

# The Beatles

Music Media Analysis  
July to December 2010

# Table of Contents

<b>Overview</b>	<b>3</b>
<b>Chart Popularity</b>	<b>4</b>
Mainstream Chart . . . . .	4
Mainstream Comparison . . . . .	5
Mainstream Singles . . . . .	6
Mainstream Singles Comparison . . . . .	7
<b>Twitter Coverage</b>	<b>8</b>
Twitter Popularity . . . . .	8
Twitter Comparison . . . . .	9
Mainstream Chart vs Twitter . . . . .	10
Twitter Users . . . . .	11
Shared Twitter Links . . . . .	13
<b>News Coverage</b>	<b>15</b>
News Popularity . . . . .	15
News Comparison . . . . .	16
Mainstream Chart vs Sentiment . . . . .	17
Top Publishers . . . . .	18
Top News Publishers . . . . .	19
Best 5 News Days . . . . .	20
News Highlights . . . . .	24
<b>Appendices</b>	<b>25</b>
Appendix A - Top Mainstream Artists . . . . .	25
Appendix B - Top Emerging Artists . . . . .	28

# Overview

---

**11th** on [Mainstream Charts](#)

**2884th** on [Twitter](#)

**1572nd** in the [Music Press](#)

---

This report reviews the popularity of The Beatles on the music charts and in the music news for the period July to December 2010. It benchmarks The Beatles 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 The Beatles compared to similar artists. The Beatles was ranked 11th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for The Beatles was 2nd.

11th Overall Rank

2nd Best Position

Artist	Rank	Best Position
The Beatles	11th	2
Eminem	13th	2
Kanye West	47th	6
The Rolling Stones	110th	12
Bob Dylan	116th	13
John Lennon	186th	23
Paul McCartney	219th	30
Rigby	1004th	584

Figure 1: Artist Mainstream Ranks

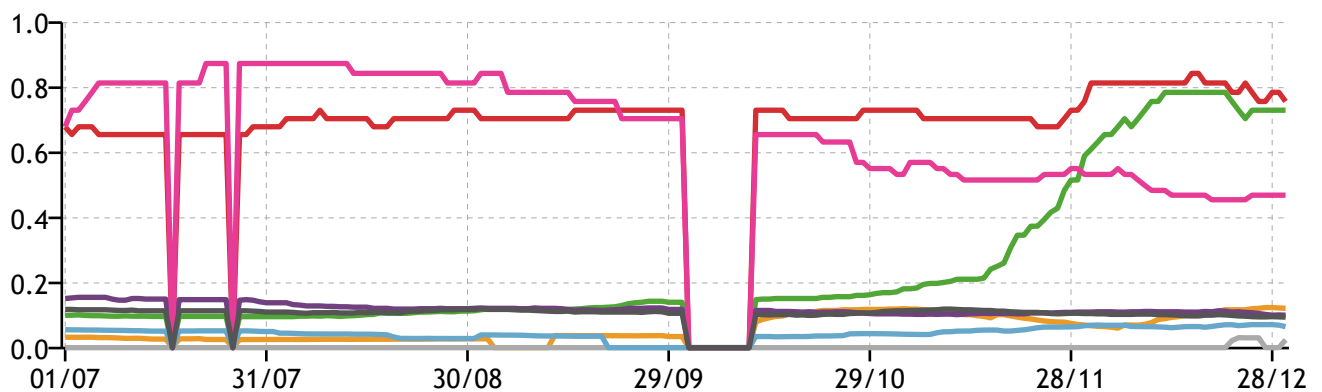


Figure 2: Artist Mainstream Chart Popularity over Time



# Mainstream Comparison

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

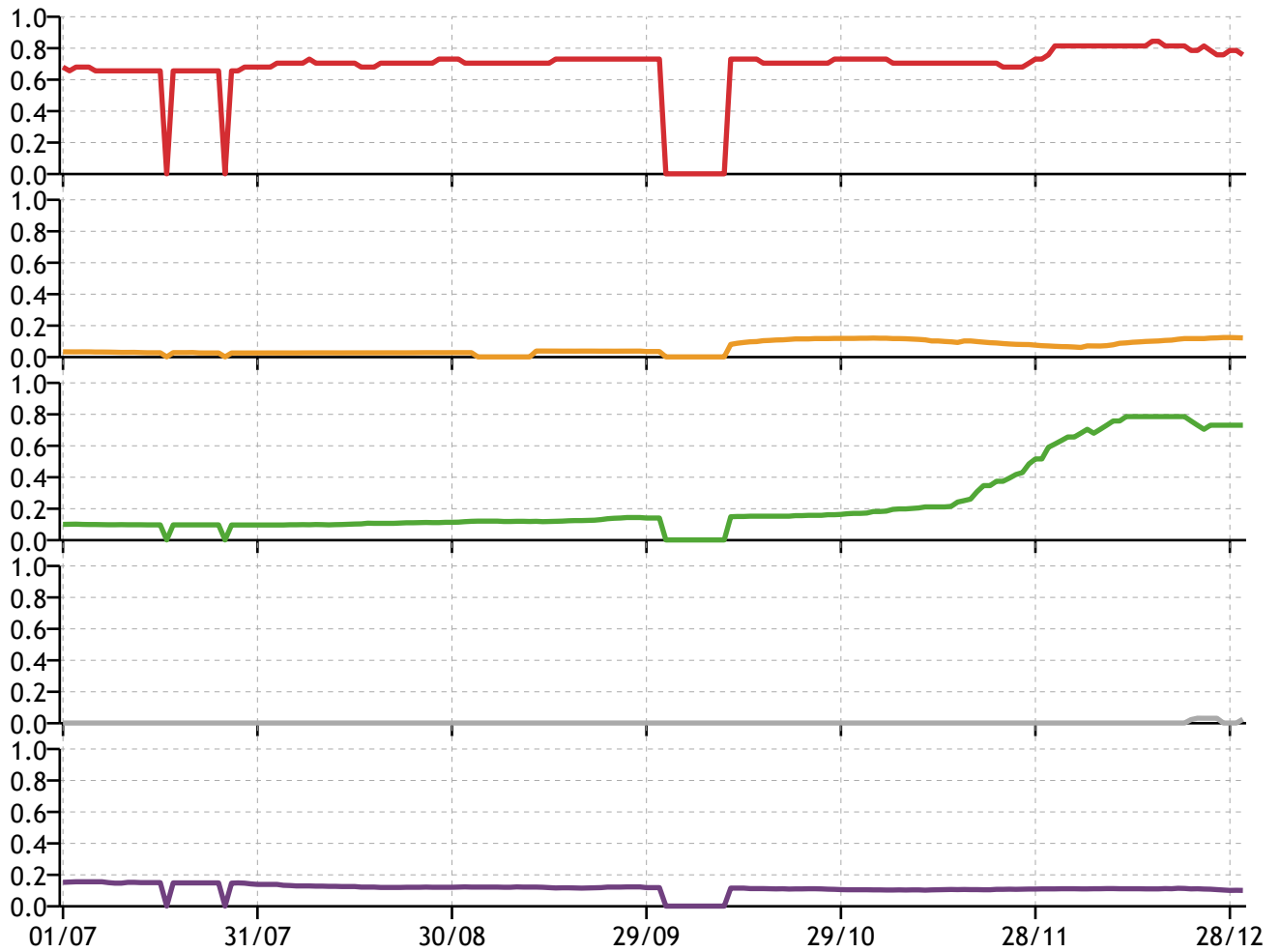


Figure 3: Comparisons for The Beatles



# Mainstream Singles

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

## Come Together

Best Single

25th

Best Position

Single	Best Position
Come Together	25
Let It Be	48
Yesterday	96
Here Comes the Sun	101
Help!	106
Something	135
Eleanor Rigby	163
All You Need Is Love	165

