

= Right Round =

" Right Round " is a song performed by American singer / rapper Flo Rida . It was released as the lead single from his second studio album , R.O.O.T.S. ( 2009 ) . The song features guest vocals from American singer Kesha . It was released to radio on 27 January 2009 and was digitally released on 10 February by Poe Boy Entertainment and Atlantic Records . The song heavily samples the chorus of the 1984 Dead or Alive song " You Spin Me Round ( Like a Record ) " in its hook . According to one of the song 's writers , the chorus refers to oral sex . Kesha contributed guest vocals to the song , but was uncredited in the United States and Canada during the run atop the charts .

Despite receiving mostly negative reviews , with critics claiming it was kitschy and misogynistic , the song was a commercial success , reaching the top ten of the charts in nineteen countries worldwide . In the United States , it became Flo Rida 's second number @-@ one single ( staying at # 1 for six consecutive weeks ) and broke the record for first @-@ week sales ( 636 @, @ 000 downloads ) when it was released to digital retailers ; eventually , this record was broken by Adele 's " Hello " , which sold 1 @. @ 11 million copies in its first week . The single 's accompanying music video was directed by Malcolm Jones and nominated for an MTV Video Music Award . The song has been used in several movies , such as The Hangover , The Ugly Truth and the Telugu movie Pilla Zamindar . In the movie Pitch Perfect , the song is performed by the a cappella group the Treblemakers . This song is the second track on Now 31 .

= = Background and recording = =

" Right Round " was written by Flo Rida , Dr. Luke , Kool Kojak , DJ Frank E , Philip Lawrence , Bruno Mars , Aaron Bay @-@ Schuck , and Dead or Alive , the band whose 1984 song , " You Spin Me Round ( Like a Record ) " is sampled in the chorus . The track was produced by Dr. Luke and Kool Kojak and features guest vocals from American pop singer Kesha , ( who was not credited on the American release of the single ) . At the end of 2008 , Luke was working on a track with Flo Rida called " Right Round " and the two decided they needed a female hook . Luke pulled Kesha into the studio to record the vocals . According to Flo Rida , the song is about " a young lady , she might be in the strip club and she 's got my head spinning round , [ ... ] Or any young lady that I might see walking past me that 's getting my attention . She got it going on ! I 'm going crazy over her . "

Flo Rida explained that he listened to " You Spin Me Round ( Like A Record ) " and similar records growing up as a result of the varying music genres his seven sisters listened to . Ultimately , his A & R Aaron Bay @-@ Schuck came up with the idea to sample " You Spin Me Round ( Like A Record ) " in a song . Bay @-@ Schuck told HitQuarters that he had been listening to a shuffle beat produced by DJ Frank E on a CD of potential beats and had kept hearing in his head the melody of the Dead or Alive song over the top of it . Co @-@ A & R Mike Caren then brought the sample to the attention of Flo Rida .

As R.O.O.T.S. was Flo Rida 's second studio album , he wanted to show listeners musical growth by " broaden [ ing ] my horizons , " which was why he decided to record the song . After Luke produced the sample , the song was recorded . In the same night the song was written Aaron Bay @-@ Schuck , Bruno Mars and Philip Lawrance decided to go to the studio and make the initially recording . It was recorded primarily at Conway Studios in Hollywood , California , with additional recording at Atlantic Studios , also located in Hollywood .

This is the first of three collaborations between Flo Rida and Dr. Luke . The songs " Who Dat Girl " and " Good Feeling " would follow . Also , with the use of the DJ Frank E shuffle beat in the song 's production , this is the first of four collaborations between Flo Rida and DJ Frank E. The two would later actually meet together and collaborate on the songs " Me & U " , " Turn Around ( 5 , 4 , 3 , 2 , 1 ) " , and more famously , " Whistle " .

