

# The Fray

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 . . . . .	23
<b>Appendices</b>	<b>24</b>
Appendix A - Top Mainstream Artists . . . . .	24
Appendix B - Top Emerging Artists . . . . .	27

# Overview

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**150th** on Mainstream Charts

**300th** on Twitter

**1479th** in the Music Press

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This report reviews the popularity of The Fray on the music charts and in the music news for the period July to December 2010. It benchmarks The Fray 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 Fray compared to similar artists. The Fray was ranked 150th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for The Fray was 18th.

150th Overall Rank

18th Best Position

Artist	Rank	Best Position
Michael Jackson	35th	5
U2	76th	9
Snow Patrol	88th	11
The Fray	150th	18
The Clash	184th	23
Good Charlotte	355th	61
Secondhand Serenade	1124th	720
Alkaline Trio	1168th	926

Figure 1: Artist Mainstream Ranks

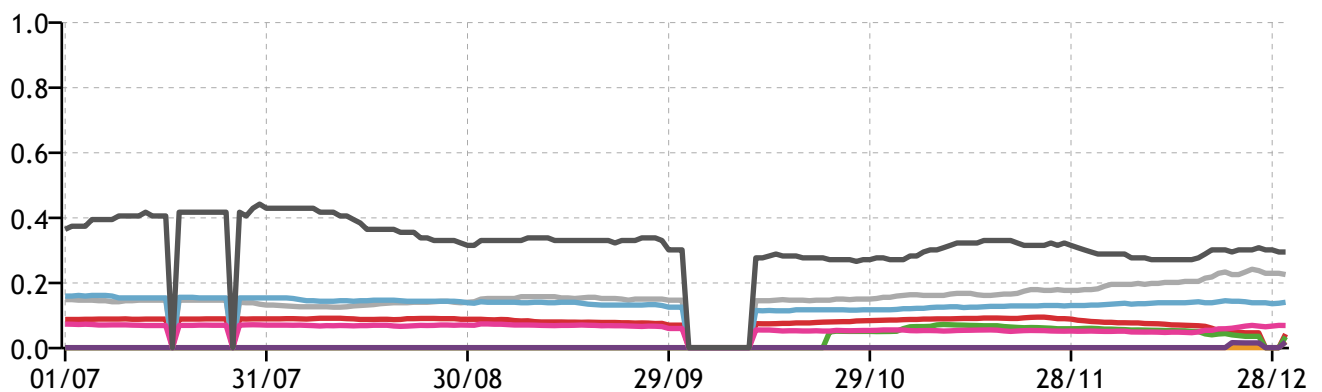
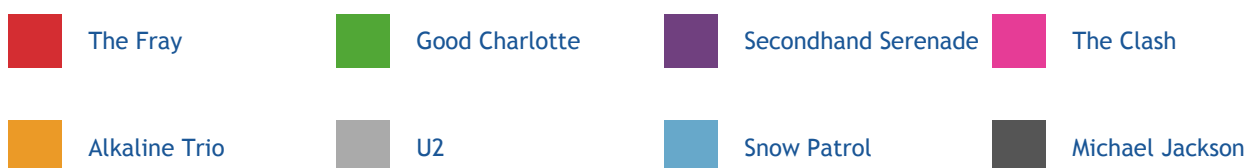


Figure 2: Artist Mainstream Chart Popularity over Time



# Mainstream Comparison

This section compares the mainstream chart performance of The Fray 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 Fray was ranked 1st overall of our charts for that day. 0.0 denotes The Fray did not chart at all.

