

= Chartjackers =

Chartjackers is a British documentary series , produced by Hat Trick Productions and commissioned by BBC Switch . It documents the lives of four teenage video bloggers over the course of ten weeks , as they attempt to write , record and release a pop song for charity , with the goal to " sell an estimated 25 @, @ 000 singles to achieve their dream of a number one single " . It premiered in the UK on 12 September 2009 on BBC Two , and ran for a single series of eleven weekly episodes . When first broadcast , the programme ran in real time : its first ten episodes documented the events of the previous seven days , while the final episode was an extended compilation that summarised all ten weeks .

The Chartjackers single was written entirely through crowdsourcing , with the song 's title , lyrics , melody , singers , band , production , cover art and music video all being solicited from the global online community . The crowdsourcing took the format of the four bloggers ? Alex Day , Johnny Haggart , Jimmy Hill and Charlie McDonnell ? posting videos to a dedicated YouTube channel named ChartJackersProject , where they invited viewers to suggest various ideas for the final song . After receiving advice from industry experts such as Charlie Simpson and David and Carrie Grant , the completed Chartjackers single , entitled " I 've Got Nothing " , was released through the iTunes Store at the end of the ten @-@ week period on 9 November . The track received mainly negative reviews from music critics and sold approximately 8 @, @ 400 copies in the UK , earning it a peak position of number 36 on the UK Singles Chart .

Chartjackers garnered a viewing figures peak of almost half a million with its final episode and was critically panned by reviewers . Some commentators felt that the programme 's concept was ridiculous and doomed from the start , others felt that the series showed a contempt for music and the general public , and other critics questioned whether the point of the project was to raise money for charity or for the four bloggers to promote themselves . The show was nominated for a 2010 Broadcast Digital Award in the Best Multi @-@ Platform Project category , but lost out to The Operation ... Surgery Live .

= = Production = =

= = = Concept = = =

Chartjackers was devised in 2009 by Jonathan Davenport and Andy Mettam of the British production company Hat Trick Productions . It was commissioned by Geoffrey Goodwin and Jo Twist of the television brand BBC Switch , and was featured as part of a season of multi @-@ platform content intended to appeal to teenagers . The show was billed as a " YouTube X Factor " , with its main focus being its direct link to the 2009 annual appeal for the British charity Children in Need ? profits from sales of the completed single were donated to the charity . Chartjackers was executively produced by Davenport , Hat Trick 's digital department head , who had previously worked on similar cross @-@ platform projects that incorporated both television and online media , such as the video podcast of Have I Got News For You and the YouTube @-@ based series Bryony Makes a Zombie Movie . Digital agency Fish in a bottle were commissioned to provide creative content for the online platforms , such as the YouTube channel and Twitter account .

= = = Casting = = =

As a cross @-@ platform project that incorporated YouTube , it was important that the video bloggers cast for the leading team already had a large fanbase ? the four bloggers chosen had a combined YouTube subscriber total of over 200 @, @ 000 . They were selected for their familiarity to young British YouTube viewers and to " act as Pied Pipers to the teen audience " . Miranda Chartrand and Adam Nichols , the vocalists who sang on the completed Chartjackers single , were cast halfway through the programme 's series as part of an audition process and were featured in

the remainder of the episodes .

= = = Filming locations = = =

Although much of Chartjackers was filmed in and around London ? such as a gathering at music venue 93 Feet East during episode nine and the music video for " I 've Got Nothing " during episode seven ? various locations were featured throughout the series . Vocalist auditions in episode five took place at the Wellfield Working Men 's Club in Rochdale , and the single itself was recorded at the University of Wales in Newport . During episode nine , some of the team visited the Three Ways School in Bath , Somerset .

= = Series overview = =

Chartjackers documented the lives of Day , Haggart , Hill and McDonnell as they attempted to write , record and release a charity single through crowdsourcing . The series was shown in real time , with each of the first ten episodes detailing the events of the previous seven days . On 5 September 2009 , one week before the programme 's first episode aired , the group announced on the YouTube channel ChartJackersProject their intention to release a number one single within their ten @-@ week time frame . A different task would be undertaken each week , so that , by the end of the project , the song would be completed .

The first episode of Chartjackers documented the events of the first week of the project and explained what its ultimate goal was . To generate potential lyrics , viewers were asked each to post one line as a comment to a video on ChartJackersProject . Viewers posted more than 4 @,@ 000 comments , from which were selected the winning lines . These lyrics were posted to the Internet the following episode , with the chorus having been composed by YouTube user blakeisno1 and the repeated phrase " I 've Got Nothing " chosen for the song 's title . ChartJackersProject viewers were then asked to create a melody for the lyrics and submit it in a video response , so that one could be selected for the single .

Out of a total of 51 melodies that had been sent in , the winning entry by Jonny Dark was chosen from them during episode three . It was also revealed that a band would be put together to perform the Chartjackers single and that any potential members should apply by submitting video auditions . Episode four documented some of the hundreds of auditions that had been sent in ? the group reviewed these auditions and selected from them their ten favourites to go through as finalists . These ten finalists performed for the four boys during episode five , where Chartrand , a 19 @-@ year @-@ old au pair from Stroud , Gloucestershire , and Nichols , an 18 @-@ year @-@ old musician from Essex , were selected to sing on the official release . During episode six , " I 've Got Nothing " was recorded in Newport by record producer Marc Dowding , and the group received advice from video director Corin Hardy on how to film the official music video .

