

= Paparazzi ( Girls ' Generation song ) =

" Paparazzi " is a song recorded in the Japanese language by South Korean girl group Girls ' Generation for their second Japanese @-@ language studio album , Girls & Peace ( 2012 ) . It was released as the album 's lead single on June 27 , 2012 . Written by Fredrik Thomander , Johan Becker , and Junji Ishiwatari , and produced by Miles Walker , the track was described as an electropop and R & B song . To promote the single , Girls ' Generation appeared on Japanese music programs Music Station and Hey ! Hey ! Hey ! Music Champ , while a music video for the song directed by Toshiyuki Suzuki premiered on June 10 , 2012 in order to accompany the release of the song .

Upon its release , " Paparazzi " received mixed reviews from music critics , who compared the song to the group 's previous Japanese @-@ language single " Mr. Taxi " in 2011 . The track was ranked number 19 on Spin 's list of top 20 K @-@ pop songs of 2012 . The single was a commercial success in Japan , peaking atop the Japan Hot 100 and at number two on both the Oricon Singles Chart and RIAJ Digital Track Chart . " Paparazzi " was certified Gold in Japan for the sales of the single 's digital and physical release , respectively .

= = Recording and release = =

" Paparazzi " is a song recorded in the Japanese language , which was described as a hybrid of electropop and R & B. It was written by Swedish songwriters Fredrik Thomander and Johan Becker , while production was handled by American producer Miles Walker . Japanese songwriter Junji Ishiwatari provided additional writing credits . The track was released as the lead single from the group 's second Japanese @-@ language studio album , Girls & Peace ( 2012 ) , as part of the group 's foray into the Japanese music industry . It was released for CD and DVD sales in Japan by Nayutawave Records , which is affiliated with Universal Music Group , on June 27 , 2012 . The song was made available for digital purchase globally on the same day . " Paparazzi " was also released in Hong Kong , Taiwan , and South Korea in mid @-@ 2012 under license by Universal Music Hong Kong , Universal Music Taiwan , and S.M. Entertainment , respectively .

= = Promotion = =

To promote the single , Girls ' Generation performed " Paparazzi " on the Japanese music program Music Station on June 22 , 2012 , where the group wore tuxedos and pink gloves . On July 9 , 2012 , the group staged their second performance of the song on Fuji Television 's Hey ! Hey ! Hey ! Music Champ , where the members wore tuxedos with black gloves . The accompanying music video for " Paparazzi " was directed by Toshiyuki Suzuki and is almost seven minutes long . In the video , Girls ' Generation performs on stage in a theatre , with the set inspired by classic musicals . The video begins with the members wearing trench coats and " whimsically prancing " to Gene Kelly 's " Singin ' in the Rain " . During the main performance of " Paparazzi " , the video is intercut with scenes of the members being followed by photographers . They perform in two different outfits ? showgirl @-@ inspired costumes and tuxedos with pink gloves . Jeff Benjamin from Billboard praised the dance routines for their " perfect nine @-@ piece synchronization " and opined that the pink gloves of the girls resembled those worn by Marilyn Monroe .

= = Reception = =

Upon its release , " Paparazzi " received mixed reviews from music critics . Jeff Benjamin from Billboard named it a " high @-@ energy " track . James Hadfield , writing for the Tokyo edition of Time Out , compared the song 's R & B styles to those of the group 's previous 2011 Japanese @-@ language single " Mr. Taxi " and called it a " redux " of the latter single , writing that " you 'd struggle to spot many real improvements . "

" Paparazzi " was a commercial success in Japan , debuting at number two on the Oricon Singles

Chart on the chart issue dated July 9 , 2012 ; the number one position belonged to KAT @-@ TUN 's single " To the Limit " . The following week , it dropped to number ten . " Paparazzi " became the 58th best @-@ selling physical single of 2012 on the Oricon chart , selling 136 @,@ 181 copies .

The single debuted at number 31 on the Billboard Japan Hot 100 on July 2 , 2012 . The following week , it rose up to the top position on the chart . On the chart issue dated July 16 , 2012 , the single dropped to number seven . " Paparazzi " ranked at number 50 on the year @-@ end chart of 2012 . The track as well charted at number two on the Billboard Japan Hot Singles Sales , number five on the Billboard Japan Adult Contemporary Airplay , and number two on the RIAJ Digital Track Chart . According to Nielsen SoundScan , " Paparazzi " has sold 103 @,@ 000 digital copies in Japan as of July 2012 .

= = Track listing = =

= = Credits and personnel = =

Credits adapted from the CD issue 's liner notes

= = Charts = =

= = Sales and certifications = =

= = Release history = =