

# Shad

Music Media Analysis  
July to December 2010

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# Overview

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**101st** on Emerging Charts

**3536th** on Twitter

**791st** in the Music Press

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This report reviews the popularity of Shad on the music charts and in the music news for the period July to December 2010. It benchmarks Shad 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](http://wearehunted.com) website.

# Chart Popularity

## Emerging Chart

This section presents the emerging chart performance for Shad compared to similar artists. Shad was ranked 101st overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for Shad was 12th.

101st Overall Rank

12th Best Position

Artist	Rank	Best Position
Caribou	12th	5
Shad	101st	12
Broken Social Scene	105th	12
k-os	323rd	31
Moss	480th	50
Owen Pallett	1209th	167
Bow Wow	2169th	1,001
Tegan and Sara	2826th	1,001

Figure 1: Artist Emerging Ranks

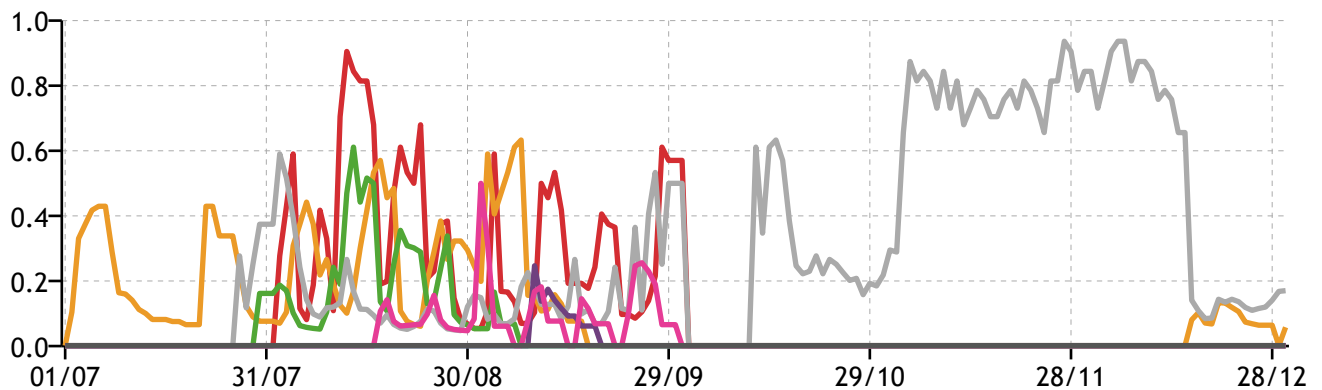


Figure 2: Artist Mainstream Emerging Popularity over Time



# Emerging Comparison

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

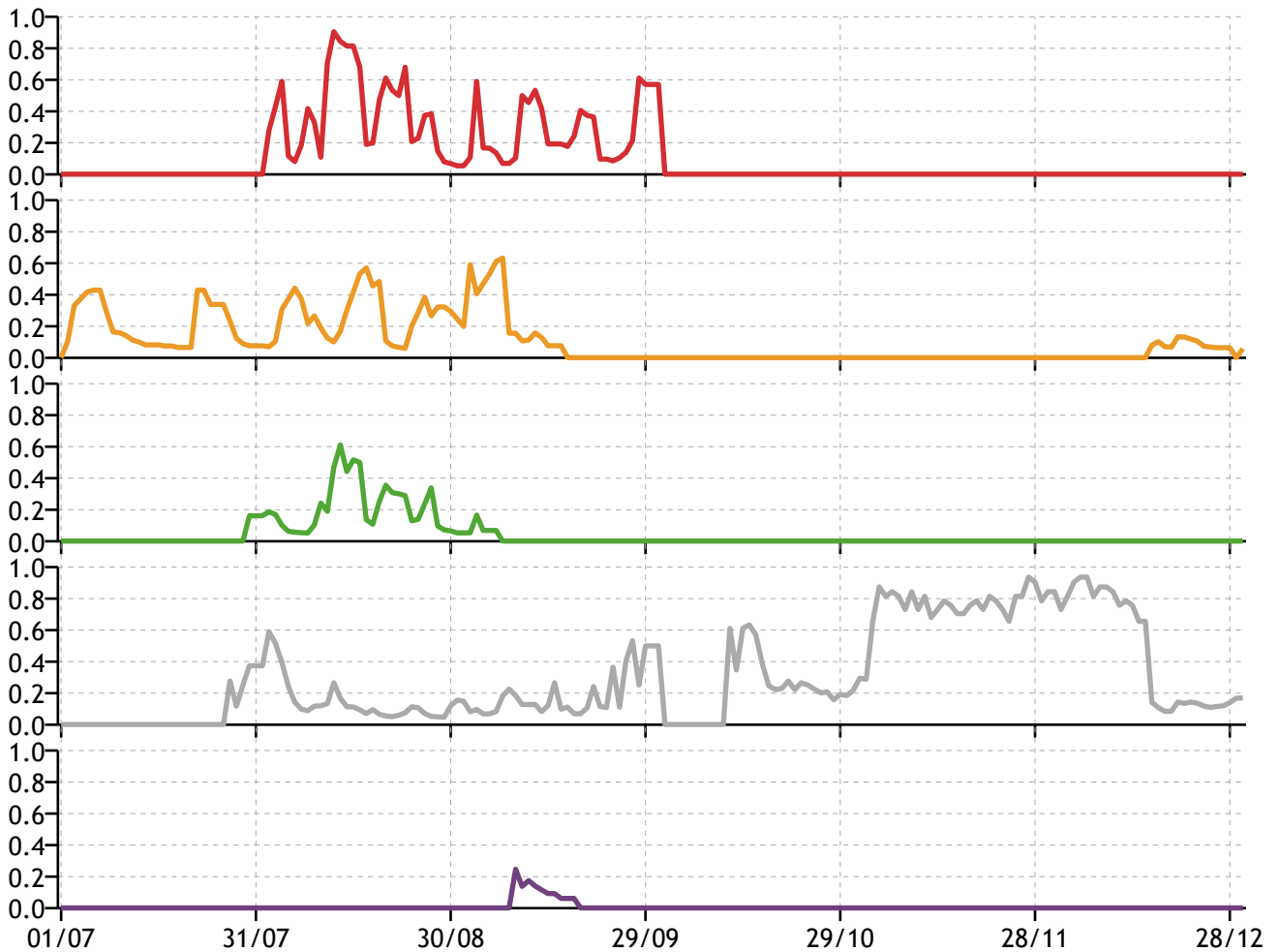


Figure 3: Comparisons for Shad



# Emerging Singles

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

## Rose Garden

Best Single

12th

Best Position

Single	Best Position
Rose Garden	12

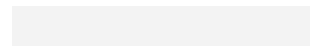
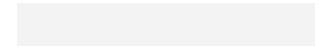


