

= Scream (Usher song) =

" Scream " is a song by American recording artist Usher , released through RCA Records , as the second single from his seventh studio album Looking 4 Myself (2012) . It was written by Usher , Savan Kotecha , Max Martin and Shellback , with production handled by the latter two . The song premiered on the internet on April 26 , 2012 , and was released the following day as a digital download . " Scream " is primarily a synthpop and dance @-@ pop track . Critics compared its musical structure to that of Usher 's 2010 single " DJ Got Us Fallin ' in Love " , which was also co @-@ written by Martin , Kotecha , and Shellback . " Scream " was noted to contain heavily sexual overtones within its lyrics .

" Scream " peaked at number nine on the US Billboard Hot 100 chart , and went on to sell over one million copies in the country . It was certified platinum by the Recording Industry Association of America (RIAA) . The song peaked within the top five in several other countries , including Canada , Scotland , South Korea and the United Kingdom . It went on to be certified gold by the Bundesverband Musikindustrie (BVMI) and IFPI Denmark (IFPI) for shipments of 150 @,@ 000 and 15 @,@ 000 copies , respectively . The song received positive reviews from music critics , who praised its production , though some were ambivalent towards its originality .

Usher performed " Scream " during several events and shows , including the Off @-@ Broadway show Fuerza Bruta , the 2012 Billboard Music Awards and during E3 2012 . An accompanying music video premiered on the internet on June 12 , 2012 . Directed by direction duo BB GUN , the video contains footage from the Fuerza Bruta show , with Usher reenacting his role as The Running Man , dancing with his love interest and running into a brick wall towards the video 's closure .

= = Production and release = =

" Scream " premiered on the internet on April 26 , 2012 and was released as a digital download the following day . It was sent to mainstream and rhythmic radio on May 1 , 2012 . The song was released as the follow @-@ up to " Climax " , as the second single from Usher 's seventh studio album Looking 4 Myself . Usher explained to MTV that " Scream " was a record which " represented the other side of the [album] " , comparing " Climax " to the former song :

Whereas the first song was a little bit more artistic and a little bit more soulful , and it has done everything , it probably exceeded my expectations , I mean , from the moment I was able to give it away . I was able to kind of be reintroduced in a way musically , and thank you to [producer] Diplo , but ' Scream ' is really like the next step . It 's just in time for summer and the type of experience that I want people to get out of the album .

= = Composition and lyrics = =

" Scream " has a running duration of three minutes and fifty @-@ five seconds . It is written in the key of G minor . The synthpop and dance @-@ pop track . It contains a four @-@ on @-@ the @-@ floor rhythmic pattern , while making heavy use of synthesizers and bass . DJ Booth described its sound as keeping with " current audiences " saying " Max Martin goes for broke on the production tip " with instrumentals " that builds to an explosive , synth @-@ drenched chorus " . About.com wrote that in terms of themes , " Scream " is similar to Usher 's " Yeah ! " (2004) and " Love in This Club " (2008) . Rap @-@ Up compared its musical elements to Usher 's 2010 hits " DJ Got Us Fallin ' in Love " and " OMG " . Idolator 's Robbie Daw wrote that the song " follows a dance @-@ pop formula you can hear when flipping to any pop station on the radio . " Steve Jones of USA Today perceived that " Scream " achieves the same effect as the " crunk @-@ fueled " " Yeah ! " along with " Euphoria " .

" Scream " contains heavily sexual lyrics . MTV 's Jenna Hally Rubenstein wrote that Usher sings about a " hot chick and how it 'll be a total cinch for him to get her home " , in the line " I see you over there , so hypnotic / Thinking ' bout what I do to that body ... / Got no drink in my hand / But I 'm wasted / Getting drunk of the thought of you naked / I get you like ooh , baby , baby . " In the chorus

, he sings " If you wanna scream ? yeah , ? let me know and I ? I'll take you there / Get you going like a @-@ ooh baby baby , ooh baby baby , a @-@ ooh baby baby , ooh baby / If you want it done right , hope you ? re ready to go . " DJ Booth depicted the track to be about orgasms . Digital Spy 's Lewis Corner wrote that " Scream " contains " sex @-@ fuelled lyrics " portrayed in the line " I see you over there so hypnotic / Thinkin ' ' bout what I 'd do to that body " .

= = Critical reception = =

The song received generally positive reviews from music critics . Andrew Leahey of The Washington Times liked the track 's use of instrumentals , perceiving that Usher " holds onto his crown " by doing this , and by combining " Ibiza club music " . PopMatters ' Matt Cibula lauded Usher 's vocals , writing that he " absolutely rips " Climax " and " What Happened to U " , nails party anthems like " Scream " and " Euphoria " to the wall " . Lewis Corner of Digital Spy depicted " Scream " to be " a seductive club number of chest @-@ popping beats and sex @-@ fuelled lyrics " . DJ Booth viewed that Usher " takes to the track like a fish to water " by portraying confidence and sex @-@ appeal to a woman in a club . Rap @-@ Up depicted the song as an " adrenaline @-@ fueled record " comparing it to Usher 's " OMG " and " DJ Got Us Fallin ' in Love " (2010) . Billboard 's Jem Aswad declared " Scream " as one of the " stellar " tracks on the album .

