

= Turn Up the Music ( Chris Brown song ) =

" Turn Up the Music " is a song by American recording artist Chris Brown . It was written by Alexander " Fuego " Palmer , Brown , Damon Thomas , Harvey Mason , Jr . , Michael " Mike J " Jimenez , Terence Cole and Agent X , while production was handled by Fuego and The Underdogs . " Turn Up the Music " was sent to contemporary hit radio playlists in the United States on February 7 , 2012 , as the lead single from Brown 's fifth studio album Fortune ( 2012 ) . It was released for digital download on February 10 , 2012 . " Turn Up the Music " is an uptempo song which draws from the genres of electronic dance and house . Instrumentation consists of pulsating beats , synthesizers , a " throbbing bass " and percussion . According to Mason , Jr . , the song 's inspiration came from visualizing Brown as an artist , " how he dances and how he performs , and giving him something to match that energy . "

" Turn Up the Music " garnered positive reviews from music critics , who complimented its production and compared the song to Brown 's previous singles " Forever " ( 2008 ) and " Yeah 3x " ( 2010 ) , for its similar musical direction . Critics also noted its similarities to the work of LMFAO and David Guetta . " Turn Up the Music " achieved commercial success worldwide , becoming Brown 's first number one single on the UK Singles Chart , and his eleventh top ten single on the US Billboard Hot 100 chart . The song also reached the top ten in Australia and New Zealand , and the top twenty in Canada , Hungary , Ireland and Slovakia . It was certified double platinum by the Australian Recording Industry Association ( ARIA ) , and gold by the Recording Industry Association of New Zealand ( RIANZ ) .

The accompanying music video for " Turn Up the Music " was directed by Godfrey Taberez and Brown , and filmed in Los Angeles , California . It features Brown at a party filled with masked people , where he performs heavily @-@ choreographed dance routines . The video garnered positive reception from critics , for its series of dance sequences which were compared to Michael Jackson . It won Best Male Video and Best Choreography at the 2012 MTV Video Music Awards , and earned Taberez and Brown a nomination for Video Director of the Year at the 2012 BET Awards . Brown promoted the song with live performances on televised shows and at awards ceremonies , including Dancing with the Stars , Today , the 2012 NBA All @-@ Star Game halftime show , the 54th Grammy Awards , the 2012 Billboard Music Awards and the BET Awards . He also included the song in his set list at Supafest Australia . The official remix of " Turn Up the Music " premiered online on February 20 , 2012 , and features Brown 's former girlfriend Rihanna .

= = Background and release = =

" Turn Up the Music " was written by Alexander " Fuego " Palmer , Chris Brown , Damon Thomas , Harvey Mason , Jr . , Michael " Mike J " Jimenez , Terence Cole and Agent X. Production for the song was handled by Fuego and The Underdogs . The mixing engineering process was completed by John Hanes with assistance by Phil Seaford , while the audio mixing was completed by Serban Ghenea . " Turn Up the Music " was recorded at The Record Plant in Los Angeles , California and Mason Sound in North Hollywood , California by Andrew Hey and Brian Springer with assistance by Iain Findley . In an interview with MTV News , Mason , Jr. revealed that inspiration for the song came from visualizing Brown as an artist . He explained , " The inspiration was really him as an artist , visualizing how he dances and how he performs , and giving him something to match that energy . "

On January 25 , 2012 , Brown announced via his official Twitter account that the lead single from his fifth studio album Fortune would be called " Turn Up the Music " , tweeting " New FORTUNE single coming 1 / 26 !!! TURN UP THE MUSIC ! ! ! ! " . The following day , both the single and its artwork were posted online , showing Brown wearing an unbuttoned shirt and a fedora , while words in different languages are displayed . " Turn Up the Music " was officially sent to contemporary hit radio playlists in the United States on February 7 , 2012 . It was released as a one @-@ track digital download in Oceania and most European countries on February 10 , 2012 . However , in the United Kingdom , " Turn Up the Music " was released as a three @-@ track digital download on March 25 ,

2012 , which contained Brown 's previous single " Strip " and the Invaderz remix of " Yeah 3x " ( 2010 ) . It was also released as a two @-@ track CD single in Germany on April 6 , 2012 , including " Strip " as a B @-@ side .

