

= Give Me All Your Luvin ' =

" Give Me All Your Luvin ' " is a song by American singer Madonna from her twelfth studio album , MDNA (2012) . It features guest vocals by rappers Nicki Minaj and M.I.A. The song was written and produced by Madonna and Martin Solveig , with additional writing by M.I.A. , Minaj and Michael Tordjman . After working with Solveig on one song , Madonna continued recording others including " Give Me All Your Luvin ' " . Madonna chose to work with M.I.A. and Minaj on the track , since she felt they were both strong women with a unique voices , she liked their music and what they represented .

A demo version of the song , titled " Give Me All Your Love " , was leaked on November 8 , 2011 resulting in a man from Spain being arrested for copyright violations . The final version of the song was released on February 3 , 2012 , as the lead single from MDNA . The track was her debut single from her three @-@ album deal with Interscope Records . Backed by bouncing synthesizers , marching drums and a cheer , " Give Me All Your Luvin ' " is a dance @-@ pop song , with elements of new wave and disco . Madonna executes the chorus in high @-@ pitched vocals while during its dubstep breakdown , Minaj raps her verse as her alter @-@ ego Roman Zolanski , followed by M.I.A. rapping her verse .

" Give Me All Your Luvin ' " received mixed reviews from music critics . Its chorus was noted as a highlight by critics , who described it as catchy ; however , they felt that the musical composition was inferior to Madonna 's previous singles . Commercially , the song attained success peaking at number one in Canada , Finland and Hungary , and inside the top ten in several European countries . In the United States , it became Madonna 's 38th top @-@ ten hit on the Billboard Hot 100 chart , extending her record as the artist with most top @-@ ten singles in the chart 's history .

The song 's accompanying music video featuring both Minaj and M.I.A. was directed by Megaforce . It shows Madonna , Minaj and M.I.A. along with cheerleaders wearing animegao masks and football players . Madonna first performed the song with Minaj and M.I.A. at the Super Bowl XLVI halftime show . During the performance M.I.A. extended her middle finger towards the camera while rapping her verse . She was criticized in the media and broadcaster NBC and the National Football League (NFL) issued apologies . They also fined the rapper which was resolved through a confidential agreement . Later that year , Madonna also performed " Give Me All Your Luvin ' " wearing a majorette outfit on The MDNA Tour .

= = Background and release = =

In December 2010 , Madonna posted a message on her Facebook , exclaiming : " Its official ! I need to move . I need to sweat . I need to make new music ! Music I can dance to . I 'm on the lookout for the maddest , sickest , most badass people to collaborate with . I 'm just saying " . One of the collaborators was French DJ and producer Martin Solveig , who was invited to a writing session by Madonna in London in July 2011 . Originally , Madonna wanted to work with Solveig on one song , but eventually it turned into three tracks ? " Give Me All Your Luvin ' " , " I Don 't Give A " , and " Turn Up the Radio " . In an interview with Billboard , Solveig explained that Madonna had enough time for the project , hence after working on one song , they continued recording . Solveig described the sessions as fun and labeled them a " privileged time " .

" Give Me All Your Luvin ' " was written by Madonna , Martin Solveig , Nicki Minaj , M.I.A. , and Michael Tordjman , while production was helmed by Madonna and Solveig . Madonna had wanted to work with M.I.A. and Minaj on a song , since she felt that they are both " strong women with a unique voices " . She paid tribute to the stars , saying " [Minaj and M.I.A. are] not conventional pop stars and I really admire them both " . M.I.A. confirmed the collaboration on her Twitter account , saying that she had been asked to come to New York City on November 29 , 2011 . The rapper felt that the collaboration was an achievement her mother would be proud of , " way [more] than me putting ' Galang ' out in a club . "

