

= Yeah 3x =

" Yeah 3x " (pronounced " Yeah three times " or " Yeah Yeah Yeah ") is a song by American recording artist Chris Brown , released as the lead single from his fourth studio album F.A.M.E. on October 25 , 2010 . It was written by Brown , DJ Frank E , Kevin McCall , Amber Streeter and Calvin Harris , and was produced by DJ Frank E. Brown recorded the song for his pop audience as he had been doing a lot of mixtapes and urban records . " Yeah 3x " is an uptempo dance @-@ pop , Europop , and electro house song ; it uses a video game @-@ type beat and features a thick bassline and big synth chords . The song uses elements of Harris ' 2009 single " I 'm Not Alone " .

Critical reception towards the song was positive , with critics praising its production and lyrics . Other critics noted its similarities to Brown 's 2008 single " Forever " . " Yeah 3x " attained top @-@ ten positions in Australia , Austria , Belgium (Flanders) , Denmark , Germany , Hungary , Ireland , Netherlands , New Zealand , Switzerland and the United Kingdom . It also reached the top @-@ twenty in Canada , Norway , Slovakia and Sweden . In the United States , the song peaked at number 15 on the Billboard Hot 100 chart , and at number seven on the Mainstream Top 40 chart .

An accompanying music video was directed by Colin Tilley and filmed at Universal Studios . The video features Brown in various dance sequences in a neighborhood of old time storefronts and brownstones . It also features cameo appearances by Teyana Taylor , Kevin McCall , and Future Funk from America 's Got Talent . Brown promoted the song with live performances on televised shows , including Dancing with the Stars , Today and the 2011 MTV Video Music Awards . It was also included on the set list of his 2011 F.A.M.E. Tour .

= = Background and recording = =

" Yeah 3x " was written by Brown , DJ Frank E , Kevin McCall , Amber Streeter and Calvin Harris , and was produced by DJ Frank E. It was recorded at The Record Plant ? a studio in Los Angeles , California ? and Serban Ghenea mixed the track at Mixstar Studios ? a studio in Virginia Beach , Virginia . On September 2 , 2010 , Brown tweeted that the Polow da Don @-@ produced song titled " Calypso " would be released soon as the follow @-@ up single to " Deuces " (2010) . However , those plans were changed when " Yeah 3x " was released instead . While filming the music video for the song , Brown elaborated on the song 's inspiration in an interview with Access Hollywood . He stated that he wanted to record the song for his pop audience since he had been doing so much urban material .

Brown said the song was given to him by DJ Frank E while he was in the studio writing songs for other artists and himself . " I heard the track and I was like man this is incredible . It kind of gave me the ' Forever ' feeling so I wanted to do more of a song for my pop audience . I ? ve been doing a lot of mix @-@ tape stuff , a lot of urban records ... the pop audience didn ? t really have anything to gauge from so I really wanted to give them this and I feel like ' Yeah 3x ' is something different , something new and it ? s just [a] positive record . It ? s not anything too over the top ; it ? s just right where it needs to be . " During a chat with fans on Ustream.tv on September 27 , 2010 , Brown said that the song was written in 15 minutes ; " We actually got the beat and we did it in no time . It was effortless . It was fun . It was sort of like when we wrote ' Forever ' , so I hope you guys like that record . It 's more of a pop record , in the club record . "

= = Composition = =

" Yeah 3x " is an uptempo dance @-@ pop , Europop , and electro house song . Over a video game @-@ type beat , Brown opens the song by proclaiming , " In the moment , can 't believe / You 're so beautiful / Feels like I 'm in a dream . " Throughout the song , it features a thick bassline . " Yeah 3x " is set in common time with a moderate dance tempo of 120 beats per minute . It is composed in the key of D major with Brown 's vocal range spanning from the note of A4 to the note of B5 . The song uses a portion of the melody from " I 'm Not Alone " by Calvin Harris . According to Robbie Daw of Idolator , " Yeah 3x " is a mixture of " Forever " (2008) and La Roux 's " Bulletproof "

(2009) , while Sean Michaels of The Guardian commented that the song seems to be inspired by David Guetta 's Eurodance sound . Nick Levine of Digital Spy musically compared the song 's production to the sounds of Usher , Taio Cruz , Jay Sean , The Black Eyed Peas and Calvin Harris .

