

The Fresh & Onlys

Music Media Analysis
July to December 2010

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Overview

112th on Emerging Charts

6439th on Twitter

742nd in the Music Press

This report reviews the popularity of The Fresh Onlys on the music charts and in the music news for the period July to December 2010. It benchmarks The Fresh Onlys against the 2,987 artists that appeared on the We Are Hunted charts during this period. The results are based on an analysis of 486,631 music articles and 16,063,656 music related tweets. News is sourced from a range of publishers including all the major music news sites and an army of passionate bloggers worldwide. Charts are compiled from samples of hundreds of charts in a range of music genres. This report was written by the We Are Hunted team and generated using the semantic analysis system that powers the wearehunted.com website.

Chart Popularity

Emerging Chart

This section presents the emerging chart performance for The Fresh Onlys compared to similar artists. The Fresh Onlys was ranked 112th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for The Fresh Onlys was 13th.

112th Overall Rank

13th Best Position

Artist	Rank	Best Position
Sufjan Stevens	3rd	4
Deerhunter	4th	4
Warpaint	15th	6
How To Dress Well	45th	9
The Fresh & Onlys	112th	13
Baths	153rd	16
Sharon Van Etten	657th	73
SONNY	2777th	1,001

Figure 1: Artist Emerging Ranks

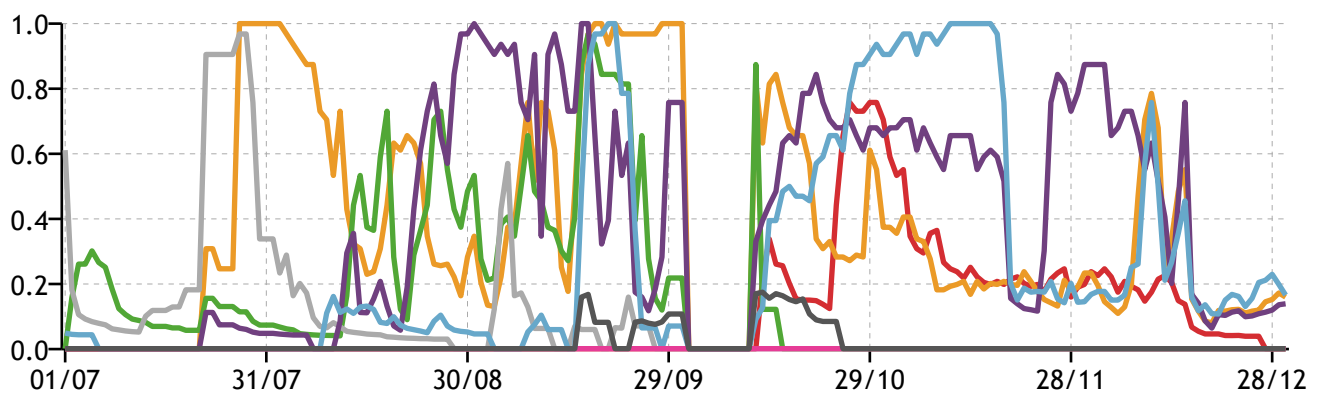


Figure 2: Artist Mainstream Emerging Popularity over Time



Emerging Comparison

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

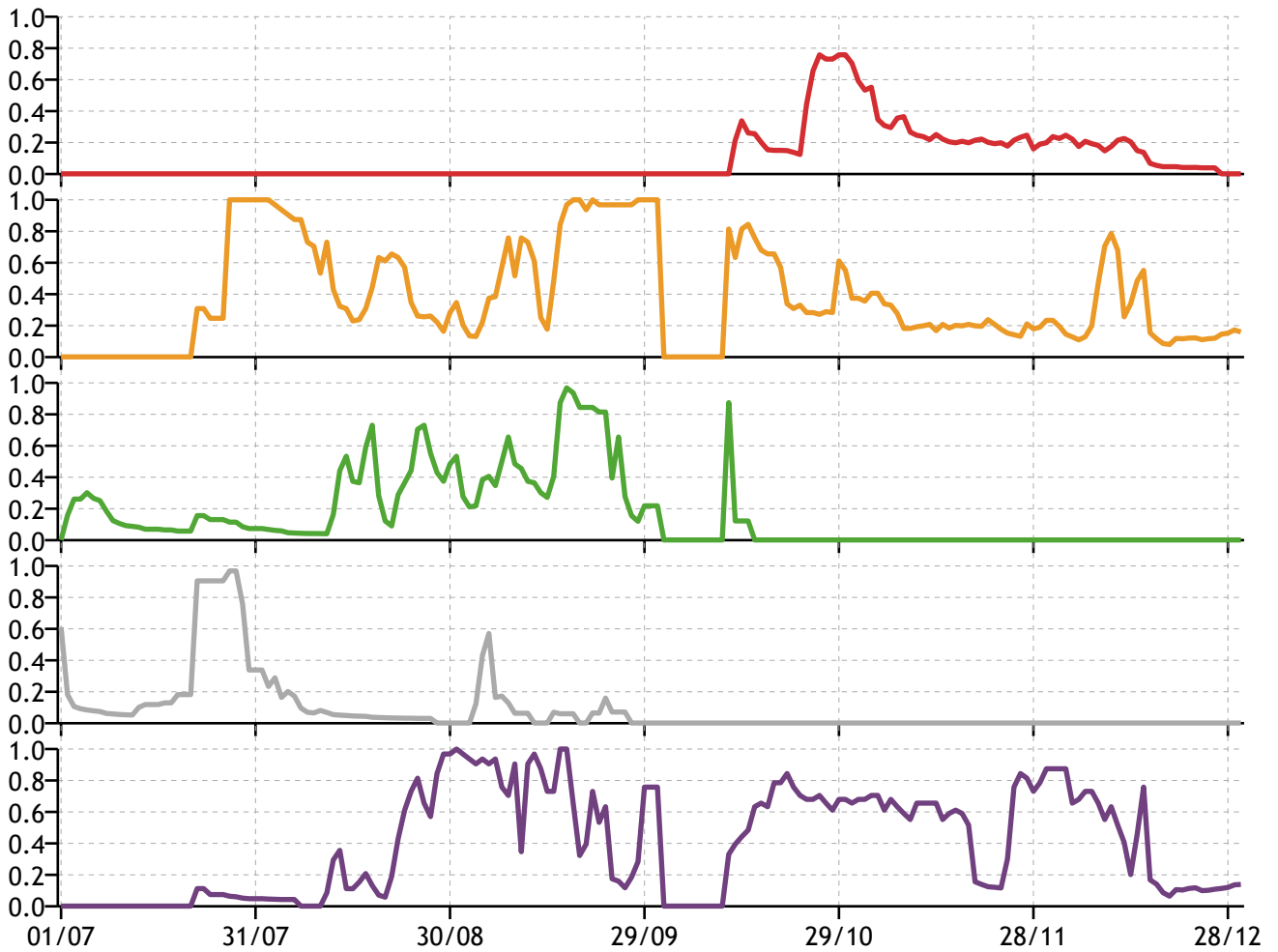
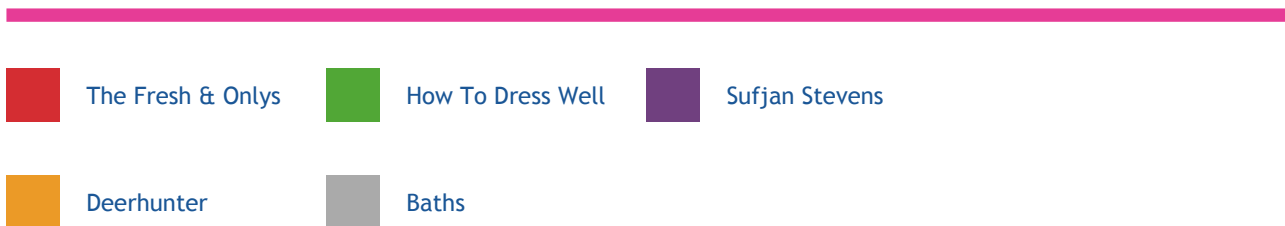