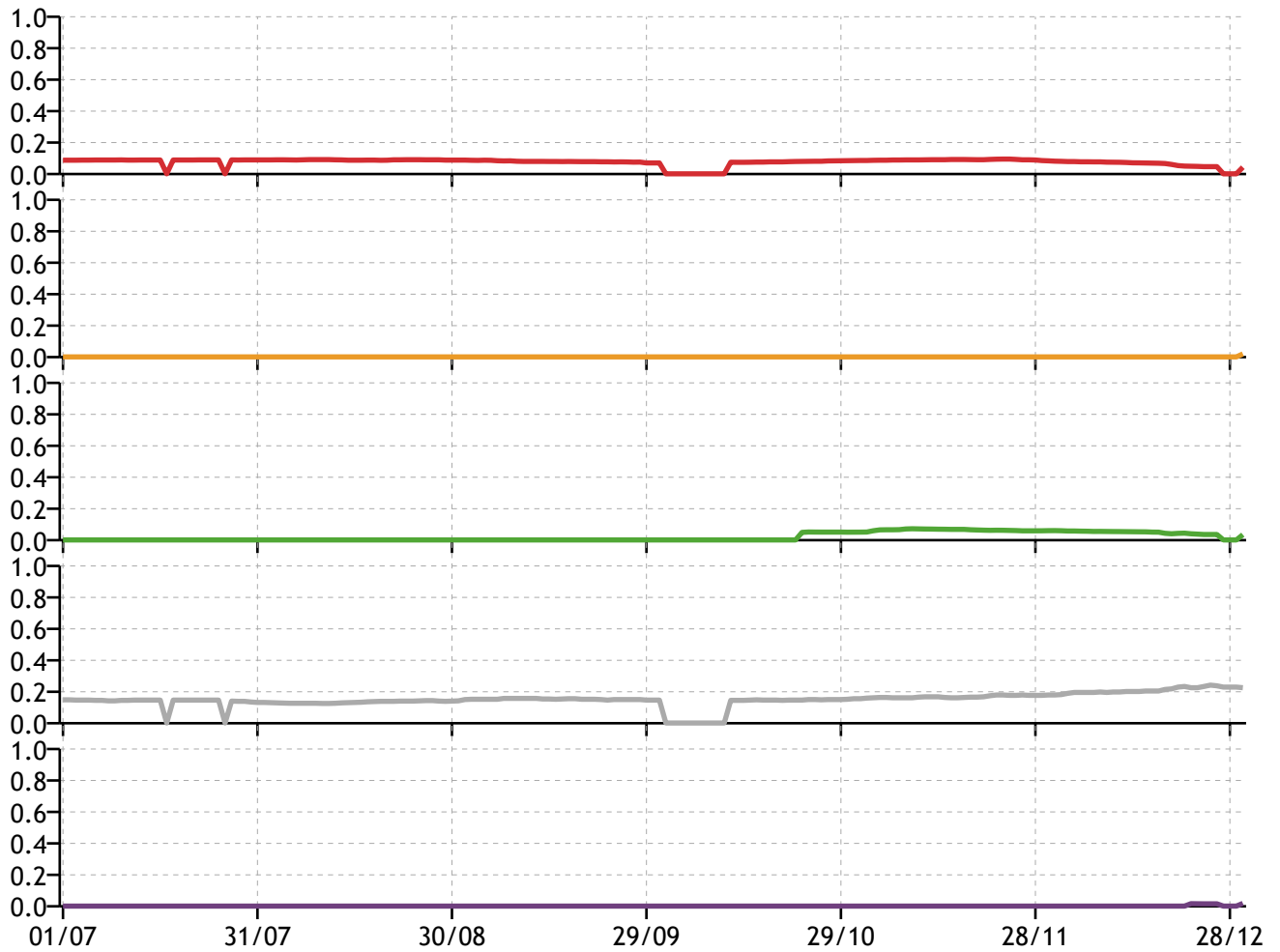


Figure 3: Comparisons for The Fray



# Mainstream Singles

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

## How to Save a Life

Best Single

335th

Best Position

Single Best Position

How to Save a Life	335
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Figure 4: Best Single Positions

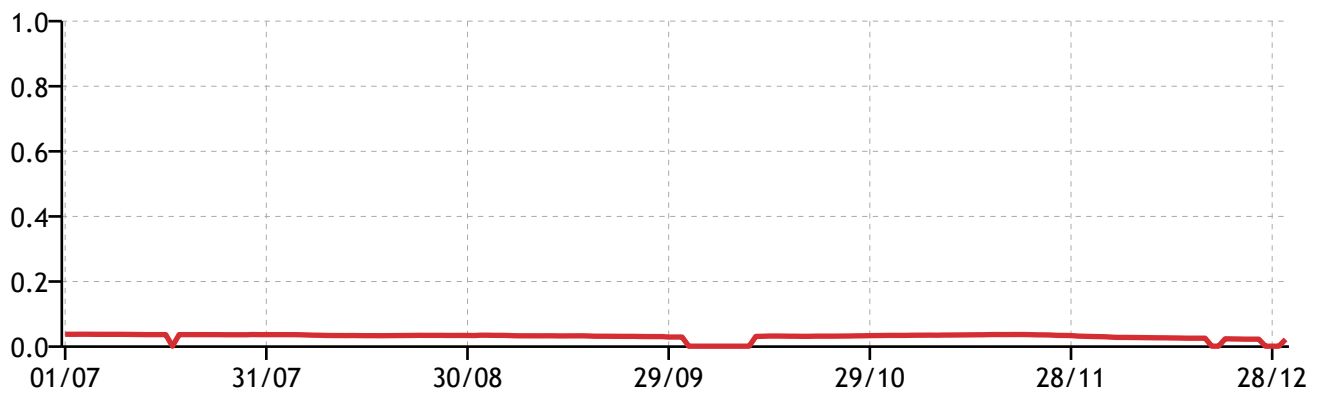


Figure 5: Singles Chart Comparison over Time

How to Save a Life

# Mainstream Singles Comparison

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

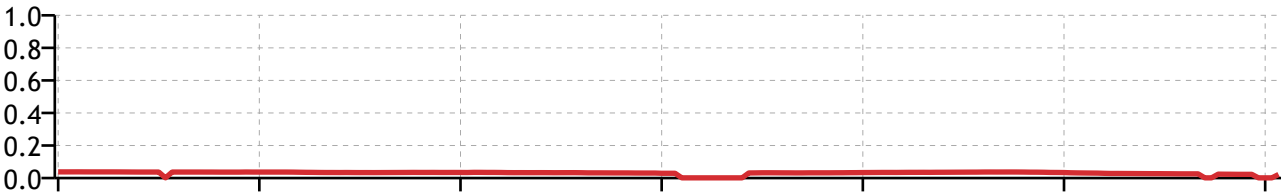


Figure 6: Chart ranking for The Fray

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 How to Save a Life

# Twitter Coverage

## Twitter Popularity

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

300th Overall Rank

5,364 Tweets

0.001% Share

Artist	Rank	Tweets	Share
Michael Jackson	9th	43,997	0.007%
U2	28th	23,312	0.004%
The Clash	108th	11,102	0.002%
Snow Patrol	161st	8,547	0.001%
Good Charlotte	275th	5,703	0.001%
The Fray	300th	5,364	0.001%
Secondhand Serenade	714th	2,576	0.000%
Alkaline Trio	715th	2,574	0.000%

