

The Tallest Man On Earth

Music Media Analysis
July to December 2010

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Overview

125th on Emerging Charts

1323rd in the Music Press

This report reviews the popularity of The Tallest Man On Earth on the music charts and in the music news for the period July to December 2010. It benchmarks The Tallest Man On Earth 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 Tallest Man On Earth compared to similar artists. The Tallest Man On Earth was ranked 125th overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for The Tallest Man On Earth was 14th.

125th Overall Rank

14th Best Position

Artist	Rank	Best Position
Best Coast	1st	2
Bon Iver	6th	4
Broken Social Scene	105th	12
Local Natives	114th	13
The Tallest Man On Earth	125th	14
Ratatat	205th	20
Sharon Van Etten	657th	73
Megafaun	715th	80

Figure 1: Artist Emerging Ranks

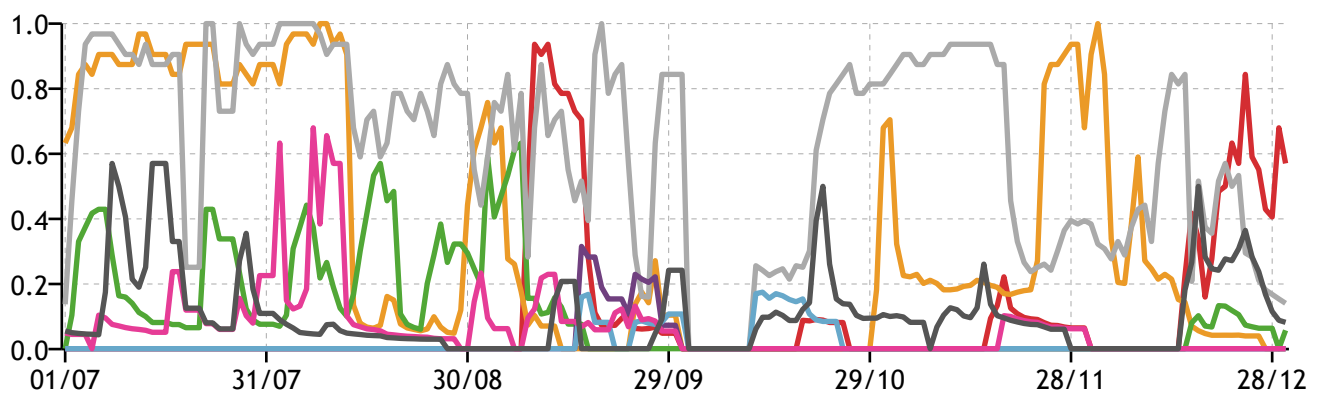


Figure 2: Artist Mainstream Emerging Popularity over Time



Emerging Comparison

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

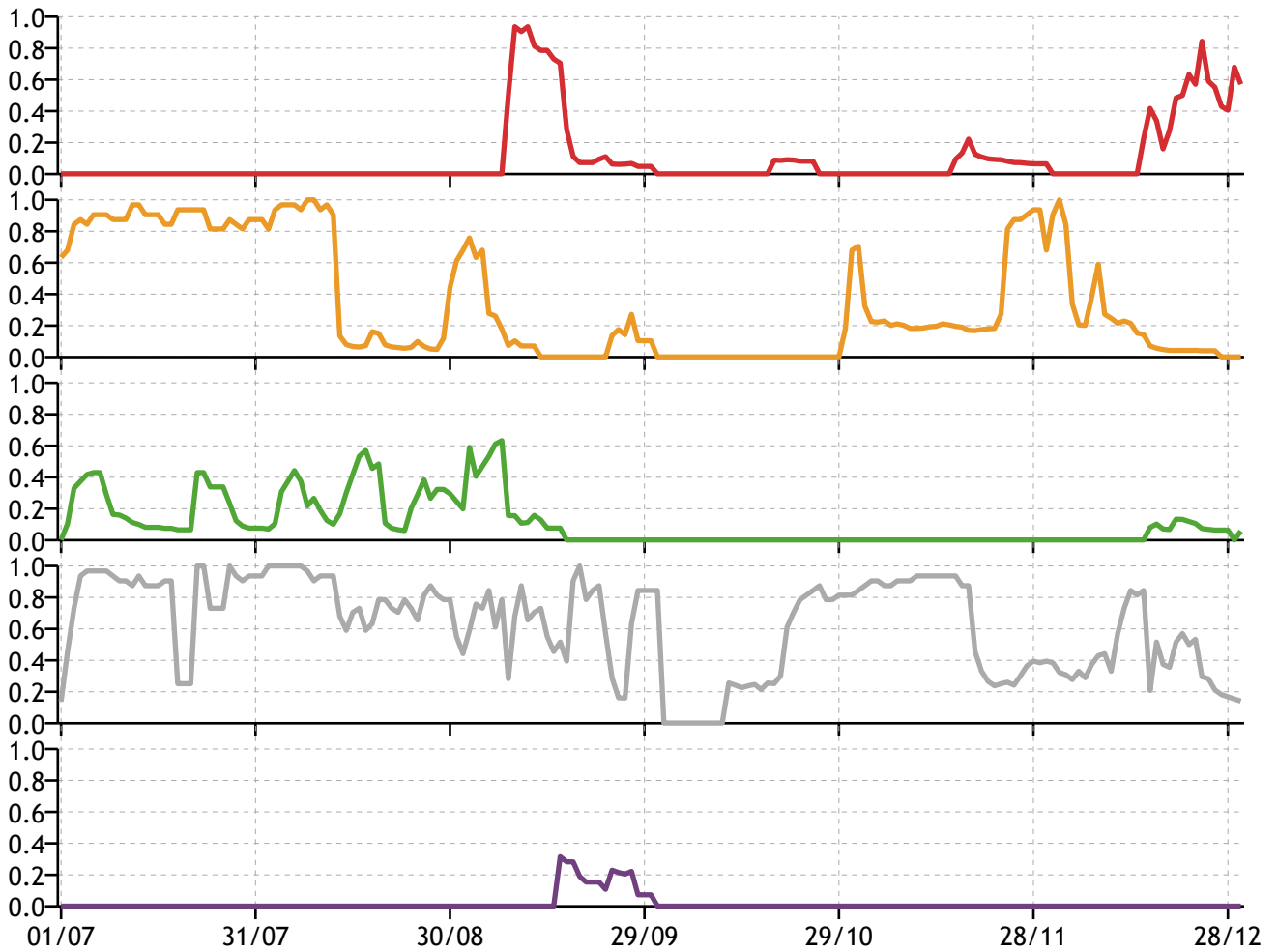
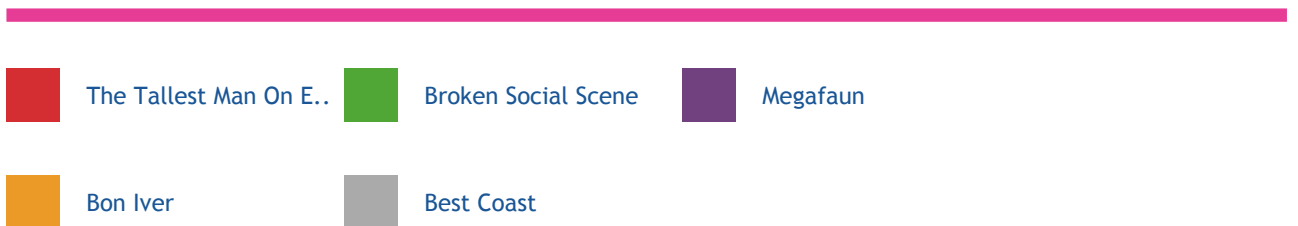


Figure 3: Comparisons for The Tallest Man On Earth



Emerging Singles

This section presents the best charting singles for The Tallest Man On Earth on the Emerging We Are Hunted charts

Like the Wheel

Best Single

2nd

Best Position

Single	Best Position
Like the Wheel	2
The Dreamer	4
Little River	14
Graceland (Paul Simon Cover)	83
Tangle in This Trampled Wheat	199
Thrown Right at Me	200
Thousand Ways	204
Where I Thought I Met the Angels	205