On November 8 , 2011 , a demo version of the song , named " Give Me All Your Love " , was leaked . According to Keith Caulfield from Billboard , " Within a few hours , [the song and its leak]

was among one of the top 10 trending topics worldwide on Twitter . " Madonna 's manager , Guy Oseary , addressed the leak on Twitter adding the singer 's statement on the situation : " My true fans wouldn 't do this " . Oseary also clarified that their initial plan was for new music to come out in 2012 itself . He was happy with the positive reaction to the demo , but asked fans to help him police any more leaks . The leaked demo lacked vocals from both Minaj and M.I.A. which Madonna reflected upon , " It 's really disappointing because you don 't want things to come out till you 're done with them , till you 're ready . It 's like everybody looking at your unfinished painting . It 's like , ' Wait a minute . I didn 't finish that . That 's not fair . "

On December 22 , 2011 , the police arrested a 31 @-@ year @-@ old man from Spain who had reportedly leaked the demo . They confirmed the suspect 's initials as J.M.R. and described him as " a big Madonna fan " ; they found recordings of the song in his belongings . He was arrested in Zaragoza , charged and subsequently released , pending a trial . It was confirmed by The Huffington Post that the person did not seek to achieve a profit from the release . In 2014 , several demos from Madonna 's thirteen studio album Rebel Heart leaked and an Israeli hacker named Adi Lederman was arrested : the indictment papers said that Lederman was also responsible for the leak of " Give Me All Your Luvn ' " .

A month later , Interscope Records announced that the song would be released on February 3 , 2012 , three days before she was to perform at the Super Bowl XLVI halftime show . The track was her debut single from her three @-@ album deal with Interscope Records . Along with the announcement Madonna revealed the cover art for the single . It depicted three black @-@ and @-@ white images of the singer side @-@ by @-@ side , making faces and posing , while wearing a tshirt emblazoned with the song title . " Give Me All Your Luvn ' " was sent to United States Mainstream radio on February 7 , 2012 . Madonna partnered with Clear Channel media to launch radio support for the track , and from February 3 it was played across 95 Mainstream and Rhythmic radio stations owned by them . The single was also played in the United Kingdom through Clear Channel 's partnership with UK 's Capital radio networks . They played the track at the top of every hour throughout the day till February 5 , along with a megamix of songs from MDNA . The single was also released for streaming on iHeartRadio websites with online contests and promotional drives for buying it from iTunes .

= = Recording and composition = =

" Give Me All Your Luvn ' " was recorded at MSR Studios , New York City and Sarm West Studios , Notting Hill , London . Demacio " Demo " Castellon recorded and mixed the track . Philippe Weiss and Graham Archer assisted Castellon on the recording , while Angie Teo assisted on the mixing . Jason " Metal " Donkersgoed did the additional editing of the song and Jean Baptiste Gaudray played guitars . Alongside his producing duty , Solveig also arranged the synths and drums for the track . He recalled that the track was recorded in two days , with Madonna and him continuously discussing the chord progression and the music . The initial version of the song 's breakdown was " too much " of dubstep , which Madonna asked him to change , while adding Minaj and M.I.A. ' s rapping over them .

" Give Me All Your Luvn ' " is a dance @-@ pop song , with elements of new wave and disco . The song starts with a cheer : " L @-@ U @-@ V Madonna , Y @-@ O @-@ U you wanna " with the vocal tone reminiscent off Gwen Stefani 's single " Hollaback Girl " (2005) and " Mickey " (1982) by Toni Basil . A " polished 60s shakedown " succeeds the chant , which is backed by bouncing synthesizers and hard drums . Priya Elan of NME said that the composition resembled Madonna 's own songs like " Beautiful Stranger " (1999) , " Amazing " (2000) and the songs on her studio albums , Ray of Light (1998) and Hard Candy (2008) .