Figure 7: Twitter Coverage Comparison

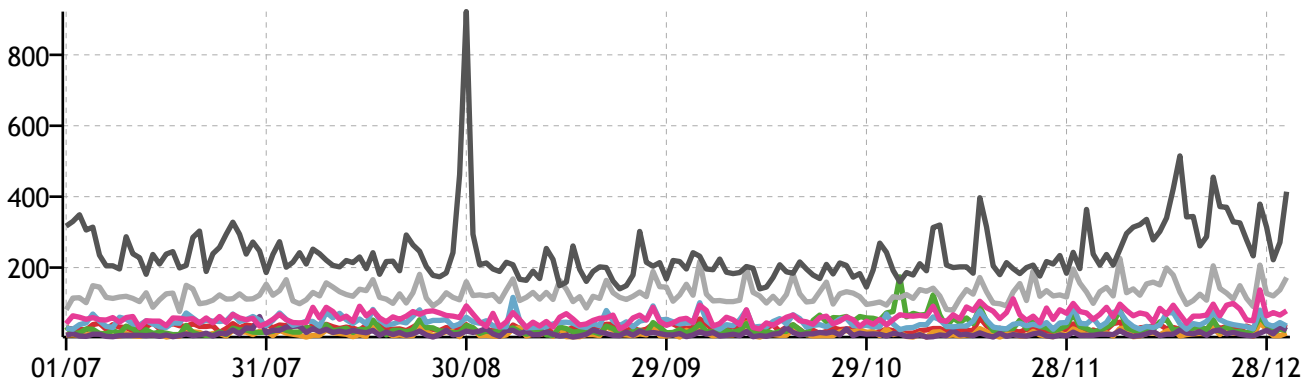


Figure 8: Twitter Coverage over Time



# Twitter Comparison

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

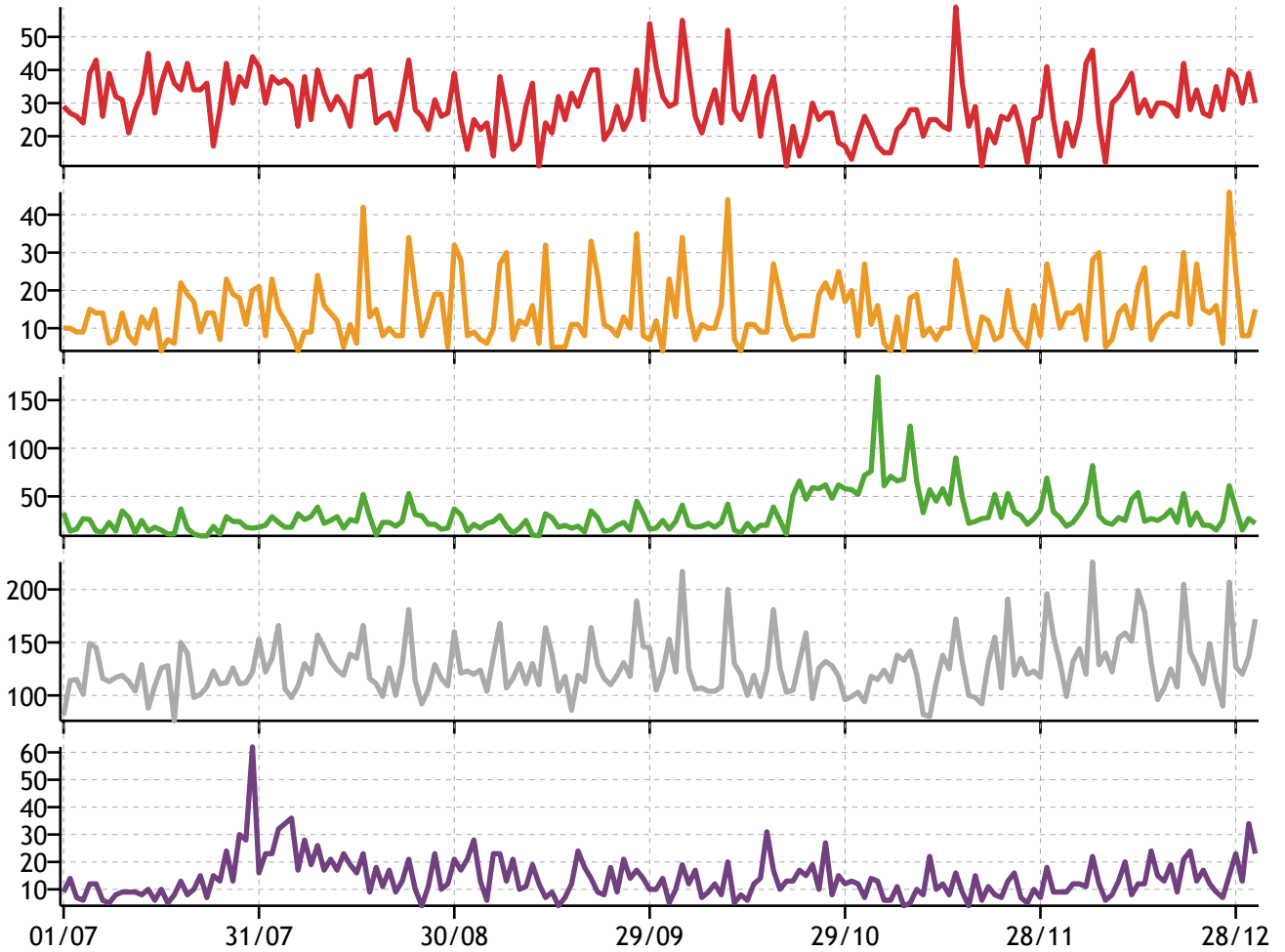
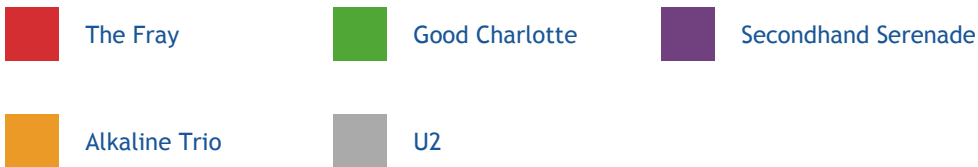