Figure 3: Comparisons for The Fresh Onlys



Emerging Singles

This section presents the best charting singles for The Fresh Onlys on the Emerging We Are Hunted charts

Waterfall

Best Single

6th

Best Position

Single	Best Position
Waterfall	6
Tropical Island Suite	18
Waterfall	61

Figure 4: Best Single Positions

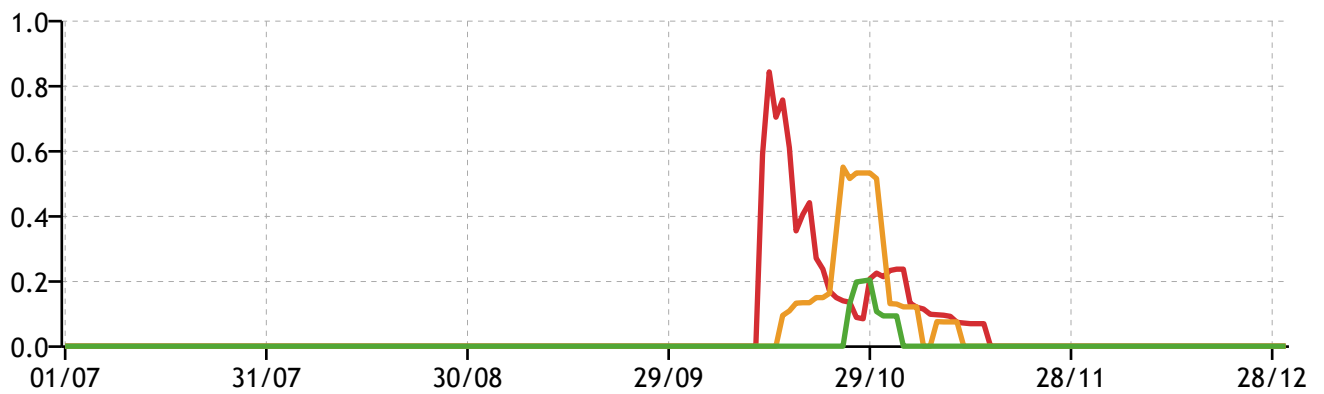
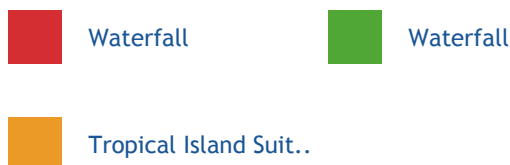


Figure 5: Singles Chart Comparison over Time



Emerging Singles Comparison

This section compares the emerging chart performance of the most popular singles released by The Fresh Onlys. 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.

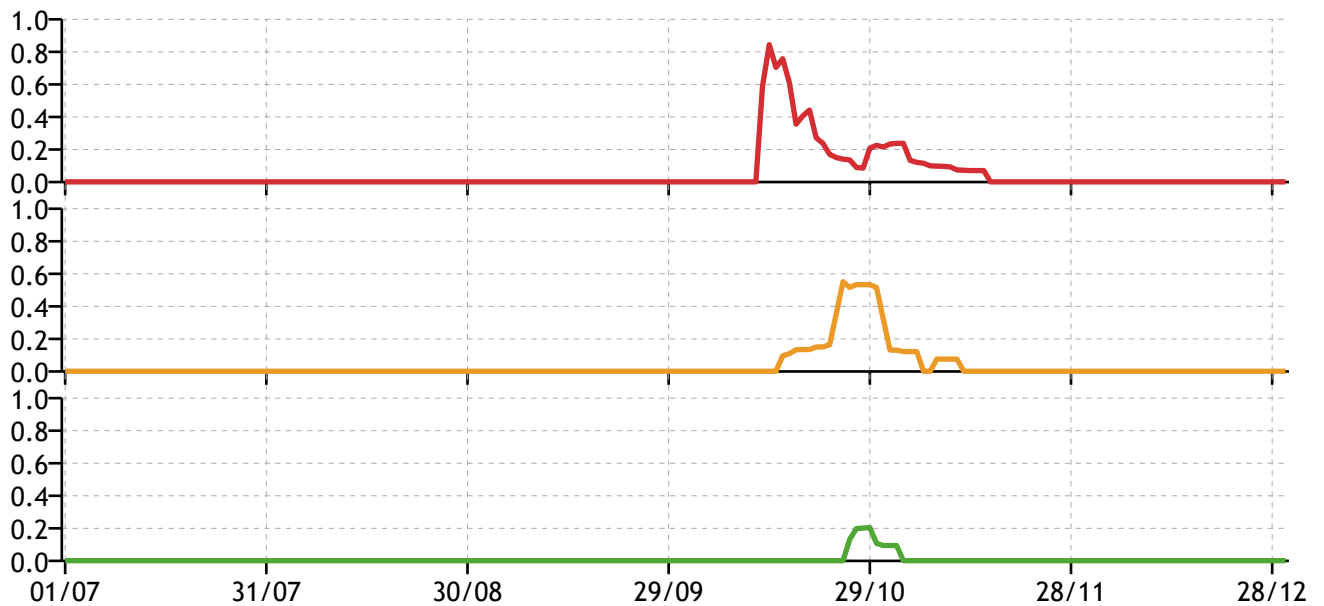


Figure 6: Chart ranking for The Fresh Onlys

- Waterfall
- Waterfall
- Tropical Island Suit..

Twitter Coverage

Twitter Popularity

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

6439th Overall Rank

147 Tweets

0.000% Share

Artist	Rank	Tweets	Share
Sufjan Stevens	119th	10,490	0.002%
Deerhunter	350th	4,806	0.001%
SONNY	424th	4,091	0.001%
Warpaint	707th	2,605	0.000%
Baths	1509th	1,217	0.000%
How To Dress Well	2483rd	674	0.000%
Sharon Van Etten	3656th	399	0.000%
The Fresh & Onlys	6439th	147	0.000%