Figure 4: Best Single Positions

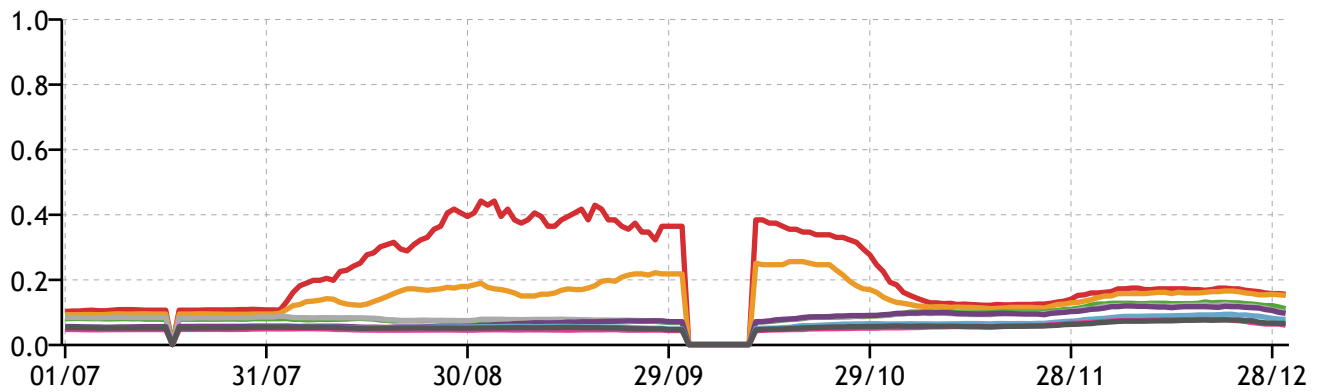


Figure 5: Singles Chart Comparison over Time



# Mainstream Singles Comparison

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

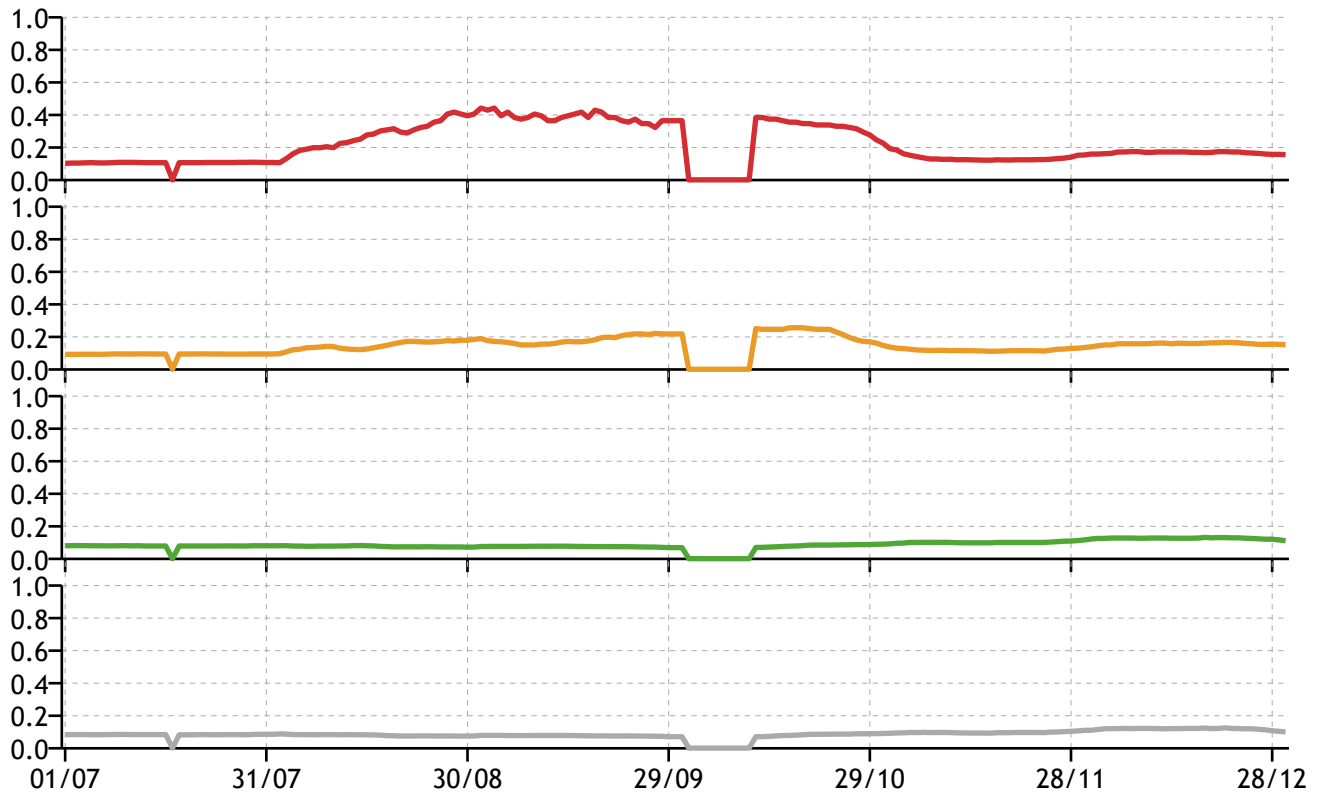


Figure 6: Chart ranking for The Beatles



# Twitter Coverage

## Twitter Popularity

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

2884th Overall Rank

553 Tweets

0.000% Share

Artist	Rank	Tweets	Share
Eminem	4th	54,567	0.009%
Kanye West	16th	31,904	0.005%
The Rolling Stones	25th	24,153	0.004%
Bob Dylan	61st	16,061	0.003%
John Lennon	89th	13,288	0.002%
Paul Mccartney	149th	8,981	0.001%
Rigby	1775th	1,011	0.000%
The Beatles	2884th	553	0.000%