Figure 4: Best Single Positions

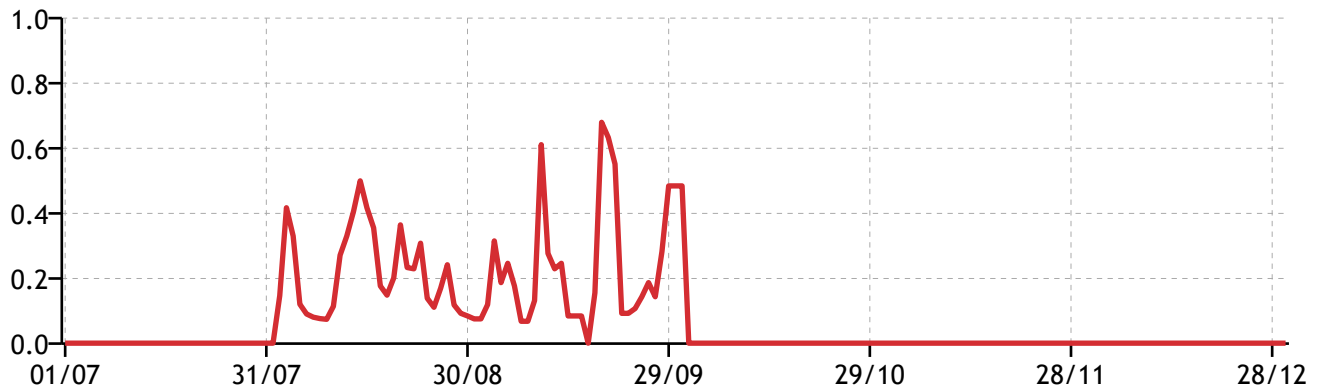


Figure 5: Singles Chart Comparison over Time

 Rose Garden

## Emerging Singles Comparison

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

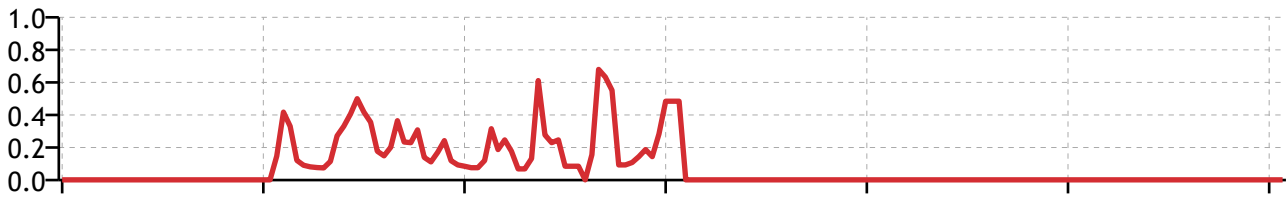


Figure 6: Chart ranking for Shad

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 Rose Garden

# Twitter Coverage

## Twitter Popularity

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

3536th Overall Rank

419 Tweets

0.000% Share

Artist	Rank	Tweets	Share
Tegan and Sara	243rd	6,398	0.001%
Broken Social Scene	417th	4,148	0.001%
Caribou	545th	3,210	0.001%
Bow Wow	727th	2,527	0.000%
Moss	1191st	1,559	0.000%
Owen Pallett	2631st	625	0.000%
Shad	3536th	419	0.000%
k-os	3835th	371	0.000%