Figure 4: Best Single Positions

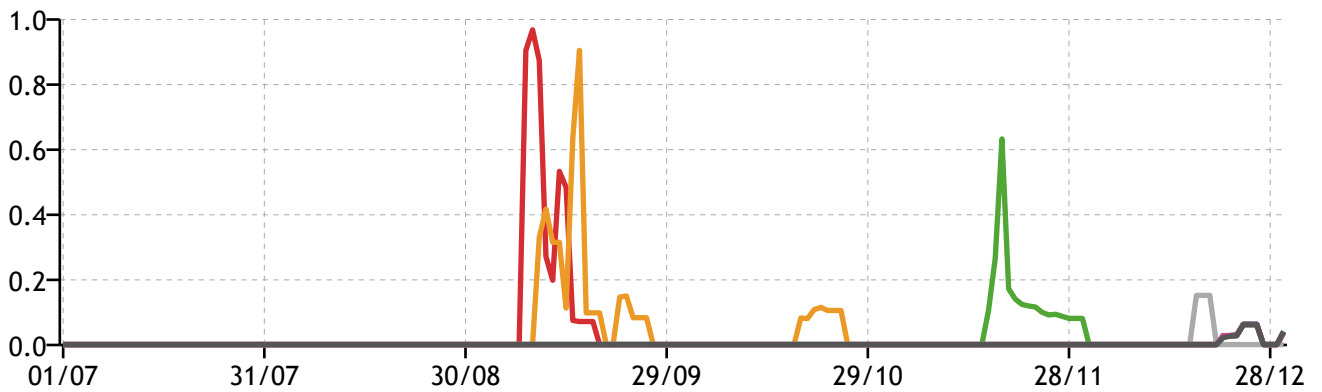


Figure 5: Singles Chart Comparison over Time



Emerging Singles Comparison

This section compares the emerging chart performance of the most popular singles released by The Tallest Man On Earth. 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.

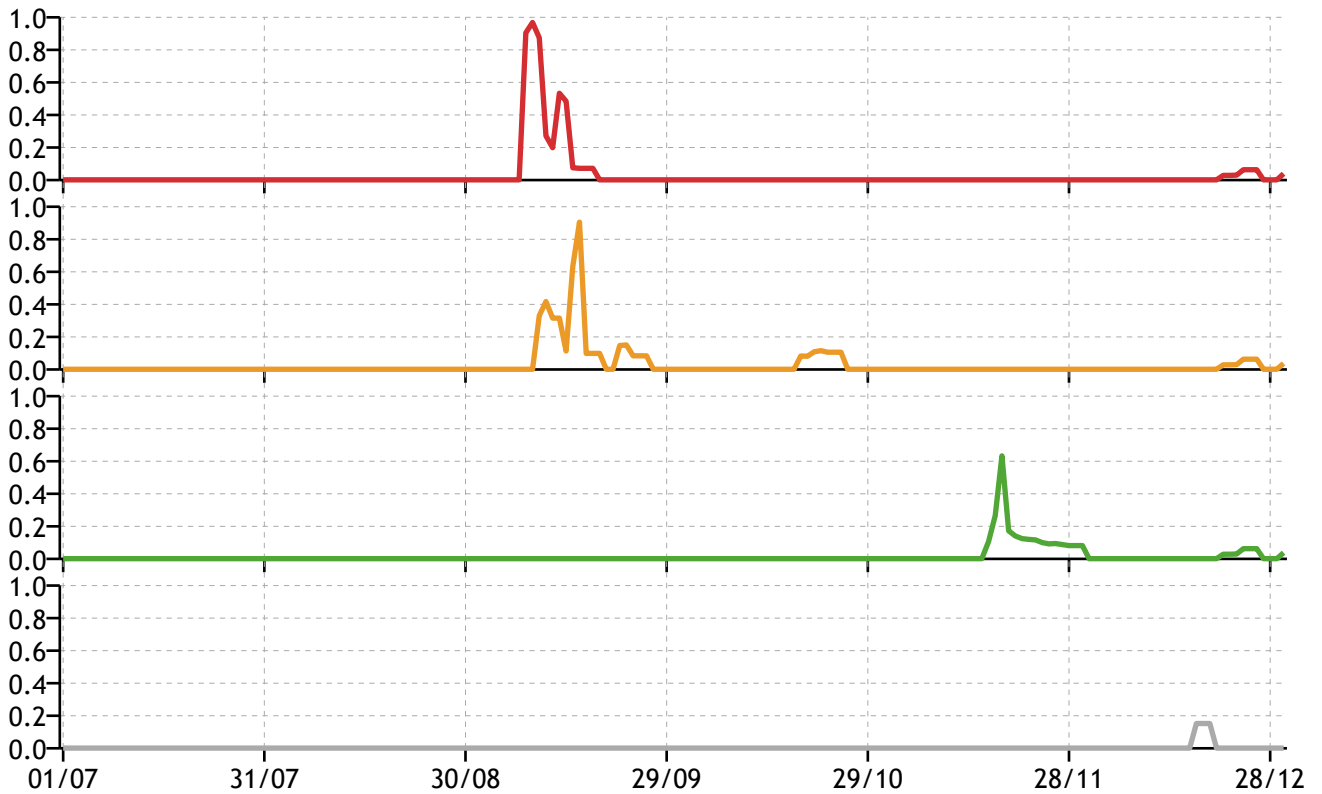


Figure 6: Chart ranking for The Tallest Man On Earth

- Like the Wheel
- The Dreamer
- Little River
- Graceland (Paul Simo..)