Figure 7: Twitter Coverage Comparison

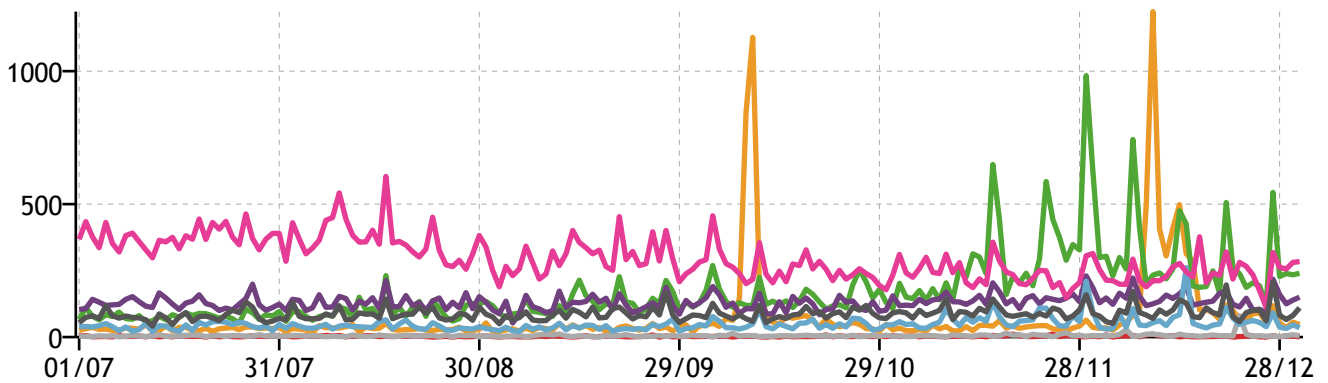


Figure 8: Twitter Coverage over Time

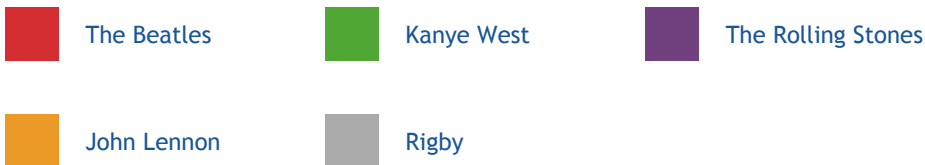


# Twitter Comparison

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



Figure 9: Comparisons for The Beatles



# Mainstream Chart vs Twitter

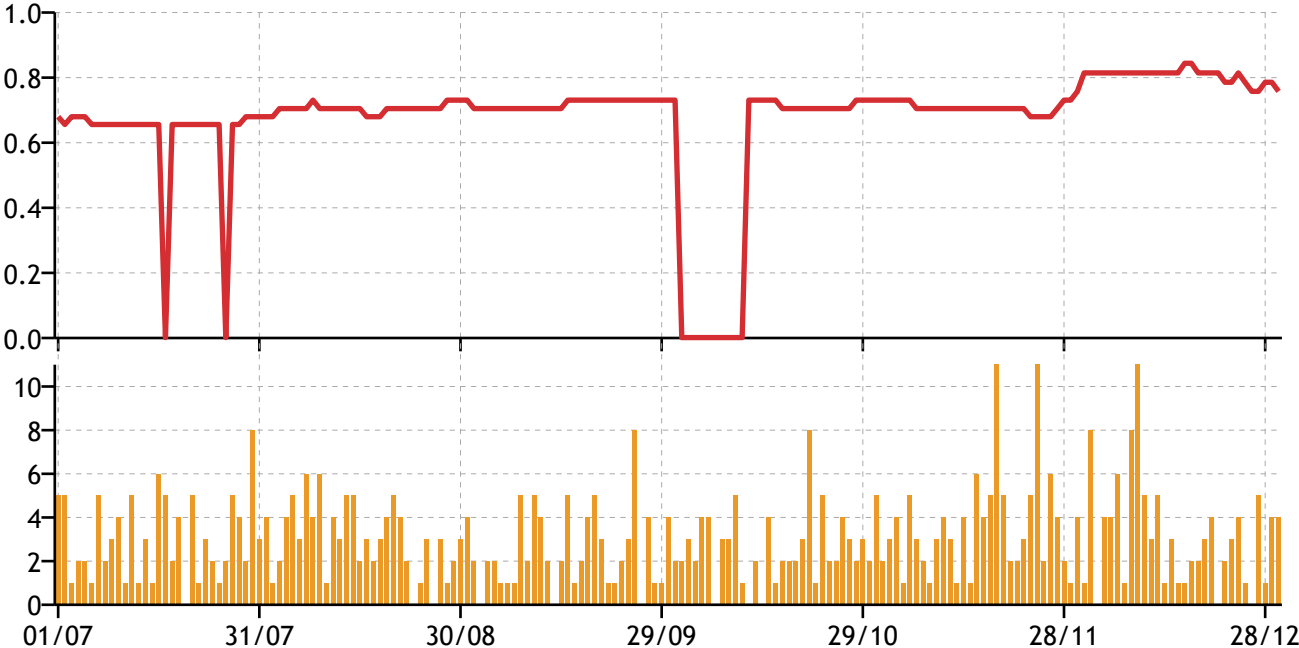


Figure 10: The Beatles Chart Popularity vs Twitter Coverage

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



# Twitter Users

This section lists the twitter users mentioning The Beatles in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/lotay	Lotay Yang	Worldwide	1	69,761	69,761
2	twitter.com/constanthealth	Bruce S Preble	Naples FL	1	42,684	42,684
3	twitter.com/golfnovels	James Ross	St. Louis	2	17,414	34,828
4	twitter.com/TropicsZ4	Will Tropics	Florida	4	6,655	26,620
5	twitter.com/Emperor_Bob	Bob	Anchorage Alaska	2	11,202	22,404
6	twitter.com/jimmyelliott	Jimmy Elliott	Worldwide	1	19,266	19,266
7	twitter.com/manyko2	Mark Welkie	Central Pennsylvania, America	3	3,191	9,573
8	twitter.com/TimOwen	Tim Owen	Trondheim fjord, Norway	1	8,562	8,562
9	twitter.com/danilek	□ Dan...ð--- □	São Paulo - Brasil	3	2,832	8,496
10	twitter.com/karengallego	Andrómeda.	Galaxia Espiral M31	2	2,906	5,812
11	twitter.com/Glamypunk	Frank	Germany	1	4,792	4,792
12	twitter.com/haL_yuu	□□□□	kitaro city	2	1,835	3,670
13	twitter.com/RogueHeidiV	Heidi Volturi	Volterra, Italy	2	1,789	3,578
14	twitter.com/MsMalloryKnox	Jessica Brooks	Oxford, MS	2	1,747	3,494
15	twitter.com/amadeusrecord	□□□□□□□□□□□□□□	□□□□□□□□ □□ (□□)	2	1,726	3,452
16	twitter.com/TeaBoat	TeaTalk	Seattle/Bellevue	2	1,649	3,298
17	twitter.com/RandallBeggs	randall beggs	Little Torch Key, FL	1	2,997	2,997
18	twitter.com/blackbarbie_	Original Cindy	All over the joint	3	820	2,460
19	twitter.com/ivan2266	Ivan	Asia	1	2,372	2,372
20	twitter.com/TheLegalVA	Dana Fortier	Novi, MI	1	2,272	2,272
21	twitter.com/pacoblue	Paco Blue	The North Coast	2	1,118	2,236
22	twitter.com/SexyNuns	SexyNuns	Williamsburg (VA not NY)	4	526	2,104
23	twitter.com/6dawgbetapsi	Chris-The iPad King	iPhone: 33.773846,-84.348862	2	1,031	2,062
24	twitter.com/darcio_martins	Darcio Martins	in my brain	1	1,871	1,871
25	twitter.com/kimgeralds	Kim Gerald	Florida	1	1,636	1,636
26	twitter.com/gonzi	Gonzalo Valenzuela	Gallifrey	1	1,409	1,409
27	twitter.com/theaquamarines	The Aquamarines	San Francisco Honolulu Tokyo	4	352	1,408