Figure 7: Twitter Coverage Comparison

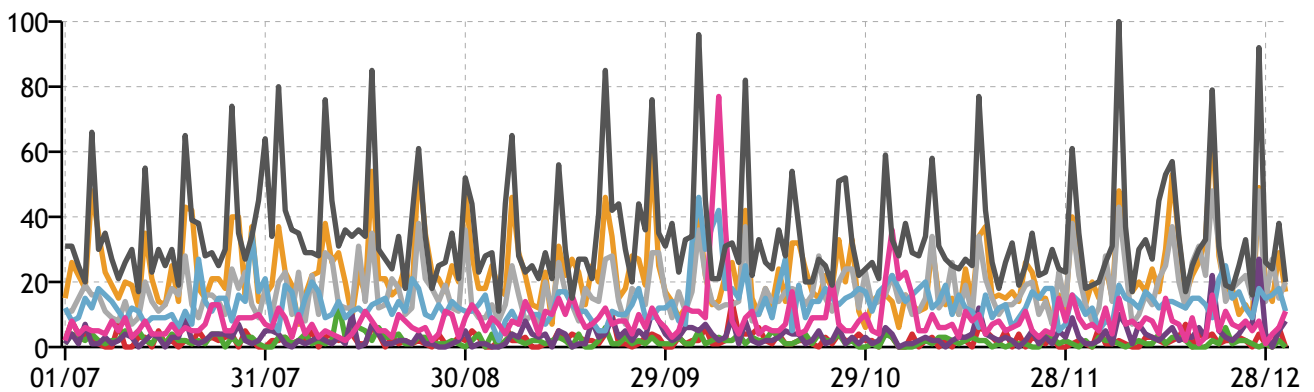


Figure 8: Twitter Coverage over Time



# Twitter Comparison

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

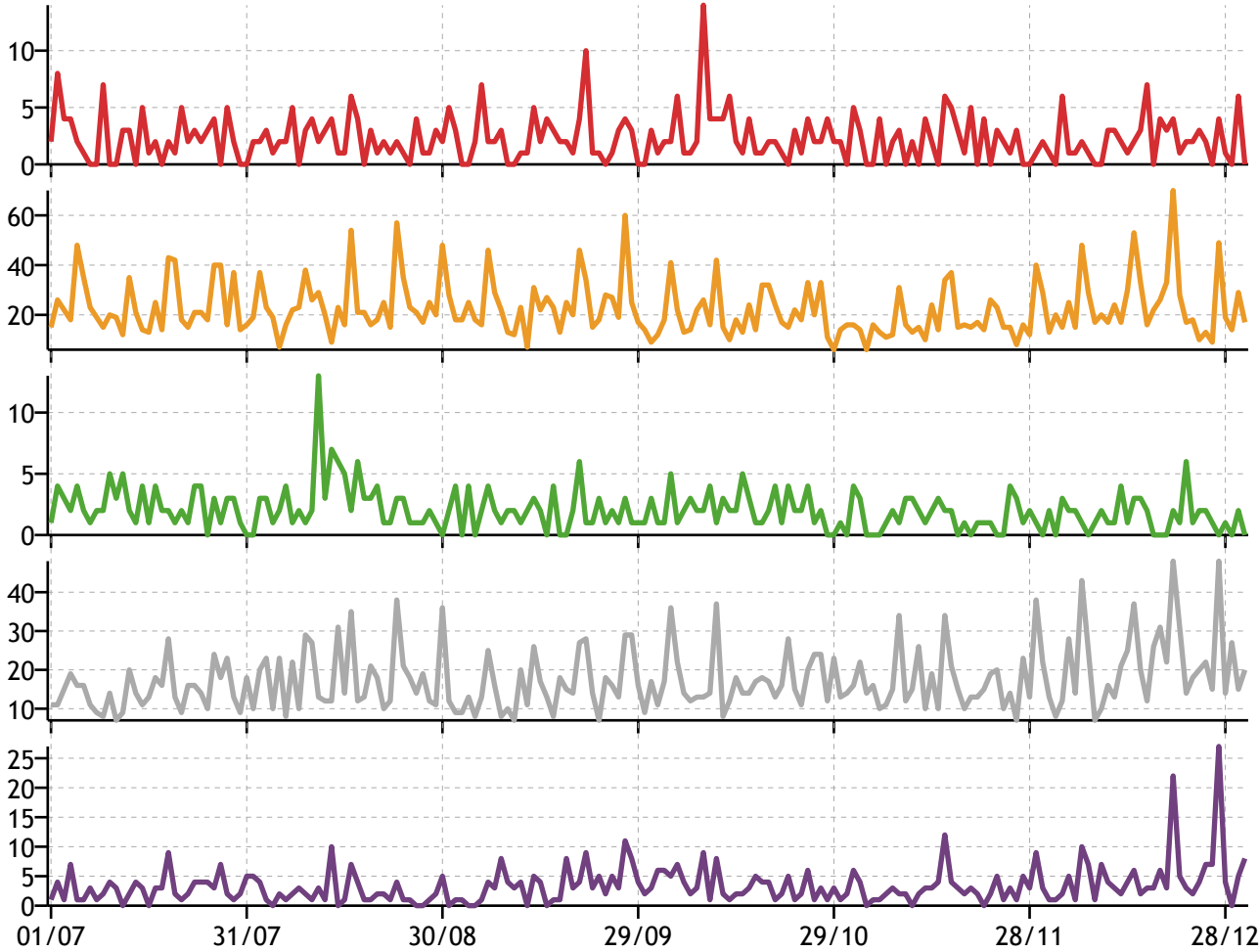


Figure 9: Comparisons for Shad



# Emerging Chart vs Twitter

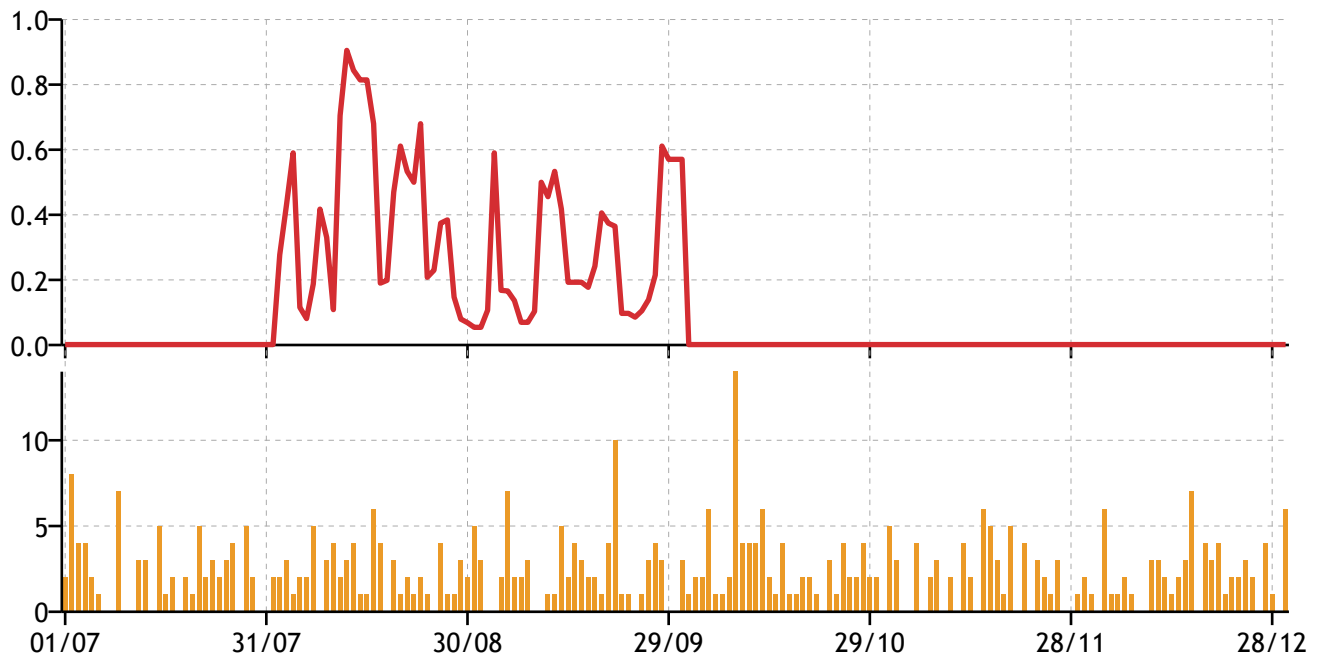


Figure 10: Shad Chart Popularity vs Twitter Coverage

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 Shad in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/FunkyChik	Maria Tse	UK	5	7,143	35,715
2	twitter.com/chloroformdays	chloroform days	Los Angeles	1	6,097	6,097
3	twitter.com/DJHyphen	Hyphen	Seattle, WA	1	3,997	3,997
4	twitter.com/ahoova	ahuvah berger	Tel Aviv, Israel	1	3,166	3,166
5	twitter.com/ShadP87	Doug Heffernan	From Queens to Quebec	2	1,519	3,038
6	twitter.com/MadeByMayo	Jason Mayo	Manchester	7	377	2,639
7	twitter.com/WhatsOn6Music	Now Playing 6Music	BBC 6 Music	2	1,269	2,538
8	twitter.com/EgyptoKnuckles	Ali Elabbady	Minneapolis, MN	2	1,202	2,404
9	twitter.com/TwinnLoco	Twinn Loco	England, UK	2	1,172	2,344
10	twitter.com/PosnersCoolerMe	Cooler Than Me		1	1,771	1,771
11	twitter.com/madeRICH	MADERICH - TATTOO	COMING TO SOME SKIN ON YOU!	1	1,689	1,689
12	twitter.com/thunactualfacts	Thun Nation	New Jerusalem	16	96	1,536
13	twitter.com/knowtheledge	Donut, Glazed	ÜT: 28.009649,-82.418026	2	729	1,458
14	twitter.com/zentenography	zentenography	Houston, TX	12	121	1,452
15	twitter.com/IAMKRIS24	Kris Rothstein-X	At a Cold Ass Wedding	1	1,338	1,338
16	twitter.com/nabrahamson	Thnikkaman	Marion, IA	7	180	1,260
17	twitter.com/creativeness	creativeness	everywhere, yet no where.	1	1,247	1,247
18	twitter.com/SamTecele	Sam	ÜT: 43.742297,-79.512664	2	452	904
19	twitter.com/LBW_ENT	THE OFFICIAL LBW ENT	l BOWWOW,Arizona	2	451	902
20	twitter.com/unFutura	Osman Futura	TorontoJaneSt.Falstaff	4	223	892
21	twitter.com/petelawrie	Pete Lawrie		1	872	872
22	twitter.com/shaunlawson13	The H.N.I.C.	Your moms bed, PA	2	403	806
23	twitter.com/sheeduhh	rashida hewitt	sunny miami =] • ATL • NYC	1	770	770
24	twitter.com/Smoke_eee	Mike [ - ]	Atlanta,GA (SouthSide)	1	758	758
25	twitter.com/Jenayra	Jenayra		1	758	758
26	twitter.com/simonvano	Simon van Oldenbeek	Amsterdam	2	377	754
27	twitter.com/AssociatedMinds	AssociatedMinds	Your ear canal.	1	750	750

