

The xx

Music Media Analysis
July to December 2010

Table of Contents

Overview	3
Chart Popularity	4
Mainstream Chart	4
Mainstream Comparison	5
Emerging Chart	6
Emerging Comparison	7
Mainstream Singles	8
Mainstream Singles Comparison	9
Twitter Coverage	10
Twitter Popularity	10
Twitter Comparison	11
Mainstream Chart vs Twitter	12
Emerging Chart vs Twitter	13
Twitter Users	14
Shared Twitter Links	16
News Coverage	18
News Popularity	18
News Comparison	19
Mainstream Chart vs Sentiment	20
Emerging Chart vs Sentiment	21
Top Publishers	22
Top News Publishers	23
Best 5 News Days	26
News Highlights	33
Appendices	41
Appendix A - Top Mainstream Artists	41
Appendix B - Top Emerging Artists	44

Overview

3rd on Mainstream Charts

102nd on Emerging Charts

92nd on Twitter

72nd in the Music Press

This report reviews the popularity of The xx on the music charts and in the music news for the period July to December 2010. It benchmarks The xx 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 xx compared to similar artists. The xx was ranked 3rd overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted mainstream chart for The xx was 2nd.

3rd Overall Rank

2nd Best Position

Artist	Rank	Best Position
The xx	3rd	2
Mumford And Sons	23rd	4
Foals	403rd	77
Dizzee Rascal	483rd	99
Warpaint	556th	120
Laura Marling	1016th	596
Four Tet	1229th	947
Jamie XX	1979th	1,001

Figure 1: Artist Mainstream Ranks

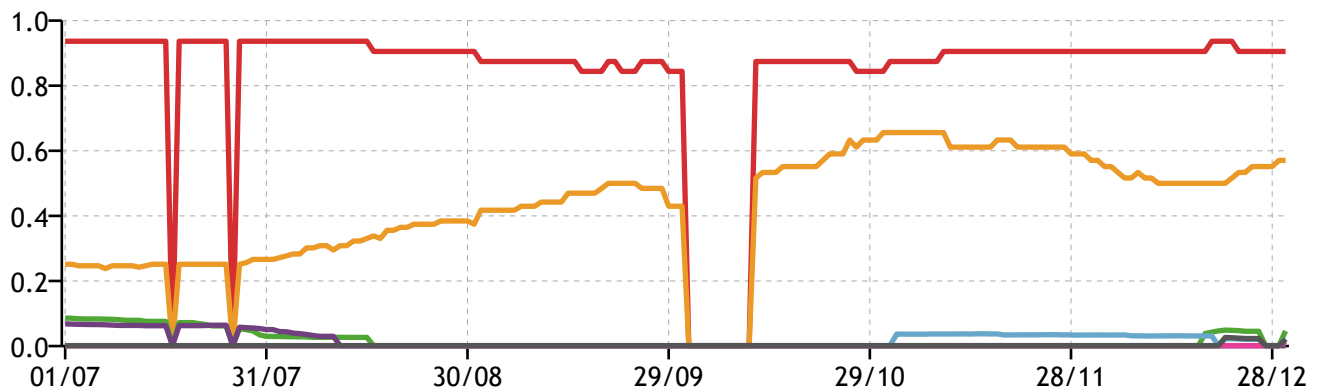


Figure 2: Artist Mainstream Chart Popularity over Time



Mainstream Comparison

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

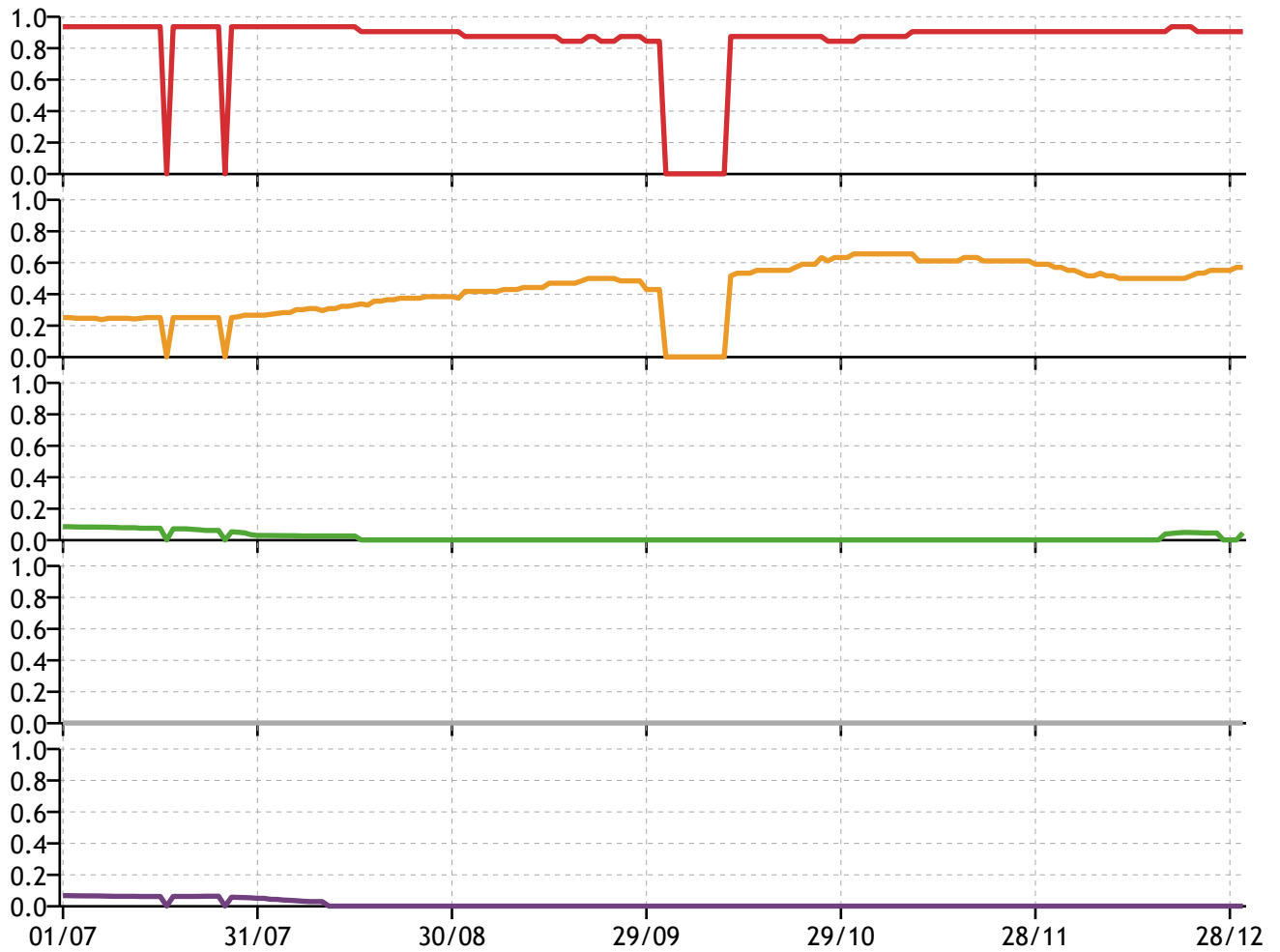
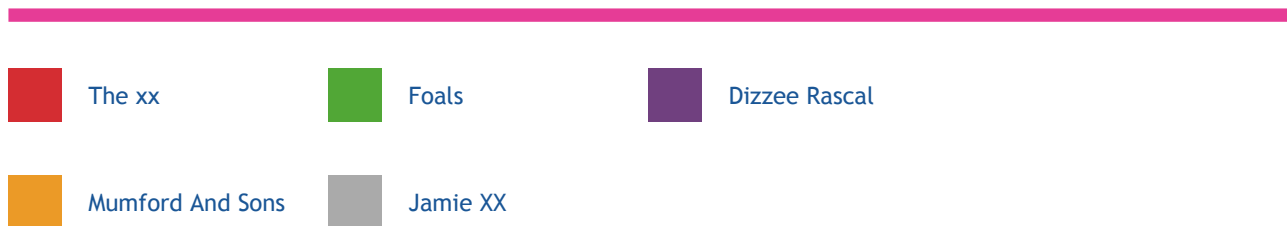


Figure 3: Comparisons for The xx



Emerging Chart

This section presents the emerging chart performance for The xx compared to similar artists. The xx was ranked 102nd overall of the 2,987 artists analyzed. During this period the average chart position on the We Are Hunted emerging chart for The xx was 12th.

102nd Overall Rank

12th Best Position

Artist	Rank	Best Position
Warpaint	15th	6
The xx	102nd	12
Dizzee Rascal	187th	19
Foals	277th	26
Jamie XX	365th	36
Mumford And Sons	414th	43
Laura Marling	498th	53
Four Tet	1011th	128