By contrast , The A.V. Club 's Evan Rytlewski wrote that the song opens Looking 4 Myself on a " discouragingly perfunctory note " , though complimented Usher for not using auto @-@ tune to alter his vocals . Idolator 's Robbie Daw was ambivalent towards the track , writing that " Scream " contains " a dance @-@ pop formula you can hear when flipping to any pop station on the radio " . Neon Limelight disproved the track as a whole for being generic , saying that the song is a disappointment compared to its previous single " Climax " . Melinda Newman of HitFix showed a similar opinion , also noting the track as generic .

= = Chart performance = =

On the Billboard Hot 100 " Scream " moved from number eleven to ten on the week of June 30 , 2012 , becoming Usher 's eighteenth top ten single on the chart . It sold 119 @,@ 000 digital copies that week . With the song , Usher remains the male artist with the most Hot 100 top @-@ ten hits , commencing from September 6 , 1997 , his first single to enter the top @-@ ten . On the week of July 21 , 2012 " Scream " had sold one million digital copies , selling 76 @,@ 000 units that week . " Scream " remained on the Hot 100 for 21 weeks before dropping out . On the week of September 15 , 2012 the song topped the US Billboard Hot Dance Club Songs chart , becoming Usher 's first number one and second top three single on the chart from Looking 4 Myself , following " Climax " . The song reached number six on the US Pop Songs chart , where it remained for twenty weeks before dropping out . It peaked at number 25 on the US Adult Pop Songs chart , dropping off after thirteen weeks . " Scream " was certified platinum by the Recording Industry Association of America (RIAA) on April 24 , 2012 .

" Scream " entered the Australian Singles Chart at number 48 on the week of August 19 , 2012 , reaching its peak at number eleven twelve weeks later . It remained on the chart for fifteen weeks , and was certified platinum by the Australian Recording Industry Association (ARIA) , for shipments of 70 @,@ 000 copies . Due to digital downloads , " Scream " debuted on the South Korea Gaon International Chart at number thirty on April 22 , 2012 , with sales of 9 @,@ 333 digital copies . The following week , it rose 26 positions to its peak at number four , selling 51 @,@ 758 digital units . " Scream " peaked at number four on Canadian Singles Chart and the Scottish Singles Chart . The song debuted and peaked at number five on the UK Singles Chart , becoming the second single from Looking 4 Myself to reach the top five in the country , following " Climax " . " Scream " reached the top ten on the Hungarian Singles Chart and Japanese Singles Chart , charting at number six and seven , respectively .

" Scream " peaked in the top thirty on several charts , including the Austrian Singles Chart , Dutch Singles Chart , Swiss Singles Chart and German Singles Chart ; the song was certified gold in

Germany by the Bundesverband Musikindustrie (BVMI) , for shipments of 150 @,@ 000 units . It was certified gold by the IFPI Denmark (IFPI) , denoting shipments of 15 @,@ 000 copies . The song was less successful in other countries , peaking within the top thirty in several territories . "Scream " charted in several year @-@ end charts , including the UK Singles Chart , US Billboard Hot 100 and US Hot Dance Club Songs , peaking at number 83 , 44 and 25 , respectively .

= = Music video = =

An accompanying music video for the song premiered on June 12 , 2012 . The video was directed by BB GUN (consisting of Maxim Bohichik and Alex Bergman) . The video integrates footage from Usher 's performance during the Off @-@ Broadway show Fuerza Bruta , where he first performed the song . In the video Usher takes the role of The Running Man , the character he portrayed during his performance . Dressed in a white suit , the video opens with Usher strolling and singing to the song . Throughout the video inter @-@ cuts to a woman swimming above the ceiling . Entering the chorus , Usher begins to run , which he then instantly changes into different attire for the second verse , with the video inter @-@ cutting to both the women and Usher in his original white suit . Following the second chorus , Usher starts dancing with the women . He then begins to sprint , ending the video with him bursting through a brick wall , showing clips of the Fuerza Bruta performance with Usher running across the venue 's conveyor belt . Rap @-@ Up reviewed the music video positively , writing that Usher " makes all the right moves in the exhilarating video [...] Mr. Raymond shows off his fancy footwork in a crisp white suit as he glides across the stage during his show with Broadway 's Fuerza Bruta . "

= = Live performances = =

Usher performed the song for the first time during the Off @-@ Broadway show Fuerza Bruta . He appeared on Saturday Night Live on May 12 , 2012 to perform " Scream " and " Climax " . Usher performed with two back up singers and dancers who flanked him on either side , with his band accompanying him with instrumentals . He performed the song at the 2012 Billboard Music Award . Dressed in a tuxedo suit and top hat , Usher was met with a woman dressed in a mask and red ball gown . The two then started dancing intimately onstage , executing numerous dance sequences . In a positive review of the performance , Gil Kaufman of MTV News wrote that Usher " got all gothic and mysterious with a flashy , Las Vegas @-@ worthy , high @-@ concept staging . " On June 11 , 2012 , Usher performed the song during his concert at Hammersmith Apollo , London . The song was performed during E3 2012 to promote Dance Central 3 in which Usher performed choreography portrayed in the video game to the attendees .

= = Track listing = =

= = Credits and personnel = =

Recording locations

Vocal recording ? MXM Studios , Stockholm , Sweden ; Glenwood Place Studios , Los Angeles , CA ; Conway Recording Studios , Hollywood , CA

Mixing ? Mixstar Studios , Virginia Beach , VA .

Personnel

Credits adapted from the liner notes of Looking 4 Myself , RCA Records .

= = Charts = =

= = Certifications = =

= = Release history = =