

# The Postal Service

Music Media Analysis  
July to December 2010

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# Overview

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**137th** on Mainstream Charts

**1577th** on Emerging Charts

**751st** on Twitter

**1308th** in the Music Press

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This report reviews the popularity of The Postal Service on the music charts and in the music news for the period July to December 2010. It benchmarks The Postal Service 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](http://wearehunted.com) website.

# Chart Popularity

## Mainstream Chart

This section presents the mainstream chart performance for The Postal Service compared to similar artists. The Postal Service was ranked 137th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for The Postal Service was 16th.

137th Overall Rank

16th Best Position

Artist	Rank	Best Position
Owl City	59th	8
Franz Ferdinand	63rd	8
Death Cab For Cutie	82nd	10
The Postal Service	137th	16
Grizzly Bear	180th	21
Gary Numan	644th	143
Iron & Wine	933rd	470
Explosions in the Sky	1010th	591

Figure 1: Artist Mainstream Ranks

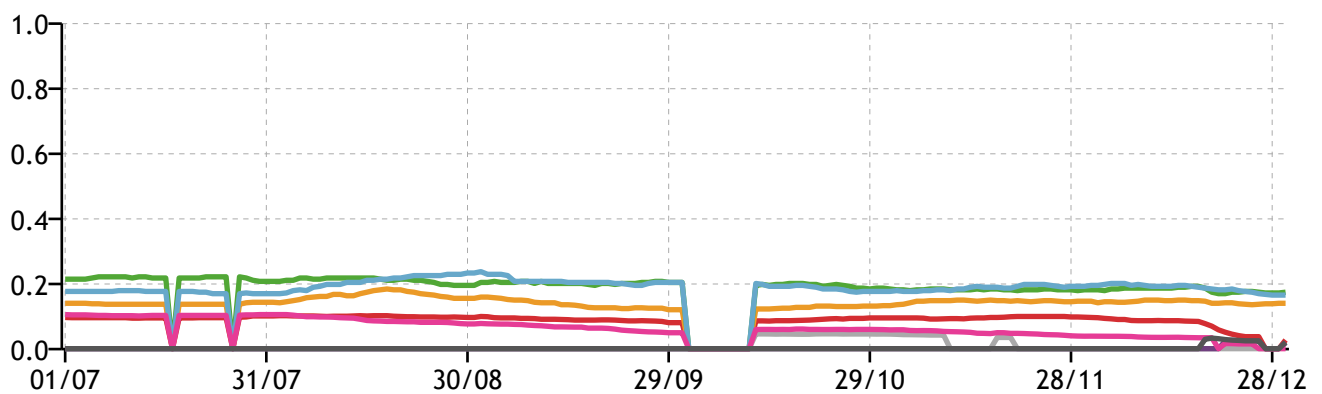
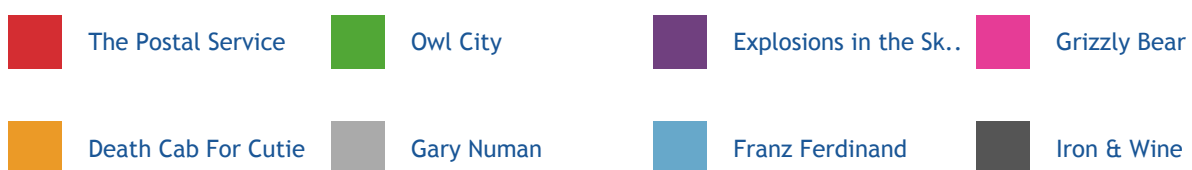


Figure 2: Artist Mainstream Chart Popularity over Time



# Mainstream Comparison

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

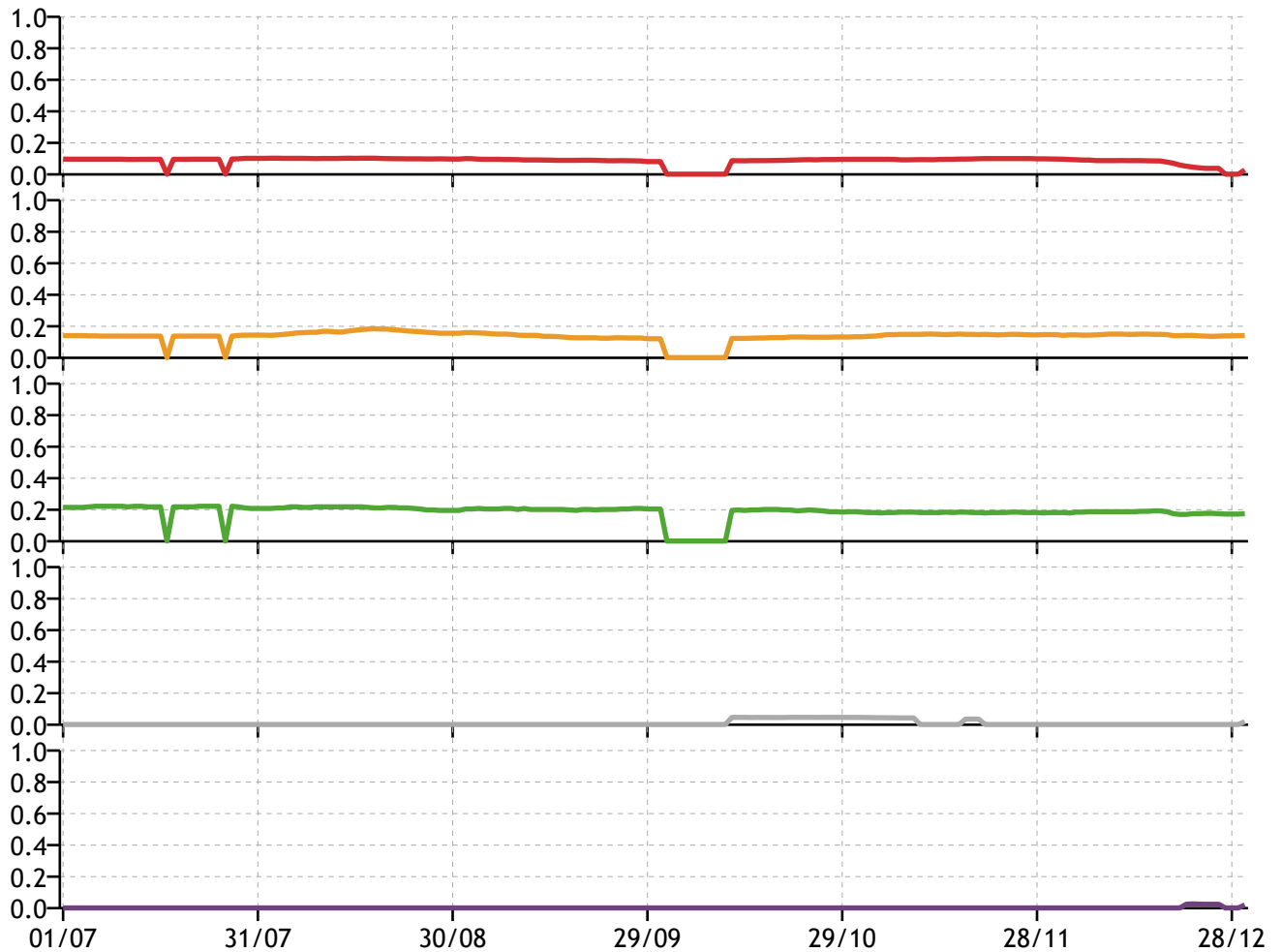
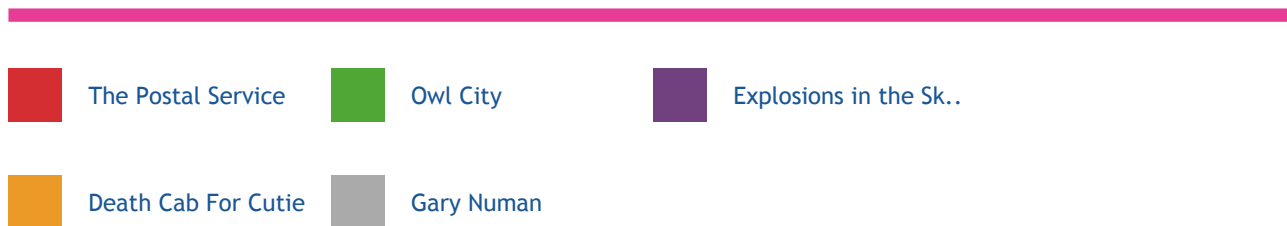


Figure 3: Comparisons for The Postal Service



# Emerging Chart

This section presents the emerging chart performance for The Postal Service compared to similar artists. The Postal Service was ranked 1577th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for The Postal Service was 267th.