Figure 9: Comparisons for The Fray



# Mainstream Chart vs Twitter

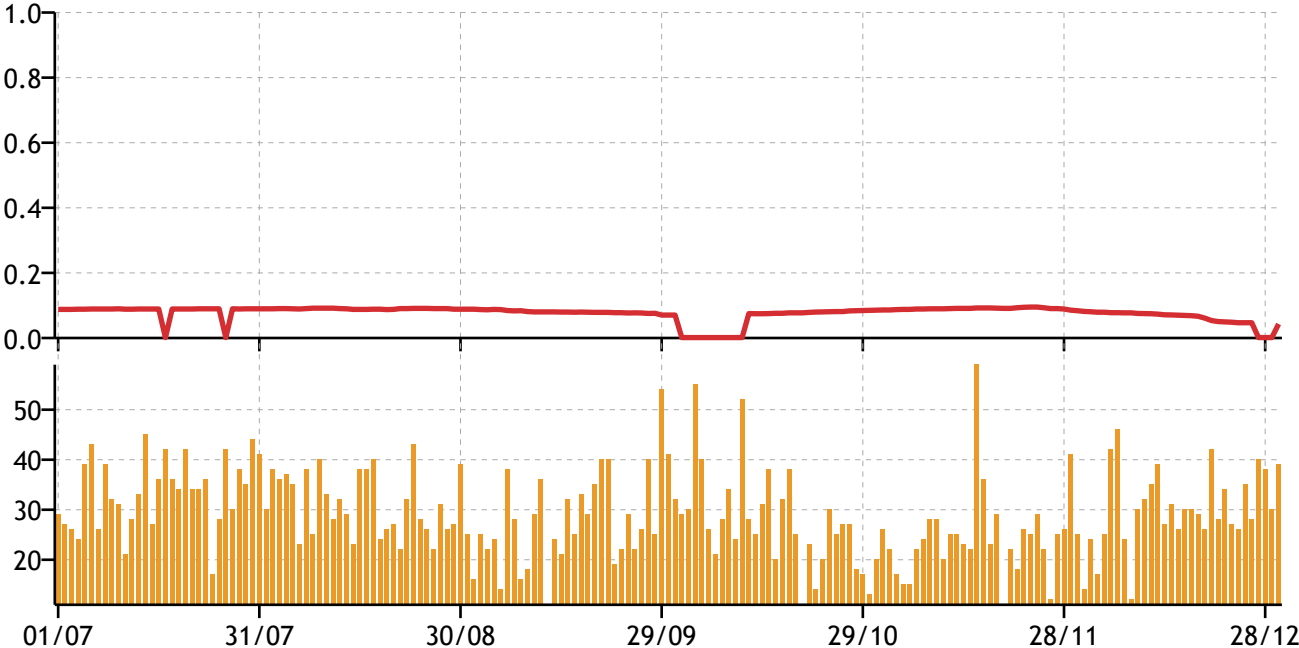


Figure 10: The Fray Chart Popularity vs Twitter Coverage

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 Fray in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/lotay	Lotay Yang	Worldwide	4	69,774	279,096
2	twitter.com/romanus	Romanus	ÜT: 48.156466,11.723544	30	5,324	159,720
3	twitter.com/DLWilsonWorld	Donna Wilson	Atlanta, GA	12	10,536	126,432
4	twitter.com/simplydab	Donna	Where in the world am I?	26	3,105	80,730
5	twitter.com/TropicsZ4	Will Tropics	United States 33480	6	6,652	39,912
6	twitter.com/dANGELofLOVE	Bella Donna D'Angelo		10	3,083	30,830
7	twitter.com/mark_till	mark_till	Los Angeles California	12	2,528	30,336
8	twitter.com/VampHadley	Hadley Hale	NOLA	6	4,399	26,394
9	twitter.com/ThatGirlAni	Anime	In Cyrus' mind...	17	1,336	22,712
10	twitter.com/TudoAoContrario	Antonio Mendes	Messines - Algarve - Portugal	13	1,251	16,263
11	twitter.com/manplaid	Walker	Watch the #FF Video	6	2,499	14,994
12	twitter.com/davilrs	Davialdo Ridzan Said	ÜT: -6.87376,107.627469	20	611	12,220
13	twitter.com/melarimo	Mel	Nuzzled in ROB's NECK.	11	1,054	11,594
14	twitter.com/worryknot	darlene	California ~ USA	5	2,301	11,505
15	twitter.com/JasonWGould	Jason W. Gould	Tampa, FL	8	1,215	9,720
16	twitter.com/jediduke	Duke	Tokyo, JAPAN	11	777	8,547
17	twitter.com/Afpa1	Andrés Poblete	Melipilla, Chile	6	1,420	8,520
18	twitter.com/BellaSeduction	Shay	iPhone: 0.000000,0.000000	15	560	8,400
19	twitter.com/anna_banana25	anna	Colorado	4	2,077	8,308
20	twitter.com/darcio_martins	Darcio Martins	Mogi das Cruzes / SP - BRA	4	1,870	7,480
21	twitter.com/sweetromance	sweetromance	Massillon Ohio	12	587	7,044
22	twitter.com/body2build	Shawn Bellon	ÜT: 32.253024,-110.912805	5	1,336	6,680
23	twitter.com/BeNNe8	Simon B.	45.911369, 13.507701	11	592	6,512
24	twitter.com/_Sandra_R_	Sandra		14	452	6,328
25	twitter.com/MURC1ELAGO	R M	Acapulco	5	1,251	6,255
26	twitter.com/matheuseduardo	matheuseduardo (♫) □	Belo Horizonte, Brasil	10	625	6,250
27	twitter.com/EmmaHundreds	Based Goddess.	Trap Angeles.	4	1,432	5,728

Figure 11: Top 50 Users tweeting about The Fray

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/RomanusSum	romanus		8	716	5,728
29	twitter.com/jaimearkin	Jaime Arkin	Milwaukee, WI	3	1,842	5,526
30	twitter.com/LacedRadio	Laced Radio TM	Los Angeles, CA/Austin, Tx	7	698	4,886
31	twitter.com/Jessipop	Jessica	Chile	4	1,204	4,816
32	twitter.com/patrickvanelk	Patrick van Elk	Wijchen, The Netherlands	5	876	4,380
33	twitter.com/StatusJV	JV Status		125	34	4,250
34	twitter.com/carlosleex	Carlos Lee	Brazil	5	841	4,205
35	twitter.com/magico_ideal	Luis Rodríguez		4	1,013	4,052
36	twitter.com/musofm1	Eric Woolf	Sydney, Australia	26	150	3,900
37	twitter.com/chloehaguee	Chloe Hague	Leicestershire, UK	7	550	3,850
38	twitter.com/eternity4	sunday-chan	nowhere really	5	748	3,740
39	twitter.com/imnatcs	Natália Araújo	Brasil	8	450	3,600
40	twitter.com/Chelsea_Dyanna	Chelsea D. Mallory	Mystic Falls, Virginia	6	589	3,534
41	twitter.com/anna_banana30	Anna	Colorado	14	237	3,318
42	twitter.com/marlemw	Marlem Nunes	Minas Gerais	7	458	3,206
43	twitter.com/l1brat1on	l1brat1on	Worldwide, TX	8	395	3,160
44	twitter.com/PaoTwilighter	Paola Torres	Cullenland	8	355	2,840
45	twitter.com/twheresweevil	Rebecca	Brooklyn, NY	20	140	2,800
46	twitter.com/Dominique_1983	☐☐míní☐☐e ☐ Verified	ÜT: 51.492155,3.616706	4	666	2,664
47	twitter.com/secondbestdad	Danny		7	368	2,576
48	twitter.com/lilbratsie	Jamie B	Little Rock, AR	5	491	2,455
49	twitter.com/_iBassim	Bassim Mohammed	Riyadh, Saudi Arabia (H)	4	611	2,444
50	twitter.com/Soaps247	Andrew S.	Colorado	5	483	2,415