Figure 11: Top 50 Users tweeting about The Beatles

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/the_kid1130	R.M.C.W.	Indianapolis,IN	1	1,313	1,313
29	twitter.com/hensys	hensys	Hückelhoven (Germany)	2	586	1,172
30	twitter.com/fyokonoa	FM □□□□ Now On Air	Yokomaha 84.7MHz	2	571	1,142
31	twitter.com/andreakuszewski	Andrea Kuszewski	FL	1	1,128	1,128
32	twitter.com/patagonia_kids	□□□□□	Moon Night Field	1	1,028	1,028
33	twitter.com/kubuki121	avard davidson	USA	6	168	1,008
34	twitter.com/wieyu	yuwie		2	500	1,000
35	twitter.com/gallopaolo67	paolo gallo	Trieste-Italy	3	329	987
36	twitter.com/Snowblood_G	Mia Gabrielle	Los Angeles	1	955	955
37	twitter.com/Wesley_HH	Wesley	Indiana	3	295	885
38	twitter.com/NewOrleansKat	Kat Knost	New Orleans	2	442	884
39	twitter.com/Brett2point0	Brett2point0	Boston, MA	1	741	741
40	twitter.com/knowtheledge	Donut, Glazed	ÛT: 28.009649,-82.418026	1	727	727
41	twitter.com/sober_talk	□□□□□□	□□/□□□/□□□□	1	713	713
42	twitter.com/isv5	Isa Silva	Lisboa	1	712	712
43	twitter.com/Miyabi_Na	Miya□□□□	□□□□	1	707	707
44	twitter.com/aro_dre	mmgm	□□□	1	687	687
45	twitter.com/Galdres	Andrés Mena	Pastuso radicado en Bogotá	1	685	685
46	twitter.com/tomdotcom_uk	Tom	Muswell Hill	1	643	643
47	twitter.com/YvesSatellite	Yve	Germany, Rostock	2	315	630
48	twitter.com/McTheMac	TheLongerLengthTweet	In a car, train or a plane	1	623	623
49	twitter.com/gpoulet	Greg Poulet	ÛT: 42.22217,-88.104148	1	613	613
50	twitter.com/joaofelipebruno	João Felipe de Assis	Brasil/Funkadelica	1	582	582

Figure 11 (continued): Top 50 Users tweeting about The Beatles

# Shared Twitter Links

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

URL	Rank	Tweets
<a href="http://www.last.fm/music/The+Beatles/_/Come+Together">http://www.last.fm/music/The+Beatles/_/Come+Together</a>	1	71
<a href="http://www.last.fm/music/The+Beatles">http://www.last.fm/music/The+Beatles</a>	2	22
<a href="http://tln.kr/1k4s">http://tln.kr/1k4s</a>	3	6
<a href="http://tinysong.com/7pPx">http://tinysong.com/7pPx</a>	4	6
<a href="http://www.tunewiki.com/t/1xog">http://www.tunewiki.com/t/1xog</a>	5	6
<a href="http://www.last.fm/music/The+Beatles/_/Come+Together?utm_source=twitterfeed&amp;utm_medium=twitter">http://www.last.fm/music/The+Beatles/_/Come+Together?utm_source=twitterfeed&amp;utm_medium=twitter</a>	6	4
<a href="http://www.last.fm/music/The+Beatles/_/Come+Together">http://www.last.fm/music/The+Beatles/_/Come+Together</a>	7	3
<a href="http://blip.fm/profile/Lotay/blip/48408060/Beatles-+Come+Together+(Beatles+greatest+hits+album+67-70...">http://blip.fm/profile/Lotay/blip/48408060/Beatles-+Come+Together+(Beatles+greatest+hits+album+67-70...</a>	8	3
<a href="http://www.pandora.com:80/land/song/e6f6c4a212d5a818?station=9ff0053a212fc2a360ac98d4a2fdf005ad41a03...">http://www.pandora.com:80/land/song/e6f6c4a212d5a818?station=9ff0053a212fc2a360ac98d4a2fdf005ad41a03...</a>	9	3
<a href="http://tinysong.com/hk2j">http://tinysong.com/hk2j</a>	10	3
<a href="/profile/fxp123/blip/58246547/The+Beatles-Come+Together">/profile/fxp123/blip/58246547/The+Beatles-Come+Together</a>	11	3
<a href="http://tbfy.net/QhY">http://tbfy.net/QhY</a>	12	2
<a href="http://www.last.fm/music/The+Beatles/_/Come+Together+%2F+Dear+Prudence%2F+Cry+Baby+Cry">http://www.last.fm/music/The+Beatles/_/Come+Together+%2F+Dear+Prudence%2F+Cry+Baby+Cry</a>	13	2
<a href="/profile/enomane/blip/59311353/The+Beatles-Come+Together">/profile/enomane/blip/59311353/The+Beatles-Come+Together</a>	14	2
<a href="/profile/KenArmstrong/blip/50788220/The+Beatles-Come+Together">/profile/KenArmstrong/blip/50788220/The+Beatles-Come+Together</a>	15	2
<a href="http://blip.fm/profile/YvesSatellite/blip/52035427/The+Beatles+Come+together">http://blip.fm/profile/YvesSatellite/blip/52035427/The+Beatles+Come+together</a>	16	2
<a href="http://www.last.fm/music/The+Beatles/_/Come+Together">http://www.last.fm/music/The+Beatles/_/Come+Together</a>	17	2
<a href="http://www.google.com/search?hl=en&amp;q=lastfm:The+Beatles+Abbey+Road&amp;btnI=l%27m+Feeling+Lucky&amp;aq=f&amp;oq=">http://www.google.com/search?hl=en&amp;q=lastfm:The+Beatles+Abbey+Road&amp;btnI=l%27m+Feeling+Lucky&amp;aq=f&amp;oq=</a>	18	2
<a href="/profile/nycsongs/blip/59567753/The+Beatles-Come+Together">/profile/nycsongs/blip/59567753/The+Beatles-Come+Together</a>	19	2
<a href="http://blip.fm/profile/ivan2266/blip/52168318/Come+Together-+The+Beatles">http://blip.fm/profile/ivan2266/blip/52168318/Come+Together-+The+Beatles</a>	20	2
<a href="http://t.co/kiCRqvk">http://t.co/kiCRqvk</a>	21	2
<a href="http://tinysong.com/xFgi">http://tinysong.com/xFgi</a>	22	2
<a href="http://www.tunewiki.com/t/12dc5">http://www.tunewiki.com/t/12dc5</a>	23	2
<a href="http://www.pandora.com/land/song/e6f6c4a212d5a818?referrer=xalexis4200x&amp;station=9ff0053a212fc2a360ac...">http://www.pandora.com/land/song/e6f6c4a212d5a818?referrer=xalexis4200x&amp;station=9ff0053a212fc2a360ac...</a>	24	2
<a href="http://www.pandora.com:80/land/song/e6f6c4a212d5a818?station=927c5fd366abc1739be183f9ae3c3e1b9d65bae...">http://www.pandora.com:80/land/song/e6f6c4a212d5a818?station=927c5fd366abc1739be183f9ae3c3e1b9d65bae...</a>	25	2
<a href="http://blip.fm/profile/Jeanfreddy/b...">http://blip.fm/profile/Jeanfreddy/b...</a>	26	1
<a href="/profile/nkdk/blip/56459179/The+Beatles-Come+Together">/profile/nkdk/blip/56459179/The+Beatles-Come+Together</a>	27	1

