

= Put the Needle on It =

" Put the Needle on It " is a song performed by Australian singer Dannii Minogue , which was written by Minogue , Mathias Johansson , Henrik Korpi and Karen Poole for Minogue 's fourth album Neon Nights (2003) . It is the opening track , and was released as its lead single on 4 November 2002 . It reached the top twenty on the Australian , Irish and United Kingdom Singles Charts . In the UK it also topped the club charts . In 2003 , it was certified gold by the Australian Recording Industry Association indicating shipment of 35 @,@ 000 units .

" Put the Needle on It " is a dance @-@ pop song which received mixed reviews from music critics , and its musical style was compared to United States pop singer , Madonna . Its music video , directed by Miikka Lommi , features Minogue in a studio surrounded with colourful neon lights and spinning on a human @-@ sized record player .

= = Background and writing = =

In 2002 , Minogue began writing and recording material for her fourth album , Neon Nights (2003) , with Mathias Johansson (aka Mathias Wollo) , Henrik Korpi , and previous collaborator Karen Poole in Stockholm , Sweden . During one of their sessions , they wrote " Put the Needle on It " , a song about sex . Minogue was determined to compose a dance music song to thank United Kingdom DJs . They had accepted her into that genre following the success of her previous year 's single , " Who Do You Love Now ? " . In the UK , it is difficult for artists to be accepted into the dance music scene because DJs are usually not " interested in pop artists calling themselves dance artists because they 've done one remix of their song " .

" Put the Needle on It " is a mid @-@ tempo 1980s inspired disco song " about sex disguised as a pop ditty about a record player " . The song was composed as a collaborative effort between Korpi , Johansson , Poole and Minogue , although Minogue contributed most of the lyrics . The song is written in the common verse @-@ chorus form and features instrumentation from keyboards and synthesisers .

In 2010 Turkish singer Mercan released a cover version in her native language called ? Sana de?il karde?ine ? (English : " Not you brother ") .

= = Reception = =

= = = Critical reception = = =

" Put the Needle on It " received mixed reviews from contemporary pop music critics . Cristín Leach of RTÉ Entertainment compared the song 's musical style to American pop singer Madonna , while Amazon.com 's David Trueman wrote that the song " utilises the funkier end of 1980s disco , with a contemporary edge that removes the cheese and dispels any notion that [Minogue] may be hanging on the coattails of her big sister (Kylie Minogue) " . MusicOMH 's Alexis Kirke called the track a " slow but inevitable grower " which " shows that Dannii 's dark song @-@ writing powers can compete right at the top of the charts " .

= = = Chart performance = = =

" Put the Needle on It " was released in the United Kingdom and Ireland on 4 November 2002 . It reached number seven on the UK Singles Chart and number one on the Upfront Club Chart , becoming Minogue 's fifth song to top the club chart . Across Europe , the track performed moderately well , reaching the top twenty in Ireland and top thirty in the Netherlands It also reached number four on the Irish Dance Charts . " Put the Needle on It " peaked at number eleven on the Australian Singles Chart . In 2003 , the song was certified gold by the Australian Recording Industry Association indicating shipment of 35 @,@ 000 units . On the ARIA End of Year Charts for 2003 ,

the track appeared at number eleven on the Dance Singles Chart and at number eighteen on the Top Australian Singles Chart .

= = Music video = =

" Put the Needle on It " features a futuristic music video that was directed by Miikka Lommi in 2002 . The video features Minogue in a studio surrounded with colourful neon lights and spinning on a human @-@ sized record player . The video begins with a close @-@ up on a television screen showing only Minogue 's lips , singing the opening lines . A large , human @-@ sized record player is then shown , surrounded by large video screens repeating the opening scene of the video . Minogue , wearing a short black dress and a cropped hair cut , is then shown in a digital room , surrounded by many lights and occasionally four digital dancers . The final sequence of the video features Minogue in a purple dress , spinning on the large record player introduced at the beginning . As the video concludes , all of the scenes are inter @-@ cut and gradually fade .

A music video for a remix version was also created using the Jason Nevins ' " Club Creation Edit " of the song . The remix video used only the scenes of Minogue in the digital room and spinning around on the record player , but they are arranged in a different order than how they appear in the original video . The music video was released commercially on The Hits & Beyond special edition companion DVD (2006) and Dannii Minogue : The Video Collection (2007) . The latter included a short film , " Put the Needle on It (Behind the Scenes) " , detailing the production of the track and its video .

= = Formats and track listings = =

= = Charts = =

= = Personnel = =

The following people contributed to " Put the Needle on It " :

Dannii Minogue ? lead vocals

Karen Poole ? backing vocals

Korpi & Blackcell ? production , arrangement

Jonas Östman ? engineering

Niklas Flyckt ? mixing