News Coverage

News Popularity

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

1323rd Overall Rank

72 Articles

0.002% Share

Artist	Rank	Articles	Share
Best Coast	39th	1,310	0.033%
Broken Social Scene	110th	810	0.020%
Bon Iver	166th	644	0.016%
Local Natives	188th	580	0.014%
Sharon Van Etten	395th	347	0.009%
Ratatat	444th	312	0.008%
Megafaun	994th	122	0.003%
The Tallest Man On Earth	1323rd	72	0.002%

Figure 7: News Coverage Comparison

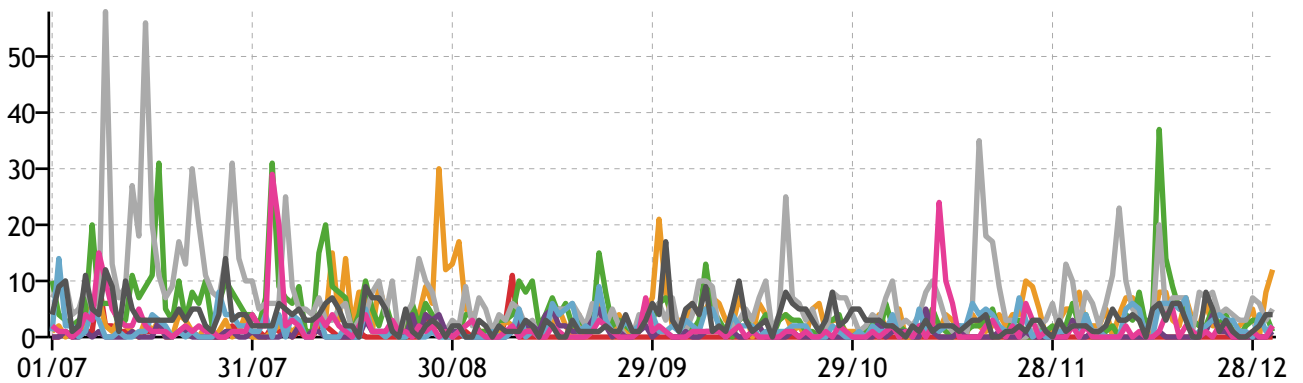
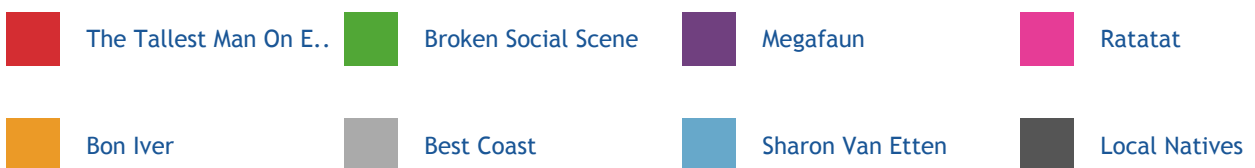


Figure 8: News Coverage over Time



News Comparison

This section compares the number of music articles mentioning The Tallest Man On Earth during this time period to similar artists.