= = Composition = =

Musically , " Right Round " uses the recurring pop rap themes of Flo Rida 's music ; specifically , similarities were noted between the song and " Low " ( 2007 ) , with Allmusic reviewer David Jeffries calling " Right Round " its " heir apparent " . The song is " swaggering " and " bass @-@ heavy " , according to Leah Greenblatt of Entertainment Weekly . The lyrics discuss being in a strip club with friends and tossing money at a woman performing a striptease . Additionally , the chorus line " You spin my head right round , right round / When you go down , when you go down , down " can be interpreted as a reference to fellatio . Bruno Mars , co @-@ writer of the song confirmed in an interview with Entertainment Weekly that the song 's chorus was referring to oral sex . Philip Lawrence , also co @-@ writer , confessed the song was " almost something we had accidentally written in the car one night just hanging out . " It was him , Bruno Mars , and Aaron Bay @-@ Schuck . Bay @-@ Schuck was playing to Bruno and Philip some tracks and wanted to come up with something big for Flo Rida , and they were just throwing out 80 's ideas . The song 's sexual themes have been compared to those of " If U Seek Amy " ( 2009 ) by Britney Spears .

" Right Round " is set in common time with a moderate tempo of 125 beats per minute . It is written in the key of A @-@ minor with a chord progression of Am @-@ C @-@ G @-@ Am @-@ D @-@ G , and the breakdown of C @-@ G @-@ Am @-@ C @-@ D @-@ E .

= = Critical reception = =

Reviews for " Right Round " were mostly negative . A reviewer for The New York Times called the song " [ b ] ionic and empty " . In a review of R.O.O.T.S. , Ken Capobianco of The Boston Globe stated , " His music is pure ear candy that must make Britney [ Spears ] envious , yet he wants to come off as a thug . " He continued that it is unlikely that " Right Round " would have gone over well in Brooklyn in the ' 80s , calling it " as hard as Jell @-@ O . " Alex Fletcher of Digital Spy stated in his review of the song , " It 's pretty difficult to ruin a pop classic , but Flo Rida gives it a pretty good stab here . " He added that " Right Round " is " [ f ] illed with more misogyny than a 1970s working mens ' club " , and called it " an unpleasant affair that 's only saved from the trashcan by its sample . " Fletcher concluded , " The fuzzy synths , electro beats and infectious chorus hook sung by Kesha are almost enough to fool the casual listener into enjoying themselves . But sadly it 's never too long before Flo Rida turns up again to spoil things . " Simon Vozick @-@ Levinson of Entertainment Weekly called the song " a horrendous rap remake of Dead or Alive 's ' You Spin Me Round ( Like a Record ) . ' " Noting that the song was , at the time , the number @-@ one single on the Billboard Hot 100 , he added , " What does all this say about us as a society ? Mainly that we really , really enjoy cheesetastic ' 80s hair @-@ pop hits in whatever form we can get ' em , I guess . "

There were also a few positive reviews . One such review came from Fraser McAlpine of BBC , who opened , " It 's one of the fundamental laws of pop , anything which tips a nod to ' You Spin Me Round ( Like A Record ) ' by Dead Or Alive is going to be worth a listen . " He continued , " Even though this is just a song written from the perspective of a randy man watching a pole @-@ dancer and bragging about how much money he has [ ... ] in a manner which would make Akon blush , there 's just something kind of cute about the whole thing . " McAlpine attributed this to the song 's " Tigger @-@ beat " , explaining , " How can anything too sordid be going on when everyone is bouncing around like they 're on spacehoppers ? " Bill Lamb of About.com commented , " You will hear echoes of another pop classic , but the new song stands on its own feet . " However , he noted that while pop music fans would appreciate it , hip hop listeners would likely dismiss it , and he added that " [ i ] t 's not groundbreaking by any means " .

