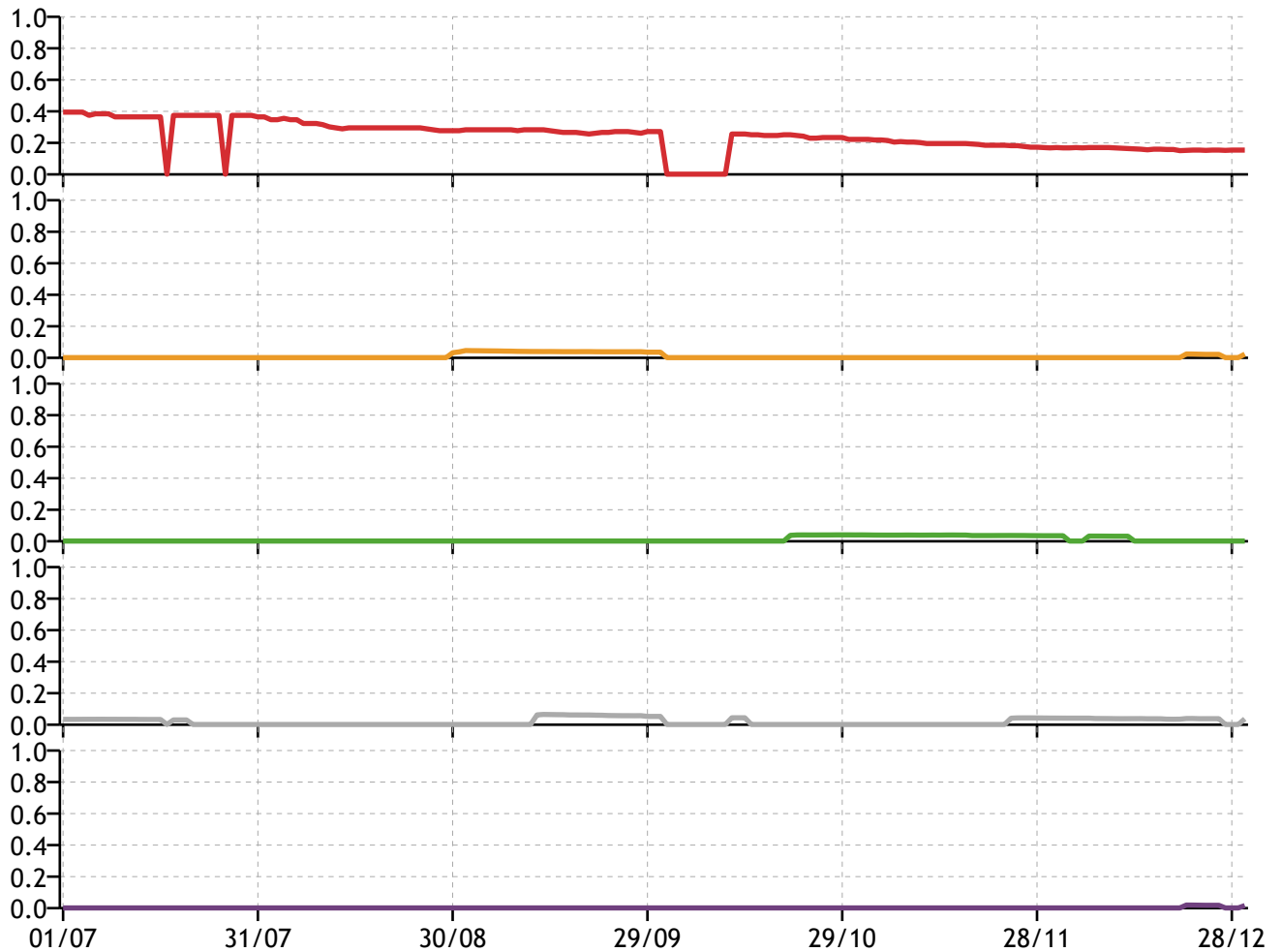
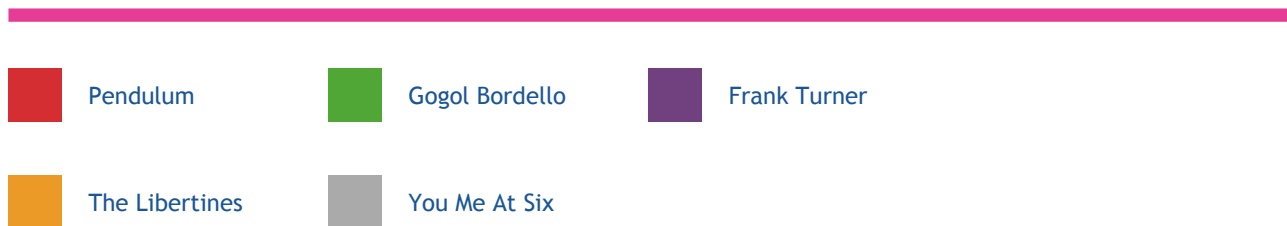


Figure 3: Comparisons for Pendulum



Emerging Chart

This section presents the emerging chart performance for Pendulum compared to similar artists. Pendulum was ranked 144th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for Pendulum was 15th.

