

= Piece of Me =

" Piece of Me " is a song recorded by American singer Britney Spears for her fifth studio album , Blackout ( 2007 ) . It was released on November 27 , 2007 by Jive Records as the second single from the album . The song was written and produced by Swedish producers Bloodshy & Avant and Klas Åhlund as a response to the media scrutiny and sensationalism of Spears ' private life , which they had seen by working with her over the years . " Piece of Me " was the last song to be recorded for Blackout . The self @-@ manifesto song 's lyrics are written like a biography retelling her mishaps . Musically , " Piece of Me " is an electro song that runs through a down @-@ tempo dance beat . Spears ' voice is heavily synthesized , and constantly shifts in pitch . Backing vocals are provided by Bloodshy and Avant and Robyn .

Most music critics cited it as one of the highlights from Blackout . Rolling Stone ranked the song at number fifteen on their list of the 100 Best Songs of 2007 . It was also commercially successful , peaking at number one in Ireland and reaching top ten positions in Australia , Austria , Canada , Denmark , Finland , New Zealand , Sweden and the United Kingdom . In the United States , it became the second single from the album to have peaked at the top of the Billboard Hot Dance Club Play chart .

The music video , directed by Wayne Isham , portrayed Spears ' life at the time and showed her with her friends disguising themselves in order to confuse the paparazzi . Isham 's concept was to have Spears confidently parodying her situation . It received mixed reviews from critics , most arguing her body was digitally altered . The video was nominated in three categories at the 2008 MTV Video Music Awards and won all of them , including Video of the Year . " Piece of Me " was performed at The Circus Starring Britney Spears ( 2009 ) and the Femme Fatale Tour ( 2011 ) . The song also shares a title with Spears ' Las Vegas residency show , Britney : Piece of Me , where it is also performed .

= = Background = =

" Piece of Me " was co @-@ written and produced by the Swedish duo Christian Karlsson and Pontus Winnberg , professionally known as Bloodshy & Avant , along with Klas Åhlund . While recording with Spears over the years , Karlsson and Winnberg often saw first @-@ hand how her regular activities were interrupted by the paparazzi , including one experience in Hamburg which Winnberg deemed as " really scary " . For Blackout , Spears worked with them on " Radar " , " Freakshow " and " Toy Soldier " . When the album was considered to be finished , Bloodshy & Avant were persuaded by her A & R Teresa LaBarbera Whites to work on a new track . Winnberg commented that it had always been an unwritten rule not to write songs about Spears ' personal life since the label rejected " Sweet Dreams My LA Ex " , a response track to Justin Timberlake 's " Cry Me a River " . However , the duo wrote " Piece of Me " with Åhlund and sent it to Spears , who loved it . Bloodshy & Avant worked on the track at Bloodshy & Avant Studios in Stockholm , Sweden , and Spears recorded her vocals at Chalice Recording Studios in Los Angeles , California . Winnberg stated that Spears was extremely psyched when she came to the studio , where she recorded the song in about half an hour as she had learned the lyrics by heart in her car . " Piece of Me " was later mixed by Niklas Flyckt at Mandarine Studios in Stockholm . On October 31 , 2007 , during a radio interview with Ryan Seacrest , Spears talked about the song , saying ,

" Wherever you go , there 's a lot of people who ask questions , and sometimes you don 't know their intentions and stuff like that . So , it is kind of a cute way of putting it out there . You know , like , ' You want a piece of me ? ' , you know , in a cool , cute and clever way . It is a cute song [ ... ] I like it " .