Figure 9: Comparisons for The Tallest Man On Earth



Emerging Chart vs Sentiment

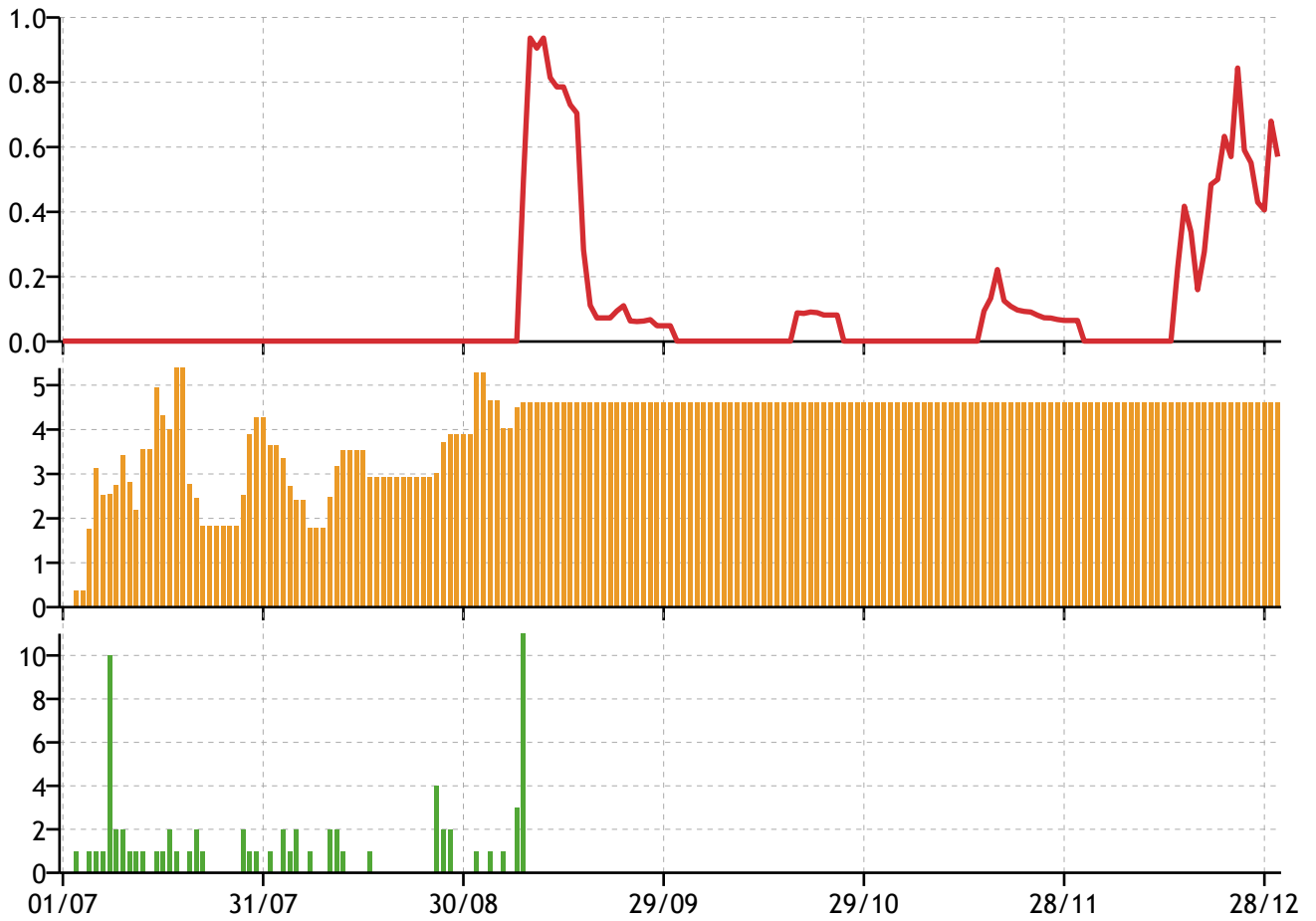
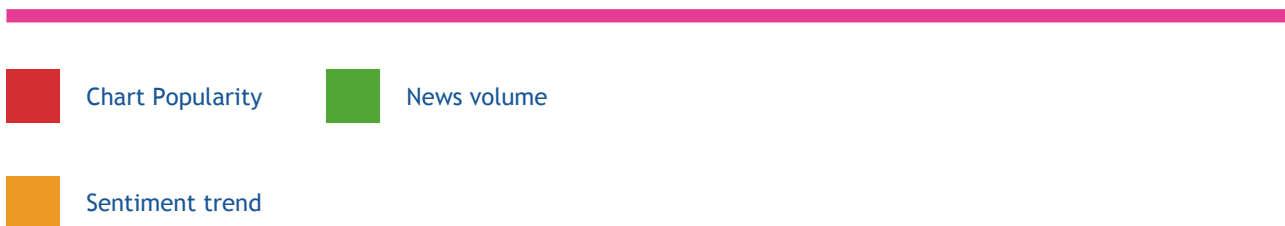


Figure 10: The Tallest Man On Earth Chart Popularity vs News Sentiment + Volume

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 Tallest Man On Earth that day.