1577th Overall Rank

267th Best Position

Artist	Rank	Best Position
Iron & Wine	190th	19
Explosions in the Sky	772nd	90
Grizzly Bear	921st	112
The Postal Service	1577th	267
Death Cab For Cutie	1993rd	508
Franz Ferdinand	2347th	1,001
Gary Numan	2353rd	1,001
Owl City	2638th	1,001

Figure 4: Artist Emerging Ranks

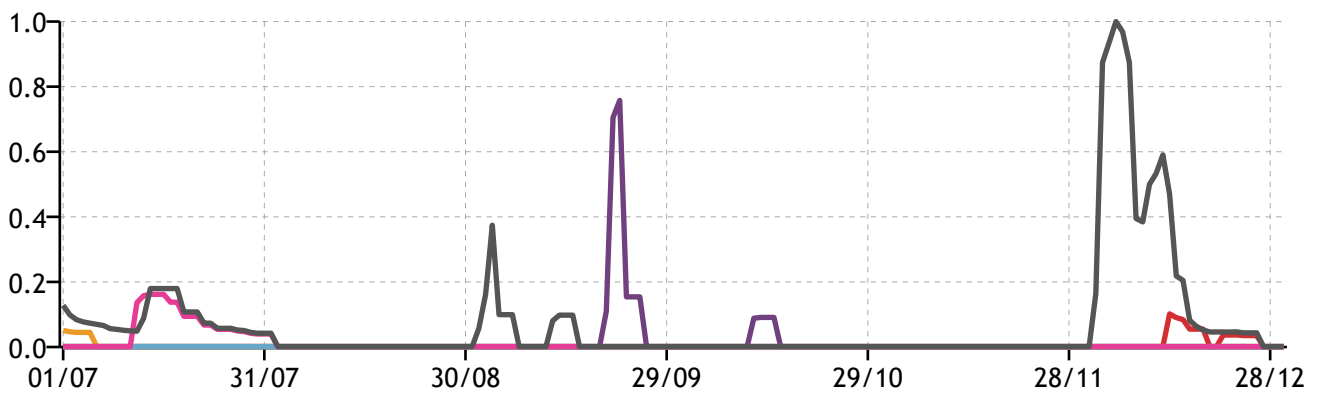


Figure 5: Artist Mainstream Emerging Popularity over Time



# Emerging Comparison

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

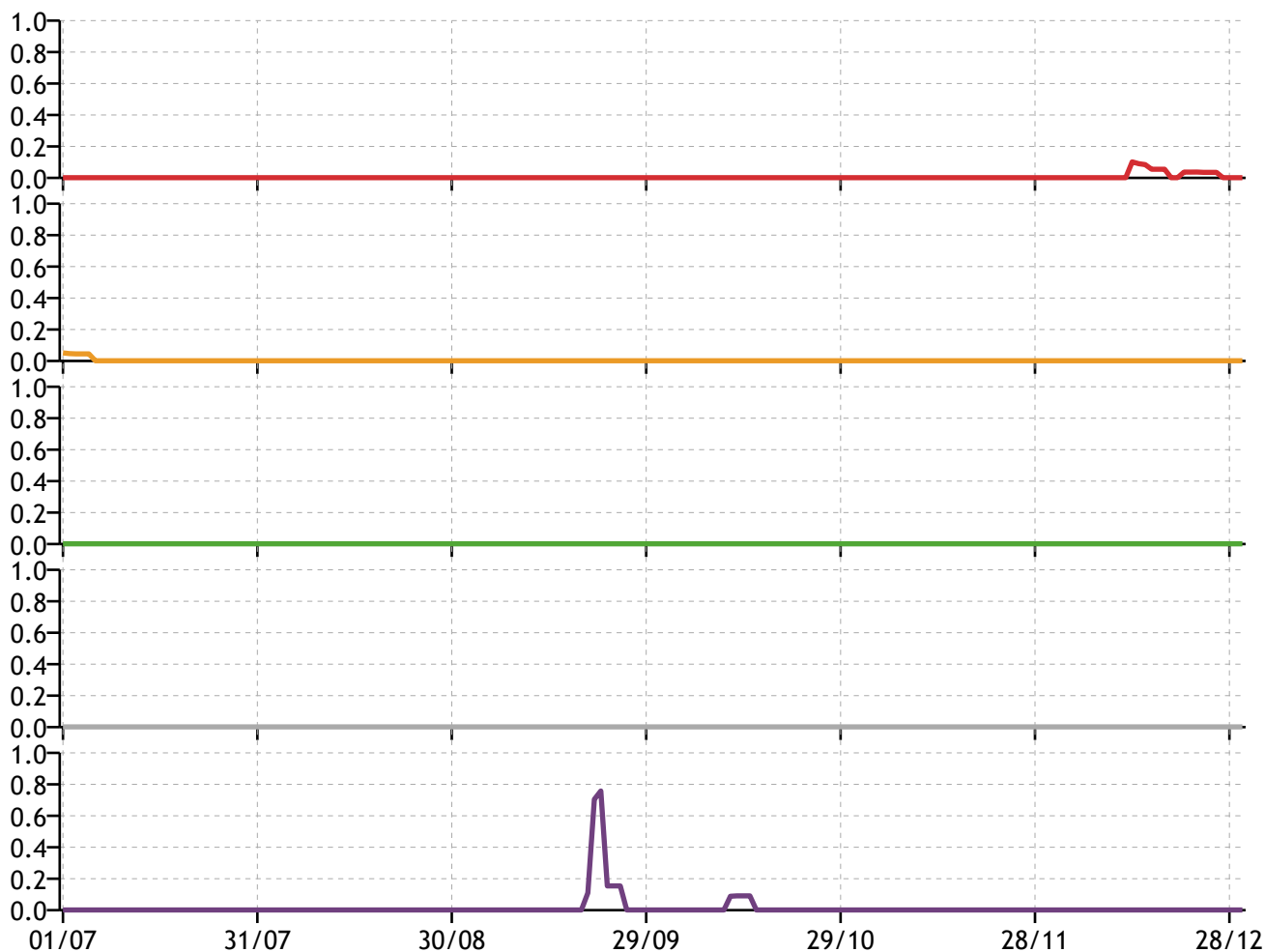
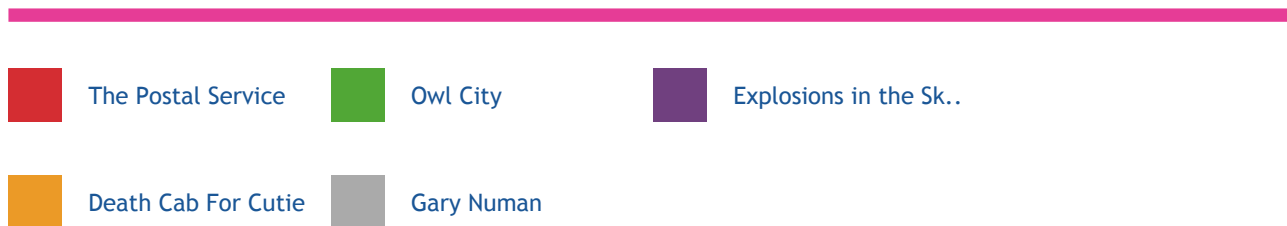