Figure 4: Artist Emerging Ranks

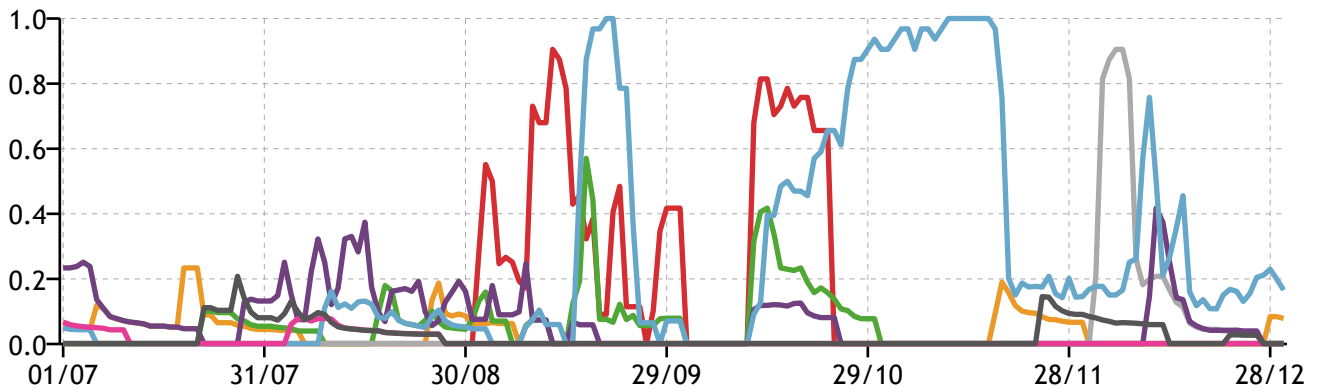


Figure 5: Artist Mainstream Emerging Popularity over Time



Emerging Comparison

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

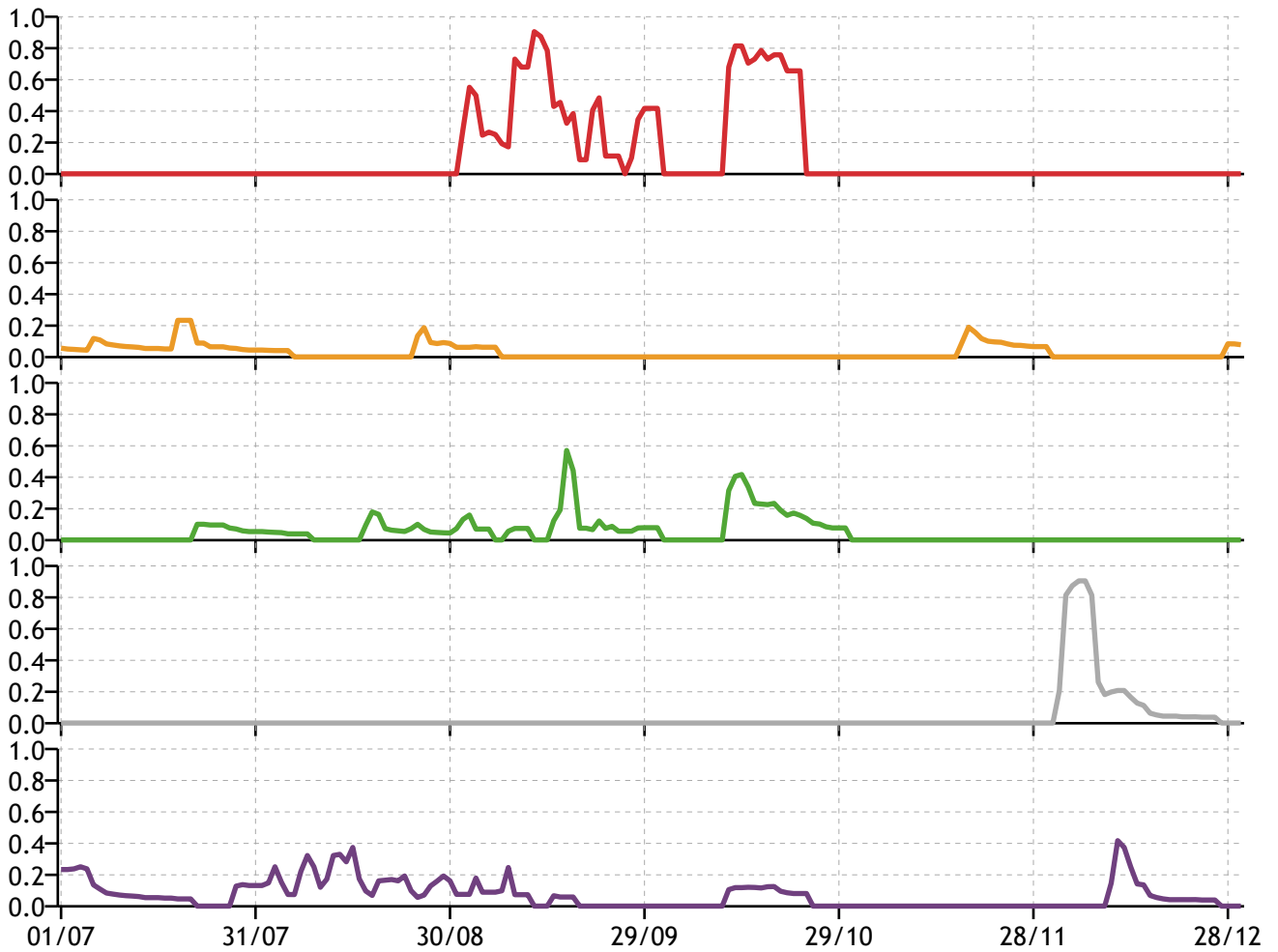


Figure 6: Comparisons for The xx



Mainstream Singles

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

Crystalised

Best Single

1st

Best Position

Single	Best Position
Crystalised	1
Intro	2
Heart Skipped A Beat	2
VCR	2
Islands	4
Basic Space	52
Shelter	61
Fantasy	76

Figure 7: Best Single Positions

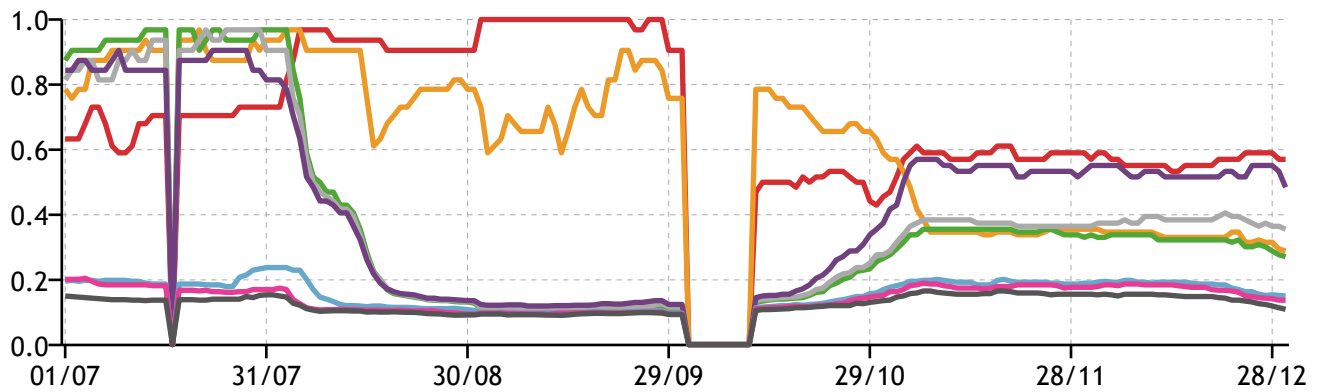
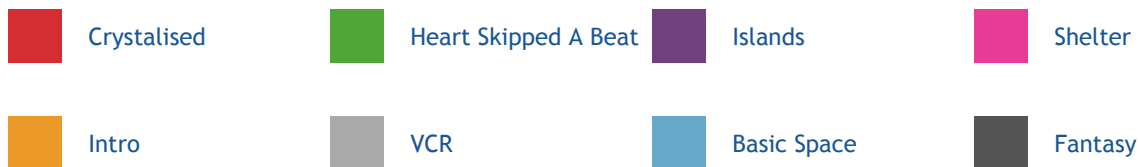


Figure 8: Singles Chart Comparison over Time



Mainstream Singles Comparison

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

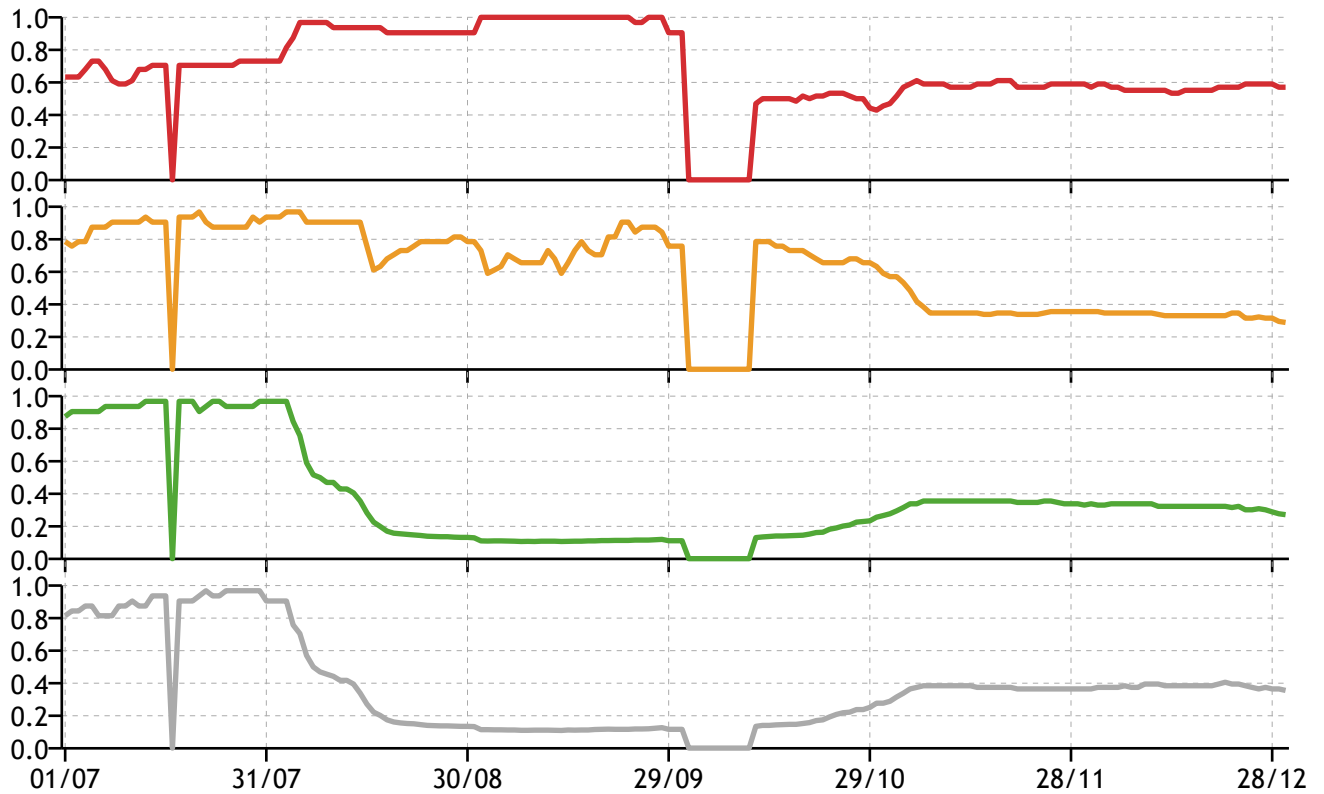


Figure 9: Chart ranking for The xx



Twitter Coverage

Twitter Popularity

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

92nd Overall Rank

12,983 Tweets

0.002% Share

Artist	Rank	Tweets	Share
The xx	92nd	12,983	0.002%
Mumford And Sons	93rd	12,740	0.002%
Foals	289th	5,529	0.001%
Laura Marling	582nd	3,040	0.001%
Warpaint	707th	2,605	0.000%
Four Tet	832nd	2,201	0.000%
Dizzee Rascal	1471st	1,251	0.000%
Jamie XX	5390th	210	0.000%