= = Critical reception = =

The song received critical acclaim . Amar Toor of AOL Radio called the song " dance @-@ friendly " , and wrote " with its electro @-@ vibe and frenetic pulse , ' Yeah 3x ' sounds like the perfect club banging anthem to get any night off to a raucous start . " Ed Easton Jr. of radio station WNOW @-@ FM noted the song 's similarities to Brown 's 2008 single " Forever " (2008) , writing that " it has that fun and simple lyrical flow and puts more emphasis on the intoxicating beat . " He also called the song " a beat banging dance track " that would keep Brown rising back to the top . Megan Vick of Billboard magazine added that " Brown 's career has had its share of twists and turns , but ' Yeah 3x ' proves he can still turn out a speaker @-@ bumping track . " Bri LaPelusa of UR Chicago called it a " true party anthem " due to the chorus : " You love to drink / So do we / Get my bottles / Bring ' em to me / Hold your glasses up / People everywhere . " Tom Howard of Yahoo ! Music called it a " clubby summer tune . " Hannah Ash of The Harber Herald wrote that " it 's a great song , full of party @-@ riffic electronic beats made for dancing . "

= = Controversy = =

British producer and DJ Calvin Harris claimed that " Yeah 3x " plagiarised his 2009 single " I 'm Not Alone " . He tweeted , " Choked on my cornflakes when I heard [the] new Chris Brown single this morning . Do you know what I mean ? " After receiving many abusive messages from Brown 's fans after posting the comment , he later tweeted , " I don 't care that you call me a nobody . Stealing is still stealing , doesn 't matter who you are ! ... Because Chris Brown is an international celebrity doesn 't make it OK to rip off a guy from [the] UK not many people have heard of . "

When asked in an interview with Australia 's Herald Sun if Brown knew him , Harris replied , " Well , he 's never heard of me , that 's the funniest thing . But the producer he 's worked with , DJ Frank E , has definitely heard of me . He 's a respected producer , he 's worked with Tiësto on a few tracks , perhaps that 's where the link is . It 's all a bit of fun . " Brown later spoke with Harris and upon hearing the similarities between the two songs , had Harris ' name added to the songwriting credits .

= = Chart performance = =

In the United States , " Yeah 3x " debuted at number 33 on the Billboard Hot 100 chart dated November 13 , 2010 . After weeks of ascending and descending the Hot 100 , " Yeah 3x " peaked at number 15 in the issue dated January 29 , 2011 , and spent 20 weeks on the chart . The song charted successfully on the US Pop Songs chart at number seven . " Yeah 3x " failed to chart on the US Hot R & B / Hip @-@ Hop Songs chart , instead reaching number 22 on the Bubbling Under R & B / Hip @-@ Hop Singles chart , which lists the 25 songs below the Hot R & B / Hip @-@ Hop Songs ' number 100 position . As of February 2011 , the song has sold 1 @,@ 000 @,@ 000 digital copies in the US . In Canada , " Yeah 3x " debuted at number 42 on the Canadian Hot 100 and peaked at number 12 .

Internationally , " Yeah 3x " reached the top 10 in nine countries . On the Australian Singles Chart , " Yeah 3x " debuted at number seven on November 29 , 2010 , and peaked at number four on December 27 , 2010 . The song was certified five times platinum by the Australian Recording Industry Association (ARIA) , denoting sales of 350 @,@ 000 copies . In Belgium , " Yeah 3x " peaked at number eight on the Flanders Ultratop 50 , where it remained in the top 10 for four non @-@ consecutive weeks . In Denmark , the song debuted at number six on the Danish Singles Chart , giving Brown his second top 10 single in that country , following " No Air " (2008) , a duet with Jordin Sparks . The song also attained top 10 positions on the German Singles Chart and the Netherlands ' Dutch Top 40 at numbers seven and ten , respectively . " Yeah 3x " was certified gold

by the Bundesverband Musikindustrie (BVMI) in Germany , denoting sales of 150 @,@ 000 copies . In New Zealand , " Yeah 3x " reached number one on January 10 , 2011 , where it remained for one week , and became Brown 's sixth number @-@ one single in the country . It was certified platinum by the Recording Industry Association of New Zealand (RIANZ) , denoting sales of 15 @,@ 000 copies . In Switzerland , the song debuted at number 51 on the Swiss Singles Chart on February 13 , 2011 , and peaked at number seven on April 10 , 2011 . It was certified gold by the International Federation of the Phonographic Industry (IFPI) , denoting sales of 15 @,@ 000 copies . In Ireland , " Yeah 3x " peaked at number eight on the Irish Singles Chart and spent 22 weeks on the chart . In the United Kingdom , " Yeah 3x " entered the UK Singles Chart at number 10 on February 5 , 2011 , and became Brown 's fourth UK top 10 single as a lead artist . It peaked at number six in its third week on the chart , and remained in the top 10 for six consecutive weeks .

= = Music video = =

= = = Synopsis = = =

The accompanying music video for " Yeah 3x " was directed by Colin Tilley and filmed at the Universal Studios . It premiered on MTV on October 21 , 2010 , and features cameo appearances by Teyana Taylor , Kevin McCall , and Future Funk from America 's Got Talent . The video opens with Brown walking down a deserted street wearing a navy sweatshirt , dark blue denim , and white sneakers . It then cuts to another scene where Brown makes an acrobatic entrance onto the top of a truck in a neighborhood of old @-@ timey storefronts and brownstones . Wearing a black vest , trousers and a red skinny tie , Brown then leads a mob of kids , teenagers and older residents down the street . As the first chorus nears , Brown begins his first dance sequence with two male dancers . Together , they pull off high mid @-@ air twirls , each seemingly jumping several feet above the ground . Brown then follows a woman down the street , and runs into four female dancers wearing tank tops and suspenders . Together , they perform arm movements , and work in a few hip thrusts . The next scene , Brown is seen at a storefront labeled " Popin Pete 's " and continues more dancing with Pete . During the bridge , Brown can be seen wearing a hot pink / salmon @-@ colored blazer , gold chain and , in one shot , carrying a massive shiny boombox . Brown then rallies the crowd from a fire escape just before someone opens a fire hydrant and unleashes a spray of water onto the crowd . In the final scene , Brown is wearing a peach blazer while baring his chest , and performs the last bit of choreography with male and female dancers . The video ends as Brown spins , stops and looks off into the distance .

