

= Bitch I 'm Madonna =

" Bitch I 'm Madonna " is a song by American singer Madonna from her thirteenth studio album , Rebel Heart ( 2015 ) , featuring guest vocals from rapper Nicki Minaj . The artists co @-@ wrote the song with MoZella , Toby Gad , Ariel Rechtshaid , Diplo , and Sophie ; the latter two co @-@ produced it with Madonna . It was released as the third single from the album by Interscope Records on June 15 , 2015 , along with a number of remixes commissioned . An EDM and vaporwave song , the lyrics speak about having continuous fun because she is " Madonna " .

The song divided music critics , as some called it " energetic " , applauding Minaj 's rap verse and the unusual composition , while others criticized it for being a " desperate to shock " endeavor . In the United States , " Bitch I 'm Madonna " became the first Madonna song to enter the Billboard Hot 100 in three years , peaking at number 84 . The song became Minaj 's 63rd and Madonna 's 57th Hot 100 entry , placing them at positions three and four on the list of women with the most entries on the chart . It also reached number @-@ one on the Hot Dance Club Songs chart , extending Madonna 's lead as the artist with the most number @-@ ones on the US dance chart . Worldwide , the song has reached the top @-@ thirty in Hungary , and the digital charts of Finland and Sweden .

The song 's accompanying video , directed by Jonas Åkerlund , has Minaj and Diplo appearing alongside Madonna . The video also contains cameos from Rita Ora , Chris Rock , Jon Kortajarena , Miley Cyrus , Alexander Wang , Beyoncé , Katy Perry , Kanye West , and Madonna 's two sons , Rocco and David . It was shot at the Standard Hotel in New York City and shows Madonna and her entourage having a party throughout the building , ending at the rooftop . The release of the video to the streaming service , Tidal , was plagued by technical difficulties and was met with a mixed response . Critics complimented the craziness of the clip but panned the absence of the guest stars from the set . Additionally , comparisons ensued with then recently released music video for singer Taylor Swift 's single " Bad Blood " , which had featured similar guest stars . In order to further promote the song , Madonna performed " Bitch I 'm Madonna " during her appearance on The Tonight Show Starring Jimmy Fallon , which was received positively .

= = Background and development = =

In February 2014 , Madonna announced that she had begun working on her thirteenth studio album , saying " I 'm right now in the process of talking to various co @-@ writers and producers and talking about where I want to go with my music " . By the next month she started posting a number of images on social media website Instagram , where she hinted at possible songwriters and collaborators with hashtag captions . Two months later , Madonna posted a selfie where she talked about working with American DJ Diplo . Madonna had invited him to her annual Oscar party , but he was unable to attend . They eventually started talking about music through texts and decided to collaborate on the album . In an interview with Idolator , Diplo explained that Madonna had asked him to provide his " craziest record " for the album . Together they wrote and recorded seven songs and Diplo added that " [ Madonna ] was up for anything . I love when an artist gives a producer the confidence he needs to work with them , and [ she ] was very open @-@ minded to my ideas . Those records are gonna be crazy @-@ sounding . We really pushed the envelope with some of the stuff we were doing . "

One of the tracks recorded was confirmed by Diplo as titled " Bitch I 'm Madonna " , which he believed would push his boundaries of songwriting . Madonna explained that the phrase was new to her and was introduced by Diplo , who explained that anyone who could remain cool when faced with criticism was appropriating Madonna , hence it was not just a unique reference to the singer . The origin of the song 's idea was traced back to rapper Lil B 's 2010 song , " Pretty Boy Farmer " , which presented the lyrics " I look like Madonna / Bitch , I 'm a farmer " . Diplo took this idea to Madonna and developed a song which addressed the singer 's detractors , who spoke negatively about her longevity in the music industry , adding " We made this record about , ' Fuck it , bitch , we 're all Madonna ' " . He also insisted that they recruit Trinidadian rapper Nicki Minaj , who had

previously worked with Madonna on two songs from her MDNA album .

