

= Roar ( song ) =

" Roar " is a song by American singer Katy Perry for her fourth studio album , Prism ( 2013 ) . It was released as the lead single from the record on August 10 , 2013 . The song was written by Perry , Bonnie McKee , Dr. Luke , Max Martin , and Cirkut , and produced by the latter three . It is a power pop song , containing elements of glam rock and arena rock , with lyrics centering on standing up for oneself and self @-@ empowerment .

" Roar " received generally mixed reviews from music critics ; many appreciated its overall production , while others felt that its lyrical content contained " clichés " . The song was a commercial success , becoming Perry 's eighth non @-@ consecutive number one song on the U.S. Billboard Hot 100 , and also topping charts in Australia , Canada , Ireland , New Zealand , and the United Kingdom . Additionally , it also reached the top five in most international charts , including France , Germany , Italy , Japan and Switzerland .

To promote the song , Perry performed under the Brooklyn Bridge at the closing ceremony of the 2013 MTV Video Music Awards , on The X Factor Australia , at the Sydney Opera House in late October 2013 , and on the German TV show Schlag den Raab . Grady Hall and Mark Kudsi directed the song 's music video , which features Perry trying to adapt to the jungle where she survived a plane crash , and taming a tiger . It garnered generally mixed reviews from music critics . " Roar " was nominated for Song of the Year and Best Pop Solo Performance at the 56th Annual Grammy Awards . The song topped the charts in 14 countries and sold 12 million units .

= = Production and composition = =

The song was mixed by Serban Ghenea at MixStar Studios . " Roar " was recorded in four other studios : Luke 's in the Boo , Playback Recording Studio and Secret Garden Studios , all located in the state of California , as well as MXM Studios in Stockholm , Sweden . All its development took place in March 2013 . McKee told MTV that " Roar " is " kind of a ' pick yourself up and dust yourself off and keep going ' , female @-@ empowerment song " and " kind of an epiphany song . " Perry said she wrote the song after undergoing therapy , saying she was " sick of keeping all these feelings inside and not speaking up for myself " .

Musically , " Roar " is styled in power pop , and features elements of glam rock and arena rock . Throughout the song , Perry " flexes diva @-@ like vocals " , singing the lyric " Hey ! " several times in a way resemblant of The Lumineers . The song 's instrumentation is composed of " pounding " pianos and " booming " bass drums . According to the sheet music published by Alfred Publishing Co . , Inc. on Musicnotes.com , " Roar " is composed in the key of B ? major and set in a 44 time signature at a moderate tempo of 90 beats per minute . Perry 's vocal range spawns from the low note B ? 3 to the high note E ? 5 , while the music follows the chord progression of B ? ? Cm ? Gm ? E ? . The song shares the theme of empowerment with Perry 's single " Firework " . Perry described the track as a song speaking about standing up for oneself .

= = Release = =

The song 's release was announced with the release of a video teaser , entitled " Burning Baby Blue " , that saw Perry burning a blue wig . More video teasers were released onto YouTube , that showed Perry at a funeral with a coffin decorated with the singer 's famous pink and white pinwheels dress , and entering a recording booth while dressed with a " throwback " jacket featured in the single 's cover art , which was revealed on August 8 , 2013 . It features a tiger print border around Perry , who wears a blue Japanese silk sukajan jacket , with the image of a tiger printed on its back . On the same day of the song 's digital release , a lyric video for it , produced by Joe Humpay , Aya Tanimura , Tim Zimmer , and Tuan Le , was released onto YouTube . It primarily shows Perry doing daily activities such as eating breakfast , going to the bathroom , and taking a bath , while texting the lyrics of " Roar " to friends . Some words are substituted with various Emoji characters . It was target of plagiarism accusations by music producer Dillon Francis , who felt it copied the concept of instant

messaging from his video entitled " Messages " .

The first video teaser for " Roar " was released on August 2 , 2013 along with an announcement that the American release was scheduled for August 12 with a subsequent release to mainstream radio on August 13 . However , the song debuted two days earlier than expected by ' leaking ' on August 10 . The UK release was originally scheduled for September 8 , but on August 30 Perry announced the release date would be moved up to September 1 .

