

# The Hoosiers

Music Media Analysis  
July to December 2010

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# Overview

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**597th** on Mainstream Charts

**87th** on Emerging Charts

**2007th** on Twitter

**1720th** in the Music Press

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This report reviews the popularity of The Hoosiers on the music charts and in the music news for the period July to December 2010. It benchmarks The Hoosiers 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 Hoosiers compared to similar artists. The Hoosiers was ranked 597th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for The Hoosiers was 128th.

597th Overall Rank

128th Best Position

Artist	Rank	Best Position
Klaxons	175th	20
Yeastayer	276th	42
Eliza Doolittle	287th	44
Foals	403rd	77
Marina and the Diamonds	477th	96
The Hoosiers	597th	128
Plan B	781st	201
Villagers	2877th	1,001

Figure 1: Artist Mainstream Ranks

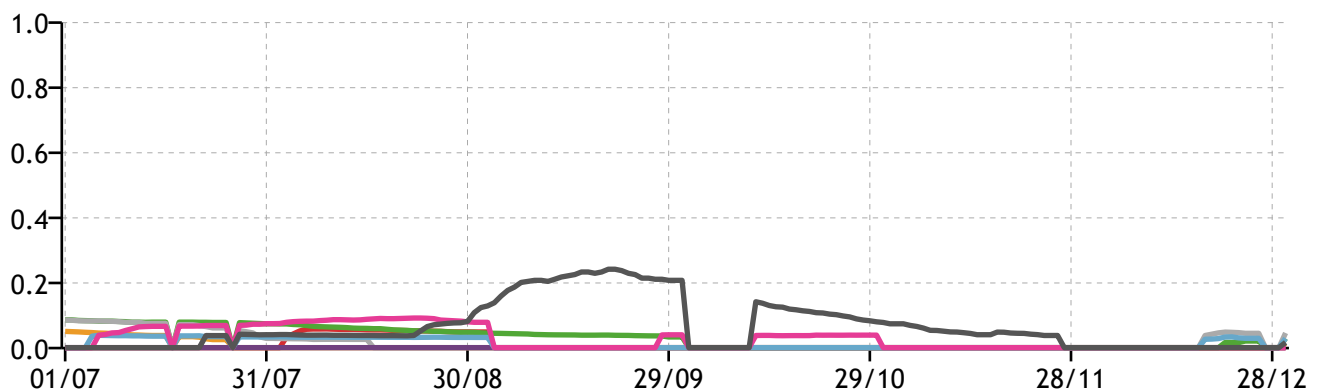


Figure 2: Artist Mainstream Chart Popularity over Time



# Mainstream Comparison

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

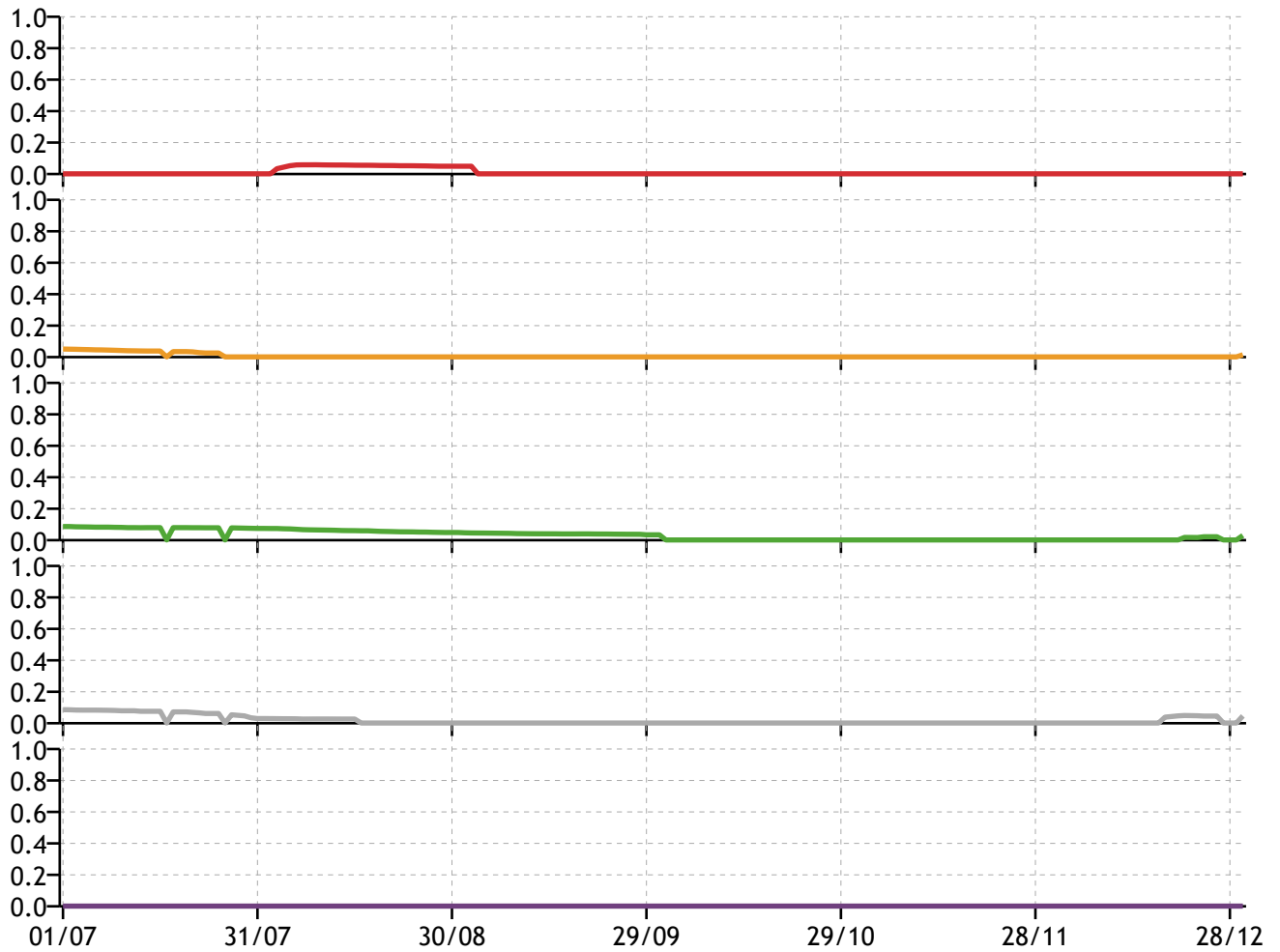


Figure 3: Comparisons for The Hoosiers



# Emerging Chart

This section presents the emerging chart performance for The Hoosiers compared to similar artists. The Hoosiers was ranked 87th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for The Hoosiers was 11th.

**87th** Overall Rank

**11th** Best Position

Artist	Rank	Best Position
Eliza Doolittle	39th	9
Plan B	52nd	9
Klaxons	64th	10
<b>The Hoosiers</b>	<b>87th</b>	<b>11</b>
Marina and the Diamonds	159th	17
Yeastayer	236th	23
Foals	277th	26
Villagers	477th	50

