

# Salem

Music Media Analysis  
July to December 2010

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# Overview

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**24th** on Emerging Charts

**1303rd** on Twitter

**285th** in the Music Press

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This report reviews the popularity of Salem on the music charts and in the music news for the period July to December 2010. It benchmarks Salem 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

## Emerging Chart

This section presents the emerging chart performance for Salem compared to similar artists. Salem was ranked 24th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for Salem was 7th.

24th Overall Rank

7th Best Position

Artist	Rank	Best Position
Best Coast	1st	2
Deerhunter	4th	4
Crystal Castles	9th	5
Salem	24th	7
How To Dress Well	45th	9
Glasser	98th	12
These New Puritans	496th	53
oOoOO	711th	80

Figure 1: Artist Emerging Ranks

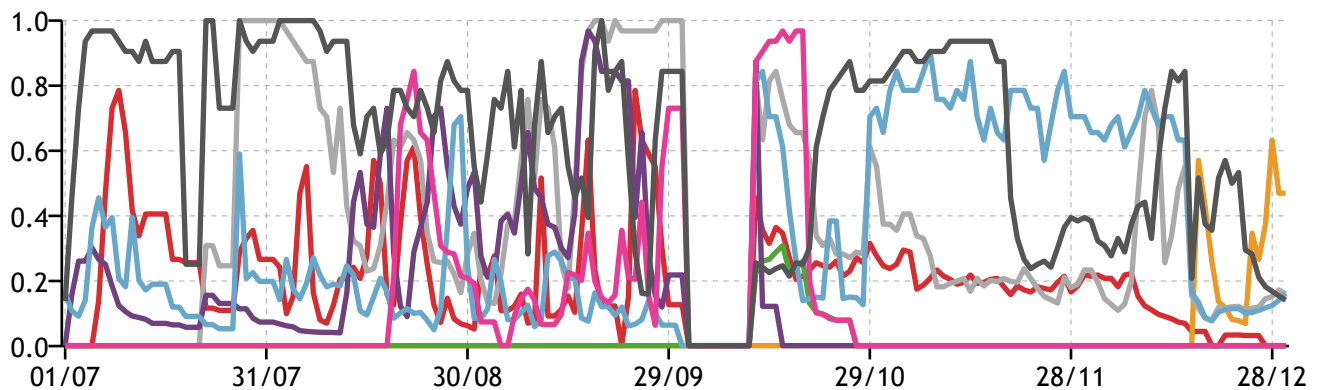


Figure 2: Artist Mainstream Emerging Popularity over Time



# Emerging Comparison

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

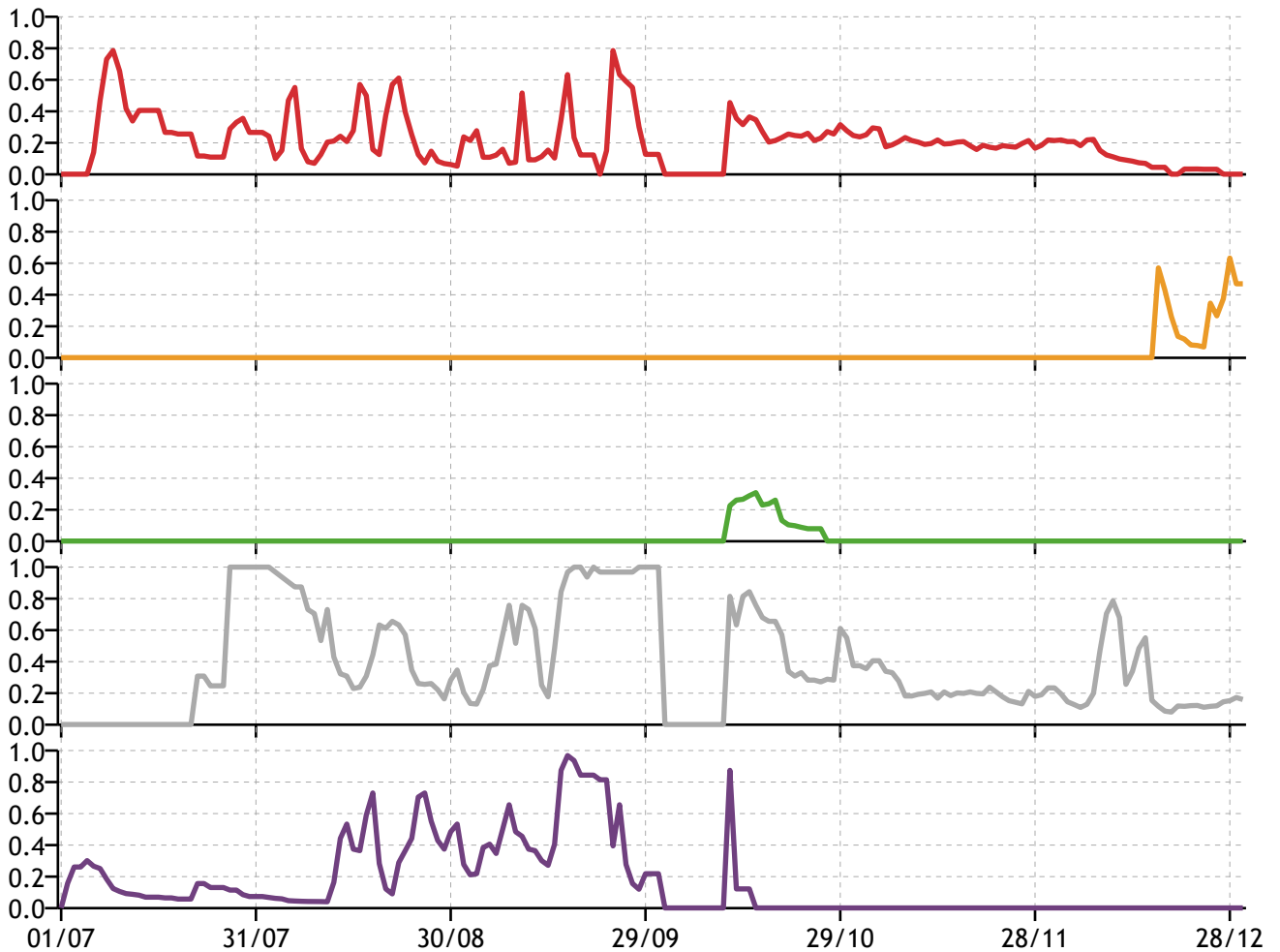


Figure 3: Comparisons for Salem



# Emerging Singles

This section presents the best charting singles for Salem on the Emerging We Are Hunted charts

## King Night

Best Single

1st

Best Position

Single Best Position

King Night	1
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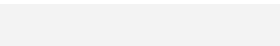
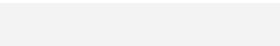


Figure 4: Best Single Positions

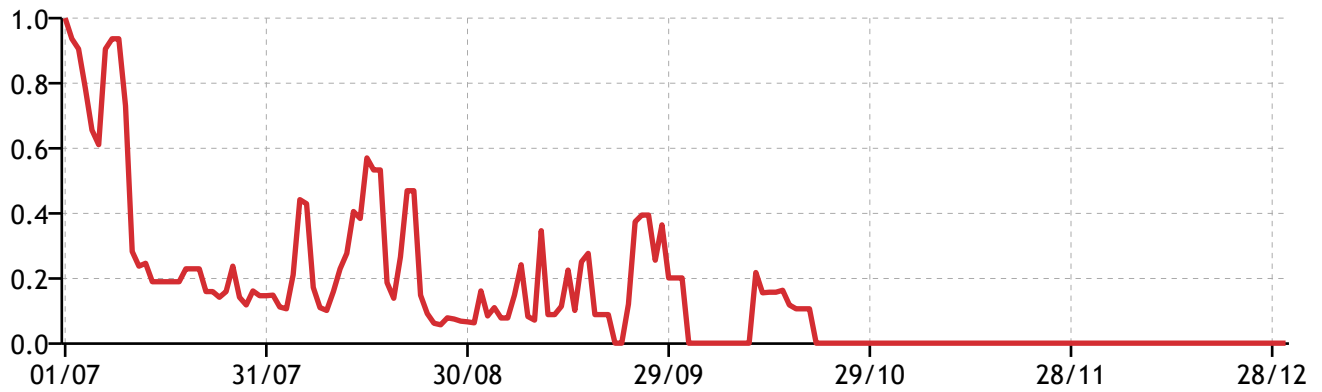


Figure 5: Singles Chart Comparison over Time

King Night

# Emerging Singles Comparison

This section compares the emerging chart performance of the most popular singles released by Salem. 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.

