

Placebo

Music Media Analysis
July to December 2010

Table of Contents

Overview	3
Chart Popularity	4
Mainstream Chart	4
Mainstream Comparison	5
Mainstream Singles	6
Mainstream Singles Comparison	7
Twitter Coverage	8
Twitter Popularity	8
Twitter Comparison	9
Mainstream Chart vs Twitter	10
Twitter Users	11
Shared Twitter Links	13
News Coverage	15
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	24
Appendices	25
Appendix A - Top Mainstream Artists	25
Appendix B - Top Emerging Artists	28

Overview

79th on [Mainstream Charts](#)

78th on [Twitter](#)

1090th in the [Music Press](#)

This report reviews the popularity of Placebo on the music charts and in the music news for the period July to December 2010. It benchmarks Placebo 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 Placebo compared to similar artists. Placebo was ranked 79th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for Placebo was 10th.

79th Overall Rank

10th Best Position

Artist	Rank	Best Position
Radiohead	2nd	1
Gorillaz	26th	4
Placebo	79th	10
The Smashing Pumpkins	165th	20
RUIN	532nd	114
Goldfrapp	570th	122
Bat For Lashes	1375th	1,001
Sky Ferreira	2583rd	1,001

Figure 1: Artist Mainstream Ranks

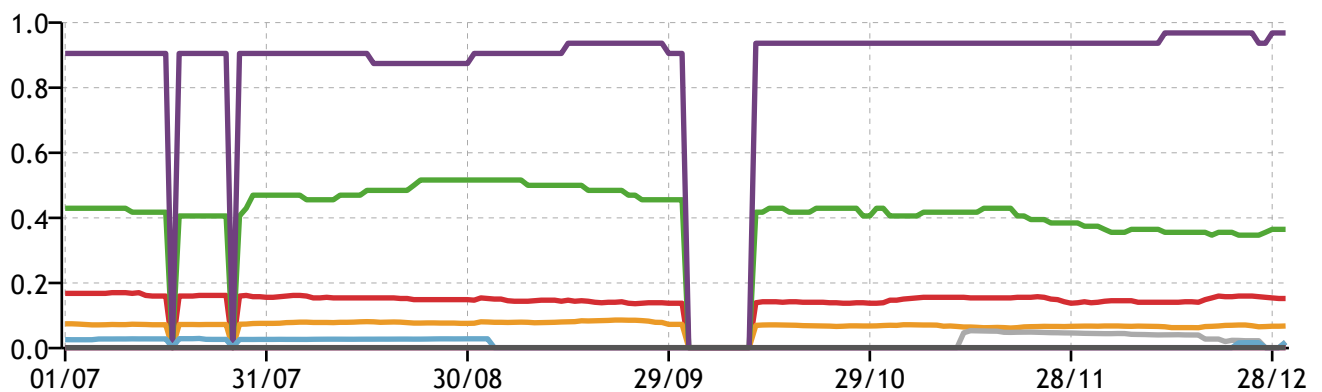


Figure 2: Artist Mainstream Chart Popularity over Time



Mainstream Comparison

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

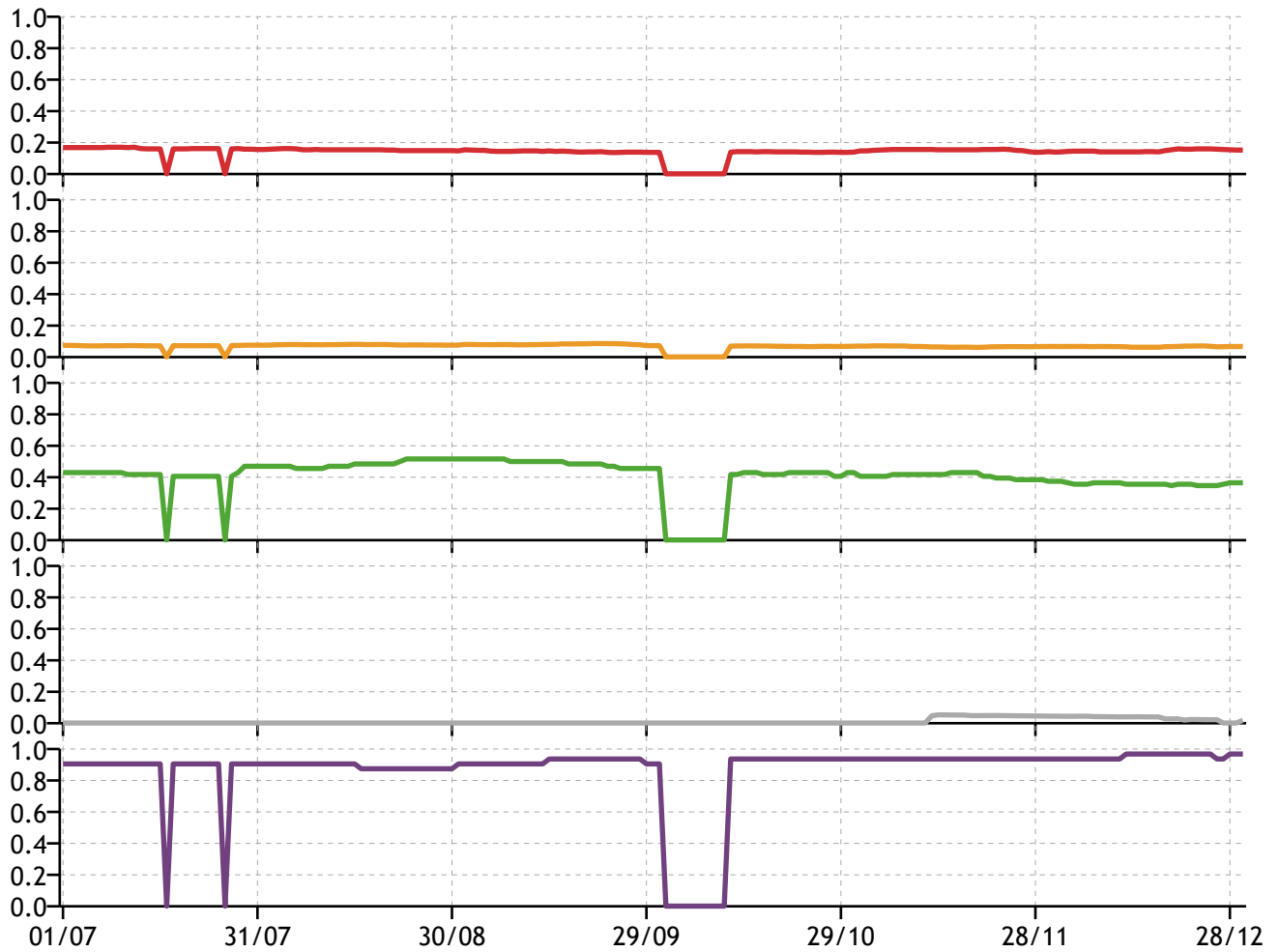


Figure 3: Comparisons for Placebo



Mainstream Singles

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

Every You Every Me

Best Single

285th

Best Position

Single	Best Position
Every You Every Me	285
The Bitter End	499

Figure 4: Best Single Positions

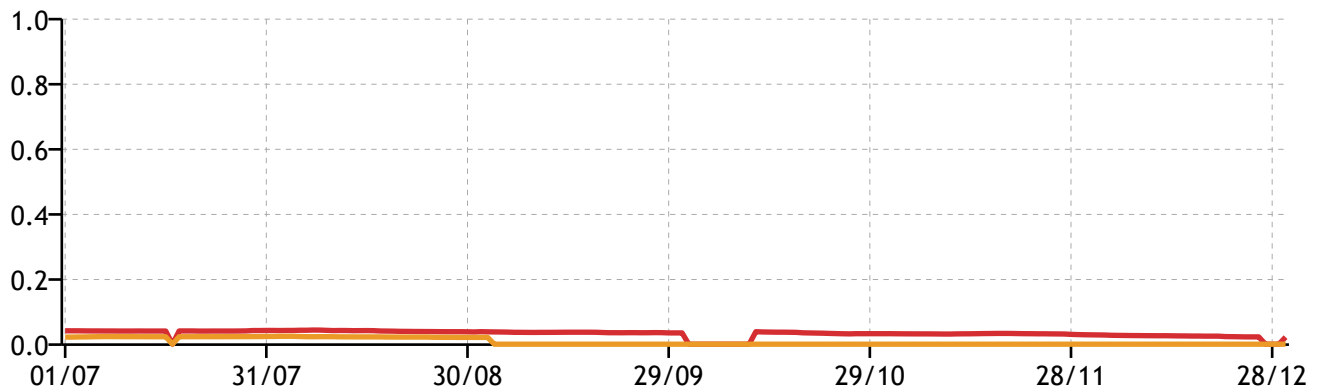


Figure 5: Singles Chart Comparison over Time

Every You Every Me

The Bitter End

Mainstream Singles Comparison

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

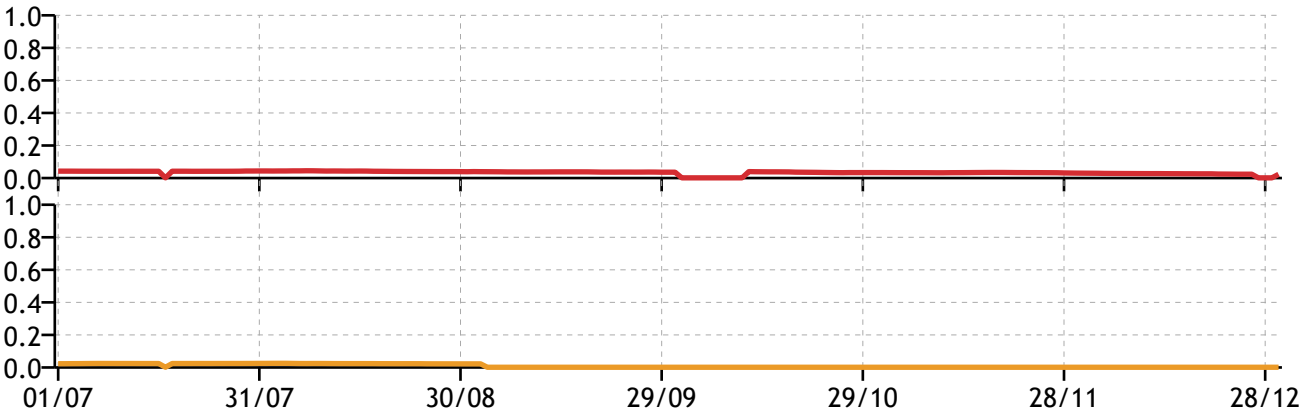


Figure 6: Chart ranking for Placebo

- Every You Every Me
- The Bitter End

Twitter Coverage

Twitter Popularity

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

78th Overall Rank

14,177 Tweets

0.002% Share

Artist	Rank	Tweets	Share
Radiohead	14th	36,011	0.006%
Placebo	78th	14,177	0.002%
Gorillaz	80th	14,118	0.002%
The Smashing Pumpkins	94th	12,533	0.002%
Goldfrapp	407th	4,284	0.001%
Bat For Lashes	555th	3,153	0.001%
RUIN	803rd	2,280	0.000%
Sky Ferreira	2520th	662	0.000%