Figure 4: Artist Emerging Ranks

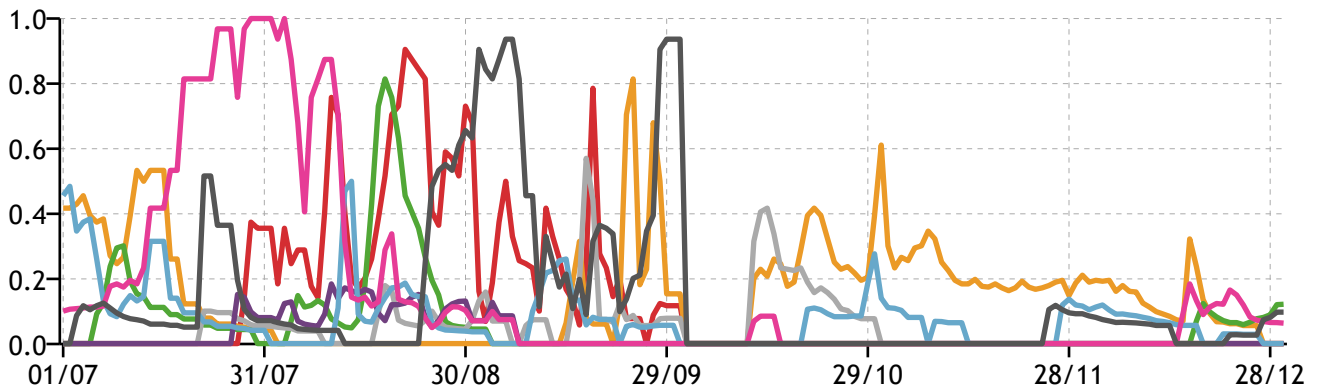


Figure 5: Artist Mainstream Emerging Popularity over Time



# Emerging Comparison

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

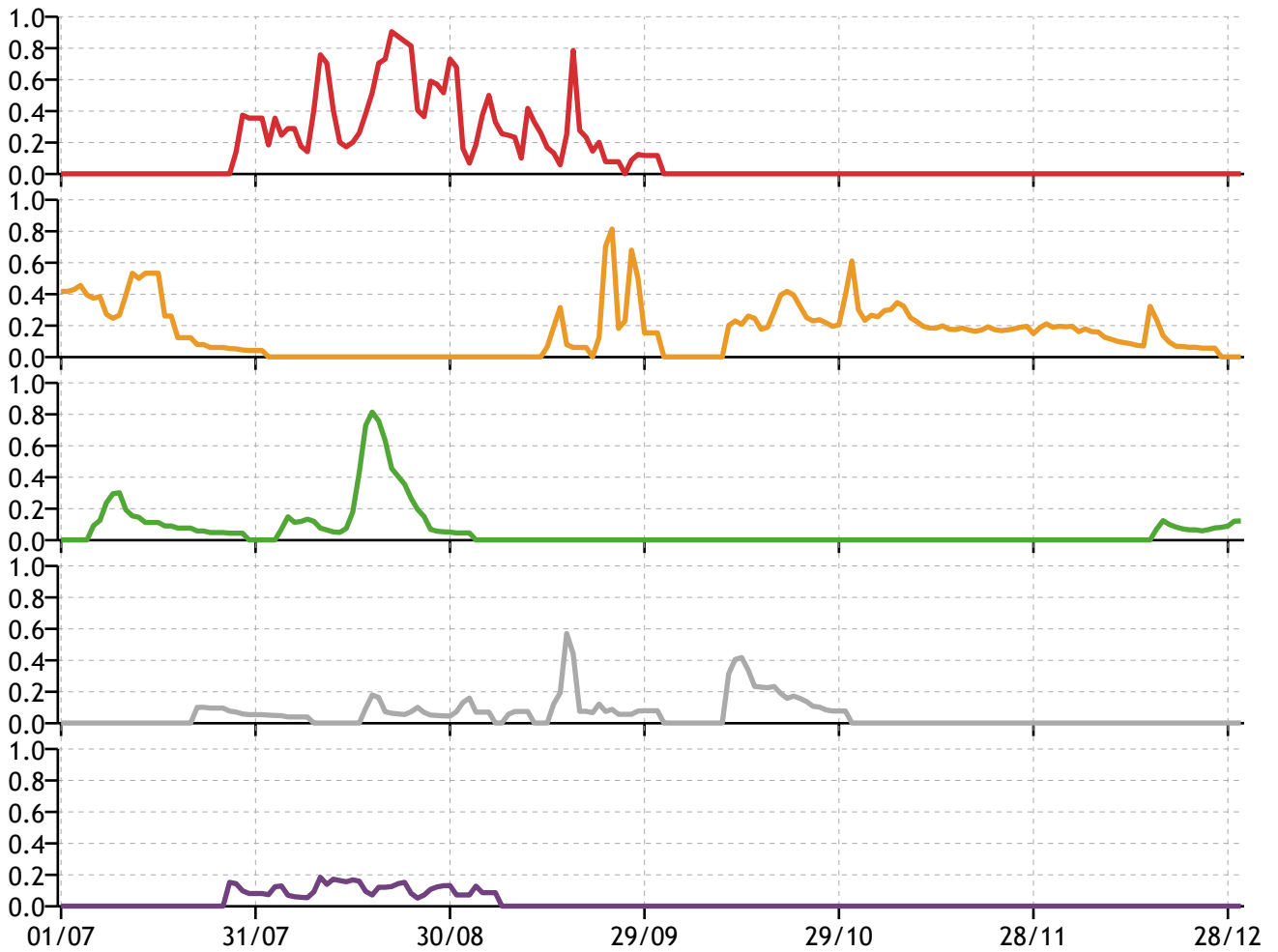


Figure 6: Comparisons for The Hoosiers



# Mainstream Singles

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

## Choices

Best Single

508th

Best Position

Single	Best Position
Choices	508

Figure 7: Best Single Positions

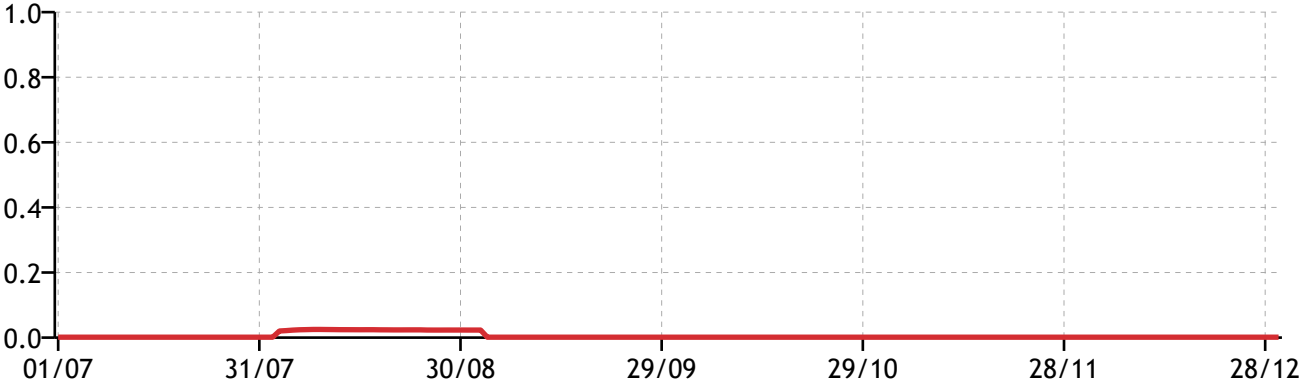


Figure 8: Singles Chart Comparison over Time

Choices

# Mainstream Singles Comparison

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

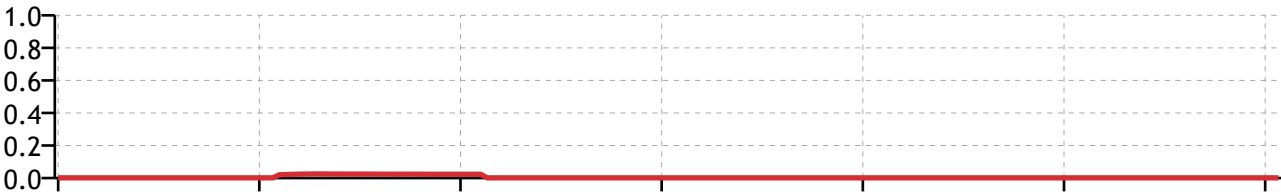


Figure 9: Chart ranking for The Hoosiers

Choices

# Emerging Singles

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

## Choices

Best Single

## 1st

Best Position

Single Best Position

Choices	1
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Figure 10: Best Single Positions