Diplo explained to Interview magazine that the song 's composition happened while they were drinking one night in the studio . There he played Madonna a Japanese pizzicato melody and a drop , which she liked . Since Madonna preferred to start her compositions on guitar , Diplo added guitar sounds over the melody and then progressed with the writing . Another Instagram post by Madonna confirmed Minaj 's involvement in the track , with the photo caption " We go hard or we go home we gon ' do this all night long ! # werk " . Madonna commented about her method working with Minaj :

Whenever we work together she always sits with me and listens to the song , and says " tell me what this song is about to you . " She 's very methodical in her thinking . We talk about it , she writes down words that I say describing what the song 's about and the sentiment that I 'd like her to get out there , and then she goes away and she works on it . She writes it , she comes back . She does a version of it , we talk about it . It 's a back and forth until she gets it right . It 's a total collaboration .

= = Release = =

On December 17 , 2014 , Billboard reported that the demo version of " Bitch I 'm Madonna " had leaked onto the Internet , alongside the other twelve demo recordings for Madonna 's then untitled thirteenth studio album . An aggravated Madonna clarified that the songs were demo versions from earlier recordings ; she compared the leak to that of " artistic rape " . She was subsequently criticized for referring to the hack as " terrorism " in the wake of the Peshawar school attack and Sydney hostage crisis . On December 20 , 2014 , the album became available for pre @-@ order on iTunes Store . When ordered , six tracks including " Bitch I 'm Madonna " were available for digital download . Madonna stated that the songs were meant to be " an early Christmas gift " with the final release in March 2015 .

Following " Living for Love " and " Ghosttown " , " Bitch I 'm Madonna " was confirmed as the third single from Rebel Heart by Madonna on her Instagram . She also released three remixes of the song on her YouTube and Tidal accounts for streaming . The cover art of the song was also released along with the remixes ; it was created from one of her images on Instagram . The majority of house remixes of " Bitch I 'm Madonna " were produced by Rosabel , Sander Kleinenberg and Oscar G , who posted a message on his Facebook account about the collaboration , " When Madonna calls you , you do exactly what she asks . I am very grateful for this opportunity ! " Another remix by Sick Individuals , which consist of Dutch duo Rinze " Ray " Hofstee and Joep " Jim " Smeele , was released exclusively to Billboard . The remixes were first released on June 15 , 2015 , in Australia and Germany , and the next day in other nations .

= = Composition and remixes = =

" Bitch I 'm Madonna " was co @-@ written and co @-@ produced by Madonna , Diplo , and British electronic musician and PC Music co @-@ hort , Sophie , with additional writers including MoZella , Toby Gad , Ariel Rechtshaid and Minaj . Demacio " Demo " Castellon was the audio engineer for the track and also did the audio mixing and recording . Other engineers who worked on the track included Nick Rowe and Aubrey " Big Juice " Delaine , with Zeke Mishanec helping with additional recording and Angie Teo working on additional mixing . The song was the first time that PC Music , which generally catered to underground music and artists , was working with a mainstream artist like Madonna . Sophie recalled that it was Madonna who was " calling the final shots " for recording the song and noted that there was no label representative who dictated the process .

" Bitch I 'm Madonna " has musical elements from DJ Snake and Lil Jon 's " Turn Down for What " ( 2013 ) with Madonna 's vocals reminiscent of singer Miley Cyrus ' autotuned rapping . The song has a tearing sound alongside the " bleepy electro " and " churning " dubstep composition . It begins with the sound of acoustic guitar reminiscent of Avicii 's single " Wake Me Up " ( 2012 ) , as Madonna coos in the background , " You 're gonna love this " , but quickly changes into an EDM and vaporwave track . The track deviates from a traditional song structure and hook , instead featuring

harsh cuts , synths and Madonna singing in a nasal tone . Minaj raps in the track , asking everybody to " go hard or go home " , while Madonna shouts lyrics like , " I just wanna have fun tonight , I wanna blow up this house tonight " , " alternating between pitch @-@ shifted shrieks of ' Who do you think you are ? ? ' and the sing @-@ songy title taunt . " Regarding her profuse usage of the word " bitch " in the song ( along with another song " Unapologetic Bitch " from Rebel Heart ) , Madonna defended her decision to Billboard , saying :