Figure 6: Comparisons for The Postal Service



# Mainstream Singles

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

## Such Great Heights

Best Single

283rd

Best Position

Single	Best Position
Such Great Heights	283



Figure 7: Best Single Positions

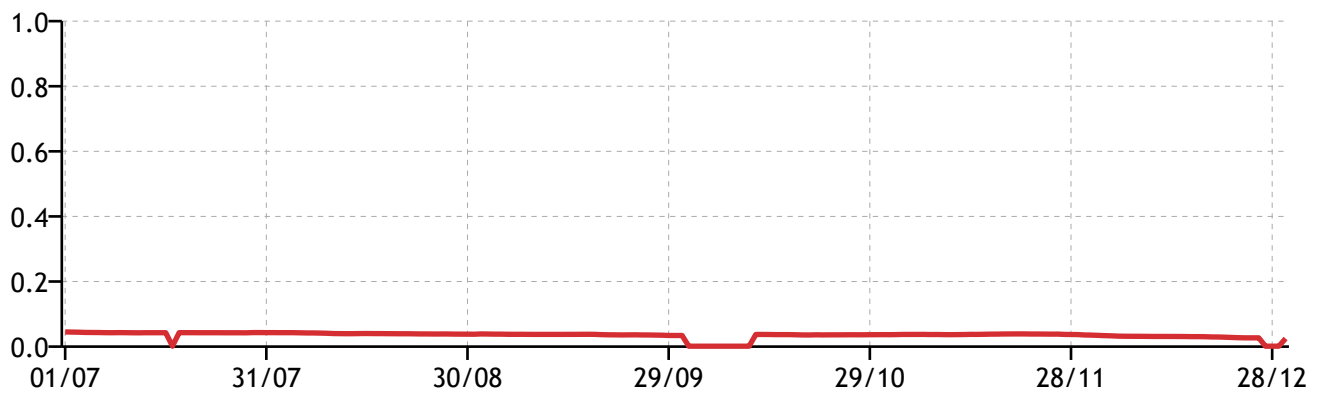


Figure 8: Singles Chart Comparison over Time

Such Great Heights

# Mainstream Singles Comparison

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

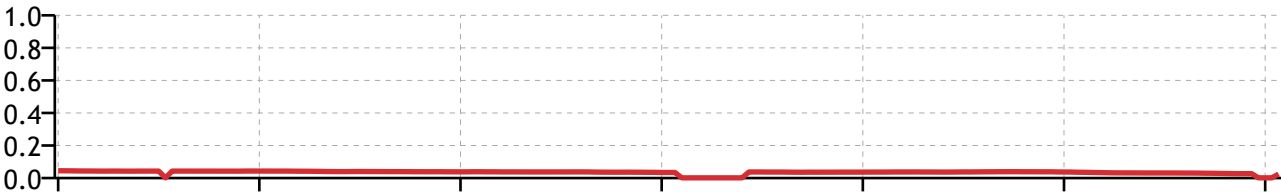


Figure 9: Chart ranking for The Postal Service

Such Great Heights

# Emerging Singles

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

## Grow Old With Me (Jo..

Best Single

70th

Best Position

Single	Best Position
Grow Old With Me (John Lennon cover)	70

Figure 10: Best Single Positions

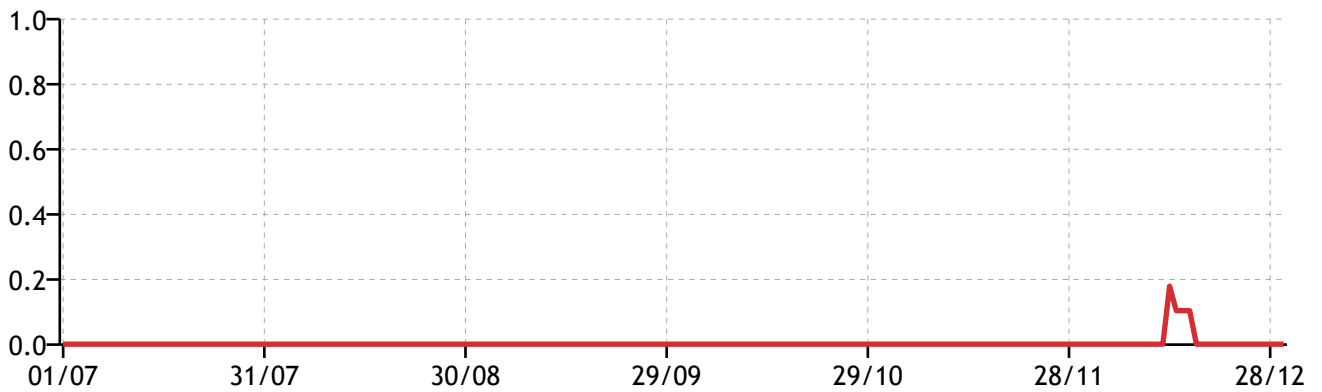
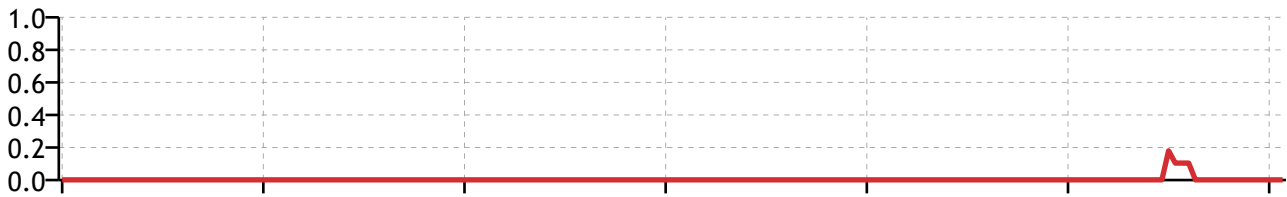


Figure 11: Singles Chart Comparison over Time

Grow Old With Me (Jo..

## Emerging Singles Comparison

This section compares the emerging chart performance of the most popular singles released by The Postal Service. 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.



# Twitter Coverage

## Twitter Popularity

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

751st Overall Rank

2,439 Tweets

0.000% Share

Artist	Rank	Tweets	Share
Owl City	146th	9,113	0.002%
Death Cab For Cutie	148th	9,034	0.002%
Franz Ferdinand	210th	6,995	0.001%
Iron & Wine	420th	4,133	0.001%
Gary Numan	516th	3,438	0.001%
Explosions in the Sky	570th	3,074	0.001%
Grizzly Bear	728th	2,513	0.000%
The Postal Service	751st	2,439	0.000%

Figure 13: Twitter Coverage Comparison

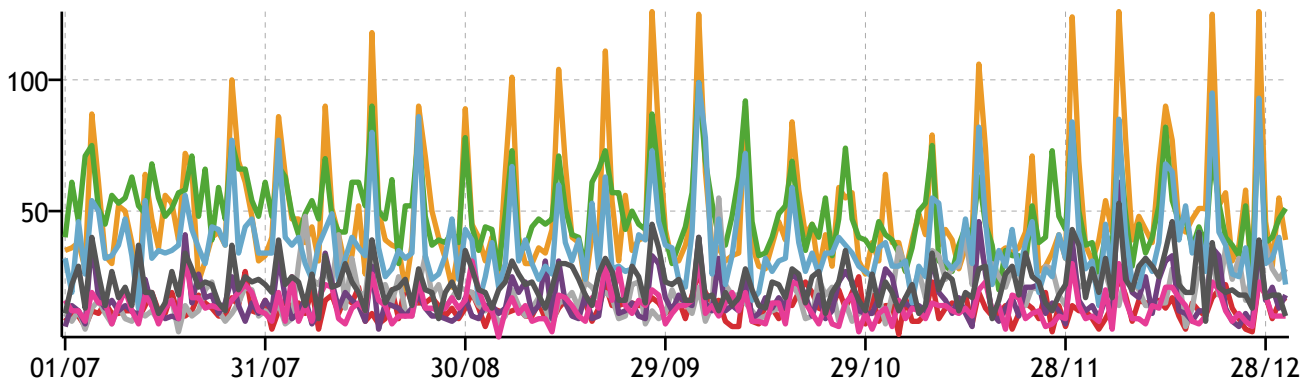
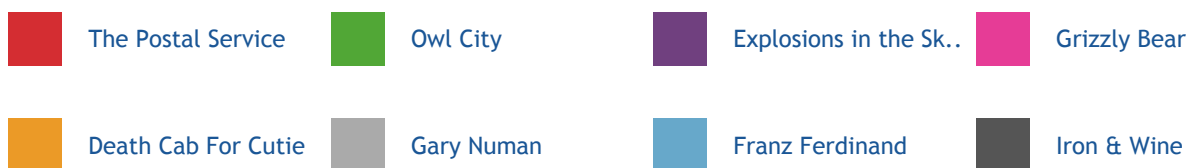