Figure 12: Top Shared Links on Twitter mentioning The Beatles

URL	Rank	Tweets
<a href="http://blip.fm/profile/aquamarines/blip/54656012/The+Beatles-Come+Together+ABBEY+ROAD">http://blip.fm/profile/aquamarines/blip/54656012/The+Beatles-Come+Together+ABBEY+ROAD</a>	28	1
<a href="http://www.last.fm/music/The+Beatles/_/Come+Together?utm_source=twitterfeed&amp;utm_medium=twitter">http://www.last.fm/music/The+Beatles/_/Come+Together?utm_source=twitterfeed&amp;utm_medium=twitter</a>	29	1
<a href="http://www.pandora.com:80/land/song/e6f6c4a212d5a818?station=0307efbc40fb2e371628ce37e50caea73e77e7f...">http://www.pandora.com:80/land/song/e6f6c4a212d5a818?station=0307efbc40fb2e371628ce37e50caea73e77e7f...</a>	30	1
<a href="/profile/Chickenwing/blip/60638756/The+Beatles-Come+Together">/profile/Chickenwing/blip/60638756/The+Beatles-Come+Together</a>	31	1
<a href="/profile/RADIO_DIGITAL/blip/60306533/The+Beatles-Come+Together">/profile/RADIO_DIGITAL/blip/60306533/The+Beatles-Come+Together</a>	32	1
<a href="/profile/HowAboutNo/blip/59492955/The+Beatles-Come+Together">/profile/HowAboutNo/blip/59492955/The+Beatles-Come+Together</a>	33	1
<a href="http://www.tunewiki.com/t/1535x">http://www.tunewiki.com/t/1535x</a>	34	1
<a href="http://blip.fm/profile/Jeanfreddy/blip/4331540/">http://blip.fm/profile/Jeanfreddy/blip/4331540/</a>	35	1
<a href="/profile/Djruca/blip/49984399/MUSICA+NUDA-Come+Together">/profile/Djruca/blip/49984399/MUSICA+NUDA-Come+Together</a>	36	1
<a href="http://www.pandora.com:80/land/song/e6f6c4a212d5a818?station=b57cddbcbde1bcf0369bc0c98fd6e401a4394c...">http://www.pandora.com:80/land/song/e6f6c4a212d5a818?station=b57cddbcbde1bcf0369bc0c98fd6e401a4394c...</a>	37	1
<a href="http://blip.fm/profile/ALL1Entertainment/blip/55471966/The+Beatles--+Come+Together">http://blip.fm/profile/ALL1Entertainment/blip/55471966/The+Beatles--+Come+Together</a>	38	1
<a href="/profile/Psykopratika/blip/57216608/The+Beatles-Come+Together">/profile/Psykopratika/blip/57216608/The+Beatles-Come+Together</a>	39	1
<a href="/profile/unearthly_child/blip/57656362/The+Beatles-Come+Together">/profile/unearthly_child/blip/57656362/The+Beatles-Come+Together</a>	40	1
<a href="http://blip.fm/profile/marikota/blip/53087710/Come+Together+(Beatles+Cover)">http://blip.fm/profile/marikota/blip/53087710/Come+Together+(Beatles+Cover)</a>	41	1
<a href="/profile/LesliPhelps/blip/50538630/The+Beatles-Come+Together">/profile/LesliPhelps/blip/50538630/The+Beatles-Come+Together</a>	42	1
<a href="http://blip.fm/profile/avard/blip/49665654/THE+BEATLES+ABBEY+ROAD+PART+1.COME+TOGETHER SOMETHING....">http://blip.fm/profile/avard/blip/49665654/THE+BEATLES+ABBEY+ROAD+PART+1.COME+TOGETHER SOMETHING....</a>	43	1
<a href="http://www.pandora.com:80/land/song/16dd63900bd4ade?station=b2b8b58827f9eb082330595b192ec2bf70c136b...">http://www.pandora.com:80/land/song/16dd63900bd4ade?station=b2b8b58827f9eb082330595b192ec2bf70c136b...</a>	44	1
<a href="/profile/catiaFM/blip/56928373/Come+Together-Aerosmith">/profile/catiaFM/blip/56928373/Come+Together-Aerosmith</a>	45	1
<a href="/profile/iongreen/blip/52238847/The+Beatles-Come+Together">/profile/iongreen/blip/52238847/The+Beatles-Come+Together</a>	46	1
<a href="http://blip.fm/profile/baseweb69/blip/54239023/The+Beatles+Come+Together+Lyrics">http://blip.fm/profile/baseweb69/blip/54239023/The+Beatles+Come+Together+Lyrics</a>	47	1
<a href="http://blip.fm/profile/NewOrleansKat/blip/57360159/The+Beatles+Come+Together+(with+lyrics)">http://blip.fm/profile/NewOrleansKat/blip/57360159/The+Beatles+Come+Together+(with+lyrics)</a>	48	1
<a href="/profile/SeanH35/blip/56548169/The+Beatles-Come+Together+(Custom+Music+Video)">/profile/SeanH35/blip/56548169/The+Beatles-Come+Together+(Custom+Music+Video)</a>	49	1
<a href="http://lnk.ms/BbDF8">http://lnk.ms/BbDF8</a>	50	1
<a href="/profile/DamienZERO/blip/60559083/The+Beatles-Come+Together">/profile/DamienZERO/blip/60559083/The+Beatles-Come+Together</a>	51	1
<a href="/profile/PollysMusic/blip/55776916/The+Beatles-Come+Together">/profile/PollysMusic/blip/55776916/The+Beatles-Come+Together</a>	52	1
<a href="/profile/woofstick/blip/59058915/The+Beatles-Come+Together">/profile/woofstick/blip/59058915/The+Beatles-Come+Together</a>	53	1
<a href="http://www.pandora.com:80/land/song/16dd63900bd4ade?station=7019f28fe5a182e860375c45a3c6947c016b09a...">http://www.pandora.com:80/land/song/16dd63900bd4ade?station=7019f28fe5a182e860375c45a3c6947c016b09a...</a>	54	1
<a href="http://www.jango.com/stations/212083986/tunein?proxy_id=43032150&amp;song_id=287928">http://www.jango.com/stations/212083986/tunein?proxy_id=43032150&amp;song_id=287928</a>	55	1
<a href="/profile/Scrubby_Sheep/blip/59576125/Beatles-Come+Together">/profile/Scrubby_Sheep/blip/59576125/Beatles-Come+Together</a>	56	1
<a href="http://blip.fm/profile/marigoldjp/blip/52553474/Come+Together--+The+Beatles">http://blip.fm/profile/marigoldjp/blip/52553474/Come+Together--+The+Beatles</a>	57	1
<a href="http://blip.fm/profile/Flying_Roundhouse/blip/53625195/Mash+up+Beatles+Vs+Nine+inch+Nails">http://blip.fm/profile/Flying_Roundhouse/blip/53625195/Mash+up+Beatles+Vs+Nine+inch+Nails</a>	58	1
<a href="http://twitpic.com/30aafp">http://twitpic.com/30aafp</a>	59	1
<a href="/profile/McTheMac/blip/55557234/The+Beatles-Come+Together">/profile/McTheMac/blip/55557234/The+Beatles-Come+Together</a>	60	1