Figure 10: Twitter Coverage Comparison

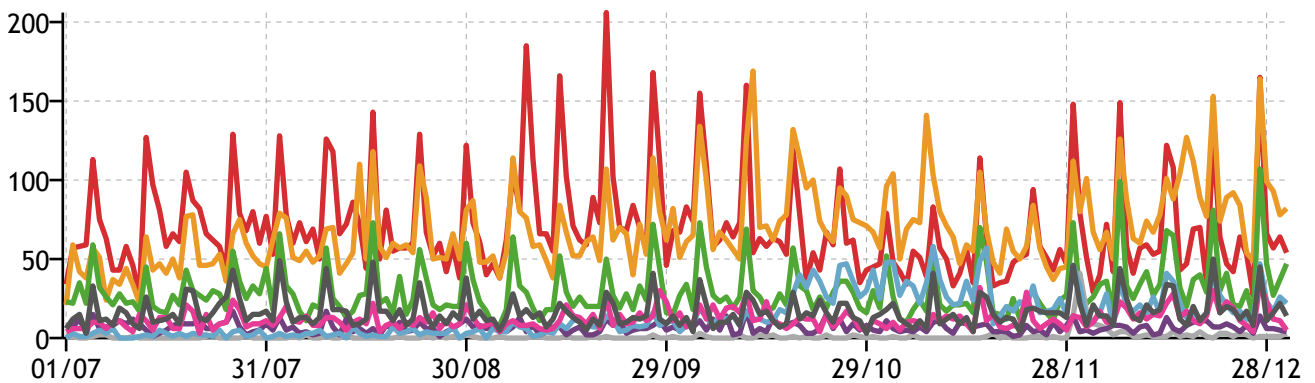


Figure 11: Twitter Coverage over Time



Twitter Comparison

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

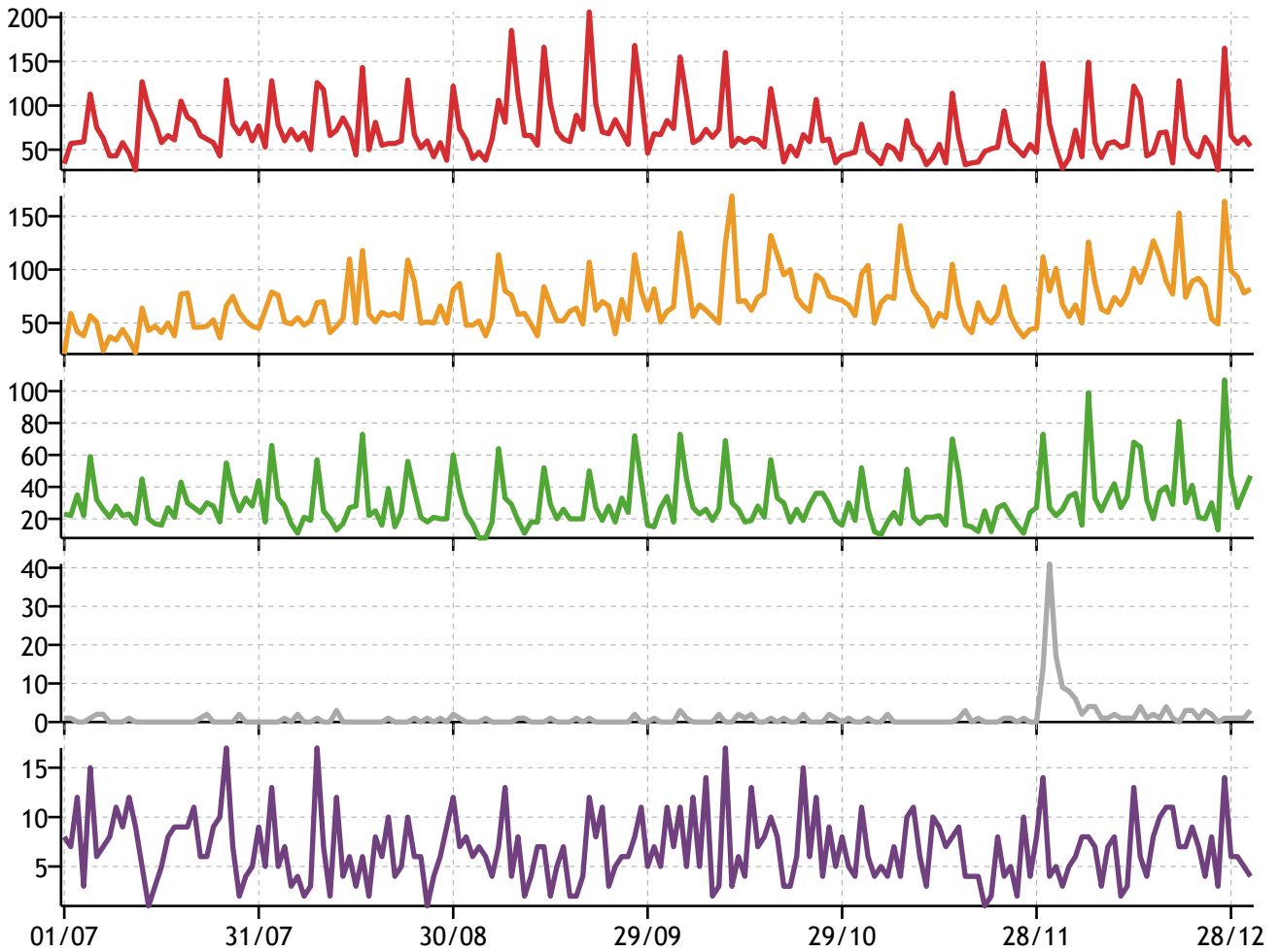
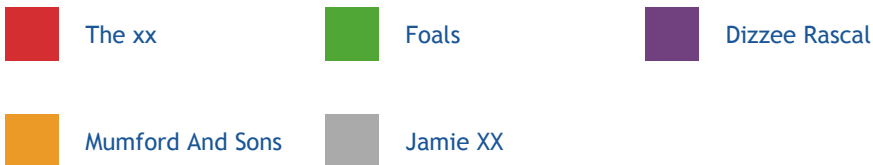


Figure 12: Comparisons for The xx



Mainstream Chart vs Twitter

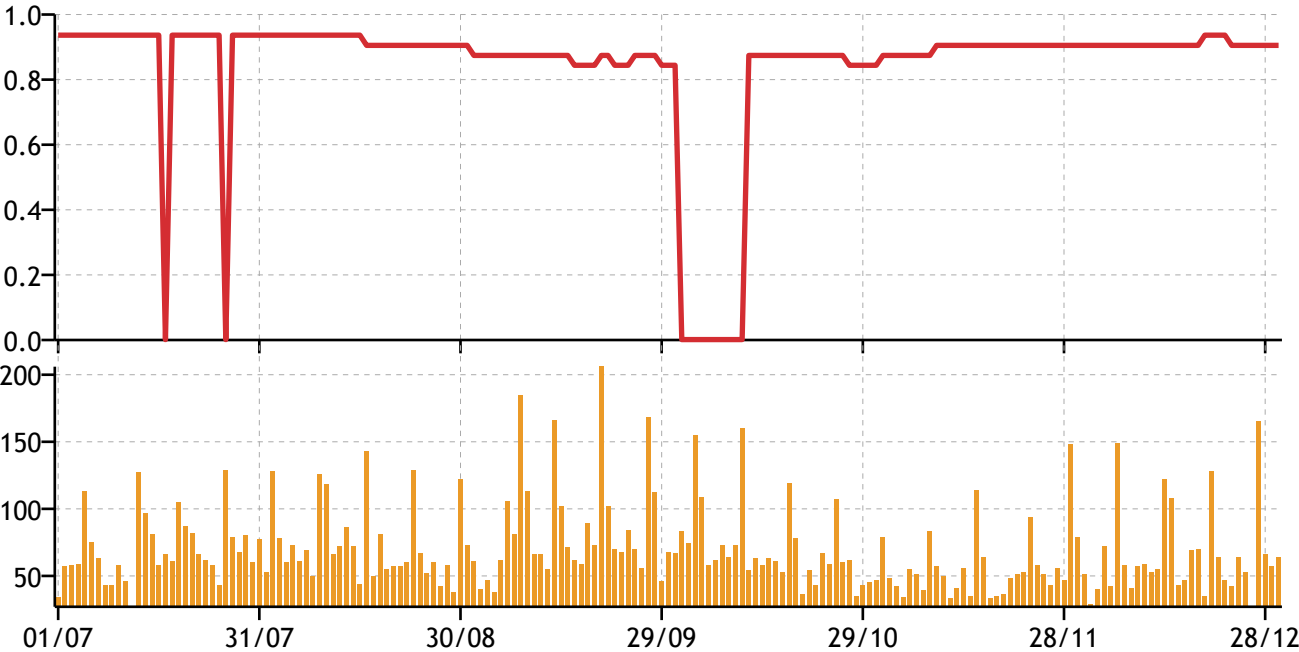


Figure 13: The xx Chart Popularity vs Twitter Coverage

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

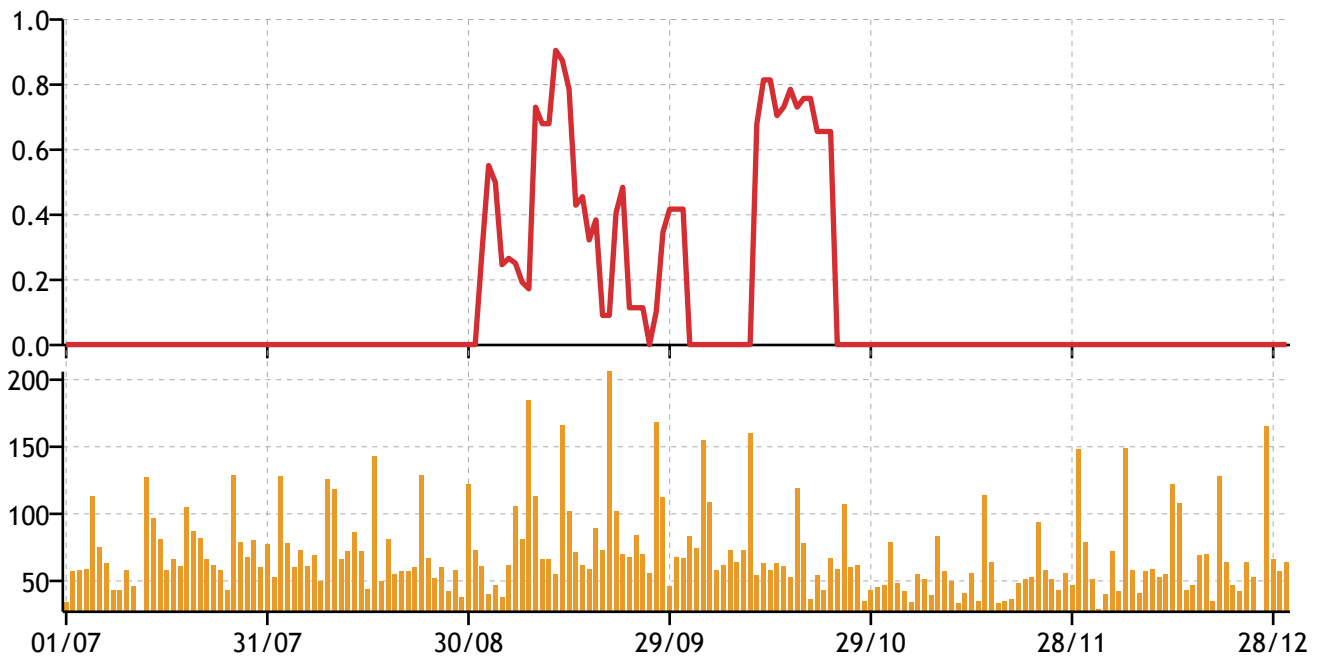


Figure 14: The xx Chart Popularity vs Twitter Coverage

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 xx in tweets most during this period.