An unofficial remix of " Turn Up the Music " made by DJ Pauly D , premiered on Ryan Seacrest 's morning radio show On Air with Ryan Seacrest on February 14 , 2012 . The official remix of " Turn Up the Music " premiered online on February 20 , 2012 , and features Brown 's former girlfriend Rihanna . Brown previously hinted via Twitter that Rihanna would be the featured artist on the remix , after rumors that he would feature on the remix of her single " Birthday Cake " ( 2012 ) sparked media controversy , due to the fact that Brown physically assaulted Rihanna before a Pre @-@ Grammy Awards party in 2009 . The remix marks the first collaboration from the two singers since they last collaborated on " Bad Girl " ( 2009 ) .

= = Composition and lyrics = =

" Turn Up the Music " is an uptempo electronic dance , and house song , which last for a duration of three minutes and forty @-@ nine seconds . Instrumentation is provided by pulsating beats , synthesizers and percussion . Rap @-@ Up described the production as " synth @-@ heavy " . The song opens with Brown singing " Turn up the music cause the sun just came up / Turn up the music if they try to turn us down / Turn up the music cause I 'm trying to hear the speakers blow / Turn up the music , fill your cup and drink it down " . It is then followed by repeated chants of " If you 're sexy and you know it put your hands up in the air " . Jason Lipshutz of Billboard noted that the chanting was a reference to LMFAO 's " Sexy and I Know It " ( 2011 ) . Andy Kellman of Allmusic likened the song to Baltimora 's " Tarzan Boy " ( 1985 ) .

= = Critical reception = =

" Turn Up the Music " garnered positive reviews from music critics , who complimented its production . Christina Garibaldi of MTV News noted that the song is similar to " Yeah 3x " , and that it " is destined to get people in the clubs and on the dance floor " . Georgette Cline of The Boombox described it as a " dance @-@ inspired track " that " will undeniably move partygoers to showcase their best moves " . Liz Barker of MTV Buzzworthy described it as an " undeniably dance floor @-@ ready " track that " deserves to be played at maximum decibels " . Jim Farber of the Daily News viewed " Turn Up the Music " as one of the standout tracks on Fortune . A reviewer for Rap @-@ Up described " Turn Up the Music " as a " party anthem " that " is bound to become the soundtrack for clubgoers everywhere " . Bryan of radio station WNOW @-@ FM wrote that the song sees Brown taking his " music to the next level ! " .

Mark Iraheta of Complex magazine called " Turn Up the Music " a " soon @-@ to @-@ be smash " that will see Brown making " substantial damage on the Top 100 charts " . Robbie Daw of Idolator described the song as " energetic " and wrote that it follows in the footsteps of Brown 's past hits " Forever " ( 2008 ) and " Yeah 3x " , " but with more dancefloor urgency " . Daw concluded by writing that the song " should please the same crowd " that listen to the music of LMFAO , Kesha and Lady Gaga . Melinda Newman of HitFix described " Turn Up the Music " as a cousin to LMFAO 's " Party Rock Anthem " ( 2011 ) , and called it " an absolute smash " . Scott Shelter of PopCrush awarded the song three and a half stars out of four , and noted its similarities to the work of David Guetta and LMFAO . Shetler also commented that the production was lacking originality and the song " isn 't going to blow anyone away from a lyrical perspective " . Andrew Martin of Prefix magazine was critical of the song , writing that it sounds like a left over track from Guetta 's album Nothing but the Beat ( 2011 ) . At the 2012 BET Awards , " Turn Up the Music " was nominated for the Viewer 's Choice Award .

= = Chart performance = =

In Australia , " Turn Up the Music " debuted on the ARIA Singles Chart at number 13 on February

20 , 2012 , becoming the highest new entry for that week . The song also entered the ARIA Urban Singles Chart at number six . The following week , " Turn Up the Music " ascended to number six on the ARIA Singles Chart and number four on the ARIA Urban Singles Chart . The song was certified double platinum by the Australian Recording Industry Association ( ARIA ) , denoting shipments of 140 @,@ 000 units . In New Zealand , " Turn Up the Music " debuted and peaked at number nine on February 20 , 2012 , and spent 11 weeks in the chart . The song was certified gold by the Recording Industry Association of New Zealand ( RIANZ ) , denoting shipments of 7 @,@ 500 copies .