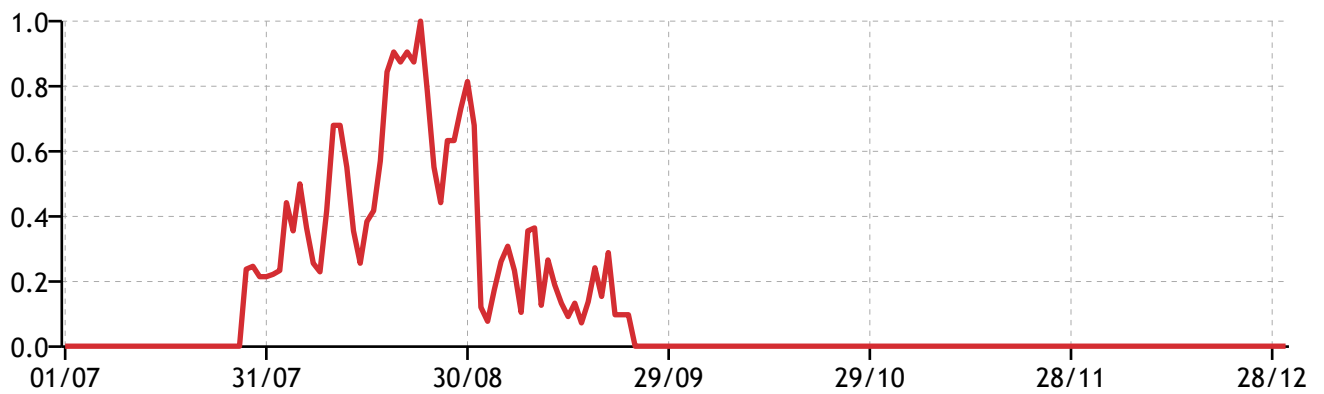


Figure 11: Singles Chart Comparison over Time

Choices

## Emerging Singles Comparison

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

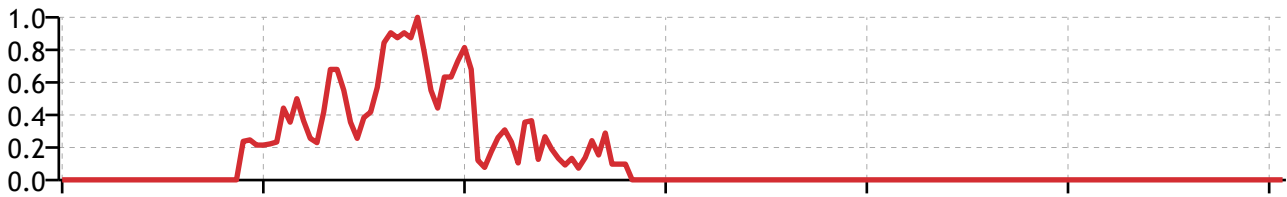


Figure 12: Chart ranking for The Hoosiers



Choices

# Twitter Coverage

## Twitter Popularity

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

2007th Overall Rank

886 Tweets

0.000% Share

Artist	Rank	Tweets	Share
Foals	289th	5,529	0.001%
Marina and the Diamonds	386th	4,440	0.001%
Klaxons	532nd	3,348	0.001%
Plan B	628th	2,854	0.000%
Yeasayer	629th	2,850	0.000%
Eliza Doolittle	1170th	1,601	0.000%
Villagers	1771st	1,017	0.000%
The Hoosiers	2007th	886	0.000%

Figure 13: Twitter Coverage Comparison

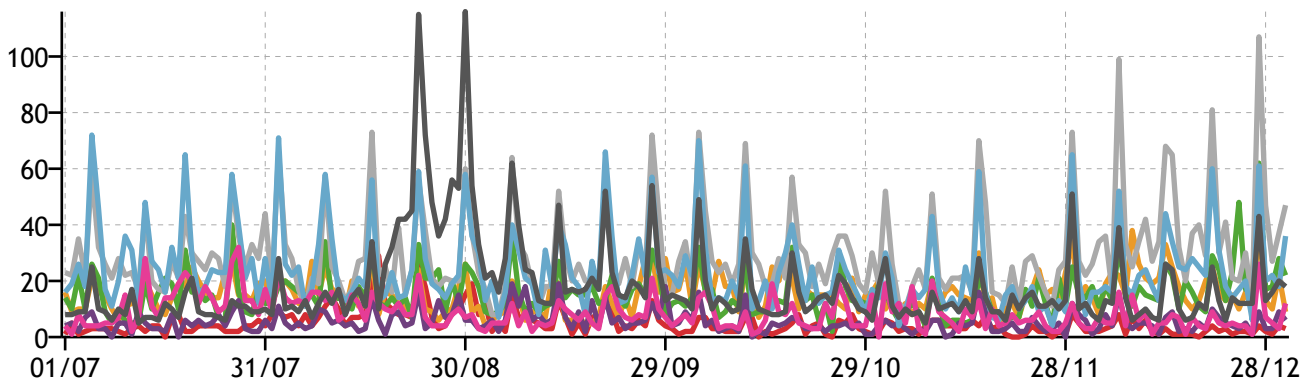


Figure 14: Twitter Coverage over Time



# Twitter Comparison

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

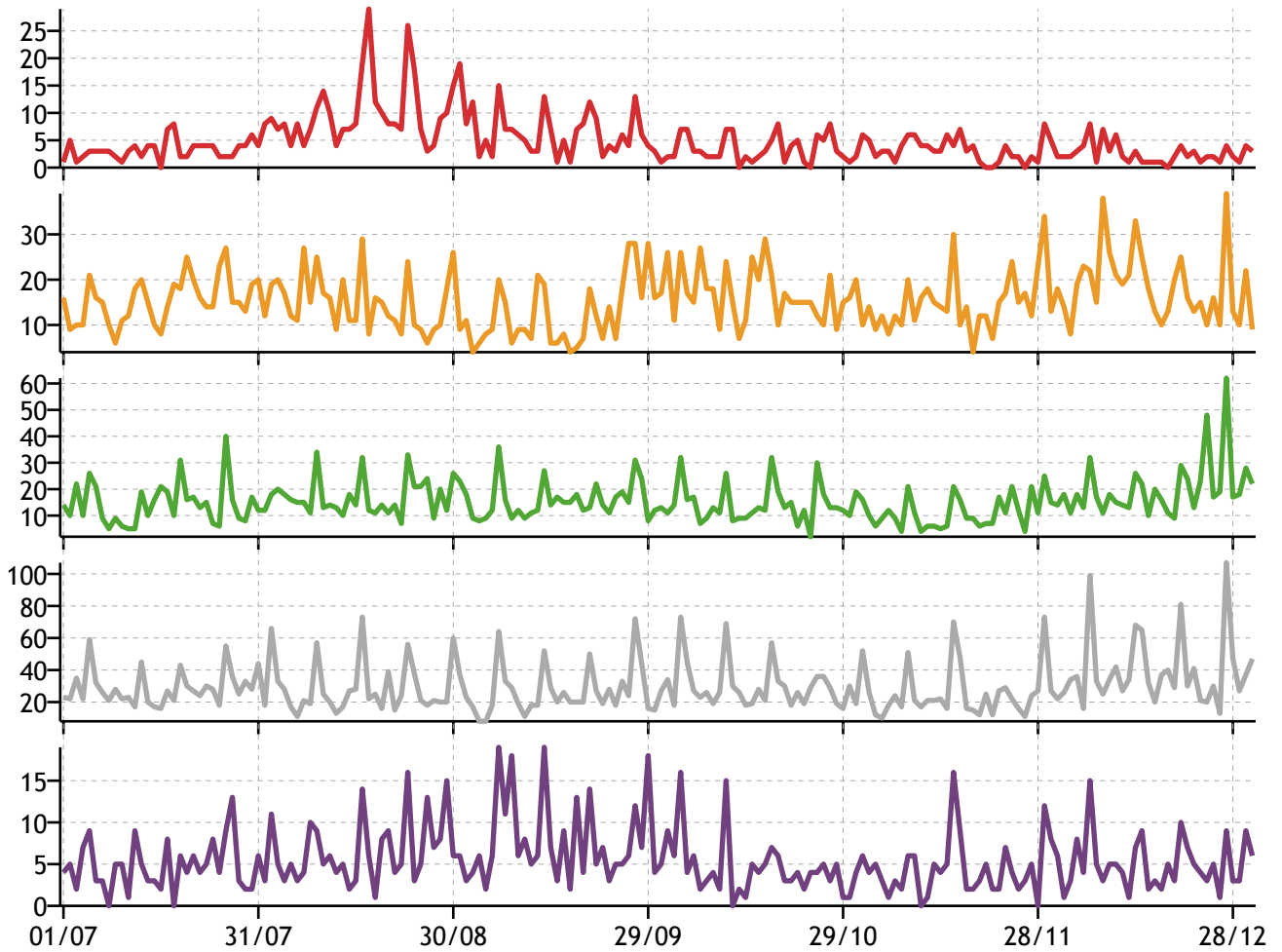
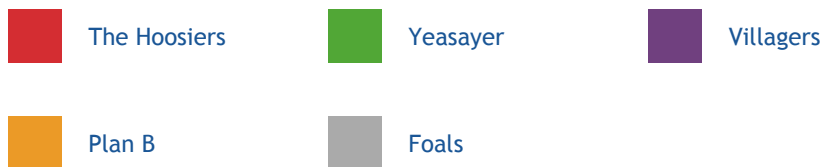


