

# She & Him

Music Media Analysis  
July to December 2010

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# Overview

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**500th** on Mainstream Charts

**86th** on Emerging Charts

**317th** on Twitter

**355th** in the Music Press

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This report reviews the popularity of She Him on the music charts and in the music news for the period July to December 2010. It benchmarks She Him 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 She Him compared to similar artists. She Him was ranked 500th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for She Him was 105th.

500th Overall Rank

105th Best Position

| Artist              | Rank   | Best Position |
|---------------------|--------|---------------|
| LCD Soundsystem     | 112th  | 13            |
| Belle and Sebastian | 169th  | 20            |
| Sun Ra              | 432nd  | 87            |
| Broken Social Scene | 445th  | 89            |
| She & Him           | 500th  | 105           |
| Zoey Deschanel      | 748th  | 172           |
| Jenny and Johnny    | 2005th | 1,001         |
| Ra Ra Riot          | 2447th | 1,001         |

Figure 1: Artist Mainstream Ranks

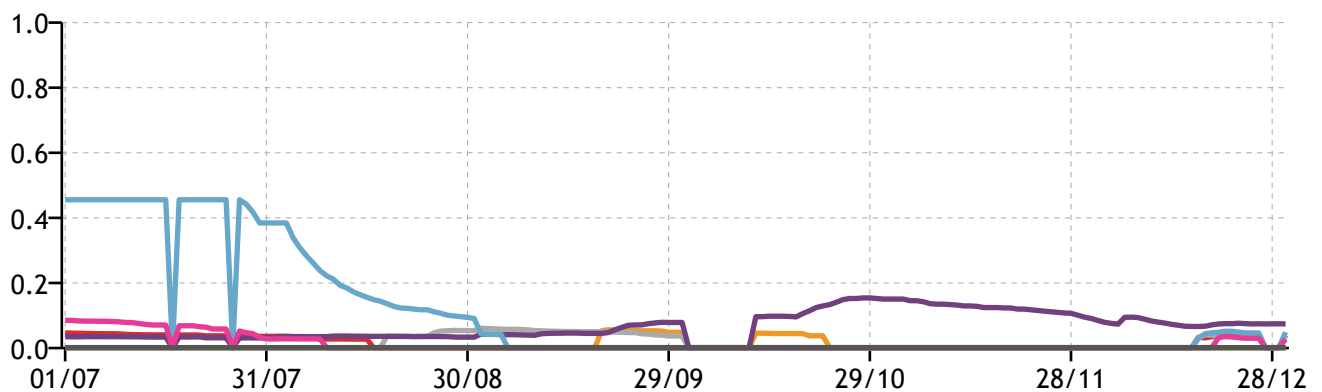


Figure 2: Artist Mainstream Chart Popularity over Time



# Mainstream Comparison

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

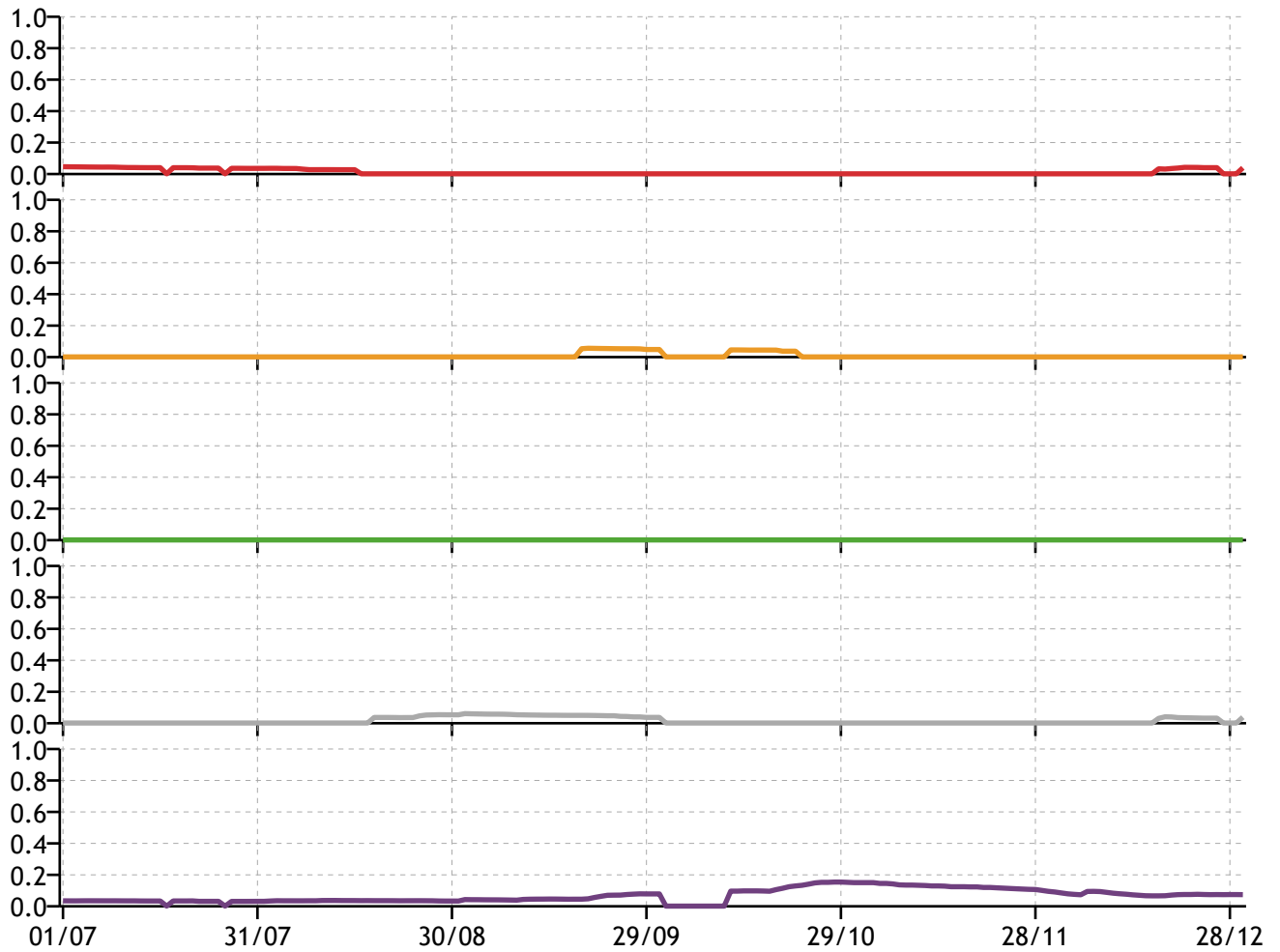


Figure 3: Comparisons for She Him



# Emerging Chart

This section presents the emerging chart performance for She Him compared to similar artists. She Him was ranked 86th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for She Him was 11th.

**86th** Overall Rank

**11th** Best Position

| Artist               | Rank        | Best Position |
|----------------------|-------------|---------------|
| LCD Soundsystem      | 30th        | 7             |
| Ra Ra Riot           | 49th        | 9             |
| <b>She &amp; Him</b> | <b>86th</b> | <b>11</b>     |
| Belle and Sebastian  | 99th        | 12            |
| Broken Social Scene  | 105th       | 12            |
| Jenny and Johnny     | 248th       | 23            |
| Sun Ra               | 2806th      | 1,001         |
| Zoey Deschanel       | 2984th      | 1,001         |

Figure 4: Artist Emerging Ranks

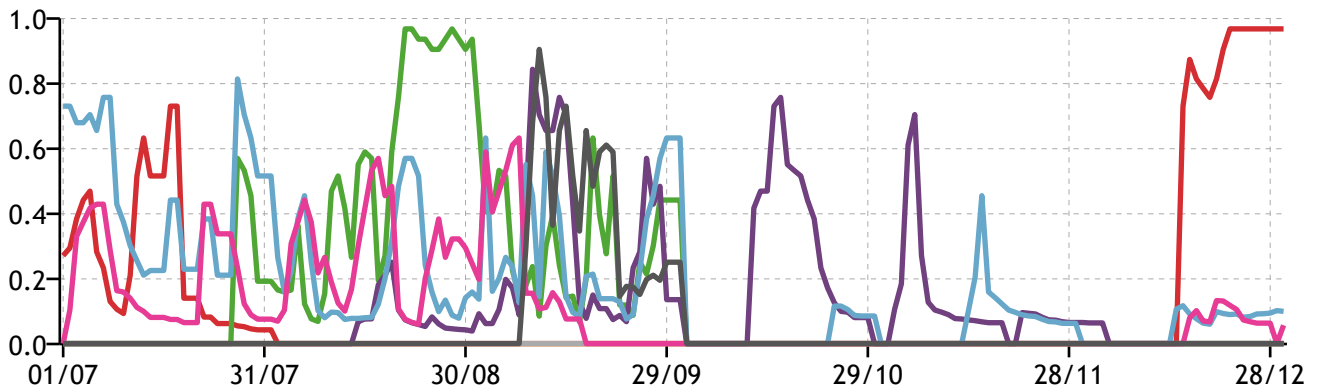


Figure 5: Artist Mainstream Emerging Popularity over Time



# Emerging Comparison

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

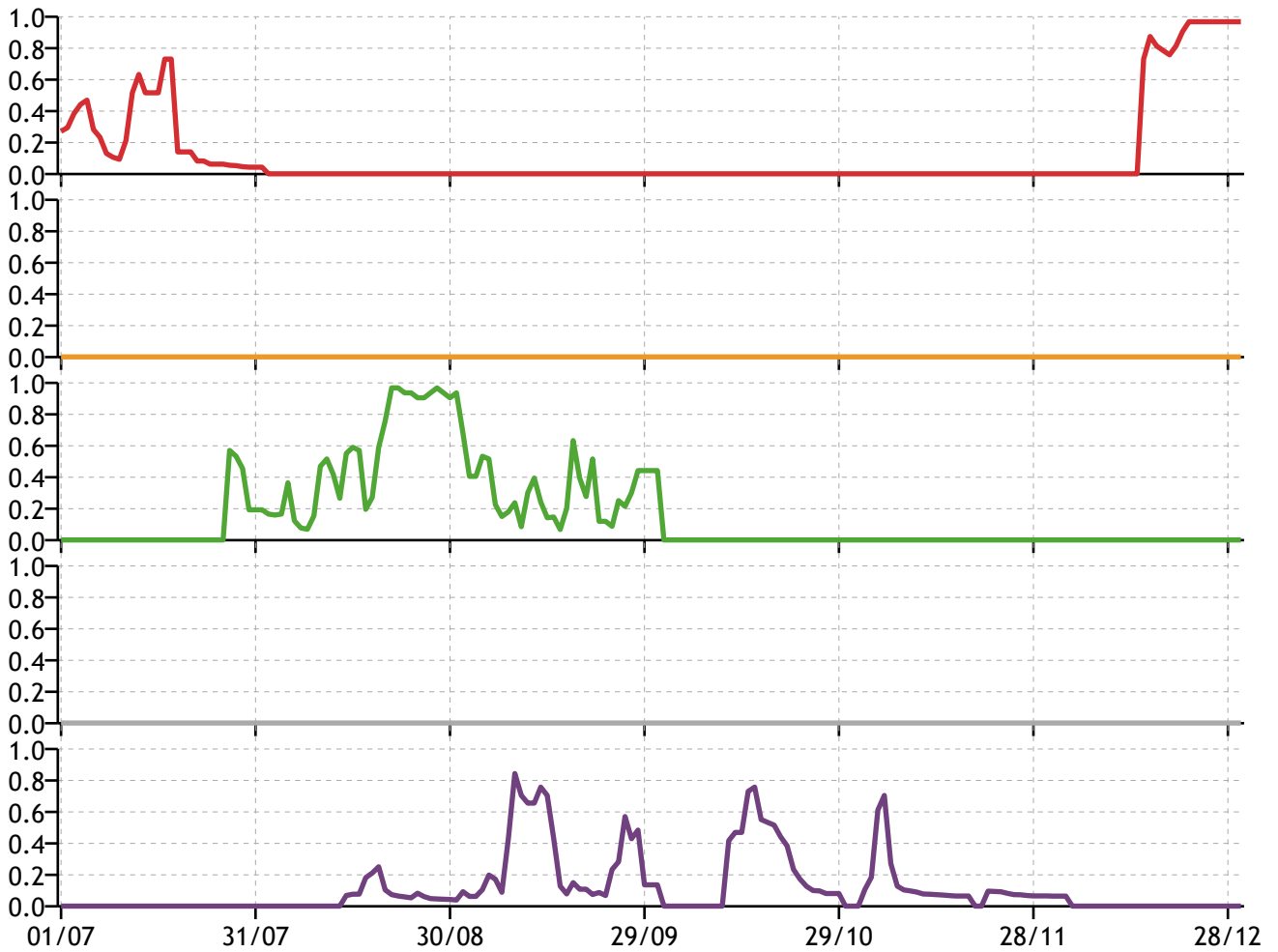
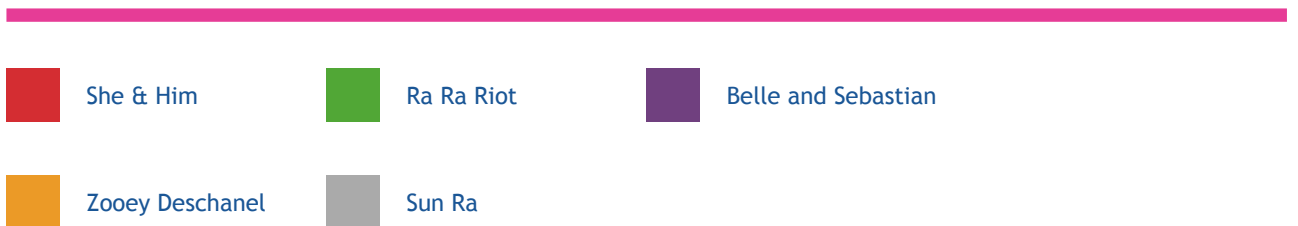