Figure 7: Twitter Coverage Comparison

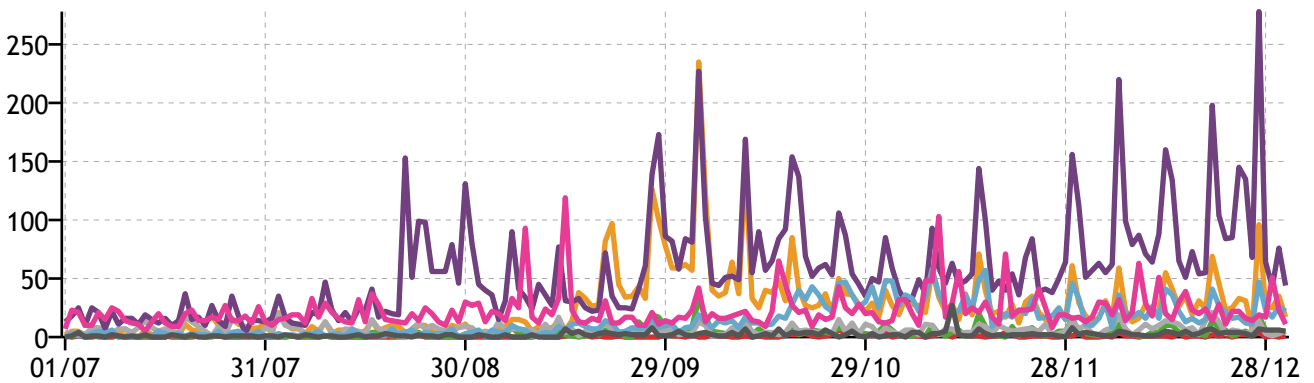


Figure 8: Twitter Coverage over Time



Twitter Comparison

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

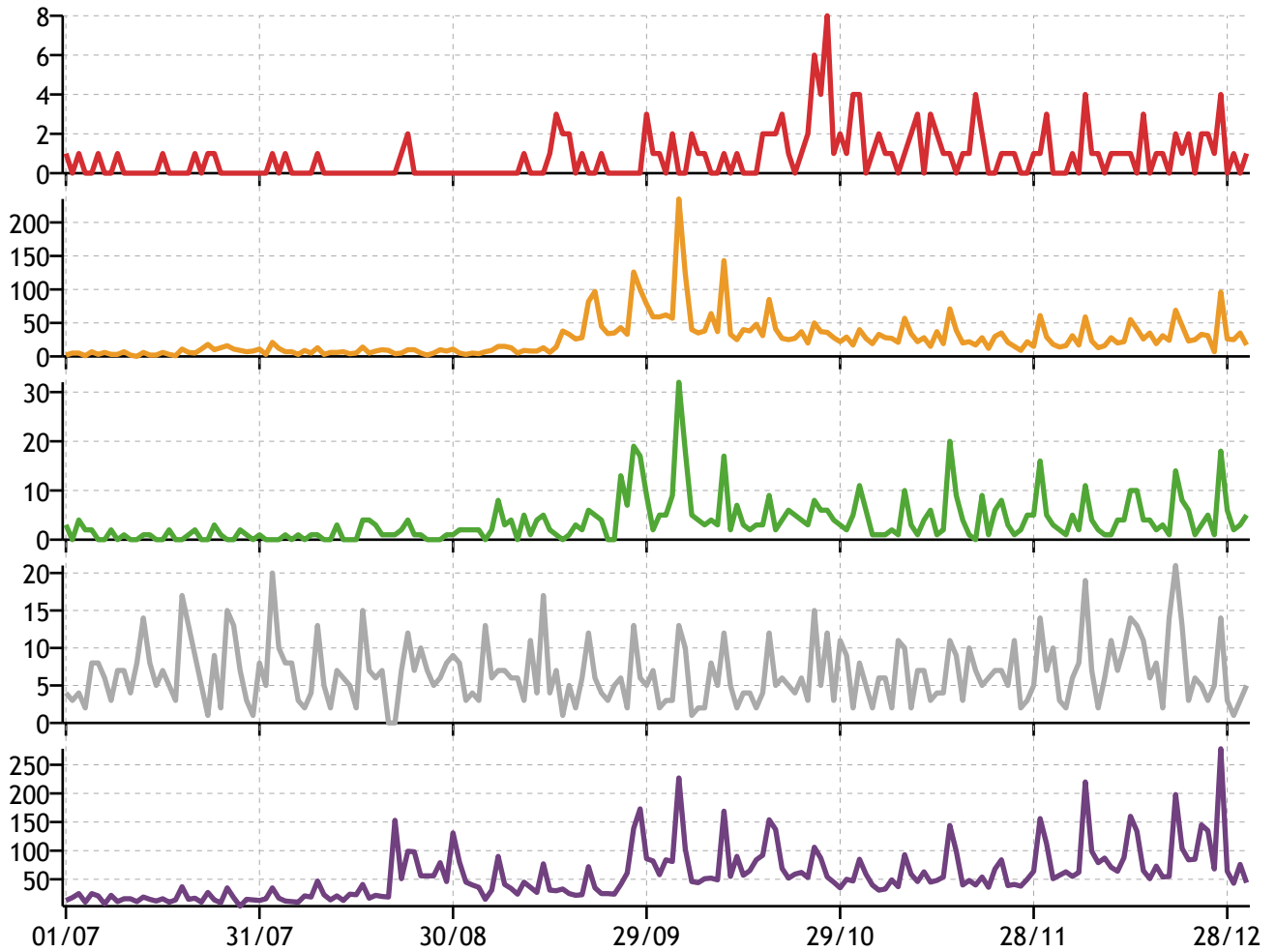
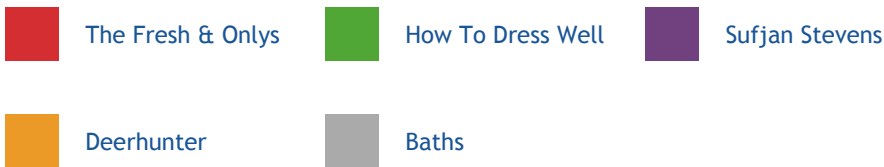