The chorus of the song follows , which Madonna performs in a high @-@ pitched voice : " Don 't play the stupid game / Cause I ? m a different kind of girl / Every record sounds the same / You ? ve got to step into my world / Give me all your luvn ' , give me your love / Give me all your love today . " Entertainment Weekly 's Lanford Beard observed that the song " blends Katy Perry @-@ meets @-@ Gwen Stefani chanting , echoes of Ashlee Simpson 's regrettable foray into New Wave @-@ y

synth @-@ guitar sounds , and a ' Hold It Against Me ' redux breakdown . " John Mitchell of MTV News commented that the instrumentation of the song consists of " glittery synths , marching band drums , claps and a catchy @-@ as @-@ hell chorus . " Lewis Corner of Digital Spy called the song an " ' 80s @-@ inspired electro @-@ thumper complete with a cheerleader chant of ' L @-@ U @-@ V Madonna ! ' " " Give Me All Your Luvin ' " is written in the key of D ? major and has a moderately fast tempo of 144 beats per minute . It follows a basic chord progression of D ? ? G ? ? A ? in the verses , and D ? ? F ? ? C ? ? G ? in the chorus and intermediate bridge . Madonna 's vocals span from the tonal nodes of C ? 4 to A ? 4 .

After the leak of the song in November 2011 , media reported on the similarities between the song and singer Nicola Roberts ' " Beat of My Drum " , due to the " cheerleader @-@ style " verses in both . " Give Me All Your Luvin ' " has the lyrics " L @-@ U @-@ V Madonna " while Roberts track features the lyrics " L.O.V.E / Dance to the beat of my drum " . Soon after , Roberts called Madonna a " copycat " for the alleged similarities between the songs . However , she later insisted that people had been " quick to jump the gun " and claimed she had not even heard the song . Brazilian music producer Joao Brasil alleged that the chorus of " Give Me All Your Luvin ' " was plagiarized from his 2011 single " L.O.V.E Banana " . Both songs start with the shouts of cheerleaders , who in Brazil 's song say " L.O.V.E Banana " and in Madonna 's song , " L.U.V. Madonna " .

= = Critical reception = =

" Give Me All Your Luvin ' " met with generally mixed reviews from music critics . Priya Elan from NME said the song " seems to soar effortlessly " and that " what Madonna 's doing in this song is so much more impossibly fun than we could have imagined . " She also stated the song was a progress from the sound of her previous album , Hard Candy . Jim Farber from the New York Daily News considered that the song is " a pure snap of bubble gum , closer to an early single like ' Burning Up ' than any of her more recent club hits . Only the rap cameos from the quite camp Nicki Minaj , and the less so M.I.A. , tell us what decade we 're in . " Michael Cragg from The Guardian felt that the track was not bad . " Musically it 's a pretty joyful four minutes , featuring bouncing beats , acoustic riffs and Gwen Stefani @-@ style cheerleader chants , but there 's something a bit flat about Madonna 's delivery . Given all the love she 's demanding , you 'd think she 'd be more excited . " Speaking of the rap part , he thought that " Minaj certainly does her best , her typically frantic rap an exercise in squeezing as many words into a 10 @-@ second space as possible , while MIA 's more laconic drawl loses momentum . " Chris Willman of Reuters called it " risible " and infectious : " Everything here is as dumb as the titular spelling , but the campiness has its charm , at least if you like the old musicals that some of the tracking shots here are paying homage to " . MTV News journalist Bradley Stern wrote about the " Hey Mickey " comparisons , complimenting the guest rapping of Minaj and M.I.A. even though he felt it was " one of the album 's least compelling moments " . In a review of MDNA , Neil McCormick of The Daily Telegraph felt that the prime purpose of the " lightest , frothiest track " from the album was to represent next generation 's female pop stars . Emily Mackay of The Quietus wrote in detail about the song :

After the first play of this album , I sat down and had a hard think about which of those songs I 'd want to play again first . The only one that stuck in the head most was ' Give Me All Your Luvin ' ' , whose cheerleader chants and thrumming rhythm are kind of excruciating , but at least catchy . Minaj and M.I.A. are as effortlessly awesome as they can both be when limited to just a few lines . Say what you like about Maya , but she sounds a deal more plausible than Madonna herself on a line like ' Imma say this once , hey I don 't give a shit ' ... Oddly , for a single so tame , Madonna seems to see it as a challenge ' Every record sounds the same , you 've got to step into my world ' ? We 're already in your bloody world ! It was kind of your responsibility to step out of it and make a record that didn 't sound the same , so don 't bloody badger us about it .