Figure 7: Twitter Coverage Comparison

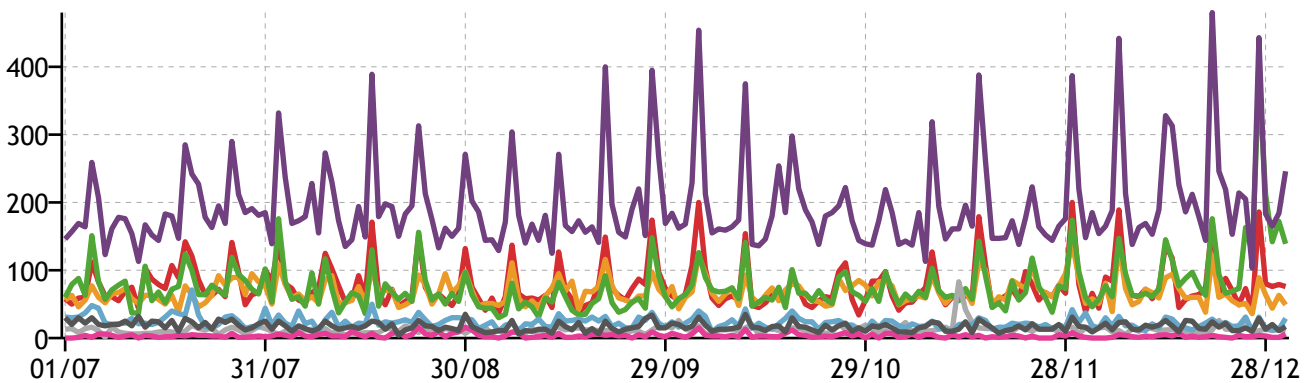


Figure 8: Twitter Coverage over Time



Twitter Comparison

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

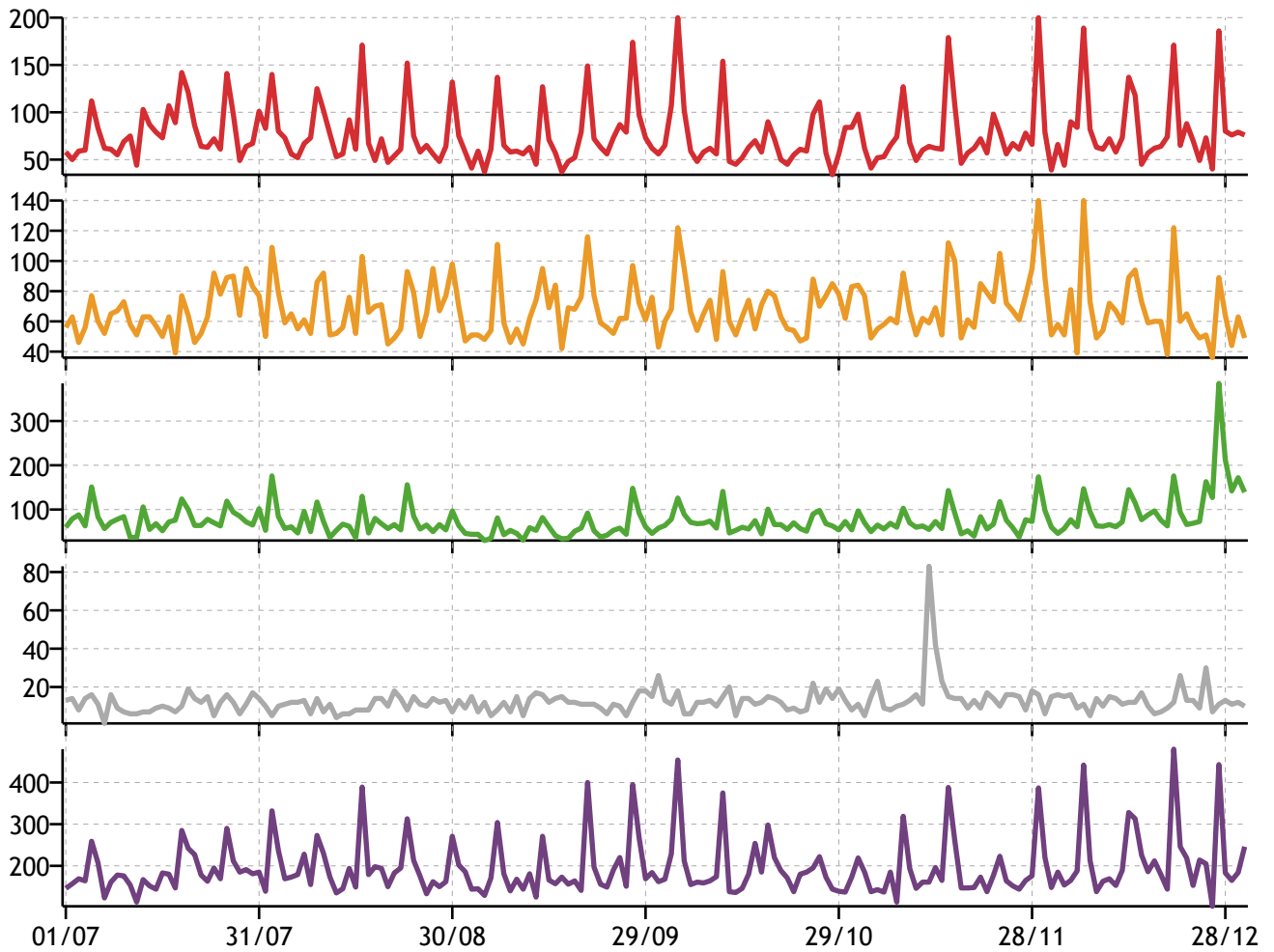


Figure 9: Comparisons for Placebo



Mainstream Chart vs Twitter

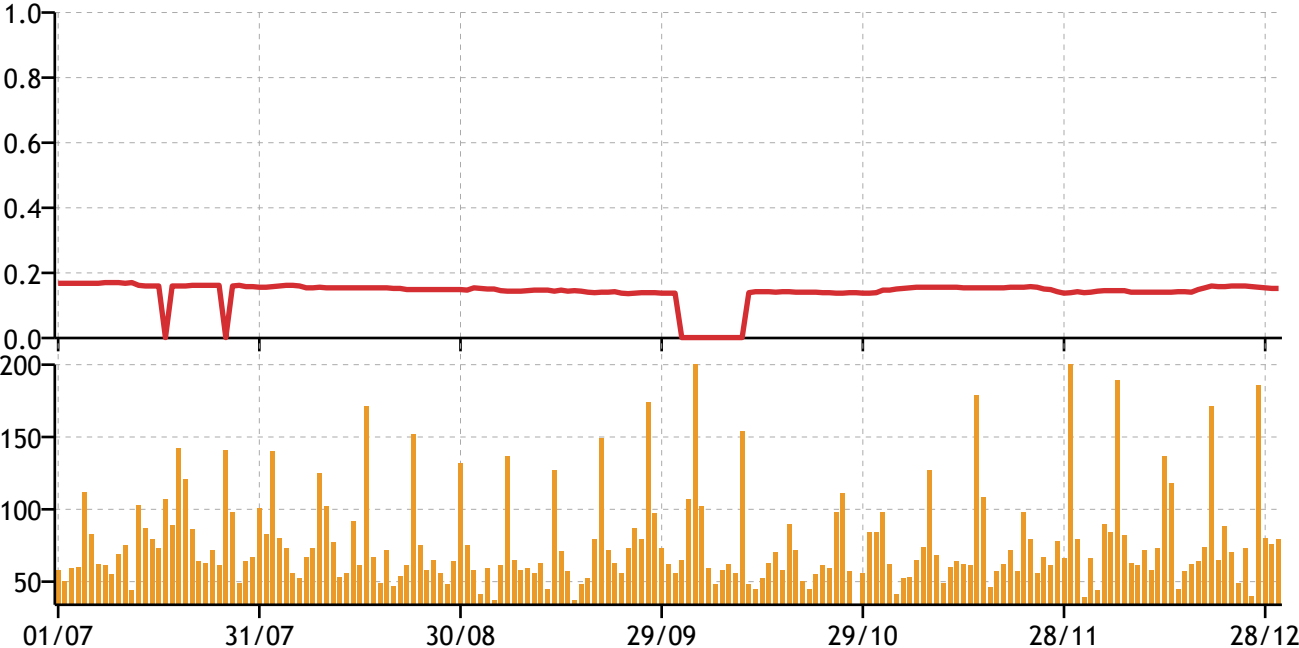


Figure 10: Placebo Chart Popularity vs Twitter Coverage

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 Placebo in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/romanus	Romanus	ÜT: 48.156466,11.723544	583	5,316	3,099,228
2	twitter.com/jOrgeAlmeYda	jorge almeida	Porto, Portugal	47	40,416	1,899,552
3	twitter.com/mark_till	mark_till	Los Angeles California	113	2,528	285,664
4	twitter.com/RomanusSum	romanus		238	718	170,884
5	twitter.com/Rahfah	Rafah Brasilino	Recife	17	8,904	151,368
6	twitter.com/jimbonz	jim bonz	bellevue washington	21	5,846	122,766
7	twitter.com/TudoAoContrario	Antonio Mendes	Messines - Algarve - Portugal	62	1,251	77,562
8	twitter.com/theLOLpower	Jokerstephs	São Paulo, Brazil 8D	15	4,700	70,500
9	twitter.com/SexyNuns	SexyNuns	Williamsburg (VA not NY)	129	526	67,854
10	twitter.com/_Sandra_R_	Sandra		125	452	56,500
11	twitter.com/Pluuginbaby	Me llamo Tamara e.e	Chile,oh sí.	28	1,797	50,316
12	twitter.com/LacedRadio	Laced Radio TM	Los Angeles, CA/Austin, Tx	72	695	50,040
13	twitter.com/TheTsuki05Tube	Carlos Eduardo Marin	Mundo de los Shinigamis	49	839	41,111
14	twitter.com/David_Bayon	David Bayon Gil	Spain	17	2,379	40,443
15	twitter.com/Naestopaz	naestopaz	Denver, Colorado, USA	43	935	40,205
16	twitter.com/GaltsGirl	Galt's Girl	Behind The Obama Curtain	12	3,276	39,312
17	twitter.com/bills_tongue	odnanref BK's tongue	Underland ARG	16	1,386	22,176
18	twitter.com/Lambiexx	lambcullen	Manchester UK	16	1,368	21,888
19	twitter.com/cristianviera	Cristian Viera	Guadalajara, México.	10	2,065	20,650
20	twitter.com/alekr2o	Alejandra Cardoso	México, D.F.	70	287	20,090
21	twitter.com/venenosadryana	Adryana	DF	10	1,910	19,100
22	twitter.com/DreamySim1	DreamySim1	iPhone: 0.000000,0.000000	11	1,734	19,074