= = Critical reception = =

Miriam Coleman from Rolling Stone appreciated the songs 's " easy poppy beat " and its " repeated refrains " , factors she believed contributed to make the song a " determined note for the new album " . James Montgomery of MTV described it as " one of the more perfect pop songs to come down the pipeline in quite a while " . Gerrick D. Kennedy from Los Angeles Times also gave a positive review , classifying " Roar " as a " sweet , poppy confection with a bit of bite " . Melinda Newman from HitFix saw the song as a " change of pace " for Perry , whilst Andrew Hampp from Billboard believed it to be a return to the style of her album One of the Boys , but criticized its tempo and its lyrics that " rarely rise above easy clichés and rhymes " . Sal Cinquemani from Slant Magazine described the song as " more of a yelp than a roar " .

= = = Controversy = = =

Upon the release of " Roar " , many accused Perry of copying Sara Bareilles ' " Brave " . When Bareilles herself was asked about the controversy between the two songs , she responded : " Katy 's a friend of mine and we 've known each other a really long time " , and was upset that there was a " negative spin on two artists that are choosing to share positive messages . " She also mentioned she had known about " Roar " before its release and stated " If I 'm not mad I don 't know why anybody else is upset " . In response to the accusations , Dr. Luke tweeted on August 14 , 2013 : " Roar was written and recorded before Brave came out . " In direct response to the attention " Brave " received as a result of the plagiarism accusations , Bareilles ' record label , Epic Records , decided to promote " Brave " to the mainstream pop radio format .

= = Commercial performance = =

= = = North America = = =

On the Billboard Hot 100 , the song debuted at number 85 on the week @-@ ending August 14 , 2013 due to radio airplay . The following week , during its first week on sale , " Roar " sold 557 @,@ 000 digital copies , earning Perry the highest first @-@ week sales numbers of 2013 and also her biggest digital song sales week ever , breaking her previous record held by " Firework " , which sold 509 @,@ 000 digital copies for the week ending January 8 , 2011 . The song soared eighty @-@ three positions to number two in its second week , kept from the top spot by only Robin Thicke 's " Blurred Lines " , while becoming Perry 's twelfth top @-@ ten hit single in the United States , and her ninth consecutive single to peak within the top three on the Hot 100 . After another week at number two , " Roar " reached number one for the chart dated September 4 , 2013 , becoming Perry 's eighth number one on the Hot 100 and her ninth digital number @-@ one single , after selling 448 @,@ 000 copies . " Roar " spent a total two weeks at number one before it was surpassed by Miley Cyrus ' " Wrecking Ball " . On its seventh frame , the song moved 2 @-@ 1 ( peak audience impressions of 159 million ) and became Perry 's sixth number one on the Billboard Hot 100 Airplay , as well as becoming her fastest climb to the top position .

" Roar " also reached number one on both the US Mainstream Top 40 and Adult Pop Songs . The number @-@ one position on the Pop Songs chart gave Perry her tenth number one , tying her with Rihanna for the most number ones on the airplay @-@ based chart . The number @-@ one position

on the Adult Pop Songs chart also gave Perry multiple milestones ; it became her eighth chart topper , tying her with Maroon 5 and P ! nk as the act with the most number @-@ ones there . It also made the fastest ascension to the top spot ; a record previously held by Perry 's own single " California Gurls " ( 2010 ) . It also set airplay records in both of the charts , by becoming the most weekly @-@ played song in history , with 16 @,@ 065 and 5 @,@ 309 plays per week , respectively .

The song has also reached the top spot on both the Adult contemporary chart and Hot Dance Club Songs . In addition to this , the track also reached number one on both the On Demand and Streaming charts , with a weekly peak of 2 @.@ 1 million and 12 million , respectively . " Roar " surpassed digital sales of four million in its seventeenth week , faster than any other song in digital history . Its sales reached 4 @.@ 41 million by the end of 2013 , becoming the sixth best @-@ seller of the year . Perry has seven of her songs with sales more than four million , the most for any artist . By February 2014 , " Roar " had surpassed five million sales , and was Perry 's fifth song to reach that level . Perry is the only artist to have six songs go 5x Platinum . As of October 2015 , the single has sold 6 @,@ 110 @,@ 000 copies in the US .

