

= Scream & Shout =

" Scream & Shout " is a song by American recording artists will.i.am and Britney Spears , taken from the former 's fourth studio album # willpower . It was released on November 20 , 2012 by Interscope Records as the second single from the album , and sent to mainstream radio in the United States on November 27 . The song was written by will.i.am , Jef Martens and Jean Baptiste and was produced by Martens under the alias Lazy Jay , with additional production by will.i.am. " Scream & Shout " is an upbeat dance @-@ pop song ; its lyrics are about having a good time on a night out . It interpolates a sample of the lyric " Britney , bitch " , which was used on Spears ' 2007 single " Gimme More " .

" Scream & Shout " received mixed reviews from music critics . Some critics described the song as a dark club track , but others criticized the use of Auto @-@ Tune on the vocals . The song was a commercial success worldwide , topping the charts in over 24 countries and reached the top ten in Australia , Sweden , and South Korea . In the United States , the song peaked at number three on the Billboard Hot 100 and became the first number one song of the newly established Dance / Electronic Songs chart . In the United Kingdom , " Scream & Shout " became will.i.am 's second consecutive number one single , Spears ' sixth number one and her first chart @-@ topper since " Everytime . "

An accompanying music video directed by Ben Mor was shot in October 2012 , and premiered in the U.S. during a live episode of The X Factor on November 28 . The theme of the music video is multiplicity , and critics complimented its futuristic setting . " Scream & Shout " also served as the theme song for a television commercial for Beats by Dr. Dre Color headphones . A remixed version of the song , featuring rappers Hit @-@ Boy , Waka Flocka Flame , Lil Wayne and Sean Combs , was uploaded to will.i.am 's official YouTube account on January 25 , 2013 , after it was leaked on the internet earlier the same day . A music video for this version was filmed in January 2013 and released on February 14 .

= = Background and release = =

After Spears spent a year promoting her seventh studio album *Femme Fatale* (2011) , RCA Records executive vice president of promotions Joe Riccitelli said that Spears would take a year off from the music business to " be a mom and get married . " On April 2012 , E ! Online reported that Simon Cowell was negotiating with Spears for her to join the second US season of the music competition show *The X Factor* , reportedly offering her \$ 15 million . On May 9 , 2012 , reports that Spears had contracted to judge the show appeared . On May 14 , 2012 , it was officially confirmed that Spears and pop singer Demi Lovato would join *The X Factor* as judges . On August 28 , 2012 , Spears confirmed that she was recording new material with will.i.am , and said on social network Twitter , " Can 't wait for y 'all to hear @ iamwill 's next single featuring me . " They had worked together the previous year on two tracks for *Femme Fatale* , one of which , called " Big Fat Bass " , was included on the album . The song , rumored to be named " Sexy Sexy " at the time , was going to be released on will.i.am 's album # willpower on October 15 , 2012 ; however , will.i.am changed the release date after several tracks from the album were leaked online . He said , " I ? m trying to finish # willpower ? & now because of all the leaks I have push the album back to make new songs ? "

On October 12 , 2012 , Spears confirmed that the track would be called " Scream & Shout " . On November 17 , 2012 , the song was leaked in full online . When asked about how he felt about it being released earlier than expected , will.i.am said , " Well , that 's done . You can 't undo it . It 's out . It made it real . But once things go to the editing and coloring , it 's not in your control . " Spears used her official Facebook account to express her sadness about the early release of the song , but added , " I AM super excited that my fans seem to love it as much as will.i.am and I do . It hits radio tmw and iTunes later in the week . " Billboard confirmed the release of " Scream & Shout " on U.S. radio station 102 @. @ 7 KIIS @-@ FM on November 19 at 12 : 00 pm Pacific Standard Time . The same day , the song had its United Kingdom radio premiere on Capital FM at 8 : 00 pm Greenwich

Mean Time , and had a digital promotional release in Europe . The song was released for digital download worldwide the following day , and was officially sent to mainstream radio through Interscope Records on November 27 , 2012 @. @ will.i.am revealed the cover art for " Scream & Shout " on November 19 through his Facebook account . British singer Tulisa Contostavlos co @- @ wrote the original version of " Scream & Shout " with Jean Baptiste and recorded it under the title " I Don 't Give A Fuck " . The track was intended for Contostavlos ' debut album The Female Boss (2012) . However , the producer of the track , Lazy Jay , did not want Contostavlos to have the song and gave it to will.i.am , who re @- @ wrote the song with Spears in mind .