23	twitter.com/rutger_	Rutger de Q.	ÜT: 51.807528,5.840647	15	1,248	18,720
24	twitter.com/fishkopp_deluxe	GG	in the middle of nowhere	52	359	18,668
25	twitter.com/DreamUnderwater	Kelly Adriana R.	The long & dangerous Dutch sea	30	603	18,090
26	twitter.com/DenitaEchelon	Denita ▯ ø lll ·o.	Kosovo	10	1,659	16,590
27	twitter.com/lagutsh	iago novais	nowhereland	14	1,164	16,296

Figure 11: Top 50 Users tweeting about Placebo

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/callamand	Rafael Callamand	Bruxelles - Belgique	27	555	14,985
29	twitter.com/seb098	sebastian collier	London	10	1,468	14,680
30	twitter.com/SuperMassivella	Raniella Durand	Brian Molko's pants.	20	722	14,440
31	twitter.com/jmondrag_	Jota Mondragon	San Trancón de Huecotá	20	706	14,120
32	twitter.com/ismolapsi	Emilia Soramäki	MARS! [finland]	13	1,017	13,221
33	twitter.com/grahamt Cousins	Graham Cousins	London via Dublin	10	1,266	12,660
34	twitter.com/Den558	Denisse Luna	Monterrey, Mexico	12	1,021	12,252
35	twitter.com/sieranerol	loreno	BH	21	575	12,075
36	twitter.com/zuperfreaky	Rolando		16	721	11,536
37	twitter.com/bobscopper	bobclanney	around	27	426	11,502
38	twitter.com/RLima3	Ricardo Lima	Santa Maria da Feira, Portugal	12	893	10,716
39	twitter.com/breakmedown_	mart/dom h.'s wife	England	27	379	10,233
40	twitter.com/l1brat1on	l1brat1on	Worldwide, TX	24	396	9,504
41	twitter.com/rodrigoaks	Rood O.	iPhone: -22.985990,-47.117477	13	731	9,503
42	twitter.com/echoingsilence	Em		14	668	9,352
43	twitter.com/my_exception	Luis Alejandro Bravo	Santiago, Chile	11	798	8,778
44	twitter.com/Mitebsyco	Mitebsyco	Texas	20	427	8,540
45	twitter.com/TwistedP	TwistedP	ÜT: 55.807403,-4.86574	24	350	8,400
46	twitter.com/EllenaGilbert	Elena G	Lost! Lost! Loooost!	21	323	6,783
47	twitter.com/rodvalencia	Rodrigo Valencia	Viña del Mar - Chile	12	497	5,964
48	twitter.com/promemetician	promemetician	digitrash studios	16	360	5,760
49	twitter.com/NeerDa	Valusha nosécuanto	Bat Country, Chile	21	268	5,628
50	twitter.com/Ms_Jacke	jacke buffalo head	terra do guilherme e santiago	18	303	5,454