On August 31 , 2013 , " Roar " debuted at number one on the Canadian Hot 100 on the strength of digital downloads . In doing so , it became only the eleventh song to debut at number one on the chart , and it also became Perry 's third number @-@ one debut , making her the artist with most number @-@ one debuts at the time . It also became Perry 's ninth Canadian Hot 100 number one , breaking the tie she shared with Rihanna for the most chart toppers . It has so far spent five non @-@ consecutive weeks atop the chart . " Roar " was also in the top of the Canadian Digital Chart for three non @-@ consecutive weeks ; there , it was Perry 's sixth number @-@ one single . In Mexico , it reached number one on the Monitor Latino English @-@ language airplay chart .

= = = Europe and Oceania = = =

In the United Kingdom , " Roar " entered at number one on the UK Singles Chart on September 8 , 2013 , selling 179 @,@ 500 copies in its first week and ending the prolonged number @-@ one run of Ellie Goulding 's " Burn " . The song became Perry 's fourth UK number @-@ one single . The single spent two weeks atop the chart before being succeeded by " Talk Dirty " by Jason Derulo ft . 2 Chainz . The song also debuted atop the adjacent UK chart of Scotland and the Irish Singles Chart . It has been certified Platinum by the British Phonographic Industry , denoting sales of over 600 @,@ 000 copies in the UK . " Roar " was the 6th best @-@ selling song of 2013 in the United Kingdom and has sold a total of 1 @.@ 02 million copies as of January 2015 , thus making Katy Perry one of only 18 artists ever to achieve more than one million sales in the UK , where it became her second single after " Firework " to sell over a million copies .

The song reached number four on the Italian Singles Chart , where it was eventually certified Platinum by the Federation of the Italian Music Industry , for sales of over 15 @,@ 000 digital copies . In Spain , the single peaked at number five on the sales chart , according to PROMUSICAE . In Austria , it became a number @-@ one on the Ö3 Austria Top 40 , while in Germany and Switzerland it reached numbers two and three , respectively . In the Belgian Ultratop 50 , " Roar " peaked at number five in Flanders and number seven in Wallonia . In France the song peaked at number six . The single also reached the top five in Norway . " Roar " found placings among the top @-@ ten of the airplay charts in Croatia , Czech Republic , Hungary , and Slovakia . Within the unofficial digital charts of Greece , Luxembourg and Portugal , compiled outside of the respective countries by Billboard , " Roar " peaked at number two in both the Greece and Luxembourg charts and at number eight in the Portuguese chart .

" Roar " entered at the top of the New Zealand Singles Chart after just four days on sale , becoming Perry 's ninth number @-@ one single , second top debut and her eleventh top ten . After less than five weeks , the Recording Industry Association of New Zealand certified the single quadruple @-@ platinum , denoting sales exceeding 60 @,@ 000 units . The song is listed as the 48th best @-@ selling single of all time in New Zealand , making Perry the only singer to have the most entries , which including " California Gurls " , " Firework " and " E.T .. In Australia , the song debuted at

number three on the ARIA Singles Chart , before climbing to number one the following week ; thus becoming Perry 's third number one single in Australia . In less than a month , Australian Recording Industry Association certified the single two @-@ times platinum , and as of October 2013 , the song received a quadruple @-@ platinum certification , denoting sales of 280 @,@ 000 copies . " Roar " has been certified 11 × Platinum by the Australian Recording Industry Association and has sold 630 @,@ 000 copies in Australia alone . " Roar " peaked at number two in the Venezuelan Pop Rock Chart . On the Gaon Chart of South Korea , it reached number one on the international chart . In Japan , the song entered the Japan Hot 100 at number seven . The reached number one in both the Media Forest airplay chart in Israel , and the Lebanese Singles Chart . Similarly , in South Africa , the song peaked at number two on the EMA airplay chart .