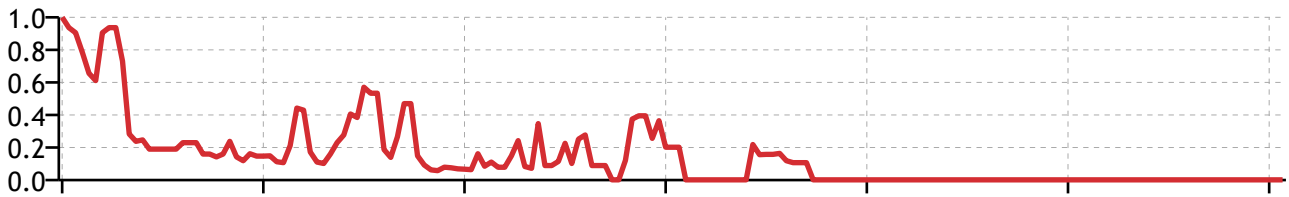


Figure 6: Chart ranking for Salem

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 King Night

# Twitter Coverage

## Twitter Popularity

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

1303rd Overall Rank

1,417 Tweets

0.000% Share

Artist	Rank	Tweets	Share
Crystal Castles	140th	9,254	0.002%
Best Coast	320th	5,094	0.001%
Deerhunter	350th	4,806	0.001%
Salem	1303rd	1,417	0.000%
oOoOO	1820th	992	0.000%
How To Dress Well	2483rd	674	0.000%
Glasser	2613th	629	0.000%
These New Puritans	2832nd	566	0.000%