Figure 9: Comparisons for The Fresh Onlys



Emerging Chart vs Twitter

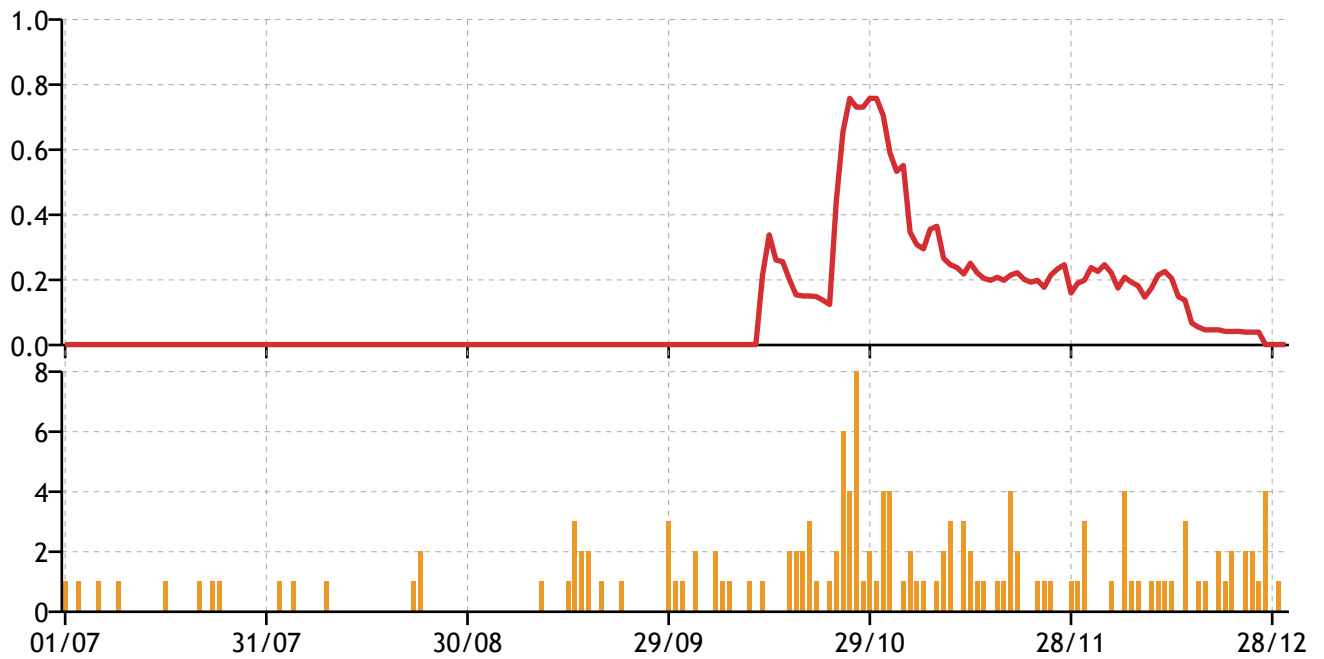


Figure 10: The Fresh Onlys Chart Popularity vs Twitter Coverage

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 The Fresh Onlys in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/oximoron_	Un Guso	CUU	1	7,076	7,076
2	twitter.com/hifiweddings	Hi-Fi Weddings	in your ears!	3	2,218	6,654
3	twitter.com/cooldezechable	cooldezechable	Guadalajara Mexico	1	1,787	1,787
4	twitter.com/radiowammo	Glenn Williams	Auckland	1	1,727	1,727
5	twitter.com/peplau	Derek Peplau	Boston, MA	1	1,623	1,623
6	twitter.com/verticalhouse	Vertical House	Huntsville, Alabama	2	734	1,468
7	twitter.com/musicofchuck	Music of Chuck		1	1,407	1,407
8	twitter.com/randomrecs	Zach B.	Cincinnati, Ohio	2	669	1,338
9	twitter.com/lilyetc	mary fleming	Marin	6	216	1,296
10	twitter.com/indiepixie	Patricia Knowles	Austin	1	1,282	1,282
11	twitter.com/ggasca	Gerardo Gasca	Mexico City	5	242	1,210
12	twitter.com/Anarqu1sta	Hugo	Yongolia Continental	1	1,207	1,207
13	twitter.com/marildinha	Mariana Rezende	São Paulo	2	542	1,084
14	twitter.com/lovegardensound	Love Garden	Lawrence, KS	1	980	980
15	twitter.com/DieGoth_	Die Goth		1	963	963
16	twitter.com/emilyhogan	Emily Hogan	ATL	1	943	943
17	twitter.com/Naestopaz	naestopaz	Denver, Colorado, USA	1	935	935
18	twitter.com/lousymachine	Lou Alvarez	Colombia	1	921	921
19	twitter.com/EugeniaLoli	Eugenia Loli-Queru	Bay Area, CA, USA	1	835	835
20	twitter.com/jillkrasny	Jill Krasny	Brooklyn	2	413	826
21	twitter.com/pommedepin	Paul C.	San Francisco, CA	1	818	818
22	twitter.com/GrunnenRocks	Evert Nijkamp	Grunnen Rocks City	1	790	790
23	twitter.com/chelitochelito	Chelonius Monk	Mecsicou	1	777	777
24	twitter.com/malitzd	David Malitz	Arlington, VA	1	750	750
25	twitter.com/womanxking	Nicole L. Browner	iPhone: 37.799599,-122.408020	3	243	729
26	twitter.com/douglasmartini	Martin Douglas	The Moon and Antarctica	1	716	716
27	twitter.com/harryaintemo	Harry Richardson	Sheffield/London	4	171	684

Figure 11: Top 50 Users tweeting about The Fresh Onlys

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/TUYSBX	Pannouf	Rennes, France	1	617	617
29	twitter.com/jimorrissey	jim morrissey	new york, ny	1	614	614
30	twitter.com/panda951	Jasmine	Cunt Muscle	1	610	610
31	twitter.com/wendyhk	Wendy		1	586	586
32	twitter.com/iambobbymac	bobby mac	Wilkes-Barre PA, USA	2	280	560
33	twitter.com/mfitzpat1984	Mark Fitzpatrick	Western MA	1	515	515
34	twitter.com/davidsilverman	David Silverman	ÜT: 42.557751,-83.331165	2	254	508
35	twitter.com/earthtoandrea	Andrea Cheng	San Francisco	1	494	494
36	twitter.com/isilkilkis	isil kilkis	Ist	1	493	493
37	twitter.com/whitestripesnet	Brian	ÜT: 39.101672,-84.513935	1	479	479
38	twitter.com/laletraB	Berta Viteri Ramírez	Pamplona, Spain	1	453	453
39	twitter.com/jon_fischer	Jonathan L. Fischer	Dee Cee	1	445	445
40	twitter.com/Xandega	Xandega Tahajuansya	Jakarta	1	437	437
41	twitter.com/thomcumplings	Thom Cummings	internets. (+Berlin)	1	370	370
42	twitter.com/SpiceYrSugar	Freya Waldern	San Francisco	2	178	356
43	twitter.com/Dacryops	Degringolade	American South	1	313	313
44	twitter.com/cylebrity	Eva Vrtačič	Ljubljana	1	312	312
45	twitter.com/TwinsAndCo	TwinsAndCo	Scottsdale, AZ	1	312	312
46	twitter.com/alekr2o	Alejandra Cardoso	México, D.F.	1	287	287
47	twitter.com/Pesest	Pesest	Maine, USA	1	267	267
48	twitter.com/draut	Tim Draut	CALIFORNIA	1	263	263
49	twitter.com/johndemartino	johndemartino	Durham NC	2	131	262
50	twitter.com/intestinals	CØUR†NĒY LØRD	PRØVIDĒNĒ	2	126	252

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

Shared Twitter Links

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

URL	Rank	Tweets
http://www.tweekly.fm/user/womanxking	1	3
http://www.last.fm/music/The+Fresh+%26+Onlys/_/!%27m+a+Thief	2	2
http://www.tweekly.fm/twitter/intestinals	3	2
http://www.tweekly.fm/user/iambobbbmac	4	2
/profile/verticalhouse/blip/57203972/Fresh+%26+Onlys-Waterfall	5	2
/profile/verticalhouse/blip/54206627/The+Fresh+%26+Onlys-The+Fresh+and+Onlys-Invisible+Forces	6	2
http://www.last.fm/music/The+Fresh+%26+Onlys/_/Waterfall	7	2
http://www.tweekly.fm/user/westonjames	8	2
http://www.last.fm/music/The+Fresh+%26+Onlys/_/Until+The+End+Of+Time	9	2
/profile/randomoldrecords/blip/54117656/The+Fresh+%26+Onlys-Peacock+and+Wing	10	1
/profile/MulberryMermansMixtape/blip/55513228/The+Fresh+%26+Onlys-Waterfall	11	1
/profile/DJwhitestripesnet/blip/59248388/Fresh+and+Onlys-Waterfall	12	1
/profile/Haaz/blip/49635852/The+Fresh+%26+Onlys-The+Mind+Is+Happy	13	1
/profile/lilyetc/blip/55030358/The+Fresh+%26+Onlys-Peacock+and+Wing	14	1
/profile/alekr2o/blip/50133451/The+Fresh+%26+Onlys-Peacock+and+Wing	15	1
http://www.tweekly.fm/twitter/btodaily	16	1
/profile/musicismyhappiness/blip/60120644/Waterfall-the+fresh+and+onlys	17	1
/profile/NicholaiFP/blip/48595178/The+Fresh+%26+Onlys-D.Y.	18	1
/profile/applejill/blip/56940350/Fresh+and+Onlys-Waterfall	19	1
/profile/NicholaiFP/blip/56792984/THE+FRESH+%26+ONLYS-Summer+Of+Love+album+Play+It+Strange+2010	20	1
/profile/doubledrat/blip/56518002/The+Fresh+%26+Onlys-The+Delusion+Of+Man	21	1
/profile/Naestopaz/blip/58345338/The+Fresh+%26+Onlys-The+Mind+Is+Happy	22	1
http://www.tweekly.fm/user/malitzd	23	1
http://2dj.me/wf9b	24	1
/profile/marildabittah/blip/58374104/Fresh+and+Onlys-Waterfall	25	1
/profile/lousymachine/blip/55035644/The+Fresh+%26+Onlys-Peacock+and+Wing	26	1
http://www.tweekly.fm/user/jimorrissey	27	1