= = Composition = =

" Scream & Shout " is an upbeat dance @- @ pop track written in the key of D minor and has a moderate tempo of 130 beats per minute . It contains lyrics about having an enjoyable night out . The track begins with Spears rapping the first eight lines with Nicki Minaj @- @ esque vocals . As the song proceeds to its chorus , will.i.am joins Spears on vocals . " Scream & Shout " interpolates a sample of the lyric " It 's Britney , bitch " , which was first used on Spears ' 2007 single " Gimme More " , and is used before every breakdown on the track .

Spin writer Marc Hogan wrote that " Scream & Shout " has similarities to Azealia Banks ' song " 212 " (2011) , and compared " Scream & Shout " ' s background vocals to those of " Are We All We Are " (2012) by P ! nk . Keith Caulfield of Billboard said that the song " features a very different look for Spears , whose voice is roboticized to a nearly unrecognizable degree . " After the song was leaked , a reviewer for Idolator said , " we 're pleased to report that it 's pretty good ? and slightly kooky , " and that the lyrics , " When you hear us in the club / You 're gonna turn this shit up " are " probably accurate " . Idolator also praised the use of the " It 's Britney , bitch " line . Rebecca Macatee of E ! Online wrote that the track is " clubby , catchy , cool " , and compared Spears ' vocals to those of Madonna , and wrote about the use of pitch @- @ correcting software Auto @- @ Tune on the song . Bill Lamb of About.com wrote that " the digital effects are seamless and the use of modulations of Britney Spears ' voice to build the chorus sounds perfectly natural in this context " , and that , " the spacey , free form bridge is beautiful despite will.i.am 's singing talent limitations . " A Rap @- @ Up reviewer noted the use of Auto @- @ Tune on will.i.am 's vocals only .

= = Critical response = =

" Scream & Shout " received mixed reviews from music critics . Michael Murray of RyanSeacrest.com said the song " is like nothing we ? ve ever heard " , commenting that will.i.am utilizes " his signature electric beats " while Spears embraces an alter @- @ ego . MTV contributor Jocelyn Vena called the track " a club banger " , and said it is " an amped up dance @- @ floor anthem , full of tempo changes , sassy one @- @ liners and dubstep aplenty . " Robert Copsey of Digital Spy wrote that upon first hearing the track he found it confusing , but after repeated plays he found it a " surprisingly catchy robo @- @ pop stomper . " After detailing the release of " Scream & Shout " , a reviewer for Take 40 Australia wrote that the track " has all the hallmarks of a hit Will.i.am song " . An AOL On reviewer called it a " dance floor anthem " and stated that " perhaps the best part of the song is the best one @- @ liner from Britney 's ' Gimme More ' ? " It 's Britney B " . "

Jenna Hally Rubenstein of MTV Buzzworthy called " Scream & Shout " a " futuristic electro jam " , and wrote that parts of it " had us weeping and repenting , like that moment where Brit does a heavy Madonna @- @ fied English accent and that other time will.i.am goes all ' Gimme More ' on us with ' It 's Britney , bitch ' . " Chris Eggertsen of HitFix rated the track a B- , and wrote that , " the dubstep @- @ y beat on offer is certainly a booty @- @ shaker , but it lacks the extra " oomph " and originality that would make " Scream and Shout " a truly memorable single . It 's the kind of club track that 's serviceable enough in the moment , but it 's not likely to stick in your head on the cab ride home at 2 a.m. " . Emily Exton of PopDust contributor wrote that Spears ' contribution is an improvement from " will 's monotonous requests to ' lose control ' , ' let it go ' and ' hit the floor ' , " but said that the song needed " something more from Britney to balance this out . " Jason Lipshutz of Billboard news writer

wrote that will.i.am " could have utilized Spears ' presence in a more efficient manner , but [the song 's] goal of inspiring awkward dance moves via its impossibly straightforward chorus ... is soundly accomplished . "

Yahoo ! ' s Kathleen Perricone gave " Scream & Shout " a mixed review , and said it was " not exactly worthy of all the hype " , and Alicia Lutes of Hollywood.com criticized its lyrical meaning and repetitive production . Malene Arpe of Toronto Star wrote that it " is really terrible and rather than making you want to scream and shout , it sorta lulls you into a nice nap @-@ like state of ceasing to care around the three @-@ minute mark . " The Huffington Post journalist Kia Makarechi called the song a " competent piece of airy dance pop " , and wrote that the only mildly inspiring moment on " Scream & Shout " is the sample from " Gimme More " . An editorial writer from Popjustice was negative towards " Scream & Shout " and Pitbull 's song " Feel This Moment " (2012) , stating that what the " two songs represent is pop music writhing around in its own shit . " Kurt Schlosser of NBCNews.com also criticized the song 's lyrical content , and wrote that it " plays like a forgotten sample from a Black Eyed Peas song , with Britney doing the Fergie talkie parts ... " and that it is will.i.am 's song .