Figure 6: Comparisons for She Him



# Mainstream Singles

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

## In The Sun

Best Single

## 705th

Best Position

| Single     | Best Position |
|------------|---------------|
| In The Sun | 705           |
|            |               |
|            |               |

Figure 7: Best Single Positions

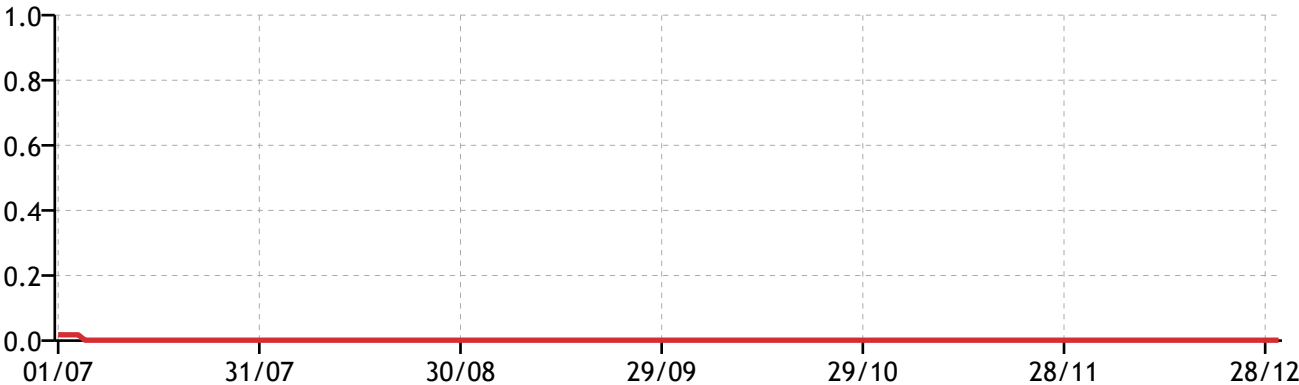


Figure 8: Singles Chart Comparison over Time

 In The Sun

# Mainstream Singles Comparison

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

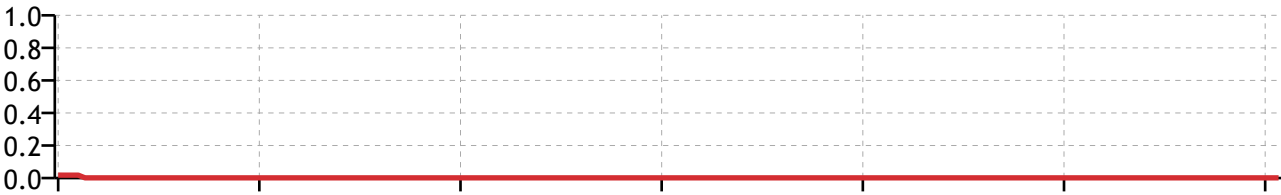


Figure 9: Chart ranking for She Him

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 In The Sun

# Emerging Singles

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

## Brand New Shoes

Best Single

106th

Best Position

| Single   | Best Position |
|--|---------------|
| Brand New Shoes                                | 106           |
| I Should Have Know Better                      | 107           |
| I'm Gonna Make It Better                       | 108           |
| Take It Back                                   | 108           |
| Please, Please, Please, Let Me Get What I Want | 110           |
| I Thought I Saw Your Face Today                | 111           |
| Gonna Get Along Without You Now                | 112           |
| Home   | 113           |

Figure 10: Best Single Positions

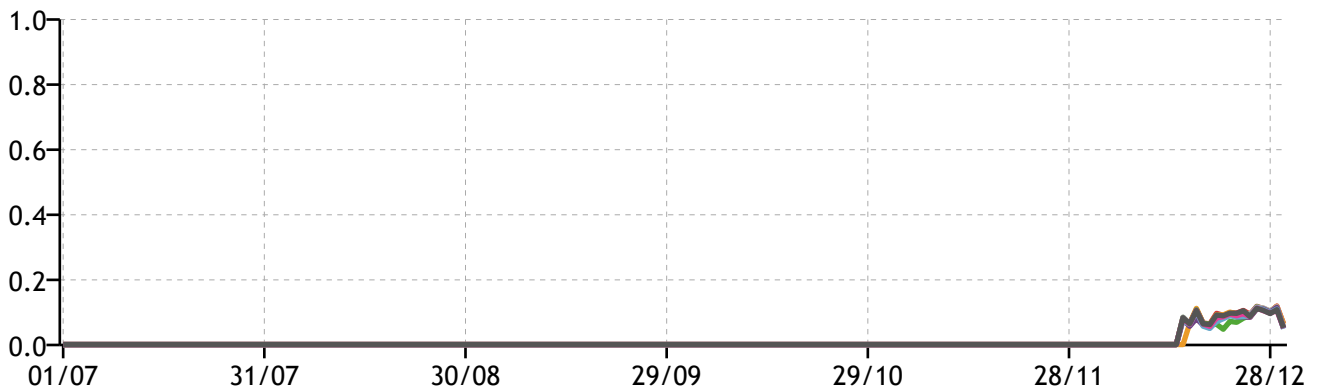


Figure 11: Singles Chart Comparison over Time



# Emerging Singles Comparison

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

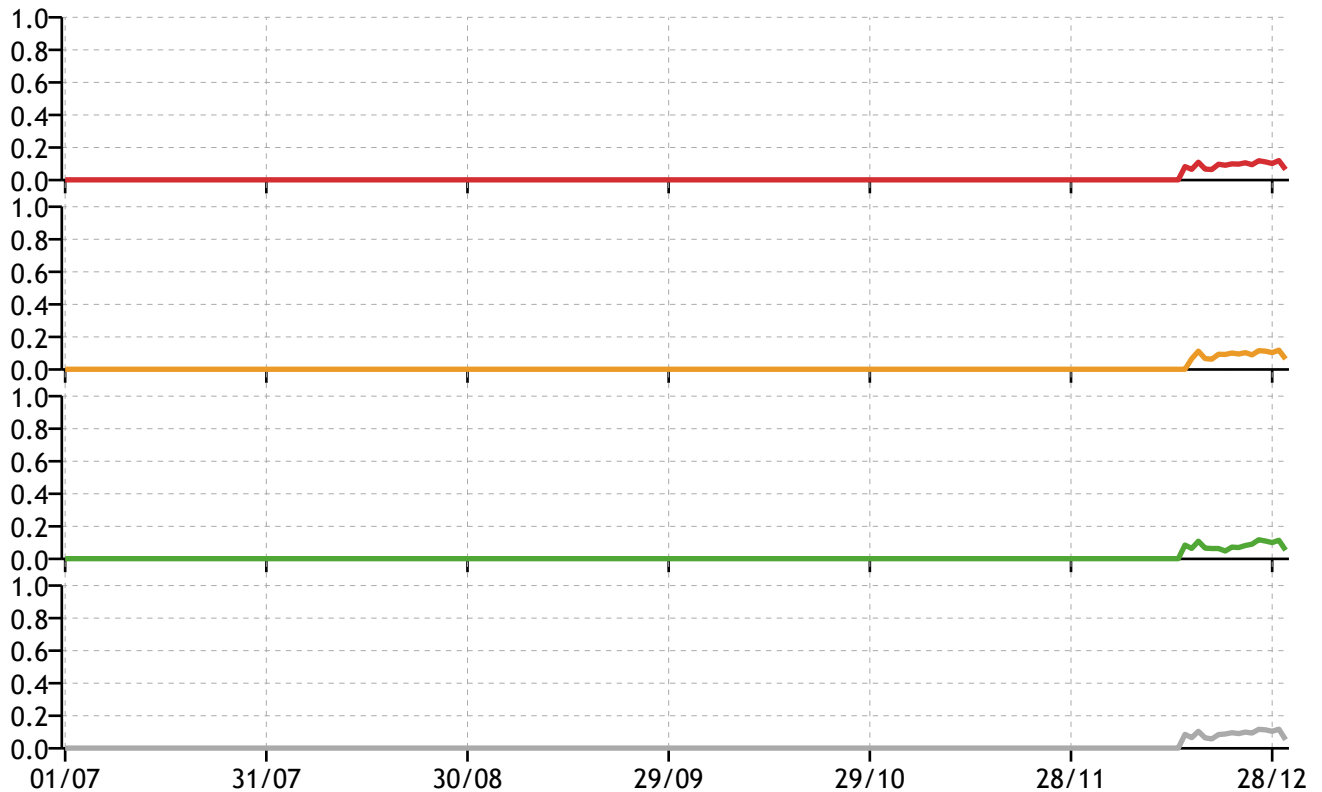


Figure 12: Chart ranking for She Him

- Brand New Shoes
- I Should Have Know B.
- I'm Gonna Make It Be..
- Take It Back

# Twitter Coverage

## Twitter Popularity

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

317th Overall Rank

5,115 Tweets

0.001% Share

| Artist              | Rank   | Tweets | Share  |
|---------------------|--------|--------|--------|
| Belle and Sebastian | 109th  | 11,016 | 0.002% |
| Sun Ra              | 244th  | 6,394  | 0.001% |
| LCD Soundsystem     | 287th  | 5,562  | 0.001% |
| She & Him           | 317th  | 5,115  | 0.001% |
| Broken Social Scene | 417th  | 4,148  | 0.001% |
| Ra Ra Riot          | 958th  | 1,959  | 0.000% |
| Jenny and Johnny    | 2094th | 842    | 0.000% |
| Zoey Deschanel      | 2877th | 556    | 0.000% |