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
1	twitter.com/Naestopaz	naestopaz	Denver, Colorado, USA	94	935	87,890
2	twitter.com/thexxfans	The xx Fans	London, UK	12	5,493	65,916
3	twitter.com/Shaman777	Michael	All Along the Watchtower	23	1,844	42,412
4	twitter.com/MyRobAddiction	My Rob Addiction	Texas	14	3,008	42,112
5	twitter.com/WeLoveYourSongs	WeLoveYourSongs	London	7	5,068	35,476
6	twitter.com/straywebsurfer	straywebsurfer Ray	Tokyo, Japan	10	3,195	31,950
7	twitter.com/Lambiexx	lambcullen	Manchester UK	22	1,370	30,140
8	twitter.com/mark_till	mark_till	Los Angeles California	10	2,528	25,280
9	twitter.com/makinirite	Robin Pernice	Kansas City, MO	13	1,899	24,687
10	twitter.com/MissRoxyMusic	MissRoxyMusic	Oz!	8	3,081	24,648
11	twitter.com/jaimearkin	Jaime Arkin	Milwaukee, WI	13	1,842	23,946
12	twitter.com/himupnorth	Northern Man	The North, UK	13	1,838	23,894
13	twitter.com/gitargirl	gg	Tw	19	1,168	22,192
14	twitter.com/felicelam	Felice Lam	Seattle	11	1,915	21,065
15	twitter.com/bandalarga_cafe	BandaLarga Café		278	75	20,850
16	twitter.com/seb098	sebastian collier	London	13	1,468	19,084
17	twitter.com/greenfields47	rajakumar	Kuala Lumpur	13	1,326	17,238
18	twitter.com/alekr2o	Alejandra Cardoso	México, D.F.	52	287	14,924
19	twitter.com/oct	Octavio Maron	São Paulo, Brasil	7	1,948	13,636
20	twitter.com/sandra	sandra karis	Amsterdam	11	1,214	13,354
21	twitter.com/Naathan_B	Naþhan Barton	Wigan, UK	16	781	12,496
22	twitter.com/Dfrom82	Dani	Quito	7	1,748	12,236
23	twitter.com/Gen22	Genevieve	Canada	9	1,332	11,988
24	twitter.com/EricTheWhite	Eric White	iPhone: 29.466711,-98.470406	18	650	11,700
25	twitter.com/Demetrioteama	Demetrio López	SCL - Chile	8	1,416	11,328
26	twitter.com/LacedRadio	Laced Radio TM	Los Angeles, CA/Austin, Tx	16	695	11,120
27	twitter.com/TheTsuki05Tube	Carlos Eduardo Marin	Mundo de los Shinigamis	10	839	8,390

Figure 15: Top 50 Users tweeting about The xx

Rank	Twitter User	Name	Location	Tweets	Followers	Reach
28	twitter.com/gadisradio	Dhany Arliyanti	Jakarta, Indonesia	15	554	8,310
29	twitter.com/maria2906	maria	Greece	13	578	7,514
30	twitter.com/Autumn_Issues	Nat	Colombia	9	755	6,795
31	twitter.com/rockchalk75	Steven Jackson	ÜT: 36.757947,-95.928918	7	950	6,650
32	twitter.com/DatAfricanKid	Munzy ▯	DXB AE	10	652	6,520
33	twitter.com/erinna77	Manuela	Turin, Italy	10	638	6,380
34	twitter.com/Gobosox54	Laura	New England	15	395	5,925
35	twitter.com/soniktruth	Josue Dominguez	Fresno, CA	9	591	5,319
36	twitter.com/giancarlodrago	giancarlo drago	interzone	7	758	5,306
37	twitter.com/OhKayKatOh	Katherina Oh	Singapore	33	159	5,247
38	twitter.com/blueyedstar4	Lina	Questionably in reality	8	630	5,040
39	twitter.com/anteseraotro	Guille	asteroid B612	7	713	4,991
40	twitter.com/clairegrr	Claire ▯	Somewhere, far, far, away....	18	274	4,932
41	twitter.com/Lkue	Lucas Stone	Southampton	7	649	4,543
42	twitter.com/murilocaldas	Henrique Caldas	Vitória	7	647	4,529
43	twitter.com/OneRecent	OneRecent	London	8	538	4,304
44	twitter.com/Chica_JiuJitsu	Lara Croft	Off road	8	505	4,040
45	twitter.com/vicinius	Vinicius Coimbra	Ribeirão Preto/ Rio Claro SP	7	568	3,976
46	twitter.com/l1brat1on	l1brat1on	Worldwide, TX	10	395	3,950
47	twitter.com/magbret	magdaBretes	Torres Novas	7	558	3,906
48	twitter.com/merddln333	Cerpin Taxt	Texas	8	477	3,816
49	twitter.com/Ale_Vanegas56	María Vanegas	bogotá, Colombia	7	538	3,766
50	twitter.com/jeupartı	şaheser tömbeki	i hate myself production	6	622	3,732

Figure 15 (continued): Top 50 Users tweeting about The xx

Shared Twitter Links

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

URL	Rank	Tweets
http://www.last.fm/music/The+xx	1	195
http://www.last.fm/music/The+XX/_/Crystalised	2	110
http://www.last.fm/music/The+xx/_/Islands	3	110
http://www.last.fm/music/The+xx/_/VCR	4	91
http://tinysong.com/5vjU	5	65
http://www.last.fm/music/The+xx/_/Intro	6	50
http://www.last.fm/music/The+xx/_/Heart+Skipped+A+Beat	7	44
http://www.last.fm/music/The+xx/_/Shelter	8	41
http://www.last.fm/music/The+xx/_/Infinity	9	39
http://www.last.fm/music/The+xx/_/Basic+Space	10	38
http://www.last.fm/music/The+xx/_/Night+Time	11	34
http://tinysong.com/cFKT	12	33
http://twitpic.com/29ij3r	13	22
http://tinysong.com/6KaB	14	21
http://tinysong.com/87d5	15	20
http://www.tweekly.fm/user/gabriel_duck	16	17
http://www.thesixtyone.com/s/ZtFSJmBtck1/	17	14
http://www.last.fm/music/The+XX/_/Stars	18	14
http://tinysong.com/9COK	19	14
http://tinysong.com/cGtC	20	14
http://tinysong.com/ewGd	21	14
http://tinysong.com/8Lit	22	13
http://www.last.fm/music/The+xx/_/Fantasy	23	13
http://tinysong.com/clZi	24	11
http://www.last.fm/music/The+XX/_/Teardrops	25	10
http://www.tweekly.fm/user/GaGaxx_xxNathan	26	10
http://www.thesixtyone.com/s/82VrloYrvhp/	27	10

Figure 16: Top Shared Links on Twitter mentioning The xx

URL	Rank	Tweets
http://www.last.fm/music/The_xx/_/Do You Mind?	28	10
http://www.tunewiki.com/t/1hocr	29	10
http://www.tweekly.fm/user/_cool_dude_420	30	10
http://www.tweekly.fm/user/dearjb	31	9
http://www.last.fm/music/The_xx/_/VCR (Four Tet Remix)	32	9
http://www.tweekly.fm/user/murkwaters	33	9
http://www.tunewiki.com/	34	8
http://www.tweekly.fm/user/heyskinner	35	8
http://www.tweekly.fm/user/viquitorr	36	8
http://www.last.fm/music/The_xx/_/Crystalised (Dark Sky Remix)	37	8
http://www.last.fm/music/The_xx/_/Islands	38	7
http://www.tweekly.fm/user/oct	39	7
http://www.tweekly.fm/user/ericbroon	40	7
http://www.tweekly.fm/user/caiorachid	41	7
http://www.tweekly.fm/user/tmehrtens	42	7
http://www.tweekly.fm/user/Vicinius	43	7
http://www.tweekly.fm/user/leonardo909	44	7
http://getglue.com/recording_artists/the_xx	45	7
http://www.tweekly.fm/user/camyla_aha	46	7
http://www.last.fm/music/The+xx/_/VCR	47	7
http://www.last.fm/music/The_xx/_/Hot Like Fire	48	7
http://tinysong.com/9C0r	49	7
http://www.tweekly.fm/user/sketchler	50	6
http://www.tweekly.fm/user/k_griffiths	51	6
http://www.tweekly.fm/user/ScottDuffy_	52	6
http://slacker.com/r/CFRCG	53	6
http://www.tweekly.fm/twitter/dnwltrs	54	6
http://www.tweekly.fm/user/its_hannah_time	55	6
http://www.tweekly.fm/user/RenanAZ	56	6
http://www.tweekly.fm/user/ynadji	57	6
http://www.tweekly.fm/user/pablitovertu	58	6
http://www.tweekly.fm/user/MilesJoshua	59	6
http://www.tweekly.fm/user/coby_kz	60	6

Figure 16 (continued): Top Shared Links on Twitter mentioning The xx

News Coverage

News Popularity

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

72nd Overall Rank

1,013 Articles

0.025% Share

Artist	Rank	Articles	Share
The xx	72nd	1,013	0.025%
Foals	141st	708	0.018%
Warpaint	143rd	703	0.018%
Mumford And Sons	154th	685	0.017%
Four Tet	271st	462	0.012%
Laura Marling	348th	385	0.010%
Dizzee Rascal	569th	245	0.006%
Jamie XX	847th	153	0.004%