144th Overall Rank

15th Best Position

Artist	Rank	Best Position
Pendulum	144th	15
You Me At Six	233rd	22
Frank Turner	858th	102
The McClymonts	896th	108
Rivers Cuomo	1448th	226
Gogol Bordello	2365th	1,001
Reckless	2699th	1,001
The Libertines	2863rd	1,001

Figure 4: Artist Emerging Ranks

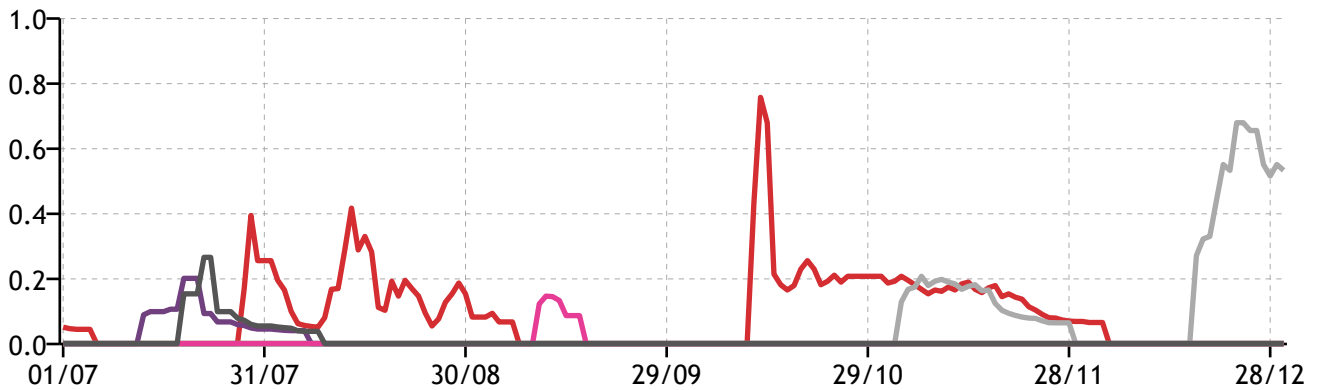
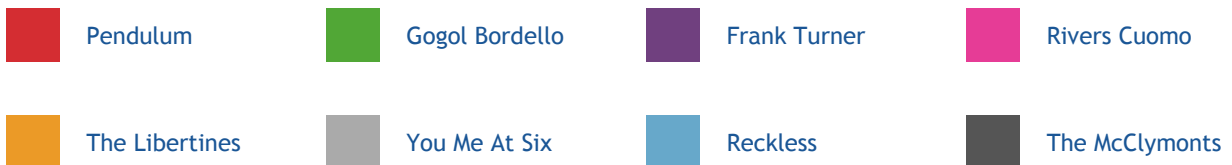


Figure 5: Artist Mainstream Emerging Popularity over Time



Emerging Comparison

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

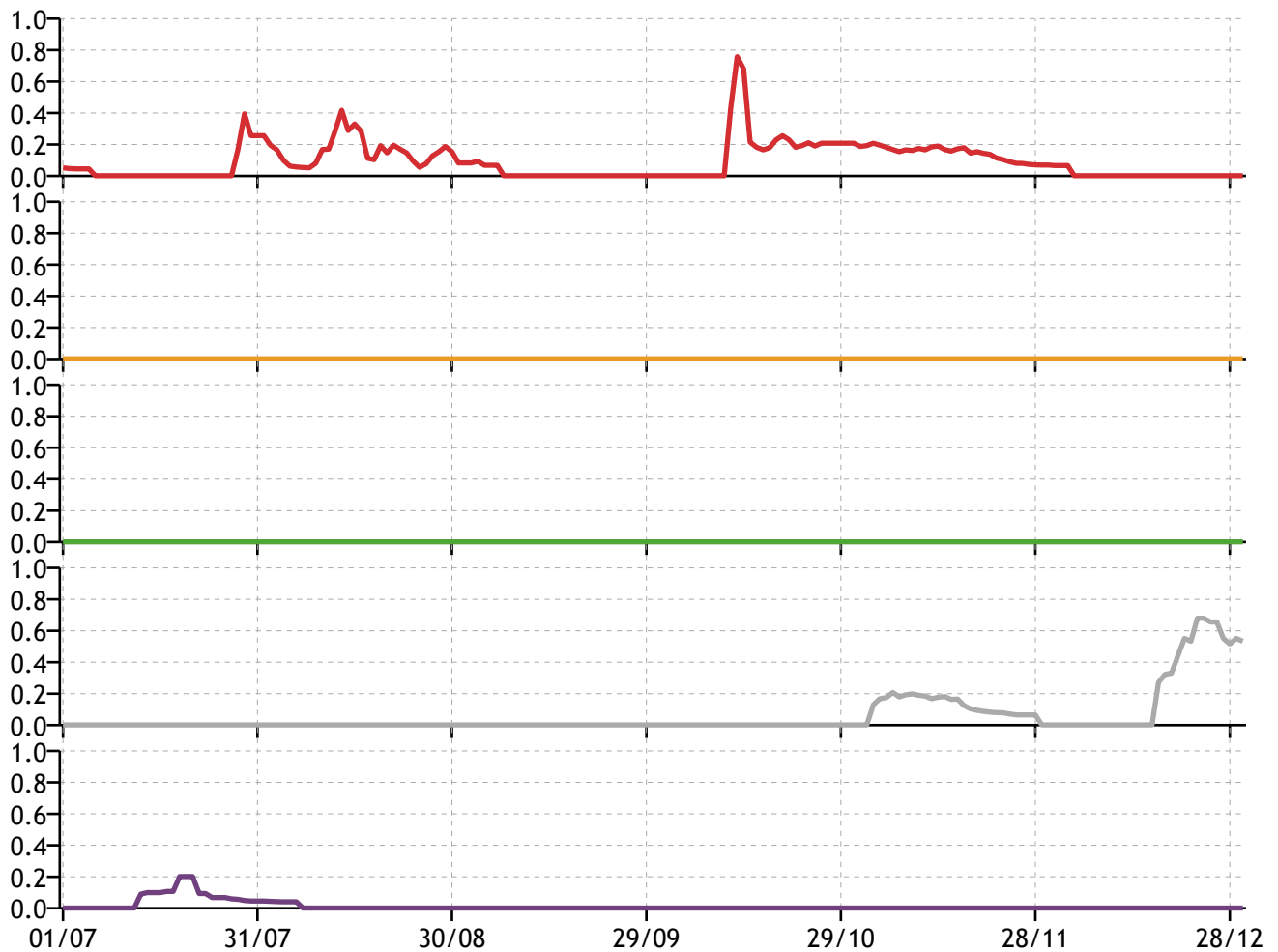
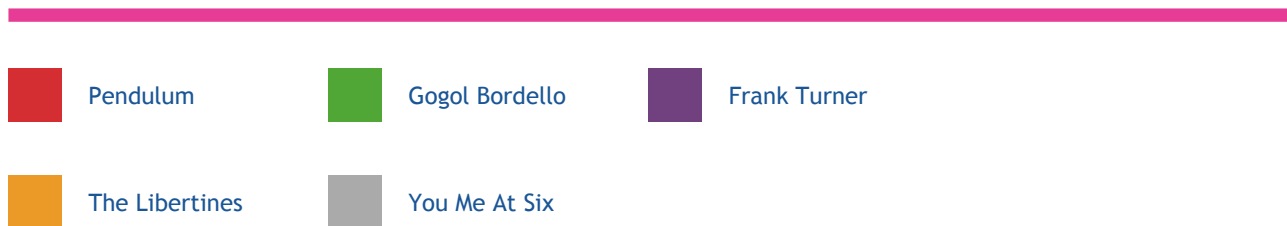