Figure 7: Twitter Coverage Comparison

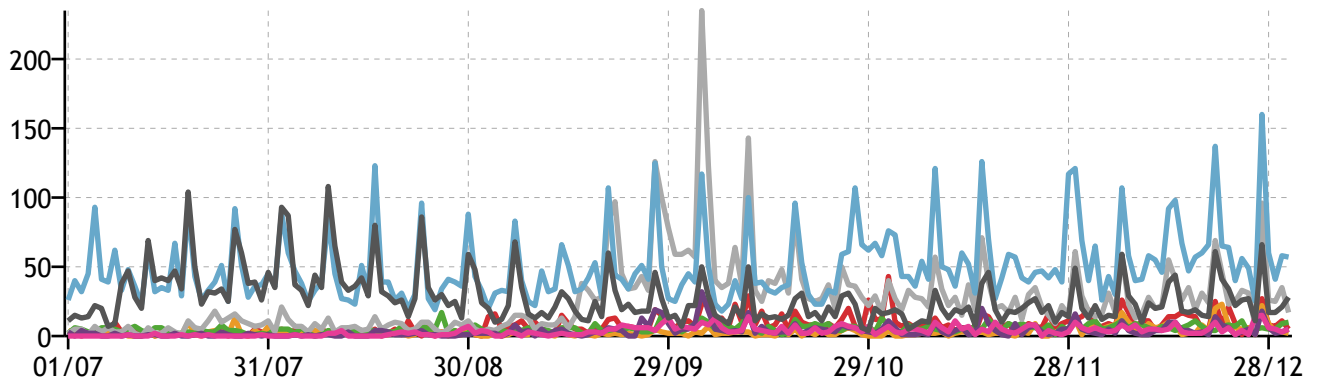


Figure 8: Twitter Coverage over Time

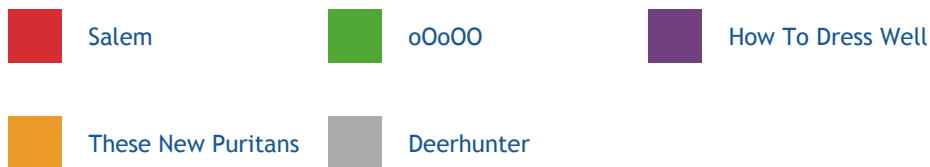


# Twitter Comparison

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



Figure 9: Comparisons for Salem



# Emerging Chart vs Twitter

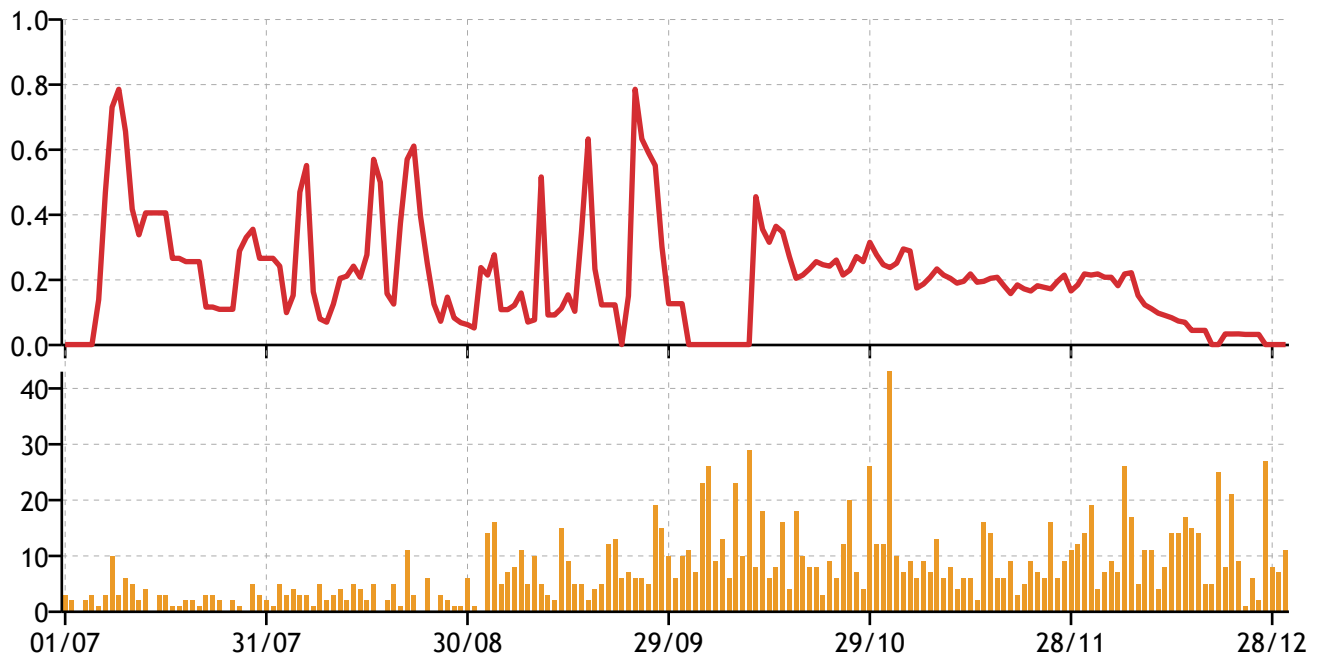


Figure 10: Salem Chart Popularity vs Twitter Coverage

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 Salem in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/jakemoney	Jake Schaefer	Minneapolis, MN	8	991	7,928
2	twitter.com/FreshPickedSEA	Leslie Seaton	Seattle	3	2,352	7,056
3	twitter.com/mike_beach	Mike Beach	Ann Arbor, MI	20	255	5,100
4	twitter.com/WhatsOnRadio1	Now Playing Radio 1	Leamington Spa	8	500	4,000
5	twitter.com/joemull	Joe Mulligan	North Jersey/New York	3	1,287	3,861
6	twitter.com/c86	Matt Lyon	London	3	1,270	3,810
7	twitter.com/benhelfen	Ben Helfen	Atlanta, GA	4	895	3,580
8	twitter.com/nowwave	NOW WAVE	MANCHESTER	2	1,746	3,492
9	twitter.com/octoberxswimmer	bruce	New York	4	828	3,312
10	twitter.com/margo_kissy	Margo	Philadelphia, PA	13	251	3,263
11	twitter.com/jazzaviva	jazzaviva	Vermont	3	965	2,895
12	twitter.com/Bill_H	Bill H	Tehran, Austin	2	1,292	2,584
13	twitter.com/jcwoww	jc. jno.	mexico city	10	242	2,420
14	twitter.com/whitenoizz	Dmitriy Okhotnikov	Moscow, Russia	3	803	2,409
15	twitter.com/Stephocalypse	□□□□ □´□□□□	a fucking trash can	4	563	2,252
16	twitter.com/avivaxox	Aviva Gabriel	Vermont. Cold. Always.	3	730	2,190
17	twitter.com/AlejoGui	Alejo Gui	DF	7	305	2,135
18	twitter.com/avivamagnolia	Aviva	Green Mountains, River Valley,	3	704	2,112
19	twitter.com/bumbameubowie	Vattor	Elevattor	11	189	2,079
20	twitter.com/CityboyFloyd	Dr.Steven Paul,P	Crazy On The Coast	17	111	1,887
21	twitter.com/ScottFromSalem	Scott Cornthwaite	Salem, Oregon	2	869	1,738
22	twitter.com/alekr2o	Alejandra Cardoso	México, D.F.	6	287	1,722
23	twitter.com/petermeeuwsen	Peter Meeuwsen	Münster, Germany	3	573	1,719
24	twitter.com/michaelclewin	Michael Lewin	London	4	425	1,700
25	twitter.com/oksentaminen	oksentaminen		20	85	1,700
26	twitter.com/MrLukowski	Andrzej Lukowski	London.	2	826	1,652
27	twitter.com/OneRecent	OneRecent	London	3	538	1,614

Figure 11: Top 50 Users tweeting about Salem

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/avanttard	Pedro S	at the Party, y'all	5	318	1,590
29	twitter.com/tashalovecity	Tasha Lovacity	London	2	792	1,584
30	twitter.com/marco_KAAS	Marco Mhhhring	ÜT: 52.111708,5.1296	2	765	1,530
31	twitter.com/aabols	aabols	Latvia	4	370	1,480
32	twitter.com/balanceproblems	arthur matos	sao luis- MA BRAZIL	4	366	1,464
33	twitter.com/yfcandme	Miguel Barbosa	Canada	2	694	1,388
34	twitter.com/avivalaviva	avivalaviva		3	416	1,248
35	twitter.com/Aurist	aurist	London, England	2	566	1,132
36	twitter.com/ElCobra	Michael Bach	Bonn, Germany	2	519	1,038
37	twitter.com/My_Fangtasia	Fangtasia	Shreveport, LA	2	490	980
38	twitter.com/Geer	Geer	Utrecht	10	97	970
39	twitter.com/now_lennerz	Leni Carrillo-Torres	San Antonio, Texas	3	317	951
40	twitter.com/williamewright	William Edwin Wright	London	3	313	939
41	twitter.com/popnwave	VJ Mike Roehr	iPhone: 27.975260,-82.451187	2	465	930
42	twitter.com/chaddfof	Chadd Foy	Chicago	2	457	914
43	twitter.com/Blue_Moon_Bar	Andres_Lenoso	Stone Mountain, GA	3	298	894
44	twitter.com/matthewjrh	Matthew Horton	London	2	446	892
45	twitter.com/bmichael	B Michael Payne	Astoria	2	445	890
46	twitter.com/psycko	Christian Kolos	Augsburg, Germany	2	436	872
47	twitter.com/ultratumba	Lumy	Puerto Rico	3	282	846
48	twitter.com/evemassacre	eve massacre	heaven	3	269	807
49	twitter.com/DebrendaBanhart	a girl	the internet.	2	384	768
50	twitter.com/adrianoite	Adriano Leite	Belém, Pará	3	253	759

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

## Shared Twitter Links

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

URL	Rank	Tweets
<a href="http://www.last.fm/music/Salem/_/king%20night">http://www.last.fm/music/Salem/_/king night</a>	1	19
<a href="http://www.tweekly.fm/user/mike_beach">http://www.tweekly.fm/user/mike_beach</a>	2	16
<a href="http://www.last.fm/music/Salem/_/Frost">http://www.last.fm/music/Salem/_/Frost</a>	3	12
<a href="http://www.last.fm/music/Salem/_/Redlights">http://www.last.fm/music/Salem/_/Redlights</a>	4	10
<a href="http://www.tweekly.fm/twitter/margo_kissy">http://www.tweekly.fm/twitter/margo_kissy</a>	5	8
<a href="http://www.last.fm/music/Salem">http://www.last.fm/music/Salem</a>	6	8
<a href="http://www.tweekly.fm/user/Geer">http://www.tweekly.fm/user/Geer</a>	7	8
<a href="http://www.last.fm/music/Salem/_/HOUND">http://www.last.fm/music/Salem/_/HOUND</a>	8	7
<a href="http://www.tweekly.fm/user/tbsjordan">http://www.tweekly.fm/user/tbsjordan</a>	9	7
<a href="http://www.last.fm/music/Salem/_/SICK">http://www.last.fm/music/Salem/_/SICK</a>	10	7
<a href="http://www.tweekly.fm/twitter/tbsjordan">http://www.tweekly.fm/twitter/tbsjordan</a>	11	6
<a href="http://www.tweekly.fm/twitter/bumbameubowie">http://www.tweekly.fm/twitter/bumbameubowie</a>	12	6
<a href="http://www.last.fm/music/Salem/_/asia">http://www.last.fm/music/Salem/_/asia</a>	13	6
<a href="http://www.tweekly.fm/twitter/mike_beach">http://www.tweekly.fm/twitter/mike_beach</a>	14	5
<a href="http://www.tweekly.fm/user/veggieraptor">http://www.tweekly.fm/user/veggieraptor</a>	15	5
<a href="http://blip.fm/profile/avivajazz/blip/57053100/20+desamb+SALEM+TRADITION">http://blip.fm/profile/avivajazz/blip/57053100/20+desamb+SALEM+TRADITION</a>	16	5
<a href="http://blip.fm/profile/avivajazz/blip/57055230/REUNION+Christine+Salem-Maloya+4">/profile/avivajazz/blip/57055230/REUNION+Christine+Salem-Maloya+4</a>	17	5
<a href="http://blip.fm/profile/avivajazz/blip/57052953/Salem+Tradition">http://blip.fm/profile/avivajazz/blip/57052953/Salem+Tradition</a>	18	5
<a href="http://www.last.fm/music/Salem/_/TRAPDOOR">http://www.last.fm/music/Salem/_/TRAPDOOR</a>	19	5
<a href="http://www.last.fm/music/Salem/_/Frost">http://www.last.fm/music/Salem/_/Frost</a>	20	4
<a href="http://s4lem.com/index.html">http://s4lem.com/index.html</a>	21	4
<a href="http://www.tweekly.fm/user/kitschfactor">http://www.tweekly.fm/user/kitschfactor</a>	22	4
<a href="http://www.tweekly.fm/twitter/jakemoney">http://www.tweekly.fm/twitter/jakemoney</a>	23	4
<a href="http://www.last.fm/event/1740708+Salem">http://www.last.fm/event/1740708+Salem</a>	24	4
<a href="http://www.last.fm/music/Salem/_/Killer">http://www.last.fm/music/Salem/_/Killer</a>	25	3
<a href="http://www.tweekly.fm/twitter/dlistblogger">http://www.tweekly.fm/twitter/dlistblogger</a>	26	3
<a href="http://www.last.fm/music/Salem/_/Asia">http://www.last.fm/music/Salem/_/Asia</a>	27	3