Andrew Hampp from Billboard negatively reviewed the signing of Minaj and M.I.A. as guest artists , adding that " It 's a subpar effort from all parties , particularly Madonna , who hasn 't sounded this robotic since the more tweaked @-@ out moments on Hard Candy . " In another review , Keith Caulfield from the same magazine deemed the track as a commercial for Madonna 's Super Bowl

appearance , rather than being a promotional tool for MDNA , criticizing it for misleading the listener about the vibe of the album . Gareth Grundy from The Guardian shared this view , while describing the track as " clumsy rave @-@ pop " . Jody Rosen of Rolling Stone rated it two out of five stars , describing its lyrics and composition as " dashed off " and " in the doldrums " , and was displeased by the track 's " aggressive , assaultive spunkiness " . Sal Cinquemani from Slant Magazine described the song as " decidedly vapid " and " catchy " but also stated that " its few charms ? ' 60s surf @-@ pop guitar , vintage video @-@ game effects , and references to her past songs ? are fleeting at best . " He felt that Minaj and M.I.A. were " tacked on for added marketability " and that the song actually lacked " authenticity " . While reviewing MDNA , The New York Times ' critic Jon Pareles described the song as " one of the album 's weakest tracks " . Joey Guerra from Houston Chronicle wrote that the song 's " shiny @-@ happy " sound is " nowhere near representative of the full album . "

Alexis Petridis from The Guardian listed the song as the weakest effort on MDNA , adding that " its position as the album 's lead single seems to have had more to do with showing off the presence of Nicki Minaj and M.I.A. than its featherweight melody . " A writer for Virgin Media gave the song three out of five stars , writing : " Like most Madonna singles , it skips along at a furious pace with a gleam in its eye , but the self @-@ references get tiresome and ultimately she is just trying too hard . " Nick Levine , writing for The National , relegated the track as a " lighter pop morsel " . Matthew Parpetua from Pitchfork Media panned the song , saying that Solveig 's production on the track was paired with equally " bland lyrics " . Brad O 'Mancey from Popjustice declared that the track was " proof that sometimes you can listen to something many , many times and still not have any idea whether it 's any good or not . " Chicago Tribune journalist Greg Kot was disappointed with the song and its lyrics , which he found to be meaningless , while Bernard Zuel of The Sydney Morning Herald relegated it as " trite and disposable " . Alex Macpherson from Fact found the song to be " sheer misconceived awfulness " .

= = Chart performance = =

In the United States , " Give Me All Your Luvn ' " was played from 9 am on February 3 , 2012 by Clear Channel radio stations . It debuted at number 24 on the Billboard Mainstream Top 40 chart , with weekly accumulation of 2 @,@ 766 plays (Clear Channel accumulated for 79 % of those plays) . It was Madonna 's seventh top @-@ 25 debut on the chart , the most since its inception in 1992 . Along with the debut on Mainstream Top 40 , " Give Me All Your Luvn ' " also debuted at number 33 on the Rhythmic airplay , number 35 on Adult Top 40 and number 20 on Dance / Mix Show Airplay chart . " Give Me All Your Luvn ' " debuted at number seven on the Hot Digital Songs chart selling 115 @,@ 000 copies , the amount sold in the first three days of its availability and end of Billboard 's tracking week . It consequently debuted at number 13 on the Billboard Hot 100 with 44 million total radio airplay . Following the performance at the Super Bowl XLVI halftime show , digital downloads for the song increased by 44 % the next week to 165 @,@ 000 copies , and the song reached number 10 on the Hot 100 . It became Madonna 's first top @-@ ten single since " 4 Minutes " (2008) and was her 38th song to reach the top @-@ ten , thereby extending her record as the artist with the most top @-@ ten songs on the Hot 100 . The song plummeted to number 39 the next week as the promotional effects of the Super Bowl wore off . With the release of " Give Me All Your Luvn ' " , Madonna tied with Dionne Warwick for amassing the second highest number (56) of Billboard Hot 100 entries by female artists , only behind Aretha Franklin who had 73 entries . Madonna also extended her record as the artist with the most number @-@ one songs on the Dance Club Songs chart , when " Give Me All Your Luvn ' " became her 41st song to top it . In June 2012 , the song was certified gold by the Recording Industry Association of America (RIAA) , for sales of more than 500 @,@ 000 copies .