Figure 6: Comparisons for Pendulum



Mainstream Singles

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

Watercolour

Best Single

9th

Best Position

Single	Best Position
Watercolour	9
Witchcraft	247
Set Me On Fire	322
Crush	365
Salt In The Wounds	389
Genesis	409
Under The Waves	421
The Vulture	453

Figure 7: Best Single Positions

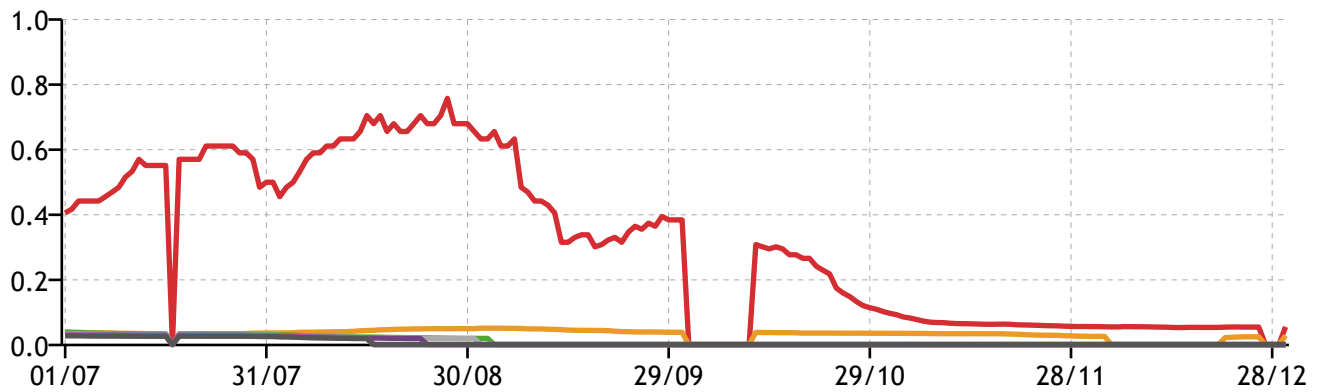


Figure 8: Singles Chart Comparison over Time



Mainstream Singles Comparison

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

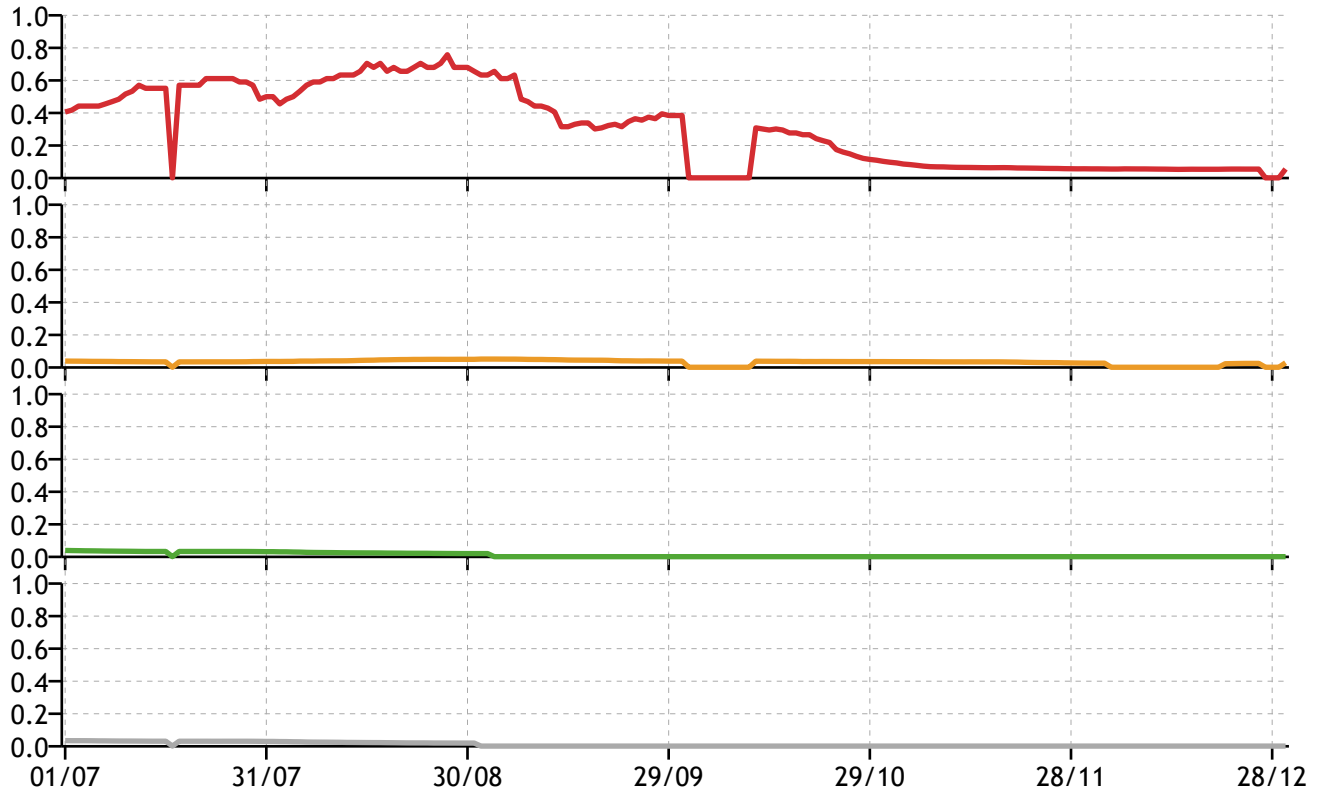