Figure 11 (continued): Top 50 Users tweeting about Placebo

Shared Twitter Links

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

URL	Rank	Tweets
http://www.last.fm/music/Placebo	1	279
http://www.last.fm/music/Placebo/_/Every You Every Me	2	64
http://www.last.fm/music/Placebo/_/Running Up That Hill	3	54
http://www.last.fm/music/Placebo/_/Special Needs	4	42
http://www.last.fm/music/Placebo/_/Pure Morning	5	40
http://www.last.fm/music/Placebo/_/Battle For The Sun	6	29
http://www.last.fm/music/Placebo/_/English Summer Rain	7	29
http://www.last.fm/music/Placebo/_/Infra-Red	8	28
http://www.last.fm/music/Placebo/_/Ashtray Heart	9	28
http://www.last.fm/music/Placebo/_/Special K	10	27
http://www.last.fm/music/Placebo/_/The Bitter End	11	27
http://www.last.fm/music/Placebo/_/Post Blue	12	26
http://tinysong.com/734U	13	26
http://www.last.fm/music/Placebo/_/Meds	14	25
http://www.last.fm/music/Placebo/_/This Picture	15	23
http://www.last.fm/music/Placebo/_/Without You I'm Nothing	16	22
http://www.last.fm/music/Placebo/_/Sleeping With Ghosts	17	21
http://www.last.fm/music/Placebo/_/Song to Say Goodbye	18	21
http://www.last.fm/music/Placebo/_/Nancy Boy	19	20
http://www.last.fm/music/Placebo/_/Bright Lights	20	20
http://www.last.fm/music/Placebo/_/My Sweet Prince	21	19
http://www.last.fm/music/Placebo/_/Twenty Years	22	18
http://www.last.fm/music/Placebo/_/Blind	23	18
http://www.last.fm/music/Placebo/_/Black-Eyed	24	17
http://www.last.fm/music/Placebo/_/You Don't Care About Us	25	17
http://tinysong.com/6KP9	26	16
http://www.last.fm/music/Placebo/_/For What It's Worth	27	16

Figure 12: Top Shared Links on Twitter mentioning Placebo

URL	Rank	Tweets
http://www.last.fm/music/Placebo/_/Kings Of Medicine	28	16
/profile/digitrashnomadic/blip/53041281/Placebo-Peeping+Tom	29	15
http://www.last.fm/music/Placebo/_/Taste in Men	30	15
http://www.last.fm/music/Placebo/_/Because I Want You	31	15
http://www.last.fm/music/Placebo/_/Julien	32	15
http://www.last.fm/music/Placebo/_/Teenage Angst	33	15
http://www.tweekly.fm/twitter/OmarCandela	34	14
http://www.last.fm/music/Placebo/_/36 Degrees	35	14
http://www.last.fm/music/Placebo/_/Space Monkey	36	13
http://www.tweekly.fm/user/vanessaalvesx3	37	13
http://tinysong.com/tZmX	38	13
http://www.last.fm/music/Placebo/_/The Never-Ending Why	39	13
http://www.last.fm/music/Placebo/_/Follow the Cops Back Home	40	13
http://www.tweekly.fm/user/ferrza	41	12
http://www.tweekly.fm/user/theLOLpower	42	12
http://www.last.fm/music/Placebo/_/Speak In Tongues	43	12
http://www.tweekly.fm/user/Apingmysoul	44	12
http://www.last.fm/music/Placebo/_/ProtÃ©ge Moi	45	12
http://www.tweekly.fm/twitter/brunetbastos	46	12
http://tinysong.com/7BZb	47	11
http://www.tweekly.fm/user/rodrigoaks	48	11
http://www.last.fm/music/Placebo/_/Breathe Underwater	49	11
http://www.tweekly.fm/user/ACuteDisorder	50	11
http://www.last.fm/music/Placebo/_/Where Is My Mind	51	11
http://www.last.fm/music/Placebo/_/Devil In The Details	52	11
http://www.tweekly.fm/user/medslover	53	11
http://www.tweekly.fm/user/jimbeam1808	54	11
http://www.tweekly.fm/twitter/_Lucyd	55	11
http://www.last.fm/music/Placebo/_/Protect Me From What I Want	56	11
http://www.tweekly.fm/twitter/Anastas_M	57	10
http://www.tweekly.fm/user/mls_	58	10
http://www.last.fm/music/Placebo/_/Daddy Cool	59	10
http://www.last.fm/music/Placebo/_/Kitty Litter	60	10

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

News Coverage

News Popularity

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

1090th Overall Rank

105 Articles

0.003% Share

Artist	Rank	Articles	Share
Gorillaz	32nd	1,404	0.035%
Radiohead	36th	1,333	0.033%
The Smashing Pumpkins	185th	583	0.015%
RUIN	243rd	500	0.012%
Goldfrapp	617th	227	0.006%
Sky Ferreira	894th	143	0.004%
Bat For Lashes	1051st	110	0.003%
Placebo	1090th	105	0.003%