Figure 14: Twitter Coverage over Time



# Twitter Comparison

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

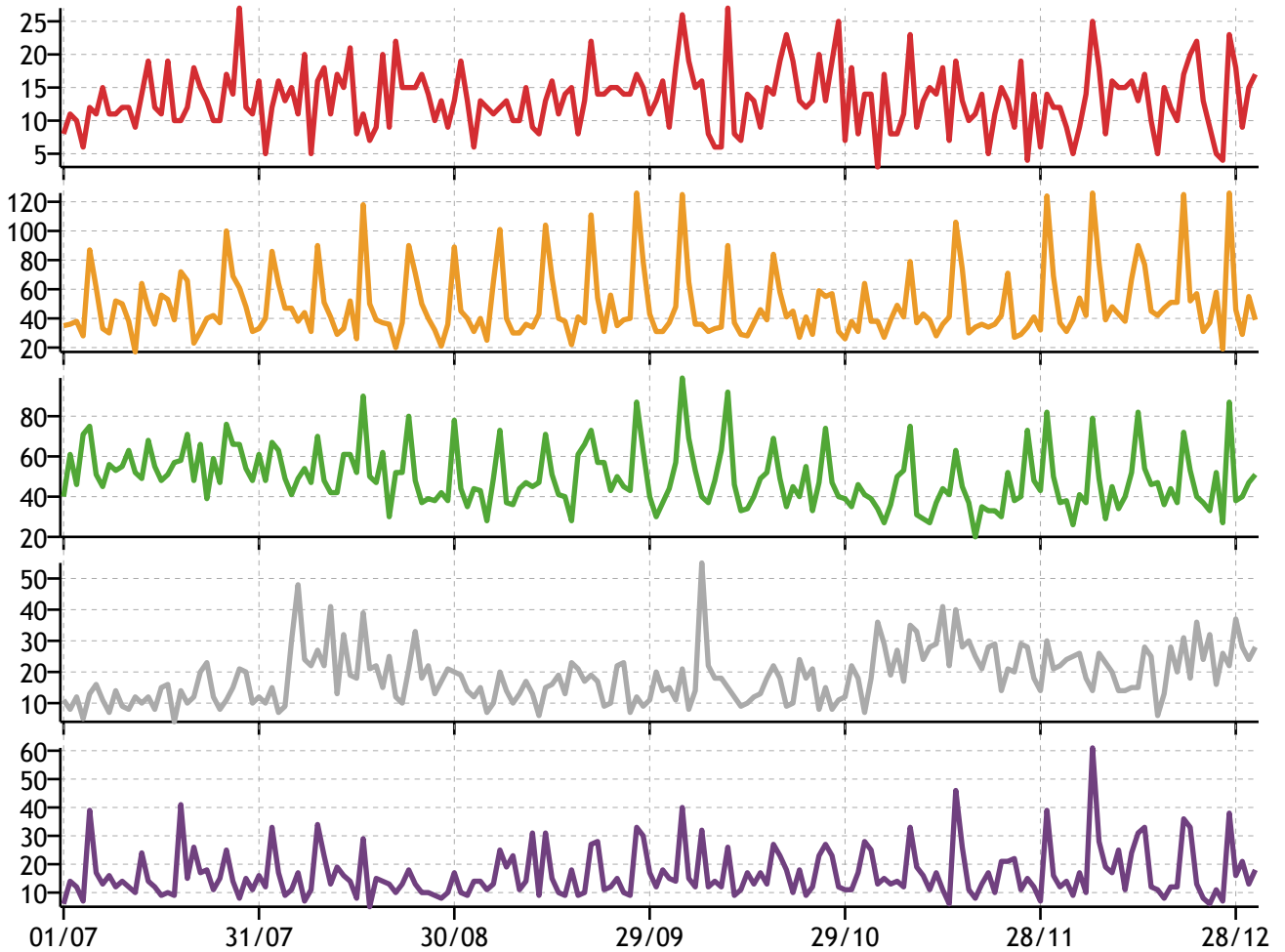


Figure 15: Comparisons for The Postal Service



# Mainstream Chart vs Twitter

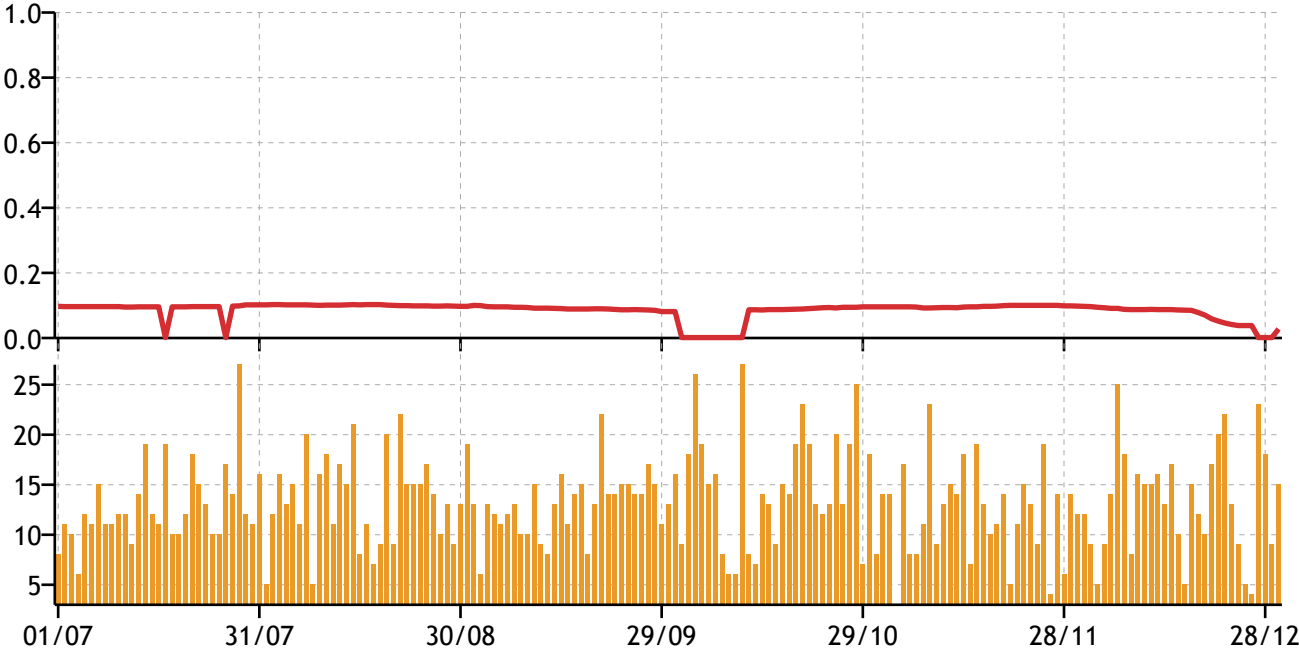


Figure 16: The Postal Service Chart Popularity vs Twitter Coverage

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

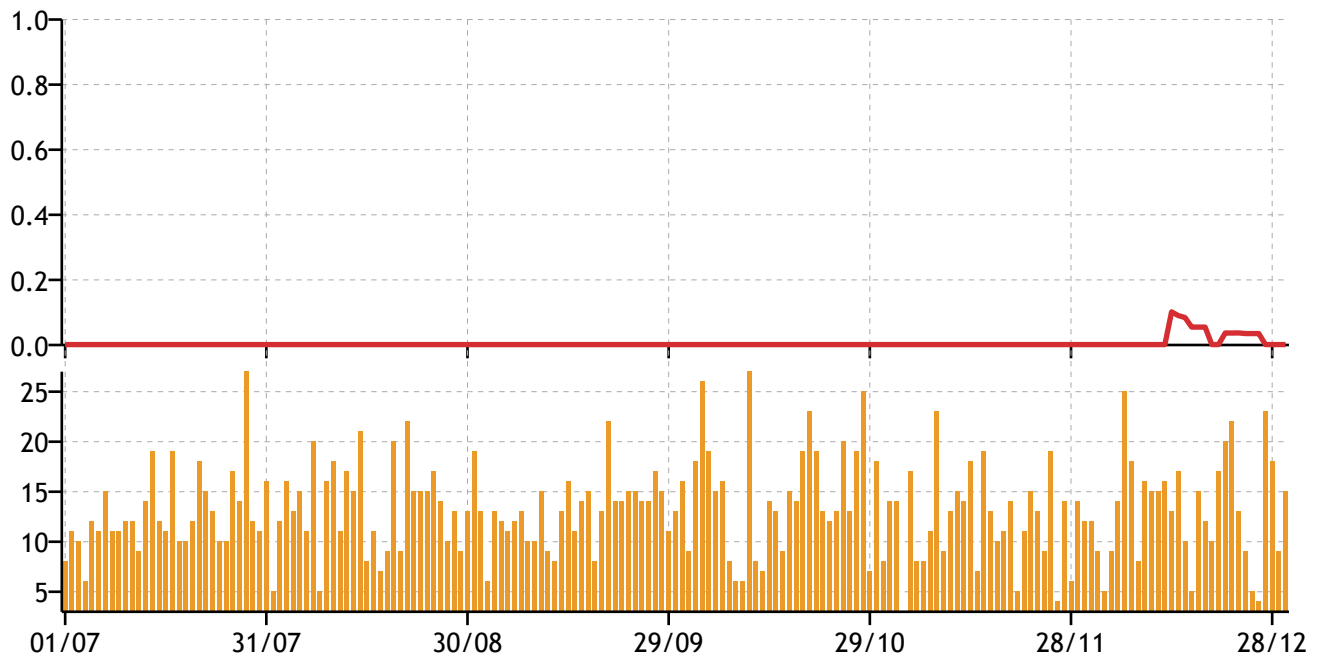


Figure 17: The Postal Service Chart Popularity vs Twitter Coverage

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



# Twitter Users

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

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/texeyes	Brady Smith	Austin, Texas	3	10,156	30,468
2	twitter.com/NickPapaG	Nick Papageorgio	Va. Beach Va.	22	863	18,986
3	twitter.com/SantaDearest	SantaDearest	Coming To Your Town	3	3,811	11,433
4	twitter.com/ramirors	Ramiro Rodriguez	Ni idea!!	9	1,133	10,197
5	twitter.com/husein_goodboy	husein goodboy	ÜT: -6.892739,107.617837	5	1,530	7,650
6	twitter.com/JulianGoma	Julian Rodriguez	Bogota, Colombia	5	1,280	6,400
7	twitter.com/AngelaMcCullagh	Angela McCullagh	Albury & Wodonga -- Australia	4	1,513	6,052
8	twitter.com/gitargirl	gg	Tw	5	1,168	5,840
9	twitter.com/aNorthernSoul	aNorthernSoul	Calgary AB Canada	5	1,143	5,715
10	twitter.com/TotesMcGotes	Totes McGotes	San Diego, CA	3	1,734	5,202
11	twitter.com/nbrx	Gerardo K de Belmont	Mexico, DF	8	615	4,920
12	twitter.com/MyJRNY	Sheri Guyse	Oklahoma City	4	1,187	4,748
13	twitter.com/BrianGreene	Brian Greene	Dublin	3	1,555	4,665
14	twitter.com/cevichica	Luisa Navarro	Bogotá DC	2	2,180	4,360
15	twitter.com/23JUNO	JUNO	okayama japan the earth	3	1,313	3,939
16	twitter.com/makinirite	Robin Pernice	Kansas City, MO	2	1,898	3,796
17	twitter.com/TudoAoContrario	Antonio Mendes	Messines - Algarve - Portugal	3	1,251	3,753
18	twitter.com/Aldobello	Aldo Bello	Bogotá	3	1,219	3,657
19	twitter.com/MiluB	Milu B	Se te perdio algo??	6	553	3,318
20	twitter.com/blipolar	Auro Pastrana		7	448	3,136
21	twitter.com/missmagen23	Magen Martin	miami !	8	373	2,984
22	twitter.com/sn0flke	Lori Patton	Albuquerque, NM	3	974	2,922
23	twitter.com/LacedRadio	Laced Radio TM	Los Angeles, CA/Austin, Tx	4	698	2,792
24	twitter.com/DropOfTrueBlood	Drop Of True Blood		2	1,396	2,792
25	twitter.com/federchicca	Federica		2	1,347	2,694
26	twitter.com/echoingsilence	Em		4	668	2,672
27	twitter.com/mariarenata	Maria Renata Morales	Pepperland	4	649	2,596