Figure 11: Top 50 Users tweeting about Shad

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/eryceyl	Eryc Eyl		1	715	715
29	twitter.com/MCAcidFlow	AcidFlow	Toronto	2	350	700
30	twitter.com/aroundthefur	daniel	Manchester	3	224	672
31	twitter.com/Rio_facultyent	Rio Mitchell		1	670	670
32	twitter.com/ungemeinfein	Peter Rudolph	Berlin, Germany	1	662	662
33	twitter.com/DaSmuggla	DaSmuggla	Toronto, Canada	1	659	659
34	twitter.com/Mrs_RoyalMoss	Aquila Johnson Moss	schenectady, ny	2	323	646
35	twitter.com/JamieWatson_	Jamie Watson	Bournemouth	3	210	630
36	twitter.com/tracerital	Tracer Ital	London, UK	2	304	608
37	twitter.com/thedillon1	Chewbacc Obama	Earf, NY, MI	1	583	583
38	twitter.com/thebrandonpeck	Brandon Peck	Richmond	2	277	554
39	twitter.com/noblevessel	noble	New Orleans, LA	6	89	534
40	twitter.com/jesseforest	Jesse Forest	Boulder, CO	2	265	530
41	twitter.com/erinHogue	erinHogue	toronto	2	242	484
42	twitter.com/Mz_Vanilla_Shy	DJ Rough Hands	ÜT: 40.585129,-73.928117	1	480	480
43	twitter.com/gerda_c	Gerda Čevere	Latvia, Pārdaugava	2	225	450
44	twitter.com/ChrisBerube	Chris Berube	Toronto	1	442	442
45	twitter.com/get_better	Dan Rose	Wakefield/Cape Cod, MA	2	219	438
46	twitter.com/alexandraraine	Alexandra Raine	Everywhere	3	142	426
47	twitter.com/ellendiane	ellen diane cushing	CT	1	415	415
48	twitter.com/CallMeGaskins	Derrick Gaskins	Searching	3	138	414
49	twitter.com/RappersRActors	Chris Mac	Namek	1	404	404
50	twitter.com/joejobs	Joe Schmo	North Bay, Ontario, Canada	2	194	388

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

# Shared Twitter Links

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

URL	Rank	Tweets
<a href="http://www.last.fm/music/Shad">http://www.last.fm/music/Shad</a>	1	7
<a href="http://www.tweekly.fm/user/MadeByMayo">http://www.tweekly.fm/user/MadeByMayo</a>	2	6
<a href="http://www.last.fm/music/Shad/_/Rose Garden">http://www.last.fm/music/Shad/_/Rose Garden</a>	3	5
<a href="http://www.tweekly.fm/user/zentenography">http://www.tweekly.fm/user/zentenography</a>	4	5
<a href="http://www.tweekly.fm/user/CraigJLewis">http://www.tweekly.fm/user/CraigJLewis</a>	5	4
<a href="http://www.tweekly.fm/twitter/kvnbrch">http://www.tweekly.fm/twitter/kvnbrch</a>	6	3
<a href="http://www.tweekly.fm/twitter/zentenography">http://www.tweekly.fm/twitter/zentenography</a>	7	3
<a href="http://www.tweekly.fm/user/aroundthefur">http://www.tweekly.fm/user/aroundthefur</a>	8	3
<a href="http://www.last.fm/music/Shad/_/Listen">http://www.last.fm/music/Shad/_/Listen</a>	9	3
<a href="http://www.tweekly.fm/user/EthanEde">http://www.tweekly.fm/user/EthanEde</a>	10	3
<a href="http://r3.ca/00XY">http://r3.ca/00XY</a>	11	3
<a href="http://www.tweekly.fm/user/unFutura">http://www.tweekly.fm/user/unFutura</a>	12	3
<a href="http://shadk.squarespace.com/">http://shadk.squarespace.com/.</a>	13	2
<a href="http://www.last.fm/music/Shad/_/Rosegarden">http://www.last.fm/music/Shad/_/Rosegarden</a>	14	2
<a href="http://www.last.fm/music/Shad/_/At The Same Time">http://www.last.fm/music/Shad/_/At The Same Time</a>	15	2
<a href="http://www.tweekly.fm/user/Nidzumist">http://www.tweekly.fm/user/Nidzumist</a>	16	2
<a href="http://www.tweekly.fm/twitter/get_better">http://www.tweekly.fm/twitter/get_better</a>	17	2
<a href="http://www.tweekly.fm/user/simonvano">http://www.tweekly.fm/user/simonvano</a>	18	2
<a href="http://www.tweekly.fm/user/thebrandonpeck">http://www.tweekly.fm/user/thebrandonpeck</a>	19	2
<a href="http://www.last.fm/user/onego">http://www.last.fm/user/onego</a>	20	2
<a href="http://www.tweekly.fm/user/Slowlyupward">http://www.tweekly.fm/user/Slowlyupward</a>	21	2
<a href="http://www.tweekly.fm/user/jaorlando">http://www.tweekly.fm/user/jaorlando</a>	22	2
<a href="http://www.tweekly.fm/user/jesseforest">http://www.tweekly.fm/user/jesseforest</a>	23	2
<a href="http://www.last.fm/music/Shad/_/Yaa I Get It">http://www.last.fm/music/Shad/_/Yaa I Get It</a>	24	2
<a href="http://www.tweekly.fm/user/JamieWatson_">http://www.tweekly.fm/user/JamieWatson_</a>	25	2
<a href="http://www.last.fm/music/Shad/_/A Good Name">http://www.last.fm/music/Shad/_/A Good Name</a>	26	2
<a href="http://www.tunewiki.com/">http://www.tunewiki.com/</a>	27	2