It is also the victor of Billboard 's 2013 reader @-@ voted March Madness contest , against hits by Kelly Clarkson , Rihanna and P ! nk , among others .

= = Chart performance = =

" Scream & Shout " made its first chart appearance on November 28 , 2012 , debuting at number 27 on the Spanish Singles Chart , before leaving the top thirty the next week . On its fourteenth week , the song reached the top of the chart . On the French Singles Chart , for the week of November 19 , 2012 , " Scream & Shout " debuted at number 6 . The next week it reached number 2 , staying there for two weeks . On the week ending January 26 , 2013 , the song peaked at number 1 . In the United Kingdom , " Scream & Shout " became will.i.am 's fourth consecutive top five single , and debuted on the UK Singles Chart at number 2 . It was also Spears ' first UK top five hit since " Womanizer " , which peaked at number 3 in 2008 . On January 13 , 2013 , it reached number 1 , where it stayed for two weeks , making it will.i.am 's second consecutive number one single and Spears ' first number one since " Everytime " (2004) . In two months of release , it sold over 513 @,@ 000 units in the UK according to the Official Charts Company . " Scream & Shout " also debuted at number 1 on the UK R & B Chart , where it stayed for seven weeks . Elsewhere in Europe , the song remained number one in Germany for nine consecutive weeks , Belgium (Flanders) and Luxembourg for eight weeks , Netherlands for seven straight weeks (her first number 1 since " Oops ! ... I Did It Again " in 2000) , Belgium (Wallonia) and Finland for five straight weeks , Austria , Denmark , Ireland , Italy , Norway and Switzerland for four weeks and Scotland for three weeks . It also reached the top ten in Czech Republic , Hungary , Poland , Slovakia and Sweden . In South Korea , it entered the Gaon Chart at number 3 , with over 30 @,@ 000 digital units sold .

In the United States , because of low airplay and streaming , " Scream & Shout " first entered the Billboard Bubbling Under Hot 100 Singles chart at number 3 , before debuting at number 12 on the Hot 100 . It was Spears ' 29th appearance on the Hot 100 and her fourth @-@ highest debut . The song rose from number 66 to number 1 on the Hot Digital Songs , with 196 @,@ 000 digital units sold , becoming Spears ' seventh number 1 on the component chart and will.i.am 's second as a solo artist . The song 's rise is the greatest in the chart 's history , beating the 57 ? 1 rise of Zac Efron , Andrew Seeley and Vanessa Hudgens ' " Breaking Free " (from Disney 's High School Musical) the week of February 11 , 2006 . " Scream & Shout " also debuted at number 33 on the Pop Songs component chart , becoming Spears ' 30th hit on that chart and equaling Mariah Carey for the second @-@ most entries in the chart 's 20 @-@ year history . It peaked at number 3 . The song also entered the Latin Pop Airplay component chart at number 33 , where it peaked at number 20 . On the week ending January 19 , 2013 , " Scream & Shout " reached number eight on the Hot 100 , becoming will.i.am 's third solo top 10 hit and his first as a lead artist . It also passed 1 million in digital sales in the country that week . It peaked at number three on the chart . The song debuted

at number 39 in Canada , and reached number 3 the following week . Four weeks later it reached number one , staying there for four weeks and becoming will.i.am 's first Canadian number one single and Spears 's ninth . " Scream & Shout " was the first number @-@ one single on Billboard 's new Dance / Electronic Songs chart in its first issue , published on January 26 , 2013 . As of July 2013 , the song has sold 3 million digital copies in the United States .

The song entered the New Zealand Singles Chart at number 26 on December 3 , 2012 , reaching number 2 the following week , where it remained for another week before reaching number 1 on December 24 , 2012 , becoming the 2012 New Zealand Christmas number 1 , and earning a 2 times Platinum certification from the Recording Industry Association of New Zealand for selling over 30 @, @ 000 units there . " Scream & Shout " debuted on the Australian Singles Chart at number 32 on December 9 , 2012 . The following week , it reached number 5 and peaked at number 2 on the week ending December 23 , 2012 , making it Spears ' highest @-@ charting single in Australia since " Piece of Me " (2008) . It also topped the Australian Dance Chart and has been certified 6 times Platinum by the Australian Recording Industry Association denoting sales of 420 @, @ 000 copies .