= = Composition = =

" Piece of Me " is described as being backed by a " electro instrumental track " and performed in an insistent pop groove . The song is composed in the key of C ? minor with a time signature in

common time . The melody runs through a down @-@ tempo dance beat . Spears ' vocals span over two octaves from D ? 3 to D ? 5 . They are heavily synthesized and are constantly pitch @-@ shifted . The track consists of over @-@ the @-@ top vocal distortions , causing a split sound effect , making it difficult to discern which voice is Spears ' . Background vocals were also provided by Swedish pop singer Robyn . Christian Karlsson and Pontus Winnberg sing the line " Extra ! Extra ! " during the chorus and writer Klas Åhlund sings the repeated " piece of me " line in a robotized voice . Dave De Sylvia of Sputnikmusic drew comparisons to the songs in Robyn 's Robyn ( 2005 ) , specifically to her single " Handle Me " .

The lyrics of " Piece of Me " are written as a reaction to the scrutiny of Spears ' private life in the media . They deal with fame and living under the spotlight . During the first verse , Spears sings the hookline " You want a piece of me ? " , that is repeated throughout the song . According to Kelefa Sanneh of The New York Times , the line " could be an accusation or an invitation or a threat " . " Piece of Me " is constructed in the common verse @-@ chorus pattern . " Piece of Me " is written like a biography retelling Spears ' mishaps , sung in a nearly spoken manner . Alex Fletcher of Digital Spy compared the lyrics to Amy Winehouse 's " Rehab " ( 2006 ) . Bill Lamb of About.com said that " Piece of Me " makes Michael Jackson 's " Scream " ( 1995 ) " sound like a whimper . "

= = Critical reception = =

Alex Fletcher of Digital Spy gave " Piece of Me " four stars , calling it " a two fingered @-@ salute to the media hounds and an electro @-@ thudding cry of defiance , warning us that this popstrel is not for turning . [ The opening line ] poops from a great height on anything Lily Allen has ever penned and reveals that it 's been Spears who 's been laughing hardest during her year of zany media antics " . Peter Robinson of The Observer and Margeaux Watson of Entertainment Weekly named " Piece of Me " one of the standout tracks of the album . Dennis Lim of Blender called it one of the best tracks of Blackout along with " Gimme More " . Laura Herbert of BBC News said that the song is " without doubt the best track on the whole album . [ ... ] It 's a masterpiece . " Kelefa Sanneh of The New York Times said " [ Bloodshy & Avant ] evoke the horror , the exhilaration and ( finally ) the boredom of [ Spears ' ] overexamined life . It ? s brilliant " .

Tom Ewing of Pitchfork Media suggested that " the hypertreatment of the voice , the way it edges into the music , suggests that the price of fame is identity erasure . We understand her through a filter , and that 's how we have to hear her too . The multiple backing vox fragment identity further , turn the song more universal " . Dave De Sylvia of Sputnikmusic also picked it as one of the album 's highlights . Melissa Maerz of Rolling Stone named it the best track of the album along with " Freakshow " , deeming it as a " tabloid @-@ bashing banger " . Jim Abbott of the Orlando Sentinel said that " Musically , songs such as ' Piece of Me , ' ' Radar ' and ' Break the Ice ' are one @-@ dimensional , robotic exercises . " Stephen Thomas Erlewine of Allmusic commented that " Bloodshy & Avant try desperately to craft a defiant anthem for this tabloid fixture , as she couldn 't be bothered to write one on her own " . Chris Wasser from the Irish Independent said the song " drowns slowly under cloggy production and a lyrical theme that for all of its close connection with the trials and tribulations Spears has had to deal with , weren 't even penned by the singer who could have very easily recorded her fairly unchallenging input on Blackout in less than a week . " The song was later included in Rolling Stone 's 100 Best Songs of 2007 at number fifteen .

= = Chart performance = =

On November 17 , 2007 , " Piece of Me " debuted at number sixty @-@ five on the U.S. Billboard Hot 100 . On February 9 , 2008 , the song peaked at number 18 . It was the second consecutive single from Blackout to reach number one on the Billboard Hot Dance Club Songs chart . The song shipped over 1 @,@ 000 @,@ 000 copies in the United States , earning a platinum certification by the Recording Industry Association of America ( RIAA ) . As of March 2015 , " Piece of Me " has sold 1 @.@ 9 digital downloads in the United States according to Nielsen SoundScan . It is her sixth best @-@ selling digital single in the country . In Canada , the song entered the Canadian Hot 100 at

number thirty @-@ seven on November 17 , 2007 . On April 26 , 2008 , it reached its peak position of number five . " Piece of Me " was certified platinum by the Canadian Recording Industry Association ( CRIA ) for paid digital downloads of 40 @,@ 000 .