Figure 15: Comparisons for The Hoosiers



# Mainstream Chart vs Twitter

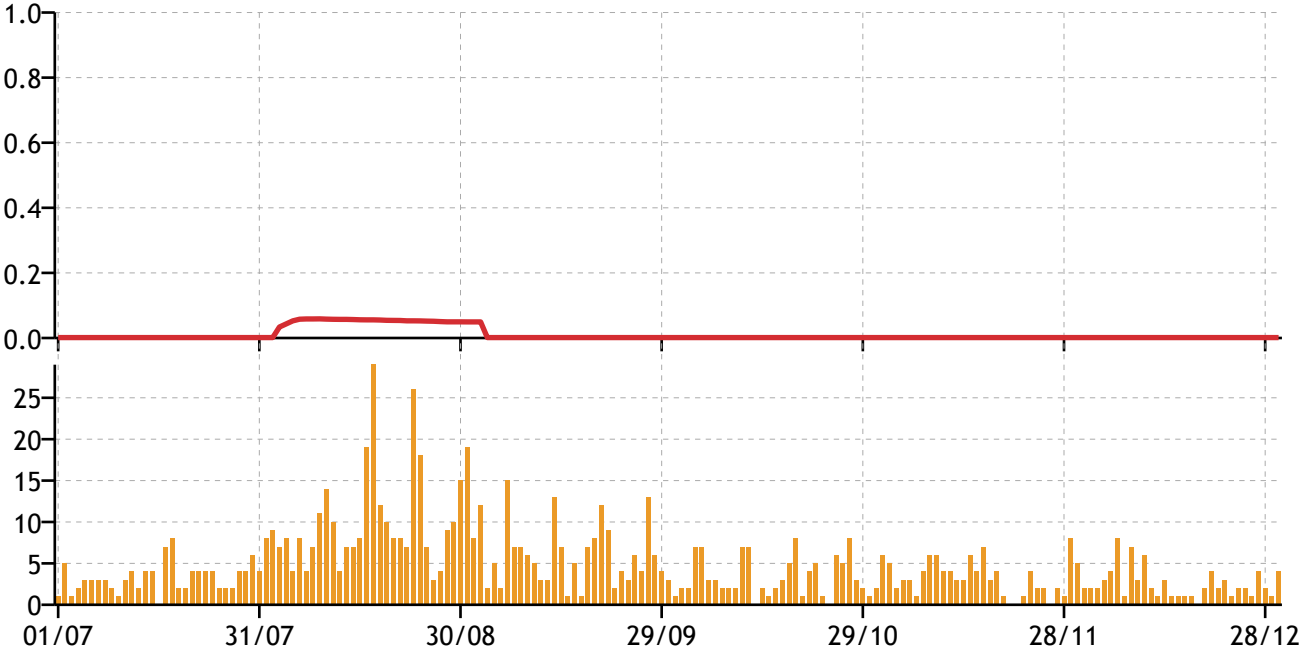


Figure 16: The Hoosiers Chart Popularity vs Twitter Coverage

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



# Emerging Chart vs Twitter

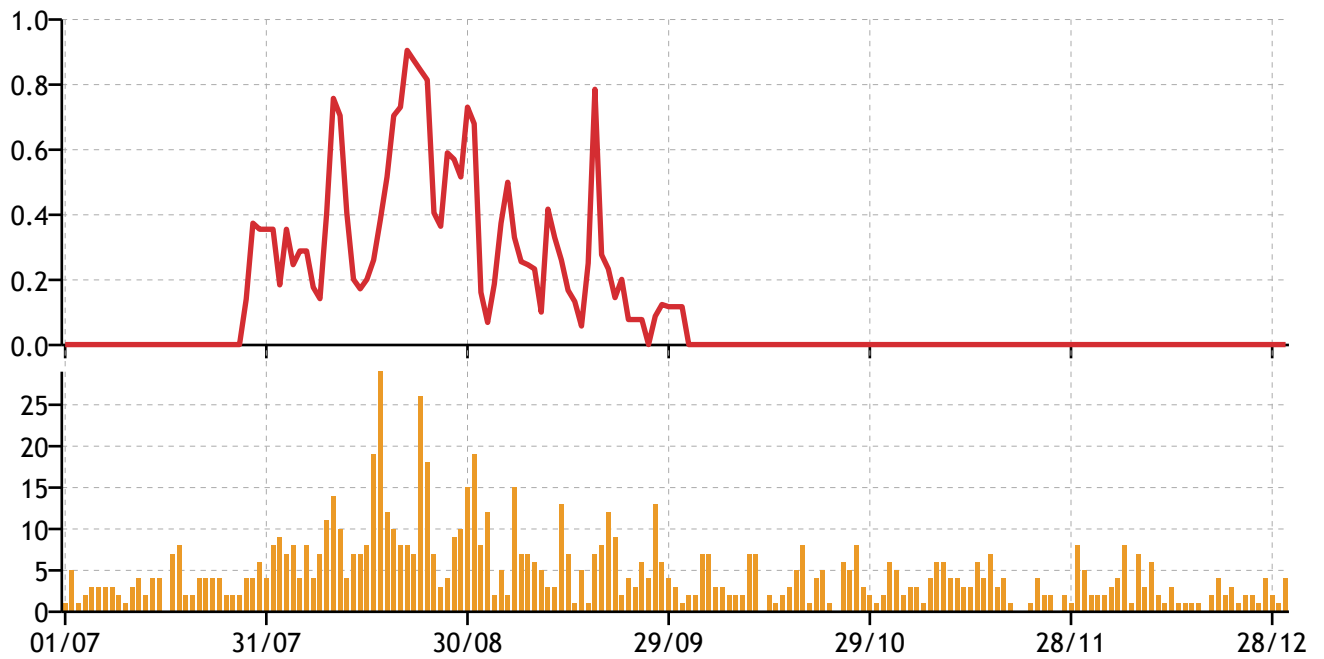


Figure 17: The Hoosiers Chart Popularity vs Twitter Coverage

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 Hoosiers in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/made2measure_	Katie [fish] Craik	Ealing, London, UK	24	508	12,192
2	twitter.com/AlehM	Alexandre Maros	Rio Negrinho - SC	3	2,151	6,453
3	twitter.com/shoshannastone	shoshanna stone	London	2	3,068	6,136
4	twitter.com/CherryGravy	Marichelle	Bournemouth (née Bristol), UK	18	339	6,102
5	twitter.com/fyokonoa	FM 📻 Now On Air	Yokomaha 84.7MHz	10	571	5,710
6	twitter.com/cardiffblogger	Nathan Collins	Cardiff	3	1,590	4,770
7	twitter.com/rawsomesauce	Josh Williams	All over the place	11	412	4,532
8	twitter.com/accyroy	Roy Westwood	Accrington, Lancashire, UK	2	2,072	4,144
9	twitter.com/JJSML	Jayden Smith	Melbourne, Australia	7	432	3,024
10	twitter.com/moab_	Tim Roth	Germany	7	417	2,919
11	twitter.com/argielau	Laura Renom	ÜT: -34.449953,-58.742939	2	1,219	2,438
12	twitter.com/gallifreich	Rys	New Singapore	7	343	2,401
13	twitter.com/vivoenlaerapop	AntonioC	Madrid	4	518	2,072
14	twitter.com/viniciuscezar	Vinicius	Recife, Brasil	3	685	2,055
15	twitter.com/iamjamie	Jamie Wright	Kingston-upon-Hull, UK	5	398	1,990
16	twitter.com/HanaSpanax	Hannah Louise	Uk	22	87	1,914
17	twitter.com/Bizarre57	Barry de Graff	North East Lincolnshire	2	891	1,782
18	twitter.com/chibimarikachan	Icha	Lost in Stereo	2	886	1,772
19	twitter.com/wireframebox	Dan Steele	Surrey/Hampshire	3	584	1,752
20	twitter.com/tiredbees	James Balderson	London, UK	6	274	1,644
21	twitter.com/OneRecent	OneRecent	London	3	538	1,614
22	twitter.com/adkz	Aldo Castillo 🇵🇷	San Luis Porquesí	4	395	1,580
23	twitter.com/rebexsti	Rebecca Dunnell	Brighton	11	141	1,551
24	twitter.com/SongoftheOss	Warlord & Nice Guy	UK	1	1,467	1,467
25	twitter.com/Shinyalex	Alex Wright	Altrincham, UK	2	714	1,428
26	twitter.com/MrsGrrrg	Mary Corsham		2	622	1,244
27	twitter.com/xredderz	Michelle (redderz)	East Midlands, UK	6	199	1,194