Figure 17: News Coverage Comparison

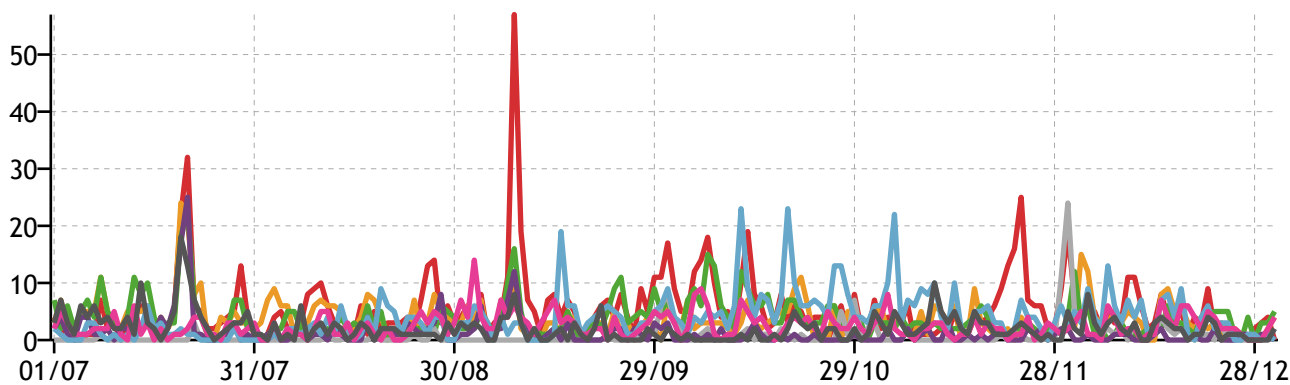


Figure 18: News Coverage over Time

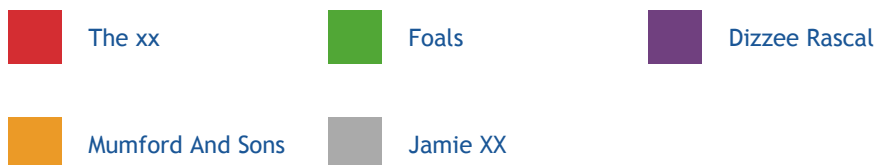


News Comparison

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



Figure 19: Comparisons for The xx



Mainstream Chart vs Sentiment

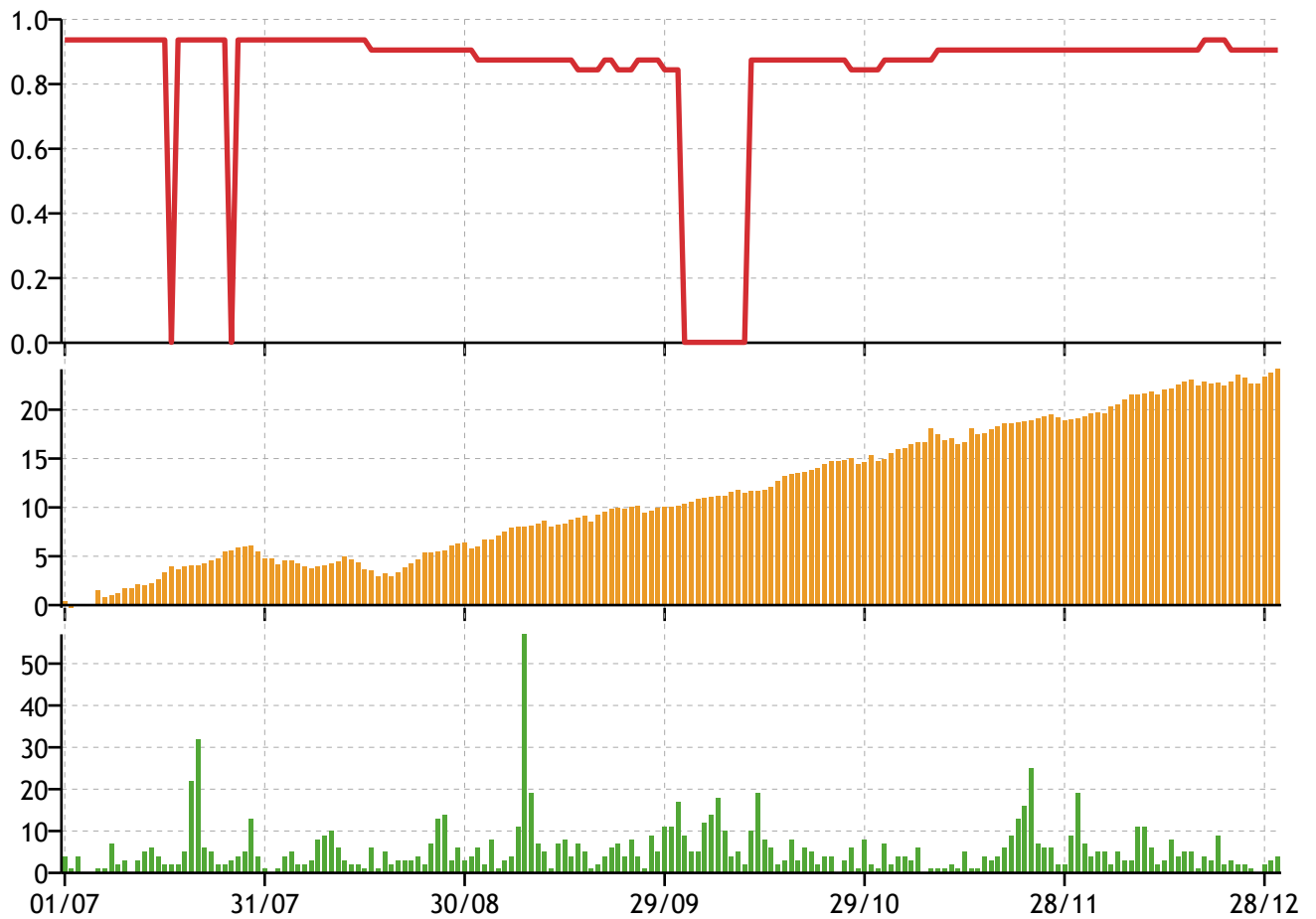


Figure 20: The xx Chart Popularity vs News Sentiment + Volume

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 xx that day.



Emerging Chart vs Sentiment

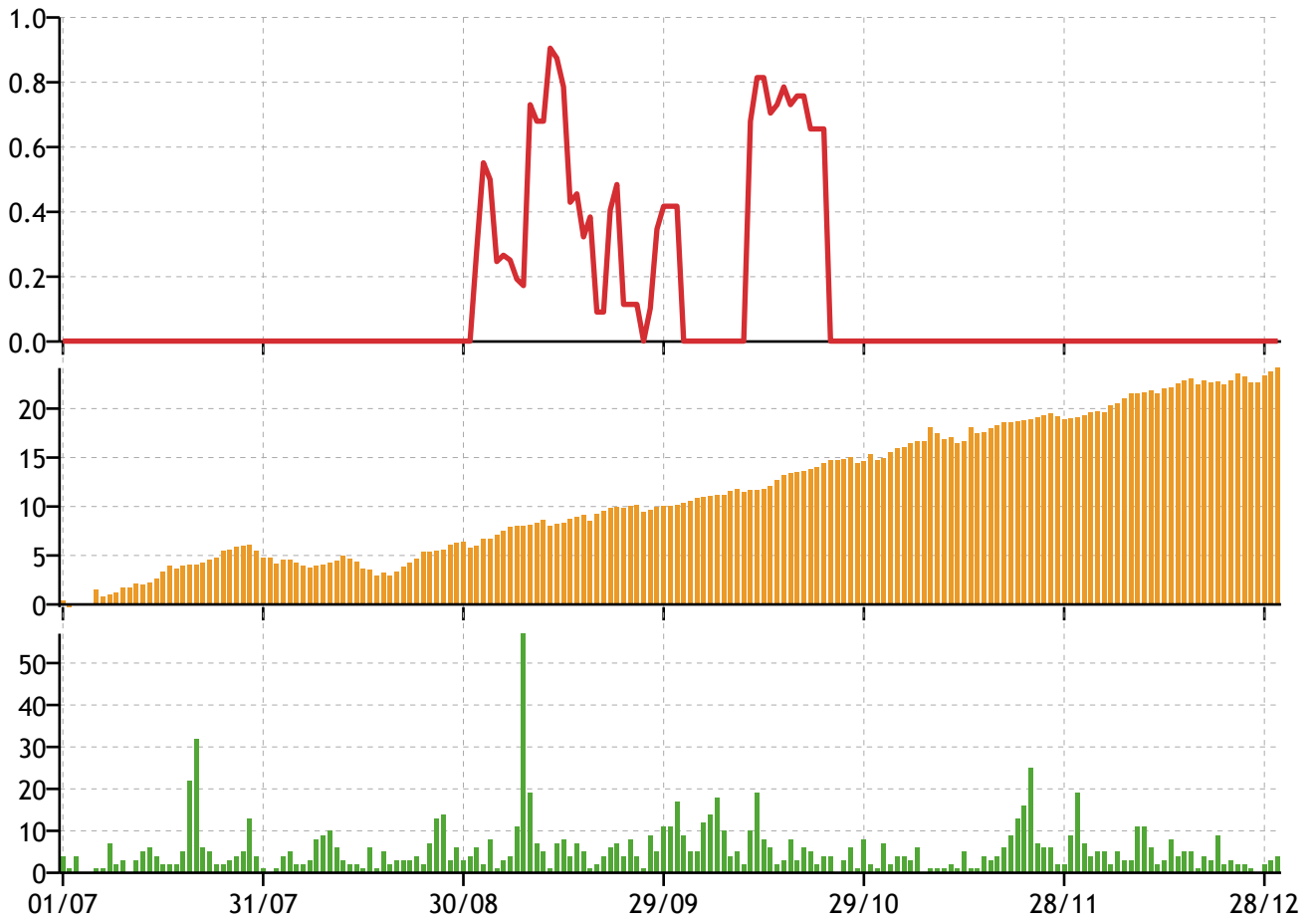
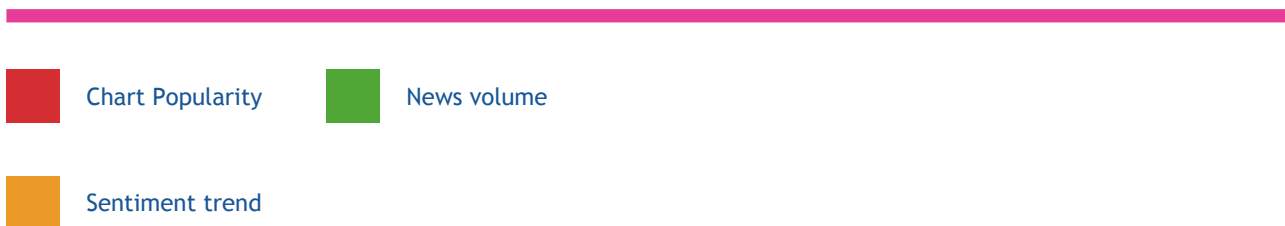


Figure 21: The xx Chart Popularity vs News Sentiment + Volume

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 xx that day.



Top Publishers

- Clash Music
- HIPSTER RUNOFF
- Prefix Magazine
- NME - News
- Pitchfork
- Pretty Much Amazing
- Other



Figure 22: Top Publishers related to The xx

Top Publishers	Mentions
Clash Music	36
HIPSTER RUNOFF	26
Prefix Magazine	24
NME - News	22
Pitchfork	21
Pretty Much Amazing	15
Spin	12
JPs Blog	11
Guardian music	11
stereogum	9
Sweeping The Nation	9
DoucheBagFace	9
The Music Slut	8
brooklynvegan	7
Consequence of Sound	7

Figure 23: Most frequently mentioned Top Publishers

Top News Publishers

Publisher	Rank	Articles
Clash Music - http://www.clashmusic.com/	1	36
HIPSTER RUNOFF - http://www.hipsterrunoff.com/	2	26
Prefix Magazine - http://prefixmag.com	3	24
NME - News - http://www.nme.com/	4	22
Pitchfork - http://pitchfork.com/	5	21
Pretty Much Amazing - http://prettymuchamazing.com/	6	15
Spin - http://www.spin.com/	7	12
JPs Blog - http://jp917.blogspot.com/	8	11
Guardian music - http://www.guardian.co.uk/music	9	11
stereogum - http://www.stereogum.com/	10	9
Sweeping The Nation - http://sweepingthenation.blogspot.com/	11	9
DoucheBagFace - http://www.dbf-music.com/	12	9
The Music Slut - http://themusicslut.com	13	8
brooklynvegan - http://www.brooklynvegan.com/	14	7
Consequence of Sound - http://www.consequenceofsound.net/	15	7
NME - Blog - http://www.nme.com/	16	7
Paste Magazine - http://www.pastemagazine.com/	17	6
78s - http://www.78s.ch	18	6
We All Want Someone To Shout For - http://www.weallwantsomeone.com/	19	6
AWmusic - http://awmusic.ca/	20	6
berDrivel - http://udrivel.blogspot.com	21	6
Cuchara Sonica - http://cucharasonica.com	22	5
No Rock&Roll Fun - http://xrrf.blogspot.com	23	5
ultra8201 - http://ultra8201.blogspot.com	24	5
Welikeit.indie - http://blog.welikeitindie.com/	25	4
You Can Call Me Pelski - http://ppelectro.blogspot.com/	26	4
XLR8R: Downloads - http://www.xlr8r.com/mp3	27	4