Figure 13: News Coverage Comparison

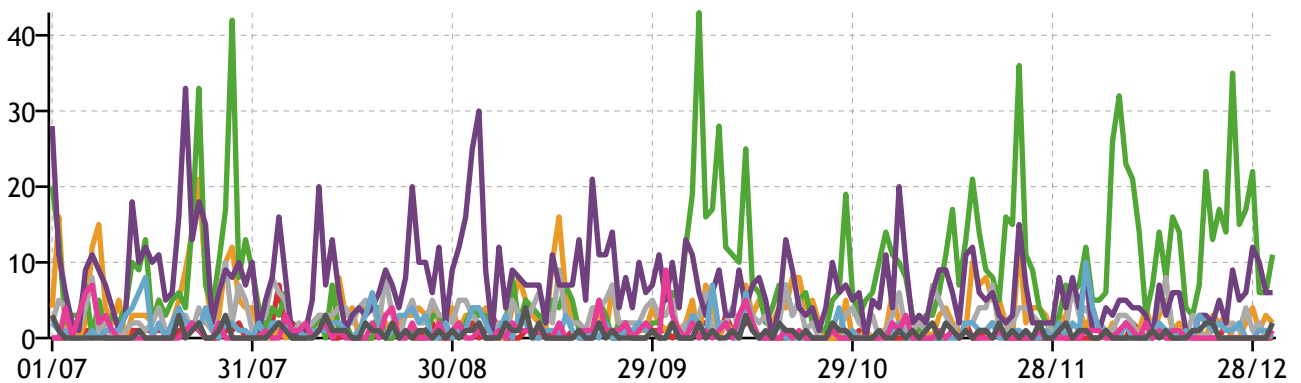


Figure 14: News Coverage over Time



News Comparison

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

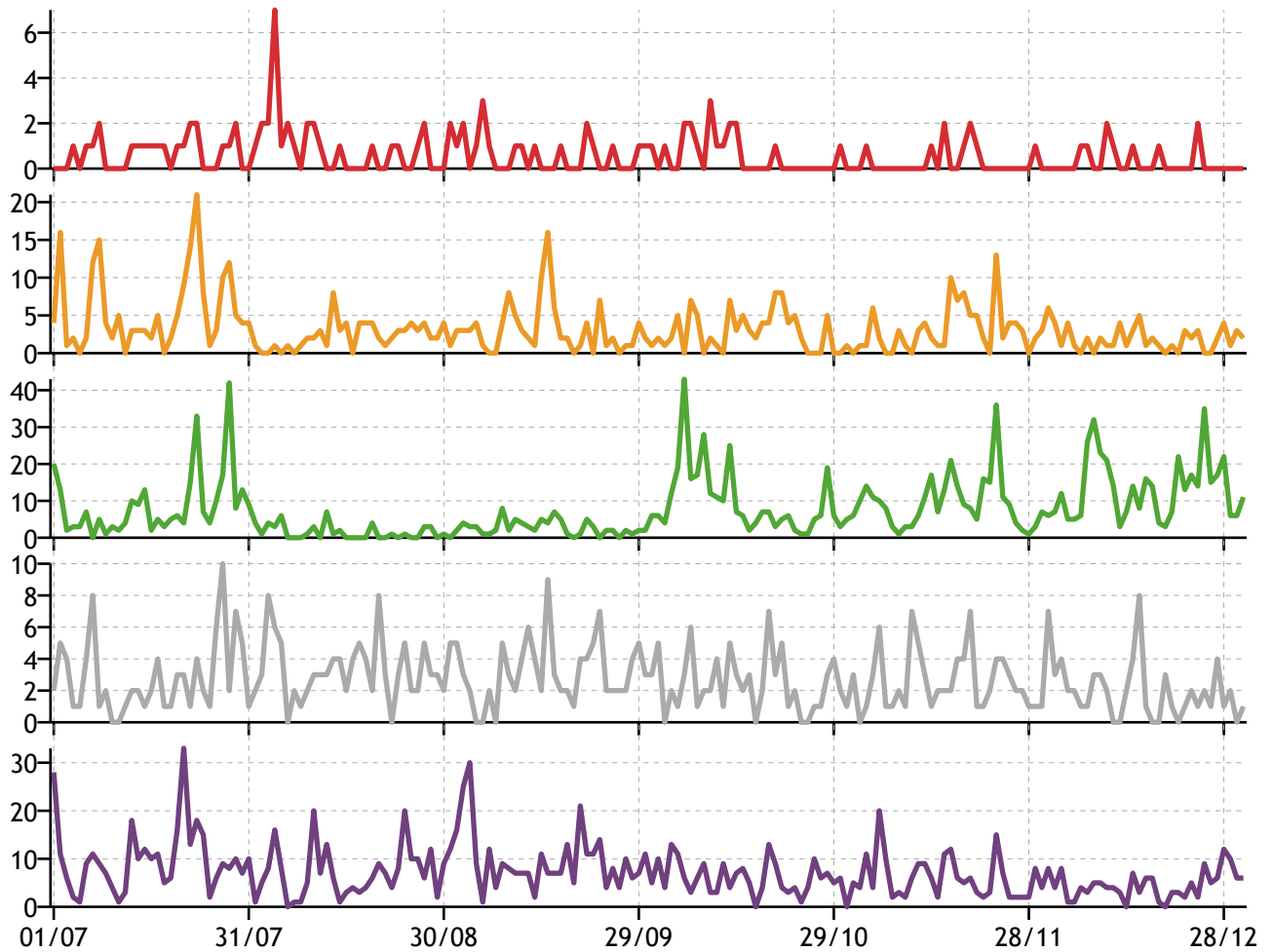


Figure 15: Comparisons for Placebo



Mainstream Chart vs Sentiment

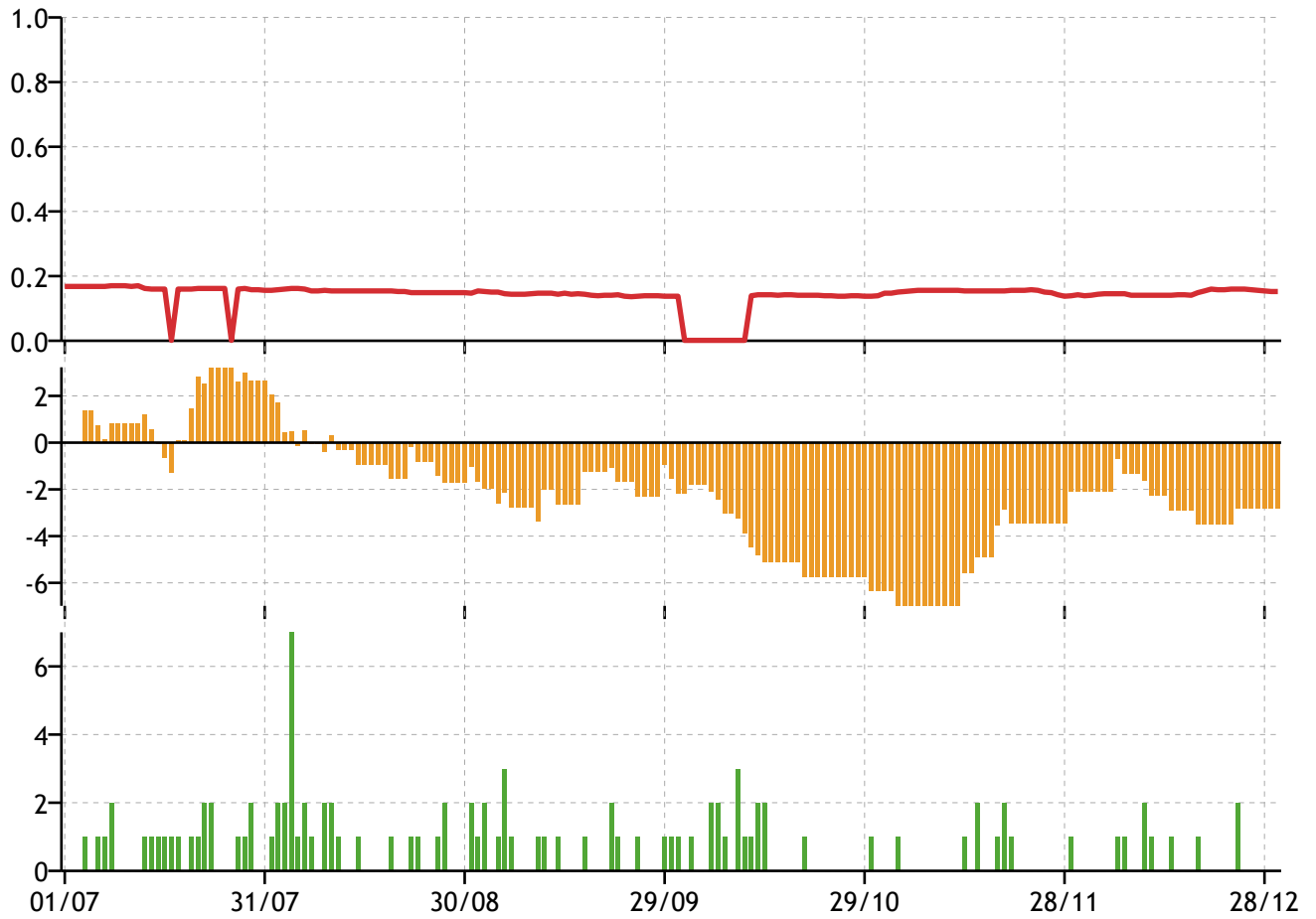


Figure 16: Placebo Chart Popularity vs News Sentiment + Volume

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 Placebo that day.



Top Publishers

- Clash Music
- Cuchara Sonica
- No Rock&Roll Fun
- NME - News
- 2dopeboyz
- Raised on Indie
- Other



Figure 17: Top Publishers related to Placebo

Top Publishers	Mentions
Clash Music	4
Cuchara Sonica	2
No Rock&Roll Fun	2
NME - News	2
2dopeboyz	2
Raised on Indie	2
Indie For Bunnies	2
The Ripple Effect	1
I Like Music - Rock	1
The Panic Manual	1
Welikeit.indie	1
Hidden Track	1
Dancefloor mayhem	1
Sweeping The Nation	1
THE VINYL VILLAIN	1

Figure 18: Most frequently mentioned Top Publishers

Top News Publishers

Publisher	Rank	Articles
Clash Music - http://www.clashmusic.com/	1	4
Cuchara Sonica - http://cucharasonica.com	2	2
No Rock&Roll Fun - http://xrrf.blogspot.com	3	2
NME - News - http://www.nme.com/	4	2
2dopeboyz - http://2dopeboyz.com	5	2
Raised on Indie - http://www.raisedonindie.com/	6	2
Indie For Bunnies - http://www.indieforbunnies.com	7	2
The Ripple Effect - http://ripplemusic.blogspot.com/	8	1