Figure 9: Chart ranking for Pendulum



Twitter Coverage

Twitter Popularity

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

14538th Overall Rank

10 Tweets

0.000% Share

Artist	Rank	Tweets	Share
Reckless	153rd	8,847	0.001%
You Me At Six	389th	4,430	0.001%
The Libertines	598th	2,985	0.000%
Gogol Bordello	656th	2,765	0.000%
Frank Turner	1051st	1,786	0.000%
Rivers Cuomo	2432nd	695	0.000%
The McClymonts	13525th	14	0.000%
Pendulum	14538th	10	0.000%

Figure 10: Twitter Coverage Comparison

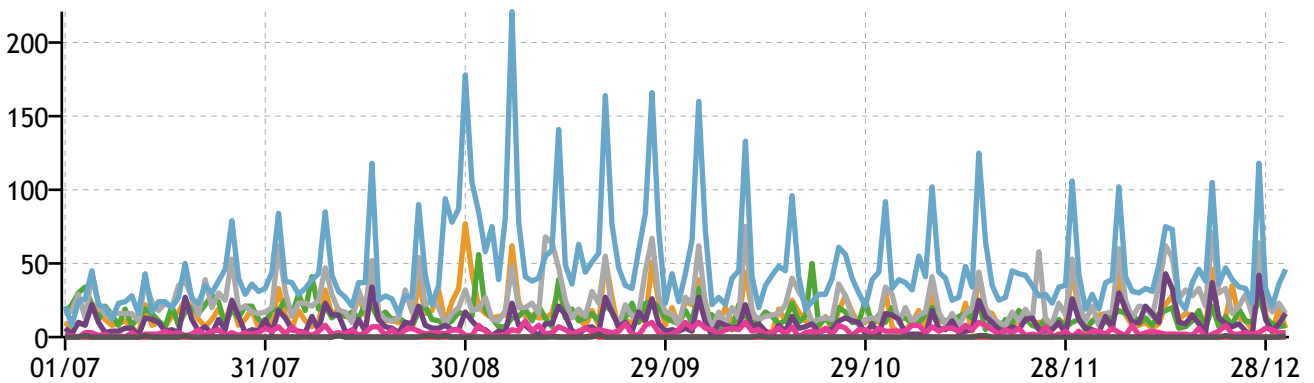
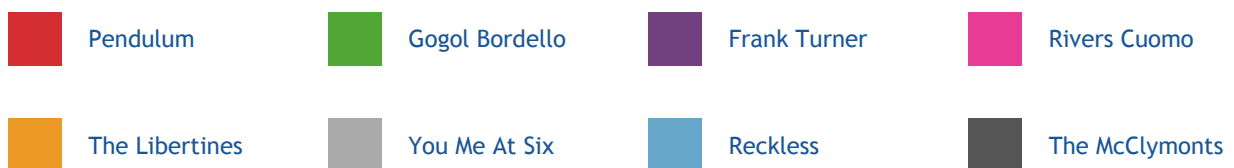