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

# News Coverage

## News Popularity

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

1572nd Overall Rank

45 Articles

0.001% Share

Artist	Rank	Articles	Share
Kanye West	1st	7,298	0.182%
Eminem	6th	3,368	0.084%
Bob Dylan	59th	1,063	0.027%
John Lennon	74th	995	0.025%
The Rolling Stones	94th	897	0.022%
Paul Mccartney	140th	709	0.018%
Rigby	1251st	80	0.002%
The Beatles	1572nd	45	0.001%

Figure 13: News Coverage Comparison

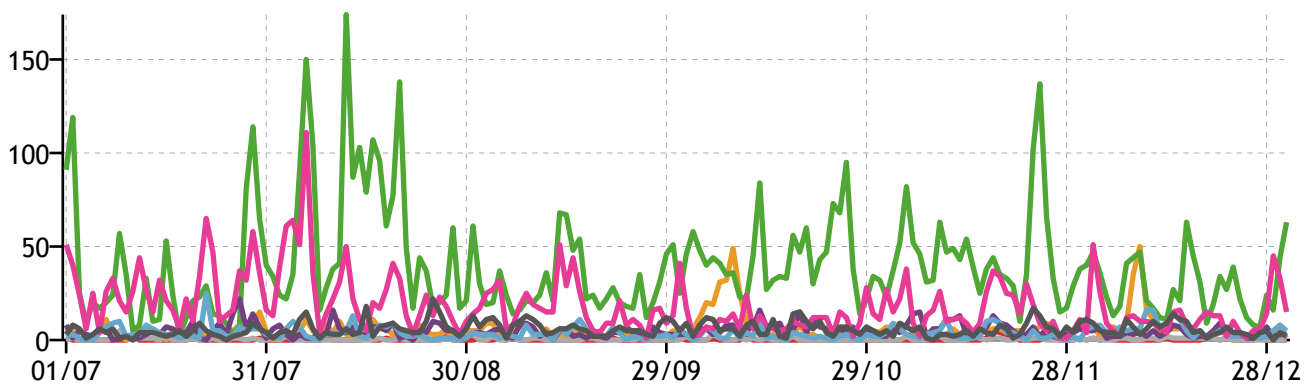


Figure 14: News Coverage over Time

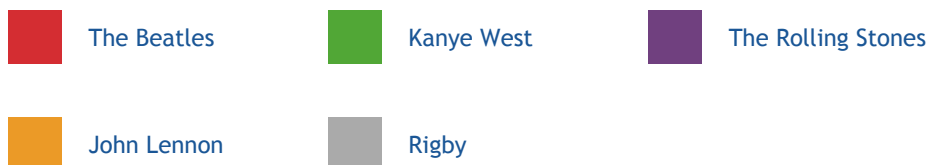


# News Comparison

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



Figure 15: Comparisons for The Beatles



# Mainstream Chart vs Sentiment

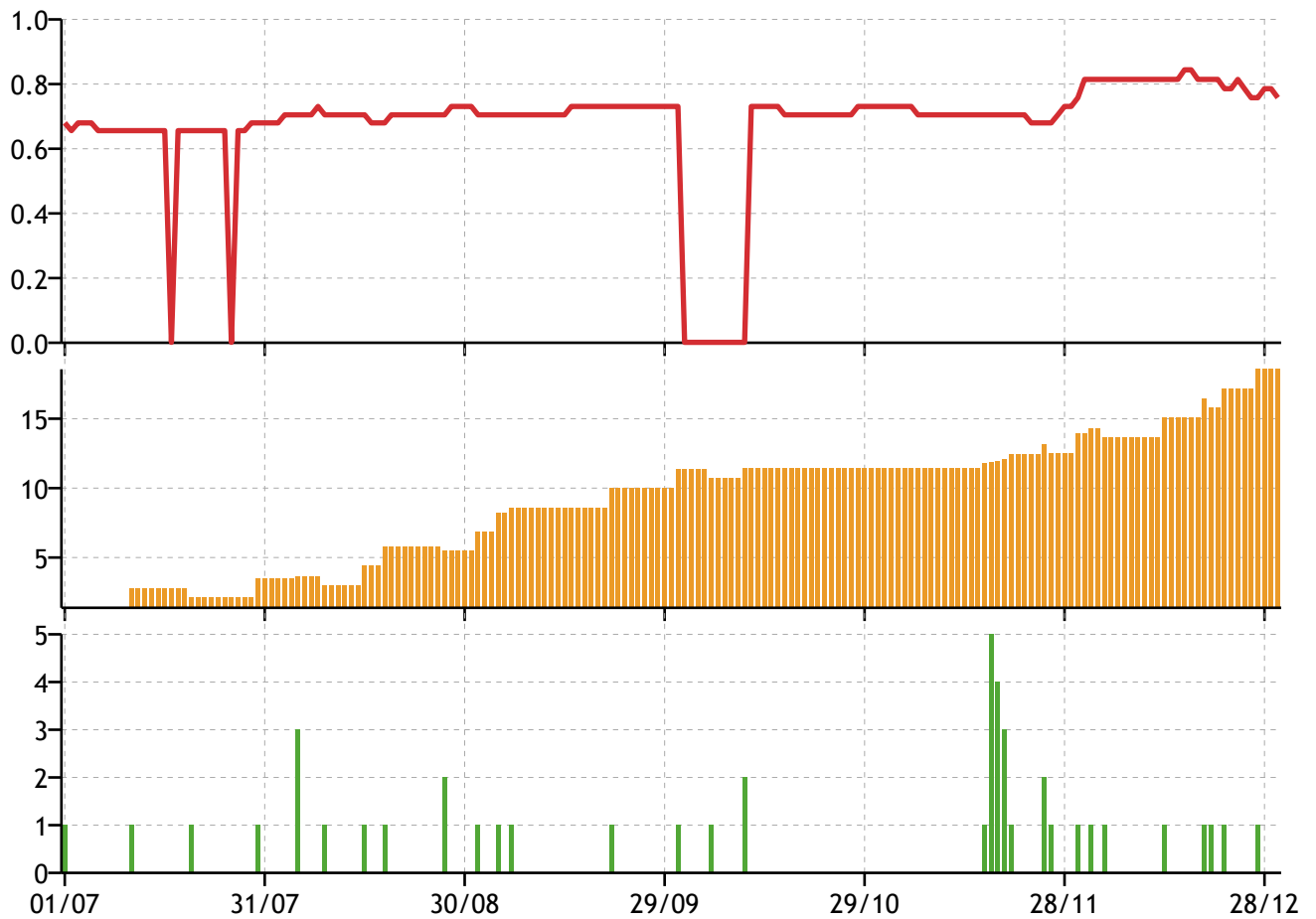


Figure 16: The Beatles Chart Popularity vs News Sentiment + Volume

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 The Beatles that day.



# Top Publishers

- The Ripple Effect
- Something Else!
- Hidden Track
- Idolator
- No Rock&Roll Fun
- Dancefloor mayhem
- Other



Figure 17: Top Publishers related to The Beatles

Top Publishers	Mentions
The Ripple Effect	2
Something Else!	2
Hidden Track	2
Idolator	2
No Rock&Roll Fun	2
Dancefloor mayhem	2
another night on earth	1
some beans	1
Spin	1
Guitar Player	1
Heart on a Stick	1
Analog Giant	1
stereogum	1
White Folks Get Crunk	1
I Like Music - Music News	1

Figure 18: Most frequently mentioned Top Publishers

# Top News Publishers

Publisher	Rank	Articles
The Ripple Effect - <a href="http://ripplemusic.blogspot.com/">http://ripplemusic.blogspot.com/</a>	1	2
Something Else! - <a href="http://somethingelsemusic.blogspot.com/">http://somethingelsemusic.blogspot.com/</a>	2	2
Hidden Track - <a href="http://www.glidemagazine.com/hiddentrack">http://www.glidemagazine.com/hiddentrack</a>	3	2
Idolator - <a href="http://www.idolator.com/">http://www.idolator.com/</a>	4	2
No Rock&Roll Fun - <a href="http://xrrf.blogspot.com">http://xrrf.blogspot.com</a>	5	2
Dancefloor mayhem - <a href="http://dancefloormayhem.blogspot.com/">http://dancefloormayhem.blogspot.com/</a>	6	2
another night on earth - <a href="http://anothernightonearth.blogspot.com/">http://anothernightonearth.blogspot.com/</a>	7	1
some beans - <a href="http://some-beans.blogspot.com/">http://some-beans.blogspot.com/</a>	8	1
Spin - <a href="http://www.spin.com/">http://www.spin.com/</a>	9	1