Figure 18: Top 50 Users tweeting about The Hoosiers

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/huckey	Huckey Awesome	Chicago	2	573	1,146
29	twitter.com/almadsfeika	Lydia	UK	2	566	1,132
30	twitter.com/chatterboxreb	chatterboxreb	Fife, Scotland	2	557	1,114
31	twitter.com/frankolad	Frank Halligan	53.408000,-2.956600 Liverpool	4	278	1,112
32	twitter.com/helen_xxxx	Helen Wadge	Chorley	2	537	1,074
33	twitter.com/lisarjanez	lisa jane	ÜT: 51.535953,-0.116758	4	266	1,064
34	twitter.com/mazloum	Mohamed Samir	Hobbiton	2	524	1,048
35	twitter.com/tehgab	Gab Contreras	Peru	2	511	1,022
36	twitter.com/bekahkakah	bekah	sunderland	2	468	936
37	twitter.com/Amy_Chappers	Amy Chapman	London, England	5	174	870
38	twitter.com/ostrokrzew	Holly	South Shields	3	287	861
39	twitter.com/DanDanRock	Daniel López Gómez	ÜT: 19.504023,-99.080044	2	424	848
40	twitter.com/Rafffaelzinho	R=FFF=EL	São Paulo	4	195	780
41	twitter.com/Nic_dy	Nicola Mandy	Essex	6	120	720
42	twitter.com/GuillaumeVoisin	Guillaume Voisin	Belgium	1	694	694
43	twitter.com/Lkue	Lucas Stone	Southampton	1	650	650
44	twitter.com/im_retro	Lorenzo Alvarez	Brasil	1	641	641
45	twitter.com/Vinomorph	Vinomorph	The Interwebs	2	315	630
46	twitter.com/lstelmach89	Łukasz Stemach	Poland	7	88	616
47	twitter.com/oxogeorgia	georgia litherland	southport	1	615	615
48	twitter.com/Sian_xD	Sian	Hastings, England	2	300	600
49	twitter.com/HeitorLM	HeitorLM	Campinas - SP	1	597	597
50	twitter.com/daniel350	Daniel	Leighton Buzzard	4	149	596

Figure 18 (continued): Top 50 Users tweeting about The Hoosiers

## Shared Twitter Links

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

URL	Rank	Tweets
<a href="http://www.last.fm/music/The+Hoosiers">http://www.last.fm/music/The+Hoosiers</a>	1	25
<a href="http://www.last.fm/music/The+Hoosiers/_/Choices">http://www.last.fm/music/The Hoosiers/_/Choices</a>	2	22
<a href="http://www.last.fm/music/The+Hoosiers/_/Cops+And+Robbers">http://www.last.fm/music/The Hoosiers/_/Cops And Robbers</a>	3	13
<a href="http://www.last.fm/music/The+Hoosiers/_/Worried+About+Ray">http://www.last.fm/music/The Hoosiers/_/Worried About Ray</a>	4	12
<a href="http://www.tweeekly.fm/user/CherryGravy">http://www.tweeekly.fm/user/CherryGravy</a>	5	10
<a href="http://www.tweeekly.fm/user/NicolaMandy">http://www.tweeekly.fm/user/NicolaMandy</a>	6	10
<a href="http://www.tweeekly.fm/user/Fishcraik">http://www.tweeekly.fm/user/Fishcraik</a>	7	10
<a href="http://www.last.fm/music/The+Ataris/_/Choices">http://www.last.fm/music/The+Ataris/_/Choices</a>	8	9
<a href="http://www.last.fm/music/The+Hoosiers/_/Goodbye+Mr+A">http://www.last.fm/music/The Hoosiers/_/Goodbye Mr A</a>	9	9
<a href="http://www.last.fm/music/The+Hoosiers/_/Unlikely+Hero">http://www.last.fm/music/The Hoosiers/_/Unlikely Hero</a>	10	9
<a href="http://www.tweeekly.fm/user/rawsomesauce">http://www.tweeekly.fm/user/rawsomesauce</a>	11	8
<a href="http://www.tweeekly.fm/user/gallifreich">http://www.tweeekly.fm/user/gallifreich</a>	12	7
<a href="http://www.tweeekly.fm/user/xredderz">http://www.tweeekly.fm/user/xredderz</a>	13	6
<a href="http://www.tweeekly.fm/user/Made2Measure_">http://www.tweeekly.fm/user/Made2Measure_</a>	14	6
<a href="http://www.tweeekly.fm/user/iamjamie">http://www.tweeekly.fm/user/iamjamie</a>	15	5
<a href="http://www.tweeekly.fm/user/soph_poph">http://www.tweeekly.fm/user/soph_poph</a>	16	5
<a href="http://www.tweeekly.fm/user/lstelmach89">http://www.tweeekly.fm/user/lstelmach89</a>	17	4
<a href="http://www.tweeekly.fm/user/eleanorinitmann">http://www.tweeekly.fm/user/eleanorinitmann</a>	18	4
<a href="http://www.tweeekly.fm/user/StevenKellow">http://www.tweeekly.fm/user/StevenKellow</a>	19	4
<a href="http://www.tweeekly.fm/user/rebexsti">http://www.tweeekly.fm/user/rebexsti</a>	20	4
<a href="http://www.tweeekly.fm/user/daniel350">http://www.tweeekly.fm/user/daniel350</a>	21	4
<a href="http://www.tweeekly.fm/user/tiredbees">http://www.tweeekly.fm/user/tiredbees</a>	22	4
<a href="http://www.tweeekly.fm/user/JJSMI">http://www.tweeekly.fm/user/JJSMI</a>	23	4
<a href="http://www.tweeekly.fm/user/lisarjanez">http://www.tweeekly.fm/user/lisarjanez</a>	24	4
<a href="http://www.tweeekly.fm/user/vilivilma">http://www.tweeekly.fm/user/vilivilma</a>	25	4
<a href="http://www.last.fm/music/The+Hoosiers/_/Killer">http://www.last.fm/music/The Hoosiers/_/Killer</a>	26	3
<a href="http://www.tweeekly.fm/twitter/Nic_dy">http://www.tweeekly.fm/twitter/Nic_dy</a>	27	3