Figure 13: Twitter Coverage Comparison

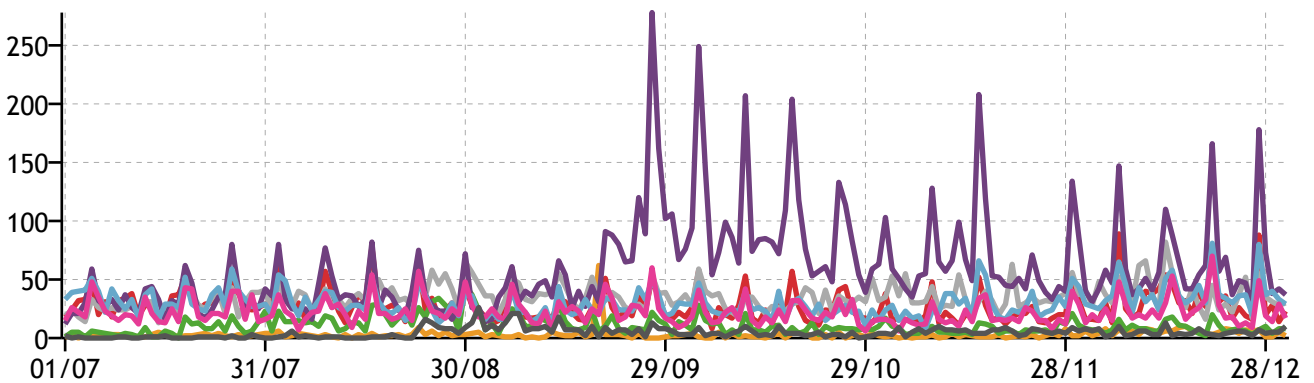


Figure 14: Twitter Coverage over Time



# Twitter Comparison

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

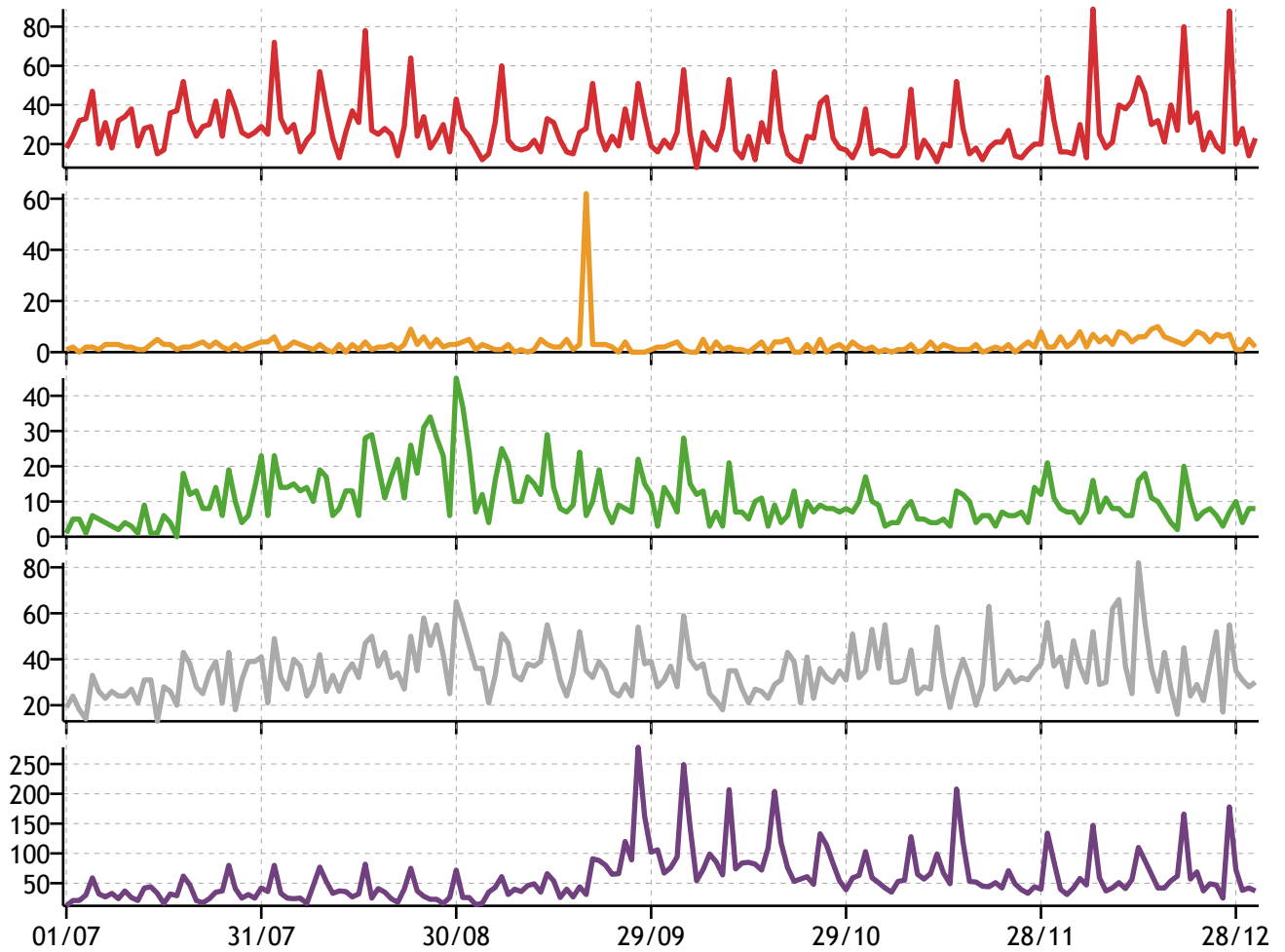


Figure 15: Comparisons for She Him



# Mainstream Chart vs Twitter

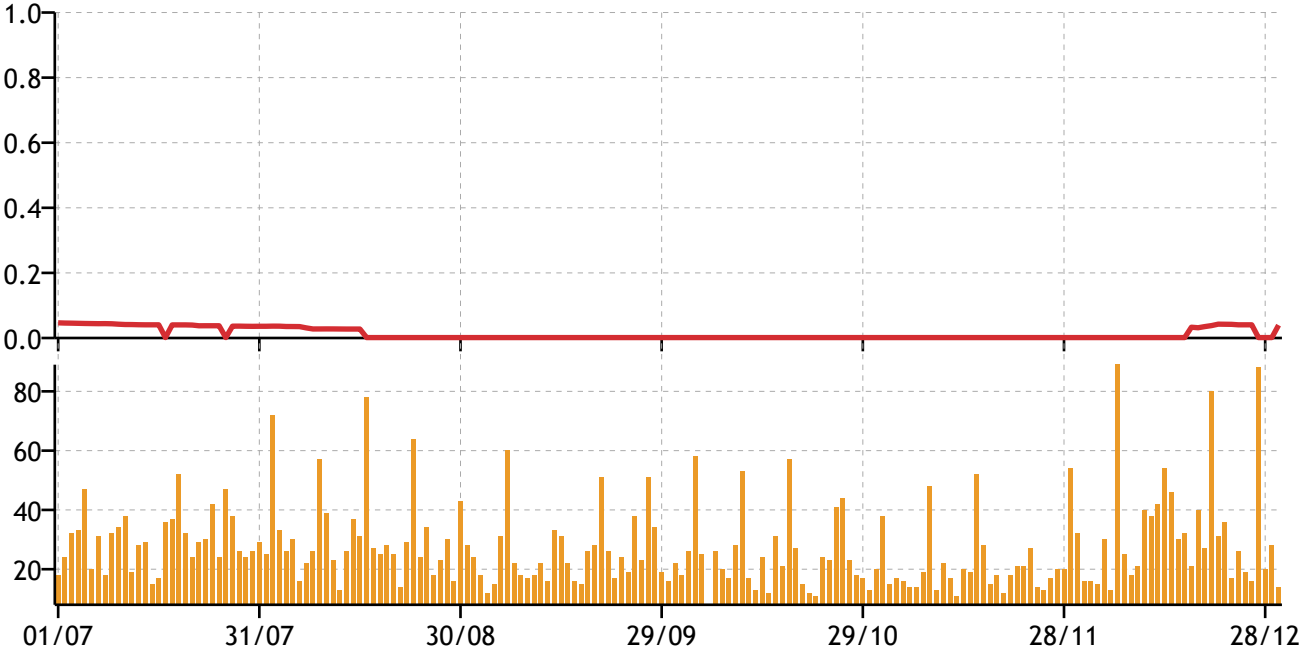


Figure 16: She Him Chart Popularity vs Twitter Coverage

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



# Emerging Chart vs Twitter

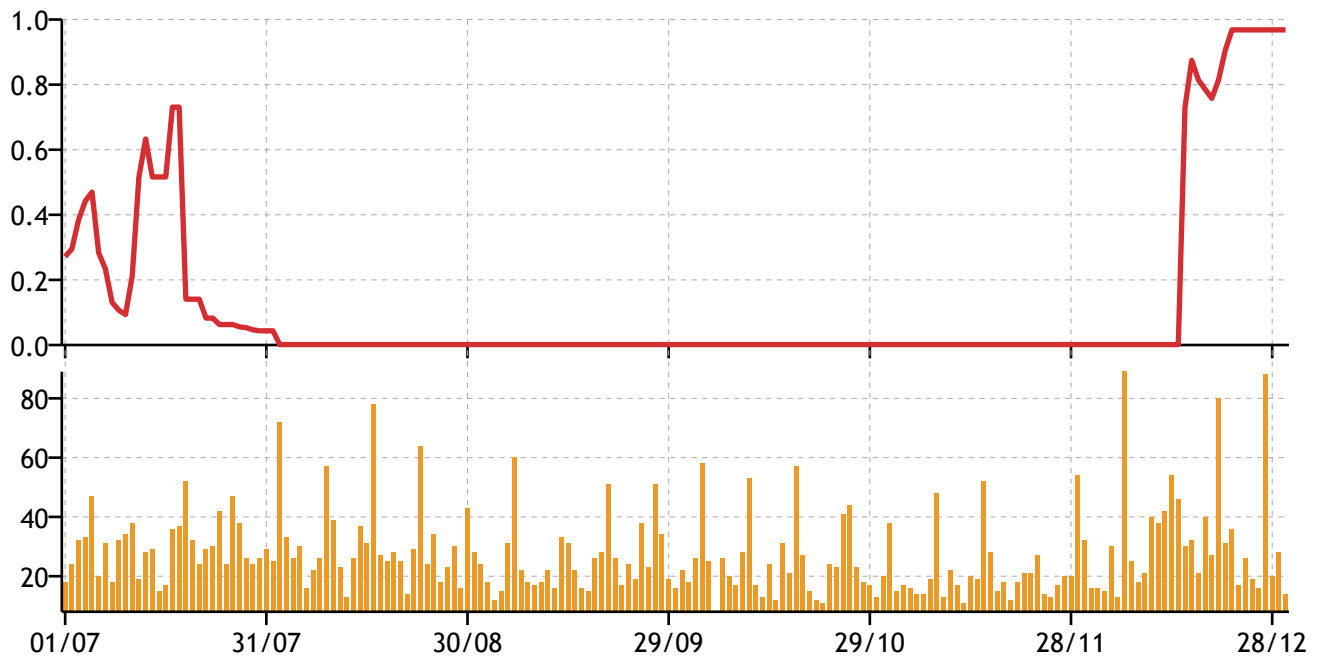


Figure 17: She Him Chart Popularity vs Twitter Coverage

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 She Him in tweets most during this period.