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

# Shared Twitter Links

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

URL	Rank	Tweets
<a href="http://www.last.fm/music/The+Fray">http://www.last.fm/music/The+Fray</a>	1	81
<a href="http://www.last.fm/music/The+Fray/_/How+to+Save+a+Life">http://www.last.fm/music/The Fray/_/How to Save a Life</a>	2	46
<a href="http://slacker.com/r/5VY0">http://slacker.com/r/5VY0</a>	3	29
<a href="http://www.last.fm/music/The+Fray/_/Never+Say+Never">http://www.last.fm/music/The Fray/_/Never Say Never</a>	4	27
<a href="http://tinysong.com/71y6">http://tinysong.com/71y6</a>	5	25
<a href="http://www.last.fm/music/The+Fray/_/Look+After+You">http://www.last.fm/music/The Fray/_/Look After You</a>	6	21
<a href="http://www.last.fm/user/daviekuro">http://www.last.fm/user/daviekuro</a>	7	20
<a href="http://tinysong.com/6N4p">http://tinysong.com/6N4p</a>	8	18
<a href="http://www.last.fm/music/The+Fray/_/Over+My+Head+(Cable+Car)">http://www.last.fm/music/The Fray/_/Over My Head (Cable Car)</a>	9	15
<a href="http://www.last.fm/music/The+Fray/_/You+Found+Me">http://www.last.fm/music/The Fray/_/You Found Me</a>	10	15
<a href="http://www.last.fm/music/The+Fray/_/Say+When">http://www.last.fm/music/The Fray/_/Say When</a>	11	11
<a href="http://getglue.com/recording_artists/the_fray?s=tch&amp;ref=wheresweevil">http://getglue.com/recording_artists/the_fray?s=tch&amp;ref=wheresweevil</a>	12	11
<a href="http://www.last.fm/user/Yankees_JanB">http://www.last.fm/user/Yankees_JanB</a>	13	10
<a href="http://tinysong.com/wk9S">http://tinysong.com/wk9S</a>	14	9
<a href="http://www.tweekly.fm/user/halissn_">http://www.tweekly.fm/user/halissn_</a>	15	9
<a href="http://www.tweekly.fm/user/matheuseduardo">http://www.tweekly.fm/user/matheuseduardo</a>	16	8
<a href="http://www.tweekly.fm/twitter/imnatcs">http://www.tweekly.fm/twitter/imnatcs</a>	17	8
<a href="http://www.tweekly.fm/twitter/emanuelespies">http://www.tweekly.fm/twitter/emanuelespies</a>	18	7
<a href="http://www.tunewiki.com/">http://www.tunewiki.com/</a>	19	7
<a href="http://www.last.fm/music/The+Fray/_/All+at+Once">http://www.last.fm/music/The Fray/_/All at Once</a>	20	7
<a href="http://getglue.com/recording_artists/the_fray?s=tch&amp;ref=wheresweevil#wheresweevil">http://getglue.com/recording_artists/the_fray?s=tch&amp;ref=wheresweevil#wheresweevil</a>	21	7
<a href="http://www.last.fm/music/The+Fray/_/Happiness">http://www.last.fm/music/The Fray/_/Happiness</a>	22	7
<a href="http://tln.kr/1ekj">http://tln.kr/1ekj</a>	23	7
<a href="http://www.last.fm/music/The+Fray/_/Fall+Away">http://www.last.fm/music/The Fray/_/Fall Away</a>	24	6
<a href="http://www.tweekly.fm/user/chloe_hague">http://www.tweekly.fm/user/chloe_hague</a>	25	6
<a href="http://www.tweekly.fm/user/PaoTwiligher">http://www.tweekly.fm/user/PaoTwiligher</a>	26	6
<a href="http://www.tweekly.fm/user/rafusho">http://www.tweekly.fm/user/rafusho</a>	27	6

Figure 12: Top Shared Links on Twitter mentioning The Fray

URL	Rank	Tweets
<a href="http://www.pandora.com:80/land/song/121e7ac64ed5dff425ba2910f7abf8b?station=1f0c9056d6340e1cf9034c8...">http://www.pandora.com:80/land/song/121e7ac64ed5dff425ba2910f7abf8b?station=1f0c9056d6340e1cf9034c8...</a>	28	6
<a href="http://www.last.fm/music/The+Fray/_/heartless+(kanye+west+cover)">http://www.last.fm/music/The Fray/_/heartless (kanye west cover)</a>	29	5
<a href="http://www.tunewiki.com/t/xypp">http://www.tunewiki.com/t/xypp</a>	30	5
<a href="http://www.pandora.com:80/land/song/987185295ff91d6e425ba2910f7abf8b?station=1f0c9056d6340e1cf9034c8...">http://www.pandora.com:80/land/song/987185295ff91d6e425ba2910f7abf8b?station=1f0c9056d6340e1cf9034c8...</a>	31	5
<a href="http://www.tweekly.fm/user/lpolachini">http://www.tweekly.fm/user/lpolachini</a>	32	5
<a href="http://www.tweekly.fm/user/marlemw">http://www.tweekly.fm/user/marlemw</a>	33	5
<a href="http://mecanto.com">http://mecanto.com</a>	34	5
<a href="http://www.tweekly.fm/user/emanuelespies">http://www.tweekly.fm/user/emanuelespies</a>	35	5
<a href="http://www.last.fm/music/The+Fray/_/Trust+Me">http://www.last.fm/music/The Fray/_/Trust Me</a>	36	5
<a href="http://www.tweekly.fm/user/carlasouza">http://www.tweekly.fm/user/carlasouza</a>	37	5
<a href="http://www.tweekly.fm/user/thatsrob">http://www.tweekly.fm/user/thatsrob</a>	38	5
<a href="http://www.tweekly.fm/user/Afpa1">http://www.tweekly.fm/user/Afpa1</a>	39	5
<a href="http://getglue.com/recording_artists/the_fray">http://getglue.com/recording_artists/the_fray</a>	40	5
<a href="http://www.last.fm/music/The+Fray/_/Absolute">http://www.last.fm/music/The Fray/_/Absolute</a>	41	5
<a href="http://www.tweekly.fm/user/Thijsch">http://www.tweekly.fm/user/Thijsch</a>	42	4
<a href="http://www.last.fm/music/The+Fray/_/She+Is">http://www.last.fm/music/The Fray/_/She Is</a>	43	4
<a href="http://www.tweekly.fm/user/pinaytrini">http://www.tweekly.fm/user/pinaytrini</a>	44	4
<a href="http://www.pandora.com:80/land/song/9f2d1541b860e902?station=1f0c9056d6340e1cf9034c81f89ca13300ea737...">http://www.pandora.com:80/land/song/9f2d1541b860e902?station=1f0c9056d6340e1cf9034c81f89ca13300ea737...</a>	45	4
<a href="http://tinysong.com/rFWL">http://tinysong.com/rFWL</a>	46	4
<a href="http://www.tweekly.fm/user/pedroalbuque">http://www.tweekly.fm/user/pedroalbuque</a>	47	4
<a href="http://tinysong.com/sAoj">http://tinysong.com/sAoj</a>	48	4
<a href="http://www.tweekly.fm/twitter/rafusho">http://www.tweekly.fm/twitter/rafusho</a>	49	4
<a href="http://www.tweekly.fm/user/MariC0ta">http://www.tweekly.fm/user/MariC0ta</a>	50	4
<a href="http://www.last.fm/music/The+Fray/_/Where+The+Story+Ends">http://www.last.fm/music/The Fray/_/Where The Story Ends</a>	51	4
<a href="http://tinysong.com/vgKi">http://tinysong.com/vgKi</a>	52	4
<a href="http://www.tunewiki.com/t/12102">http://www.tunewiki.com/t/12102</a>	53	4
<a href="http://www.tweekly.fm/user/_Ryuzaki">http://www.tweekly.fm/user/_Ryuzaki</a>	54	4
<a href="http://www.tweekly.fm/user/L_Adammes">http://www.tweekly.fm/user/L_Adammes</a>	55	4
<a href="http://malufor.ch">http://malufor.ch</a>	56	4
<a href="/profile/starrgazingmag/blip/56840643/THE+FRAY-You+Found+Me+at+The+Ellen+Degeneres+Show">/profile/starrgazingmag/blip/56840643/THE+FRAY-You+Found+Me+at+The+Ellen+Degeneres+Show</a>	57	4
<a href="http://www.last.fm/music/The+Fray/_/Syndicate">http://www.last.fm/music/The Fray/_/Syndicate</a>	58	4
<a href="http://tln.kr/1t9b">http://tln.kr/1t9b</a>	59	4
<a href="http://www.tunewiki.com/t/105um">http://www.tunewiki.com/t/105um</a>	60	4