Figure 12: Top Shared Links on Twitter mentioning The Fresh Onlys

URL	Rank	Tweets
http://wah.fm/u2m6th	28	1
http://www.foxytunes.com/artist/fresh+%26+onlys/track/dreaming+is+easy	29	1
http://www.tweekly.fm/twitter/harryaintemo	30	1
/profile/cooldeesechable/blip/56288529/The+Fresh+%26+Onlys-Invisible+Forces	31	1
http://www.tweekly.fm/user/MagicAlex69	32	1
http://www.tweekly.fm/twitter/rustyclark	33	1
/profile/DieGoth/blip/59908295/The+Fresh+%26+Onlys-Invisible+Forces	34	1
http://www.foxytunes.com/artist/fresh+%26+onlys/track/diamond+in+the+dark	35	1
http://www.tweekly.fm/user/jgamboa	36	1
/profile/takeitawaynick/blip/58010481/Fresh+and+Onlys-Waterfall	37	1
http://www.tweekly.fm/user/sfdrago	38	1
/profile/davidssilverman/blip/57891766/The+Fresh+%26+Onlys-Fascinated	39	1
http://www.tweekly.fm/twitter/rodrigo_ferraz	40	1
http://www.last.fm/music/The%2BFresh%2B%2526%2BOnlys	41	1
http://www.tweekly.fm/twitter/wunbad7	42	1
http://www.tweekly.fm/twitter/Tiggy_Tamal	43	1
/profile/davidssilverman/blip/58196582/THE+FRESH+%26+ONLYS-Summer+Of+Love+album+Play+It+Strange+2010	44	1
http://www.tweekly.fm/twitter/conjuntero	45	1
/profile/lilyetc/blip/58361231/Fresh+and+Onlys-Waterfall	46	1
/profile/tinneyz/blip/57728792/The+Fresh+%26+Onlys-Waterfall	47	1
http://www.tweekly.fm/twitter/slag9001	48	1
http://www.last.fm/music/The+Fresh+%26+Onlys/_/Tropical+Island+Suite	49	1
/profile/lilyetc/blip/57007308/Fresh+and+Onlys-Waterfall	50	1
/profile/Pantufas/blip/60207454/Fresh+and+Onlys-Waterfall	51	1
http://fb.me/G7ugEzk2	52	1
http://www.tweekly.fm/twitter/acolleb	53	1
http://www.tweekly.fm/twitter/thiagozero	54	1
http://www.tweekly.fm/twitter/tuysbx	55	1
/profile/noiseAnnoys83/blip/55574973/The+Fresh+%26+Onlys-Peacock+and+Wing	56	1
http://www.tweekly.fm/twitter/richat	57	1
/profile/Pantufas/blip/60540887/Fresh+and+Onlys-Waterfall	58	1
/profile/kudutv/blip/54598004/Fresh+and+Onlys-Waterfall	59	1
/profile/SoundTrek/blip/59644895/Fresh+%26+Onlys-Waterfall	60	1

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

News Coverage

News Popularity

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

742nd Overall Rank

179 Articles

0.004% Share

Artist	Rank	Articles	Share
Sufjan Stevens	53rd	1,165	0.029%
Deerhunter	71st	1,015	0.025%
Warpaint	143rd	703	0.018%
SONNY	345th	386	0.010%
Baths	352nd	382	0.010%
Sharon Van Etten	395th	347	0.009%
How To Dress Well	473rd	295	0.007%
The Fresh & Onlys	742nd	179	0.004%