I think that 's bullshit . The word police can fuck off . I don 't want to be policed ! I 'm not interested in political correctness . The word " bitch " means a lot of different things . Everything is about context . When I first moved to England and heard the word " cunt " , I was horrified . People were calling each other cunts ! And then I realized that , in that culture , it was different ? they slapped each other on the back and said , " Who 's the cunt , right , you 're my best mate ! " The word " fuck " doesn 't just mean sexual intercourse . I mean , " You 're a stupid fuck , " " Are you going to fuck with me ? " " Fuck off ! " ... Sex has nothing to do with any of those expressions , and the same goes for " bitch " . If I say to you , " I 'm a badass bitch , " I 'm owning myself , I 'm saying , " I 'm strong , I 'm tough , and don 't mess with me . " If I say , " Why are you being such a bitch to me ? , " well , that means something else .

Since Madonna had to rush @-@ release the first six songs from Rebel Heart due to the hack and leaks , Diplo clarified that the released version on the album was not his final mixing of the track ; he later posted his intended cut on his SoundCloud account . Three of the house remixes of " Bitch I 'm Madonna " were released as dub versions of the song , with a long drawn @-@ out beat section and minimal vocals from Madonna , as noted by Robbie Daw from Idolator . Kleinenberg 's remix had a completely different sound from the house mixes , although Daw believed all of them to be " cheap " sounding in comparison to the original . According to Sick Individuals , their remix of the song had " hard @-@ hitting " beats and it was also an energetic version , catering to the dance floors . Fedde le Grand 's remix of the song did not use any of the effects present in the album version , and was created as an electro house track with metallic sounds .

= = Critical reception = =

The song received divided opinion from music critics . Sasha Geffen from Chicago Reader gave a positive review of the track , complimenting it for bringing the underground PC Music to the mainstream , adding that " between Diplo 's blocky breakdowns and Sophie 's slippery arpeggios , [ the song i ] s a provocative piece of work [ ... ] The shift from SoundCloud to superstars was always coming ? it just so happens that Madonna is the one who carried it over . " Another positive review came from Neil McCormick of The Daily Telegraph , who elaborated : " [ T ] he track in question fizzles with bright energy , a handclapping rave anthem powered by a fantastically wonky synth line that sounds like a vintage arcade game played on an electronic kazoo , and topped off with a snappy Nicki Minaj rap . Madonna delivers the melody like a playground nursery rhyme , chanting about bad behavior in a butter @-@ wouldn 't @-@ melt sing @-@ song voice . "

Dan Weiss from Spin observed that the " most surprising thing about a song that 's actually called ' Bitch , I 'm Madonna ' is that it doesn 't have any surprises " . In contrast , Andrew Unterberger of the same publication enjoyed the track , claiming that " it might not be your favorite Madonna , but it 's unquestionably her , and it 's far more compelling than the anonymous EDM enthusiast she played on MDNA ( 2012 ) " . Unterberger also praised the addition of PC Music " ping @-@ ponging oddball freneticism " and " Diplo 's block @-@ dropping beats " . Caryn Ganz of Rolling Stone was also positive , calling it " frenetic " , and praised Minaj 's verse for being " pure fire " , while Anna Zelaski of The A.V. Club appreciated the song for being " the right kind of [ track ] ... that 's mindless fun and impossible to take seriously " . In the same vein , Andy Gill of The Independent called it " amusingly abrasive " and praised Minaj for " repris [ ing ] her role as Madge 's rapping henchgirl " .

In spite of noting that Diplo makes Madonna sound fun on the song , Gavin Haynes of NME commented that the song 's composition " showed the gulf between [ Madonna 's ] life and her music is now impossible to ignore " . Calling it " awry " , Alexis Petridis of The Guardian claimed that " Bitch I 'm Madonna " is " a fantastic title in search of a song . In lieu of one , producer Diplo comes

up with a kind of hybrid of EDM and happy hardcore and throws Nicki Minaj at her most hyperactive into the mix ; the result genuinely sets your teeth on edge . " Criticizing Rebel Heart for being " overworked " , Sal Cinquemani of Slant Magazine found that " the duality of its title [ is ] muddled by the inclusion of garish party jams like the infuriatingly catchy but lyrically cringe @-@ inducing ' Bitch I 'm Madonna ' " . John Murphy of musicOMH remarked that the song " never quite lives up to its fantastic title , and just sounds a bit of a mess , trying to cram in Diplo @-@ produced dance @-@ hall rhythms , a dubstep breakdown and the seemingly now obligatory Nicki Minaj guest rap " . Evan Sawdey of PopMatters opined that the song " and another Rebel Heart track , " Illuminati " ? " absolutely reek of desperation , wanting so badly to shock and offend listeners that they fail to resolve as satisfying songs first and foremost " .