| Rank | Twitter User                | Name                 | Location                     | Tweets | Followers | Reach  |
|------|-----------------------------|----------------------|------------------------------|--------|-----------|--------|
| 1    | twitter.com/straywebsurfer  | straywebsurfer Ray   | Tokyo, Japan                 | 11     | 3,189     | 35,079 |
| 2    | twitter.com/josephsmusic    | Joseph's Music       | NYC                          | 14     | 2,222     | 31,108 |
| 3    | twitter.com/shifer          | Jaqueline Gaudard    |                              | 8      | 2,948     | 23,584 |
| 4    | twitter.com/amfan_jenny     | Jenny Lonussen       | Kerkrade, The Netherlands    | 12     | 1,700     | 20,400 |
| 5    | twitter.com/PollysRocha     | Poliana Rocha        |                              | 20     | 988       | 19,760 |
| 6    | twitter.com/birnpresents    | BIRN Presents        | Boston                       | 170    | 98        | 16,660 |
| 7    | twitter.com/mysevenkids     | Nikki                | Gorgeous E TN near Knoxville | 5      | 3,188     | 15,940 |
| 8    | twitter.com/lelandsmama     | Chelsea Daigle       | Lafayette, Louisiana         | 7      | 2,113     | 14,791 |
| 9    | twitter.com/mark_till       | mark_till            | Los Angeles California       | 5      | 2,528     | 12,640 |
| 10   | twitter.com/El_Mark         | Mark Itish           | México, DF                   | 7      | 1,585     | 11,095 |
| 11   | twitter.com/JackRathSupport | Jackson Support      | Brazil                       | 7      | 1,361     | 9,527  |
| 12   | twitter.com/marcylauren     | Marcy McGowan        | Delaware                     | 5      | 1,718     | 8,590  |
| 13   | twitter.com/paperbarrel     | Jed                  | New York City                | 8      | 1,059     | 8,472  |
| 14   | twitter.com/Victorls        | Victor Lorrán        | Brazil                       | 13     | 545       | 7,085  |
| 15   | twitter.com/iamhumanyet     | Gui Hurts (Guils)    | Guaruvegas, SP               | 13     | 533       | 6,929  |
| 16   | twitter.com/MrBijou         | Sean Hernandez       | Texas                        | 9      | 695       | 6,255  |
| 17   | twitter.com/LacedRadio      | Laced Radio TM       | Los Angeles, CA/Austin, Tx   | 9      | 695       | 6,255  |
| 18   | twitter.com/tainazinha      | Tainá                | São Paulo, Brazil            | 13     | 469       | 6,097  |
| 19   | twitter.com/michaelleung    | Michael Leung        | Vancouver, BC                | 9      | 656       | 5,904  |
| 20   | twitter.com/Naestopaz       | naestopaz            | Denver, Colorado, USA        | 6      | 935       | 5,610  |
| 21   | twitter.com/rdlbr           | Rafael D. de Lima    | Palotina                     | 7      | 698       | 4,886  |
| 22   | twitter.com/EricTheWhite    | Eric White           | iPhone: 29.466711,-98.470406 | 7      | 649       | 4,543  |
| 23   | twitter.com/VickyisAwesome  | Vicky Weasley? ▯     | Room 23/ The Burrow          | 7      | 646       | 4,522  |
| 24   | twitter.com/lcds            | =Ivan=               | Bogotá, Colombia             | 5      | 827       | 4,135  |
| 25   | twitter.com/tracklisting    | Valentina Menares G. | ÚT: -33.457075,-70.610125    | 5      | 724       | 3,620  |
| 26   | twitter.com/jesusbritto     | Jesus Britto         | ÚT: 22.772218,-102.575387    | 9      | 382       | 3,438  |
| 27   | twitter.com/vdvz            | Tayná Werlang        |                              | 6      | 561       | 3,366  |

Figure 18: Top 50 Users tweeting about She Him

| Rank | Twitter User                | Name                 | Location                    | Tweets | Followers | Reach |
|------|-----------------------------|----------------------|-----------------------------|--------|-----------|-------|
| 28   | twitter.com/victornlins     | victor lins          | Brasil                      | 12     | 278       | 3,336 |
| 29   | twitter.com/certaintragedy  | Christine Varriale   | MA                          | 5      | 619       | 3,095 |
| 30   | twitter.com/DamomRibeiro    | Damom Ribeiro        | Sobral   Ceará   Brasil     | 9      | 321       | 2,889 |
| 31   | twitter.com/lineehe         | Aline Lima           | São Paulo                   | 5      | 577       | 2,885 |
| 32   | twitter.com/PandaBeffi      | Beth                 | Mexborough, South Yorkshire | 10     | 281       | 2,810 |
| 33   | twitter.com/diondewantara   | dion pandu dewantara | Jakarta, Indonesia          | 8      | 349       | 2,792 |
| 34   | twitter.com/raphaelgalvao   | Raphael Galvão       | São Luís-MA                 | 7      | 398       | 2,786 |
| 35   | twitter.com/mrandysmiley2   | Andrew Chiasson      | Rothsay, NB, Canada         | 8      | 345       | 2,760 |
| 36   | twitter.com/Andre_Cubillos  | ANDREA CUBILLOS      | Bogotá                      | 6      | 444       | 2,664 |
| 37   | twitter.com/Freya80         | Kiley Jones          | Seattle                     | 6      | 441       | 2,646 |
| 38   | twitter.com/jackholmer      | Jack Holmer          | Curitiba BR                 | 5      | 526       | 2,630 |
| 39   | twitter.com/nemparece       | Luis Henrique        | Ribeirão Pires/SP           | 8      | 318       | 2,544 |
| 40   | twitter.com/uthieee         | Putri Adiaty S.W     | Yogyakarta, Indonesia       | 8      | 308       | 2,464 |
| 41   | twitter.com/memogtt         | Guillermo Trejo      | Queretaro, Mexico           | 6      | 408       | 2,448 |
| 42   | twitter.com/rubiko          | Eduardo Cruz         | Mexico, DF, Twitterland     | 7      | 344       | 2,408 |
| 43   | twitter.com/realdetective   | J.j.                 | sherwood forest             | 6      | 397       | 2,382 |
| 44   | twitter.com/khairulnz       | Khairul Nizam Lamin  | Kuala Lumpur                | 4      | 584       | 2,336 |
| 45   | twitter.com/himands         | Amanda Langner       | Florianópolis               | 5      | 458       | 2,290 |
| 46   | twitter.com/25jd1           | john                 | ireland                     | 5      | 455       | 2,275 |
| 47   | twitter.com/raquelcabral    | Raquel Cabral        | Niterói, RJ                 | 13     | 175       | 2,275 |
| 48   | twitter.com/ericwhelan      | Eric Whelan          | London                      | 5      | 442       | 2,210 |
| 49   | twitter.com/ManilaChinchila | Daniel               | Dundee                      | 9      | 240       | 2,160 |
| 50   | twitter.com/pialoader       | pia loader           | Manila, Philippines         | 7      | 307       | 2,149 |

Figure 18 (continued): Top 50 Users tweeting about She Him

## Shared Twitter Links

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

| URL   | Rank | Tweets |
|---|------|--------|
| <a href="http://streams.thebirn.com/berklee-radio/birn-presents.m3u">http://streams.thebirn.com/berklee-radio/birn-presents.m3u</a>   | 1    | 170    |
| <a href="http://www.last.fm/music/She%2B%2526%2BHim">http://www.last.fm/music/She%2B%2526%2BHim</a>   | 2    | 62     |
| <a href="http://www.last.fm/music/She+%26+Him/_/In+The+Sun">http://www.last.fm/music/She+%26+Him/_/In The Sun</a>   | 3    | 42     |
| <a href="http://www.last.fm/music/She+%26+Him/_/Why+Do+You+Let+Me+Stay+Here?">http://www.last.fm/music/She+%26+Him/_/Why Do You Let Me Stay Here?</a>                                       | 4    | 29     |
| <a href="http://www.last.fm/music/She+%26+Him/_/Thieves">http://www.last.fm/music/She+%26+Him/_/Thieves</a>   | 5    | 25     |
| <a href="http://www.last.fm/music/She+%26+Him/_/Please,+Please,+Please,+Let+Me+Get+What+I+Want">http://www.last.fm/music/She+%26+Him/_/Please, Please, Please, Let Me Get What I Want</a>   | 6    | 19     |
| <a href="http://www.last.fm/music/She+%26+Him/_/I+Was+Made+for+You">http://www.last.fm/music/She+%26+Him/_/I Was Made for You</a>   | 7    | 18     |
| <a href="http://www.last.fm/music/She+%26+Him/_/Black+Hole">http://www.last.fm/music/She+%26+Him/_/Black Hole</a>   | 8    | 16     |
| <a href="http://www.last.fm/music/She+%26+Him/_/Ridin%27+In+My+Car">http://www.last.fm/music/She+%26+Him/_/Ridin%27 In My Car</a>   | 9    | 14     |
| <a href="http://www.last.fm/music/She+%26+Him/_/Sentimental+Heart">http://www.last.fm/music/She+%26+Him/_/Sentimental Heart</a>   | 10   | 14     |
| <a href="http://tinysong.com/6K9U">http://tinysong.com/6K9U</a>   | 11   | 13     |
| <a href="http://www.last.fm/music/She+%26+Him/_/I+Thought+I+Saw+Your+Face+Today">http://www.last.fm/music/She+%26+Him/_/I Thought I Saw Your Face Today</a>                                 | 12   | 12     |
| <a href="http://www.last.fm/music/She+%26+Him/_/Change+Is+Hard">http://www.last.fm/music/She+%26+Him/_/Change Is Hard</a>   | 13   | 12     |
| <a href="http://www.last.fm/music/She+%26+Him/_/Gonna+Get+Along+Without+You+Now+(Skeeter+Davis)">http://www.last.fm/music/She+%26+Him/_/Gonna Get Along Without You Now (Skeeter Davis)</a> | 14   | 11     |
| <a href="http://www.tweekly.fm/user/victornlins">http://www.tweekly.fm/user/victornlins</a>   | 15   | 11     |
| <a href="http://www.last.fm/music/She+%26+Him/_/Lingering+Still">http://www.last.fm/music/She+%26+Him/_/Lingering Still</a>   | 16   | 11     |
| <a href="http://www.last.fm/music/She+%26+Him/_/Me+and+You">http://www.last.fm/music/She+%26+Him/_/Me and You</a>   | 17   | 10     |
| <a href="http://www.tweekly.fm/user/Victorls">http://www.tweekly.fm/user/Victorls</a>   | 18   | 10     |
| <a href="http://www.tweekly.fm/user/ferrza">http://www.tweekly.fm/user/ferrza</a>   | 19   | 9      |
| <a href="http://www.tweekly.fm/user/raquelcabral">http://www.tweekly.fm/user/raquelcabral</a>   | 20   | 9      |
| <a href="http://www.tweekly.fm/user/RafhR">http://www.tweekly.fm/user/RafhR</a>   | 21   | 9      |
| <a href="http://www.tweekly.fm/user/tiqx">http://www.tweekly.fm/user/tiqx</a>   | 22   | 9      |
| <a href="http://www.tweekly.fm/user/discardoursouls">http://www.tweekly.fm/user/discardoursouls</a>   | 23   | 9      |
| <a href="http://www.last.fm/music/She+%26+Him/_/Don%27t+Look+Back">http://www.last.fm/music/She+%26+Him/_/Don%27t Look Back</a>   | 24   | 9      |
| <a href="http://www.tweekly.fm/user/cataploft">http://www.tweekly.fm/user/cataploft</a>   | 25   | 8      |
| <a href="http://www.last.fm/music/She+%26+Him/_/Home">http://www.last.fm/music/She+%26+Him/_/Home</a>   | 26   | 8      |
| <a href="http://www.last.fm/music/She+%26+Him/_/Brand+New+Shoes">http://www.last.fm/music/She+%26+Him/_/Brand New Shoes</a>   | 27   | 8      |