Figure 12: Top Shared Links on Twitter mentioning Salem



# News Coverage

## News Popularity

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

285th Overall Rank

438 Articles

0.011% Share

Artist	Rank	Articles	Share
Best Coast	39th	1,310	0.033%
Deerhunter	71st	1,015	0.025%
Crystal Castles	162nd	665	0.017%
Salem	285th	438	0.011%
Glasser	369th	371	0.009%
How To Dress Well	473rd	295	0.007%
These New Puritans	656th	206	0.005%
oOoO	1015th	117	0.003%

Figure 13: News Coverage Comparison

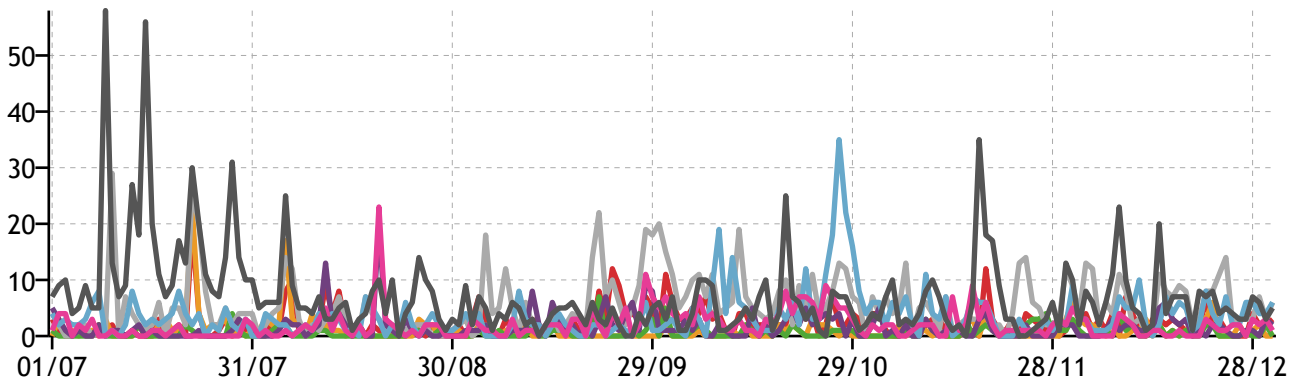


Figure 14: News Coverage over Time

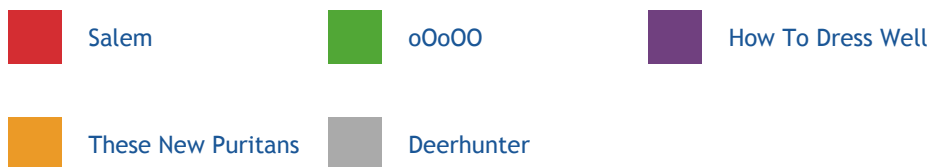


# News Comparison

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



Figure 15: Comparisons for Salem



# Emerging Chart vs Sentiment

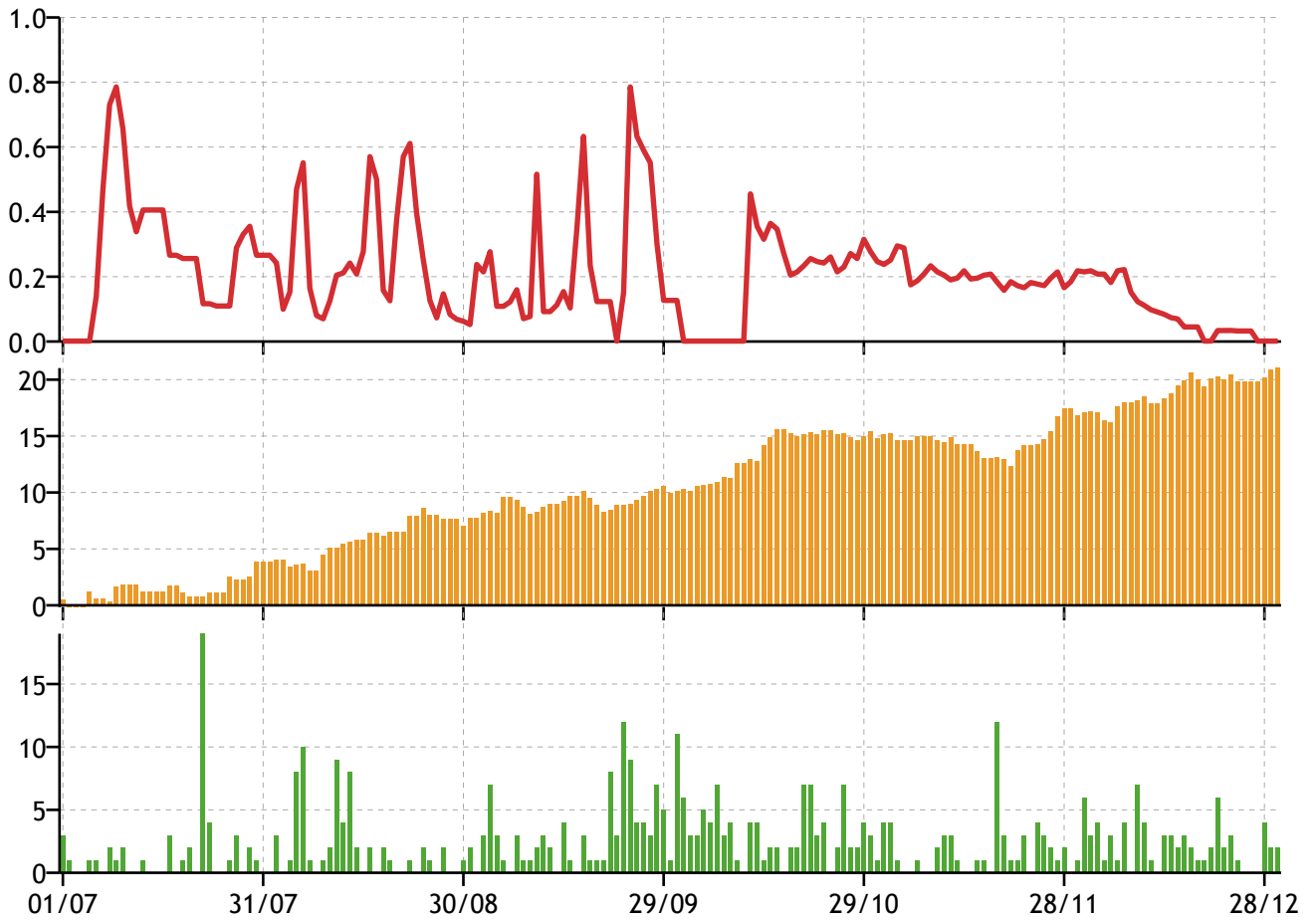
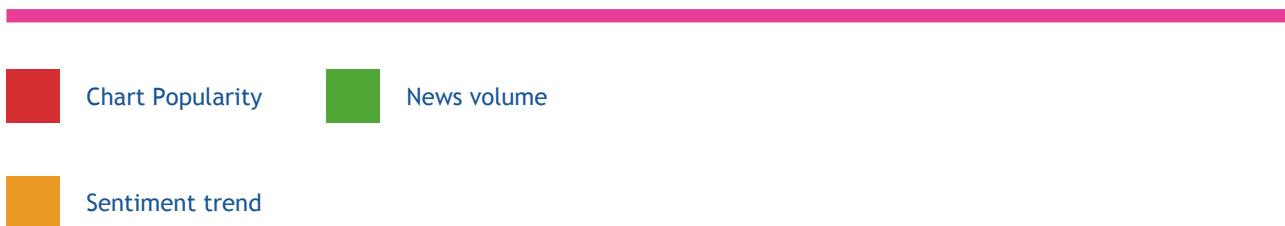


Figure 16: Salem Chart Popularity vs News Sentiment + Volume

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 Salem that day.



