

= You da One =

" You da One " is a song by Barbadian recording artist Rihanna recorded for her sixth studio album , Talk That Talk ( 2011 ) . It was co @-@ written by Rihanna with Ester Dean , Henry Walter , John Hill and Lukasz Gottwald . Production of the song was completed by Gottwald , under his production name Dr. Luke , and Cirkut . Kuk Harrell and Marcos Tovar recorded the track at the Sofital Paris Le Laubourg , Room 538 , and Westlake Recording Studios in Los Angeles , California . It premiered on US radio on November 11 , 2011 , and was made available to download digitally throughout Europe and Australasia on November 14 , 2011 . It was added to US Mainstream , rhythmic and urban radio station playlists on November 29 , 2011 . Throughout December 2011 and January 2012 , a remix extended play ( EP ) was released worldwide .

Musically , " You Da One " is a mid @-@ tempo pop and reggae song , which incorporates elements of electropop , dancehall and dubstep . It also features a dubstep bridge before the final chorus . It garnered positive reviews from music critics , many of whom complimented the West Indian and Caribbean tone , and compared it to " What 's My Name ? " and " Man Down " , from her previous studio album Loud ( 2010 ) . The song achieved moderate chart success ; it peaked at number one on the US Hot Dance Club Songs and number 14 on the Billboard Hot 100 . Internationally , it peaked inside the top 10 in New Zealand , South Korea and on the UK R & B Chart , and attained top twenty positions in Canada , Hungary , Norway and Sweden .

To promote the song , an accompanying music video was shot in East London and directed by Melina Matsoukas . It was inspired by the 1971 film A Clockwork Orange , and premiered on December 23 , 2011 . It was mainly shot in black and white , and features Rihanna in a variety of different set ups , such as in a photo shoot and a lyric video game . At various points , lyrics are stamped across the video as Rihanna sings them . Hours after the release of the video , Norwegian photographer Sølve Sundsbø accused Rihanna and Matsoukas of plagiarism , suggesting that the scene featuring the singer wearing a white outfit with black dots was deliberately copied from his 2008 montage " Numero 93 " .

= = Recording and production = =

" You da One " was written by Ester Dean , Henry Walter , John Hill , Lukasz Gottwald and Rihanna . Production of the song was helmed by Dr. Luke and Cirkut . Rihanna recorded the song at several recording studios around the world during her Loud Tour ( 2011 ) , which included Sofital Paris Le Laubourg in Room 538 and at Westlake Recording Studios in Studio B in Los Angeles , California . Vocal recording and production was carried out by Kuk Harrell and Marcos Tovar . Alejandro Barajas and Jennifer Rosales served as the vocal recording and production assistants to Harrell and Tovar . " You da One " was mixed by Serban Ghenea and assisted by Phil Seaford , at Mixstar Studios , Virginia Beach , Virginia . John Hanes served as the mixing engineer . The song was engineered by Aubrey ? Big Juice ? Delaine and Clint Gibbs , and were assisted by Chris Sclafani and Jonathon Steer . All instrumentation was provided by Dr. Luke , Cirkut and Hill , and the production coordinators were Irene Richter and Katie Mitzell .

= = Background and release = =

During an interview with Ryan Seacrest on his radio show On Air with Ryan Seacrest , Rihanna revealed that she found " You da One " to be a highly addictive to listen to after she heard the final cut , saying " ' You da One ' is one of those records that became very addictive for me . I could not stop listening to this song . It 's very infectious . " The artwork for the single was shot in black @-@ and @-@ white , the same technique which was used for Rihanna 's previous single 's artwork , " We Found Love " . " You da One " ' s artwork displays the singer with her head tilted back and her eyes closed holding a cigarette between her lips . It prompted a mixed reaction from Sarah Anne Hughes for The Washington Post ; while she noted that Rihanna looks " perfectly coiffed , " she criticized the inclusion of the cigarette , and called it a " social taboo . "

The song was released as the second single from *Talk That Talk* , and premièred in the United States nationwide on November 11 , 2011 , via the Clear Channel Radio station network . " You Da One " was made available to download digitally via iTunes on November 14 , 2011 , in Australia , New Zealand , South America , the United States and multiple European countries .

= = Composition = =

" You da One " is a pop and reggae song with just a touch of a dubstep groove that embraces Caribbean rhythms , reggae , and pulsing house beats. which incorporates elements of dancehall The song also features a dubstep bridge before the final chorus . " You da One " runs for 3 minutes and 19 seconds , and it was composed in the key of E ? major using common time and a moderate groove of 126 beats per minute ; it follows a chord progression of A ? ? Cm ? E ? . Instrumentation is provided by a piano . Rihanna 's vocal range spans one octave from the low note of B ? 3 to the high note of B ? 4 on the song . According to Bradley Stern of MTV , the song 's musical structure bore a resemblance to Britney Spears ' " Inside Out " , writing that Rihanna " gets squeezed between a killer dubstep @-@ to @-@ death breakdown , not unlike the ex @-@ sexin ' jam Dr. Luke crafted for Britney 's ' Femme Fatale ' cut . " James Montgomery of the same publication commented on the song 's structure , writing that the song " starts in traditional [ Rihanna ] territory ? building on a slow , skanking rhythm ? expands with a starbursty chorus , then contracts nearly as quickly on a knotty , ratcheting middle . "

The lyrics to " You da One " are about a stable and comfortable relationship , which can be heard in the lyrics " You know how to love me hard / I won 't lie , I 'm falling hard / Yup , I 'm falling for ya , but there 's nothing wrong with that . " Michael Cragg of The Guardian explained some of the lyrics in the song as part of his review , writing " It 's perhaps less immediate , but there 's a lovely pre @-@ chorus of ' My love is your love , your love is my love ' that leads into a refrain about how great it is to have found someone decent , ( ' I 'm so happy that you came in my life ' ) .