In their year end ranking of the best songs from 2015 , Entertainment Weekly listed " Bitch I 'm Madonna " at number 27 , saying " She go hard or she go home , she gon do this all night long ? [ Madonna ] ' s standout from Rebel Heart has everything you love about her music : hooks , humor , attitude for days " .

= = Chart performance = =

In the United States , " Bitch I 'm Madonna " debuted on Billboard 's Dance / Electronic Songs chart dated January 3 , 2015 , at number 14 with sales of 12 @,@ 000 copies . The song started fluctuating down the chart and exited after four weeks , but following her appearance on The Tonight Show Starring Jimmy Fallon in April 2015 , the sales surged by 748 % to 9 @,@ 000 copies , making the song re @-@ enter the chart at number 21 . The song again started a downward trajectory on the chart until June 2015 , when the music video was released . Sales for that week increased to 13 @,@ 000 copies , enabling the song to reach a peak of number 5 on the chart , becoming Madonna 's second top @-@ ten single there following " Living for Love " . The song debuted at number 26 on the Hot Dance Club Songs chart and reached a peak of number @-@ one , her record @-@ extending 46th in total ; it was also Minaj 's fifth number @-@ one . " Bitch I 'm Madonna " debuted on the Billboard Hot 100 chart week of July 4 , 2015 , at number 84 , becoming her first entry on the chart since " Give Me All Your Luvin ' " ( 2012 ) . The entry was aided by a 1 @,@ 454 % gain in streaming activity for the track , with a total of 2 @.@ 6 million US streams up to the week ending June 21 , 2015 . The track became Minaj 's 63rd and Madonna 's 57th Hot 100 entry , placing them at positions three and four on the list of women with the most entries on the chart . The following week , the song fell down by 11 places on the Hot 100 , landing at number 95 , which was its final appearance there .

In the United Kingdom , Alan Jones from Music Week reported that following the release of the music video , there was a sales surge for " Bitch I 'm Madonna " , which sold 1 @,@ 667 copies ( up from 148 copies of previous week ) ; however , it was not able to chart within the top 200 positions of the UK Singles Chart . In France , the song debuted at number 90 on the French Singles Chart the week of December 27 , 2014 , following the advanced release of the album 's six tracks for pre @-@ order on iTunes . Later , it fell to number 135 , before dropping off the chart . The song re @-@ entered at number 104 when the music video was released , and fell to number 149 the following week . In Spain , the song also debuted with the advanced release , reaching number 49 .

= = Music video = =

= = = Background = = =

Along with announcing " Bitch I 'm Madonna " as the third single , Madonna also confirmed the release of a music video for the song . She teased in a post on Instagram saying that the video would have many " surprise " guests . A number of people were tagged in the Instagram post , including singers Beyoncé , Katy Perry , Miley Cyrus , and Rita Ora , as well as Minaj and Diplo . Other personnel tagged included costume designer Arianne Phillips , hair stylist Andy Lecompte and

fashion designer Jeremy Scott . Comparisons ensued with the recently released music video for singer Taylor Swift 's single " Bad Blood " which had featured similar guest stars . Madonna had also released images from the set previously , showing her with pink hair and in provocative clothing . Another preview came from The Flaming Lips lead singer Wayne Coyne , who had visited the set and uploaded a short video of the shooting . Filming took place on the top floors of the Standard Hotel in New York City , and was directed by Jonas Åkerlund , who explained how he landed the project as follows :

'Madonna called me about ' Ghosttown ' . We hadn 't worked for a while because of different circumstances so when I heard all the songs [ on Rebel Heart ] , I was very excited about ' Ghosttown ' . I connected to it creatively . And , yeah , we enjoyed working together . I was supposed to start something else right after and that got pushed and she asked me to do ' Bitch I 'm Madonna ' . I saw it being so completely different from ' Ghosttown ' , something a little bit less serious , just fun and crazy .