I Like Music - Rock - http://www.ilikemusic.com/rss_feeds/rock.xml	9	1
The Panic Manual - http://www.panicmanual.com	10	1
Welikeit.indie - http://blog.welikeitindie.com/	11	1
Hidden Track - http://www.glidemagazine.com/hiddentrack	12	1
Dancefloor mayhem - http://dancefloormayhem.blogspot.com/	13	1
Sweeping The Nation - http://sweepingthenation.blogspot.com/	14	1
THE VINYL VILLAIN - http://thevinylvillain.blogspot.com	15	1
I Heart AU - http://iheartau.com/	16	1
Coast Is Clear - der Indie-Pop-Blog - http://coast-is-clear.blogspot.com	17	1
The Devil Has The Best Tuna - http://besttuna.blogspot.com	18	1
whiteboydancefloor - http://whiteboydancefloor.blogspot.com	19	1
LetMeLikeit - http://letmelikeit.blogspot.com	20	1
Galaxy fm ® - http://galaxyfm.blogspot.com	21	1

Figure 19: Top 21 Publishers mentioning Placebo

Best 5 News Days

1

04 August 2010 : 7 articles

Popular Articles this Day

[Placebo's Brian Molko guests on new Cooper Temple Clause project – audio](#)

NME - News, 04 August 2010

Listen to Losers' album in full on NME.COM

[Placebo to play London's O2 Academy Brixton](#)

NME - News, 04 August 2010

Band to play September 27 gig

[Placebo Unveil One Off London Show](#)

Clash Music, 04 August 2010

Multi-national goth rockers Placebo have unveiled plans for a one off London show. Love or loathe them, Placebo just keep on going. The band long ago fell out of critical ...