Figure 19: Top Shared Links on Twitter mentioning The Hoosiers

URL	Rank	Tweets
<a href="http://www.tweekly.fm/user/fumauk">http://www.tweekly.fm/user/fumauk</a>	28	3
<a href="http://www.tweekly.fm/user/AlehM">http://www.tweekly.fm/user/AlehM</a>	29	3
<a href="http://www.tweekly.fm/user/vivoenlaerapop">http://www.tweekly.fm/user/vivoenlaerapop</a>	30	3
<a href="http://www.tweekly.fm/twitter/KittyLovedPain">http://www.tweekly.fm/twitter/KittyLovedPain</a>	31	3
<a href="http://www.tweekly.fm/user/viniciuscezar">http://www.tweekly.fm/user/viniciuscezar</a>	32	3
<a href="http://www.tweekly.fm/user/wireframebox">http://www.tweekly.fm/user/wireframebox</a>	33	3
<a href="http://www.tweekly.fm/user/houxholly">http://www.tweekly.fm/user/houxholly</a>	34	3
<a href="http://www.last.fm/music/The%20Hoosiers/_/Who%20Said%20Anything%20(About%20Falling%20in%20Love)">http://www.last.fm/music/The Hoosiers/_/Who Said Anything (About Falling in Love)</a>	35	3
<a href="http://www.tweekly.fm/twitter/CherryGravy">http://www.tweekly.fm/twitter/CherryGravy</a>	36	3
<a href="http://www.last.fm/music/The%20Hoosiers/_/Glorious">http://www.last.fm/music/The Hoosiers/_/Glorious</a>	37	3
<a href="http://www.last.fm/music/The%20Hoosiers/_/Made%20To%20Measure">http://www.last.fm/music/The Hoosiers/_/Made To Measure</a>	38	2
<a href="http://www.tweekly.fm/user/suzshi">http://www.tweekly.fm/user/suzshi</a>	39	2
<a href="http://www.last.fm/music/The%20Hoosiers/_/Live%20By%20The%20Ocean">http://www.last.fm/music/The Hoosiers/_/Live By The Ocean</a>	40	2
<a href="http://www.tweekly.fm/twitter/rawsomesauce">http://www.tweekly.fm/twitter/rawsomesauce</a>	41	2
<a href="http://www.last.fm/music/The%20Hoosiers/_/Worst%20Case%20Scenario">http://www.last.fm/music/The Hoosiers/_/Worst Case Scenario</a>	42	2
<a href="http://www.tweekly.fm/user/MrsGrrrg">http://www.tweekly.fm/user/MrsGrrrg</a>	43	2
<a href="http://tinysong.com/wh1l">http://tinysong.com/wh1l</a>	44	2
<a href="http://www.last.fm/music/The%20Hoosiers/_/Giddy%20Up">http://www.last.fm/music/The Hoosiers/_/Giddy Up</a>	45	2
<a href="http://www.tweekly.fm/user/burningshame">http://www.tweekly.fm/user/burningshame</a>	46	2
<a href="http://www.tweekly.fm/user/SellMachine">http://www.tweekly.fm/user/SellMachine</a>	47	2
<a href="http://www.tweekly.fm/user/ssokcom">http://www.tweekly.fm/user/ssokcom</a>	48	2
<a href="http://www.tweekly.fm/user/stef_anizer">http://www.tweekly.fm/user/stef_anizer</a>	49	2
<a href="http://www.tweekly.fm/twitter/rebexsti">http://www.tweekly.fm/twitter/rebexsti</a>	50	2
<a href="http://www.tweekly.fm/user/ShinyAlex">http://www.tweekly.fm/user/ShinyAlex</a>	51	2
<a href="http://www.tweekly.fm/user/shpurik">http://www.tweekly.fm/user/shpurik</a>	52	2
<a href="http://www.tweekly.fm/user/yykkhhtt">http://www.tweekly.fm/user/yykkhhtt</a>	53	2
<a href="http://www.tweekly.fm/twitter/mennoj1">http://www.tweekly.fm/twitter/mennoj1</a>	54	2
<a href="http://www.tweekly.fm/user/URshoo">http://www.tweekly.fm/user/URshoo</a>	55	2
<a href="http://www.tweekly.fm/user/moab_">http://www.tweekly.fm/user/moab_</a>	56	2
<a href="http://open.spotify.com/user/gerrymoth/playlist/6XKz6tkJMmfbHY4bkk2PSB">http://open.spotify.com/user/gerrymoth/playlist/6XKz6tkJMmfbHY4bkk2PSB</a>	57	2
<a href="http://www.tweekly.fm/user/nathancabral">http://www.tweekly.fm/user/nathancabral</a>	58	2
<a href="http://www.tweekly.fm/user/TwitWouter">http://www.tweekly.fm/user/TwitWouter</a>	59	2
<a href="http://www.last.fm/music/The%20Hoosiers/_/Sarajevo">http://www.last.fm/music/The Hoosiers/_/Sarajevo</a>	60	2

Figure 19 (continued): Top Shared Links on Twitter mentioning The Hoosiers

# News Coverage

## News Popularity

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

1720th Overall Rank

32 Articles

0.001% Share

Artist	Rank	Articles	Share
Klaxons	119th	780	0.019%
Foals	141st	708	0.018%
Yeastayer	158th	679	0.017%
Plan B	350th	384	0.010%
Marina and the Diamonds	398th	345	0.009%
Villagers	445th	312	0.008%
Eliza Doolittle	901st	141	0.004%
The Hoosiers	1720th	32	0.001%