On February 4 , 2008 , " Piece of Me " debuted at the Australian Singles Chart at number two . The song has shipped over 70 @,@ 000 copies in Australia , earning a platinum certification by the Australian Recording Industry Association ( ARIA ) . In New Zealand , the song debuted at number thirty @-@ four on December 31 , 2007 . It was certified gold by the Recording Industry Association of New Zealand ( RIANZ ) for sales over 7 @,@ 500 copies . In the United Kingdom , " Piece of Me " debuted at number sixty @-@ nine on the UK Singles Chart on December 23 , 2007 ( for the week ending December 29 , 2007 ) . After its physical release , the track peaked at number two on January 13 , 2008 ( for the week ending date January 19 , 2008 ) . According to The Official Charts Company , the song has sold 250 @,@ 000 copies there . In Ireland , the song debuted at number twenty @-@ seven on the Irish Singles Chart December 20 , 2007 . On January 10 , 2008 , it peaked at number one and stayed in the position for two weeks . " Piece of Me " achieved similar success through Europe , peaking inside the top ten in the European Hot 100 Singles chart , Austria , Denmark , Finland and Sweden and reaching the top forty in Belgium ( Flanders and Wallonia ) , Czech Republic , Italy and the Netherlands .

= = Music video = =

= = = Development = = =

The music video for " Piece of Me " was filmed on November 27 and November 28 , 2007 , at the nightclub and restaurant Social Hollywood in Los Angeles , California . It was directed by Wayne Isham , who had previously worked with Spears in the music video of " I 'm Not a Girl , Not Yet a Woman " . British national newspaper Daily Mail reported that the video cost \$ 500 @,@ 000 , her most expensive music video since the music video for " Toxic " . In some scenes of the music video , Spears wore a purple satin dress from American designer Marina Toybina . Spears reportedly arrived twelve hours late to the set , after spending the day with her sons Sean Preston and Jayden James . Isham talked about the situation , saying , " She was late . People made a big thing about it , [ but ] how could she not be late , when you have 50 , 65 , 75 people running down the street chasing her car ? That was a long day for the crew . It was literally a 20 @-@ hour day for the crew . She was there for the last six hours of it . She got there late , showed up and just kicked ass " . He also explained the concept of the music video :

" On [ the music video ] , I really just wanted to put the mirror back onto the whole experience . You can see that she had that kind of confidence . And , literally , every take became a more and more confident take , so that she could have fun with what was going on . Not being over @-@ the @-@ top sarcastic , but ... having a laugh at everything that was going on around her , with confidence . [ ... ] The very last dance of the piece , she had her hair up , and I go , ' Can you just do one for me with your hair down ? ' She dropped her hair down . You 'll see we intercut with her hair up and her hair down . That was the last piece . She just rocked it from her heart . She choreographed that last dance at the very end . She did that on her own and said , ' Let 's go for it ' " .

= = = Synopsis = = =

The video begins with four blonde women changing their clothes , putting make up on and dancing in a bedroom . Outside , several paparazzi are taking pictures of the situation through the window . Spears appears in front of a multi @-@ colored , illuminated background wearing a short brown fur vest , a sequined black bra and ripped low @-@ rise jeans . There are also intercut scenes of Spears wearing a white fur vest tearing down tabloid covers such as In Touch Weekly and creating positive ones , such as " It 's Britney , Bitch " and " Exceptional Earner " . One tabloid in particular is labeled " Rats Weakly " , likely a pun of Star ( magazine ) when written backwards . During the first

chorus , Spears joins the four women , all wearing matching blond bob wigs , dark sunglasses and black trench coats being hounded by paparazzi .