Figure 11: Twitter Coverage over Time



Twitter Comparison

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

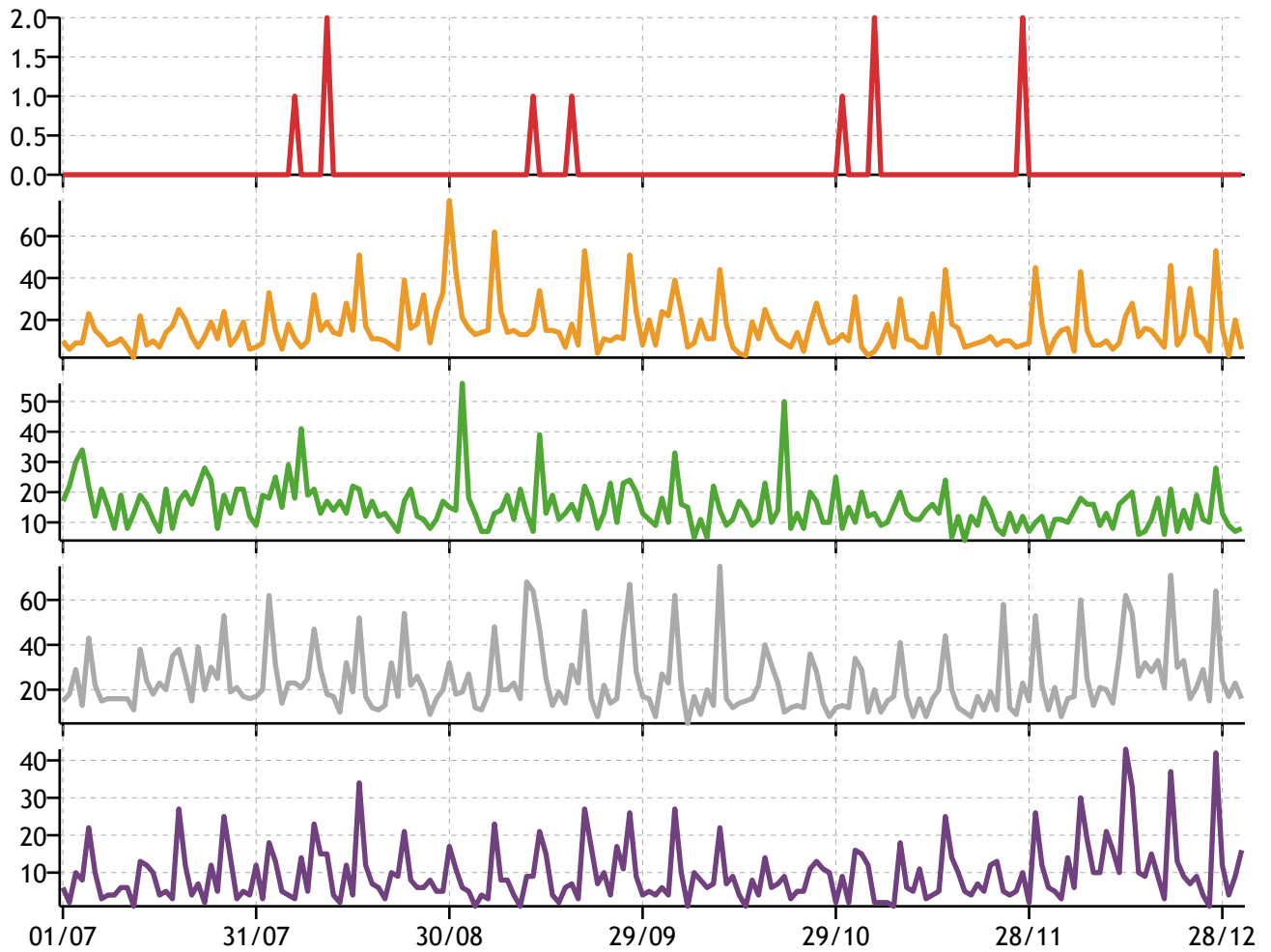
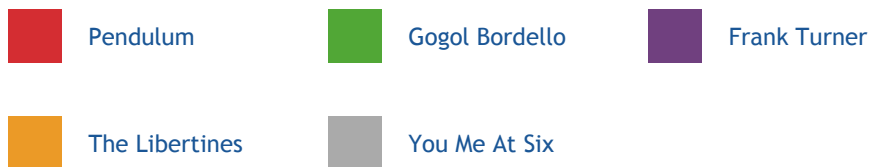