The team had a short time for finalizing the different aspects of the shoot , including rehearsing the whole sequence . They also had just one night to complete shooting and due to the casual nature of the song , decided to invite Madonna 's close friends and family to be in it . Contrary to normal shooting schedules , the team had to work fast before the sun came up , since they were portraying a party at night . Following the choreography , every person on set had cues about their position and where their part would come in the shooting . A number of designers contributed clothing for the singer to wear , including Moschino , Discount Universe , SSUR , Chanel , Majesty Black and shoes by Giuseppe Zanotti . According to Amber Kallor from Style.com , various contemporary fashion trends appeared in the video , including candy @-@ colored hairs , black lips , white bows and glitter eye makeup .

= = = Release = = =

The video was confirmed to be released on June 16 , 2015 ; Madonna also released a teaser of it , which showed the aftermath of a party , as the song played slowly in the background . On the release day , a poster was uploaded on Madonna 's Instagram which confirmed that along with the aforementioned personnel , singer Beyoncé would also appear in it . Joe Lynch from Billboard compared the poster to those uploaded during the release of " Bad Blood " but nevertheless believed , " it 's likely that Madge had this project in the works before becoming aware of Taylor 's plans " . However , the video did not arrive on June 16 , instead a second teaser was released , showing Madonna twerking in jeans shorts and high heels , with multi @-@ colored graphics . It ultimately premiered the next day on Tidal , along with a behind @-@ the @-@ scenes clip . It was an exclusive release to the streaming site for the first 24 hours , following which it was released on Madonna 's Vevo page . The full list of guest appearances in the video included Beyoncé , Perry , Cyrus , Minaj , Ora , and Diplo along with rapper Kanye West , actor and comedian Chris Rock , designer Alexander Wang , model Jon Kortajarena and Madonna 's sons Rocco and David . However , the video faced problems in Tidal with error messages and freezing in @-@ between , resulting in the company releasing an apology on Twitter : " We apologize to all the fans excited to watch the # BitchImMadonna video , we ? re working on a fix . We 'll have it up and running soon . "

= = = Synopsis = = =

The video begins with four young girls in outfits inspired by Madonna 's iconic " Like a Virgin " performance at the 1984 MTV Video Music Awards , who mime the opening lines of the song . Madonna is shown exercising alongside , wearing an animal print dress and a studded , pink motorcycle jacket . She finishes and comes out in a colorful hallway , drinks water , kisses a man and walks through the corridor , crossing Diplo at one point . As the chorus starts the scene cuts to four Japanese dancers making choreographed moves in a bathtub and inside a bar as Madonna joins them . Ora and Rock appears mouthing the phrase " Bitch I 'm Madonna " . The second verse starts with Madonna crawling along the hallway , getting entangled in balloons , meeting Diplo again

and finally the camera pans away to reveal a number of sock puppets in neon glow swaying together to the song .

During the second chorus , Madonna and her dancers go from the hallway to a bar where the singer forcefully makes Kortajarena drink a beverage , dry humps a dancer and continues dancing . The guest appearances start with Cyrus pointing her middle finger towards the camera wearing glitter around her eyes , followed by Wang , Diplo and Rocco in the bar , Beyoncé posing like Madonna 's music video for " Vogue " ( 1990 ) , Perry moving around to the song , and David dancing while Madonna and the others cheer him ; all of them mouth the song name while they appear onscreen . As the chorus ends , a dancer brings a video screen behind them where Minaj appears rapping her part , interspersed by shots of West cheering . Madonna and her dancers continue moving through the room with falling confetti and reach a dance pole . She climbs through a set of dimly lit stairs and reaches the rooftop where the party is taking place . The song nears to an end and Madonna is shown surrounded by her dancers and some partygoers while she lies down ; interspersed scenes show her twerking and dancing alone in a room wearing a cap with Hebrew word " ????? " ( " Shalom " ) written on it . The video ends with a far away shot of the Standard Hotel 's brightly lit rooftop where the party continues .