= = Critical reception = =

" You da One " garnered positive reviews from music critics . In regards to the song 's sexually lewd demeanor , Jocelyn Vena of MTV News felt that Rihanna embodied a " potty @-@ mouthed sex kitten " ; Vena continued to write that the song is the most radio friendly on *Talk That Talk* , despite the excessive use of " NSFW lyrics " . Robert Copsey for Digital Spy praised the song , writing that it is " bouncy " and is " oozing with Caribbean flavor " . The song was also positively reviewed by Sadao Turner of *On Air with Ryan Seacrest* , who said that " ' You da One ' is a radio @-@ friendly record with island influence teeming with pop goodness and that signature Rihanna sound that carries across a dancefloor " . Amanda Dobbins of New York wrote that " You da One " and " We Found Love " are " relatively PG " compared to other songs on *Talk That Talk* . Entertainment Weekly 's Melissa Maerz praised the song , writing that " You da One " is " the perfect opener to set the tone for an album that embraces Caribbean rhythms , reggae , and pulsing house beats . " Maerz continued to call the song " an island @-@ breezy tribute to some guy who 's got [ Rihanna ] ' dreaming all the time ' . " Jason Lipshutz of *Billboard* magazine noted that the song is similar to some of Rihanna 's previous dancehall influenced songs , such as " What 's My Name ? " and " Man Down " , from her previous studio album *Loud* ( 2010 ) . Leah Collins of *Dose* praised the lyrics in the song which she described as " lovey @-@ dovey and most definitely radio @-@ friendly . "

Andrew Martin of *Prefix Magazine* commented on the infectiousness of the song , writing that once it has been listened to , it is hard to stop thinking about it . Martin continued to praise the " sugary sweetness of the song " , but criticized the incorporation of the dubstep breakdown toward the end of the song , citing that the reason as to why it was included was to try and make the song " even bigger " . Michael Cragg of The Guardian also noted that the song has a relaxed feel to it , and compared it to some of the singer 's previous dancehall songs , " What 's My Name ? " and " Rude Boy " . A reviewer for *Spin* criticized the song , writing " [ Rihanna ] is giving us a half @-@ limp reggae jam full of platitudes like , ' [ You da ] one I dream about all day ' . " The reviewer continued

to write that there is " more chaste " on " You da One " than there was presented on Britney Spears ' guest vocal on " S & M " .

= = Chart performance = =

= = = North America = = =

In the United States , " You da One " debuted on the Billboard Hot 100 chart at number 73 on November 16 , 2011 , two days after it was released to iTunes . The following week , it peaked at number 14 . It debuted at number 28 on the US Radio Songs , the apex of its stay , with a first week audience impression of 28 million . With this chart entry , the song became the highest chart position debut since Lady Gaga 's " Born This Way " , which debuted at number six in February 2011 . On the US Hot Digital Songs chart , the song debuted and peaked at number nine with digital download sales of 124 @, @ 000 units sold . With this chart entry , Rihanna became the first female artist in the history of the chart to have three songs in the top 10 of the Digital Songs Chart ; that week , the lead single from Talk That Talk , " We Found Love " , was at number one with sales of 211 @, @ 000 units , while her duet with Drake , " Take Care " from album of the same name , was at number four with sales of 162 @, @ 000 units . She became the first artist to have three songs in the top 10 of the chart since Michael Jackson had a record breaking six songs in the top 10 following his death in July 2009 .

On the US Pop Songs , " You da One " debuted at number 26 on November 26 , 2011 , and was awarded the honor of that week 's Greatest Gainer , and peaked at number 19 . " You da One " achieved the most success on the US Hot Dance Club Songs chart , where it peaked at number one , and became her seventeenth number one song on the chart . With this chart entry , she tied with Beyoncé Knowles for the third most Hot Dance Club Songs chart number one songs in the chart 's 35 @-@ year history . Only Madonna ( 42 ) and Janet Jackson ( 19 ) have achieved more number songs on the chart . The song also peaked at number 60 on the US Hot R & B / Hip @-@ Hop Songs chart , and number 12 on the Canadian Hot 100 . In the United States , " You da One " was certified platinum by the Recording Industry Association of America ( RIAA ) on March 27 , 2012 , denoting shipments of over one million units