Taking Hardy 's advice , the music video for " I 've Got Nothing " was filmed during the seventh episode of Chartjackers . To begin promoting its release , the team also petitioned 95 @.@ 8 Capital FM and BBC Radio 1 to try to get the radio coverage for the single , but it was not playlisted and received no airplay . The boys feared that the song would not chart at all , so , during episode eight , they urged viewers to spam the Twitter feeds of radio DJs who could play the single on their shows . In the next episode , a gathering took place at 93 Feet East in London on 4 November , where the single was performed live for the first time by Chartrand and Nichols . During the tenth episode , " I 've Got Nothing " was released online . The midweek charts placed the single at Number 39 , but its sales increased after comedian Stephen Fry ? who provides an outro for McDonnell 's YouTube videos ? was convinced to promote it on his Twitter profile . Episode eleven , the final compilation episode , revealed on The Radio 1 Chart Show that " I 've Got Nothing " had reached number 36 on the UK Singles Chart , which disappointed the boys .

= = = Celebrity guests = = =

Over the course of the series , several figures from both the music and entertainment industry made an appearance on Chartjackers , usually to offer advice or encouragement to the four boys . The first celebrity to feature on the show was former pop star Chesney Hawkes , who remarked that he felt that the team had " every experience between [ them ] to actually pull [ their aim of reaching number one ] off " . During the fourth episode , vocal coaches David and Carrie Grant offered advice to the group on what criteria to use when judging the submitted video auditions , and indie rock band The Young Knives sent in a video message , wishing the team success . The following episode , Charlie Simpson of Fightstar explained to the boys the differences between releasing music through major and independent labels . During episode six , the team met with Peter Oakley , who spoke about his own chart success as part of The Zimmers , and Hardy , who advised ways in which the music video could be filmed . The next episode , the group received advice from celebrity stylist Hannah Sandling , who suggested how Chartrand and Nichols should be styled for the video , and entertainment journalist Rav Singh , who discussed how to get airplay for " I 've Got Nothing " through publicity stunts .

= = Reception = =

= = = Critical reception = = =

Critical reaction to Chartjackers was overwhelmingly negative . Although radio stations , newspapers and magazines were all canvassed , the show was largely ignored by the mainstream media and received generally negative reviews . It was misrepresented in an article on The Times 's website , which mistook the four boys for a new boy band . Fraser McAlpine of BBC Radio 1 's Chart Blog said that the project showed a basic " contempt for music " and " the public at large " . James Masterton of Yahoo ! Music called Chartjackers " something of a failure " and its charting " lacklustre " . He did not mention it at all in his weekly chart podcast . Neither Reggie Yates nor Scott Mills , two of the DJs whose Twitter feeds were spammed during episode eight , were impressed by the way that the Chartjackers team had tried to get their attention .

Similarly negative reviews came from Eammon Forde of Music Week , who said the decision to release the single without management was " ridiculous " and that the campaign was " doomed " , and Pocket @-@ lint , who described the show as a " car crash " . In the week of the single 's release , Irish television personality Stephen Byrne questioned on his Twitter profile whether the main motivation for the project really was " charity " ? British comedian David Bass agreed with him . The project was quickly overshadowed by a similar , more successful campaign to get " Killing in the Name " by American metal band Rage Against the Machine to top the UK Singles Chart for Christmas 2009 .

= = = Awards = = =

Chartjackers received one nomination at the 2010 Broadcast Digital Awards , a British awards event commemorating success and creativity in digital television . The show was submitted in the Best Multi @-@ Platform Project category , but was beaten by The Operation : Surgery Live . It was not nominated for any further awards .

= = Distribution = =

Chartjackers was distributed both on television and online . It ran for a single series of eleven episodes : the first ten episodes lasted for five minutes each , with the final compilation episode running for half an hour and gaining a viewership peak of half a million . Chartjackers premiered on BBC Two on 12 September 2009 at 12 : 50 p.m. , as part of the channel 's two @-@ hour @-@ long BBC Switch segment ? it was uploaded to the YouTube channel BBCTwitch the same day . This practice of broadcasting an episode on BBC Two and uploading it to the BBCTwitch channel the

same day continued throughout the series . Episodes were also streamed online through BBC iPlayer to UK residents for seven days after their initial broadcast . The show was not broadcast outside of the UK and , as of 20 September 2013 , is not available on DVD .

= = I 've Got Nothing = =

The completed Chartjackers single was released worldwide exclusively through the iTunes Store at midnight on 9 November 2009 . Each copy was sold for £ 0 @. @ 79 in the UK and \$ 0 @. @ 99 in the US . Just under 8 @, @ 400 copies were downloaded in the UK , giving " I 've Got Nothing " a chart placing of number 36 in the UK Singles Chart . The song sold approximately 20 @, @ 000 copies worldwide , but did not make the singles chart in any other country .

Like the series from which it originated , " I 've Got Nothing " was poorly received by critics . Some called the effort " very bad " and others predicted that it was " unlikely to make much of a top 40 impact " . The music video for " I 've Got Nothing " featured footage of Chartrand and Nichols singing the song in a London park , along with an actor dressed as Children in Need mascot Pudsey Bear . This footage , along with clips of viewers miming to the song , was then used to construct the final music video for the single , which McDonnell edited .

" I 've Got Nothing " was performed live twice . The first occasion was at the 93 Feet East gathering on 4 November 2009 , during the promotion of the single 's release . The gathering featured performances from other YouTube users and was headlined by Hawkes . The second occurrence was four days later at Switch Live 2009 , an awards show organised by BBC Switch at the HMV Hammersmith Apollo , where a performance of " I 've Got Nothing " opened the event .