Figure 18: Top 50 Users tweeting about The Postal Service

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/Mr_Mulford	Juanca Mulford	Barranquilla, Colombia	5	505	2,525
29	twitter.com/MURC1ELAGO	R M	Acapulco	2	1,251	2,502
30	twitter.com/gadisradio	Dhany Arliyanti	Jakarta, Indonesia	4	554	2,216
31	twitter.com/Crayoladeuva	Crayoleín Masherí	#Saturno	3	725	2,175
32	twitter.com/officerjenny	Chad Treece		10	203	2,030
33	twitter.com/somastros	Sebastián Olivares	Valdivia, Chile	6	338	2,028
34	twitter.com/Liico	Thales de Mendonça	Brazil - World	6	316	1,896
35	twitter.com/Jennyleepenny	Jenny	Atlanta	3	586	1,758
36	twitter.com/alekr2o	Alejandra Cardoso	México, D.F.	6	290	1,740
37	twitter.com/kessaXwitwicky	yogawerda kessawa	iphone:6.204935,107.020825	4	408	1,632
38	twitter.com/Troves	Ramón Torres	Qro- México	2	800	1,600
39	twitter.com/nickmullay	nick mullay	philadelphia	9	166	1,494
40	twitter.com/MacArthur_	Ryan	Utah	3	486	1,458
41	twitter.com/jlamoraleja	Josué Morales	18.420064, -65.993948	3	429	1,287
42	twitter.com/DaniaMCullen	Dania	Tampa,FL	3	412	1,236
43	twitter.com/juanox	Juan Escalona	Concepción, Chile	2	608	1,216
44	twitter.com/retroglamx	Manu	El Salvador	8	145	1,160
45	twitter.com/gaangster	Avatar_Mom	Chicago	3	375	1,125
46	twitter.com/CreepingElm	CreepingElm	Los Angeles	3	371	1,113
47	twitter.com/slightlywinded	Tom Quick	Highbury, ENG, United Kingdom	3	363	1,089
48	twitter.com/glenmeade	Glen Meade Gutiérrez	DFMX	2	534	1,068
49	twitter.com/krezartmac	Kreisna Panji Kemala	ÜT: -7.403579,109.246107	5	213	1,065
50	twitter.com/tgpgabriel	Gabriel Pinheiro	Belo Horizonte - MG	2	530	1,060

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

## Shared Twitter Links

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

URL	Rank	Tweets
<a href="http://tinysong.com/6Uev">http://tinysong.com/6Uev</a>	1	46
<a href="http://www.last.fm/music/The+Postal+Service/_/Such+Great+Heights">http://www.last.fm/music/The Postal Service/_/Such Great Heights</a>	2	42
<a href="http://www.last.fm/music/The+Postal+Service/_/Sleeping+In">http://www.last.fm/music/The Postal Service/_/Sleeping In</a>	3	26
<a href="http://www.last.fm/music/The+Postal+Service">http://www.last.fm/music/The+Postal+Service</a>	4	21
<a href="http://www.last.fm/music/The+Postal+Service/_/Nothing+Better">http://www.last.fm/music/The Postal Service/_/Nothing Better</a>	5	20
<a href="http://www.last.fm/music/The+Postal+Service/_/Brand+New+Colony">http://www.last.fm/music/The Postal Service/_/Brand New Colony</a>	6	19
<a href="http://www.last.fm/music/The+Postal+Service/_/The+District+Sleeps+Alone+Tonight">http://www.last.fm/music/The Postal Service/_/The District Sleeps Alone Tonight</a>	7	19
<a href="http://www.last.fm/music/The+Postal+Service/_/We+Will+Become+Silhouettes">http://www.last.fm/music/The Postal Service/_/We Will Become Silhouettes</a>	8	18
<a href="http://www.last.fm/music/The+Postal+Service/_/Clark+Gable">http://www.last.fm/music/The Postal Service/_/Clark Gable</a>	9	14
<a href="http://www.last.fm/music/The+Postal+Service/_/Natural+Anthem">http://www.last.fm/music/The Postal Service/_/Natural Anthem</a>	10	13
<a href="http://tinysong.com/75b0">http://tinysong.com/75b0</a>	11	11
<a href="http://www.tweekly.fm/user/officerjenny">http://www.tweekly.fm/user/officerjenny</a>	12	10
<a href="http://tinysong.com/7aUW">http://tinysong.com/7aUW</a>	13	9
<a href="http://www.last.fm/music/The+Postal+Service/_/This+Place+Is+a+Prison">http://www.last.fm/music/The Postal Service/_/This Place Is a Prison</a>	14	9
<a href="http://www.last.fm/music/The+Postal+Service/_/Recycled+Air">http://www.last.fm/music/The Postal Service/_/Recycled Air</a>	15	8
<a href="http://tinysong.com/khB1">http://tinysong.com/khB1</a>	16	6
<a href="http://www.foxytunes.com/artist/the+postal+service/track/sleeping+in">http://www.foxytunes.com/artist/the+postal+service/track/sleeping+in</a>	17	6
<a href="http://slacker.com/r/Cvgr0">http://slacker.com/r/Cvgr0</a>	18	5
<a href="http://tinysong.com/7aUT">http://tinysong.com/7aUT</a>	19	5
<a href="http://tinysong.com/7aUU">http://tinysong.com/7aUU</a>	20	5
<a href="http://tinysong.com/6VUR">http://tinysong.com/6VUR</a>	21	5
<a href="http://www.last.fm/music/The+Postal+Service/_/Against+All+Odds">http://www.last.fm/music/The Postal Service/_/Against All Odds</a>	22	5
<a href="http://tinysong.com/iZbx">http://tinysong.com/iZbx</a>	23	5
<a href="http://tinysong.com/jVLo">http://tinysong.com/jVLo</a>	24	4
<a href="http://tinysong.com/7g5T">http://tinysong.com/7g5T</a>	25	4
<a href="http://www.tunewiki.com/t/12v9s">http://www.tunewiki.com/t/12v9s</a>	26	4
<a href="/profile/lan_Aranda/blip/57118713/The+Postal+Service-Such+Great+Heights">/profile/lan_Aranda/blip/57118713/The+Postal+Service-Such+Great+Heights</a>	27	4