= = = Europe and Australasia = = =

In France , " You da One " debuted at number 64 on November 19 , 2011 , and reached a 2011 peak of 28 . In its ninth week on the chart , February 14 , 2012 , the song peaked at number 23 ; it spent 23 weeks on the chart in total . In The Netherlands , " You da One " debuted at number 92 on November 19 , 2011 , and peaked at number 53 in its third week . It made a re @-@ entry on the chart at number 61 on December 31 , 2011 , and remained on the chart for a further two weeks in January 2012 . Elsewhere in Europe , the song managed to peak inside the top twenty in Ireland at number 12 , in Norway at number 16 , and in Sweden at number 17 . It peaked inside the top fifty in Austria , Switzerland , and Spain . In the United Kingdom , " You da One " debuted on the UK Singles Chart at number 39 on December 3 , 2011 . The following week , it fell by one position to number 40 . In the last week of December 2011 , it charted at number 22 . In the first week of January 2012 , the song reached its peak of number 16 . On the UK R & B Chart , " You da One " debuted at number 11 on December 3 , 2011 , and reached a 2011 peak of number six . On January 1 , 2012 , it peaked at number five .

In Australia , " You da One " debuted at number 41 on December 14 , 2011 , and peaked at number 26 in its third week . In 2012 , it reached a peak of number 35 . In total , it remained on that countries singles chart for a period of 10 weeks . It has since been certified platinum by the Australian Recording Industry Association ( ARIA ) denoting shipments of over 70 @, @ 000 units . In New Zealand , it debuted at number 22 on November 21 , 2011 , and peaked at number 10 in its third week . In 2012 , it reached a peak of number 27 . It remained on the chart for a total of 10

weeks .

= = Music video = =

= = = Background and synopsis = = =

The music video for " You da One " was filmed on November 30 , 2011 at MC Motors in Dalston , East London . It was directed by Melina Matsoukas , who also directed the controversial video for her previous single , " We Found Love " . In the first images from the London set , Rihanna sported short blonde hair , torn denim shorts , patterned leggings , and a white bowler hat . She held a black cane as she performed scenes in front of a bright pink wall in the visuals inspired by the 1971 film *A Clockwork Orange* . It premiered on December 23 , 2011 .

The clip is partly a photo shoot and a lyric video as lyrics are stamped across the screen and Rihanna 's body , and was shot mainly in black and white . She wears numerous outfits and blonde wigs throughout the video as she emulates the clothes from *A Clockwork Orange* by wearing a white bowler hat and cane from Laird Hatters , sporting a smoky eye in homage , and smacking her pink pouty lips with bubblegum . Rihanna later strips down to a flesh @-@ coloured leotard as she writhes on the floor with strategically placed artistic shards of light to create leopard spots and tiger stripes on her skin . Several scenes capture solely her mouth ; first with a gold grill covering her bottom row of teeth , and later with smoke billowing from her lips transitioning into and out of the words " Dream " and later " You Da One " . Another scene finds Rihanna in a white tank top and tattered jean shorts , swinging a cane in between two brick buildings . She continuously exudes sexuality ; in several scenes , she touches and thrusts her crotch ( reminiscent of Michael Jackson 's dance moves , as noted by Jason Lipshutz of *Billboard* ) , struts toward the camera with a pimp cane , endorses provocative dance moves , and drapes herself over a giant ball . Using the latter move , she is found in a black and white chequered background room where she moves around a larger than life playing card . The video ends with Rihanna running away from the camera and jumping into a chair , throwing her legs over the side with a smile on her face .

= = = Reception and plagiarism allegations = = =

A reviewer for *Idolator* described the video as " glorious . " Amy Sciarretto for *PopCrush* wrote " Judging from the song 's official video , it is , since RiRi can ? t keep her hands to herself . The black and white video features the newly blond singer cavorting in an array of black and white outfits , dancing , smiling , giggling and grabbing her crotch with a great degree of regularity . " Hours after the release of the video , Norwegian photographer Sølve Sundsbø alleged that the scene of Rihanna wearing a white outfit with black dots shining on her ( pictured ) is the same as a photo shoot he completed in 2008 titled " Numero 93 " . A reviewer for *Idolator* wrote that " the evidence really doesn ? t look to be in Rihanna 's favor . " The reviewer continued to write " Not only are the projected shapes similar , but both Rihanna and the model are wearing nearly @-@ identical body suits and wigs ( though the color differs ) . Plus , those pink lips providing the only splash of color also look pretty familiar . " A reviewer for *The Huffington Post* concurred with *Idolator* 's observations , and noted " The nakedness , the projections , the interplay of light and shadow ... even the haircut " were very similar to that of the work by Sundsbo .

= = Track listing = =

= = Credits and personnel = =

Recording locations

Vocal recording ? Sofital Paris Le Laubourg , Room 538 ; Westlake Recording Studios ( Studio B ) ,

Los Angeles , California .

Music recording ? eightysevenfourteen Studios , Brentwood , California .

Mixing ? Mixstar Studios , Virginia Beach , Virginia .

Personnel

Credits adapted from the liner notes of Talk That Talk , Def Jam Recordings , SRP Records .

= = Charts = =

= = Certifications = =

= = Radio and release history = =