Figure 13: News Coverage Comparison

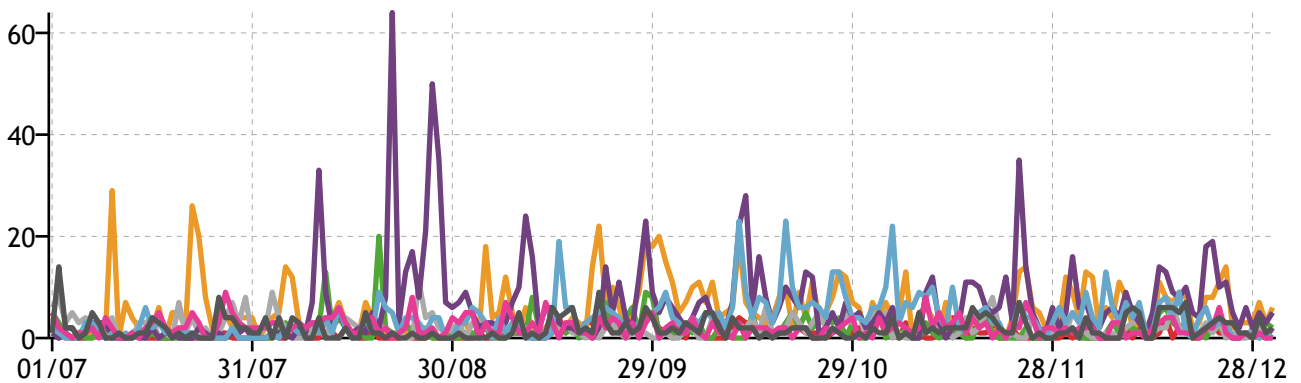


Figure 14: News Coverage over Time



News Comparison

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

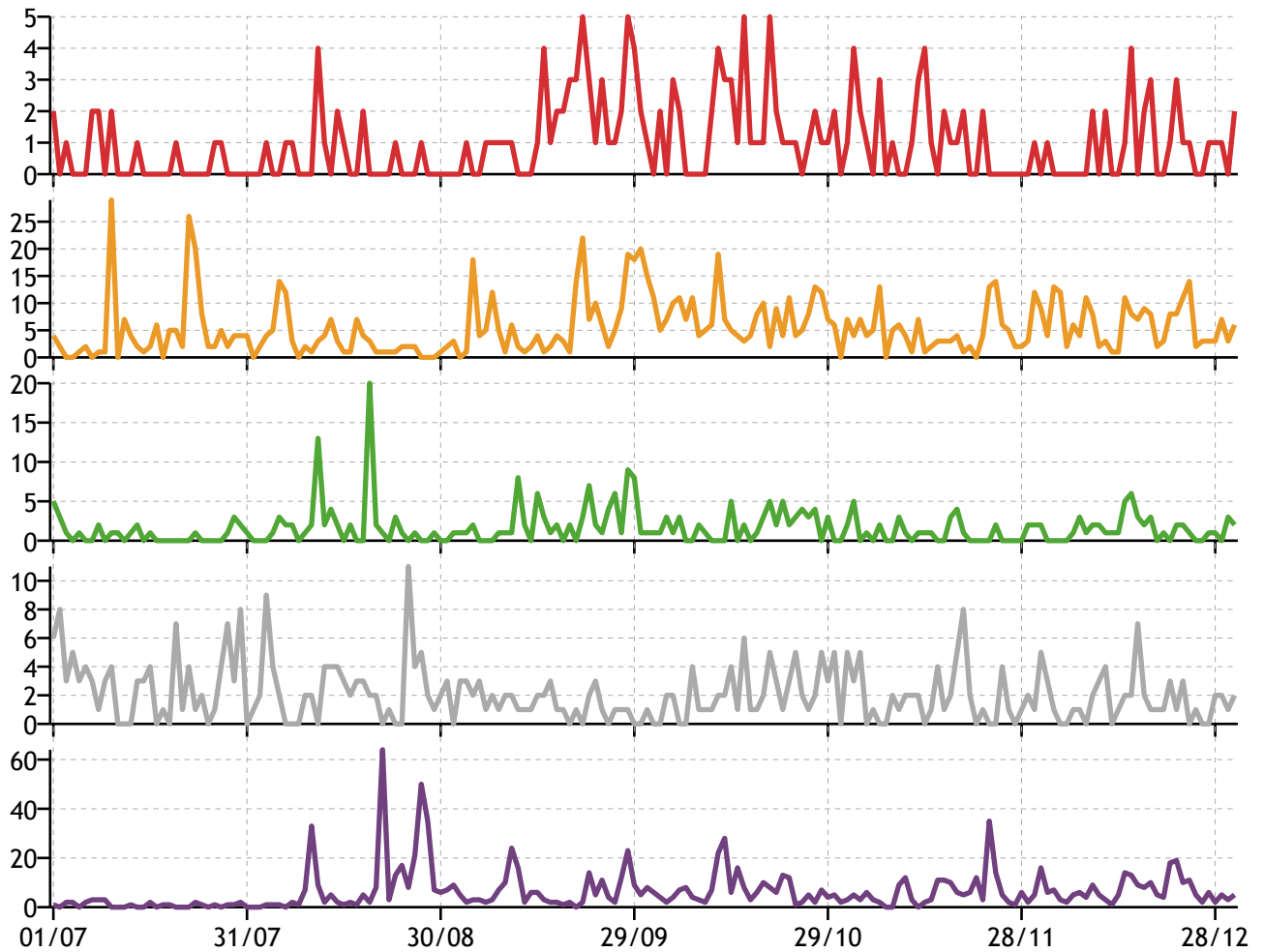
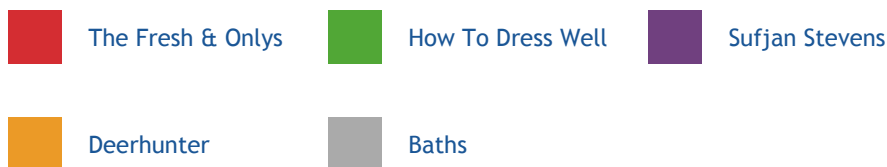


Figure 15: Comparisons for The Fresh Onlys



Emerging Chart vs Sentiment

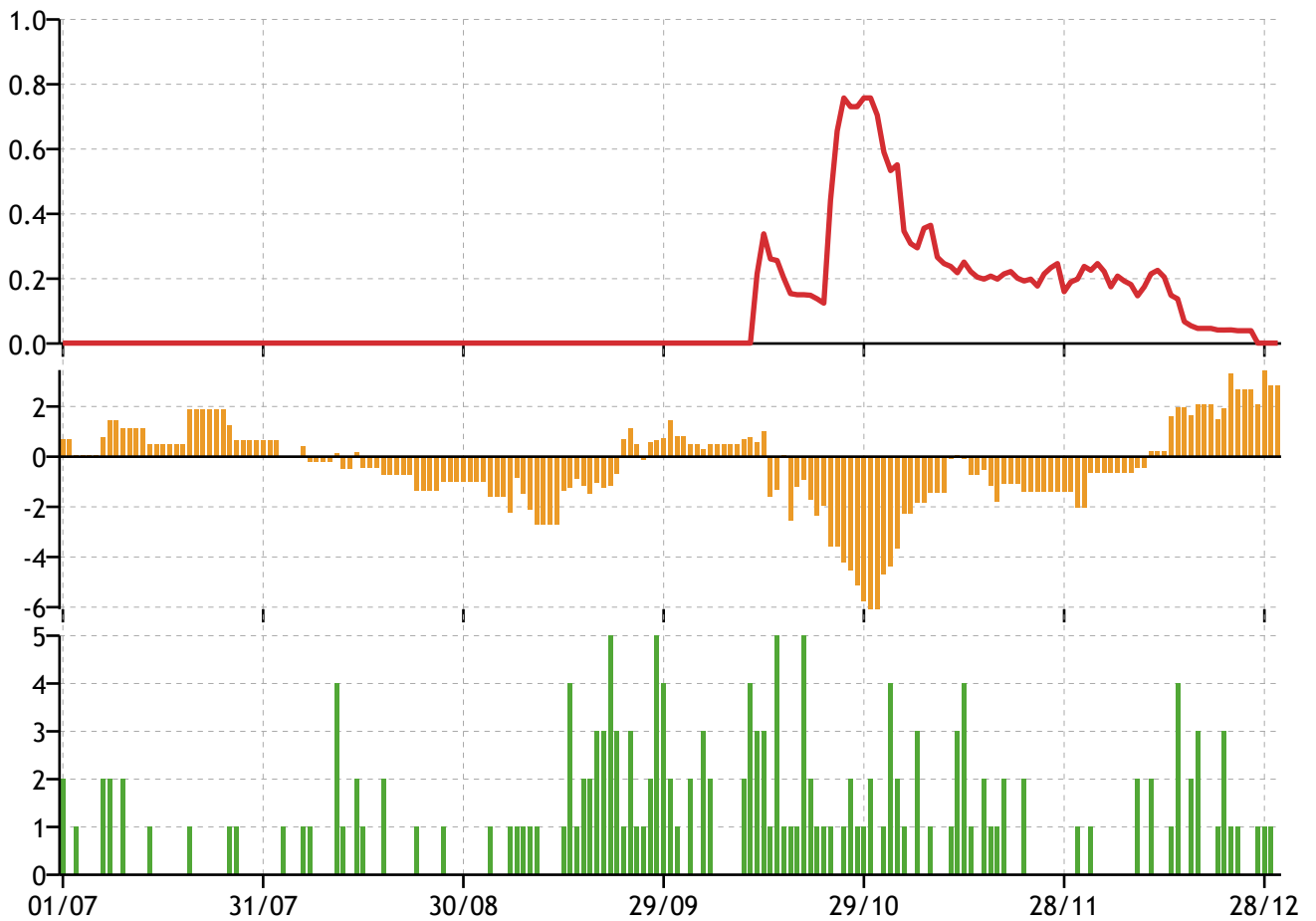


Figure 16: The Fresh Onlys Chart Popularity vs News Sentiment + Volume

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 The Fresh Onlys that day.