Figure 12: Comparisons for Pendulum



Mainstream Chart vs Twitter

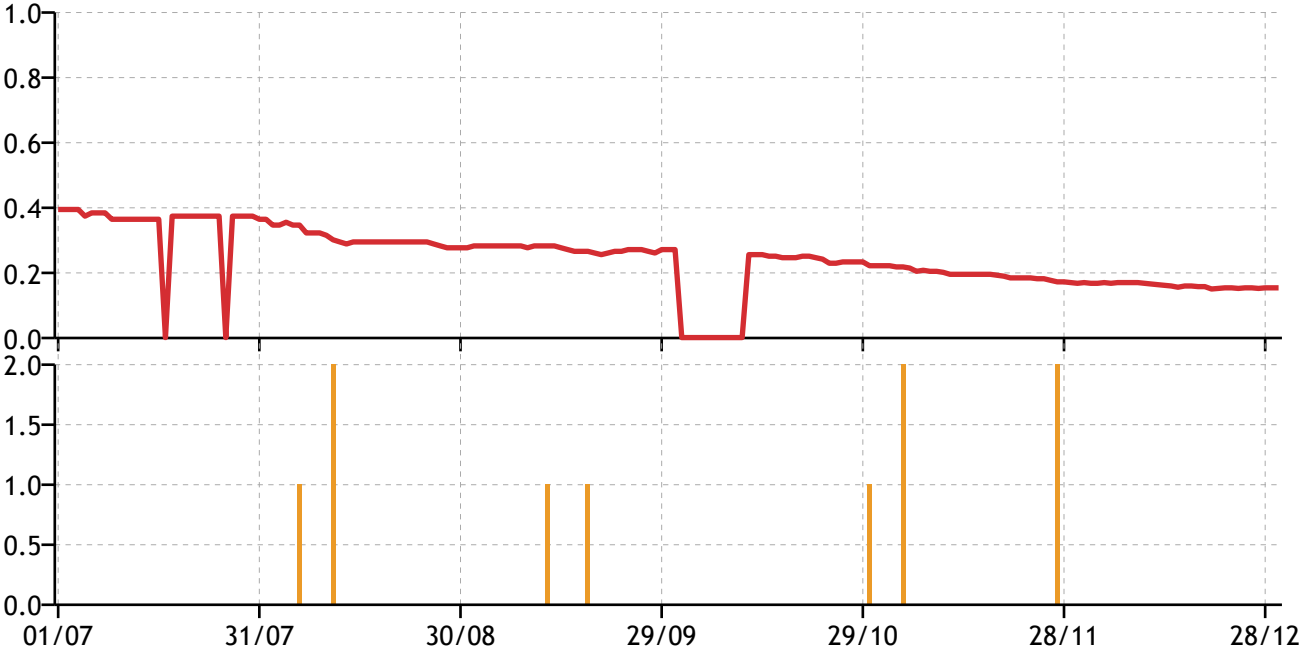


Figure 13: Pendulum Chart Popularity vs Twitter Coverage

This chart presents a comparison of mainstream chart popularity versus Twitter Coverage. It is useful in visualizing the impact of Twitter on chart position.

 Chart Popularity

 Twitter volume

Emerging Chart vs Twitter



Figure 14: Pendulum 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 Pendulum in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/seeflanigan	Cory Flanigan	Loveland, Colorado	1	505	505
2	twitter.com/GoldeninTime	kc Blue	Little Egypt	1	482	482
3	twitter.com/Spinbanks	Parker Perry	The Mohave D., AZ; USA	1	267	267
4	twitter.com/RSL	RSL	Decatur, GA	1	191	191
5	twitter.com/MrTiris	Tiris	MX	1	134	134
6	twitter.com/piratefetus	Max Miller		1	131	131
7	twitter.com/ya_iz_marmelada	Andreeva Yulia	Sevastopol'	1	99	99
8	twitter.com/djlillianwong	djlillianwong		1	72	72
9	twitter.com/Musicalizing	L'Estranger Sombre		1	31	31
10	twitter.com/phyr3al			1	0	0

Figure 15: Top 10 Users tweeting about Pendulum

Shared Twitter Links

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

URL	Rank	Tweets
http://www.last.fm/music/Broadcast/_/Pendulum	1	3
http://www.last.fm/music/Broadcast/_/Pendulum	2	2
/profile/GoldenInTime/blip/51546610/Broadcast-Pendulum	3	1
/profile/Musicalizing/blip/58849769/Depeche+Mode-Higher+Love	4	1
/profile/lillianwong/blip/58849690/Broadcast-Pendulum	5	1
/profile/MaxMiller/blip/53878474/Broadcast-Pendulum	6	1
http://tinysong.com/nK32	7	1

Figure 16: Top Shared Links on Twitter mentioning Pendulum

News Coverage

News Popularity

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

2384th Overall Rank

3 Articles

0.000% Share

Artist	Rank	Articles	Share
Reckless	288th	437	0.011%
Rivers Cuomo	353rd	381	0.010%
The Libertines	502nd	279	0.007%
Gogol Bordello	515th	272	0.007%
Frank Turner	678th	195	0.005%
You Me At Six	794th	165	0.004%
The McClymonts	1766th	28	0.001%
Pendulum	2384th	3	0.000%