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

# News Coverage

## News Popularity

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

1479th Overall Rank

54 Articles

0.001% Share

Artist	Rank	Articles	Share
Michael Jackson	19th	1,938	0.048%
U2	38th	1,310	0.033%
The Clash	306th	419	0.010%
Good Charlotte	351st	382	0.010%
Snow Patrol	854th	151	0.004%
Alkaline Trio	1209th	88	0.002%
Secondhand Serenade	1246th	81	0.002%
The Fray	1479th	54	0.001%

Figure 13: News Coverage Comparison

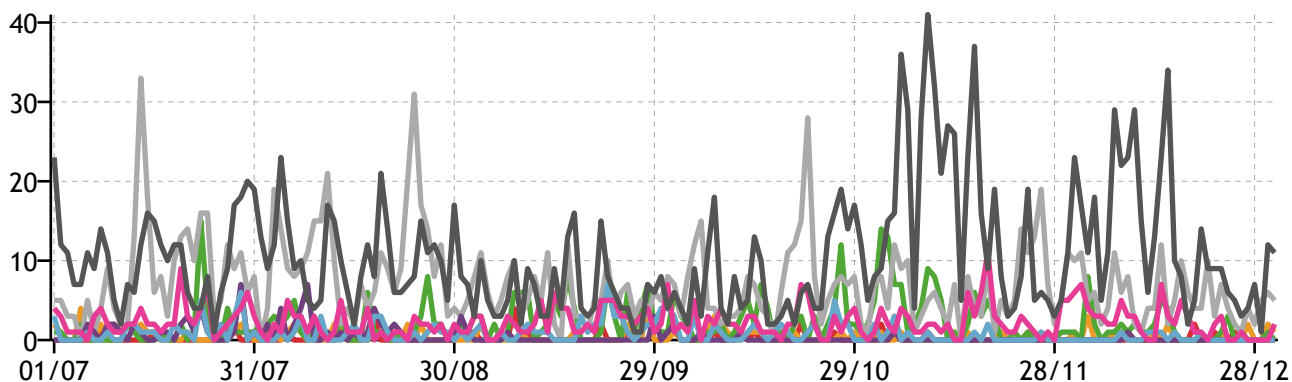


Figure 14: News Coverage over Time



# News Comparison

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

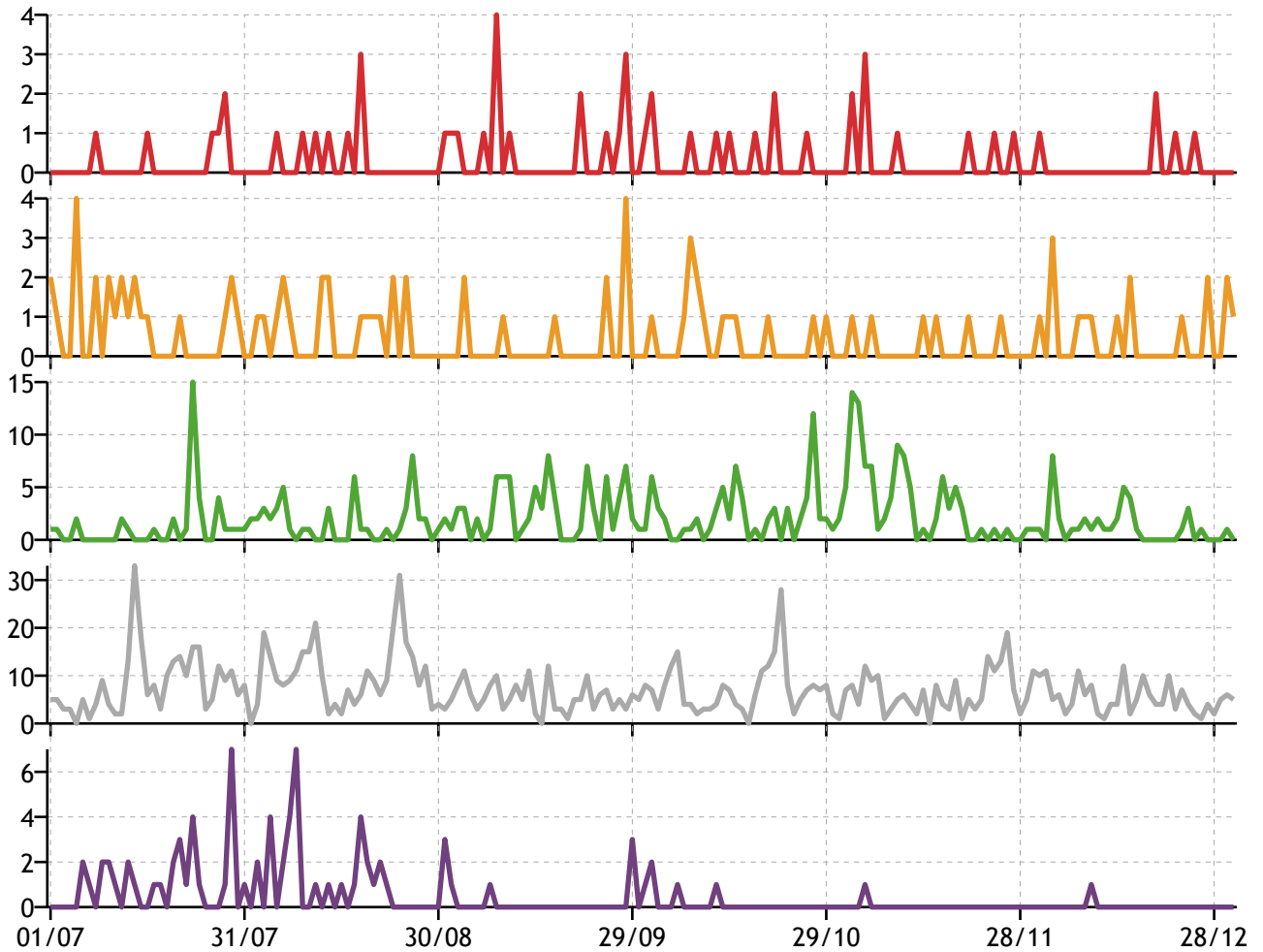
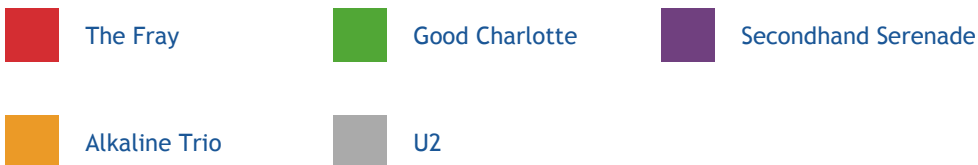