# Top Publishers

- HIPSTER RUNOFF
- Prefix Magazine
- Pitchfork
- Clash Music
- stereogum
- Pretty Much Amazing
- Other



Figure 17: Top Publishers related to Salem

Top Publishers	Mentions
HIPSTER RUNOFF	22
Prefix Magazine	20
Pitchfork	14
Clash Music	8
stereogum	8
Pretty Much Amazing	7
betterPropaganda Reviews	7
XLR8R: Downloads	7
NME - Blog	6
Discobelle.net	6
The Line Of Best Fit	6
Spin	5
Guardian music	5
Electric Zoo	4
The Devil Has The Best Tuna	3

Figure 18: Most frequently mentioned Top Publishers

# Top News Publishers

Publisher	Rank	Articles
HIPSTER RUNOFF - <a href="http://www.hipsterrunoff.com/">http://www.hipsterrunoff.com/</a>	1	22
Prefix Magazine - <a href="http://prefixmag.com">http://prefixmag.com</a>	2	20
Pitchfork - <a href="http://pitchfork.com/">http://pitchfork.com/</a>	3	14
Clash Music - <a href="http://www.clashmusic.com/">http://www.clashmusic.com/</a>	4	8
stereogum - <a href="http://www.stereogum.com/">http://www.stereogum.com/</a>	5	8
Pretty Much Amazing - <a href="http://prettymuchamazing.com/">http://prettymuchamazing.com/</a>	6	7
betterPropaganda Reviews - <a href="http://betterpropaganda.com/">http://betterpropaganda.com/</a>	7	7
XLR8R: Downloads - <a href="http://www.xlr8r.com/mp3">http://www.xlr8r.com/mp3</a>	8	7
NME - Blog - <a href="http://www.nme.com/">http://www.nme.com/</a>	9	6
Discobelle.net - <a href="http://www.discobelle.net">http://www.discobelle.net</a>	10	6
The Line Of Best Fit - <a href="http://thelineofbestfit.com">http://thelineofbestfit.com</a>	11	6
Spin - <a href="http://www.spin.com/">http://www.spin.com/</a>	12	5
Guardian music - <a href="http://www.guardian.co.uk/music">http://www.guardian.co.uk/music</a>	13	5
Electric Zoo - <a href="http://electriczoo.blogspot.com/index.html">http://electriczoo.blogspot.com/index.html</a>	14	4
The Devil Has The Best Tuna - <a href="http://besttuna.blogspot.com">http://besttuna.blogspot.com</a>	15	3
New York Times Music - <a href="http://www.nytimes.com/pages/arts/music/index.html">http://www.nytimes.com/pages/arts/music/index.html</a>	16	3
NME - News - <a href="http://www.nme.com/">http://www.nme.com/</a>	17	3
AWmusic - <a href="http://awmusic.ca/">http://awmusic.ca/</a>	18	3
It's a trap! Scandinavian music - <a href="http://itsatrap.com/index.php">http://itsatrap.com/index.php</a>	19	3
captain's dead - <a href="http://captainsdead.com">http://captainsdead.com</a>	20	2
The Music Slut - <a href="http://themusicslut.com">http://themusicslut.com</a>	21	2
NME - Features - <a href="http://www.nme.com/">http://www.nme.com/</a>	22	2
Anti-Gravity Bunny - <a href="http://antigravitybunny.blogspot.com/">http://antigravitybunny.blogspot.com/</a>	23	2
The A.V. Club - <a href="http://www.avclub.com/">http://www.avclub.com/</a>	24	2
redthreat - <a href="http://redthreat.wordpress.com">http://redthreat.wordpress.com</a>	25	2
the culture of me - <a href="http://www.thecultureofme.com">http://www.thecultureofme.com</a>	26	2
Slutty Fringe - <a href="http://sluttyfringe.wordpress.com">http://sluttyfringe.wordpress.com</a>	27	2

Figure 19: Top 74 Publishers mentioning Salem

Publisher	Rank	Articles
Heart on a Stick - <a href="http://heartonastick.blog-city.com/">http://heartonastick.blog-city.com/</a>	28	2
Pop Headwound - <a href="http://popheadwound.blogspot.com/index.html">http://popheadwound.blogspot.com/index.html</a>	29	1
whiteboydancefloor - <a href="http://whiteboydancefloor.blogspot.com">http://whiteboydancefloor.blogspot.com</a>	30	1
Raised on Indie - <a href="http://www.raisedonindie.com/">http://www.raisedonindie.com/</a>	31	1
Idolator - <a href="http://www.idolator.com/">http://www.idolator.com/</a>	32	1
MTV Newsroom - <a href="http://newsroom.mtv.com/">http://newsroom.mtv.com/</a>	33	1
Gorilla Vs. Bear - <a href="http://gorillavsbear.blogspot.com">http://gorillavsbear.blogspot.com</a>	34	1
Loudersoft - <a href="http://www.loudersoft.com">http://www.loudersoft.com</a>	35	1
ArtRocker - <a href="http://www.artrocker.com/">http://www.artrocker.com/</a>	36	1
funkism - <a href="http://youfunkinloveit.blogspot.com">http://youfunkinloveit.blogspot.com</a>	37	1
The Vinyl District - <a href="http://vinyldistrict.blogspot.com/">http://vinyldistrict.blogspot.com/</a>	38	1
Just Press Play - <a href="http://wwwbeepbeepbeep.blogspot.com/">http://wwwbeepbeepbeep.blogspot.com/</a>	39	1
Guitar Player - <a href="http://www.guitarplayer.com/">http://www.guitarplayer.com/</a>	40	1
Hate Something Beautiful - <a href="http://www.hatesomethingbeautiful.com/">http://www.hatesomethingbeautiful.com/</a>	41	1
bigstereo - <a href="http://this.bigstereo.net">http://this.bigstereo.net</a>	42	1
Addicted to Vinyl - <a href="http://addictedtovinyl.com/blog">http://addictedtovinyl.com/blog</a>	43	1
Oklahoma Rock Newsblog - <a href="http://www.oklahomarock.com/blog/">http://www.oklahomarock.com/blog/</a>	44	1
Pasta Primavera - <a href="http://pastaprima.net">http://pastaprima.net</a>	45	1
The Ripple Effect - <a href="http://ripplemusic.blogspot.com/">http://ripplemusic.blogspot.com/</a>	46	1
Beatportal - <a href="http://www.beatportal.com">http://www.beatportal.com</a>	47	1
8106 - <a href="http://8106.tv/">http://8106.tv/</a>	48	1
MUZORAMA - <a href="http://muzorama.blogspot.com/">http://muzorama.blogspot.com/</a>	49	1
Village Voice - music - <a href="http://www.villagevoice.com/">http://www.villagevoice.com/</a>	50	1
MetalSucks - <a href="http://www.metalsucks.net">http://www.metalsucks.net</a>	51	1
Modern Mystery - <a href="http://modernmystery.wordpress.com">http://modernmystery.wordpress.com</a>	52	1
NME - Reviews - <a href="http://www.nme.com/">http://www.nme.com/</a>	53	1
Rolling Stone: Album Reviews - <a href="http://www.rollingstone.com/">http://www.rollingstone.com/</a>	54	1
I Like Music - Music News - <a href="http://www.ilikemusic.com/rss_feeds/music_news.xml">http://www.ilikemusic.com/rss_feeds/music_news.xml</a>	55	1
GRANDGOOD - <a href="http://grandgood.com">http://grandgood.com</a>	56	1
78s - <a href="http://www.78s.ch">http://www.78s.ch</a>	57	1
Hello Vegetables - <a href="http://hellovegetables.com">http://hellovegetables.com</a>	58	1
:: The Playlist :: - <a href="http://theplaylist.blogspot.com/">http://theplaylist.blogspot.com/</a>	59	1
Consequence of Sound - <a href="http://www.consequenceofsound.net/">http://www.consequenceofsound.net/</a>	60	1
Rollo & Grady - <a href="http://www.rollogrady.com">http://www.rollogrady.com</a>	61	1
Popdose - <a href="http://popdose.com">http://popdose.com</a>	62	1
The Blue Walrus - <a href="http://www.thebluwalrus.com">http://www.thebluwalrus.com</a>	63	1
polaroid > un blog alla radio > - <a href="http://polaroid.blogspot.com">http://polaroid.blogspot.com</a>	64	1
Welikeit.indie - <a href="http://blog.welikeitindie.com/">http://blog.welikeitindie.com/</a>	65	1