Figure 19: Top Shared Links on Twitter mentioning The Postal Service

URL	Rank	Tweets
<a href="http://www.tweekly.fm/user/MrStephenFrank">http://www.tweekly.fm/user/MrStephenFrank</a>	28	4
<a href="http://www.tweekly.fm/user/Kavem4n">http://www.tweekly.fm/user/Kavem4n</a>	29	4
<a href="http://www.tweekly.fm/twitter/Quintino_">http://www.tweekly.fm/twitter/Quintino_</a>	30	4
<a href="http://tinysong.com/jZbR">http://tinysong.com/jZbR</a>	31	3
<a href="http://www.pandora.com:80/land/song/a6e6d673f27d584a?station=64ae7cbb24136bfd4a02afdda26e35a6e3c751e...">http://www.pandora.com:80/land/song/a6e6d673f27d584a?station=64ae7cbb24136bfd4a02afdda26e35a6e3c751e...</a>	32	3
<a href="http://www.pandora.com:80/land/song/46520653c214211e425ba2910f7abf8b?station=5c3ad6e9cf2b7cbefbb4d0d...">http://www.pandora.com:80/land/song/46520653c214211e425ba2910f7abf8b?station=5c3ad6e9cf2b7cbefbb4d0d...</a>	33	3
<a href="/profile/DJGapLogo/blip/55661338/The+Postal+Service-Against+All+Odds+(Phil+Collins+Cover)">/profile/DJGapLogo/blip/55661338/The+Postal+Service-Against+All+Odds+(Phil+Collins+Cover)</a>	34	3
<a href="http://tinysong.com/iQA8">http://tinysong.com/iQA8</a>	35	3
<a href="http://www.tweekly.fm/user/HeatherWeather">http://www.tweekly.fm/user/HeatherWeather</a>	36	3
<a href="http://www.tweekly.fm/user/slightlywinded">http://www.tweekly.fm/user/slightlywinded</a>	37	3
<a href="http://www.tweekly.fm/user/plafleur">http://www.tweekly.fm/user/plafleur</a>	38	3
<a href="http://blip.fm/-v56pf">http://blip.fm/-v56pf</a>	39	3
<a href="http://www.last.fm/music/The+Postal+Service/_/Be+Still+My+Heart">http://www.last.fm/music/The+Postal+Service/_/Be+Still+My+Heart</a>	40	3
<a href="http://ow.ly/2hQX9">http://ow.ly/2hQX9</a>	41	3
<a href="http://www.tweekly.fm/user/benandtimmys">http://www.tweekly.fm/user/benandtimmys</a>	42	3
<a href="http://tinysong.com/niB1">http://tinysong.com/niB1</a>	43	3
<a href="http://www.pandora.com:80/land/song/7bbd41a5c160fcbd?station=5f0442ce225f5ed96b7efed5dd3c84174a8fd03...">http://www.pandora.com:80/land/song/7bbd41a5c160fcbd?station=5f0442ce225f5ed96b7efed5dd3c84174a8fd03...</a>	44	3
<a href="http://www.tweekly.fm/twitter/ryanvantol">http://www.tweekly.fm/twitter/ryanvantol</a>	45	3
<a href="http://tln.kr/2hmv">http://tln.kr/2hmv</a>	46	3
<a href="http://www.tweekly.fm/user/kbrownbear">http://www.tweekly.fm/user/kbrownbear</a>	47	3
<a href="http://www.pandora.com:80/land/song/dd399a6024c35503?station=0747a9598f4407c1cb26f5cc07a03af38598f9b...">http://www.pandora.com:80/land/song/dd399a6024c35503?station=0747a9598f4407c1cb26f5cc07a03af38598f9b...</a>	48	3
<a href="http://www.tweekly.fm/twitter/petiteuphony">http://www.tweekly.fm/twitter/petiteuphony</a>	49	3
<a href="http://www.tweekly.fm/user/CleerONE">http://www.tweekly.fm/user/CleerONE</a>	50	3
<a href="http://www.last.fm/music/The+Postal+Service/_/Such+Great+Heights+(Iron+and+Wine+cover)">http://www.last.fm/music/The+Postal+Service/_/Such+Great+Heights+(Iron+and+Wine+cover)</a>	51	3
<a href="http://www.tweekly.fm/user/djkieri">http://www.tweekly.fm/user/djkieri</a>	52	2
<a href="http://www.pandora.com:80/land/song/a6e6d673f27d584a?station=277167d12170366469390a36baf59e4c029f664...">http://www.pandora.com:80/land/song/a6e6d673f27d584a?station=277167d12170366469390a36baf59e4c029f664...</a>	53	2
<a href="/profile/Neruda65/blip/49730900/Such+Great+Heights-The+Postal+Service">/profile/Neruda65/blip/49730900/Such+Great+Heights-The+Postal+Service</a>	54	2
<a href="http://www.tweekly.fm/user/fieldrecords">http://www.tweekly.fm/user/fieldrecords</a>	55	2
<a href="http://www.tweekly.fm/user/asicore">http://www.tweekly.fm/user/asicore</a>	56	2
<a href="http://www.tweekly.fm/user/brianfoster">http://www.tweekly.fm/user/brianfoster</a>	57	2
<a href="http://www.tweekly.fm/user/perrysalyer">http://www.tweekly.fm/user/perrysalyer</a>	58	2
<a href="/profile/Ian_Aranda/blip/57012813/The+Postal+Service-District+Sleeps+Alone+Tonight+(DJ+Downfall+Re...">/profile/Ian_Aranda/blip/57012813/The+Postal+Service-District+Sleeps+Alone+Tonight+(DJ+Downfall+Re...</a>	59	2
<a href="http://www.stereomood.com/song/27810">http://www.stereomood.com/song/27810</a>	60	2

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

# News Coverage

## News Popularity

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

1308th Overall Rank

73 Articles

0.002% Share

Artist	Rank	Articles	Share
Grizzly Bear	323rd	404	0.010%
Iron & Wine	463rd	299	0.007%
Gary Numan	487th	286	0.007%
Death Cab For Cutie	564th	247	0.006%
Franz Ferdinand	676th	196	0.005%
Owl City	978th	125	0.003%
Explosions in the Sky	1008th	118	0.003%
The Postal Service	1308th	73	0.002%

Figure 20: News Coverage Comparison

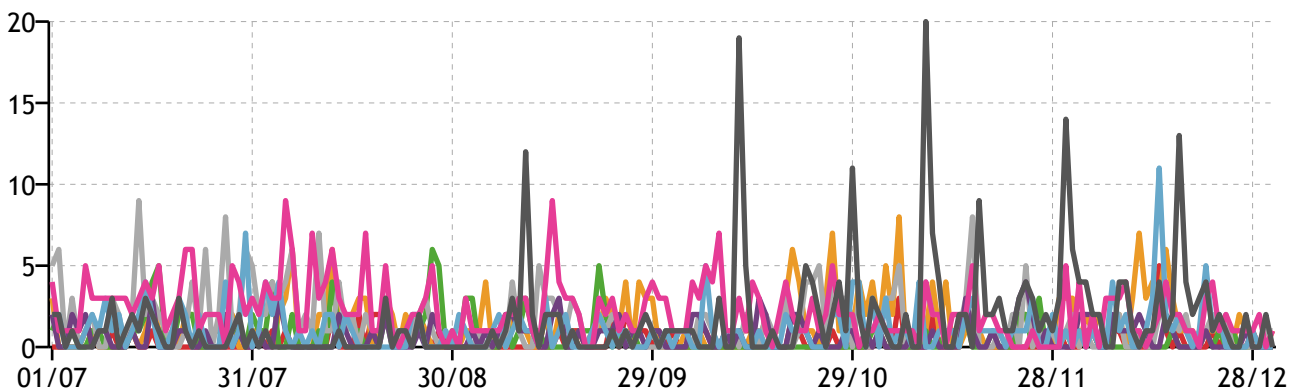
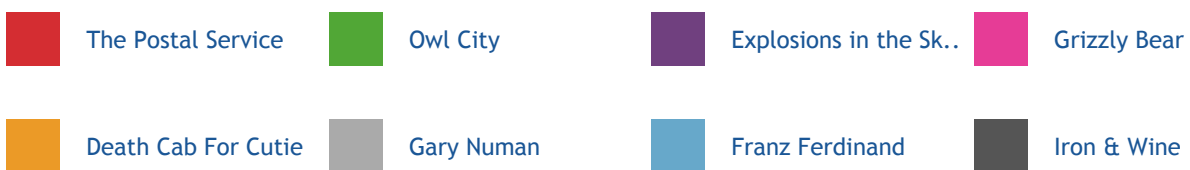


Figure 21: News Coverage over Time



# News Comparison

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

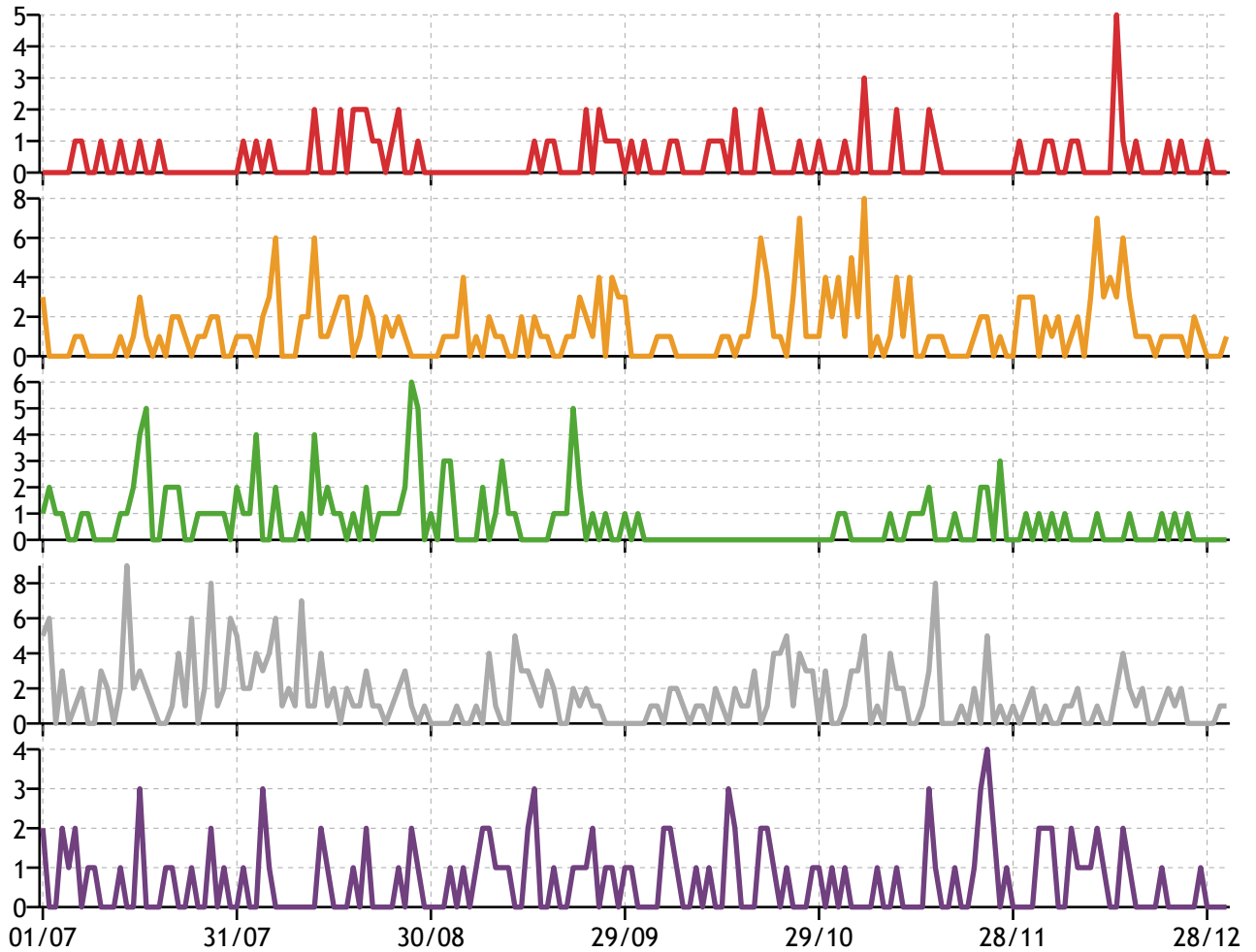
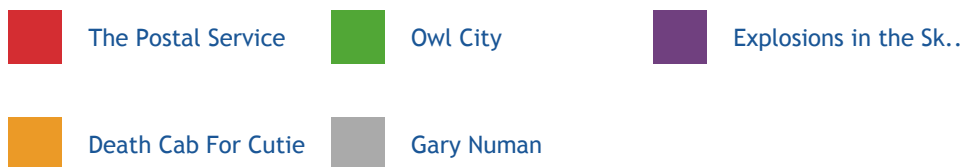