Figure 12: Top Shared Links on Twitter mentioning Shad

URL	Rank	Tweets
<a href="http://www.tweekly.fm/user/solkauffman">http://www.tweekly.fm/user/solkauffman</a>	28	2
<a href="/profile/iculpin/blip/59608176/Love+Is+Blue-Jeff+Beck">/profile/iculpin/blip/59608176/Love+Is+Blue-Jeff+Beck</a>	29	1
<a href="/profile/CrookedStamper/blip/53923727/simon+&amp;+garfunkel-Simon+&amp;+Garfunkel+A+Hazy+Shad-Bookends">/profile/CrookedStamper/blip/53923727/simon+&amp;+garfunkel-Simon+&amp;+Garfunkel+A+Hazy+Shad-Bookends</a>	30	1
<a href="/profile/Thnikkaman/blip/58257535/SHAD-Yaa+I+Get+It+(Official+Video)">/profile/Thnikkaman/blip/58257535/SHAD-Yaa+I+Get+It+(Official+Video)</a>	31	1
<a href="http://www.tweekly.fm/user/emilykirkman">http://www.tweekly.fm/user/emilykirkman</a>	32	1
<a href="http://goo.gl/fb/9GzFS">http://goo.gl/fb/9GzFS</a>	33	1
<a href="http://www.tweekly.fm/user/stephneg">http://www.tweekly.fm/user/stephneg</a>	34	1
<a href="http://blip.fm/~xc1m8">http://blip.fm/~xc1m8</a>	35	1
<a href="http://www.tweekly.fm/twitter/stardustmemoir">http://www.tweekly.fm/twitter/stardustmemoir</a>	36	1
<a href="http://www.tweekly.fm/twitter/EDmanwalking">http://www.tweekly.fm/twitter/EDmanwalking</a>	37	1
<a href="http://www.tweekly.fm/twitter/amchu">http://www.tweekly.fm/twitter/amchu</a>	38	1
<a href="/profile/choorocca/blip/51884893/Shad-I+Don't+Like+To">/profile/choorocca/blip/51884893/Shad-I+Don't+Like+To</a>	39	1
<a href="http://www.tweekly.fm/user/CoffeeGamer">http://www.tweekly.fm/user/CoffeeGamer</a>	40	1
<a href="http://hypem.com/track/1287106/Grand+Analog-Simmer+Me+Down?utm_source=twitterfeed&amp;utm_medium=twitter">http://hypem.com/track/1287106/Grand+Analog-Simmer+Me+Down?utm_source=twitterfeed&amp;utm_medium=twitter</a>	41	1
<a href="http://t.co/AR79Z7C">http://t.co/AR79Z7C</a>	42	1
<a href="/profile/Thnikkaman/blip/52662649/Shad-I+Don't+Like+To">/profile/Thnikkaman/blip/52662649/Shad-I+Don't+Like+To</a>	43	1
<a href="http://goo.gl/fb/8Mmtv">http://goo.gl/fb/8Mmtv</a>	44	1
<a href="http://4sq.com/1cDmLT">http://4sq.com/1cDmLT</a>	45	1
<a href="http://goo.gl/fb/4rZtc">http://goo.gl/fb/4rZtc</a>	46	1
<a href="http://www.tweekly.fm/twitter/street_dawg">http://www.tweekly.fm/twitter/street_dawg</a>	47	1
<a href="/profile/alexrosen25/blip/50972491/SHAD-Rose+Garden+(Official+Video)">/profile/alexrosen25/blip/50972491/SHAD-Rose+Garden+(Official+Video)</a>	48	1
<a href="http://wah.fm/ucz24">http://wah.fm/ucz24</a>	49	1
<a href="/profile/outoforder/blip/57662730/claudio+crivelli-Trentemoller-Shades+Of+Marble">/profile/outoforder/blip/57662730/claudio+crivelli-Trentemoller-Shades+Of+Marble</a>	50	1
<a href="http://youtu.be/q-mAMH5S6VA">http://youtu.be/q-mAMH5S6VA</a>	51	1
<a href="http://www.tweekly.fm/user/ryansrix">http://www.tweekly.fm/user/ryansrix</a>	52	1
<a href="/profile/TwinnLoco/blip/55989392/Gang+Starr-Code+Of+The+Streets">/profile/TwinnLoco/blip/55989392/Gang+Starr-Code+Of+The+Streets</a>	53	1
<a href="http://www.last.fm/music/Shad/_/At+The+Same+Time+ft.+Justin+Nozuka+[Heights]">http://www.last.fm/music/Shad/_/At+The+Same+Time+ft.+Justin+Nozuka+[Heights]</a>	54	1
<a href="/profile/BiggL/blip/48526949/Shad+K-I+Get+Down">/profile/BiggL/blip/48526949/Shad+K-I+Get+Down</a>	55	1
<a href="http://www.tweekly.fm/user/eryceyl">http://www.tweekly.fm/user/eryceyl</a>	56	1
<a href="http://www.tweekly.fm/user/MentalCritique">http://www.tweekly.fm/user/MentalCritique</a>	57	1
<a href="http://blip.fm/profile/NewageBlipper/blip/56232060/Shad+Diamond's+Crystal+Music">http://blip.fm/profile/NewageBlipper/blip/56232060/Shad+Diamond's+Crystal+Music</a>	58	1
<a href="http://www.tweekly.fm/twitter/arif_jaffer">http://www.tweekly.fm/twitter/arif_jaffer</a>	59	1
<a href="/profile/Jastin/blip/53534335/Shad-Now+A+Daze">/profile/Jastin/blip/53534335/Shad-Now+A+Daze</a>	60	1

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

# News Coverage

## News Popularity

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

791st Overall Rank

166 Articles

0.004% Share

Artist	Rank	Articles	Share
Broken Social Scene	110th	810	0.020%
Caribou	113th	799	0.020%
Bow Wow	305th	420	0.010%
Tegan and Sara	375th	364	0.009%
Owen Pallett	414th	328	0.008%
Moss	446th	311	0.008%
Shad	791st	166	0.004%
k-os	828th	158	0.004%