Figure 24: Top 100 Publishers mentioning The xx

Publisher	Rank	Articles
Beatportal - http://www.beatportal.com	28	4
EastofLA.com - http://eastofla.com	29	4
the culture of me - http://www.thecultureofme.com	30	3
Analog Giant - http://analoggiant.blogspot.com	31	3
Discobelle.net - http://www.discobelle.net	32	3
Chrome Kids - http://chromekids.blogspot.com	33	3
The Panic Manual - http://www.panicmanual.com	34	3
Neonized Magazine - http://neonized.net/blog/	35	3
Culture Bully - http://www.culturebully.com	36	3
The Line Of Best Fit - http://thelineofbestfit.com	37	3
betterPropaganda Reviews - http://betterpropaganda.com/	38	3
Keep Hope Inside - http://keephopeinside.blogspot.com	39	3
I Heart AU - http://iheartau.com/	40	3
Hidden Track - http://www.glidemagazine.com/hiddentrack	41	3
Modern Mystery - http://modernmystery.wordpress.com	42	3
CHROMEMUSIC - http://www.chromemusic.de	43	3
Beyond Race - http://www.beyondrace.com/	44	3
Pop Headwound - http://popheadwound.blogspot.com/index.html	45	3
The Smoking Section - http://smokingsection.uproxx.com/TSS	46	3
The Devil Has The Best Tuna - http://besttuna.blogspot.com	47	3
8106 - http://8106.tv/	48	2
Molars - http://www.greenideasblog.com/molars/	49	2
HitFix - http://www.hitfix.com/	50	2
EAR FARM - http://earfarm.com	51	2
Raised on Indie - http://www.raisedonindie.com/	52	2
NME - Features - http://www.nme.com/	53	2
Noise Porn - http://www.noiseporn.com/	54	2
Fancy Sounds - http://fancysounds.blogspot.com	55	2
Jonk Music - http://jonkmusic.blogspot.com	56	2
Chromewaves - http://www.chromewaves.net	57	2
Misspeak Music - http://misspeakmusic.wordpress.com/	58	2
Idolator - http://www.idolator.com/	59	2
KEXP Blog - http://blog.kexp.org/blog/	60	2
Galaxy fm @ - http://galaxyfm.blogspot.com	61	2
Hits In The Car - http://stytzer.blogspot.com	62	2
Battery In Your Leg - http://batteryinyourleg.com/blog	63	2
ArtRocker - http://www.artrocker.com/	64	2
Indie For Bunnies - http://www.indieforbunnies.com	65	2

Figure 24 (continued): Top 100 Publishers mentioning The xx

Publisher	Rank	Articles
...SoTB - http://sideoftheblog.blogspot.com/	66	2
Club Fonograma - http://clubfonograma.blogspot.com/	67	2
NPR Music - http://www.npr.org/music/	68	2
Electric Zoo - http://electriczoo.blogspot.com/index.html	69	1
likesounds.com - http://www.likesounds.com	70	1
donewaiting.com - http://www.donewaiting.com/	71	1
das klicum - http://dasklicum.blogspot.com/	72	1
Rolling Stone: Smoking Section - http://www.rollingstone.com/blogs/smokingsection/rss.xml	73	1
Gorilla Vs. Bear - http://gorillavsbear.blogspot.com	74	1
The Good, The Bad, and The Unknown - http://goodbadunknown.blogspot.com	75	1
i guess i'm floating - http://iguessimfloating.blogspot.com	76	1
Bumpershine.com - http://www.bumpershine.com	77	1
popbytes - http://www.popbytes.com	78	1
Music Liberation - http://musicliberation.blogspot.com/	79	1
Ryan's Smashing Life - http://ryanssmashinglife.blogspot.com	80	1
Ketelmuziek - http://ketelmuziek.blogspot.com/	81	1
Kunk - Budapest - http://www.mykunk.com	82	1
Asian Dan - http://www.asianmandan.com	83	1
funkism - http://youfunkinloveit.blogspot.com	84	1
robot dance music - http://robotdancemusic.com	85	1
Stoney Roads - http://www.stoneyroads.com/	86	1
Let There Be Night - http://lettherebenight.blogspot.com/	87	1
Just Press Play - http://wwwbeepbeepbeep.blogspot.com/	88	1
Real Horrorshow Tunes - http://horrorshowtunez.blogspot.com/	89	1
Music Universe - http://jaseknowsmusic.blogspot.com	90	1
Triple J - Music News - http://triplej.abc.net.au/	91	1
So This Is What The Volume Knob's For - http://volume-knob.blogspot.com/	92	1
Frekvens - http://frekvens.dk	93	1
Largehearted Boy - http://blog.largeheartedboy.com/	94	1
2dopeboyz - http://2dopeboyz.com	95	1
New York Times Music - http://www.nytimes.com/pages/arts/music/index.html	96	1
Winnie Cooper - http://winniecooper.net/	97	1
Stark Online - http://starkmagazine.blogspot.com/	98	1
mp3hugger - http://mp3hugger.com	99	1
CMJ New Music Monthly - http://www.cmj.com/	100	1

Figure 24 (continued): Top 100 Publishers mentioning The xx

Best 5 News Days

1

08 September 2010 : 57 articles

Popular Articles this Day

[When will classical music get its own Mercury prize? | Tom Service](#)

Guardian music, 08 September 2010

The Mercury music prize combines star power and industry credibility – isn't it time that classical music had something similar? I return to the blogosphere to find there's another debate ...

[Noel Gallagher praises Damon Albarn and Gorillaz - Daily Gossip](#)

NME - News, 08 September 2010

Dizzee's night of awards, Bieber takes over Twitter, The xx's Mercury celebrations – your music gossip stop

[Mercury prize 2010: The xx were a safe choice, but the right one](#)

Guardian music, 08 September 2010

With hushed, early-hours dynamics and an undertow of sexual desire, the xx's debut album is a compelling listen. But that probably wasn't the only reason the judges picked it ...

[The xx: 'We're going to build our own studio with Barclaycard Mercury Prize winners money'](#)

NME - News, 08 September 2010

Romy Madley Croft reveals the band's plans following win

[The xx win Barclaycard Mercury Prize 2010](#)

NME - News, 08 September 2010

Band beat the likes of Paul Weller, Foals, Mumford & Sons

[The XX - Mercury Prize](#)

NME - Features, 08 September 2010

Why they deserved to win

[The xx win Mercury Music Prize](#)

Irish Times - On The Record, 08 September 2010

Congratulations to The xx who have won the Mercury Music Prize for 2010 for their "xx" debut – and don't worry, Villagers, there are other prizes to be won for ...

[The XX Win The Mercury - A Predictable Choice, But The Right One](#)

NME - Blog, 08 September 2010

Well that's a bit more like it. After last year's supreme WTF? moment - when Speech Debelle won - this year the judges have awarded the Mercury to the band ...

Paul Weller, The xx, Mumford & Sons play as Barclaycard Mercury Prize 2010 kicks off

NME - News, 08 September 2010

But Dizzee Rascal chooses to not perform live at the London ceremony

The xx take out the Mercury Music Prize

Triple J - Music News, 08 September 2010

London trio The xx have won the 2010 Mercury Music Prize with their debut album 'xx'.

2

21 July 2010 : 32 articles

Popular Articles this Day

Mercury prize nominations: Brits are back on song

Guardian music, 21 July 2010

After years in the shadow of Brooklyn bands, the British album is stronger than ever. Rosie Swash salutes a Mercury shortlist that reflects the boom in homegrown talent Has there ...

The xx invite ex-member Baria Qureshi to join them at Mercury Prize ceremony

NME - News, 21 July 2010

London trio say door is open to former member
i+to+join+them+at+Mercury+Prize+ceremony&link=http%3A%2F%2Fwww.nme.com%2Fnews%2Fthe-xx%2F52
target="_blank">

Mercury prize 2010: a heavyweight lineup avoids controversy | Alexis Petridis

Guardian music, 20 July 2010

After last year's unfortunate events, the 2010 shortlist reflects an understandably cautious preference for the tried and tested Gallery: All the Mercury nominees and their odds Mercury prize 2010: Full ...

Dizzee Rascal and The XX installed as favourites for Barclaycard Mercury Prize

NME - News, 20 July 2010

Odds for this year's album contest announced

Sod the Mercury Prize: The Quietus' Annual Jovian Bow Shock Award...

The Daily Swarm, 21 July 2010

The Quietus : As is customary, the announcement of the 2010 Mercury Music Prize has been greeted with much wailing and gnashing of keyboards from the people who spend all ...

Foals React To Mercury Nomination

Clash Music, 21 July 2010

Oxford math rock giants Foals have spoken of their surprise at being nominated for the Barclaycard Mercury Music Prize. With the release of their new album 'Total Life Forever' Foals ...

The xx Talk Mercury Nomination

Clash Music, 21 July 2010

London indie group The xx have spoken about being nominated for this year's Barclaycard Mercury Music Prize. Released last year, the debut album from The xx was a stunning blend ...

Gennaro Castaldo Watch: The Mercury Shortlist

No Rock&Roll Fun, 21 July 2010

The list of bands who'll be playing the little event prior to Jools Holland announcing the winner of the Mercury Music Prize has been published . The Guardian's got the ...

The xx, Laura Marling, Mumford & Sons Make Mercury Prize Shortlist

Paste Magazine, 21 July 2010

The coveted British album of the year award now awkwardly known as the Barclaycard Mercury Prize has helped put artists like the Arctic Monkeys on the map. As The Guardian ...

Latitude 2010: Sunday

Clash Music, 21 July 2010

Wondering if we've had our ears permanently damaged by The xx and their bass, Clash wakes up on Sunday morning to the syrupy croon of a certain Welsh ladies man. ...

3

23 November 2010 : 25 articles

Popular Articles this Day

Video: Gorillaz Cover The XX For BBC Radio 1

Inertia Music, 23 November 2010

Over the weekend, Ex-Blur frontman Damon Albarn brought his Gorillaz project into the BBC 1 Live Lounge to perform two original tracks, as well as an exceptionally melancholy cover of ...

Designer Profile - Craig Lawrence

Clash Music, 23 November 2010

Craig Lawrence is a fresh-faced, fresh talent; an unassuming twenty-five-year-old who has achievements well surpassing his age. Tilda Swinton has to be the woman that every designer wants to dress. ...

"Crystalised" (Live Cover Of The xx) (BBC Session) (Video)

Prefix Magazine, 22 November 2010

The xx made an incredible impression last year with the release of their debut album, and the adoration heaped on the band has clearly spread far and wide. First, Shakira ...

Gorillaz: "Crystalised" (Live Cover Of The xx) (BBC Session) (Video)

Prefix Magazine, 22 November 2010

The xx made an incredible impression last year with the release of their debut album, and the adoration heaped on the band has clearly spread far and wide. First, Shakira ...