[Placebo announce London headline show](#)

Kerrang!, 04 August 2010

Alt rockers to play Brixton Academy in September.

[Placebo launch mildly different album with London gig](#)

No Rock&Roll Fun, 03 August 2010

Having only done an ordinary version, a Limited Edition, and a Deluxe Edition, Placebo are convinced there's still a market for slightly rejigged versions of Battle For The Sun. So ...

[Rock Sound TV: Interviews -Sonisphere 2010: Band On Band Interviews, Saturday Part Two](#)

Rock Sound, 04 August 2010

More ludicrous interviews from Placebo, Young Legionnaire, Lacuna Coil and Rinoa. Check this out for Cristina Scabbia's tips for where to vomit at a festival...

[News: Sonisphere 2010: Placebo, Lacuna Coil And More Interview Each Other](#)

Rock Sound, 04 August 2010

More of our band on band interviews at this year's Knebworth event. Not for the faint-hearted, that's for sure...

[Placebo Announce One-Off London Show](#)

Alter The Press, 04 August 2010

Placebo have announced a one-off London show at Brixton Academy, which will take place on September 27th.

This weekend – Luna Festival in Hildesheim M'era

music - live and more, 03 August 2010

This coming weekend the M'era Luna Festival in Hildesheim Drispentstedt found to 11. Time instead. More than 20.000 Visitors will arrive as early as Friday, order on Saturday and Sunday ...

2

05 September 2010 : 3 articles

Popular Articles this Day

New various artists EP from InfraDigrecords

Dancefloor mayhem, 05 September 2010

InfraDigrecords has recently released the Moodswings Volume 1 EP. The EP is an excellent compilation of techno, tech house and deep house. Moodswings Volume 1 Tracklisting: 01. Joseph Terruel- Corps ...

FREENESS: P.SO the Earth Tone King and 8thW1- Suicide by Jellyfish

The Word Is Bond, 05 September 2010

1. Flying Jellyfish (the Placebo) [A Decade of Flying Lotus] 2. 1,000 Deaths of Wackness ft. Likwuid and Fresh Daily [Phantogram] 3. Vintage Clothes ft. Daniel Joseph [Paul McCartney/prod by ...

upcoming events

suckingwounds, 05 September 2010

■λα ξεκιν■νε και τελει■νουν τον Σεπτ■μβριο, ουσιαστικ■ η μ■νη περ■οδος που υπ■ρχει λ■γος να πεις " καλ■ χρονι■ " ε■ναι αυτ■ν το μ■να. Η συναυλιακ■ χρονι■ τελει■νει, με τον μ■να ...

September for Your Ears Parte 1

good times bad times, 04 September 2010

Mi sembra evidente. Anche in settembre la nostra "tatuata bella" Italia si potrà vantare di numerosi concerti fighi. In due post, per la prima quindicina e poi, forse, per la ...

3

10 October 2010 : 3 articles

Popular Articles this Day

Love Amongst Ruin: Placebo Man Announces New Single, Video & UK Tour

Alt Sounds, 10 October 2010

Love Amongst Ruin - former drummer, co-songwriter and rock'n'roll lifeblood of Placebo; Steve Hewitt's new band – release their brand new single 'Home' on 25th October and will be hitting ...

Original Television Soundtrack: The Vampire Diaries Out Today

Audio Perv , 10 October 2010

Capitol Records is excited to announce the release of Original Television Soundtrack: The Vampire Diaries (iTunes), out today. Including exclusive tracks from Smashing Pumpkins , Gorillaz , and ...

Original Television Soundtrack: The Vampire Diaries Out Today (WIN IT HERE!)

Audio Perv , 10 October 2010

Capitol Records is excited to announce the release of Original Television Soundtrack: The Vampire Diaries (iTunes), out today. Including exclusive tracks from Smashing Pumpkins , Gorillaz , and ...

4

08 July 2010 : 2 articles

Popular Articles this Day

Eurockeennes 2010

Clash Music, 08 July 2010

France has always been seen as a place where careers go to pass. The likes of Placebo could release an album in the UK to fall upon deaf ears and ...

Eurockeennes 2010

Clash Music, 08 July 2010

France has always been seen as a place where careers go to pass. The likes of Placebo could release an album in the UK to fall upon deaf ears and ...

Art of Chaos - Dreams

The Ripple Effect, 07 July 2010

With early success it is sometimes hard to maintain momentum. Nothing stays the same, but different can be better. It is like the Heisenberg uncertainty principle in quantum mechanics. Position ...

5

22 July 2010 : 2 articles

Popular Articles this Day

Cómo sobrevivir a un festival de verano

El Radar, 22 July 2010

Benidorm cambia a María Jesús y su acordeón por Placebo, Editors o Los Planetas. Guía para sobrevivir en el Low Cost. Leer

Drug music

No Rock&Roll Fun, 22 July 2010

It had to happen. After sixty years of rock and roll being the gateway drug to get kids into drugs, now it's stopped being an introducer and turned into drugs ...

Exit Festival – Novi Sad, Serbia – 8-11/7/10 [Part 1] [Review]

Rockfeedback, 21 July 2010

Well, where to start...On returning from Exit festival I was filled with an overwhelming sense of relief at my survival and sadness that the adventure had to end. Travelling all ...

News Highlights

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

August

"Placebo to talk all things festival and er... meat"

Mon 02/08 - News: Sonisphere 2010: Placebo - Rock Sound

"Placebo have announced a one-off London show at Brixton Academy, which will take place on September 27th"

Wed 04/08 - Placebo Announce One-Off London Show - Alter The Press

"Placebo have unveiled plans for a one off London show. Love or loathe them, Placebo just keep on going. The band long ago fell out of ..."

Wed 04/08 - Placebo Unveil One Off London Show - Clash Music

October

"Placebo have been forced to apologize to fans after scrapping the final three dates on their European tour due to illness"

Wed 06/10 - Placebo Cancel European Dates - Frantik Mag

"Placebo have been forced to pull the final dates of the European leg of their world tour due to singer Brian Molko falling ill. The band ..."

Wed 06/10 - Placebo Cancel Remaining European Dates Due to Illness - Spinner.com

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