Figure 19: Top Shared Links on Twitter mentioning She Him

| URL   | Rank | Tweets |
|---|------|--------|
| <a href="http://www.last.fm/music/She+%26+Him/_/Sweet+Darlin'">http://www.last.fm/music/She+%26+Him/_/Sweet Darlin'</a>                             | 28   | 8      |
| <a href="http://www.tweekly.fm/user/iamhumanyet">http://www.tweekly.fm/user/iamhumanyet</a>   | 29   | 8      |
| <a href="http://tinysong.com/d1gN">http://tinysong.com/d1gN</a>   | 30   | 8      |
| <a href="http://www.last.fm/music/She+%26+Him/_/This+Is+Not+a+Test">http://www.last.fm/music/She+%26+Him/_/This Is Not a Test</a>                   | 31   | 7      |
| <a href="http://www.tweekly.fm/twitter/DamomRibeiro">http://www.tweekly.fm/twitter/DamomRibeiro</a>   | 32   | 7      |
| <a href="http://slacker.com/r/CqNgS">http://slacker.com/r/CqNgS</a>   | 33   | 7      |
| <a href="http://www.tweekly.fm/user/JackRathSupport">http://www.tweekly.fm/user/JackRathSupport</a>   | 34   | 7      |
| <a href="http://www.tweekly.fm/user/GiangC">http://www.tweekly.fm/user/GiangC</a>   | 35   | 7      |
| <a href="http://www.last.fm/music/She+%26+Him/_/I+Should+Have+Known+Better">http://www.last.fm/music/She+%26+Him/_/I Should Have Known Better</a>   | 36   | 7      |
| <a href="http://tinysong.com/6K9X">http://tinysong.com/6K9X</a>   | 37   | 7      |
| <a href="http://www.last.fm/music/She+%26+Him/_/You+Really+Got+a+Hold+on+Me">http://www.last.fm/music/She+%26+Him/_/You Really Got a Hold on Me</a> | 38   | 7      |
| <a href="http://www.tunewiki.com/">http://www.tunewiki.com/</a>   | 39   | 6      |
| <a href="http://www.tweekly.fm/twitter/MattOKiller">http://www.tweekly.fm/twitter/MattOKiller</a>   | 40   | 6      |
| <a href="http://www.tweekly.fm/user/vdvz">http://www.tweekly.fm/user/vdvz</a>   | 41   | 6      |
| <a href="http://www.last.fm/music/She+%26+Him/_/Over+It+Over+Again">http://www.last.fm/music/She+%26+Him/_/Over It Over Again</a>                   | 42   | 6      |
| <a href="http://www.tweekly.fm/twitter/atampa">http://www.tweekly.fm/twitter/atampa</a>   | 43   | 6      |
| <a href="http://www.tweekly.fm/user/Rubiko">http://www.tweekly.fm/user/Rubiko</a>   | 44   | 6      |
| <a href="http://www.tweekly.fm/user/jessicaalida">http://www.tweekly.fm/user/jessicaalida</a>   | 45   | 6      |
| <a href="http://www.tweekly.fm/user/mirizhko">http://www.tweekly.fm/user/mirizhko</a>   | 46   | 6      |
| <a href="http://www.last.fm/music/She+%26+Him/_/I+Put+A+Spell+On+You">http://www.last.fm/music/She+%26+Him/_/I Put A Spell On You</a>               | 47   | 6      |
| <a href="http://www.last.fm/music/She+%26+Him/_/Sing">http://www.last.fm/music/She+%26+Him/_/Sing</a>   | 48   | 6      |
| <a href="http://www.tweekly.fm/user/alackofcolor623">http://www.tweekly.fm/user/alackofcolor623</a>   | 49   | 6      |
| <a href="http://www.tweekly.fm/user/eMe_De">http://www.tweekly.fm/user/eMe_De</a>   | 50   | 5      |
| <a href="http://www.tweekly.fm/user/mcapanema">http://www.tweekly.fm/user/mcapanema</a>   | 51   | 5      |
| <a href="http://www.tweekly.fm/user/mariscoutinho">http://www.tweekly.fm/user/mariscoutinho</a>   | 52   | 5      |
| <a href="http://www.tweekly.fm/user/_MrBrightside">http://www.tweekly.fm/user/_MrBrightside</a>   | 53   | 5      |
| <a href="http://www.tweekly.fm/user/GrainneMcNamee">http://www.tweekly.fm/user/GrainneMcNamee</a>   | 54   | 5      |
| <a href="http://www.tweekly.fm/user/raphaelgalvao">http://www.tweekly.fm/user/raphaelgalvao</a>   | 55   | 5      |
| <a href="http://tinysong.com/fDyY">http://tinysong.com/fDyY</a>   | 56   | 5      |
| <a href="http://www.tweekly.fm/user/nikosasintha">http://www.tweekly.fm/user/nikosasintha</a>   | 57   | 5      |
| <a href="http://www.tweekly.fm/user/dodilores">http://www.tweekly.fm/user/dodilores</a>   | 58   | 5      |
| <a href="http://www.tweekly.fm/user/khairulnz">http://www.tweekly.fm/user/khairulnz</a>   | 59   | 5      |
| <a href="http://www.tweekly.fm/user/pamtufa">http://www.tweekly.fm/user/pamtufa</a>   | 60   | 5      |

Figure 19 (continued): Top Shared Links on Twitter mentioning She Him

# News Coverage

## News Popularity

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

355th Overall Rank

380 Articles

0.009% Share

| Artist              | Rank  | Articles | Share  |
|---------------------|-------|----------|--------|
| LCD Soundsystem     | 50th  | 1,180    | 0.029% |
| Belle and Sebastian | 68th  | 1,034    | 0.026% |
| Sun Ra              | 77th  | 977      | 0.024% |
| Broken Social Scene | 110th | 810      | 0.020% |
| Ra Ra Riot          | 290th | 435      | 0.011% |
| She & Him           | 355th | 380      | 0.009% |
| Jenny and Johnny    | 548th | 255      | 0.006% |
| Zoey Deschanel      | 734th | 182      | 0.005% |