Guitar Player - <a href="http://www.guitarplayer.com/">http://www.guitarplayer.com/</a>	10	1
Heart on a Stick - <a href="http://heartonastick.blog-city.com/">http://heartonastick.blog-city.com/</a>	11	1
Analog Giant - <a href="http://analoggiant.blogspot.com">http://analoggiant.blogspot.com</a>	12	1
stereogum - <a href="http://www.stereogum.com/">http://www.stereogum.com/</a>	13	1
White Folks Get Crunk - <a href="http://www.whitefolksgetcrunk.com">http://www.whitefolksgetcrunk.com</a>	14	1
I Like Music - Music News - <a href="http://www.ilikemusic.com/rss_feeds/music_news.xml">http://www.ilikemusic.com/rss_feeds/music_news.xml</a>	15	1

Figure 19: Top 15 Publishers mentioning The Beatles

# Best 5 News Days

1

## 17 November 2010 : 5 articles

### Popular Articles this Day

#### **Beatles: Very slight tremor, few injured**

No Rock&Roll Fun, 17 November 2010

Yesterday, there were two schools of thought about the Beatles iTunes launch. Naturally, we were going with the cynical, won't make much difference line, while Gennaro Castaldo led the charge ...

#### **New Music from A.Skillz and Gabriell.**

Analog Giant, 16 November 2010

Here's a pair of new tracks from artists I'm really into at the moment. First up, there's this swanky Italian disco-style Treasure Fingers remix from Milan's own Gabriell . Very, ...

#### **Beatles, iTunes come together**

Australian Broadcasting Commission - music news, 17 November 2010

The Beatles has finally arrived on iTunes after what Apple chief executive Steve Jobs describes as "a long and winding road".

#### **Help! Yourself To These 7 Beatles Covers**

Idolator, 17 November 2010

The Beatles and iTunes have come together. Apple founder Steve Jobs commented, "It has been a long and winding road to get here...we are now realizing a dream we've had ...

#### **The Beatles And iTunes Come Together**

Idolator, 17 November 2010

Now teens won't have to solely rely on American Idol theme nights as an introduction to the Beatles catalog. After seven-and-a-half years and 10 billion downloads, the iTunes Store's long ...

#### **Beatles, iTunes Come Together Right Now Over Zzzz**

stereogum, 17 November 2010

All day yesterday Apple.com proudly wore window dressing in the form of this note: "Tomorrow is just another day. That you'll never forget." So here we are, and we'll carry ...