Figure 19 (continued): Top 74 Publishers mentioning Salem

Publisher	Rank	Articles
hungry hungry models - <a href="http://hungryhungrymodels.blogspot.com/">http://hungryhungrymodels.blogspot.com/</a>	66	1
KEXP Blog - <a href="http://blog.kexp.org/blog/">http://blog.kexp.org/blog/</a>	67	1
The Giant Panther - <a href="http://thegiantpanther.blogspot.com">http://thegiantpanther.blogspot.com</a>	68	1
robot dance music - <a href="http://robotdancemusic.com">http://robotdancemusic.com</a>	69	1
rose quartz - <a href="http://rosequartz.blogspot.com/">http://rosequartz.blogspot.com/</a>	70	1
Music & I - <a href="http://gwennharuz.blogspot.com/">http://gwennharuz.blogspot.com/</a>	71	1
Auf ein neues... - <a href="http://uliuli.twoday.net">http://uliuli.twoday.net</a>	72	1
Prenc Phries - <a href="http://phunkster.com/blog/">http://phunkster.com/blog/</a>	73	1
fluo kids - <a href="http://fluokids.blogspot.com">http://fluokids.blogspot.com</a>	74	1

Figure 19 (continued): Top 74 Publishers mentioning Salem

# Best 5 News Days

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## 22 July 2010 : 19 articles

### Popular Articles this Day

#### **mp3: SALEM x these new puritans**

Gorilla Vs. Bear, 22 July 2010

mp3: these new puritans :: hologram (SALEM version)

#### **Listen: Download Salem remix of These New Puritans**

Drowned In Sound, 22 July 2010

This is a hook-up that just had to happen. I mean, even disregarding the fact that they are two of the most talk about acts in recent times and, some ...

#### **"Hologram" (Salem Remix)**

Prefix Magazine, 22 July 2010

"Hologram," from These New Puritans sophomore album Hidden is already kind of a weird song-packed full of bassoons, pianos, and whatever instruments the quartet could seemingly get their hands ...

#### **These New Puritans: "Hologram" (Salem Remix)**

Prefix Magazine, 22 July 2010

"Hologram," from These New Puritans sophomore album Hidden is already kind of a weird song-packed full of bassoons, pianos, and whatever instruments the quartet could seemingly get their hands ...

#### **MP3: These New Puritans – "Hologram" (SALEM Remix)**

MBV Music, 22 July 2010

These New Puritans – "Hologram (SALEM Remix)"These New Puritans' third single from their LP Hidden gets witched-up in this new ... [ Click through to continue reading this post ]

#### **These New Puritans – Hologram (Salem Remix)**

Discobelle.net, 22 July 2010

Salem takes on the forthcoming single "Hologram" from These New Puritans (will be out 9th August 2010, it's the third track to be taken from the band's sophomore album "Hidden" ...

#### **Free Download: These New Puritans - Hologram (Salem Remix)**

Tonspion, 22 July 2010

Ein schöner Brocken These New Puritans schrammten vor wenigen Jahren mit ihrem Debüt haarscharf an einem dicken Hype vorbei. Nun zeigen sie mit dem zweiten Album, dass zwischen ihnen und ...

## **These New Puritans – “Hologram (SALEM Remix)”**

MusicBlips, 22 July 2010

SALEM turn “Hologram,” from These New Puritans’s recent Hidden album into something druggy and romantic. The remix appears on the upcoming “Hologram” single. Have a slow listen: [Read More...](#) — ...

## **News Round-up feat Green Man/Procedure Club/These New Puritans/Yacht!!!/Soft Metals**

The 405, 22 July 2010

Another day and another news round-up. If it stays like this we might have to extend the news area! Green Man - Bird On A Wire If an amazing line-up ...

## **Hologram**

Electric Zoo, 22 July 2010

Traverse City/Chicago's masters of mind melting electronica Salem have reworked the next single from British Art Rock outfit These New Puritans the only way they know how, a seriously dark ...

2

## **23 September 2010 : 12 articles**

### **Popular Articles this Day**

#### **The Salem 'Witch House' Trials**

Village Voice - music, 22 September 2010

The lo-fi subgenre often wincingly referred to as "drag" or "witch house" has become a focal point for those with a fondness for heavy drone and electro inhumanity; Salem, the ...

#### **Rob Zombie Announces 'The Lords of Salem'**

Noisecreep, 23 September 2010

Filed under: News , Movies With only a few days before Rob Zombie hits the road with the forefather of stage horror, Alice Cooper, Zombie has announced what will be ...

#### **Rob Zombie turns his back on 'The Blob' remake**

NME - News, 23 September 2010

Heavy metal musician and horror director Rob Zombie has announced he will not be remaking 1958 classic The Blob, and is now making an original horror entitled The Lords Of ...

#### **Salem: "Asia" (Video)**

Prefix Magazine, 23 September 2010

The career of “witch house” pioneers Salem has been remarkably varied to date. Feted by celebrities, with Michael Stipe even showing up at one of their concerts, the band has ...

## **Midnight Mass: The bewitching Midwest trio Salem ponders Juggalos, cultural authenticity, and not giving a fuck.**

XLR8R: Downloads, 23 September 2010

Salem—the trio of John Holland, Heather Marlatt, and Jack Donoghue—is a gothy/witch-house/dream-crunk/"fucking hipster"/drag-step/worst.band.ever./genius/crack-core/amaaaazing/hiding-behind-fuzz/wigger/fake-black-metal/a Stipe-endorsed/post-juke band from no place in particular. [read more](#)

## **ROB ZOMBIE's Next Directorial Project Revealed**

Blabbermouth, 23 September 2010

According to Mike Fleming of Deadline.com, Rob Zombie's next directorial project will be "The Lords Of Salem", a thriller set in contemporary Salem, where the inhabitants receive a demonic visit ...

## **Salem - Asia Salem record out next week. NSFW. Via...**

Jen Robinson, 23 September 2010

Salem - Asia Salem record out next week. NSFW. Via [IAMSOUND/Pitchfork.tv](#)

## **How to Dress Well - Love Remains**

The 405, 22 September 2010

Label: Lefse Release date: 20/09/10 Link: Official Site Buy: Amazon / Spotify Something is genuinely, beautifully disturbing about this album. By no means should it be, since How to Dress ...