Figure 20: News Coverage Comparison

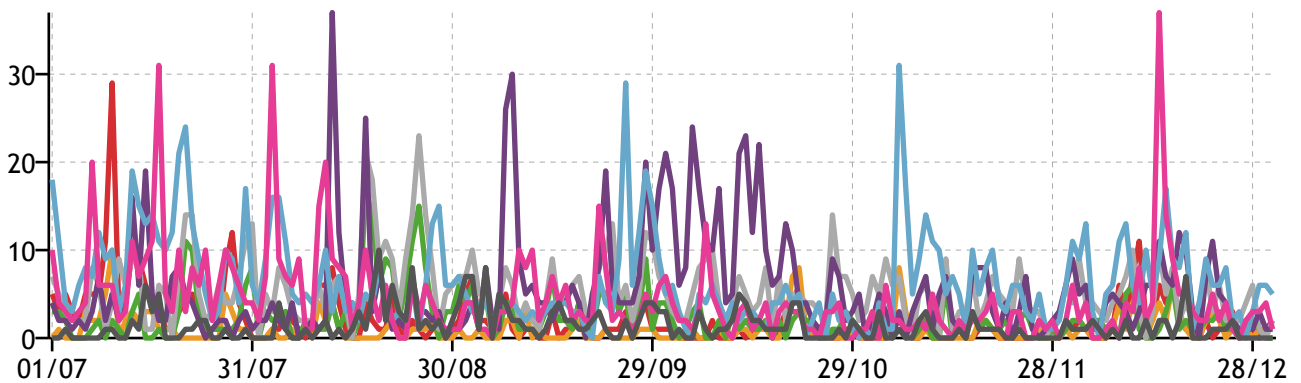


Figure 21: News Coverage over Time



# News Comparison

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

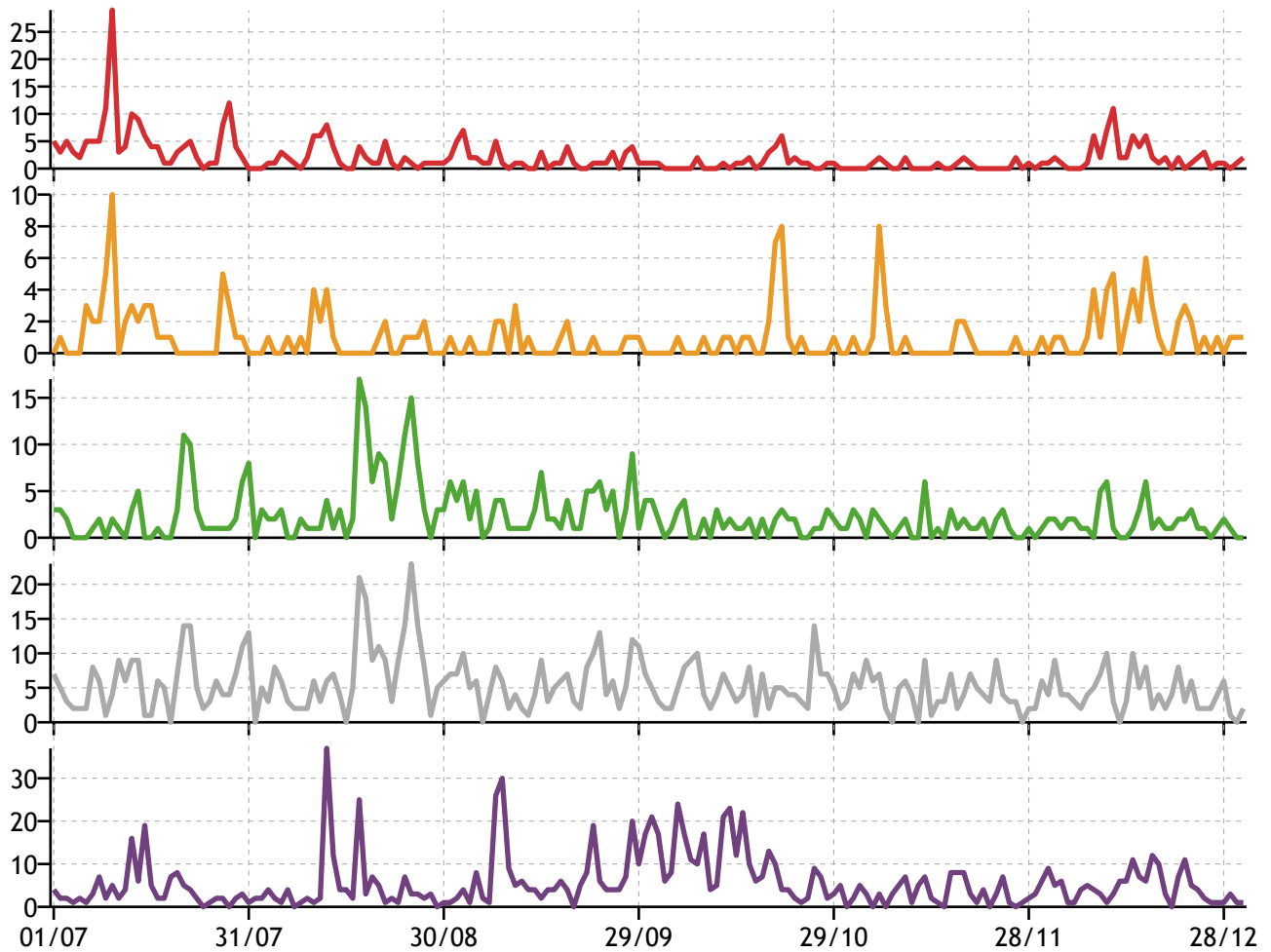


Figure 22: Comparisons for She Him



# Mainstream Chart vs Sentiment

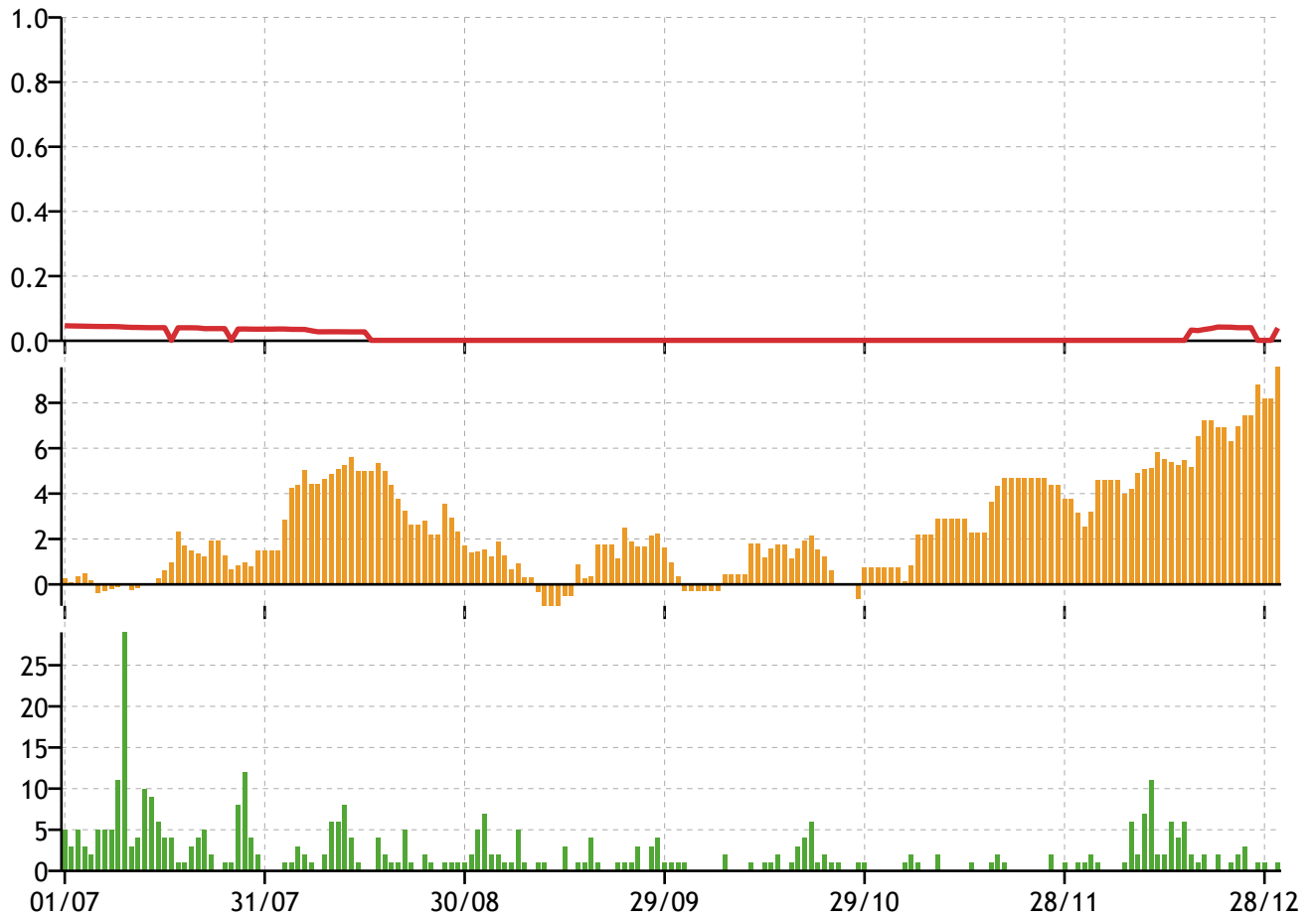


Figure 23: She Him Chart Popularity vs News Sentiment + Volume

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 She Him that day.



# Emerging Chart vs Sentiment

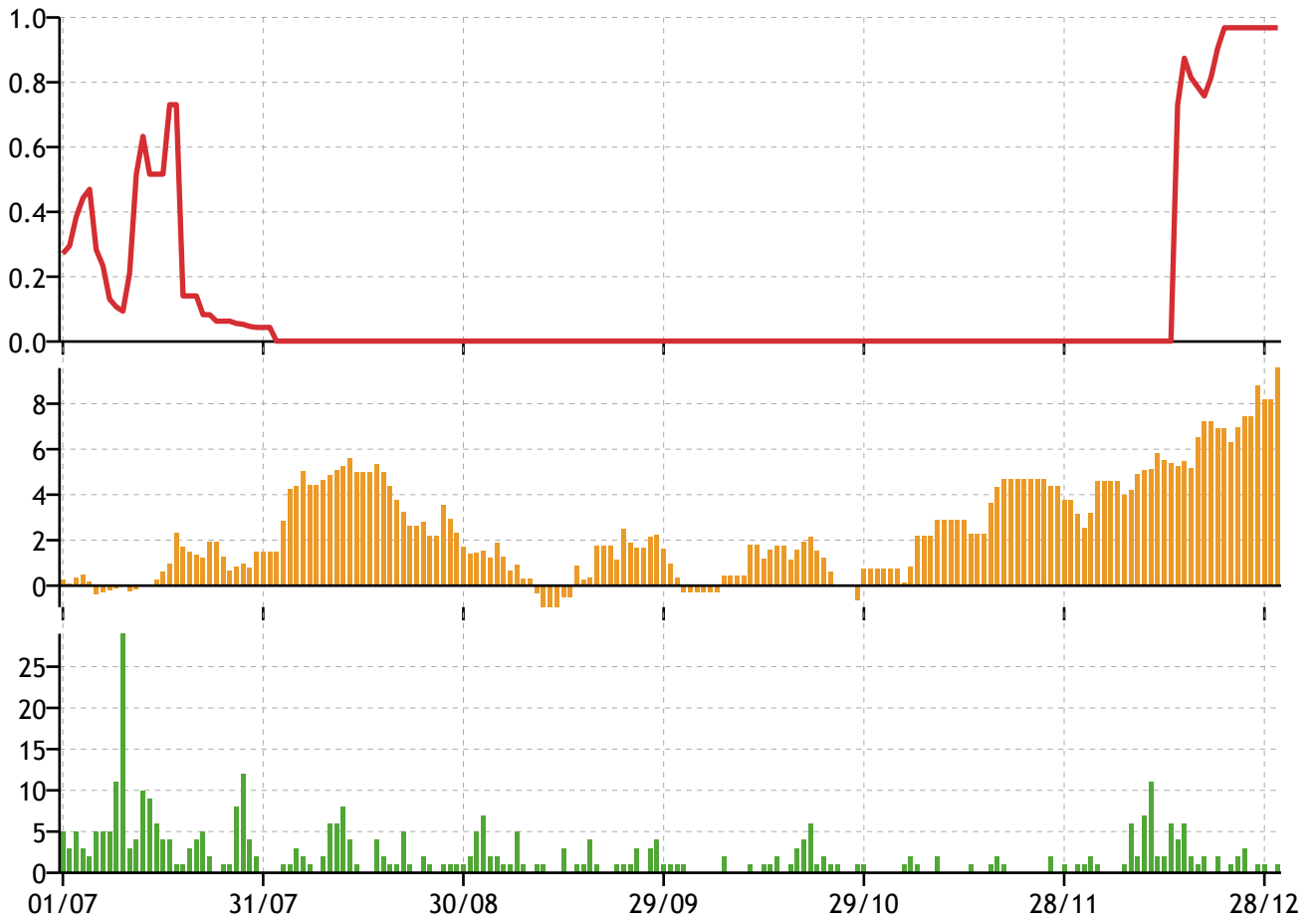


Figure 24: She Him Chart Popularity vs News Sentiment + Volume

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 She Him that day.



# Top Publishers

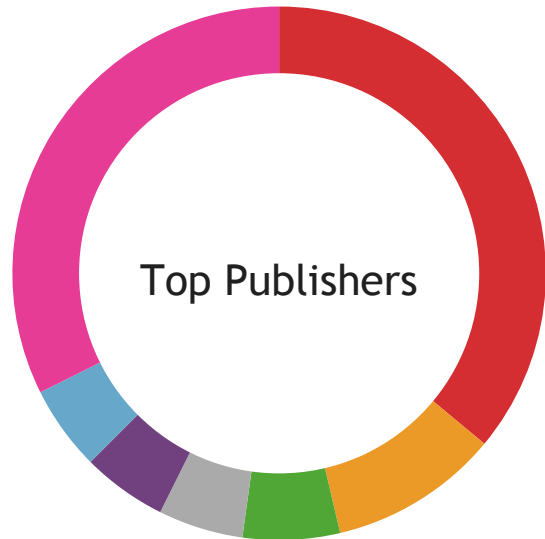


Figure 25: Top Publishers related to She Him

| Top Publishers           | Mentions |
|--------------------------|----------|
| DoucheBagFace            | 49       |
| Spin                     | 14       |
| Raised on Indie          | 8        |
| Prefix Magazine          | 7        |
| Pitchfork                | 7        |
| betterPropaganda Reviews | 7        |
| Consequence of Sound     | 6        |
| Hidden Track             | 6        |
| The Music Slut           | 5        |
| Paste Magazine           | 5        |
| JPs Blog                 | 5        |
| stereogum                | 5        |
| brooklynvegan            | 4        |
| Pretty Much Amazing      | 4        |
| Metal Bastard Goes Soft  | 4        |