= = = Reception = = =

Ed Easton Jr. of WNOW @-@ FM gave the video a rating of seven out of ten , writing that , " there is plenty of choreographed dancing as Breezy shows us he still got it , getting everyone in the neighborhood to dance with him . The video is good for the most part , especially if you are a fan of dancing . " Brad Wete of Entertainment Weekly wrote that , " it 's genuinely a fun clip , absent of any overdone , sexed up R & B corniness . " Robbie Daw of Idolator compared the video to Michael Jackson 's " The Way You Make Me Feel " (1987) , and Janet Jackson 's " Alright " (1990) , concluding that " sure , the ' Yeah 3x ' clip is derivative . But at least Brown is making a serious effort to polish up his commercial appeal once again with both a feel @-@ good , sing @-@ along song and an equally sunny video . " Mariel Concepcion of Billboard magazine simply called it a " kid @-@ friendly clip " . The video was nominated for Best Choreography at the 2012 MTV Video Music Awards Japan .

= = Live performances = =

A pre @-@ taped performance of Brown performing " Yeah 3x " and a medley of " Beautiful People

" and " Forever " was shown on the American version of Dancing with the Stars on March 29 , 2011 . For the performance , Brown wore a tomato red tuxedo and a black shirt and bow tie . The performance started off with a young boy doing break dancing moves and announcing , ' Here is Chris Brown ' . Brown then appeared doing flips and somersaults , as he lip @-@ synced most of the song . The performance earned him a standing ovation from the judges and members of the crowd . Prior to the performance , some of the show 's cast were unhappy that Brown was going to perform because of the domestic violence assault that occurred with his then @-@ girlfriend Rihanna in 2009 . Brown was sentenced to five years of probation , ordered to complete more than 1 @, @ 400 hours of community service and was given a restraining order which required him to stay away from Rihanna . Professional dancer Cheryl Burke told Extra , " As a victim of domestic violence , I don 't agree with him coming on the show , but it 's out of my control " , while host Tom Bergeron told the On Air with Ryan Seacrest radio show that , " I did tell the producers it may be to their advantage to not have me interview him , because my natural tendency would be to say something . So don 't put me in a position where you are asking me to not say something , because I really won 't do that . "

On July 15 , 2011 Brown performed the song in front of an audience of 18 @, @ 000 at the Rockefeller Plaza in New York City for the Today concert series . For the performance , Brown wore a white shirt and black pants , and was accompanied by male dancers wearing black jumpsuits and red sneakers . On August 28 , 2011 , Brown performed a medley of " Beautiful People " and " Yeah 3x " at the 2011 MTV Video Music Awards . He opened his performance with " Yeah 3x " and was dressed in a white formal suit , accompanied by " full @-@ skirted dancers " . Brown was eventually joined onstage by tuxedo @-@ clad dancers and began dancing to the 1993 Wu @-@ Tang Clan single " Protect Ya Neck " . His dance routine then moved into 1991 , where he danced to Nirvana 's " Smells Like Teen Spirit " . Brown 's performance then came back to the future , where he began to sing " Beautiful People " . While performing the song , he was suspended in the air , and then lowered to another stage where he continued to perform the song . Brown then went back in the air , where he did splits and back @-@ flips . " Yeah 3x " was added to the set list of Brown 's 2011 F.A.M.E. Tour in Australia and North America , and at the Supafest tour in April 2012 .

= = Track listing = =

Digital download

" Yeah 3x " ? 4 : 01

German CD single

" Yeah 3x " ? 4 : 01

" Deuces " featuring Drake and Kanye West (Remix) ? 4 : 34

Australian and New Zealand Digital EP

" Yeah 3x " ? 4 : 01

" Deuces " featuring Drake , T.I. , Kanye West , Fabolous , Rick Ross and André 3000 (Remix) ? 6 : 43

" Deuces " featuring Drake and Kanye West (Remix) ? 4 : 34

= = Credits and personnel = =

Chris Brown ? songwriter , lead vocals

Justin " DJ Frank E " Franks ? songwriter , producer

Kevin McCall ? songwriter

Amber Streeter ? songwriter

Calvin Harris ? songwriter

Serban Ghenea ? audio mixing

John Hanes ? engineering

Tim Roberts ? assistant engineering

Source :

= = Charts = =

= = Certifications = =

= = Radio and release history = =