Top Publishers

- Pitchfork
- Raised on Indie
- DoucheBagFace
- das klienicum
- Prefix Magazine
- The Music Slut
- Other



Figure 11: Top Publishers related to The Tallest Man On Earth

Top Publishers	Mentions
Pitchfork	5
Raised on Indie	4
DoucheBagFace	3
das klienicum	3
Prefix Magazine	3
The Music Slut	2
Consequence of Sound	2
It's a trap! Scandinavian music	2
Muzzle of Bees	2
CreamTeam	1
brooklynvegan	1
Largehearted Boy	1
Chromewaves	1
Bottom of the Glass	1
We All Want Someone To Shout For	1

Figure 12: Most frequently mentioned Top Publishers

Top News Publishers

Publisher	Rank	Articles
Pitchfork - http://pitchfork.com/	1	5
Raised on Indie - http://www.raisedonindie.com/	2	4
DoucheBagFace - http://www.dbf-music.com/	3	3
das klienicum - http://dasklienicum.blogspot.com/	4	3
Prefix Magazine - http://prefixmag.com	5	3
The Music Slut - http://themusicslut.com	6	2
Consequence of Sound - http://www.consequenceofsound.net/	7	2
It's a trap! Scandinavian music - http://itsatrap.com/index.php	8	2
Muzzle of Bees - http://www.muzzleofbees.com	9	2
CreamTeam - http://www.creamteam.tv	10	1
brooklynvegan - http://www.brooklynvegan.com/	11	1
Largehearted Boy - http://blog.largeheartedboy.com/	12	1
Chromewaves - http://www.chromewaves.net	13	1
Bottom of the Glass - http://bottom-of-the-glass.blogspot.com	14	1
We All Want Someone To Shout For - http://www.weallwantsomeone.com/	15	1
Music For Kids Who Can't Read Good - http://www.musicforants.com/blog/	16	1
Indie For Bunnies - http://www.indieforbunnies.com	17	1
Number One Millionaire - http://numberonemillionaire.blogspot.com/	18	1
Berkeley Place - http://www.berkeleyplaceblog.com	19	1
It All Started With Carbon Monoxide - http://itallstarted.wordpress.com	20	1
thepunkguy - http://www.thepunkguy.com	21	1

Figure 13: Top 21 Publishers mentioning The Tallest Man On Earth

Best 5 News Days

1

08 September 2010 : 11 articles

Popular Articles this Day

The Tallest Man on Earth: Tallest Man On Earth Drops New EP, "Sometimes The Blues Is Just A Passing Bird"

Prefix Magazine, 08 September 2010

Sweden's Kristian Matsson-- moniker the Tallest Man on Earth -- has been bringing us his fingerpicked guitars, inscrutable lyrics and neo-Dylan stylings for around four years now, his most recent ...

MP3: The Tallest Man On Earth – “Like The Wheel”

MBV Music, 08 September 2010

The Tallest Man On Earth – “Like The Wheel” From his new EP, Sometimes The Blues Is Just A Passing ... [Click through to continue reading this post]

Surprise! New EP from The Tallest Man on Earth Available for Download Today on iTunes

Dead Oceans, 07 September 2010

We've got tremendous news for fans of The Tallest Man on Earth – today a new EP called Sometimes the Blues Is Just A Passing Bird was made for sale ...

New EP coming from The Tallest Man on Earth

It's a trap! Scandinavian music, 08 September 2010

Pitchfork reports that there's a new EP from The Tallest Man on Earth on the way called "Sometimes the blues is just a passing bird": <http://pitchfork.com/news/39961-the-tallest-man-on-earth-releases-new-ep/> It's already available digitally, ...

THE TALLEST MAN ON EARTH - “Like A Wheel” (d/l) Absolutely...

adarsh.me, 08 September 2010

“Like A Wheel” (d/l) Absolutely beautiful acoustic americana from the ironically Swedish troubadour... from the upcoming Sometimes The Blues Is Just A Passing Bird EP out on CD ...

My Top 5 Artists (Week Ending 2010-9-5)

adarsh.me, 07 September 2010

My Top 5 Artists (Week Ending 2010-9-5) : The Tallest Man on Earth (23) The Black Keys (6) Raghu Dixit (6) Sigur Rós (6) Bon Iver (5) Imported from Last.fm ...