= = Chart performance = =

In the United States , " Right Round " debuted at number 74 on the Billboard Hot 100 based solely on airplay . The next week , it rose sixteen positions to chart at number fifty @-@ eight . In its third chart week , issue dated 19 February 2009 , it jumped fifty @-@ seven positions to the top spot , becoming Flo Rida 's second number @-@ one hit after 2007 's " Low " . That week , it also debuted at the top of the Hot Digital Songs chart with sales of 636 @-@ 000 , breaking the record of first

@-@ week sales established only the week before by Eminem , Dr. Dre and 50 Cent 's " Crack a Bottle " ( 418 @,@ 000 ) . Eventually , Adele 's " Hello " outsold the record in 2015 , selling 1 @.@ 11 million copies in its first week . It remained atop the Hot 100 for six consecutive weeks . " Right Round " also topped the Pop 100 in the United States , and peaked at the third position on the Hot Rap Tracks chart , and appeared on the Hot 100 's year @-@ end and decade @-@ end charts at positions six and eighty , respectively . By 12 March 2009 , the song was certified gold and platinum by the Recording Industry Association of America , and by 31 March , achieved double @-@ platinum status . To date , it has been certified sextuple @-@ platinum by the RIAA . " Right Round " made its Canadian debut at the seventy @-@ fifth position , moved to the forty @-@ seventh position in its second week , and peaked at the top of the charts ? where it spent nine non @-@ consecutive weeks ? its third week . At the end of 2009 , it was ranked the number @-@ three song on the Canadian Hot 100 . As of March 2014 , it has sold 5 @,@ 572 @,@ 000 digital downloads in the USA .

The song debuted at the top of the Australian ARIA Singles Chart and maintained its position for seven non @-@ consecutive weeks . It has been certified twice @-@ platinum by the Australian Recording Industry Association . It was the number @-@ five song of the year and appeared on the decade @-@ end chart at number eighteen . In New Zealand , " Right Round " debuted at number nine and moved to number five in its second week . It remained in the top five for four weeks before reaching a peak of number two , where it remained for four consecutive weeks . The Recording Industry Association of New Zealand has certified the song platinum , and it was ranked as the seventh most popular song of 2009 .

" Right Round " also performed well in Europe , peaking at the second position on the European Hot 100 Singles chart and at number sixteen on the chart 's year @-@ end list . In the United Kingdom , the single debuted at number one on the UK Singles Chart on March 8 , 2009 - for the week ending date March 14 , 2009 - becoming Flo Rida 's first chart @-@ topping song in Britain . It then dropped to number two in its second charting week . It remained in the top ten for six weeks . As of January 2012 , the song had sold 505 @,@ 434 copies in Britain . In Ireland , it debuted at number four and remained in the top five for four weeks . In its fifth week , it topped the chart and remained at the top position for three consecutive weeks . Elsewhere in Europe , the song reached the top ten in Austria ( where it was certified gold by the International Federation of the Phonographic Industry ) , Belgium ( number one in Wallonia , number two in Flanders ) , Denmark , the Netherlands , Finland , France , Norway , Spain , Sweden , Switzerland and Germany .

= = Music video = =

The song 's accompanying music video was shot in Miami , Florida and directed by Malcolm Jones . Kesha was asked to appear in the video , but declined ; in an interview with Esquire magazine , she said , " They [ Flo Rida 's team ] wanted me in the video , and I said , ' Nah , I want to make my own name for myself . ' " The video begins with Flo Rida standing on a revolving circular platform , while his name appears in gold on a screen behind him . A young woman then joins him on the platform , with shots alternating between the two together and each individually . During the first verse , the screen behind him alternates between images of a rotating globe and locations such as Tokyo , Paris , London , and New York City . Shortly after , the silhouettes of three women appear behind Flo Rida while the clip is intercut with shots of a rotating disco ball and several women on a circular bed . Several women are then seen dancing on or around cars while Flo Rida stands in front of them . A waitress comes in to serve them an unidentified beverage . As the video ends , Flo Rida is seen once again on the circular platform while the screen behind him shows a red background with a gold Poe Boy Entertainment sticker . The video was nominated for Best Hip @-@ Hop Video at the 2009 MTV Video Music Awards , but lost to Eminem 's " We Made You " ( 2009 ) .

= = Track listings and formats = =

= = Credits and personnel = =

= = Charts and certifications = =