Top Publishers

- the bay bridged - Sa..
- betterPropaganda Rev..
- Pitchfork
- Prefix Magazine
- brooklynvegan
- JPs Blog
- Other



Figure 17: Top Publishers related to The Fresh Onlys

Top Publishers	Mentions
the bay bridged - San Francisco Bay Area Indie Music	11
betterPropaganda Reviews	8
Pitchfork	7
Prefix Magazine	6
brooklynvegan	4
JPs Blog	3
Rollo & Grady	3
78s	3
Auf ein neues...	3
Requiem Pour Un Twister	3
Infrasons	3
Forest Gospel	2
raven sings the blues	2
Sound On The Sound	2
The Passion of the Weiss	2

Figure 18: Most frequently mentioned Top Publishers

Top News Publishers

Publisher	Rank	Articles
the bay bridged - San Francisco Bay Area Indie Music - http://www.thebaybridged.com	1	11
betterPropaganda Reviews - http://betterpropaganda.com/	2	8
Pitchfork - http://pitchfork.com/	3	7
Prefix Magazine - http://prefixmag.com	4	6
brooklynvegan - http://www.brooklynvegan.com/	5	4
JPs Blog - http://jp917.blogspot.com/	6	3
Rollo & Grady - http://www.rollogrady.com	7	3
78s - http://www.78s.ch	8	3
Auf ein neues... - http://uliuli.twoday.net	9	3
Requiem Pour Un Twister - http://requiempouruntwister.blogspot.com/	10	3
Infrasons - http://infrasons.blogspot.com/	11	3
Forest Gospel - http://forestgospel.blogspot.com/	12	2
raven sings the blues - http://ravensingstheblues.blogspot.com	13	2
Sound On The Sound - http://www.soundonthesound.com	14	2
The Passion of the Weiss - http://passionweiss.com/	15	2
das klicum - http://dasklicum.blogspot.com/	16	2
The Vinyl District - http://vinyldistrict.blogspot.com/	17	2
Consequence of Sound - http://www.consequenceofsound.net/	18	2
Covert Curiosity - http://covertcuriosity.blogspot.com	19	2
KEXP Blog - http://blog.kexp.org/blog/	20	2
Hidden Track - http://www.glidemagazine.com/hiddentrack	21	1
One Sweet Song - http://onesweetsong.blogspot.com/	22	1
NME - Blog - http://www.nme.com/	23	1
The Tape - http://thetapeisnotsticky.com	24	1
32ft/sec - http://32ftpersecond.blogspot.com/	25	1
The Days of Lore - http://thedaysoflore.com	26	1
An Aquarium Drunkard - http://www.aquariumdrunkard.com/	27	1

Figure 19: Top 46 Publishers mentioning The Fresh Onlys

Publisher	Rank	Articles
Largehearted Boy - http://blog.largeheartedboy.com/	28	1
Pasta Primavera - http://pastaprima.net	29	1
lito music - http://litomusic.blogspot.com	30	1
PopWreck(oning) - http://popwreckoning.com/	31	1
The A.V. Club - http://www.avclub.com/	32	1
Culture Bully - http://www.culturebully.com	33	1
Ghost Town - http://theghosttown.blogspot.com/	34	1
unpiano: music - http://unpiano.com/music	35	1
choir croak out them goodies - http://thechoircroaks.blogspot.com/index.html	36	1
Modern Mystery - http://modernmystery.wordpress.com	37	1
FensePost - http://fensepost.com	38	1
Baby, You Got a Stew Goin'! - http://rogo2000.blogspot.com	39	1
vitaminic - http://www.vitaminic.it/	40	1
Jesse Jarnow's Frank & Earthy Blog - http://www.wunderkammern27.com	41	1
Spin - http://www.spin.com/	42	1
Sound Bites - http://soundbites.typepad.com	43	1
HIPSTER RUNOFF - http://www.hipsterrunoff.com/	44	1
Maps - http://www.radiomaps.it/	45	1
The Stu Reid Experiment - http://www.thestureidexperiment.com/	46	1

Figure 19 (continued): Top 46 Publishers mentioning The Fresh Onlys

Best 5 News Days

1

21 September 2010 : 5 articles

Popular Articles this Day

[WAVED OUT 2 :: Dungen, Sharon Van Etten, Entrance & More....](#)

aquarium drunkard, 21 September 2010

Lineup: Dungen, The Entrance Band, Sharon Van Etten, Lord Huron, Shannon & The Clams, John Carpenter, Hanni El Khatib, Young Prisms, So Many Wizards, Summer Darling and more. Note: The ...

[Waved Out II @ Echo + Echoplex – September 25th](#)

Rollo & Grady, 21 September 2010

This Saturday, Aquarium Drunkard presents the 2nd annual Waved Out festival at the Echo & Echoplex. The lineup features Lord Huron, Hanni El Khatib, Dungen, Sharon Van Etten, The Fresh ...

[The Fresh & Onlys – 'Waterfall' //MP3](#)

The 405, 20 September 2010

The Fresh & Onlys have released a taster of their soon-to-be released album Play It Strange and it sure tastes good. The song is called 'Waterfall' and the album is ...

[ein \(p\)fund mp3 \(298\)](#)

das klicnicum, 21 September 2010

auf hidden shoal strengt er sich mit "dislocatia" an, ab 03. oktober zu haben, melbournes beat magazine kürte den nachfolgenden track zur single der woche: liam singer - winter weeds ...

[Freshened up for The Fresh & Onlys](#)

The Days of Lore, 21 September 2010

I've been hibernating in my hyperbaric oxygen chamber since the closing minutes of MFNW, and I think I added a few years to my life in the process. For a ...

[The Fresh and Onlys :: "Waterfalls"](#)

32ft/sec, 20 September 2010

Shambling and mournful, the Fresh and Onlys' newest single "Waterfalls" explores the Western edge of the indie rock frontier. Heart-broken bass lines roam in time with ethereal backing vocals and ...

[The Fresh & Onlys - "Waterfall"](#)

Pitchfork, 21 September 2010

San Francisco's garage-pop scene is going strong, and the Fresh & Onlys are right there at the the forefront. Given the band's consistently strong output these past three years, including ...

Fresh & Onlys have a new make-out track

Impose Magazine: Bytes, 20 September 2010

Fresh & Onlys' next record Play It Strange tells similar tales of longing with wistful melodies and jangly hooks as last year's Woodsist-released Grey-Eyed Girls, but the San Francisco quartet's ...

2

28 September 2010 : 5 articles

Popular Articles this Day

Prefix Release Guide: Fall 2010

Prefix Magazine, 28 September 2010

So far, 2010 has been a victory lap for the Decade Indie Broke. Over 10 years, the online music community had created enough of its own stars -- Arcade Fire, ...

Song Recommendations: Sept 20 - 26

betterPropaganda Reviews, 28 September 2010

Every week we bring you the best cutting edge music from around the web. Our newest batch of uploads are ready for your listening pleasure. You can download the following ...