New EP From Tallest Man On Earth Available Today On iTunes, Offer Free Download

Frantik Mag, 08 September 2010

Surprise! Before anyone woke up this morning, an EP no one knew was coming has been made for sale in the iTunes store. The Tallest Man On Earth's new EP, ...

The Tallest Man On Earth releases new EP today!

Muzzle of Bees, 08 September 2010

Talk about a great surprise to come back to after a holiday weekend! The Tallest Man On Earth released a new EP, Sometimes the Blues Is Just A Passing Bird ...

Catch a Glimpse of S. Carey's Record Release Show Before the Band Embarks on Tour With The Tallest Man on Earth

Raised on Indie, 08 September 2010

Sean Carey's record release show at Minneapolis' Southern Theater marked his inaugural performance as S. Carey, but you wouldn't have guessed it. Accompanied by Jeremy Boettcher, Zach Hanson, Nick Ball ...

THE TALLEST MAN ON EARTH "Like A Wheel" Absolutely...

Have It Your Way..., 08 September 2010

THE TALLEST MAN ON EARTH "Like A Wheel" Absolutely beautiful acoustic americana from the ironically Swedish troubadour... from the upcoming Sometimes The Blues Is Just A Passing Bird EP out ...

2

08 July 2010 : 10 articles

Popular Articles this Day

Daily Downloads (Shapes and Sizes, The Tallest Man on Earth, and more)

Largehearted Boy, 08 July 2010

Every day, Daily Downloads offers 10 free and legal mp3 downloads, plus free and legal live sets from around the internet. Today's free and legal mp3 downloads: Balmorhea: "Night Squall" ...

The Tallest Man On Earth Fall Tour!

Dead Oceans, 08 July 2010

The Tallest Man on Earth tour with Bon Iver introduced Kristian Matsson to large audiences across the US in late 2008. In April, he released the critically-acclaimed album, The Wild ...

THE TALLEST MAN ON EARTH SETS NA TOUR

The Music Slut, 08 July 2010

Catch him at: 9/8/10 Vancouver, BC – Rickshaw Theatre 9/9/10 Seattle, WA – Neumos 9/10/10 Portland, OR – Doug Fir Lounge 9/12/10 Big Sur, CA – The Henry Miller Library ...

The Tallest Man on Earth touring w/ Bon Iver member S. Carey (who is releasing an album) - 2010 tour dates

MusicBlips, 08 July 2010

by Andrew Frisicano Tallest Man On Earth @ Highline Ballroom in April (more by Dominick Mastrangelo) Sweden's Tallest Man On Earth will be going to Europe after his ...

Sirius playlist week #27

It's a trap! Scandinavian music, 07 July 2010

Here's the playlist for this week's radio show Sirius XMU: 01. TALK 1 02. Makthaverskan - Inside of me 03. Swedish House Mafia - One 04. Elias & the Wizzkids ...

Ratatat – Fall 2010 Tour Dates (playing Dallas)

DoucheBagFace, 08 July 2010

Ratatat has announced a bunch of fall tour dates in support of the just released LP4, including a stop here in Dallas on September 28th at the Palladium. They were ...

The Tallest Man On Earth announces fall tour

Consequence of Sound, 08 July 2010

Plus! A little Bon Iver...

The Tallest Man On Earth tours to verify rest of world still shorter than he

Chromewaves, 08 July 2010

Julia MårdYou can probably scientifically and quantitatively prove that there is nothing fresh or original about what Swede Kristian Mattsson does under his stage name of The Tallest Man On ...

The Tallest Man On Earth: The Tallest Man on Tour

motor.de News, 08 July 2010

Unterwegs: Folk-Sänger Kristian Mattson alias The Tallest Man On Earth wird sich im Sommer und Herbst wieder auf Reisen durch deutsche Festival-Gefilde und Konzerthallen begeben. Mit im Gepäck hat er ...

The Tallest Man on Earth touring w/ Bon Iver member S. Carey (who is releasing an album) - 2010 tour dates

brooklynvegan, 08 July 2010

by Andrew Frisicano Tallest Man On Earth @ Highline Ballroom in April (more by Dominick Mastrangelo) Sweden's Tallest Man On Earth will be going to Europe after his set at ...