An alternate ending was present in the behind @-@ the @-@ scenes video , showing an exhausted Madonna leaving the party with a male model , as well as aftermath scenes of the party which were released in the first teaser trailer . The parting shot showed Madonna running around the room and posing in front of the windows overlooking New York . Other scenes included Madonna chatting with Ora and Rock in @-@ between takes , sitting in the hallways , plunging towards the neon sock puppets multiple times as well as singing the song with the little girls from the beginning of the video . Another video set to Kleinenberg 's remix featured further footage of Madonna dancing and more casual scenes featuring the guest stars .

= = = Reception and analysis = = =

Jason Lipshutz from Billboard wrote an article about why the video was an important release for Madonna . He felt that although the Rebel Heart era had received more promotion than the previous MDNA era , the commercial returns had been diminishing . The first two singles , " Living for Love " and " Ghosttown " , failed to chart on the Billboard Hot 100 , making it the first Madonna album without a Hot 100 single , until " Bitch I 'm Madonna " debuted at number 84 . The video , Lipshutz theorized , was Madonna 's attempt to bring back an audience for the whole era . Joe Lynch from the same magazine called the video an " embarrassment of star power " , adding that it " has everything : Miley 's middle fingers , Madonna kissing a shirtless hunk , topless women in a bathtub , break @-@ dancing , sock puppets singing , Moschino fashion and much more " . Brennan Carly from Spin believed that the " grandeur and ambition " of the clip made it comparable to Madonna 's music videos for " Hung Up " ( 2005 ) and " Living for Love " .

Kevin O 'Donnell from Entertainment Weekly said that although " [ a ] nytime Madonna announces a new video , it 's a global event . And it 's no different with [ ' Bitch I 'm Madonna ' ] " , he called it " her most bonkers video in years " . Hicks from the San Jose Mercury News was impressed with the video , but felt Madonna could have done it without the guest appearances . Emilee Linder from MTV News observed that the video was completely different from the one released by Swift , but described it as " action @-@ packed " in a different way , that of portraying a party . Daniel Kreps from Rolling Stone declared that with the release of " Bitch I 'm Madonna , " The age of blockbuster all @-@ star music videos are upon us " . Both Nolan Feeney from Time and August Brown from Los Angeles Times noted that Madonna was able to successfully bring together her music industry peers in one video .

Christopher Rosa from VH1 criticized the fact that none of the female singers ( apart from Rita Ora ) including Minaj , were actually present on set during shooting of the video ; their parts were filmed separately . He added that it was " pretty hilarious . Madge 's clip is called , ' Bitch I 'm Madonna ' , but why couldn 't she get these youths to show the eff up ? " Writing for Life & Style magazine , Chantal Waldholtz was disappointed with the clip , calling it " lackluster " due to the short cameo

appearances . Kevin Fallon from The Daily Beast called the video " pathetic and sad " and questioned the inclusion of guest stars like Swift 's video , ultimately describing the whole affair as " absolutely pointless . At worst , it 's desperate . At best , it 's just dumb ... [ The video ] is a fascinating mix of impressive and sad , both aggressively relevant and therefore wholly irrelevant at the same time . " He ended the review with one compliment about the single take in which the video was shot , comparing it to the 2014 black comedy film Birdman .

Bernard Zuel from The Sydney Morning Herald spoke about the problems with the release to Tidal , saying " Apologies , embarrassment and another social media fail : is this already a new low water mark for Madonna and Tidal only weeks after it began operating ? " He criticized Madonna 's team for not being able to release the video smoothly , while also noting that negative feedback given to the video included " Madonna 's age , sexually charged performances , [ and ] need to shock " . Tshepo Mokoena from The Guardian considered the cameos as more of " slapdash than slick " , appearing as " flat and glossily detached " . Time magazine listed the music video at number 8 on their ranking of the " Top 10 Pop Music Videos " , describing it as " nuts as its croaking bass drop " .