Figure 26: Most frequently mentioned Top Publishers

# Top News Publishers

| Publisher   | Rank | Articles |
|---|------|----------|
| DoucheBagFace - <a href="http://www.dbf-music.com/">http://www.dbf-music.com/</a>   | 1    | 49       |
| Spin - <a href="http://www.spin.com/">http://www.spin.com/</a>  | 2    | 14       |
| Raised on Indie - <a href="http://www.raisedonindie.com/">http://www.raisedonindie.com/</a>   | 3    | 8        |
| Prefix Magazine - <a href="http://prefixmag.com">http://prefixmag.com</a>   | 4    | 7        |
| Pitchfork - <a href="http://pitchfork.com/">http://pitchfork.com/</a>   | 5    | 7        |
| betterPropaganda Reviews - <a href="http://betterpropaganda.com/">http://betterpropaganda.com/</a>                                      | 6    | 7        |
| Consequence of Sound - <a href="http://www.consequenceofsound.net/">http://www.consequenceofsound.net/</a>                              | 7    | 6        |
| Hidden Track - <a href="http://www.glidemagazine.com/hiddentrack">http://www.glidemagazine.com/hiddentrack</a>                          | 8    | 6        |
| The Music Slut - <a href="http://themusicslut.com">http://themusicslut.com</a>  | 9    | 5        |
| Paste Magazine - <a href="http://www.pastemagazine.com/">http://www.pastemagazine.com/</a>  | 10   | 5        |
| JPs Blog - <a href="http://jp917.blogspot.com/">http://jp917.blogspot.com/</a>  | 11   | 5        |
| stereogum - <a href="http://www.stereogum.com/">http://www.stereogum.com/</a>   | 12   | 5        |
| brooklynvegan - <a href="http://www.brooklynvegan.com/">http://www.brooklynvegan.com/</a>   | 13   | 4        |
| Pretty Much Amazing - <a href="http://prettymuchamazing.com/">http://prettymuchamazing.com/</a>   | 14   | 4        |
| Metal Bastard Goes Soft - <a href="http://monkeybastardsv20.blogspot.com/">http://monkeybastardsv20.blogspot.com/</a>                   | 15   | 4        |
| HIPSTER RUNOFF - <a href="http://www.hipsterrunoff.com/">http://www.hipsterrunoff.com/</a>  | 16   | 4        |
| The A.V. Club - <a href="http://www.avclub.com/">http://www.avclub.com/</a>   | 17   | 3        |
| INDIEBLOGHEAVEN - <a href="http://indieblogheaven.typepad.com/indieblogheaven/">http://indieblogheaven.typepad.com/indieblogheaven/</a> | 18   | 3        |
| the bay bridged - San Francisco Bay Area Indie Music - <a href="http://www.thebaybridged.com">http://www.thebaybridged.com</a>          | 19   | 3        |
| Largehearted Boy - <a href="http://blog.largeheartedboy.com/">http://blog.largeheartedboy.com/</a>                                      | 20   | 3        |
| Planeta Pop - <a href="http://planetapopradio.blogspot.com">http://planetapopradio.blogspot.com</a>                                     | 21   | 3        |
| ...SoTB - <a href="http://sideoftheblog.blogspot.com/">http://sideoftheblog.blogspot.com/</a>   | 22   | 2        |
| wongie's music world - <a href="http://wongiesmusicworld.blogspot.com/index.html">http://wongiesmusicworld.blogspot.com/index.html</a>  | 23   | 2        |
| Fong Songs - <a href="http://fongsongs.blogspot.com/index.html">http://fongsongs.blogspot.com/index.html</a>                            | 24   | 2        |
| Kickin' The Peanuts - <a href="http://kickinthepeanuts.com">http://kickinthepeanuts.com</a>   | 25   | 2        |
| Captain Obvious - <a href="http://www.thankscaptainobvious.net/">http://www.thankscaptainobvious.net/</a>                               | 26   | 2        |
| MTV Newsroom - <a href="http://newsroom.mtv.com/">http://newsroom.mtv.com/</a>  | 27   | 2        |

Figure 27: Top 67 Publishers mentioning She Him

| Publisher   | Rank | Articles |
|---|------|----------|
| A Fifty Cent Lighter & A Whiskey Buzz - <a href="http://fiftycentlighter.blogspot.com/">http://fiftycentlighter.blogspot.com/</a> | 28   | 2        |
| Indie For Bunnies - <a href="http://www.indieforbunnies.com">http://www.indieforbunnies.com</a>                                   | 29   | 2        |
| NPR Music - <a href="http://www.npr.org/music/">http://www.npr.org/music/</a>   | 30   | 1        |
| Antler Darts - <a href="http://antlerdarts.blogspot.com/">http://antlerdarts.blogspot.com/</a>                                    | 31   | 1        |
| Culture Bully - <a href="http://www.culturebully.com">http://www.culturebully.com</a>   | 32   | 1        |
| Cuchara Sonica - <a href="http://cucharasonica.com">http://cucharasonica.com</a>  | 33   | 1        |
| Beyond Race - <a href="http://www.beyondrace.com/">http://www.beyondrace.com/</a>   | 34   | 1        |
| Ryan's Smashing Life - <a href="http://ryanssmashinglife.blogspot.com">http://ryanssmashinglife.blogspot.com</a>                  | 35   | 1        |
| Modern Mystery - <a href="http://modernmystery.wordpress.com">http://modernmystery.wordpress.com</a>                              | 36   | 1        |
| mp3hugger - <a href="http://mp3hugger.com">http://mp3hugger.com</a>   | 37   | 1        |
| Glorious Noise - Rock and roll can change your life - <a href="http://www.gloriousnoise.com/">http://www.gloriousnoise.com/</a>   | 38   | 1        |
| I ♪ Icelandic Music - <a href="http://icelandicmusic.blogspot.com/">http://icelandicmusic.blogspot.com/</a>                       | 39   | 1        |
| i (heart) music - <a href="http://www.iheartmusic.net/serendipity/">http://www.iheartmusic.net/serendipity/</a>                   | 40   | 1        |
| FANTASTIC WEAPON - <a href="http://www.fantasticweapon.com">http://www.fantasticweapon.com</a>                                    | 41   | 1        |
| The Wheel's Still In Spin - <a href="http://www.thewheelsstillinspin.com">http://www.thewheelsstillinspin.com</a>                 | 42   | 1        |
| Audio Muffin - <a href="http://audiomuffin.com">http://audiomuffin.com</a>  | 43   | 1        |
| We All Want Someone To Shout For - <a href="http://www.weallwantsomeone.com/">http://www.weallwantsomeone.com/</a>                | 44   | 1        |
| NME - Features - <a href="http://www.nme.com/">http://www.nme.com/</a>  | 45   | 1        |
| Radio Exile - <a href="http://radioexile.com">http://radioexile.com</a>   | 46   | 1        |
| PopWreck(oning) - <a href="http://popwreckoning.com/">http://popwreckoning.com/</a>   | 47   | 1        |
| Discheria ElRocco 0.01 - <a href="http://www.elrocco.splinder.com/">http://www.elrocco.splinder.com/</a>                          | 48   | 1        |
| Jonk Music - <a href="http://jonkmusic.blogspot.com">http://jonkmusic.blogspot.com</a>  | 49   | 1        |
| uberDrivel - <a href="http://udrivel.blogspot.com">http://udrivel.blogspot.com</a>  | 50   | 1        |
| Radio Free Chicago - <a href="http://radiofreechicago.typepad.com/">http://radiofreechicago.typepad.com/</a>                      | 51   | 1        |
| The Line Of Best Fit - <a href="http://thelineofbestfit.com">http://thelineofbestfit.com</a>                                      | 52   | 1        |
| brugo - <a href="http://broogo.blogspot.com/">http://broogo.blogspot.com/</a>   | 53   | 1        |
| Sound On The Sound - <a href="http://www.soundonthesound.com">http://www.soundonthesound.com</a>                                  | 54   | 1        |
| Muzzle of Bees - <a href="http://www.muzzleofbees.com">http://www.muzzleofbees.com</a>  | 55   | 1        |
| No Rock&Roll Fun - <a href="http://xrrf.blogspot.com">http://xrrf.blogspot.com</a>  | 56   | 1        |
| inALLcaps - <a href="http://www.inallcaps.com">http://www.inallcaps.com</a>   | 57   | 1        |
| Punkreas.org - <a href="http://www.punkreas.org">http://www.punkreas.org</a>  | 58   | 1        |
| Guardian music - <a href="http://www.guardian.co.uk/music">http://www.guardian.co.uk/music</a>                                    | 59   | 1        |
| polaroid > un blog alla radio > - <a href="http://polaroid.blogspot.com">http://polaroid.blogspot.com</a>                         | 60   | 1        |
| donewaiting.com - <a href="http://www.donewaiting.com/">http://www.donewaiting.com/</a>   | 61   | 1        |
| Cover Lay Down - <a href="http://coverlaydown.blogspot.com/">http://coverlaydown.blogspot.com/</a>                                | 62   | 1        |
| The Good, The Bad, and The Unknown - <a href="http://goodbadunknown.blogspot.com">http://goodbadunknown.blogspot.com</a>          | 63   | 1        |
| My Old Kentucky Blog - <a href="http://myoldkyhome.blogspot.com">http://myoldkyhome.blogspot.com</a>                              | 64   | 1        |
| Frankie Magazine - music - <a href="http://www.frankie.com.au/music">http://www.frankie.com.au/music</a>                          | 65   | 1        |

Figure 27 (continued): Top 67 Publishers mentioning She Him

| Publisher   | Rank | Articles |
|---|------|----------|
| Metal Bastard's MP3 Blahg - <a href="http://metalbastard.blogspot.com/">http://metalbastard.blogspot.com/</a> | 66   | 1        |
| Stereo Pills - <a href="http://www.stereopills.com/">http://www.stereopills.com/</a>                          | 67   | 1        |

Figure 27 (continued): Top 67 Publishers mentioning She Him

# Best 5 News Days

1

## 10 July 2010 : 29 articles

### Popular Articles this Day

#### **Treasure Island 2010 Lineup: Belle & Sebastian, The National, LCD Soundsystem, BSS, She & Him and more!**

Live Music Blog, 10 July 2010

Our friends at Consequence of Sound must have gotten the lineup to the upcoming Treasure Island Music Festival a few days early, and we're blown away to see a seriously ...

#### **She & Him "Thieves" Video**

CultureBully, 10 July 2010

Music video for "Thieves" by She & Him from the duo's 2010 release, "Volume Two."

#### **WATCH: She & Him's New Video**

Spin, 10 July 2010

Zoey Deschanel, the indie actress and seasoned heartmelter on the mic with She & Him, may have found her match in the cute department. Her band's new video for "Thieves," ...

#### **She & Him: "Thieves" (Video)**

Prefix Magazine, 09 July 2010

Zoey Deschanel is set to star in the upcoming David Gordon Green fantasy comedy *Your Highness*, which is due out in early 2011, but still has duties to fulfill ...

#### **Friday's Music Roundup**

Spin, 09 July 2010

[Updated: 6:32 P.M.] NEWS: New ARCADE FIRE : ' DEPECHE MODE Meets NEIL YOUNG ' "If it doesn't sound weird then I think it's a success," frontman Win Butler says ...

#### **Media: She & Him, Thieves (Video)**

...SoTB, 10 July 2010

#### **Videos para el Fin de Semana: Tokyo Police Club y She & Him**

We can be honest, 10 July 2010

Para los amantes de los caninos, este será un video para amararlo. La banda canadiense , Tokyo Police Club , reclutó a mucho perros, de muchas razas, y los hizo ...

#### **She & Him Continue to be Adorable in New Video "Thieves"**

Under the Radar, 10 July 2010

M. Ward and Zoey Deschanel, She & Him, make a charming and downright cute musical pair. So it'll come as a surprise to none that new video for Volume 2 ...

## She & Him Notes

MusicBlips, 10 July 2010

Watch the new video for "Thieves" at Pitchfork! Today at 10:38am The new video for "Thieves", directed by Norwood Cheek, and from She & Him's Volume Two , debuted on ...

## She & Him - Thieves

It's Getting Boring, 10 July 2010

2

## 28 July 2010 : 12 articles

### Popular Articles this Day

#### Zoey: The Ultimate Dream Girl

AbsolutePunk, 28 July 2010

Head to the replies to see \*She & Him\* (<http://www.absolutepunk.net/sheandhim>)'s performance on Craig Ferguson last night.

#### Tuesday's Music Roundup

Spin, 27 July 2010

[Updated: 3:43 P.M.] NEWS: GORILLAZ Announce North American Tour Dates Blur frontman Damon Albarn's band will hit the road in October behind their star-studded album Plastic Beach . [ Pitchfork ...

#### "Don't Look Back" (Live On Ferguson) (Video)

Prefix Magazine, 27 July 2010

Being introduced by a glove puppet may not be the most appropriate way to usher in a She & Him performance, but that's the chance you take if you run ...

#### She & Him: "Don't Look Back" (Live On Ferguson) (Video)

Prefix Magazine, 27 July 2010

Being introduced by a glove puppet may not be the most appropriate way to usher in a She & Him performance, but that's the chance you take if you run ...

#### She & Him on The Late Late Show with Craig Ferguson tonight!

MusicBlips, 28 July 2010

She & Him are the musical guests on The Late Late Show with Craig Ferguson tonight! Check your local listings and set your DVR! She & Him have just finished ...

#### She & Him "Don't Look Back" On Ferguson

MusicBlips, 28 July 2010

She & Him played "Don't Look Back" on Craig Ferguson's show, and it looks like Zoey Deschanel has gotten better at the live TV performance. She doesn't seem as frightened ...