Figure 13: News Coverage Comparison

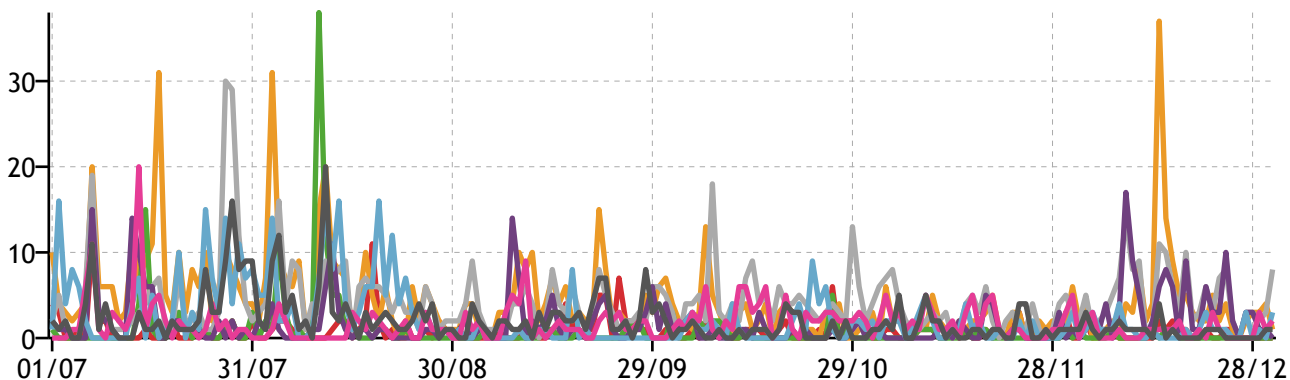


Figure 14: News Coverage over Time

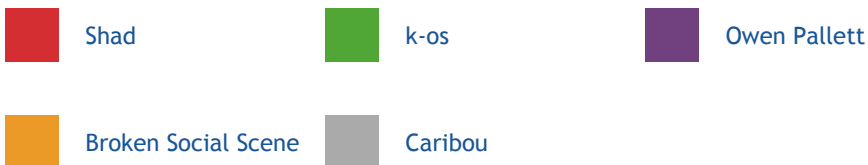


# News Comparison

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



Figure 15: Comparisons for Shad



# Emerging Chart vs Sentiment

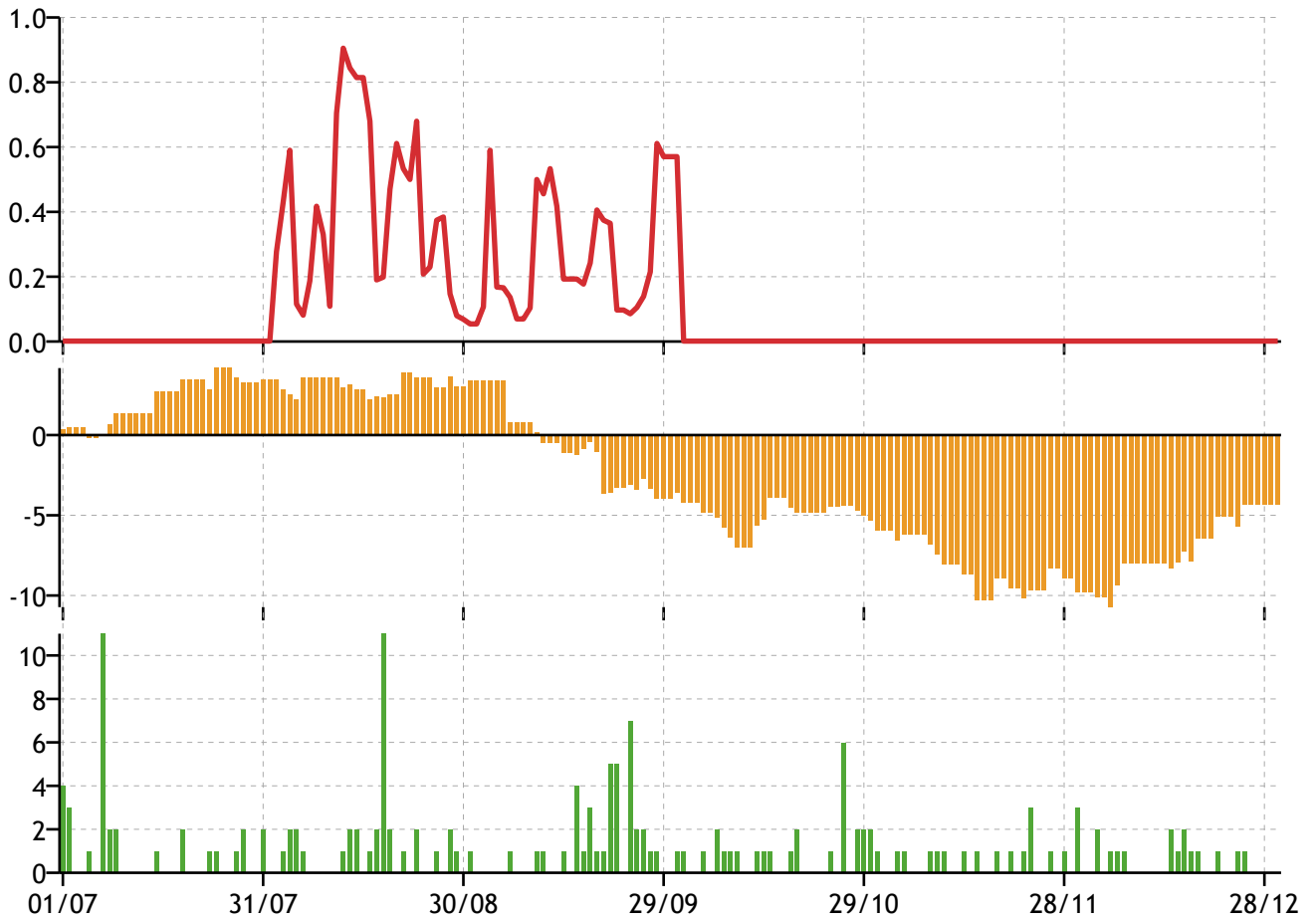


Figure 16: Shad Chart Popularity vs News Sentiment + Volume

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 Shad that day.



# Top Publishers

- Prefix Magazine
- 2dopeboyz
- Beyond Race
- Quick, Before It Mel..
- The Line Of Best Fit
- AWmusic
- Other



Figure 17: Top Publishers related to Shad

Top Publishers	Mentions
Prefix Magazine	10
2dopeboyz	6
Beyond Race	3
Quick, Before It Melts.	3
The Line Of Best Fit	2
AWmusic	2
nah right	2
Clash Music	1
i (heart) music	1
Consequence of Sound	1
Sound On The Sound	1
The Stranger Dance	1
Raised on Indie	1
stereogum	1
Chromewaves	1

Figure 18: Most frequently mentioned Top Publishers

# Top News Publishers

Publisher	Rank	Articles
Prefix Magazine - <a href="http://prefixmag.com">http://prefixmag.com</a>	1	10
2dopeboyz - <a href="http://2dopeboyz.com">http://2dopeboyz.com</a>	2	6
Beyond Race - <a href="http://www.beyondrace.com/">http://www.beyondrace.com/</a>	3	3
Quick, Before It Melts. - <a href="http://www.quickbeforeitmelts.com">http://www.quickbeforeitmelts.com</a>	4	3
The Line Of Best Fit - <a href="http://thelineofbestfit.com">http://thelineofbestfit.com</a>	5	2
AWmusic - <a href="http://awmusic.ca/">http://awmusic.ca/</a>	6	2
nah right - <a href="http://www.nahright.com/news">http://www.nahright.com/news</a>	7	2
Clash Music - <a href="http://www.clashmusic.com/">http://www.clashmusic.com/</a>	8	1
i (heart) music - <a href="http://www.iheartmusic.net/serendipity/">http://www.iheartmusic.net/serendipity/</a>	9	1
Consequence of Sound - <a href="http://www.consequenceofsound.net/">http://www.consequenceofsound.net/</a>	10	1
Sound On The Sound - <a href="http://www.soundonthesound.com">http://www.soundonthesound.com</a>	11	1
The Stranger Dance - <a href="http://www.strangerdance.com">http://www.strangerdance.com</a>	12	1
Raised on Indie - <a href="http://www.raisedonindie.com/">http://www.raisedonindie.com/</a>	13	1
stereogum - <a href="http://www.stereogum.com/">http://www.stereogum.com/</a>	14	1
Chromewaves - <a href="http://www.chromewaves.net">http://www.chromewaves.net</a>	15	1
Culture Bully - <a href="http://www.culturebully.com">http://www.culturebully.com</a>	16	1
Metal Lungies - <a href="http://www.metallungies.com">http://www.metallungies.com</a>	17	1
Sound Salvation Army - <a href="http://www.soundsalvationarmy.com">http://www.soundsalvationarmy.com</a>	18	1
ALARM Magazine - <a href="http://www.alarmpress.com/">http://www.alarmpress.com/</a>	19	1
brooklynvegan - <a href="http://www.brooklynvegan.com/">http://www.brooklynvegan.com/</a>	20	1
katarokkar... - <a href="http://katarokkar.cribble.net/">http://katarokkar.cribble.net/</a>	21	1
The Hood Internet - <a href="http://www.thehoodinternet.com/">http://www.thehoodinternet.com/</a>	22	1
No Rock&Roll Fun - <a href="http://xrrf.blogspot.com">http://xrrf.blogspot.com</a>	23	1
wongie's music world - <a href="http://wongiesmusicworld.blogspot.com/index.html">http://wongiesmusicworld.blogspot.com/index.html</a>	24	1
Certified Banger - <a href="http://certifiedbanger.blogspot.com">http://certifiedbanger.blogspot.com</a>	25	1

Figure 19: Top 25 Publishers mentioning Shad

# Best 5 News Days

1

## 07 July 2010 : 11 articles

### Popular Articles this Day

#### **Broken Social Scene, Caribou, Dan Mangan, Karkwa, Owen Pallett, Radio Radio, Shad, Tegan and Sara, The Besnard Lakes, The Sadies: Polaris Music Prize Announces Short List**

Prefix Magazine, 07 July 2010

The Canadian music award just announced the short list to its fifth annual competition. The award recognizes the "best Canadian full-length album" released between June 1, 2009 and May 31, ...