= = Live performances = =

Madonna performed " Bitch I 'm Madonna " during her appearance on The Tonight Show Starring Jimmy Fallon on April 9 , 2015 . She adorned herself in a black jacket covered with gold dollar symbols and a number of gold chains around her neck . The performance began with Madonna in the backstage where she put finishing touches to her make @-@ up , then entered Diplo 's dressing room where he was having a party surrounded by women . Madonna did a dance routine in the hallway where her son Rocco appeared mouthing the chorus . The singer and her troupe then moved into the studio area where the audience was present . Energetic dancing continued with Madonna straddling one member of the audience at one point . Still photos of Minaj were projected on video screens with Diplo DJing on a console . Madonna also climbed atop Fallon 's desk and made him sing the chorus line . The performance ended with another energetic dance routine and crumping .

Biance Gracie from Idolator gave a positive review to the performance , saying that " Instead of doing her usual bit of either singing ' Living for Love ' or the current single ' Ghosttown ' , the entertainer decided to switch things up a bit ? and we 're so glad [ she ] did ! Madge did a wild and super @-@ fun version of ' Bitch I 'm Madonna ' . " The Hollywood Reporter listed the performance as one of the top five shocking moments by Madonna in 2015 . Stereogum 's Caitlin White was amazed by Madonna 's performance , saying that " the fact that she can dance like ... this at 56 is practically a superhuman feat , and I was surprised by how much I enjoyed the performance . " Bradley Stern also wrote a similar review for MuuMuse , describing the performance as " one of the most all @-@ out insane television performances of the entire Rebel Heart era ... This was no basic stage performance : Instead , Madonna brought her noisy , bratty and utterly # Unapologetic banger to life . "

On the Rebel Heart Tour ( 2015 ? 16 ) , the song was the second performance on the set list , during the first segment . For the first section , inspired by the Rebel Heart album cover art and Joan of Arc , costume designer Arianne Phillips had created a series of costumes referencing liturgical fabrics and a contemporary exhibition of samurai armor at the Los Angeles County Museum of Art . As the theatrical performance of opening number " Iconic " concluded , Madonna was joined onstage by her female dancers wearing geisha inspired costumes . They started performing the song while holding Japanese war fans . Minaj appeared on the backdrops rapping her verses , aided by " shuddering " bass sounds .

= = Track listings and formats = =

Digital download ( Album Version )

" Bitch I 'm Madonna " ( featuring Nicki Minaj ) ? 3 : 47

Digital download ( Clean )

" B \* \* \* \* I 'm Madonna " ( featuring Nicki Minaj ) ? 3 : 47

Digital download ( Remixes )

" Bitch I 'm Madonna " ( Fedde le Grand Remix ) ? 3 : 55

" Bitch I 'm Madonna " ( Rosabel 's Bitch Move Mix ) ? 7 : 05

" Bitch I 'm Madonna " ( Sander Kleinenberg Remix ) ? 4 : 58

" Bitch I 'm Madonna " ( Junior Sanchez Remix ) ? 5 : 10

" Bitch I 'm Madonna " ( Oscar G 305 Dub ) ? 8 : 44

" Bitch I 'm Madonna " ( Sick Individuals Remix ) ? 5 : 07

" Bitch I 'm Madonna " ( Dirty Pop Remix ) ? 5 : 11

" Bitch I 'm Madonna " ( Flechette Remix ) ? 3 : 21

" Bitch I 'm Madonna " ( Oscar G Bitch Beats ) ? 8 : 44

" Bitch I 'm Madonna " ( Rosabel 's Bitch Move Dub ) ? 7 : 35

= = Credits and personnel = =

Management

Webo Girl Publishing , Inc . ( ASCAP ) / Songs Music Publishing , LLC on behalf of " I Like Turtles " Music

Songs of SMP ( ASCAP ) / Lion of God Publishing Co . ( ASCAP ) c / o Kobalt Songs Music Publishing / EMI April Music , Inc. and MoZella Mo Music ( ASCAP ) / Atlas Music Publishing on behalf of itself and Gadfly Songs ( ASCAP )

Songs of Universal , Inc . ( BMI ) on behalf of itself and Harajuku Barbie Music ( BMI ) / Brill Building Songs ( ASCAP ) c / o Kobalt Songs Music Publishing

Nicki Minaj appears courtesy of Young Money Entertainment / Cash Money Records

Personnel

Personnel adapted from Madonna 's official website .

= = Charts = =

= = Certifications = =

= = Release history = =