In Russia , on the Tophit Weekly General Airplay chart the song debuted at number 395 on August 25 , 2013 and it has climbed the chart , peaking so far at number five on November 17 , 2013 . On the Top Hit Weekly Audience Choice chart , it peaked at number three on the issue dated October 27 , 2013 . According to the International Federation of the Phonographic Industry ( IFPI ) , " Roar " sold 9 @.@ 9 million units ( combined sales and track @-@ equivalent streams ) globally throughout 2013 and was the fifth best @-@ selling single of the year .

= = Music video = =

Filming of the official music video for " Roar " began on August 7 , 2013 and ended on August 9 , 2013 . The video was released on September 5 , 2013 , directed by Grady Hall and Mark Kudsi , and filmed at the Los Angeles County Arboretum and Botanic Garden . A 21 @-@ second teaser of the video had previously been uploaded on August 25 , 2013 . Nokia posted a two @-@ minute behind the scenes video on September 4 , 2013 . On November 14 , 2013 , an extended 17 @-@ minute behind @-@ the @-@ scenes video was uploaded to Perry 's official VEVO account .

= = = Synopsis = = =

At the beginning of the video , Katy and her boyfriend ( played by actor and model Brian Nagel ) have crashed their plane in the middle of the jungle . Katy shows signs of worry , while her boyfriend takes pictures of himself and dumps his bags on her to explore . As it turns to night , they wander through the jungle as he throws things back at her . Suddenly , he is attacked by a tiger and Katy dumps her bags and runs off screaming . She approaches a lake and is almost bitten by a crocodile when she puts her hand in the water . She sits on a rock and ends up covered in tarantulas . As she looks into the lake while singing the chorus , she sees a reflection of a tiger instead of herself . Behind her in the darkness there are dozens of pairs of blinking eyes , but they are revealed to be fireflies which fly around her before forming an image of a roaring tiger in the sky .

Presumably a few days later , Katy has since made friends with a monkey and uses her stiletto heel to form a spear . She uses it to shoot a banana , which she gives to the monkey . In another scene , she bathes in the lake , with the help of an elephant who sprays her with water from the lake using its trunk . Katy helps a crocodile by brushing its teeth using a toothbrush she has salvaged , and tries to reach her clothes which have been taken by the elephant . At night , she holds a torch and explores a cave . Inside , she watches an animated drawing on the wall in which humans try to kill a tiger with fire ; attempting to burn it as it grows stronger and shooting spears which it sends firing back towards them . The next morning , Katy emerges from the cave , wearing a leopard @-@ print bikini top , a grass skirt , laced up legs and bare feet , displaying a boost of confidence and holding the spear she made earlier . She stands on top of a waterfall , overlooking the jungle , and then swings across the sky on a vine .

With the help of the monkey , Katy builds a cat toy which she uses to distract the tiger who ate her boyfriend earlier in the video . She lures it into an area of the jungle , and traps it inside . She comes face @-@ to @-@ face with the tiger and the two of them roar at each other , until her roar tames the tiger as it sits in front of her submissively . Afterwards , she is shown sitting on a giant grass throne , wearing a flower crown as the rest of the jungle animals sit around her , including the tiger ,

monkey and elephant . The tiger is shown wearing a collar that says " Kitty Purry " , a reference to her real @-@ life cat of the same name . Katy takes selfies with the monkey on her boyfriend 's phone , applies lipstick made from berry juice , and gives the elephant a pedicure . She then awakens from sleeping in the plane , leading the viewer to think all the previous events have just been a dream , but walks out of the plane still in the jungle , stretching her arms and yawning with the animals sitting around her .

= = = Reception = = =

Upon its release , the music video received mixed reviews from critics . Idolator contributors Robbie Daw , Sam Lansky , and Carl Willott gave it mostly lackluster reviews . Daw considered that the release of such a " safe " video was a disappointment for Perry and expressed eagerness to her next single ; while Lansky likened its " edg [ iness ] " to that of a " woman 's antiperspirant commercial " ; and the latter divided the video in what he considered to be of " good cheesy " and " bad cheesy " : he highlighted the fake set , Perry 's acting and the ending , but criticized the CGI , which he deemed " dopey " , the product placement and Perry 's " overly literal roar @-@ off with a tiger " . The only writer for the website that gave the visual a favorable review was Mike Wass , who appreciated the " campy element [ s ] " in it , while noting that it drew inspiration from the music video for " Doctor Jones " by the dance @-@ pop group Aqua . In total , the reviews had an average score of approximately 6 out of 10 .