= = Music video = =

= = = Development = = =

After confirming he was working with Spears on August 2012 , will.i.am tweeted her saying " OMG ... your lookin fit & hot ... can 't wait to shoot the video to our song ... your fans are gonna love it ... " . The music video was directed by Ben Mor and filmed on October 13 ? 14 , 2012 , in Los Angeles . Behind the scenes footage of the video recording ? in which according to the Daily Mirror Spears wore a Herve Leger dress and black gloves ? was leaked on October 14 . When asked about the video 's concept and style , will.i.am said that it will include " uber fresh fashion " , and that he intended to release the video and song together .

On November 23 , 2012 , a short preview of the music video was aired during a promotional commercial for X Factor . Jessica Sager of Pop Crush wrote that will.i.am " sports a black suit , while Spears rocks a futuristic , black , seemingly ' Barbarella ' -inspired look . " On November 26 , 2012 , will.i.am tweeted that the video edit had been finished , and added , " I 'm so happy and excited for everyone to see it ... " . The music video for " Scream & Shout " premiered in the US during a live episode of The X Factor on November 28 , 2012 , and was made available for viewing on VEVO immediately after the show 's broadcast on the west coast .

= = = Concept = = =

The music video 's theme is multiplicity . Mor said that the idea " was essentially trying to reduce what the song is about to symbols . And that 's what it was ... just really keeping it clean and iconic . " The video opens with intercalated beauty shots of will.i.am and Spears , until the scene cuts to will.i.am using his iPhone camera add @-@ on and social network iam + . will.i.am says " bring the action " , and Spears is seen wearing a skin @-@ tight skirt and a long @-@ sleeved top with bare midriff and cleavage . Spears performs fast movements to the song 's beat and sings the lyrics . She is then seen atop a white box and posing to the camera . When the track 's chorus begins , will.i.am appears in front of an empty black background and is joined by Spears , who is now wearing a corseted leotard accented with feathers , standing on a moving walkway , and they sing together . After the first " Britney , bitch " line is heard , dancers perform to " Scream & Shout " . The video cuts to intercalated scenes of flaming disco balls , Spears image multiplied , and will.i.am wearing several gold accessories , including a cap with a gold plate that reads ' King ' . Mor said that the video has no narrative , and that , " there 's no deep meaning to any of it ... To me it was just about , you know , every scene is like a photo . I just liked it , I liked seeing the human heads , and I liked seeing the gold chains off of the plaques and then making it scroll . And then it was an awesome way to introduce characters , some friends of will ... so that it wasn 't just about them . " Amy Sciaretto of

Pop Crush compared Spears ' look on the video to a " sexy , futuristic librarian " .

= = = Reception = = =

The accompanying pop video received a positive reception from fans , according to Softpedia blogger Elena Gorgan . Following the premiere on The X Factor , will.i.am thanked his fans for their overwhelmingly positive feedback , tweeting , " Wow !!! I feel so excited and full of energy right now !!! I want to # screamANDshout . Thank you all . " Bruna Nessif of E ! Online said that the video " wasn 't too crazy , but it definitely provided the futuristic vibe that will.i.am is famous from , " and Melinda Newman of HitFix praised Spears ' hairstyle and make @-@ up , and wrote , " the futuristic , minimalistic clip is a cheap @-@ looking affair that displays no chemistry between [will.i.am and Spears] " . Katie Atkinson of MTV compared Spears ' persona on the video to Brigitte Bardot and wrote , " if anyone doubted her enduring sex appeal , Spears proved she 's still got it , in a midriff @-@ baring bodycon dress ... and a corseted leotard accented with feathers in later scenes . " 4music critic Jenny Mensah said that Spears " sounds less Southern belle and more Swedish dominatrix in the video , as she takes on a deep , authoritative voice . " Hollywood.com blogger Leanne Aguilera wrote that despite not dancing in the video , Spears " does look phenomenal . With her teased blonde locks , sexy (yet age @-@ appropriate) pencil skirt and the highest of high heels , Ms. Spears looks sultry yet sophisticated . "

Writing for iVillage , Donna Kaufman praised will.i.am and Spears on the video , saying that the latter " looks like the pop star of the future , " while Daily Mail 's Chelsea White wrote that Spears " looks like a re @-@ imaging of a Versace model from the 1990s albeit one from space . " Erin Strecker of Entertainment Weekly wrote that Spears ' style on the video is similar to her " Stronger " (2000) music video and that will.i.am , " for his part , does his best to get it started with a KING crown and plenty of technological devises , before performing some futuristic slow @-@ mo running and watching approvingly as the back @-@ up dancers party on . " Yahoo ! Music blogger Wendy Geller wrote that Spears ' accent on the song was " terrible " , that " her physique is looking undeniably good " on the video , and that Spears " is looking to be in a much , much healthier place than she was the last time she tried to sound all cockney . So she gets a pass in our book . " Sadao Turner of RyanSeacrest.com said that the video looked like a Sharper Image Catalog coming to life in a nightclub , and T. Kyle of MTV Buzzworthy wrote that " ' Scream & Shout ' is pure fire , and Britney 's parts in the video are ... very cool and amazing " .