In the United States , " Turn Up the Music " entered the Pop Songs chart at number 36 on the chart dated February 25 , 2012 , becoming the highest debut for that week . It also gained airplay and entered the Radio Songs chart at number 71 . Following Brown 's performance of the song at the 54th Grammy Awards , " Turn Up the Music " debuted on the Digital Songs chart at number nine on the chart dated March 3 , 2012 , with 180 @,@ 000 copies sold . That same week , the song debuted and peaked at number 10 on the Billboard Hot 100 , giving Brown his eleventh top ten single on the chart . " Turn Up the Music " also saw a 27 % increase in airplay to 21 million audience impressions , moving from number 71 to number 56 on the Radio Songs chart . On the chart dated March 24 , 2012 , the song peaked at number 24 on the Radio Songs chart . As of August 2012 , " Turn Up the Music " has sold 1 @,@ 000 @,@ 000 digital copies in the United States . In Canada , " Turn Up the Music " entered the Canadian Hot 100 at number 38 on the chart dated March 3 , 2012 . It peaked at number 19 on April 14 , 2012 and spent four weeks in the chart .

" Turn Up the Music " also reached the top twenty in some European countries . It peaked at number 15 on the Hungarian Airplay Chart , and number 20 on the Slovak Airplay Chart . On the Irish Singles Chart , " Turn Up the Music " peaked at number 12 and spent 18 weeks in the chart . In the United Kingdom , the song first charted on March 10 , 2012 in a cover version by Beautiful People , reaching the top 100 . On April 7 , 2012 , the Chris Brown version , having sold 83 @,@ 777 copies in its first week , became Brown 's first UK number one single . That same week , it also debuted at number one on the Scottish Singles Chart . " Turn Up the Music " has sold 273 @,@ 000 copies in the UK as of December 2012 .

= = Music video = =

= = = Background and development = = =

The accompanying music video for " Turn Up the Music " was directed by Godfrey Tabarez and Brown , and filmed in Los Angeles , California on February 1 ? 2 , 2012 . It was produced by Andrew Listermann of Riveting Entertainment . On February 2 , 2012 , Brown revealed details about the video via his official Twitter account , tweeting " I 'll let you guys judge but this Turn Up the music video hands down is probably my best video by far ! ! ! " . Several images from the shoot were leaked online the same day , showing Brown in the passenger seat of a classic car , and standing shirtless on top of a vehicle with a group of people . Another image showed one of the dancer 's face covered with a " wild mask " . A behind @-@ the @-@ scenes video clip was posted online on February 14 , 2012 . The video showed Brown , dressed in a black suit , performing dance routines with several backup dancers in a club , surrounded by people wearing animal heads . Another scene showed Brown dancing in the rain and in the streets . The music video premiered online on February 17 , 2012 , and features a cameo appearance by hip hop trio The Rej3ctz .

= = = Synopsis = = =

The video is set at night and opens with Brown , dressed in a black suit , drinking alcohol in the streets , before hailing a futuristic hover @-@ cab . Brown asks the cab driver to take him to the best spot in town . He then asks the driver to turn up the air conditioner because he 's hot , but the driver turns up the music instead , while wearing a horse mask on his head . As the song begins ,

Brown exits the cab and arrives at a street party filled with people wearing animal heads . He then enters a club , where he performs the first dance sequence in the video with his male backup dancers . During the first chorus , Brown arrives inside the main room of the club filled with flashing lights and people dancing while wearing animal heads . After a hat gets tossed to him by one of his dancers in the crowd , Brown and his backup dancers perform another dance sequence as the queen of the party watches them from her perch . These party scenes are intercut with scenes of Brown dancing alone in another room surrounded by flashing lights and speakers in the background .

During the second chorus , Brown enters another room surrounded by people in animal heads , and performs the third dance sequence in the video with his backup dancers . Towards the end of the chorus , Brown and his dancers appear back inside the main room and continue dancing . At one point , the video is slowed down as Brown and his dancers do flips . In other scenes , he is seen dancing alone with a cane in a rain @-@ filled room , wearing white dress pants , a black tank top and a fedora . Brown then splits into three people , comes back together , takes off his shirt and throws it at the camera , causing its lens to crack .