In Canada , the song debuted at number 11 on the Canadian Hot 100 for issue date of February 10 , 2012 . The next week , the song jumped to number one , becoming both greatest digital and airplay gainer of the week . The song also reached number one on the Digital Songs chart , with a 76 % download increase to 24 @,@ 000 copies , and number 10 on the Hot 100 Airplay chart with a

143 % audience increase to over 14 million . It became Madonna 's 25th number @-@ one hit in Canada and her second chart @-@ topper in the Hot 100 era after " 4 Minutes " . In Japan , the song debuted at number 42 on the Japan Hot 100 , and moved to a peak of number three after two weeks . " Give Me All Your Luvn ' " had low chart placement in Australia , where the song debuted at its peak of number 25 for the issue dated February 19 , 2012 , before falling out of the chart from number 44 the next week . Similarly , in New Zealand , the song debuted and peaked at number 26 for only one week .

In the United Kingdom , the song peaked at number 37 on the UK Singles Chart with sales of 8 @,@ 577 copies , becoming Madonna 's 67th entry on the chart . The low sales were due to two days worth of download sales being discounted by the Official Charts Company as a result of a promotional offer that allowed the song to be downloaded for free if pre @-@ ordering the album MDNA . It resulted in her worst performance for a lead single since " Everybody " (1982) . The song dropped down to number 51 the next week , selling a further 7 @,@ 070 copies but climbed to a peak of number 12 on the UK Airplay Chart . With the release of the CD single , " Give Me All Your Luvn ' " sold a further 1 @,@ 460 copies reaching number two on the UK Physical Singles chart . " Give Me All Your Luvn ' " debuted atop the charts in Finland , but it quickly dropped off within three weeks . In Italy , the song peaked at number two and was certified platinum by the Federation of the Italian Music Industry (FIMI) for shipment of 30 @,@ 000 copies of the single . " Give Me All Your Luvn ' " debuted at number four on the French Singles Chart and jumped to its peak of number three the next week . It was present on the chart for 21 weeks . The song peaked within the top ten in Belgium , Germany , Netherlands , Spain and Switzerland , reaching a peak of number seven on Billboard 's Euro Digital Songs chart .

= = Music video = =

= = = Background = = =

On December 8 , 2011 , Minaj tweeted that she was on set with Madonna filming the music video for " Give Me All Your Luvn " . She also said that Madonna kissed her on the lips , as a gift for her birthday . M.I.A. then tweeted about filming the video with Madonna , saying , " Madonna killed it ! A legend ! said she 'd have me , I said ill have her too " . Directed by the team Megaforce ? which consists of Léo Berne , Charles Brisgand , Raphaël Rodriguez and Clément Gallet ? the video has a football and cheerleader theme , inspired by her then @-@ upcoming Super Bowl halftime performance . Rodriguez explained to MTV News that they discussed the song with Solveig and understood that the video should be " about happiness and something really sunny " . The whole look was also dictated by the fact that Megaforce had never collaborated with Madonna , Minaj and M.I.A. , feeling that it was a " different universe " for them . The video was shot for over two days in New York , with very strict timings which Megaforce found as challenging . Describing the process as like working with the Central Intelligence Agency (CIA) , Megaforce told Swedish newspaper 20 minutes that the set was surrounded by police patrol and security guards and mobile phones were not allowed . A total budget of US \$ 1 @.@ 5 million was allotted for the video . Some of the sequences in the video was Madonna 's idea like one scene featuring her dancing in front of a wall , which Megaforce felt would not go with the main narrative . However , the singer insisted on keeping it and by the second day of filming she wrapped up early and left .