Figure 22: Comparisons for The Postal Service



# Mainstream Chart vs Sentiment

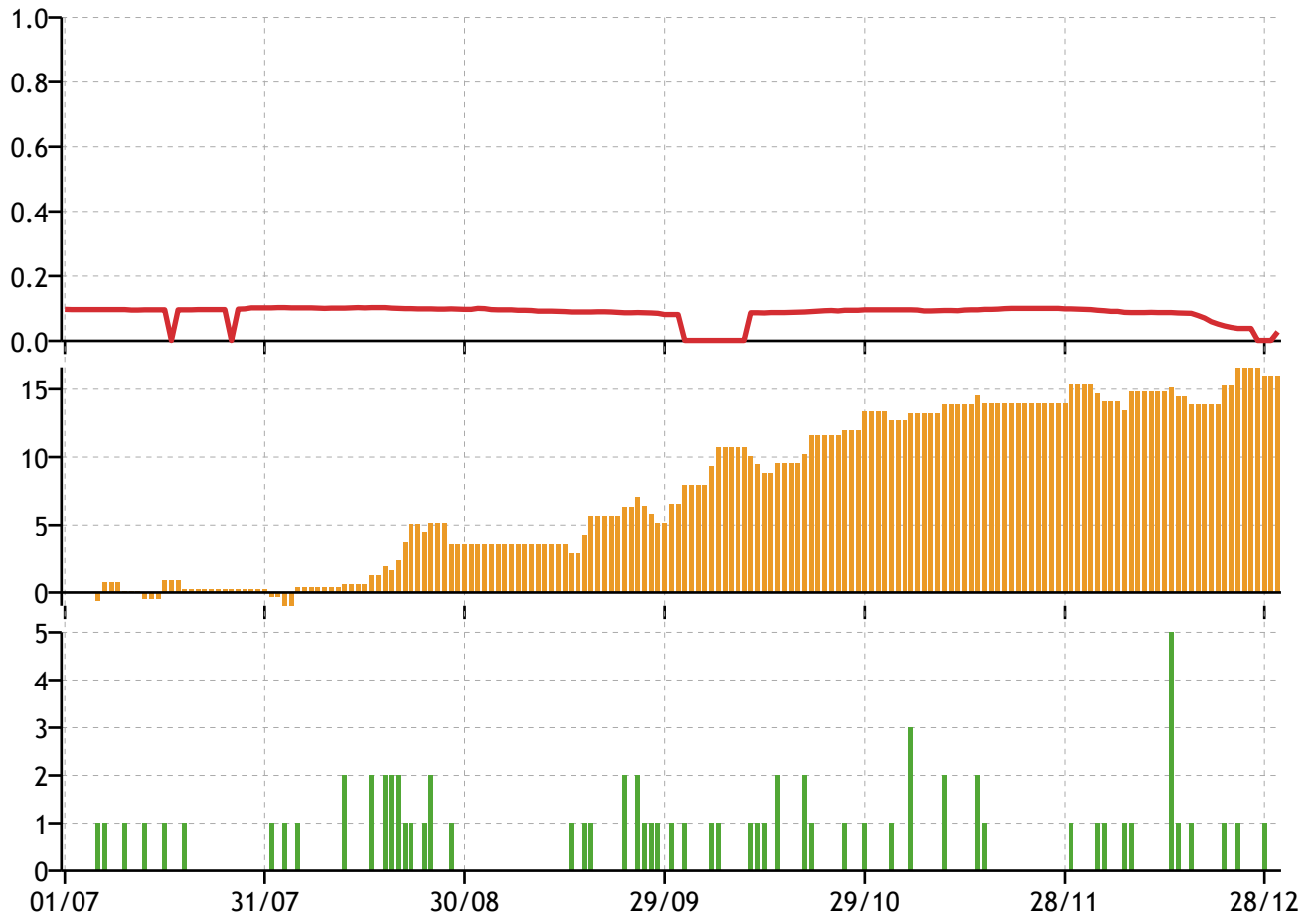


Figure 23: The Postal Service Chart Popularity vs News Sentiment + Volume

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 Postal Service that day.



# Emerging Chart vs Sentiment

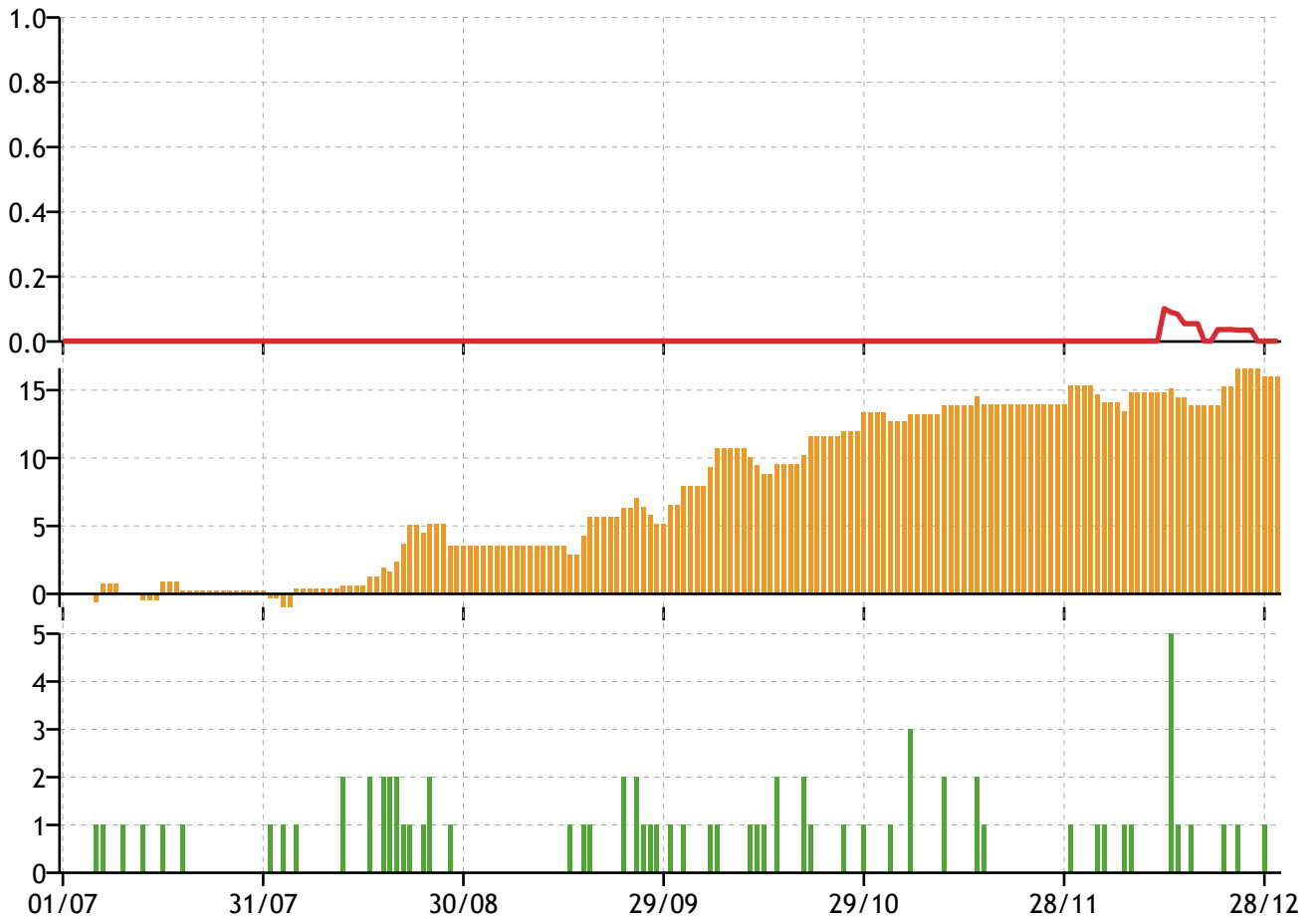
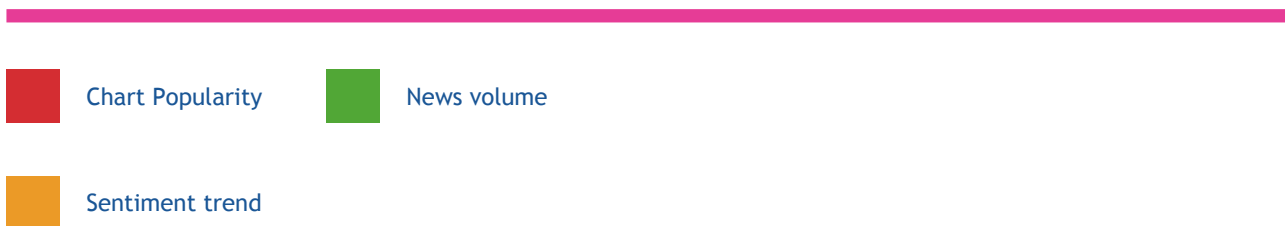


Figure 24: The Postal Service Chart Popularity vs News Sentiment + Volume

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 Postal Service that day.