26 August 2010 : 4 articles

Popular Articles this Day

The Tallest Man on Earth , S. Carey: Win Tickets To The Tallest Man on Earth and S. Carey @ The Music Box Presented By Aquarium Drunkard

Prefix Magazine, 26 August 2010

On September 14, The Tallest Man on Earth and S. Carey will be performing at The Music Box in L.A. The show is being presented by Aquarium Drunkard and we ...

The Tallest Man on Earth and Megafaun cover Gillian Welch at Green Man Festival

Dead Oceans, 26 August 2010

The Tallest Man on Earth teamed up with Megafaun at the UK's Green Man Festival last weekend, performing a heart wrenching cover of Gillian Welch's "Everything is Free." Last time ...

The Tallest Man on Earth and Megafaun cover Gillian Welch at Green Man Festival

Raised on Indie, 26 August 2010

The Tallest Man on Earth teamed up with Megafaun at the UK's Green Man Festival last weekend, performing a heart wrenching cover of Gillian Welch's "Everything is Free." Last time ...

Watch Megafaun and the Tallest Man on Earth Cover Gillian Welch, Bon Iver

Pitchfork, 26 August 2010

Earnest recreations of American roots music come from all over the place these days. At last weekend's Green Man Festival in Wales, North Carolina's Megafaun and Sweden's Tallest Man on ...

07 September 2010 : 3 articles

Popular Articles this Day

Surprise! New EP from The Tallest Man on Earth Available for Download Today on iTunes

Dead Oceans, 07 September 2010

We've got tremendous news for fans of The Tallest Man on Earth – today a new EP called Sometimes the Blues Is Just A Passing Bird was made for sale ...

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We've got tremendous news for fans of The Tallest Man on Earth – today a new EP called Sometimes the Blues Is Just A Passing Bird was made for sale ...

5

09 July 2010 : 2 articles

Popular Articles this Day

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Largehearted Boy, 08 July 2010

Every day, Daily Downloads offers 10 free and legal mp3 downloads, plus free and legal live sets from around the internet. Today's free and legal mp3 downloads: Balmorhea: "Night Squall" ...

You're Going Back

MBV Music, 09 July 2010

Julia MårdYou can probably scientifically and quantitatively prove that there is nothing fresh or original about what Swede Kristian Matsson does under his stage name of The Tallest Man On ...

The Tallest Man On Earth Fall Tour!

Dead Oceans, 08 July 2010

The Tallest Man on Earth tour with Bon Iver introduced Kristian Matsson to large audiences across the US in late 2008. In April, he released the critically-acclaimed album, The Wild ...

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The Tallest Man On Earth – Fall 2010 Tour Dates (playing Dallas)

DoucheBagFace, 09 July 2010

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Ratatat – Fall 2010 Tour Dates (playing Dallas)

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Unterwegs: Folk-Sänger Kristian Mattson alias The Tallest Man On Earth wird sich im Sommer und Herbst wieder auf Reisen durch deutsche Festival-Gefilde und Konzerthallen begeben. Mit im Gepäck hat er ...

News Highlights

This section includes the most repeated statements in the music press about The Tallest Man On Earth month by month during this period.

July

"The Tallest Man On Earth will hit our very own Pitchfork Music Festival . And after he serenades Chicago, Kristian Matsson will head back over to ..."

Thu 08/07 - Tallest Man on Earth Books Fall Tour - Pitchfork

"The Tallest Man On Earth has been busy touring already this year and now it continues, as now he announces a whole run of tour dates ..."

Fri 09/07 - The Tallest Man On Earth – Fall 2010 Tour Dates (playing Dallas) - DoucheBagFace

August

"The Tallest Man On Earth make its debut. Sit back and enjoy Kristian's cover of Sister Rosetta Tharpe's "My Journey to the Sky." And if you're ..."

Tue 10/08 - New Video, Back Catalog From The Tallest Man On Earth - Dead Oceans

"The Tallest Man On Earth is Kristian Matsson, a Swedish folk singer with a voice that falls somewhere between Shannon Hoon (Blind Melon), Josh Ostrander (Eastern ..."

Thu 12/08 - THE TALLEST MAN ON EARTH-The Wild Hunt - Berkeley Place

September

"The Tallest Man On Earth has a new five-song EP out called Sometimes the Blues is Just a Passing Bird . Download a track from it ..."

Wed 08/09 - The Tallest Man on Earth Releases New EP - Pitchfork

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 14: 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 14 (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 14 (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 15: 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 15 (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 15 (continued): Top 100 Artists on We Are Hunted Emerging Chart