WATCH IT: Gorillaz Cover the xx

Spin, 22 November 2010

Damon Albarn and the Gorillaz stopped by BBC Radio 1 to perform a three-song set, including their new single "Doncamatic" and "On Melancholy Hill." But the highlight of their appearance ...

Watch: Gorillaz Cover The xx - "Crystalised" Damon...

TwentyFourBit, 22 November 2010

Watch: Gorillaz Cover The xx - "Crystalised" Damon Albarn and a few members of the latest Gorillaz lineup took to BBC Radio 1 airwaves recently for a 3-song set that ...

Gorillaz - Doncamatic + Crystalised (The xx Live Cover) [Video]

EastofLA.com, 23 November 2010

Some new updates in the immense world of Brit-pop/general all-things-music genius, Damon Albarn, this one concerning the Gorillaz. Collaborating with vocalist Daley on their latest single, "Doncamatic," the animated/stylized collective ...

My Favourites: Telepopmusik- Breathe

AWmusic, 23 November 2010

I have been less than impressed lately with new releases, so I am going to begin to share my all time favourites. I hope you guys like them as much ...

Gorillaz cover The xx's "Crystalised"

AUX TV, 23 November 2010

Damon Albarn and some of his Gorillaz crew recently stopped by BBC Radio 1 studios to record a couple acoustic tracks with one of them being a cover of The ...

Various Production >cover> The XX, 2010

The Cover Lovers, 22 November 2010

Various Production - Infinity [The XX] | zs

20 July 2010 : 22 articles

Popular Articles this Day

[Mercury prize 2010: a heavyweight lineup avoids controversy | Alexis Petridis](#)

Guardian music, 20 July 2010

After last year's unfortunate events, the 2010 shortlist reflects an understandably cautious preference for the tried and tested Gallery: All the Mercury nominees and their odds Mercury prize 2010: Full ...

[Dizzee Rascal and The XX installed as favourites for Barclaycard Mercury Prize](#)

NME - News, 20 July 2010

Odds for this year's album contest announced

[Mercury Prize Shortlist Announced...](#)

The Daily Swarm, 20 July 2010

Barclaycard Mercury Prize : The Barclaycard Mercury Prize 2010 Albums of the Year have been announced. Speaking from The Hospital Club in Covent Garden, Lauren Laverne revealed this year's albums: ...

[Mercury Prize Shortlist: The xx, Dizzee Rascal & More](#)

Spin, 20 July 2010

The shortlist for the 2010 Mercury Prize, the prestigious U.K. music honor, has been announced with nominations going to some of the nation's hottest exports this year, like the xx, ...

[The xx Favourites To Land Mercury](#)

Clash Music, 20 July 2010

London indie group The xx lead the way in the early betting for this year's Mercury Music Prize. The Mercury Music Prize nominations were announced earlier today (June 20th) amid ...

[Biffy Clyro, Corinne Bailey Rae, Dizzee Rascal, Foals, I Am Kloot, Kit Downes, Laura Marling, Mumford & Sons, Paul Weller, The xx, Villagers, Wild Beasts: Mercury Prize Shortlist Includes Dizzee Rascal, The XX](#)

Prefix Magazine, 20 July 2010

The 2010 Mercury Prize shortlist was announced and a pair of contrasting acts lead the list: Dizzee Rascal and the xx. The "Barclaycard Mercury Prize" (hey, it's the 21st Century--gotta ...

[Mercury Music Prize shortlist announced](#)

Drowned In Sound, 20 July 2010

To a hushed audience in a studio room in Covent Garden Lauren Laverne announced this year's Mercury Music Prize nominees. The expected names - The XX, Dizzee Rascal, Corinne Bailey ...

Jazz breaking news: Kit Downes Trio Nominated For The Mercury

Jazzwise Magazine, 20 July 2010

Golden , the debut album by the Kit Downes Trio has been nominated for this year's Mercury prize. Pianist Downes, a former member of Empirical, and a winner of the ...

Mercury Music Prize Nominees

Clash Music, 20 July 2010

The nominees for the Barclaycard Mercury Music Prize 2010 have been announced, including The xx, Foals and more. Music awards are totally meaningless and will be forgotten after about two ...

Latitude 2010: Saturday Gallery

Clash Music, 19 July 2010

View a photo gallery from Saturday at the Latitude festival with Belle & Sebastian, The xx, Frightened Rabbit, The Maccabees, Crystal Castles, The Horrors, Gaggles all performing. Photos by Joel ...

5

09 September 2010 : 19 articles

Popular Articles this Day

Jo Whiley Interviews The xx

NME - Features, 09 September 2010

She talks to the Mercury Prize champions before and after their win

Shorties (The xx, Jonathan Franzen's Freedom: The Movie (Rights), and more)

Largehearted Boy, 09 September 2010

The xx have won the 2010 Mercury Music Prize. New York Magazine lists the literary fiction titles where producer Scott Rudin owns the film rights, including Jonathan Franzen's Freedom, Michael ...

When will classical music get its own Mercury prize? | Tom Service

Guardian music, 08 September 2010

The Mercury music prize combines star power and industry credibility – isn't it time that classical music had something similar? I return to the blogosphere to find there's another debate ...

Noel Gallagher praises Damon Albarn and Gorillaz - Daily Gossip

NME - News, 08 September 2010

Dizzee's night of awards, Bieber takes over Twitter, The xx's Mercury celebrations – your music gossip stop

Mercury prize 2010: The xx were a safe choice, but the right one

Guardian music, 08 September 2010

With hushed, early-hours dynamics and an undertow of sexual desire, the xx's debut album is a compelling listen. But that probably wasn't the only reason the judges picked it ...

The xx: 'We're going to build our own studio with Barclaycard Mercury Prize winners money'

NME - News, 08 September 2010

Romy Madley Croft reveals the band's plans following win

The xx win Barclaycard Mercury Prize 2010

NME - News, 08 September 2010

Band beat the likes of Paul Weller, Foals, Mumford & Sons

The XX - Mercury Prize

NME - Features, 08 September 2010

Why they deserved to win

The xx win Mercury Music Prize

Irish Times - On The Record, 08 September 2010

Congratulations to The xx who have won the Mercury Music Prize for 2010 for their "xx" debut – and don't worry, Villagers, there are other prizes to be won for ...

The XX Win The Mercury - A Predictable Choice, But The Right One

NME - Blog, 08 September 2010

Well that's a bit more like it. After last year's supreme WTF? moment - when Speech Debelle won - this year the judges have awarded the Mercury to the band ...

News Highlights

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

July

"The xx were phenomenal there on Friday, all smoke and mood lighting and brooding atmosphere. I had slipped away from a slightly underwhelming Gorillaz , who ..."

Sat 10/07 - Festival Review: Glastonbury 2010 - Faded Glamour

"The xx have truly flown the... Read the full story on DrownedInSound"

Wed 14/07 - Wild Beasts, The XX at London, Roundhouse 12/7/2010 - Drowned In Sound

"The xx have truly flown the indie nest and arrived at a place where their delicate songs have been co-opted by the comparative masses"

Wed 14/07 - Wild Beasts, The XX at London, Roundhouse 12/7/2010 - Drowned In Sound

"The xx have told Spinner of their shock and delight at being nominated for the much-coveted Barclaycard Mercury Prize . Talking to us immediately after the ..."

Tue 20/07 - The XX Say Mercury Prize Nomination Is 'Insane' as Spinner Gets Shortlist Reactions - Spinner.com

"The xx make the 12-strong list.."

Tue 20/07 - Barclaycard Mercury Prize Nominees Revealed - THE-FLY

"The xx will fight it out as favourites to win this year's Mercury prize. From a decidedly indie list, bookmaker William Hill put Dizzee's Tongue N' ..."

Tue 20/07 - Mercury prize 2010: Dizzee Rascal and the xx lead nominations - MusicBlips

"The xx were afraid of disturbing their families and decided to turn their amplifiers down. The result is a sound which mixes post-garage beats with vocals ..."

Tue 20/07 - The xx Favourites To Land Mercury - Clash Music

"The xx would do with the money if they won? "Buy a studio," Sim replied. Read and comment. From thedailywarm.com"

Tue 20/07 - Mercury Prize Shortlist Announced... - The Daily Swarm

"The xx have recorded an innovative, unique record. To turn a blind eye to it would merit as a crime. _____ 2. Paul Weller - Wake ..."

Wed 21/07 - Mercury Prize 2010: Who to opt for - Music Fan's Mic (MFM)

"The xx have spoken about being nominated for this year's Barclaycard Mercury Music Prize. Released last year, the debut album from The xx was a stunning ..."

Wed 21/07 - The xx Talk Mercury Nomination - Clash Music

"The xx to win this year's Barclaycard Mercury Prize , with the betting odds getting dramatically smaller since they were first published. When the shortlist for ..."

Wed 21/07 - The XX Overtake Dizzee Rascal as Favourites to Win Mercury Prize - Spinner.com

"The xx were nominated for the Mercury Music Prize. This is one of the most credible awards in Britain, although that's rather like being the least ..."

Wed 21/07 - The XX are decent people - SupaJam

"The xx have now been made 5/2 favourites to win the Mercury Prize, according to Ladbrokes. The London-based group lead 4/1 chance Wild Beasts in the ..."

Wed 21/07 - The XX top odds for Mercury Music Prize - Mixmag

"The xx have had. Or the amazing organic stir that Mumford have caused over the past 18 months. [.."

Thu 22/07 - Most Puzzling Mercury Omission? These New Puritans - NME - Blog

"The xx have been twisted, embedded and implemented in music over the past eighteen months this is by far the most original and possibly the most ..."

Sat 24/07 - Felt Drawings - In My Room - It's Getting Boring

"The xx have been named as the bookie's favourites, while Kendal's silken voiced Wild Beasts lurk not far behind with their album 'Two Dancers'. Villagers star ..."

Wed 28/07 - Villagers On Mercury Nomination - Clash Music

August

"The xx will be making their fifth (or sixth) appearance in NYC since CMJ 2009. However, despite their relatively frequent visits to our fair city, I'm ..."

Tue 03/08 - Win VIP Passes to The xx, Jack Peñate and Chairlift at SummerStage - Bumpershine.com

"The xx may hail from London, but the UK trio feel very much at home whenever they come to New York City "We've been waiting all ..."

Mon 09/08 - The XX Come 'Home' to New York's Central Park - Spinner.com

"The xx is not unveiled until after dark"

Thu 12/08 - I Can't Give It Up - SoundDessert

"The xx were picked to close the festival, playing a headline slot on the final night of the Scandinavian event. Marina The Diamonds were also ..."

Mon 16/08 - Sigur Ros' Jonsi Pulls Out Of Flow - Clash Music

"The xx is the ... — full article at [mostlyjunkfood](#)"

Fri 20/08 - introducing Pariah - Hip Hop Blips

"The xx would be thought of as taboo to most people, but not the two dudes in LAZRtag, and the Los Angeles-based producers have taken on ..."

Mon 23/08 - Download: The xx – "Stars (LAZRtag remix)" - the culture of me

September

"The xx has proven a difficult task. Many have tried, but few have been successful. On his remix of "Shelter", Tiga seems to have found exactly ..."