Andrew Villagomez of Out wrote that the product placement seen throughout the video is nothing new , complimented Spears confidence and sex appeal , and that Spears " gives Lana Del Rey a run for her money with a spy @-@ like updo . " The Huffington Post journalist Jessica Misener wrote that despite Spears ' outfits in the video were " sizzling hot " , that " [h] er blonde hair looks great and her body is amazing , and you know we love her oodles of gold bling , " and that it was the " hottest Britney music video look " since " Toxic " (2004) . Yahaira Toribio of Terra called the video will.i.am 's " high @-@ end technological wonderland " and wrote that " for all the choreography going on in this clip ... all we get is [Spears] standing and sitting pretty . " Idolator 's Sam Lansky wrote that he was unsatisfied , and that the video " is more boundary @-@ testing than the audio , it 's all the things you 'd expect : Futuristic , with some unsubtle product placement and a lot of ostensibly cool effects . Cool cars ! Speakers ! Will.i.am wearing a hat that says ? KING ? ! We ? d hoped for more . "

= = Usage in media = =

" Scream & Shout " was used as a backing track to a television commercial to promote Beats by Dr. Dre Color headphones . The commercial featured celebrities Azealia Banks , Zedd , Ellie Goulding , Lil Wayne , 2 Chainz , Zendaya , Cam Newton , LeBron James and will.i.am. The song was heard on an episode of Celebrity Big Brother 11 in the United Kingdom on January 2013 . On January 26 , 2013 , a parody of the song was featured in a sketch of Saturday Night Live , in which the lyrics were changed to " When I walk down the street , all eyes on me " . On September 29 , 2013 , the

song was played during the warm @-@ up of the Star Magic Games 2013 at the Lourdes School of Mandaluyong . " Weird Al " Yankovic covered the song as part of his polka medley " NOW That 's What I Call Polka ! " for his 2014 album Mandatory Fun . " Scream & Shout " is featured in Dance Central Spotlight as DLC and the next @-@ gen versions of Grand Theft Auto V on Non @-@ Stop Pop FM .

= = Live performances = =

Spears and will.i.am did not perform any televised performances of " Scream & Shout " together , however , Will.i.am did perform the song , most notably at the NRJ Music Awards . The song was used in an interlude on Britney : Piece of Me , Spears ' Las Vegas residency show .

= = Remixes = =

After the track was leaked online , Spears said she was " gonna do some sick remixes too " and asked " who would you like to remix Scream & Shout ? " On January 1 , 2013 , will.i.am said that he would release a club remix of " Scream & Shout " featuring American rapper Waka Flocka Flame and producer Hit @-@ Boy . An early version of the remix was leaked on January 25 , 2013 . The remix features Waka Flocka Flame , Hit @-@ Boy , and rappers Diddy and Lil Wayne . Following the leak , will.i.am uploaded the finished version to his YouTube account . It was released for digital download on January 29 , 2013 . Because it is significantly different from the original version , the remix is being tracked separately on the Billboard charts . On the week ending February 16 , 2013 , it debuted at number 49 on the Hot R & B / Hip @-@ Hop Songs . An accompanying music video was filmed in Los Angeles , California on January 23 , 2013 , and will.i.am said that the remix is " so freaking fresh that we had to do a video for it . " The video was due to premiere on February 15 , 2013 at BET 's 106 & Park . However , the day before its planned release it was leaked online through Youku , and was therefore uploaded to VEVO the same day .

= = Formats and track listings = =

= = Credits and personnel = =

Recording

Instrumentation recorded at The Blue Room in Hoogstraten , Belgium .

Will.i.am 's vocals recorded at The Record Plant in Hollywood , California .

Britney Spears 's vocals recorded at Studio Malibu in Malibu , California .

Mixed at The Record Plant in Hollywood , California .

Personnel

Jef " Lazy Jay " Martens ? producer , keyboards , drums , midi programming , songwriter

will.i.am ? songwriter , additional producer , lead vocals , engineer , background vocals , synths , bass , drum programming , moog bass

Jean Baptiste ? songwriter

David Levy - vocal producer

Dylan Dresdow ? mixing

Britney Spears ? guest vocals , background vocals

Credits adapted from the liner notes of " Scream & Shout " .

= = Charts = =

= = Certifications = =

= = Release history = =