#### **Broken Social Scene, Caribou, Owen Pallett, Tegan and Sara: Polaris Music Prize Nominees Announced**

Prefix Magazine, 07 July 2010

The Polaris Music Prize is an annual award given to the best Canadian album of the year, as determined by a carefully selected jury. It mirrors the set up of ...

#### **Canada's Polaris Shortlist Confirmed**

Clash Music, 07 July 2010

The shortlist for Canada's prestigious Polaris Music Prize has been confirmed, featuring Caribou, Broken Social Scene and more. In the space of a decade, Canada has been transformed from a ...

#### **Owen Pallett Talks Polaris Music Prize Nomination**

Chart Attack, 07 July 2010

Owen Pallett 's not only been short-listed for the Polaris Music Prize before, but he won the inaugural award for his He Poos Clouds album back in 2006. He now ...

#### **Shad Talks Polaris Music Prize 2010 Nomination**

Chart Attack, 07 July 2010

The mainstream hip-hop world may have Drake fever, but for the collected writers, editors, bloggers and miscellaneous that make up Canada's Polaris Music Prize jury, it's all about Shadrach Kabango, ...

#### **Dan Mangan Talks Polaris Music Prize Nomination**

Chart Attack, 07 July 2010

A silhouette of the Queen shows up on the cover of Dan Mangan 's Polaris Music Prize short listed Nice, Nice, Very Nice sophomore album. Appropriately, the Queen was in ...

#### **The Sadies Talk Polaris Music Prize 2010 Nomination**

Chart Attack, 07 July 2010

One of the moderate (but happy) surprises from today's Polaris Music Prize short list announcement was the nomination of veteran country rock purveyors The Sadies for their ninth-ish album, the ...

## **Polaris Prize 2010 Shortlist announced**

Snob's Music, 07 July 2010

The shortlist for the 2010 Polaris Music Prize has been announced. Those making the cut are: The Besnard Lakes – The Besnard Lakes Are The Roaring Night Broken Social Scene ...

## **Broken Social Scene's Forgiveness Rock Record Holds #1 For Fifth Week**

Chart Attack, 07 July 2010

This week on the campus chart ( June 27 to July 3, 2010 ), Broken Social Scene 's Forgiveness Rock Record almost lost its #1 position as The Black Keys' ...

## **Polaris Music Prize Short List Announced**

CHARTattack, 07 July 2010

The Polaris long list of 40 titles has been cut by a quarter, reducing the list of hopefuls to a short list of 10. The short list was revealed Tuesday ...

2

## **18 August 2010 : 11 articles**

### **Popular Articles this Day**

#### **Shad: "Yaa I Get It" (Oddisee Remix)**

Prefix Magazine, 18 August 2010

The original version of this track featured Canadian MC Shad spitting line after line of clever bars over a raucous beat from EOM. And while the pairing of Shad's laid-back ...

#### **[Singles] Shad - "Yaa I Get It [Oddisee Rmx]"**

HipHopDX, 17 August 2010

Oddisee remixes Shad's 'Yaa I Get It'. Feel good track for the summer.

## **BOW WOW TAKES A JOB AT FOOT LOCKER TO PROMOTE 'LOTTERY TICKET'**

MusicBlips, 18 August 2010

BOW WOW (nee SHAD GREGORY MOSS ) took a job at Foot Locker in Herald Square (New York) yesterday. No, it's not because he has squandered his fortune, like many ...

#### **Shad: "Yaa I Get It" (Oddisee Remix)**

Hip Hop Blips, 18 August 2010

If you sit back and truly listen to the lyrics of this song, it seems much longer than 3:46. Shad's lyric come at you nonstop as he spews line after ...

#### **Shad – Yaa I Get It (Oddisee Remix)**

Hip Hop Blips, 18 August 2010

Oddisee remixes "Yaa I Get It", the lead single from Kenyan born, Canadian based Shad's album TSOL . Tell the homies: > — full article at [abovegroundmagazine.com](http://abovegroundmagazine.com)

### **Audio: Shad "Yaa I Get It (Oddisee Remix)"**

Hip Hop Blips, 18 August 2010

Back in April, Canadian emcee, Shad, dropped the hard hitting first video off his upcoming LP, TSOL . The video was for "Yaa I Get It," a song which immediately ...

### **Audio: Shad "Yaa I Get It (Oddisee Remix)"**

MusicBlips, 18 August 2010

Back in April, Canadian emcee, Shad, dropped the hard hitting first video off his upcoming LP, TSOL . The video was for "Yaa I Get It," a song which immediately ...

### **Shad – “Yaa I Get It” (Oddisee Remix)**

Potholes In My Blog, 18 August 2010

Look, before you get all worked up after what I have to say about this remix just make sure you read this first: I really, really dig the original. EOM's ...

### **Song Of The Day: Shad's "Yaa I Get It" (Oddisee Remix)**

CHARTattack, 18 August 2010

08/17/10 3:45pm by CHARTattack Staff (CHARTattack) Shad's "Yaa I Get It" (Oddisee Remix) Washington, D.C. DJ Oddisee takes Canadian rap sensation Shad 's "Yaa I Get It" and adds a ...

### **Download Shad’s “Yaa I Get It (Oddisee Remix)”**

AUX TV, 18 August 2010

Shad's third album TSOL has been shortlisted for this year's Polaris Music Prize and it will probably win, which is just sort of a known thing. Not that any of ...

**3**

## **24 September 2010 : 7 articles**

### **Popular Articles this Day**

#### **Shad – Rose Garden [Video]**

Hip-HopKings.com, 24 September 2010

Shad - Rose Garden Video

#### **Shad – “Rose Garden” Remix**

Seattle Show Gal., 24 September 2010

We haven't fully jumped on the Shad-wagon yet, but this song is dope! (Right click, "Save Link As" to download) Shad – “Rose Garden” Remix ft. Donwill & Von Pea ...

#### **Shad – “Rose Garden” (Remix) f. Von Pea & Donwill**

Potholes In My Blog, 24 September 2010

I never ever do this but considering the write-up I did for this track over at Prefix, I deserve a break: Shad's promotional team is making sure that at least ...

## **Shad "Rose Garden" (Remix)**

Atari Cool Kids, 24 September 2010

Shad "Rose Garden"Remix ft. Donwill & Von Pea of Tanya Morgan~[CLICK HERE TO DOWNLOAD]

## **Shad - Rose Garden Video b/w Rose Garden Remix feat. Von Pea & Donwill**

Seth Bailey, 24 September 2010

Download courtesy Of HipHopIsCoolAgain.Com >> Shad - Rose Garden (Remix) featuring Von Pea & Donwill

## **Shad – We, Myself & I (Video)**

2dopeboyz, 24 September 2010

Mek might be unaware of Shad's musical talents, but you know the Canadian in me isn't. I admit I caught on pretty damn late, but Ive been steady keeping up ...

## **Shad – Rose Garden (rmx) f. Von Pea & Donwill (of Tanya Morgan)**

2dopeboyz, 24 September 2010

Not sure who Shad exactly is (I do know that it's not Shad Gregory Moss, which is a good thing), but he's joined by some Lessonary members on this track ...