Sat 04/09 - The XX - Shelter (Tiga Remix) - Fancy Sounds

"The xx have won The Mercury Prize for their debut album, xx"

Sun 05/09 - The Mercury Prize Goes XX - Anti Music

"The xx have just won the Mercury Prize 2010 for their debut album xx. It was our Album of the Year back in December 2009, of ..."

Tue 07/09 - Mercury prize 2010: Live blog - Guardian music

"The xx were installed as favourites by William Hill, with Dizzee Rascal in second place with his album 'Tongue N Cheek'. With the winner set to ..."

Tue 07/09 - Paul Weller Named Mercury Favourite - Clash Music

"The xx have won the 2010 Mercury Music Prize with their debut album 'xx'"

Wed 08/09 - The xx take out the Mercury Music Prize - Triple J - Music News

"The xx have won the 2010 Mercury Prize for their self-titled debut album and with it collect a cool £20,000 cash award. The prize honours the ..."

Wed 08/09 - The xx win 2010 Mercury Prize - AUX TV

"The xx have tonight (September 7th) taken home the Mercury Prize for their debut album xx. Released over a... For all the latest indie music news ..."

Wed 08/09 - [News] The xx Take Home Mercury Prize 2010 - Indiescreeet

"The xx have taken out the highly coveted British music award, the Mercury Prize, for their excellent debut album xx release to critical acclaim last year. ..."

Wed 08/09 - The xx Take Out Mercury Prize - Undertheradar.co.nz

"The xx have been announced winners. The band, whose album is actually pretty damn good, did experience a sales boost after the announcement, and can expect ..."

Wed 08/09 - The XX win Mercury Music Prize - SupaJam

"The xx have won the UK's most prestigious music award, in the form of the 2010 Barclaycard Mercury Prize! Selected by a selected panel of critics ..."

Wed 08/09 - News: The XX win the Mercury Prize - Inertia Music

"The xx have shoved aside favourite Paul Weller to win this year's prestigious Mercury prize for their self titled debut album. The London-based trio nabbed the ..."

Wed 08/09 - The XX: Mercury rising - ABC Dig Music

"The xx have won the 2010 the Barclaycard Mercury Prize beating Paul Weller, Mumford And Sons and Foals for the honour"

Wed 08/09 - International News: 2010 Mercury winner announced - Faster Louder

"The xx today won the 2010 Barclaycard Mercury Prize for its self-titled debut album, Billboard reported. The award comes with a £20,000 (\$35,000) cash prize, and ..."

Wed 08/09 - The xx win the Mercury Prize - Music Universe

"The xx have been named the winners of Britain's 2010 Mercury Prize for their self-titled debut album"

Wed 08/09 - The xx win Mercury Prize - Australian Broadcasting Commission - music news

"The xx have won the U.K.'s much-esteemed Mercury Prize, taking home the honor over favored short-listed nominee and veteran rocker Paul Weller. The award was issued ..."

Wed 08/09 - The xx win U.K.'s Mercury Prize over Paul Weller - HitFix

"The xx have revealed their surprise at being named the winners of this year's Barclaycard Music Prize. One of the biggest awards in the British music ..."

Wed 08/09 - The xx Respond To Mercury Win - Clash Music

"The xx have walked away with this year's Mercury music prize . These events prompted the following thoughts, in no particular order. Firstly, that classical music ..."

Wed 08/09 - When will classical music get its own Mercury prize? | Tom Service - Guardian music

"The xx have a unique sense of time and space - urban and enigmatic. The result is a wonderfully atmospheric album - sparse, urgent, hypnotic and ..."

Wed 08/09 - The xx // 2010 Barclaycard Mercury Prize - The 405

"The xx were taking home the award in 2010. The competition (Paul Weller, Foals, Mumford and Sons) was fairly weak, but it's still quite an achievement ..."

Wed 08/09 - The xx: The xx Win Mercury Prize, Plan To Build Their Own Studio - Prefix Magazine

"The xx have won the 2010 Barclaycard Mercury Prize for its debut "XX". The £20,000 prize was presented to the alt-rock trio at the Grosvenor House ..."

Wed 08/09 - The XX Scoop the Barclaycard Mercury Prize - RouteNote

October

"The xx were validated by their Mercury Prize win or the prestige of Massey Hall itself, they finally conveyed the confidence, charisma and enthusiasm meant for ..."

Fri 01/10 - The XX Come In To Their Own At Massey - CHARTattack

"The xx is almost like listening to the album on vinyl- incredibly amazing, but at the same time, mildly simplistic. It's the same songs off their ..."

Fri 01/10 - The xx w/Zola Jesus and Warpaint @ The Paramount, Seattle, WA - Popwreckoning

"The xx will be DJing at Love, following the band's United Palace show on Saturday. It starts at 10 pm, admission is free with an RSVP ..."

Sat 02/10 - Jamie "xx" Smith DJing At Love On Saturday - ■berDrivel

"The xx have skyrocketed from playing small clubs to elegant theatres in the span of a year, but the transition between standing crowds to seated audience ..."

Sat 02/10 - The XX Bring Explosive Show to Pop Montreal, Will Break After Tour - Spinner.com

"The xx have slid out of the Top Ten to be replaced by Katy Perry and an Eric Clapton compilation. The Top Ten is as follows: ..."

Mon 04/10 - Mark Ronson Beaten In Chart Race - Clash Music

"The xx is like stumbling onto a late-night confession between two lovers. Part of you.."

Tue 05/10 - Intimate vibe the xx factor - Boston Herald

"The xx have never shied away from publicly adoring. With the rapid advance of winter, it'd be more suitable to listen to this surprisingly upbeat little ..."

Wed 06/10 - Jamie Smith (The xx) – Far Nearer (Numbers) [Review] - Rockfeedback

"The xx have coopted a bit of the mainstream themselves, adding new cover of the vocal house classic, Robin S.'s "Show Me Love.", which hit #1 ..."

Thu 07/10 - Video: The XX, "Show Me Love" (Robin S Cover) - The FADER

"The xx have covered Robin S' #1 track 'Show Me Love' while they were in New York over the last weekend. The band played it right ..."

Thu 07/10 - New Video: The xx – Show Me Love (Robin S cover) - JPs Blog

"The xx make the song into a minimalist bubbler, as opposed to the Jock Jam cheese that fills the original. The song starts at 3:20 in ..."

Fri 08/10 - The xx: "Show Me Love" (Robin S. Cover) (Live Video) - Prefix Magazine

"The xx have hit out after the Conservative party used their music without permission. The Conservative party aren't exactly making a lot of friends right now. ..."

Fri 08/10 - The xx vs Conservative Party - Clash Music

"The xx has had a very quick rise to fame in the Indie world, it has allowed fans to witness their development live and on stage, ..."

Mon 11/10 - About Last Night: The XX, Warpaint, Zola Jesus at The Granada - Subservient Experiment

"The xx may have sucked up an amazing array of critical acclaim last year after the release of their eponymous debut album, but they're still not ..."

Tue 12/10 - The xx: "Crystalised" (Live On Kimmel) (Video) - Prefix Magazine

"The xx have the rare ability to turn any venue into a den of ice. Check out the clip of them playing "Crystalised" below, via Consequence ..."

Wed 13/10 - Video: The xx do "Crystalised" on "Kimmel" - Pitchfork

"The xx has been made available online after fans pieced the track back together"

Wed 13/10 - Fans Piece Together Shakira's Cover Of The xx To Stream Full Version - Frantik Mag

"The xx has responded, wanting 2 say to AnCo 'hey--we're way more popular and authentic than yall, yall. Our shoes effing kill it. They match our ..."

Mon 18/10 - The XX responds to AnCo, creates their own shoe - HIPSTER RUNOFF

"The xx have joined forces with denim brand Lee to personalise their own on-stage denim jackets for the current tour. The XX chose Lee's iconic classic ..."

Mon 18/10 - The XX creates official black denim jacket [via Lee denim collab] - HIPSTER RUNOFF

November

"The xx have unwittingly been used by the Conservative Party, after a track of theirs was played during the party conference. (Oct 6) BAND UPDATE: The ..."

Mon 01/11 - Stuff: October 2010 - Keep Hope Inside

"The xx is 'brilliant'? Can the XX release the album of the year in 2k11? Will they get a 10"

Tue 23/11 - Gorillaz covers the XX, sounds way better than the XX - HIPSTER RUNOFF

"The xx have been chosen to switch on the Christmas lights in Putney, London next month. Meeting at high school, The xx are the latest musical ..."

Fri 26/11 - The xx To Switch On Christmas Lights - Clash Music

"The xx is the greatest thing on earth, that new Sufjan Stevens album, the omnipresent Kanye cult of personality, your cousin's new religious declaration at the ..."

Mon 29/11 - Week in Pop: Eux Autres, Demon's Claws, Patrick Kelleher, Toro y Moi - Impose Magazine: Bytes

"The xx have collaborated to create the reworked We're New Here, with Smith taking 13 of the original tracks to create a collection of remixes. The ..."

Tue 30/11 - NY is Killing Me (tell me about it) - The Music Slut

"The xx is 'taking some time off'/writing their new album', and Jamie XX decided to 'go solo.' Not sure who is in2 this kind of music, ..."

Tue 30/11 - The XX drummer bro 'goes solo', releases another mp3 - HIPSTER RUNOFF

"The xx has remixed XL Recordings-labelmate Gil Scott-Heron's album I'm New Here, and the result, entitled We're New Here, is due on February 22. Scott-Heron's album ..."

Tue 30/11 - Jamie of The XX remixes Gil Scott-Heron - Impose Magazine: Bytes

December

"The xx has delivered big time. This is the first single from the remix album We're New Here, which is scheduled to drop February 2011"

Thu 02/12 - Gil Scott Heron and Jamie From the XX | New York is Killing Me - The Maroon Cafe

"The xx is like saying I have two ears it's so obvious and commonplace. I do, though, and I think the strength of all the remixes ..."

Sat 04/12 - The xx - You've Got The Love (Theophilus London Remix) I... - Two Nine

"The xx is infinitely more appealing than wonky Detroit rhyme over MicroKorg... CREEP / Days by Young Turks CREEP's Myspace"

Thu 09/12 - On the Horizon: Creeps Weirdos, CREEP. - Dots Dashes

"The xx is a popular 2k9 buzzband who is known for their minimalist guitar wave hit album. They are 'taking some time off' and writing a ..."

Fri 10/12 - Romy Croft of the XX sings vocals on some rape gaze track - HIPSTER RUNOFF

"The xx were breaking big with a vaguely similar mysterious, dissonant stillness. At a fuller length, The Fool exposes more of the big empty spaces around ..."

Sat 11/12 - Sweeping The Nation Albums Of 2010: Number 21 - Sweeping The Nation

"The xx have submitted handwritten lyrics to a new publication dedicated to the London band. The xx have always been about more than just music. The ..."

Tue 21/12 - The xx Publish Handwritten Lyrics - Clash Music

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 25: 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 25 (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 25 (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 26: 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 26 (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 26 (continued): Top 100 Artists on We Are Hunted Emerging Chart