# Top Publishers

- My Old Kentucky Blog
- Pitchfork
- Clash Music
- Fong Songs
- Hidden Track
- Jonk Music
- Other



Figure 25: Top Publishers related to The Postal Service

Top Publishers	Mentions
My Old Kentucky Blog	5
Pitchfork	4
Clash Music	2
Fong Songs	2
Hidden Track	2
Jonk Music	2
Audio Overflow	2
MUZORAMA	1
The Music Slut	1
Rolling Stone: Album Reviews	1
i (heart) music	1
swedesplease	1
Raised on Indie	1
Alankomaat	1
KEXP Blog	1

Figure 26: Most frequently mentioned Top Publishers

# Top News Publishers

Publisher	Rank	Articles
My Old Kentucky Blog - <a href="http://myoldkyhome.blogspot.com">http://myoldkyhome.blogspot.com</a>	1	5
Pitchfork - <a href="http://pitchfork.com/">http://pitchfork.com/</a>	2	4
Clash Music - <a href="http://www.clashmusic.com/">http://www.clashmusic.com/</a>	3	2
Fong Songs - <a href="http://fongsongs.blogspot.com/index.html">http://fongsongs.blogspot.com/index.html</a>	4	2
Hidden Track - <a href="http://www.glidemagazine.com/hiddentrack">http://www.glidemagazine.com/hiddentrack</a>	5	2
Jonk Music - <a href="http://jonkmusic.blogspot.com">http://jonkmusic.blogspot.com</a>	6	2
Audio Overflow - <a href="http://audiooverflow.blogspot.com/">http://audiooverflow.blogspot.com/</a>	7	2
MUZORAMA - <a href="http://muzorama.blogspot.com/">http://muzorama.blogspot.com/</a>	8	1
The Music Slut - <a href="http://themusicslut.com">http://themusicslut.com</a>	9	1
Rolling Stone: Album Reviews - <a href="http://www.rollingstone.com/">http://www.rollingstone.com/</a>	10	1
i (heart) music - <a href="http://www.iheartmusic.net/serendipity/">http://www.iheartmusic.net/serendipity/</a>	11	1
swedesplease - <a href="http://www.swedesplease.net/">http://www.swedesplease.net/</a>	12	1
Raised on Indie - <a href="http://www.raisedonindie.com/">http://www.raisedonindie.com/</a>	13	1
Alankomaat - <a href="http://alankomaat.blogspot.com/index.html">http://alankomaat.blogspot.com/index.html</a>	14	1
KEXP Blog - <a href="http://blog.kexp.org/blog/">http://blog.kexp.org/blog/</a>	15	1
bigstereo - <a href="http://this.bigstereo.net">http://this.bigstereo.net</a>	16	1
das klienicum - <a href="http://dasklienicum.blogspot.com/">http://dasklienicum.blogspot.com/</a>	17	1
stereogum - <a href="http://www.stereogum.com/">http://www.stereogum.com/</a>	18	1
The Rawking Refuses To Stop! - <a href="http://rawkblog.blogspot.com">http://rawkblog.blogspot.com</a>	19	1
The POP! Stereo - <a href="http://popstereo.blogspot.com/">http://popstereo.blogspot.com/</a>	20	1
Guardian music - <a href="http://www.guardian.co.uk/music">http://www.guardian.co.uk/music</a>	21	1
...SoTB - <a href="http://sideoftheblog.blogspot.com/">http://sideoftheblog.blogspot.com/</a>	22	1
Prefix Magazine - <a href="http://prefixmag.com">http://prefixmag.com</a>	23	1

Figure 27: Top 23 Publishers mentioning The Postal Service

## Best 5 News Days

1

### 14 December 2010 : 5 articles

#### Popular Articles this Day

##### [The Postal Service](#)

My Old Kentucky Blog, 14 December 2010

Man, I love Ben Gibbard and The Postal Service. Pure genius. I can't even decide what my favorite song even is...Such Great Heights or The District Sleeps Alone Tonight...hmmm. Both ...

##### [Heart Attack, Sleater-Kinney & More](#)

My Old Kentucky Blog, 14 December 2010

Holy geez...so UK squeeks by in the first round against gritty "low-major" Eastern Kentucky. A tough win in the first round can be good for the next game, but it ...

##### [The Big Payback...](#)

My Old Kentucky Blog, 14 December 2010

I'm back from my mini-break today...Florida was rainy, but we still had a great time. The ocean was angry! There were some big waves for that area of Florida and ...

##### [sweet sassy music molassy...](#)

My Old Kentucky Blog, 14 December 2010

The Postal Service - Give Up Album (back up!) Bloc Party - Silent Alarm Album (link corrected! - Thanks Dan) Phish - Farmhouse Album Big ol' directory of music A ...

##### [One for the road...](#)

My Old Kentucky Blog, 14 December 2010

All sorts of tender vittles here ...Killers, Arcade Fire, Metric, Modest Mouse, Shins, Kills, Unicorns, The Postal Service, Death Cab, Belle & Sebastian, The Dears and a lot more. Me ...

2

### 05 November 2010 : 3 articles

#### Popular Articles this Day

##### [Ben Gibbard Covers Radiohead, Duets With Zooey Deschanel](#)

Under the Radar, 05 November 2010

Last night, Ben Gibbard hit the stage at Seattle's Crocodile to raise money for youth organization Teen Feed. In addition to a few oldie but goodies from bands Death Cab ...

## Two Door Cinema Club

Jonk Music, 05 November 2010

"Something Good Can Work" from the album Tourist History 2010 iTunes Though Two Door Cinema Club's music is resolutely indie at heart, the band released its early singles on the ...

## Watch Death Cab's Ben Gibbard Duet With Zooey Deschanel, Cover Radiohead, Play New Song

Pitchfork, 05 November 2010

Photo by Michael Alan Goldberg Last night, Death Cab for Cutie frontman Ben Gibbard played a solo acoustic show at Seattle's Crocodile, a benefit for the homeless youth organization Teen ...

3

### 12 August 2010 : 2 articles

#### Popular Articles this Day

##### Slottet

swedesplease, 12 August 2010

If everybody could pull off the sound made famous by The Postal Service we would have a lot more pretenders like Owl City. But I guess it's more difficult than ...

##### The Postal Service – We Will Become Silhouettes

Raised on Indie, 12 August 2010

Like this video? Come see thousands more at the Net's biggest, uncensored, completely diy punk, hardcore, indie and alternative music video site, BlankTV.com! We've got News, Games, Contests and the ...

4

### 16 August 2010 : 2 articles

#### Popular Articles this Day

##### The Postal Service: The District Sleeps Alone (Club Seal's...

La 3e heure!, 16 August 2010

The Postal Service : The District Sleeps Alone ( Club Seal 's Dubstep Remix) - MP3 Il n'y a bien que Miike Snow qui puisse se mesurer au projet The ...

##### [Dubstep] The Postal Service – The District Sleeps Alone (Club Seal's Dubstep Remix)

The Music Ninja, 16 August 2010

It is 2am and I am wrapping up the day cleaning the apartment full of beer bottle caps and this relaxing gift arriving at my inbox could not have come ...

## 18 August 2010 : 2 articles

### Popular Articles this Day

#### [The Postal Service – The District Sleeps Alone \(Club Seal’s Dubstep Remix\)](#)

earmilk.com, 18 August 2010

Stumbled across a pretty sweet Dubstep remix of “The District Sleeps Alone Tonight” by The Postal Service. The remix was done by Club Seal who hails from Calgary, Canada. If ...

#### [Hello again, long-lost pen-pals! I could sit around and make...](#)

sum the greater, 18 August 2010

Hello again, long-lost pen-pals! I could sit around and make loads of excuses for why this new mix took so long to find you, but that would just be sad. ...

## News Highlights

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

### July

"The Postal Service has actually described the making of a home-movie in which Gibbard tries to recreate that idealistic love. I only wish I were man ..."

Fri 16/07 - 7 Pop Albums No Dude Should Be Ashamed to Love - Audio Overflow

### October

"The Postal Service to the extent that it strips it of much originality. Weathervanes is not so much something new as an amalgamation of bits and ..."

Wed 06/10 - Freelance Whales – Weathervanes (French Kiss) [Review] - Rockfeedback

### December

"The Postal Service was a band for a specific time, never built to last. Hearing Give Up today mostly just reminds me of The O.C"

Fri 03/12 - Death Cab for Cutie, Dntel, The Postal Service: Hoping For A New Postal Service Album? Don't Hold Your Breath - Prefix Magazine

# 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