Figure 15: Comparisons for The Fray



# Mainstream Chart vs Sentiment

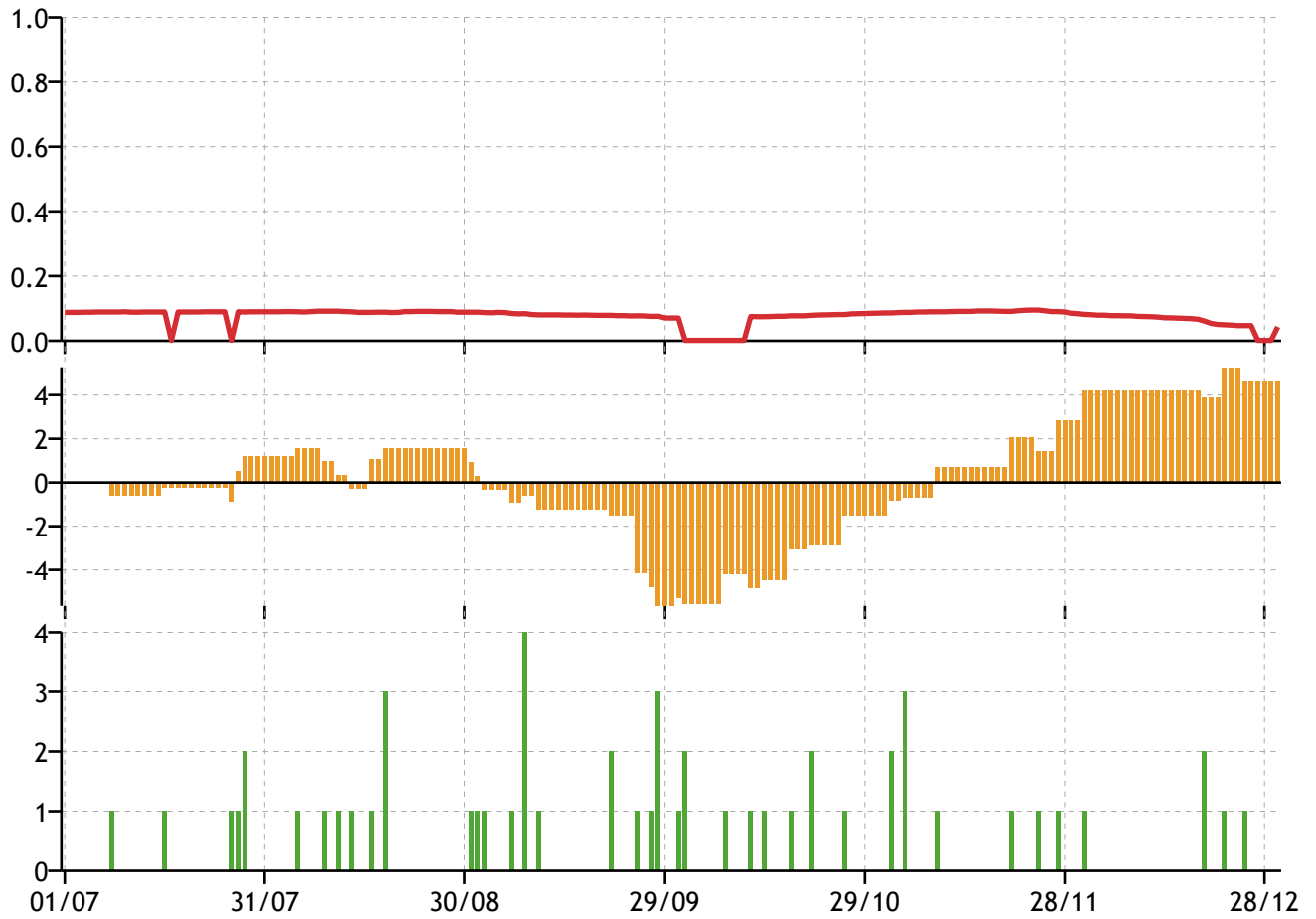


Figure 16: The Fray Chart Popularity vs News Sentiment + Volume

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 Fray that day.



# Top Publishers

- Clash Music
- Hidden Track
- Little White Earbuds
- I Like Music - Hip H..
- DJ Magazine
- Music Liberation
- Other



Figure 17: Top Publishers related to The Fray

Top Publishers	Mentions
Clash Music	3
Hidden Track	2
Little White Earbuds	1
I Like Music - Hip Hop	1
DJ Magazine	1
Music Liberation	1
HearYa: An Indie Music Blog	1
Pitchfork	1
Spin	1
:: The Playlist ::	1
the blackened air	1
mp3hugger	1
The POP! Stereo	1
The A.V. Club	1
Village Voice - music	1