## **SHE & HIM DROP BY CRAIG FERGUSON**

The Music Slut, 28 July 2010

Enjoy 'Don't Look Back' below. Watch their official video for 'Thieves' here. MP3: She & Him – In The Sun

## **She & Him "Don't Look Back" on Craig Ferguson (video)**

MusicBlips, 27 July 2010

07/27/10 - She & Him perform "Don't Look Back" off the album "Volume Two" on The Late Late Show with Craig Ferguson. Questions/comments welcome — full article at youtube.com

## **She & Him on Craig Ferguson**

JPs Blog, 28 July 2010

She & Him are still touring for their new album "Volume 2". The band performed the song 'Don't Look Back'. Zoëy Deschanel is still very pretty working the keyboards and ...

## **Watch She and Him Perform "Dont Look Back" on Craig Ferguson**

INDIEBLOGHEAVEN, 28 July 2010

You've got to love the energy that comes from Craig Ferguson night after night. I don't know how he does it. It is truly a unique gift. Take last night ...

**3**

## **09 July 2010 : 11 articles**

### **Popular Articles this Day**

#### **She & Him: "Thieves" (Video)**

Prefix Magazine, 09 July 2010

Zoëy Deschanel is set to star in the upcoming David Gordon Green fantasy comedy *Your Highness*, which is due out in early 2011, but still has duties to fulfill ...

#### **Friday's Music Roundup**

Spin, 09 July 2010

[Updated: 6:32 P.M.] NEWS: New ARCADE FIRE : ' DEPECHE MODE Meets NEIL YOUNG ' "If it doesn't sound weird then I think it's a success," frontman Win Butler says ...

## **SHE & HIM DEBUT BRAND NEW VIDEO**

The Music Slut, 09 July 2010

Enjoy 'Thieves' below. Last week, She & Him performed a set on WXPN. MP3: She & Him – In The Sun

#### **She & Him: Thieves [Merge]**

MusicBlips, 09 July 2010

She & Him: Thieves [Merge] — full article at pitchfork.com

## Hollywood Bowl Presented by LA Phil

MusicBlips, 08 July 2010

The Swell Season, She & Him, The Bird and The Bee Image Sunday, July 18, 2010, 7:00 PM  
Hollywood Bowl ( Map/Directions ) 2301 North Highland Avenue Hollywood, CA 90068 ...

## She & Him @ 9:30 Club

Knox Road, 09 July 2010

[Ed. Note: Tom is the newest contributor to Knox Road. He'll be posting concert reviews and the like. He's usually pretty cool.] To the typical outsider, actress Zooey Deschanel ("She") ...

## The Chap – “Even Your Friend” Video

DoucheBagFace, 09 July 2010

Here is The Chap with their wild video for “Even Your Friend” which is off their recently released album Well Done Europe. Related posts:Jay-Z – “On To The Next One” ...

## The Chapin Sisters Hit The Road With She & Him, New Record ‘Two’ Out 9/14

Audio Perv , 09 July 2010

After touring Europe together in the spring, The Chapin Sisters , have once again taken their pristine harmonies and haunting melodies on the road with She & Him , as ...

## Interview: He Is We

Alter The Press, 09 July 2010

With the duo recently signing to Universal Motown, Alter The Press! thought it'd be ideal to speak to one half of He Is We, an alternative pop duo from Tacoma, ...

## Brandon Flowers – “Crossfire” Video

DoucheBagFace, 09 July 2010

Here is Brandon Flowers with the video for “Crossfire” with heaping amounts of Charlize Theron and ninjas. The song is from his upcoming solo album Flamingo, out in September. Below ...

4

## 11 December 2010 : 11 articles

### Popular Articles this Day

#### Happy Holidays From She & Him + Conan

AbsolutePunk, 11 December 2010

\*She & Him\* (<http://absolutepunk.net/sheandhim/>)'s performances on Conan can be viewed here (<http://pitchfork.com/news/40972-watch-conan-obrien-plays-with-she-him/>). Submitted by IceAge/HeatWave

## **Terrific Twitter Trio of the Week**

Spin, 10 December 2010

Lots of musicians tweet -- but all that Twitters is not gold. That's why you'll want to check out SPIN.com every Friday to see whose tweets we're reading this week ...

## **She & Him: "I Put A Spell On You" (Live On Conan) (Video)**

Prefix Magazine, 10 December 2010

If anyone was in any doubt about Zoey Deschanel's abilities as a singer, they only need to turn to this cover of Screamin' Jay Hawkins' "I Put a Spell On ...

## **She & Him Put A 'Spell' On 'Conan'**

MTV Newsroom, 10 December 2010

If you're a big fan of the Deschanel sisters (and who isn't?), then Thursday night (December 9) was a fantastic evening of television for you. Were you so inclined, you ...

## **She & Him Join Conan for Christmas Song, Screamin' Jay Hawkins Cover**

TwentyFourBit, 11 December 2010

Speaking of Ben Gibbard , his wife, Zoey Deschanel, joined Conan O'Brien and She & Him bandmate M. Ward on TBS last night for a pair of cover songs: Screamin ...

## **Have yourself a Zoey little Christmas**

polaroid > un blog alla radio >, 11 December 2010

Sarà un lungo e faticoso fine settimana. Partite belli zuccherosi con She & Him insieme a Conan O'Brien per un classicone di Natale. [via Stereogum ]

## **She & Him Put a Spell on Conan**

Under the Radar, 11 December 2010

Last night She & Him stopped by Conan, to perform their sultry take on Screamin Jay Hawkins', "I put a Spell on You." We have the clip.

## **She & Him On Conan: Spells & Christmas Songs**

Antiquiet, 11 December 2010

She & Him finally got a solid hold on our attention last night when they appeared on Conan to perform a powerful cover of a Screamin' Jay Hawkins classic. More

## **She & Him's cover of "I Put A Spell On You" on Conan**

AUX TV, 11 December 2010

"Good God, She & Him!" was Conan's response after the band delivered what looked and sounded like an Oscar performance of Screamin' Jay Hawkins' "I Put a Spell On You" ...

## **She & Him on Conan**

JPs Blog, 11 December 2010

She & him performed their cover of Screaming Jay Hawkins' 'I Put A Spell On You' on Conan last night. It featured just M. Ward on guitar and Zoey Deschanel ...

## 13 July 2010 : 10 articles

### Popular Articles this Day

#### **The Flaming Lips, She And Him Pound Out Some Joy At The Forecastle Festival**

MTV Newsroom, 13 July 2010

Set up in the shadow of downtown, sandwiched between the Ohio River and the picturesque Louisville Slugger minor league ballpark, the three-day eco-urban Forecastle Festival hosted one of the most ...

#### **2010 Treasure Island Music Festival Lineup Announced**

Live Music Blog, 13 July 2010

The lineup for Treasure Island Music Festival was officially released today following last week's leak, and it's exactly what we expected to see. The gorgeous, panoramic views of the San ...

#### **New She and Him Video**

AbsolutePunk, 13 July 2010

\*She & Him (<http://sheandhim.com>)\*'s music video for "Thieves" can be seen here (<http://www.sheandhim.com/#/news?id=791184213>). Submitted by liar23

#### **FestivalNews: Treasure Isle/Liberate/CB9**

Hidden Track, 13 July 2010

The initial lineup for this year's Treasure Island Music Festival – which takes place on an island in the middle of San Francisco Bay on October 16 and 17 – ...

#### **2010 Treasure Island Music Festival lineup announced: LCD Soundsystem and Belle & Sebastian to headline**

the bay bridged - San Francisco Bay Area Indie Music, 13 July 2010

The lineup for the 2010 Treasure Island Music Festival has been announced and it is a monster: Saturday LCD Soundsystem Deadmau5 Kruder & Dorfmeister (Live) Miike Snow !!! Die Antwoord ...

#### **New She and Him video: Thieves**

Glorious Noise - Rock and roll can change your life, 13 July 2010

Zoey and M. transform into little kids in an homage to early cinema.

#### **david black photography**

evasèe, 13 July 2010

\* Si tremenda es su web y su trabajo, David Black nos maravilla tambien con una galería dedicada a los The Kills... \* David Black have an amazing collection of ...

### **new she & him video**

Wears The Trousers magazine, 12 July 2010

She & Him's lovely 'Thieves' gets a grainy monochrome video by director Norwood Cheek.

### **Treasure Island Music Festival Lineup Announced**

RockOnTheStreets, 13 July 2010

Organizers have announced the lineup for this year's Treasure Island Music Festival . The two day bash is set to take place October 16 and 17 on Treasure Island in ...

### **Cotton Jones - Glorylight And Christie**

mp3hugger, 13 July 2010

The first piece of vinyl I picked up (from the caravan floor) as a kid was by the Cotton Mill Boys. Even as an impressible dot I was still not ...

## News Highlights

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

### July

"She Him make music for an eternal springtime, when the temperature is warm enough to go riding with the top (or at least the windows) ..."

Fri 09/07 - FORECASTLE FORECAST: SHE HIM - Backseat Sandbar

"She Him may be surprised to find out that lead singer and keyboardist, Zooey Deschanel, is also a successful actress who's [..]"

Wed 14/07 - New Video: She Him "Thieves" - KROQ

"She Him have released a new video [..]"

Thu 15/07 - ON DECK - Pretty Much Amazing

"She Him have released a new video for their Volume Two standout "Thieves". The video — which probably cost \$50 (yay! low recoup-able income!!!) — ..."

Thu 15/07 - She and Him – "Thieves" Music Video - Pretty Much Amazing

"She Him will join a bill that already includes such A-list chefs as Ludo Lefebvre , Suzanne Goin and Mark Peel , among many others, ..."

Thu 22/07 - Ludo Lefebvre + She Him = Win - MusicBlips

"She Him have just finished a tour in support of Volume Two with more dates planned later this summer. Check out their new video for ..."

Tue 27/07 - She Him on The Late Late Show with Craig Ferguson tonight! - Raised on Indie

### August

"She Him will bring their emotive brand of simple folk goodness on the road later this fall for a short jaunt across the States. The ..."

Fri 06/08 - She Him: She Him Announce North American Tour - Prefix Magazine

"She Him have announced the addition of a handful of new North American dates. The duo are set to play shows throughout October including a ..."

Mon 09/08 - She Him Announce Additional Tour Dates - Rock on the Streets

"She Him have announced their final shows of 2010. 8/26 Salt Lake City, UT @ Twilight Music Series 8/28 Omaha, NE @ Anchor Inn 8/29 ..."

Wed 11/08 - She Him Announce Final 2010 Dates - Alter The Press

## November

"She Him Can s██k██nt██s██ geçiren █ark██lar██ toplay██p albüm yapm███lar, She Him ad██na Mart'ta basm███lar. O zamanlar dinleyip kapad███m bu dosya, herhalde █u aralar can██m██n ..."

Fri 26/11 - She Him - Punkreas.org

## December

"She Him is Zooey Deschanel 's band, and there is some other dude in it but no1 really cares abt him. Their buzzband went on ..."

Tue 14/12 - Zooey Deschanel goes on Conan O'Brien and 'oversings' 2 prove she has a good voice - HIPSTER RUNOFF

"She Him is a sum greater than the whole of its parts... a serendipitous collaboration that started on the movie set of The Go Getter ..."

Thu 16/12 - Best of 2010: 21-19 - A Fifty Cent Lighter A Whiskey Buzz

"She Him make music for an eternal springtime, when the temperature is warm enough to go riding with the top (or at least the windows) ..."

Tue 28/12 - She and Him - Raised on Indie

# 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 28: 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 28 (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 28 (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 29: 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 29 (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 29 (continued): Top 100 Artists on We Are Hunted Emerging Chart