4

## **26 October 2010 : 6 articles**

### **Popular Articles this Day**

#### **Bow Wow ft. Chris Brown - Ain't Thinkin Bout You**

DJ Booth, 26 October 2010

Who is Shad Moss ? A lot of fans are asking themselves that very question. After exploding onto the scene as a young rapper, Bow Wow has largely struggled to ...

#### **Shad on KUBE 93's Sound Session [Video]**

YK2 Daily, 26 October 2010

The "Born To Run" tour with Shad and K-Os began in Seattle, WA on 10/7/10 and Shad took a few moments to chop it up with KUBE 93's DJ Hyphen ...

#### **Video: Shad Interview w/ Sound Session**

nah right, 26 October 2010

The "Born To Run" tour with Shad and K-Os began in Seattle, WA on 10/7/10 and Shad took a few moments to chop it up with KUBE 93's DJ Hyphen ...

#### **Tonight: Shad At Highline Ballroom 10/28 NYC**

Audio Perv , 26 October 2010

Canadian rapper Shad is coming to The Highline Ballroom in New York City tonight, October 28th, as part of his tour with K-Os. His latest album TSOL was nominated for ...

## **Video: Shad Interview w/ Sound Session**

NahRight, 26 October 2010

The “Born To Run” tour with Shad and K-Os began in Seattle, WA on 10/7/10 and Shad took a few moments to chop it up with KUBE 93’s DJ Hyphen ...

## **Shad – Sound Session Interview (Video)**

2dopeboyz, 26 October 2010

While on the Born To Run Tour with K-Os, Shad took some time out to chop it up with DJ Hyphen backstage about the tour, the American release of TSOL, ...

5

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

### **Popular Articles this Day**

#### **Quebec's Karkwa Take the Polaris Prize...**

The Daily Swarm, 21 September 2010

Billboard : Montreal indie rock act Karkwa took home the Polaris Music Prize for its fourth album, “Less Chemins de Verre” or “The Glass Paths” (Audiogram). The ceremony was held ...

#### **Le retour en force du buffet...**

La vidéothèque, 21 September 2010

Signe que l’hiver approche, une autre vague de nombreux vidéoclips déferle et les billets à l’unité ne suffisent plus... Du gros clip. Shad est de retour avec un autre vidéoclip ...

#### **Shad “We, Myself & I” VS. Chilly Gonzales “Never Stop (Rap Mix)”**

AUX TV, 21 September 2010

Every week, AUX is taking two music videos and putting them head to head – fans vote for their favourite and the winner airs in power rotation on AUX. It’s ...

#### **Les chemins de vérité?**

Quick, Before It Melts., 20 September 2010

Another year of debate, discussion, discourse and disagreement comes to an end tonight, as the fifth annual Polaris Music Prize is handed out at Toronto’s Masonic Temple. The Besnard Lakes, ...

#### **2010 Polaris Prize: Karkwa Wins, Owen Pallett Joins Tegan & Sara**

stereogum, 21 September 2010

Karkwa, a Montreal-based quintet that sings in French, beat out Broken Social Scene, Caribou, Owen Pallett, Shad, Tegan & Sara, The Besnard Lakes, and others for the Polaris Music Prize ...

#### **Karkwa wins 2010 Polaris Music Prize; English Canada says, “who?”**

Chromewaves, 21 September 2010

Frank YangThere’s been no secret about where, were I a betting man, my money would have gone in guessing who’d walk away with the 2010 Polaris Music Prize last night. ...



## News Highlights

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

### July

"Shad to discuss Drake and his impact on Canadian hip-hop. The roundtable discussion was a segment in the Post 's series " Hip Hop Week " ..."

Fri 02/07 - Buck 65, Cadence Weapon, D-Sisive, Drake, Famous, Maestro Fresh Wes, Muneshine, Saukrates, Shad: Canadian MCs Discuss Drake And Canadian Hip-Hop - Prefix Magazine

"Shad is exhibiting why one of these days he will become legendary to hip hop. His ability to connect different genre's and have rhymes that actually ..."

Mon 05/07 - Alex's Song of the Day: Shad- Lucky 1's - AWmusic

"Shad have always been 5 out of 5 reviews. Time to not be modest. Why are you so awesome? [Thirty second pause in which Dallas adopts ..."

Wed 07/07 - The Sadies Talk Polaris Music Prize 2010 Nomination - Chart Attack

"Shad is a socially-conscious MC with a fair amount of charisma and a good ear for hooks...which is something that was long ago established. If you're ..."

Thu 08/07 - A little Shad-y - i (heart) music

"Shad is a perfect example of the amazing musical talent emerging from Canada. After financing his first album in 2005 from winning a radio contest, fast ..."

Mon 19/07 - Shad Raps The Fresh Prince of Bel-Air - andPOP

### August

"Shad is heading out on a tour with k-os, another Canadian hip-hop act deserving of more attention. The tour dates are as follows: 10.09 Promenade Music ..."

Thu 05/08 - Shad: Shad Touring, Dropping 'TSOL' Oct. 5 in U.S. - Prefix Magazine

### September

"Shad was nervous. The Juno award-winning artist was about to hit the stage for guests and festival goers at the unlikeliest of venues for the Toronto ..."

Sat 11/09 - Shad Raises the Roof at TIFF - Spinner.com

"Shad is certainly no stranger to critical praise, but he's never let his presence in the spotlight affect his art. His fan base has graciously received ..."

Wed 22/09 - Shad – Yaa I Get It (Oddisee remix) - Verbicide Magazine

## October

"Shad was robbed! Admittedly I really like Shad. I made that clear when his last album came out. It may be cliched for a white guy ..."

Fri 01/10 - Like, yes! - Sound Salvation Army

"Shad will rock their Canadians microphones tonight at Nectar. Shad is touring behind the weight of TSOL, his Polaris Prize nominated album from earlier this year. ..."

Sat 09/10 - Tonight in Music: Shad, The F\*\*king Eagles, El Ten Eleven, Baths and more! - Seattle Show Gal.

"Shad is descending into Slim's tonight to spread his brand of modern/vintage lyricism and beats. If you haven't heard TSOL, the latest from Shad, you might ..."

Wed 13/10 - tonight: Shad at Slim's - katarokkar...

"Shad is exhibiting why one of.."

Fri 15/10 - Avey Tare- Lucky 1 - AWmusic

"Shad is coming to The Highline Ballroom in New York City tonight, October 28th, as part of his tour with K-Os. His latest album TSOL was ..."

Tue 26/10 - Tonight: Shad At Highline Ballroom 10/28 NYC - Audio Perv

## November

"Shad has been a bit of a hometown hero back in canuck land and is getting some props with his totally catchy lovely retro track. like ..."

Tue 23/11 - WONGIE SONG OF THE WEEK: shad – rose garden - MusiCandies

## December

"Shad called "Live Forever" that can be viewed after the jump"

Fri 03/12 - City and Colour release new track - Under The Gun Review

"Shad makes an appearance.... Click on the headline to read the rest of the story"

Wed 15/12 - Mike Tompkins' new video for "Only Girl" feat. Shad - AUX TV

# 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