Figure 18: Most frequently mentioned Top Publishers

# Top News Publishers

Publisher	Rank	Articles
Clash Music - <a href="http://www.clashmusic.com/">http://www.clashmusic.com/</a>	1	3
Hidden Track - <a href="http://www.glidemagazine.com/hiddentrack">http://www.glidemagazine.com/hiddentrack</a>	2	2
Little White Earbuds - <a href="http://www.littlewhiteearbuds.com/">http://www.littlewhiteearbuds.com/</a>	3	1
I Like Music - Hip Hop - <a href="http://www.ilikemusic.com/">http://www.ilikemusic.com/</a>	4	1
DJ Magazine - <a href="http://www.djmag.com/">http://www.djmag.com/</a>	5	1
Music Liberation - <a href="http://musicliberation.blogspot.com/">http://musicliberation.blogspot.com/</a>	6	1
HearYa: An Indie Music Blog - <a href="http://www.hearya.com">http://www.hearya.com</a>	7	1
Pitchfork - <a href="http://pitchfork.com/">http://pitchfork.com/</a>	8	1
Spin - <a href="http://www.spin.com/">http://www.spin.com/</a>	9	1
:: The Playlist :: - <a href="http://theplaylist.blogspot.com/">http://theplaylist.blogspot.com/</a>	10	1
the blackened air - <a href="http://theblackenedair.blogspot.com">http://theblackenedair.blogspot.com</a>	11	1
mp3hugger - <a href="http://mp3hugger.com">http://mp3hugger.com</a>	12	1
The POP! Stereo - <a href="http://popstereo.blogspot.com/">http://popstereo.blogspot.com/</a>	13	1
The A.V. Club - <a href="http://www.avclub.com/">http://www.avclub.com/</a>	14	1
Village Voice - music - <a href="http://www.villagevoice.com/">http://www.villagevoice.com/</a>	15	1
HitFix - <a href="http://www.hitfix.com/">http://www.hitfix.com/</a>	16	1
DoucheBagFace - <a href="http://www.dbf-music.com/">http://www.dbf-music.com/</a>	17	1

Figure 19: Top 17 Publishers mentioning The Fray

## Best 5 News Days

1

### 08 September 2010 : 4 articles

#### Popular Articles this Day

##### **Brendan James releases self-titled**

Music Remedy, 08 September 2010

As a follow-up to 2008's critically acclaimed debut *The Day is Brave*, singer-songwriter Brendan James has released his self-titled second album today. Recorded in James' new hometown of Los Angeles ...

##### **Self-Titled Album From Brendan James Released Today**

Atari Cool Kids, 08 September 2010

As a follow-up to 2008's critically acclaimed debut *The Day is Brave*, singer-songwriter Brendan James has released his self-titled second album today. Recorded in James' new hometown of Los Angeles ...

##### **Self-Titled Album From Brendan James Released Today**

Baxojayz, 08 September 2010

As a follow-up to 2008's critically acclaimed debut *The Day is Brave*, singer-songwriter Brendan James has released his self-titled second album today. Recorded in James' new hometown of Los Angeles ...

##### **Sophomore Release from Brendan James In Stores Now**

Heart Throb Media, 08 September 2010

As a follow-up to 2008's critically acclaimed debut *The Day is Brave*, singer-songwriter Brendan James has released his self-titled second album today. Recorded in James' new hometown of Los Angeles ...

2

### 18 August 2010 : 3 articles

#### Popular Articles this Day

##### **NEW: Denon DN-SC2000 single deck MIDI controller**

MusicBlips, 18 August 2010

I've often wondered why manufacturers churn out complete DJ setups in handy sized boxes, but neglect the 3rd and 4th channels offered by Traktor that could easily be handled with ...

##### **Interview : Gabrielle Aplin**

Music Liberation, 18 August 2010

We recently caught up with Gabrielle Aplin for a quick interview. This young folky pop starlet from Bath is releasing a 5 track acoustic EP in September, as well as ...

## The Maine Cover Outkast's "Roses"

LA Music Blog, 18 August 2010

This video of The Maine covering Outkast's "Roses" reminds me a bit of The Fray taking on Kanye West's "Heartless," but with the added bonus of the words "poo poo ..."

3

## 28 September 2010 : 3 articles

### Popular Articles this Day

#### Radiohead Could Throw Out New Album

Clash Music, 27 September 2010

Radiohead have admitted that they could throw out material for their new album if it doesn't meet their standards. Radiohead spent almost a decade drifting, until 'In Rainbows' suddenly revealed ...

#### Good Charlotte Premiere Like It's Her Birthday Official Video

Baxojayz, 28 September 2010

Good Charlotte have just premiered the official video for their single "Like It's Her Birthday" on the homepage of MySpace.com . Check out the Josh Forbes (Alkaline Trio, The Fray) ...

#### Good Charlotte Premiere Official Video Video For "Like It's Her Birthday"

Icon Vs Icon, 28 September 2010

Good Charlotte have just premiered the official video for their single "Like It's Her Birthday" on the homepage of MySpace.com. Check out the Josh Forbes (Alkaline Trio, The Fray) directed ...

#### GOOD CHARLOTTE premiere video for LIKE IT'S HER BIRTHDAY

Kik Axe Music, 28 September 2010

Details on the new video below, and look for an advance review of the new GC album right here on Kik Axe Music later this week! Good Charlotte have just ...

4

## 04 November 2010 : 3 articles

### Popular Articles this Day

#### Get Buzzed With Mike Gordon This Sunday

Hidden Track, 04 November 2010

If you need any further proof that Phish bassist Mike Gordon loves the road, consider that he just finished an intense, three-week Phish run and less than a week later ...

#### New Music :: Tiara Thomas

WatchMyEgo, 04 November 2010

New Music :: Tiara Thomas : Tiara Thomas is one of the fastest climbing stars on the internet. Through the magic of the internet, we have many of her YouTube ...

## Jason Poe

Baxojayz, 04 November 2010

A great pop song is easy to spot, but hard to create. That's why singer/songwriter Jason Poe is obsessed with creating cleverly crafted hooks, relying on a piano and leaving ...

5

## 28 July 2010 : 2 articles

### Popular Articles this Day

#### Singles Round Up - 26th July 2010

Clash Music, 28 July 2010

It's normally the custom to preamble our Single selections with a few jauntily humorous asides. As it is, this week there's been much gig going, hobnobbing with the stars and ...

#### Featured Stream: Secondhand Serenade

AbsolutePunk, 28 July 2010

\*Secondhand Serenade (<http://j.mp/9JSbUi>)\* are gearing up to release their 3rd full-length on August 3rd, spanning 12 tracks, 8 of which are produced by Aaron Johnson from \*The Fray (<http://www.purevolume.com/thefray>)\*. Head ...

#### Diplo On MIA Politics

Clash Music, 27 July 2010

Renowned Miami bass producer Diplo has spoken about M.I.A.'s politics, arguing she should be appreciated as an artist. Politics and music make uneasy bedfellows. Artists from John Lennon to The ...

## News Highlights

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

# 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