Figure 20: News Coverage Comparison

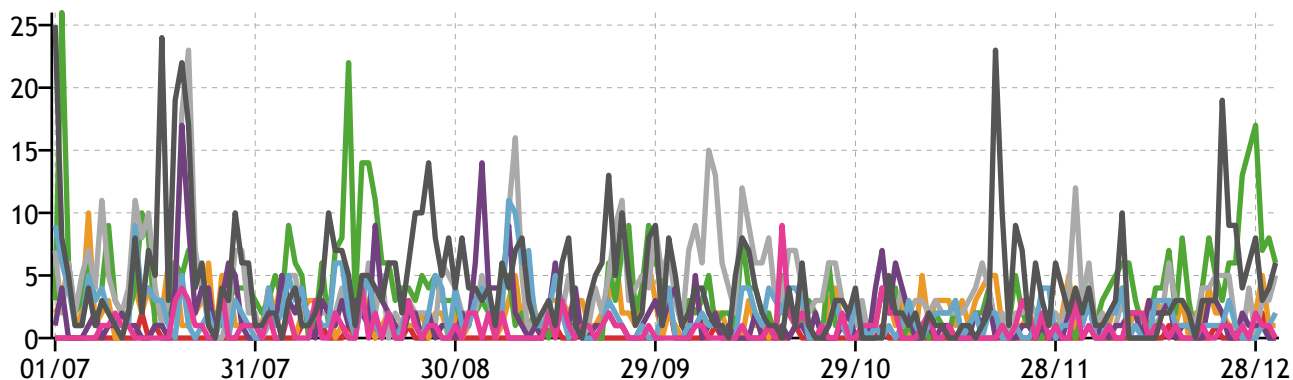


Figure 21: News Coverage over Time

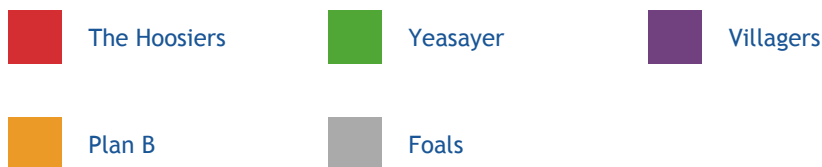


# News Comparison

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



Figure 22: Comparisons for The Hoosiers



# Mainstream Chart vs Sentiment

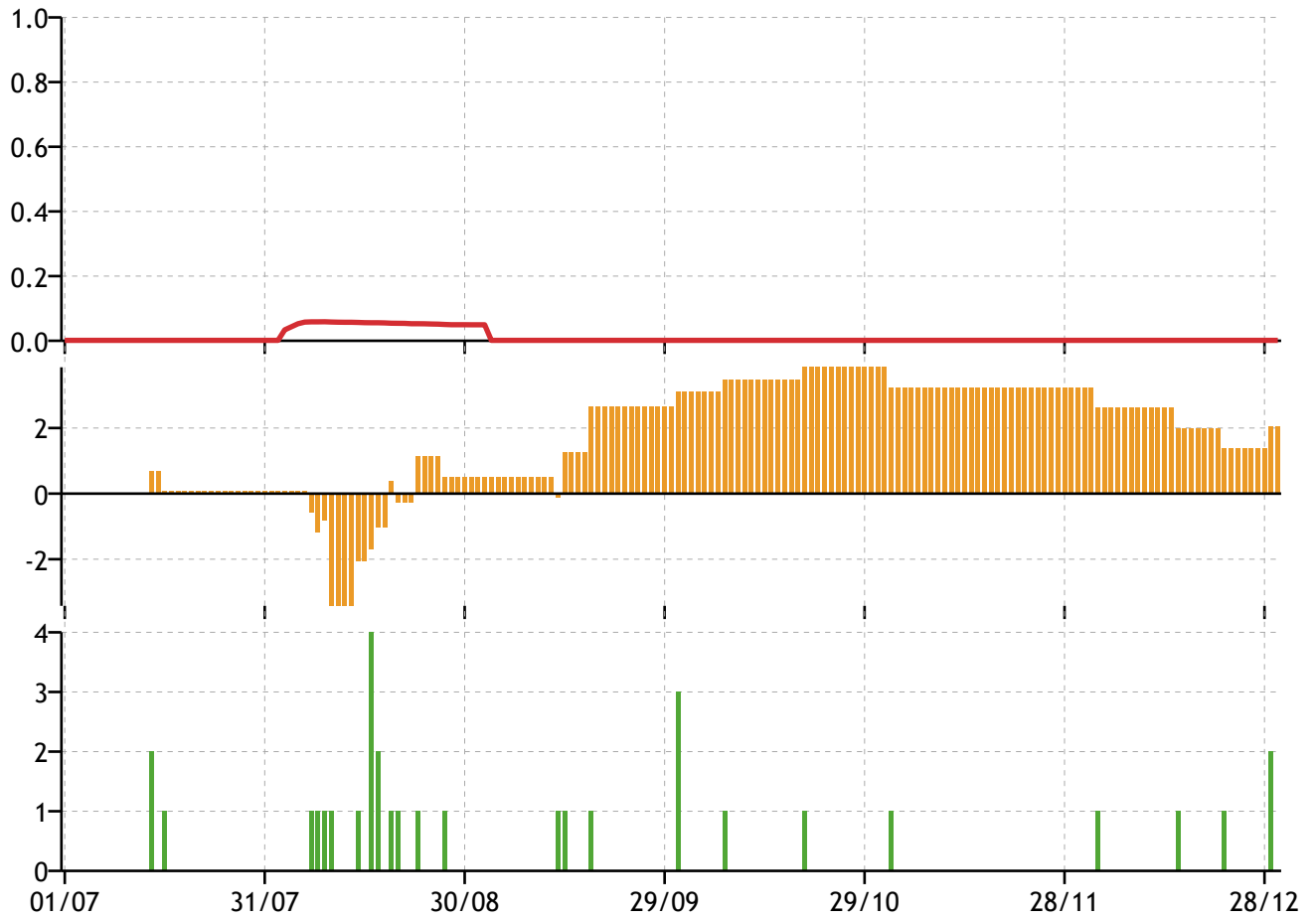


Figure 23: The Hoosiers Chart Popularity vs News Sentiment + Volume

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 Hoosiers that day.



## Emerging Chart vs Sentiment

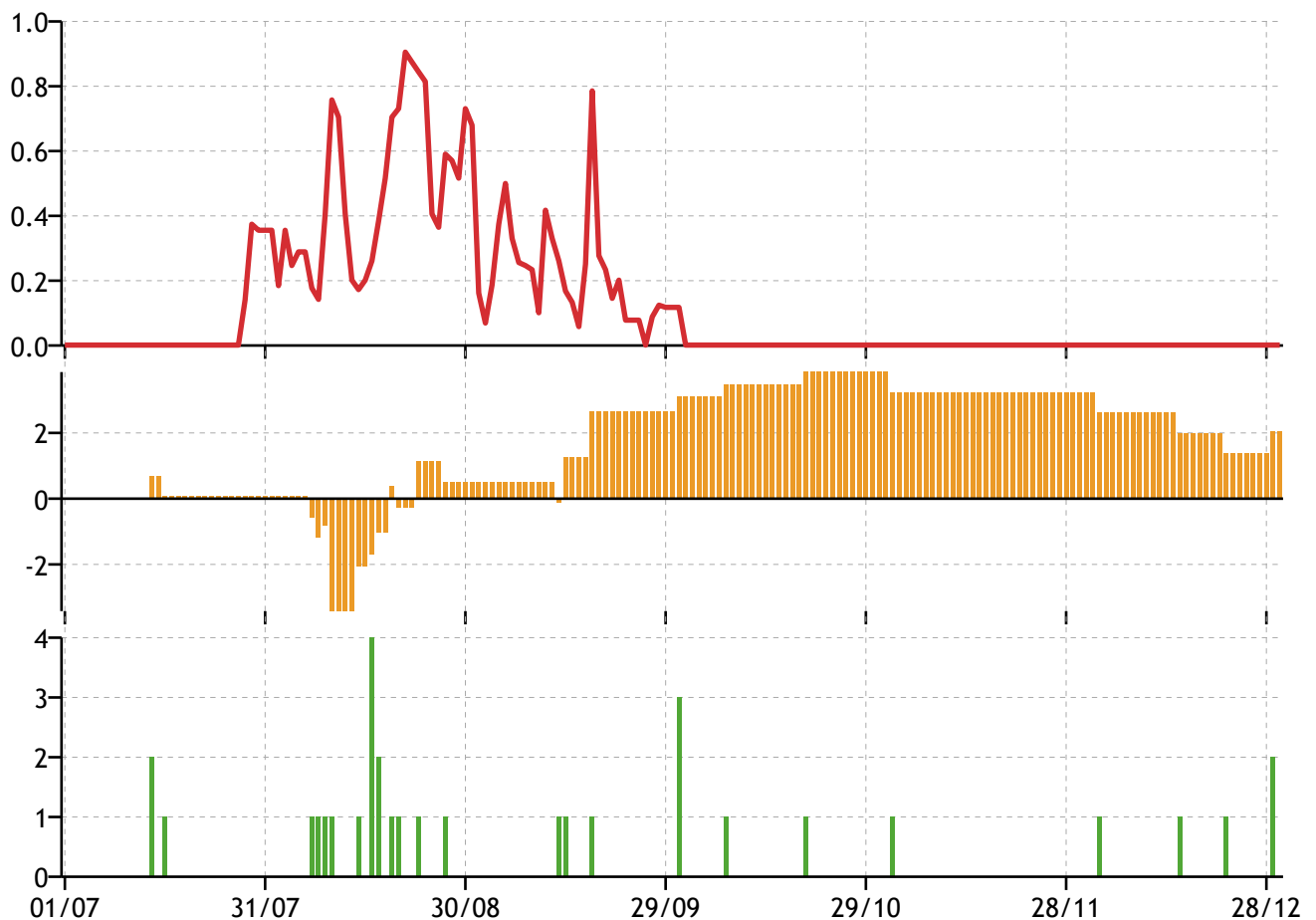


Figure 24: The Hoosiers Chart Popularity vs News Sentiment + Volume

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 Hoosiers that day.



# Top Publishers

- #1 Hits From Another..
- I Like Music - Pop
- No Rock&Roll Fun
- brugo
- I Like Music - Inter..
- Galaxy fm ®
- Other



Figure 25: Top Publishers related to The Hoosiers

Top Publishers	Mentions
#1 Hits From Another Planet	8
I Like Music - Pop	2
No Rock&Roll Fun	2
brugo	1
I Like Music - Interviews	1
Galaxy fm ®	1
Achtung Baby!	1
Sweeping The Nation	1

Figure 26: Most frequently mentioned Top Publishers

# Top News Publishers

Publisher	Rank	Articles
#1 Hits From Another Planet - <a href="http://alienhits.blogspot.com">http://alienhits.blogspot.com</a>	1	8
I Like Music - Pop - <a href="http://www.ilikemusic.com/">http://www.ilikemusic.com/</a>	2	2
No Rock&Roll Fun - <a href="http://xrrf.blogspot.com">http://xrrf.blogspot.com</a>	3	2
brugo - <a href="http://broogo.blogspot.com/">http://broogo.blogspot.com/</a>	4	1
I Like Music - Interviews - <a href="http://www.ilikemusic.com/rss_feeds/interviews.xml">http://www.ilikemusic.com/rss_feeds/interviews.xml</a>	5	1
Galaxy fm © - <a href="http://galaxyfm.blogspot.com">http://galaxyfm.blogspot.com</a>	6	1
Achtung Baby! - <a href="http://luna.typepad.com/weblog/">http://luna.typepad.com/weblog/</a>	7	1
Sweeping The Nation - <a href="http://sweepingthenation.blogspot.com/">http://sweepingthenation.blogspot.com/</a>	8	1

Figure 27: Top 8 Publishers mentioning The Hoosiers

## Best 5 News Days

1

### 16 August 2010 : 4 articles

#### Popular Articles this Day

##### **Edith Bowman: Rock critic**

No Rock&Roll Fun, 16 August 2010

Edith Bowman unhappy with the current state of pop : [She] hit out at current pop acts for offering nothing different, reports the Daily Star. "We need something different - ...

##### **Oh, if only this had taken place under Chatham House rules**

No Rock&Roll Fun, 16 August 2010

Scouting For Girls frontman Roy Stride has revealed that the group argued over The Hoosiers. Good lord. It's like the comb arguing over the bald men. -- Visit No Rock ...

##### **Pop Album of The Week: The Hoosiers - The Illusion of Safety**

I Like Music - Pop, 16 August 2010

The Hoosiers - The Illusion of Safety The guitars have taken a little bit of a back seat in favour of catchy synth lines and space-tinged melodies

##### **Pop Genre Intro 2010-08-16**

I Like Music - Pop, 16 August 2010

Shiny Scottish pop gem Pearl chats about her new single, The Hoosiers release album two, win tickets to Paloma Faith's tour, Katy Perry goes au natural and we discuss cupcakes: ...