## **ROB ZOMBIE: Next Directorial Project Revealed**

Heavy Metal Music News, 23 September 2010

According to Mike Fleming of Deadline.com, Rob Zombie's next directorial project will be "The Lords Of Salem", a thriller set in contemporary Salem, where the inhabitants receive a demonic visit ...

## **ROB ZOMBIE: Next Directorial Project Revealed**

Brain Gell, 23 September 2010

According to Mike Fleming of Deadline.com, Rob Zombie's next directorial project will be "The Lords Of Salem", a thriller set in contemporary Salem, where the inhabitants receive a demonic visit ...

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## **18 November 2010 : 12 articles**

### **Popular Articles this Day**

#### **FREE DOWNLOAD: Banging Jokers Of The Scene Remix Of Salem**

The Quietus, 18 November 2010

Immense reworking here...

## **Download: SALEM Get Remixed**

Clash Music, 18 November 2010

SALEM have released a free download remix ahead of their hotly anticipated UK tour. A highly controversial three piece, SALEM have split music fans. Arriving amidst enormous hype the band ...

## **Rough Trade Shops Top 100 Albums Of 2010**

Prefix Magazine, 18 November 2010

Caribou's Swim is the best album of 2010 according to a list compiled by Rough Trade Shops. The famous UK record stores that spawned the record label of the same ...

## **Salem Remix**

redthreat, 18 November 2010

This just in: Jokers of the Scene remixing "Asia" by Salem. Sounds good. Salem – Asia (Jokers Of The Scene Remix) Filed under: redthreat

## **Salem + Jokers of the Scene**

Welikeit.indie, 18 November 2010

New remix of Salem's "Asia" done by Jokers of the Scene – dark & gothy just got turned up a notch. King Night available now via IAMSOUND. "Asia (Jokers Of ...

## **Salem's 'Asia' done by Jokers Of The Scene**

Atari Cool Kids, 18 November 2010

~[CLICK HERE TO DOWNLOAD]

## **Rough Trade's Top 100 Albums Of 2010**

Rock NYC, 18 November 2010

■ALBUMS OF THE YEAR (by Rough Trade) 1. Caribou - Swim 2. Gil Scott-Heron - I'm New Here 3. These New Puritans - Hidden 4. Caitlin Rose - Own Side ...

## **Zoey Deschanel and Natalie Portman show off their titties in a new indie movie 2gthr**

HIPSTER RUNOFF, 18 November 2010

Zoey Deschanel is an indie film actress and musician singer lady from the hit band "Him and She." Natalie Portman is the 'poster-child' of the 2k0s indie film movement, but ...

## **Some band remixes rape gaze legends SALEM**

HIPSTER RUNOFF, 18 November 2010

Link: <http://stereogum.com/577431/jokers-of-the-scene-remix-salem-stereogum-premiere/mp3s> I am not sure whether or not Salem is 'good' or if ppl even like them, but when I blog abt them, I feel like I am exploring ...

## Salem, "Asia (Jokers of the Scene Remix)" MP3

The FADER, 18 November 2010

We were initially going to write a whole thing about how this would be a perfect entry point for people that haven't been feeling Salem, but then we realized that ...

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## 01 October 2010 : 11 articles

### Popular Articles this Day

#### Music Weekly: These New Puritans

Guardian music, 01 October 2010

With Hidden, These New Puritans have made what will surely be regarded as one of 2010's best albums. Combining visceral art-rock with ambitious orchestration, it's a brave and challenging record ...

#### Gucci Mane Is His Own Worst Enemy

Spin, 01 October 2010

Just a few months ago, the only major hip-hop artist with a murder rap seemed on the cusp of crossover success. But for a man who says he just wants ...

#### Monthly Batch of Tracks: Sept '10

betterPropaganda Reviews, 01 October 2010

Find everything that went up in the month of September. You can download the following mp3s individually OR listen to the whole batch in one playlist. Click on the artists ...

#### oOoOO: "Burnout Eyess"

Prefix Magazine, 01 October 2010

When we last ran into producer Christopher Dexter Greenspan, a.k.a. oOoOO, just over a week ago, he absolutely terrified us with his remix of Salem's "Asia." "Burnout Eyess" takes the ...

#### Spookstock 9: The Schwag/Dead Ahead, Melvin Seals & JGB and Yo Mama's Big Fat Booty Band

Jam Bands, 01 October 2010

Salem, MO's Camp Zoe will host Spookstock 9 on October 29 and 30. The Halloween event will feature entertainment in a huge heated circus tent, on site camping, vendors and ...

#### September, In Reviews

Music Fan's Mic (MFM), 01 October 2010

9.1 - Of Montreal - False Priest 9.1 - Oceansize - Self Preserved While The Bodies Float Up 9.0 - Deerhunter - Halcyon Digest 8.9 - Adebishi Shank - This ...

## **Future Nest Vol. 13 - New music, captured in a mix**

Crazy Birds, 01 October 2010

This week's edition of Future Nest is one fine playlist for true remix lovers. Contributions by Florence and the Machine, Salem, Kanye West, James Blake (on the cover) and Diplo. ...

## **The Lords of Salem by Rob Zombie**

Heavy Metal Music News, 01 October 2010

Not long ago, Rob Zombie said that he'd soon be announcing his next directorial project. And now the info is out. It isn't the remake of The Blob, nor Tyrannosaurus ...

## **The Lords of Salem by Rob Zombie**

Brain Gell, 01 October 2010

Not long ago, Rob Zombie said that he'd soon be announcing his next directorial project. And now the info is out. It isn't the remake of The Blob, nor Tyrannosaurus ...

## **oOoOO- "Burnout Eyess" / "Hearts" ‡ MP3s**

TheNeedleDrop, 01 October 2010

So as many of y'all may already know, I'm not a huge fan of Salem. Plus, part of me feels like this whole "witch house" thing is gonna go down ...

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## **06 August 2010 : 10 articles**

### **Popular Articles this Day**

#### **Hear the best new bands of 2010**

Guardian music, 05 August 2010

In collaboration with SoundCloud, we present the best tracks from artists featured in New Band of the Day. But what does it say about the nature of music in 2010? ...

#### **Salem – I Buried My Heart Inna Wounded Knee Mix**

Discobelle.net, 06 August 2010

Salem gives us a slowed and warped mix that: a) makes us scared to go to bed and b) makes us wonder what it would be along to listen to ...

#### **Salem: I BURIED MY HEART INNA WOUNDED KNEE**

Prefix Magazine, 06 August 2010

Have you had your mind broken lately? No? Well, drag outfit Salem let loose with a mixtape just in time, then. Inexplicably titled I BURIED MY HEART INNA WOUNDED KNEE ...

#### **Download Salem's New Mixtape**

XLR8R: Downloads, 06 August 2010

No strangers to the world of fucked-up, screwed-down internet mixtapes, Salem has just released their I BURIED MY HEART INNA WOUNDED KNEE set of weird-sounding shit, which you can download ...

## **Watch: These New Puritans Video & Free Download**

The Quietus, 05 August 2010

See 'Hologram' and get Salem remix here

## **Watch: These New Puritans - 'Hologram'**

Drowned In Sound, 05 August 2010

Earlier last month we gave you the Salem remix of the These New Puritans album track 'Hologram', taken from the wonderful - and Neptune prize nominated - Hidden. It really ...

## **The pen is mightier than the pigs..**

Just Press Play, 06 August 2010

A triumvirate of mighty tunes for you to enjoy over the weekend: From 1969 the beautifully warped psychedelic soul of John Fitch & The Associates: John Fitch & The Associates- ...