Then they enter a nightclub , with Spears wearing a purple satin dress . Spears starts flirting with a man and guides him into the women 's bathroom , where she discovers he has a hidden camera in his chest . She writes " Sucker " in his forehead . There is a dance sequence until the song ends , in which Spears and the four women dance in the bathroom . At the end , the women are seen back at the bedroom watching an entertainment news program , in which the " Britney invasion " from earlier is reported . The final scene shows a close @-@ up of Spears smirking .

= = = Reception = = =

The music video received mixed reviews from critics , with some arguing that Spears ' body was digitally altered . The Daily Telegraph commented " Britney ? presumably with the help of some serious digital remastering ? has turned back the clock , looking every part the young starlet that gave us ' Oops ' " . Dose said " shockingly , it 's not that bad . Well , not that bad for everyone 's favourite panty protesting , deposition skipping , weave wearing pop @-@ tard " . On August 17 , 2008 , it was announced that the video was nominated for Best Female Video , Best Pop Video and Video of the Year at the 2008 MTV Video Music Awards . The ceremony was held on September 7 , 2008 , and Spears won all three categories . On October 18 , 2008 , during a live interview with New York 's Z100 , she explained that she was shocked when she won , saying , " It 's a cool video , but I think by far I 've done videos that are way better , so I was really shocked that it got [ Video of the Year ] . It was just inspiring , though , because now , going forward with the videos that I 'm doing now , I can really go there and do something crazy and see what happens " .

= = = International version = = =

An international version of the video was also officially released . This version is almost exactly the same as the original , with the only difference being that some early shots were Spears dances in front of the multicolored background are replaced by shots of Spears with a short blonde bob wig wearing a purple dress and in front of a black background with flashing lights .

= = = MTV alternate video = = =

On November 27 , 2007 , MTV launched the contest " Britney Spears Wants a Piece of You " , in which fans could direct a separate video for the song , using footage of interviews and performances from Spears . Using the MTV Video Remixer , fans could mix and create a mash up of the footage . The winning video premiered on TRL on December 20 , 2007 , and MTV . Jive Records and Spears herself picked the winner . The winner also received a Haier Ibiza Rhapsody device along with a one @-@ year subscription to Rhapsody , as well as Spears ' entire discography released in the United States .

= = Live performances = =

" Piece of Me " was performed at 2009 's The Circus Starring Britney Spears as the second song of the show . At the end of the performance of " Circus " , Spears took off her red jacket that represented a ringmaster , to reveal a black corset encrusted with Swarovski crystals , fishnet stockings and high @-@ heeled laced up boots , designed by Dean and Dan Caten . While smoke surrounded her , she entered a cage in the middle of the stage while " Piece of Me " began . During the performance , Spears represented a slave , that attempted to escape from her dancers . " Piece of Me " was also performed at 2011 's Femme Fatale Tour . Following " 3 " , Spears climbed into a small platform and started performing the song while floating over the stage . The male dancers below her were dressed as policemen , and took off their shirts to reveal S & M bondage harnesses . Shirley Halperin of The Hollywood Reporter named it one of the best performances of the show .

along with " 3 " and " Don 't Let Me Be the Last to Know " , stating that " ironically enough , [ they ] were the ones with fewest frills . " The song is currently performed live at Spears ' Las Vegas residency show , Britney : Piece of Me .

= = Track listings = =

= = Credits and personnel = =

Lead Vocals - Britney Spears

Writers ? C. Karlsson , P. Winnberg & Klas Åhlund

Producers ? Bloodshy & Avant

Recording ? Bloodshy & Avant

Mixing ? Niklas Flyckt

Keyboard , programming , bass , piano and guitar ? Bloodshy & Avant

Background vocals ? Robyn , Christian Karlsson

Mastering ? Tom Coyne

= = Charts = =

= = Certifications = =

= = Release history = =