2

### 01 October 2010 : 3 articles

#### Popular Articles this Day

##### **Music sharing**

Sweeping The Nation, 01 October 2010

Something we like to do every so often is take the pulse of the last three months of major music radio stations via their last.fm accounts. These, therefore, are what ...

##### **Free winter music festival from Russian Standard Vodka Originals**

Alt Sounds, 01 October 2010

Russian Standard Vodka is proud to release its winter festival line up for members of the Russian Standard Vodka Originals programme. The festival will include six exclusive free gigs across ...

## Music Video: The Hoosiers - Unlikely Hero

#1 Hits From Another Planet, 01 October 2010

Epic single from an epic album. If this can't "save" the album campaign, I don't know what could. I'm not sure what the hell the video has to do with ...

3

## 14 July 2010 : 2 articles

### Popular Articles this Day

#### The Hoosiers: Choices

brugo, 14 July 2010

The only reason I'm posting this song is because at some point he's singing STOP GIVING ME CHOICES . I will have to agree with the singer. The Hoosiers - ...

#### The Hoosiers - Choices

#1 Hits From Another Planet, 14 July 2010

"I will let the wind decide" This single has been floating around for awhile and I've been meaning to write about it for just as long. I was an admirer ...

4

## 17 August 2010 : 2 articles

### Popular Articles this Day

#### Edith Bowman: Rock critic

No Rock&Roll Fun, 16 August 2010

Edith Bowman unhappy with the current state of pop : [She] hit out at current pop acts for offering nothing different, reports the Daily Star. "We need something different - ...

#### Oh, if only this had taken place under Chatham House rules

No Rock&Roll Fun, 16 August 2010

Scouting For Girls frontman Roy Stride has revealed that the group argued over The Hoosiers. Good lord. It's like the comb arguing over the bald men. -- Visit No Rock ...

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#### Pop Genre Intro 2010-08-16

I Like Music - Pop, 16 August 2010

Shiny Scottish pop gem Pearl chats about her new single, The Hoosiers release album two, win tickets to Paloma Faith's tour, Katy Perry goes au natural and we discuss cupcakes: ...

## **someone like you is meant to be enjoyed but it won't be by me**

Achtung Baby!, 17 August 2010

The Hoosiers: Who Said Anything (About Falling In Love) by daniel cas

## **The Hoosiers - Glorious**

#1 Hits From Another Planet, 17 August 2010

"I'll attack from both sides" Huge! This is a huge, gargantuan gorilla of a song, taken from the Hoosiers' new album (out today). The album is the nicest surprise of ...

**5**

## **29 December 2010 : 2 articles**

### **Popular Articles this Day**

#### **Top 20 Albums of 2010: 6-5**

#1 Hits From Another Planet, 29 December 2010

6. Marina & The Diamonds - The Family Jewels I came full circle with Marina this year (seems to be a trend with 2010 albums). Though I didn't mention her ...

#### **Top 50 Singles of 2010: 15-11**

#1 Hits From Another Planet, 29 December 2010

15. The Wanted - All Time Low Just when I thought boy bands were dead, along comes this song. From the strings to the beat to the cathartic chorus, this ...

## News Highlights

This section includes the most repeated statements in the music press about The Hoosiers 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 28: Top 100 Artists on We Are Hunted Mainstream Chart

Artist	Rank	Best Position
30 Seconds to Mars	28	4
Taylor Swift	29	4
Vampire Weekend	30	4
The Smiths	31	5
Foo Fighters	32	5
AC/DC	33	5
System of A Down	34	5
Michael Jackson	35	5
Taio Cruz	36	5
Green Day	37	5
Bruno Mars	38	5
Led Zeppelin	39	5
Blink 182	40	5
Daft Punk	41	5
Guns N' Roses	42	6
Oasis	43	6
Queen	44	6
Pendulum	45	6
Bon Iver	46	6
Kanye West	47	6
Crystal Castles	48	6
Train	49	6
Justin Bieber	50	6
Blur	51	6
The Strokes	52	7
Massive Attack	53	7
La Roux	54	7
M.I.A.	55	7
Joy Division	56	7
Drake	57	7
The Temper Trap	58	8
Owl City	59	8
Trey Songz	60	8
The Cure	61	8
Nelly	62	8
Franz Ferdinand	63	8
Avenged Sevenfold	64	8
The White Stripes	65	8

Figure 28 (continued): Top 100 Artists on We Are Hunted Mainstream Chart

Artist	Rank	Best Position
Kylie Minogue	66	8
Enrique Iglesias	67	8
Jason Mraz	68	8
The Pixies	69	8
usher	70	9
Lil Wayne	71	9
Passion Pit	72	9
The Black Keys	73	9
Robyn	74	9
The Prodigy	75	9
U2	76	9
Kid Cudi	77	9
Christina Aguilera	78	9
Placebo	79	10
Glee Cast	80	10
Black Sabbath	81	10
Death Cab For Cutie	82	10
Adam Lambert	83	10
The Drums	84	11
Evanescence	85	11
My Chemical Romance	86	11
Miley Cyrus	87	11
Snow Patrol	88	11
The Kooks	89	11
Interpol	90	11
Rage Against the Machine	91	11
David Bowie	92	11
Flo Rida	93	11
Weezer	94	11
Iron Maiden	95	11
Far East Movement	96	11
B.o.B.	97	11
David Guetta	98	11
Stromae	99	11
Sufjan Stevens	100	11

Figure 28 (continued): Top 100 Artists on We Are Hunted Mainstream Chart

## Appendix B - Top Emerging Artists

This section presents the top 100 Artists for this period based on their popularity on the We Are Hunted emerging chart.

Artist	Rank	Best Position
Best Coast	1	2
The National	2	3
Sufjan Stevens	3	4
Deerhunter	4	4
Bombay Bicycle Club	5	4
Bon Iver	6	4
Chromeo	7	4
Deadmau5	8	4
Crystal Castles	9	5
Swedish House Mafia	10	5
No Age	11	5
Caribou	12	5
Wiz Khalifa	13	5
AUBURN	14	5
Warpaint	15	6
James Blake	16	6
Girls	17	6
Mark Ronson	18	6
Rick Ross	19	6
Tim Berg	20	6
Flying Lotus	21	7
New Boyz	22	7
Aeroplane	23	7
Salem	24	7
WAVVES	25	7
Houses	26	7
Janelle Monae	27	7

Figure 29: Top 100 Artists on We Are Hunted Emerging Chart

Artist	Rank	Best Position
The Go! Team	28	7
Panda Bear	29	7
LCD Soundsystem	30	7
Magnetic Man	31	8
Wale	32	8
Everything Everything	33	8
Dark Dark Dark	34	8
Arcade Fire	35	8
Professor Green	36	8
Sia	37	8
J.Cole	38	8
Eliza Doolittle	39	9
Atmosphere	40	9
Matthew Dear	41	9
Uffie	42	9
Small Black	43	9
Tame Impala	44	9
How To Dress Well	45	9
John Legend	46	9
Au Revoir Simone	47	9
Duck Sauce	48	9
Ra Ra Riot	49	9
Chiddy Bang	50	9
The Roots	51	9
Plan B	52	9
Curren\$y	53	9
The Bees	54	9
Oh Land	55	9
DJ Fresh	56	9
Ellie Goulding	57	9
B.o.B.	58	9
Mike Posner	59	9
The Soft Moon	60	10
The Walkmen	61	10
TV Girl	62	10
Aloe Blacc	63	10
Klaxons	64	10
Cut Copy	65	10

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

Artist	Rank	Best Position
Robyn	66	10
Beach House	67	10
Dredg	68	10
The Black Keys	69	10
Bassnectar	70	10
Korallreven	71	10
Matt and Kim	72	10
Of Montreal	73	10
Yolanda Be Cool	74	10
La Roux	75	10
Twin Shadow	76	10
Deerhoof	77	10
ceo	78	10
The Pretty Reckless	79	11
Woodsman	80	11
Bat For Lashes	81	11
Tinchy Stryder	82	11
Jedi Mind Tricks	83	11
Diamond Rings	84	11
Young Jeezy	85	11
She & Him	86	11
The Hoosiers	87	11
Anberlin	88	11
The Maine	89	11
Far East Movement	90	11
One Night Only	91	11
Philipp Poisel	92	11
Errors	93	12
The Gossip	94	12
Two Door Cinema Club	95	12
Teletextile	96	12
Lissie	97	12
Glasser	98	12
Belle and Sebastian	99	12
Boy & Bear	100	12

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