## 18 November 2010 : 4 articles

### Popular Articles this Day

#### **Beatles: Very slight tremor, few injured**

No Rock&Roll Fun, 17 November 2010

Yesterday, there were two schools of thought about the Beatles iTunes launch. Naturally, we were going with the cynical, won't make much difference line, while Gennaro Castaldo led the charge ...

#### **A Skillz – Come Together Bootlegg – The Beatles**

White Folks Get Crunk, 18 November 2010

You can now buy The Beatles collection of musical works on iTunes. Great. Come together (A.Skillz Remix) by A.Skillz

#### **The Beatles – Come Together (A.Skillz Remix)**

AudioPorn Central, 18 November 2010

The Beatles – Come Together (A.Skillz Remix) [mp3] is there a nu Beatles fewwa or summethin ;)

#### **New Music: Yungun - 'One Step Together'**

A Grumpy Old Man With A Beard, 18 November 2010

UK rhyme-slinger Yungun (a.k.a. Essa) returns with a nice little freebie today, giving all the day dreamers out there a little food for thought as to what The Beatles might ...

#### **A-Skillz & The Beatles**

Harder Blogger Faster, 18 November 2010

It looks like A-Skillz could have another “Barbara Streisand” on his hands, after a bootleg he dropped yesterday on his Soundcloud got played over 8,000 times in one day. The ...

#### **Beatles, iTunes come together**

Australian Broadcasting Commission - music news, 17 November 2010

The Beatles has finally arrived on iTunes after what Apple chief executive Steve Jobs describes as "a long and winding road".

#### **Help! Yourself To These 7 Beatles Covers**

Idolator, 17 November 2010

The Beatles and iTunes have come together. Apple founder Steve Jobs commented, “It has been a long and winding road to get here...we are now realizing a dream we’ve had ...

#### **The Beatles And iTunes Come Together**

Idolator, 17 November 2010

Now teens won't have to solely rely on American Idol theme nights as an introduction to the Beatles catalog. After seven-and-a-half years and 10 billion downloads, the iTunes Store's long ...

## **Beatles, iTunes Come Together Right Now Over Zzzz**

stereogum, 17 November 2010

All day yesterday Apple.com proudly wore window dressing in the form of this note: "Tomorrow is just another day. That you'll never forget." So here we are, and we'll carry ...

**3**

### **05 August 2010 : 3 articles**

#### **Popular Articles this Day**

##### **Thursday's Music Roundup**

Spin, 05 August 2010

[Updated: 1:11 P.M.] NEWS: LILY ALLEN Confirms Pregnancy Pop singer is expecting a child with boyfriend Sam Cooper. [ SPIN ] BEACH BOYS Threaten To Sue KATY PERRY Over "California ...

##### **Yeah, Yeah, We're Hours Late... Here Are Some Sound Bites**

Rock NYC, 05 August 2010

Wu Tang Clan covered the Beatles "Come Together" last night with RZA rapping over the track at the last date of their UK date in london Avenged sevenfold FAILED to ...

##### **Wu-Tang Clan Cover Beatles at Brixton Show**

Spinner.com, 05 August 2010

Filed under: Concerts and Tours , News , UK Jeff Fusco, Getty Images The Wu-Tang Clan closed their show at London's Brixton Academy Wednesday night, August 4, with a cover ...

**4**

### **19 November 2010 : 3 articles**

#### **Popular Articles this Day**

##### **A Skillz – Come Together Bootlegg – The Beatles**

White Folks Get Crunk, 18 November 2010

You can now buy The Beatles collection of musical works on iTunes. Great. Come together (A.Skillz Remix) by A.Skillz

##### **The Beatles – Come Together (A.Skillz Remix)**

AudioPorn Central, 18 November 2010

The Beatles – Come Together (A.Skillz Remix) [mp3] is there a nu Beatles fewwa or summethin ;)

##### **New Music: Yungun - 'One Step Together'**

A Grumpy Old Man With A Beard, 19 November 2010

UK rhyme-slinger Yungun (a.k.a. Essa) returns with a nice little freebie today, giving all the day dreamers out there a little food for thought as to what The Beatles might ...

## **New Music: Yungun - 'One Step Together'**

A Grumpy Old Man With A Beard, 18 November 2010

UK rhyme-slinger Yungun (a.k.a. Essa) returns with a nice little freebie today, giving all the day dreamers out there a little food for thought as to what The Beatles might ...

## **A-Skillz & The Beatles**

Harder Blogger Faster, 18 November 2010

It looks like A-Skillz could have another "Barbara Streisand" on his hands, after a bootleg he dropped yesterday on his Soundcloud got played over 8,000 times in one day. The ...

## **[Listen/Download] – The Beatles – “Come Together” (A.Skillz Remix)**

Listen Before You Buy, 19 November 2010

This post is a "QuickPick".

## **The Beatles – Come Together (A.Skillz Remix)**

Lyfstyl, 19 November 2010

Only a few days after Apple announced the special sales of digital versions of classic Beatles albums A Hard Day's Night , Help! , Magical Mystery Tour and more, reemerges ...

**5**

## **27 August 2010 : 2 articles**

### **Popular Articles this Day**

#### **John Lennon - Rock'N'Roll**

idiomag, 27 August 2010

Quite simply, John Lennon recorded Rock'N'Roll in order not to be sued. Morris Levy, owner of the publishing on You Can't Catch Me, agreed not to call in m'learned friends ...

#### **Rolling Stones Top 10 Beatle Tracks**

Rock NYC, 27 August 2010

1. "A Day in the Life" 2. "I Want to Hold Your Hand" 3. "Strawberry Fields Forever" 4. "Yesterday" 5. "In My Life" 6. "Something" 7. "Hey Jude" 8. "Let ...

## News Highlights

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

### August

"The Beatles were being dismissed as teenybop stuff. I also remember the first time I really listened closely to certain ABBA songs -- "Lay All Your ..."

Sun 15/08 - A Sunday Conversation with Alejandra O'Leary - The Ripple Effect

### September

"The Beatles were still the Beatles. I met Paul when I was in London, and he and I started playing. He spent all day with me, ..."

Wed 01/09 - Bingo! Steve Miller Teams Up with Andy Johns to Make His Best Guitar Album Ever - Guitar Player

"The Beatles have been the most-covered band of all time. Their songs' popularity has extended into every form of music, and that greasy, soulful organ jazz ..."

Mon 06/09 - Soulive - Rubber Soulive (2010) - Something Else!

### November

"The Beatles has finally arrived on iTunes after what Apple chief executive Steve Jobs describes as "a long and winding road"

Wed 17/11 - Beatles, iTunes come together - Australian Broadcasting Commission - music news

"The Beatles might have sounded like if they were M.C.s . 'One Step Together' sees YG take one all-mighty slab of John, Paul, George and Ringo's ..."

Thu 18/11 - New Music: Yungun - 'One Step Together' - A Grumpy Old Man With A Beard

# 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