## **Salem // I Buried My Heart Inna Wounded Knee // Free Mixtape**

The 405, 06 August 2010

Salem have offered up a tasty mixtape for you all to download. We don't have a tracklisting for you so just download it (click artwork) and enjoy. <http://s4lem.com>

## **These New Puritans – “Hologram” Video**

MusicBlips, 05 August 2010

“Hologram” is the third single from These New Puritans’ second album Hidden . I like the purple drank feel of the goth-romantic Salem remix . You get the album version ...

## **THESE NEW PURITANS DEBUT NEW VIDEO**

The Music Slut, 05 August 2010

Watch ‘Hologram’ below. Enjoy their fabulous clip for ‘Attack Music’ here. MP3: These New Puritans – Hologram (Salem Mix)

## News Highlights

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

### July

"Salem have given it the ... — full article at pitchfork"

Thu 22/07 - Listen: Salem Remix These New Puritans' "Hologram" - MusicBlips

"Salem have reworked the next single from British Art Rock outfit These New Puritans the only way they know how, a seriously dark and moody mix ..."

Thu 22/07 - Hologram - Electric Zoo

"Salem to make the song even weirder. The trio doesn't alter the song as much as it completely takes it over, dropping one of their signature ..."

Thu 22/07 - "Hologram" (Salem Remix) - Prefix Magazine

### August

"Salem to remix the track, after Heather Marlatt from the group lent her vocals to the [..]"

Thu 05/08 - These New Puritans (Video) Hologram - PopYouLarity.com

"Salem has just released their I BURIED MY HEART INNA WOUNDED KNEE set of weird-sounding shit, which you can download here"

Fri 06/08 - Download Salem's New Mixtape - XLR8R: Downloads

"Salem is out September 28, more than six weeks from now, but to keep the love engine running, the IAMSOUND band went ahead and compiled this ..."

Fri 06/08 - News: Salem compile a new mixtape, even if their debut isn't out for a month or so - the culture of me

"Salem have offered up a tasty mixtape for you all to download. We don't have a tracklisting for you so just download it (click artwork) and ..."

Fri 06/08 - Salem // I Buried My Heart Inna Wounded Knee // Free Mixtape - The 405

"Salem is staying and ask them to clarify their words, and by the time you [..]"

Fri 13/08 - Salem, "Asia" MP3 - The FADER

"Salem is undeniably the best witch house act of the moment, considering how many amazing witch house acts there are currently that is not a statement ..."

Fri 13/08 - Salem- Asia - AWmusic

"Salem said nothing and just did it. [..]"

Sat 14/08 - SALEM – "Asia" - Seattle Show Gal.

## September

"Salem is one of those music acts that you don't quite know how to feel about, and don't even begin to know how to categorize. Dreamy ..."

Thu 02/09 - Salem - TheDopeFiend

"Salem to shoot me looking through a goldfish bowl." Check out the results below"

Sat 11/09 - The Upside Down, 'God's Bare Hands' -- Video of the Day - Spinner.com

"Salem is to say: IT'S SCARY, and then leave it at that. And yeah, part of the reason is that there isn't much to grab onto ..."

Thu 23/09 - Video: Salem, "Asia" - The FADER

"Salem has been remarkably varied to date. Feted by celebrities, with Michael Stipe even showing up at one of their concerts, the band has also found ..."

Thu 23/09 - Salem: "Asia" (Video) - Prefix Magazine

"Salem make a strange, sinister music that others have labelled "witch house", grouping them with acts including Balam Acab, Stalker and oOoOO (whose "Hearts" is surely ..."

Sun 26/09 - Witch house and the musicians taking us back to the future - Guardian music

"Salem have created something of real, significant force, something that has already grown wings and taken off. Creators should never be dismissed off-hand, particularly if their ..."

Tue 28/09 - SALEM - King Night - Music Fan's Mic (MFM)

"Salem is a "gothy/witch-house/dream-crunk"/fucking hipster"/drag-step/worst.band.ever./genius/crack-core/amaaaazing/hiding-behind-fuzz/wigger/fake-bla Stipe-endorsed/post-juke band from no place in particular." Basically, they've become one of those bands that can be whatever you want them ..."

Thu 30/09 - Download: Salem – XLR8R podcast 162 - extra music new

## October

"Salem is a band worth supporting. Other sites might support their lack of talent and or ambition to be anything other than assholes pulling a fast ..."

Fri 08/10 - A Promise From We Listen For You - We Listen For You

"Salem is known as the world's worst buzzband after they had some 'effing terrible' performances at SXSW sometime between 1-20 blog years ago [ link ]. ..."

Tue 12/10 - Pitchfork 'backpedals' on the implementation of the rape gaze genre. Is it 2 late? - HIPSTER RUNOFF

"Salem were finishing up, and I was able to catch the last live-band set of the day, Brooklyn's MEN . In typically ironic fashion, MEN are ..."

Thu 21/10 - Bikini, Dan Black, Men, The Golden Filter: Adventures in CMJ 2010: Day 1 (Tuesday) - Prefix Magazine

"Salem is widely regarded as 'the world's worst buzzband', but are growing into 'mainstream indie darlings' by fans who want to Just watched this video of ..."

Sat 23/10 - Rape Gaze buzzband Salem 'kills it', gets positive NYTimes writeup - HIPSTER RUNOFF

"Salem have done a lot of weird things in their short career, weirdest – and best – probably being making music so absolutely unheard of that ..."

Fri 29/10 - Salem – "Tair" - Pretty Much Amazing

## November

"Salem is undeniably the best witch house act of the.."

Mon 01/11 - Happy Halloween - AWmusic

"Salem is getting tons of blog coverage. Anyways, it looks like Jack was Dog the Bounty Hunter 4 Halloween. Do yall watch that show? Did Jack ..."

Tue 02/11 - Jack from Salem is Dog the Bounty Hunter 4 Halloween - HIPSTER RUNOFF

"Salem have confirmed details of a short British tour which kicks off later in November. The rise of the internet has only increased the thirst for ..."

Tue 02/11 - SALEM Return To The UK - Clash Music

"Salem have announced they'll releasing their second single, 'Frost', on Monday 29th November. Make sure you check them out at the dates below. 24/11 – London ..."

Thu 11/11 - Salem Announce New Single Details - The 405

"Salem is releasing tons of dark memes trying to brand themselves as rilly rapegazey. I am not sure what these 2 bros are doing, but I ..."

Fri 12/11 - NSFW GRAPHIC VIDEO: Jack from Salem chokes out his bro - HIPSTER RUNOFF

"Salem is 'good' or if ppl even like them, but when I blog abt them, I feel like I am exploring some sort of 'darker side' ..."

Thu 18/11 - Some band remixes rape gaze legends SALEM - HIPSTER RUNOFF

"Salem have released a free download remix ahead of their hotly anticipated UK tour. A highly controversial three piece, SALEM have split music fans. Arriving amidst ..."

Thu 18/11 - Download: SALEM Get Remixed - Clash Music

"Salem is a 2k10 rapegaze buzzband that sings about things like doing drugs, getting dark, suicide, choking ppl out, and have very intense sexual experience where ..."

Mon 22/11 - Salem gets a 'profile piece' in GUYLON Magazine - HIPSTER RUNOFF

## December

"Salem is a pretty terrifying electronic/hip hop act that just put out a creepy but amazing new album called "King Night" and [.."

Tue 14/12 - Soundtrack to My Studying: Salem - Pie Tonight Cheese

"Salem is undeniably the best witch house act of the... Salem- Frost Review  
Psychedelic/Gothic group Salem are slowly gearing up their much anticipated... Gucci Mane and ..."

Thu 23/12 - Best of 2010: Salem - AWmusic

# 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