James Montgomery from MTV believed that the video drew inspiration from Sheena , Queen of the Jungle and stated the video did not take itself too seriously , describing it as " camp " . Slant Magazine writer Sal Cinquemani was neutral about the video , noting that although Prism was being billed as a departure for Perry , both " Roar " and its video were not . Perry was criticized by PETA for using exotic animals in the video for " Roar " . Merrilee Burke from PETA stated : " Animals used for entertainment endure horrific cruelty and suffer from extreme confinement and violent training methods . " Burke also declared that the animals involved in the music video were allegedly provided by a company who was criticized by US officials . Perry responded by obtaining a letter from the American Humane Association , which had representatives present at the three @-@ day shoot . It stated that " After reviewing the reports , we believe that the Guidelines for the Safe Use of Animals in Filmed Media were followed and that no animal was harmed in the making of this music video " .

On July 7 , 2015 , the music video for " Roar " became the fourth video to reach 1 billion views on Vevo , making Perry the first artist in history to have two music videos with 1 billion views . The music video for " Roar " is the thirteenth most viewed YouTube video of all time , receiving over 1 @.@ 46 billion views as of July 2016 .

= = Promotion and live performances = =

On September 16 , 2013 , the song was unexpectedly used during player introductions by the Cincinnati Bengals in their home opener against the rival Pittsburgh Steelers on Monday Night Football , to tie in the song 's jungle theme with the team 's nickname . Throughout the game , the song was also played sporadically during game breaks . Although the Bengals won the game 20 @-@ 10 , the song drew much criticism by Bengals fans and even some of the team 's players . One Bengals fan even told the Wall Street Journal that Steeler fans sitting near him were laughing at the Bengals fans throughout the game ; the Steelers themselves have used the Styx song " Renegade " frequently at Heinz Field since 2001 . Four days after the game , the team publicly apologized , announcing that while the song would not be nixed from Paul Brown Stadium 's playlist completely , the team would use a hard rock or classic rock song for player introductions moving forward .

" Roar " was also used as the theme song of world number 1 tennis player Serena Williams during the 2014 US Open Championships . Williams , dressed in a matching leopard @-@ themed dress , won the championship .

Perry first performed " Roar " at the 2013 MTV Video Music Awards , under the Brooklyn Bridge , during the ceremony 's closing . She performed the song on Saturday Night Live on October 12 , 2013 . While hosting We Can Survive : Music for Life on October 23 , 2013 , she performed the song with Sara Bareilles , Bonnie McKee , Ellie Goulding , Kacey Musgraves , and duo Tegan and Sara . She also performed the song on the Australian version of The X Factor on October 28 , 2013 . Perry then performed the song the following day at the Sydney Opera House . She performed the song on German TV show Schlag den Raab on November 16 , 2013 . On December 14 , 2013 , Perry performed " Roar " at the NRJ Music Awards , but suffered technical difficulties which resulted in her performance being stopped by the host halfway through who asked for it to be restarted . This led many to believe that Perry had initially been lip @-@ syncing the performance . NRJ later released an apology to Perry , stating that she had been singing live but that the wrong mix of the song was played over her live vocals , which resulted in her being visually out of sync with the backing track .

On February 1 , 2015 , Perry performed the song during the Super Bowl XLIX halftime show .

= = Cover versions and usage in media = =

In 2013 , the song was covered on the episode " A Katy or a Gaga " of the TV series Glee . The song is also featured in the film Horrible Bosses 2 . It has become the new entrance music for Amanda Nunes .

= = Formats and track listings = =

= = Charts = =

= = Certifications = =

Since May 2013 RIAA certifications for digital singles include on @-@ demand audio and / or video song streams in addition to downloads .