Saturday: Operation Restore Maximum Freedom X in Davis

the bay bridged - San Francisco Bay Area Indie Music, 28 September 2010

Just a reminder that this Saturday, October 2, 2010 at Plainfield Station (between Woodland and Davis), KDVS is hosting Operation Restore Maximum Freedom X (2-10pm, \$8/\$10, All Ages). The full ...

The Fresh & Onlys – “Waterfall”

the bay bridged - San Francisco Bay Area Indie Music, 28 September 2010

The Fresh & Onlys – “Waterfall” From The Fresh & Onlys' upcoming third full length Play It Strange, out October 12th on In The Red. The band's album release party ...

Mix/Cover/Live #291 (feat Jonquil & more)

The 405, 27 September 2010

Today's Mix/Cover/Live includes Alex Winston, A Place to Bury Strangers, The Fresh & Onlys & Jonquil. MP3: Alex Winston - Choice Notes (Labyrinth Ear Remix) <http://myspace.com/alexwinston>
MP3: A Place to ...

The Needle Drop: 09-25-10 † PODCAST

TheNeedleDrop, 28 September 2010

This week on the Needle Drop, we scope new tracks from Anika and the Fresh & Onlys. Plus, both sides of a new Crystal Stilts single, “Shake the Shackles.” We'll ...

The Fresh & Onlys – “Waterfall”

newdust, 27 September 2010

Yes, The Fresh & Onlys produce garage-pop tunes, and yes, the quartet hails from San Francisco (every musician in that city must be stuck in the Sixties), but the static-saturated ...

3

16 October 2010 : 5 articles

Popular Articles this Day

Fresh & Onlys: "Waterfall" (Video)

Prefix Magazine, 16 October 2010

Recent Playing on Prefix band Fresh & Onlys pogo in front of a projector in the new video for their rollicking "Waterfall" single. This one of those rare cases that ...

The Fresh & Onlys “Waterfall” Video

CultureBully, 16 October 2010

Music video for "Waterfall" by the Fresh & Onlys from the group's 2010 release, Play It Strange .

The Fresh & Onlys- “Waterfall” † VIDEO

TheNeedleDrop, 16 October 2010

Awesome new video for the Fresh & Onlys track “Waterfall.” Find it on their new album, Play It Strange. The LP is out now via In the Red. MP3: The ...

New Video: The Fresh & Onlys – Waterfall

JPs Blog, 15 October 2010

The Fresh & Onlys recently released their new album "Pay It Strange" and now they have released the video for the lead single 'Waterfall'. The video shows the band fucking ...

Great Song, Great Video: Fresh & Onlys, “Waterfall”

Crawdaddy!, 16 October 2010

Who knew white jumpsuits, a projector, face antiquing, and a trampoline could be so cool? Actually, in retrospect, all those things are obviously cool, but what producer/director team Andreas Trolf ...

The Fresh & Onlys “Waterfall” Video

Culture Bully, 16 October 2010

Music video for "Waterfall" by the Fresh & Onlys from the group's 2010 release, Play It Strange .

20 October 2010 : 5 articles

Popular Articles this Day

New Album Releases: Oct 19th 2010

betterPropaganda Reviews, 20 October 2010

Our new album release list for the coming week goes up every Tuesday. Check out what's dropping October 19th, grab mp3s and catch up on what you missed from previous ...

Exrays – Ways To Stop Time

Loud Vine, 19 October 2010

San Francisco, CA Meet your new favorite band! Six really talented musicians got together and created a new buzz band in the making. Exrays is Nate Query and Tim Cohen ...

Ghost in the Trees

Ghost Town, 20 October 2010

Back again, the posts are gonna start amping up here in time for Halloween. I'm excited to have some downtime this weekend and am gonna get working on finishing some ...

The Fresh And Onlys – Play It Strange (In The Red)

Collapse Board, 20 October 2010

Little things can make a big difference. Sometimes, it's the difference between loving something and thinking it's just OK. Or thinking it's OK and hating it.

Album Review: The Fresh & Onlys, Play It Strange

Crawdaddy!, 20 October 2010

While I could never bring myself to say that I'm disappointed by the new, third, Fresh & Onlys full-length, Play It Strange , it's fairly easy for me to say ...

The Fresh & Onlys “Waterfall” Video

Reviler, 20 October 2010

Watch a video for The Fresh & Onlys' song "Waterfall"

11 August 2010 : 4 articles

Popular Articles this Day

The Fresh & Onlys – “Play It Strange”

MBV Music, 11 August 2010

The Fresh & Onlys – Play It Strange Out 10/12 on In The Red

The Fresh & Onlys Announce Third Album Details

JPs Blog, 11 August 2010

The Fresh & Onlys have announced that they will be releasing their third album in over two years this fall. The new album is titled "Play It Strange" and it ...

The Fresh and Onlys Play It Strange for New Record

Crawdaddy!, 11 August 2010

The Fresh and Onlys have become one of San Francisco's favorite local bands but have also risen to a place of global notoriety from touring with Deerhunter, being selected for ...

New Release: The Fresh & Onlys: Play It Strange

Pitchfork, 11 August 2010

Artist: The Fresh & Onlys Album: Play It Strange Release Date: October 12 Label: In the Red

News Highlights

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

August

"The Fresh Onlys have announced that they will be releasing their third album in over two years this fall. The new album is titled "Play ..."

Wed 11/08 - The Fresh Onlys Announce Third Album Details - JPs Blog

"The Fresh Onlys have announced the official release of their third record, entitled Play it Strange. The album comes out on October 12th via In ..."

Sat 14/08 - The Fresh Onlys prep 'Play It Strange' plus fall tour with Clinic - the bay bridged - San Francisco Bay Area Indie Music

September

"The Fresh Onlys have released a taster of their soon-to-be released album Play It Strange and it sure tastes good. The song is called 'Waterfall' ..."

Mon 20/09 - The Fresh Onlys – 'Waterfall' //MP3 - The 405

"The Fresh Onlys have been on an amazing trek the last year or so releasing EPs and LPs like it ain't nothing. They have just ..."

Wed 29/09 - Just Listen: The Fresh and Onlys – Waterfall (mp3) - Pasta Primavera

October

"The Fresh Onlys will be in Austin on October 27 for a show at Emo's . "For those unfamiliar with The Fresh and Onlys, their ..."

Wed 06/10 - Play It Strange - Covert Curiosity

"The Fresh Onlys to Wavves. I like Wavves and all (despite releasing one of the most overrated punk records of 2010), but I scoffed upon ..."

Mon 11/10 - Douglas Martin's Dirty Shoes: Play it Strange, Play it Well - The Passion of the Weiss

"The Fresh Onlys have just released Play it Strange, their third album in a year and a half and first for In the Red. It's ..."

Wed 13/10 - The Fresh Onlys released 'Play it Strange' (MP3), touring w/ Royal Baths then Clinic (dates) - brooklynvegan

November

"The Fresh Onlys have found their creative mojo on their excellent third album Play It Strange . Album Review: San Francisco's Fresh Onlys are ..."

Tue 02/11 - The Fresh Onlys: Play It Strange - The Fire Note

"The Fresh Onlys have employed a more structured approach moving away from their lo fi, DIY methods, evident in previous releases, enlisting the help of ..."

Thu 04/11 - The Fresh Onlys - Play It Strange (In The Red) [Review] - Rockfeedback

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