Figure 17: News Coverage Comparison

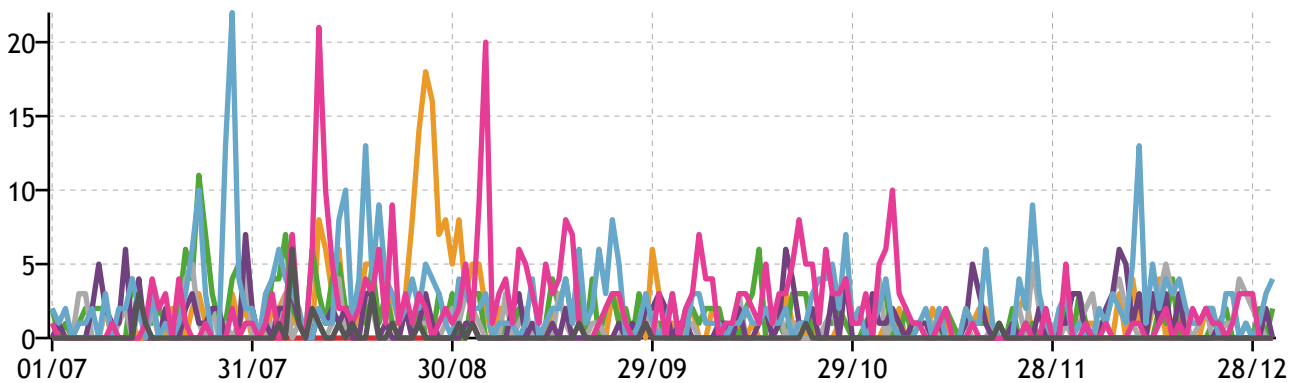


Figure 18: News Coverage over Time



News Comparison

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

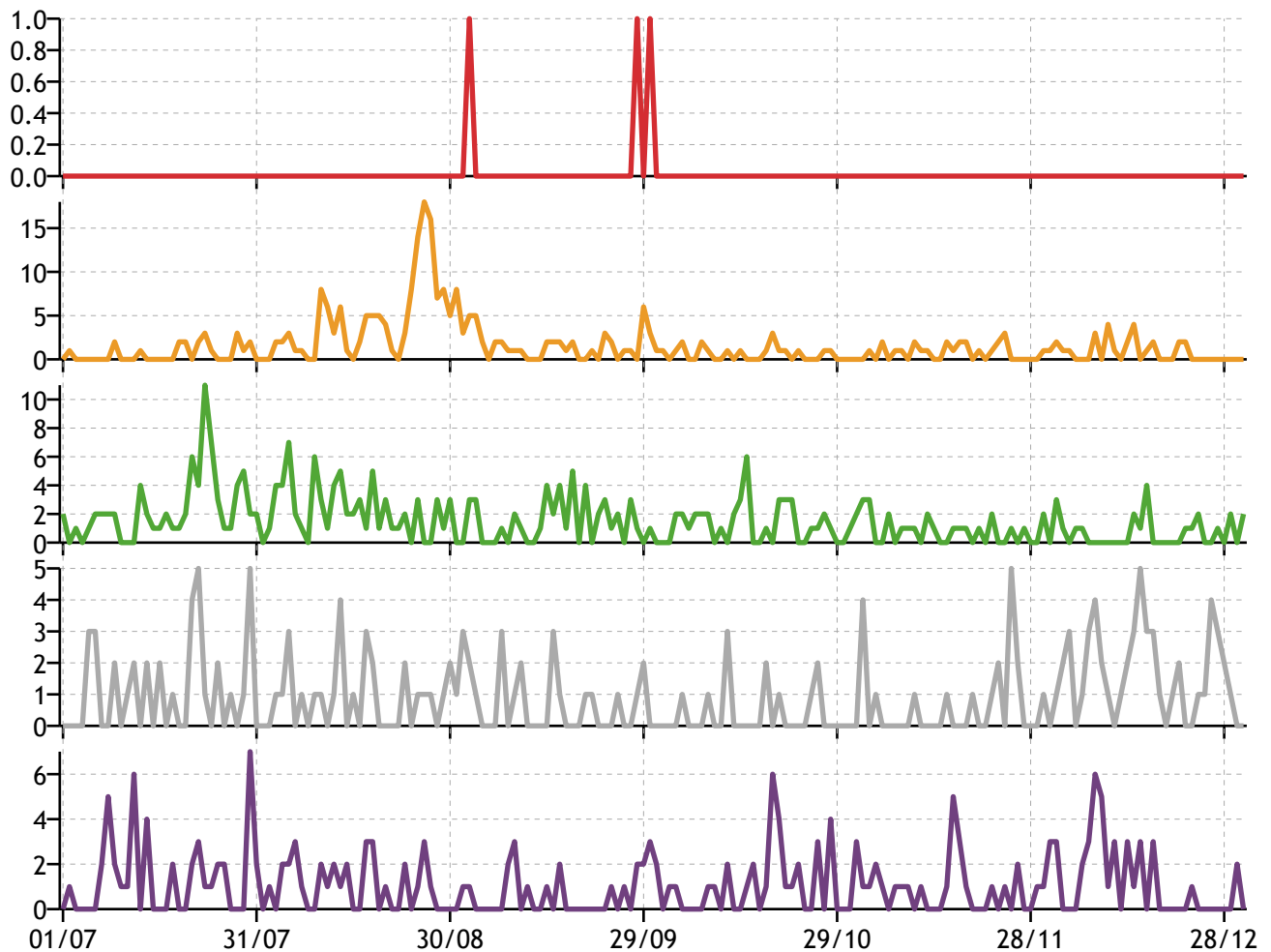


Figure 19: Comparisons for Pendulum



Mainstream Chart vs Sentiment

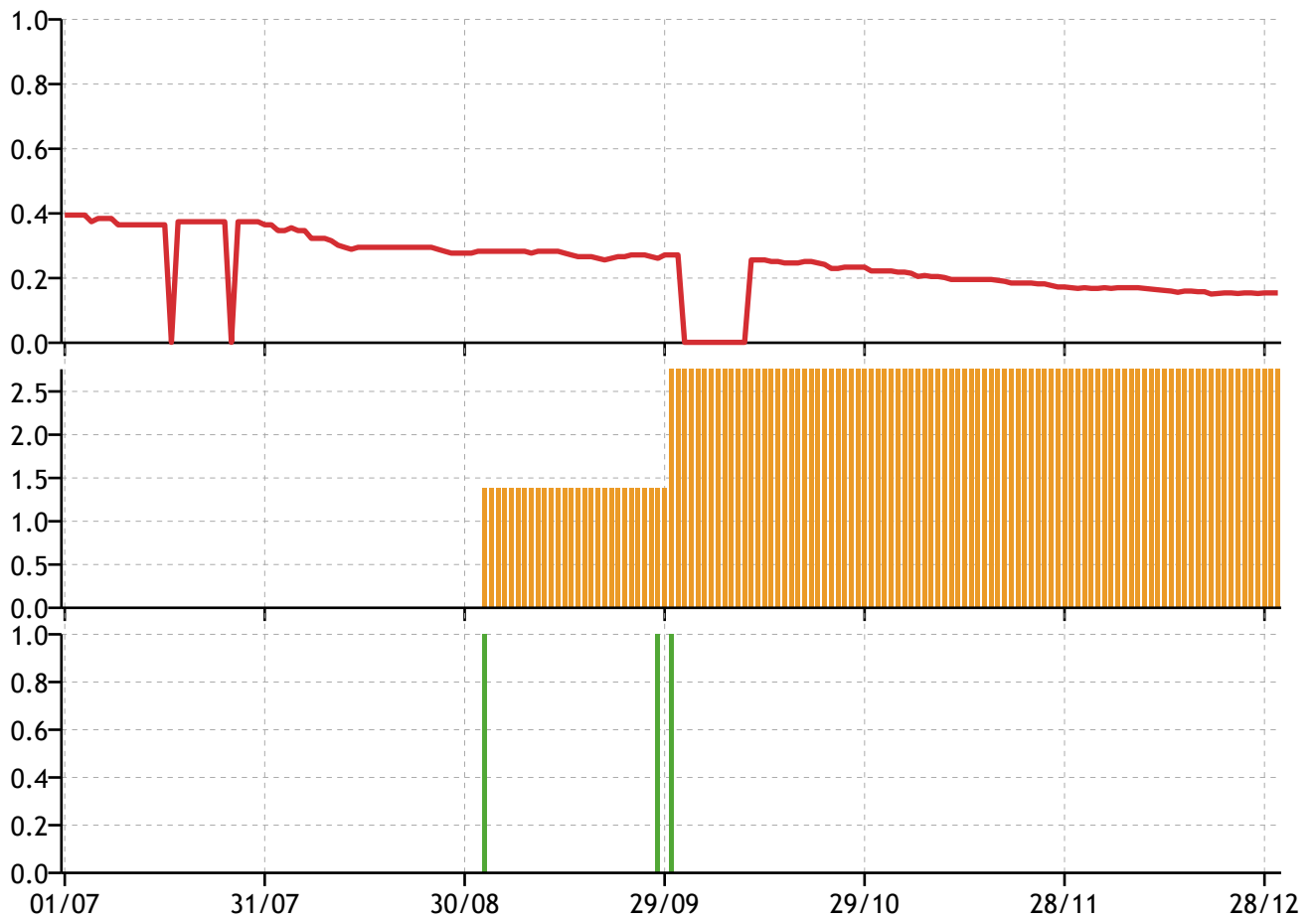
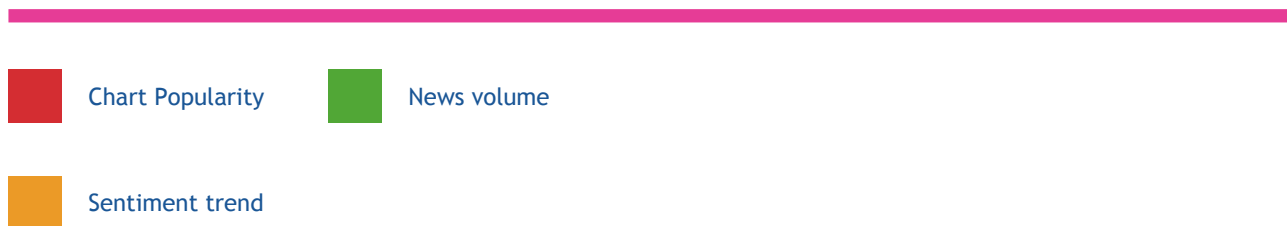


Figure 20: Pendulum Chart Popularity vs News Sentiment + Volume

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 Pendulum that day.



Emerging Chart vs Sentiment



Figure 21: Pendulum 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 Pendulum that day.



Top Publishers

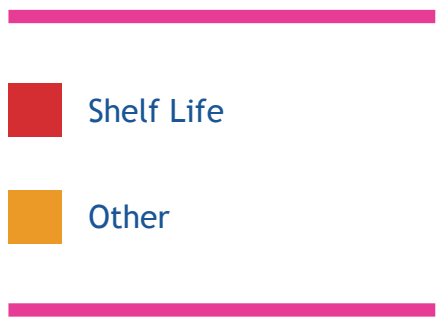


Figure 22: Top Publishers related to Pendulum

Top Publishers	Mentions
Shelf Life	1

Figure 23: Most frequently mentioned Top Publishers

Top News Publishers

Publisher	Rank	Articles
Shelf Life - http://shelflifetunes.blogspot.com/	1	1

Figure 24: Top 1 Publishers mentioning Pendulum

Best 5 News Days

1 02 September 2010 : 1 articles

Popular Articles this Day

[Live Review: Leeds Festival 2010 - August 27th - 29th 2010](#)

Alter The Press, 02 September 2010

The annual Leeds Festival continues to grow in size every year, with more people taking over Braham Park to finish off the festival season and say goodbye to summer. This ...

2 28 September 2010 : 1 articles

Popular Articles this Day

[News: Eddy Current, Washington In Line For ARIAs](#)

Mess and Noise, 28 September 2010

Eddy Current Suppression Ring's 2008 ARIA Award nomination for second album Primary Colours may have been "hilarious", but it was no fluke. The band's follow-up, Rush To Relax , ...

3 30 September 2010 : 1 articles

Popular Articles this Day

[Stuff I Listened To Last Week – 26 Sep 2010](#)

Shelf Life, 30 September 2010

Every time I listen to a record, I leave it next to the stereo. On Monday, before I go back to work, I re-file them all. Below are the contents ...

4 01 July 2010 : 0 articles

Popular Articles this Day

No articles published on this day.

5 02 July 2010 : 0 articles

Popular Articles this Day

No articles published on this day.

News Highlights

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

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 25: 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 25 (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 25 (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 26: 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 26 (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 26 (continued): Top 100 Artists on We Are Hunted Emerging Chart