= = = Reception = = =

The music video received positive reviews from critics . Rap @-@ Up called the video " electrifying " and complimented the " slickly @-@ choreographed routines " performed by Brown . Andrew Martin of Prefix magazine praised Brown 's " killer dance moves " . Katie Hasty of HitFix gave the video a positive review , writing " there is a serious series of sweeping dance shots that may impress the hating @-@ est of haters " . Jacob Moore of Complex magazine noted that the dance party scenes is what " you 'd expect from a Breezy video " . Meena Rupani of DesiHits felt that the video took her " into a whole different world " that reminded her of the films Eyes Wide Shut ( 1999 ) and Men in Black ( 1997 ) . Rupani also described it as " extremely futuristic and looks like it belongs in the year 2030 " . Jocelyn Vena of MTV News called it an " eye @-@ popping video " and noted that there were several outfits Brown wore that paid homage to Michael Jackson . A reviewer for Capital FM praised Brown 's " impressive dance routines " and noted that it was " similar to that of a Michael Jackson show " . This was echoed by Amy Sciarretto of PopCrush who wrote that Brown 's dance routines were " quite reminiscent of Michael Jackson and his classic , dance @-@ driven videos " . Joey of WXRK found the video to " be a hybrid between Michael Jackson 's ' Smooth Criminal ' , a party that Ke \$ ha would be at , and that scene from Fame when everyone is dancing in the streets on top of cabs and cars " . The video earned Brown and Taberez a nomination for Video Director of the Year at the 2012 BET Awards . It won Best Male Video and Best Choreography at the 2012 MTV Video Music Awards . On September 19 , 2012 , the video received a nomination at the 2012 Soul Train Music Awards for Best Dance Performance .

= = Live performances = =

" Turn Up the Music " was performed live for the first time at the 54th Grammy Awards ceremony , which took place at the Staples Center in Los Angeles , California on February 12 , 2012 . Brown performed the song as part of a medley with " Beautiful People " from F.A.M.E. ( 2011 ) . He was dressed in a white and gray varsity jacket , white pants and sparkling sneakers . Brown and his backup dancers performed heavily @-@ choreographed routines to " Turn Up the Music " atop a collection of blocks , which changed from colors red to blue to yellow and green . He then sang " Beautiful People " as he jumped across the blocks , while the dancers followed in a high @-@ flying routine . The performance ended when Brown saluted to the audience before he took a bow . Rob Markman of MTV News noted that the blocks " resembled the 1980s arcade game Q \* bert " , while Evelyn McDonnell of Los Angeles Times noted that Brown lip @-@ synched his performance . Andrew Martin of Prefix magazine wrote that it was one of the worst performances at the Grammy Awards due to the fact that he lip @-@ synched . The performance was made available for download via the iTunes Store in the United States on February 15 , 2012 .

Brown performed a shortened version of " Turn Up the Music " during the halftime show of the 2012 NBA All @-@ Star Game in Orlando on February 26 , 2012 . In April 2012 , Brown performed the song during his set at Supafest Australia , as part of a set list , which included " Run It ! " , " Yeah 3x " , " Look at Me Now " , " She Ain 't You " , " Wet the Bed " , " Body 2 Body " and " Birthday Cake " . Rap @-@ Up wrote that " A tatted Chris Brown thrilled with his chart @-@ topping hits " . On May 8 , 2012 , Brown performed the song on Dancing with the Stars . He later performed " Turn Up the Music " at the 2012 Billboard Music Awards ceremony , which took place at the MGM Grand Garden Arena in Paradise , Nevada on May 20 , 2012 . Brown wore a leopard fur @-@ lined jacket , waxed pants , Air Jordan sneakers and a bandana . The performance began when Brown entered the stage on a fluorescent bike and asked his astronaut doll to activate the fun zone . The fluorescent and graffitied @-@ drawn backdrop then lit up as several dancers appeared onstage and performed with Brown , while " BMX bike riders performed several high @-@ flying tricks " on bike ramps behind them . The performance received a mixed response from celebrities , most notably Joe Jonas , Pink and Carey Hart , who all criticized Brown for lip @-@ synching .

On June 8 , 2012 , Brown performed " Turn Up the Music " on Today as part of its Summer Concert Series , for which he wore a New York Yankees cap , a multicolored Snow Beach Polo jacket , black jeans and white sneakers . The set list also included " Don 't Wake Me Up " , " Yeah 3x " and " Forever " . Brown later performed a medley of " Turn Up the Music " and " Don 't Wake Me Up " at the 2012 BET Awards ceremony on July 1 , 2012 , for which he appeared shirtless for the performance with half his body spray painted in grey . Brown performed acrobatic moves with six backup dancers " under triangle @-@ shaped beams " as green and red flashing lights appeared throughout the stage . Georgette Cline of The Boombox wrote that Brown " put on an energetic show " and described his dance routines during the performance as " eye @-@ catching " .

= = Formats and track listing = =

= = Credits and personnel = =

= = Charts = =

= = Certifications = =

= = Release history = =