Retouching was applied during post @-@ production where Minaj wanted her body to look like a plastic doll . Production for the music video was handled by US based company Bureau and UK based Riff Raff Films . Paris based visual effects , animation and motion design studio Mathematic was given the task of adding the graphics on the video . A team of 14 artists worked for two weeks in Paris to finish the task , accompanied by Megaforce . Different methods used included rotoscoping and keying for creating artificial fireworks and sparkling rain , 3D and 2D backgrounds , set @-@ extensions , buildings , as well as the sky which they created using Autodesk Maya . Costumes worn in the video included Adidas uniforms for Minaj and M.I.A. and a retro inspired look

for a sequence , wearing white lace dresses reminiscent of Madonna 's look in her music video for " Like a Virgin " (1984) , as well as Marilyn Monroe . Another ensemble for Madonna included a crop top , leopard printed bra and a huge cross across her neck . Dress designer for the video was Arianne Phillips with cloths provided by brands like Burberry , Dolce & Gabbana , Bebe , Norma Kamali and jewelry from Swarovski , vintage Yves Saint Laurent , Prada and Eddie Borgo .

= = = Release and synopsis = = =

Madonna had first previewed the video in an American Idol exclusive on February 2 , 2012 , and the full video premiered the next day on her YouTube channel . The video starts as the words " Fans can make you famous , a contract can make you rich , the press can make you a superstar , but only luv [sic] can make you a player " appear on a brick wall . Cheerleaders M.I.A. and Minaj then sing the opening lyrics in a suburban neighborhood alongside other cheerleaders wearing animegao masks . Madonna sings the first verse as she exits a house with a baby stroller and wears a trench coat and sunglasses , all of which are soon discarded . Emerging football players protect her from obstacles , golden raindrops and destroy a car that gets in her way . They hold her perpendicular to a wall and she walks horizontally . Throughout the video , Madonna can be seen dancing and singing in front of a brick wall , and in one scene she holds a baby doll .

During the second verse , Madonna walks across the city with M.I.A. and Minaj , and is still followed by cheerleaders and football players . She walks down a city street , as players are shot down by an unseen shooter who opens fire from a passing vehicle . She climbs a pyramid of football players , and is eventually taken to a club with Minaj and M.I.A. , who sing their parts in a room filled with other cheerleaders and football players . Madonna then falls from the building but two players catch her . She makes her way to a town square , then starts dancing with her cheerleaders as they bash heads off of football players using baseball bats , revealing a climactic firework spectacle . Madonna grabs one of the heads and proudly displays it to a cheering audience . The video ends with Madonna in front of a brick wall , laughing and throwing away the baby doll , as the word " Touchdown ! " appears in front of a pink backdrop .

= = = Reception = = =

Writing for Spin Caryn Ganz was pleased by the video , saying " [Madonna 's] attempt to find a bridge between sports , love , and fame falls a bit flat ... but in the end , the football players and cheerleaders in the video are all literally faceless passersby . They , like the two high @-@ profile MCs , are all here in service of [the singer] . " Becky Bain Idolator found a number of topics to discuss about the video , including trick photography , golden rains and the appearance of the singers as " triple Marilyn or triple Madonna " . Though she believed that it was not Madonna 's best video , nevertheless it was successful as a release . Christopher Farley from The Washington Post gave another positive review , saying that the singer " appears to be in better shape than many college students , which is crazy " and also complimented her for picking " M.I.A. and Nicki Minaj ? and getting them to literally serve as cheerleaders for the Madonna brand . " MTV News ' Jocelyn Vena described it as " funky , fun and surreal (and almost cartoony) " as well as fun and light @-@ hearted : " Madonna looks like she 's having an incredibly fun time throughout the visual , smiling and shimmying her way through this fictional , hyper @-@ fantasy world . Watching the clip , one may wonder what doesn 't happen in the video . "

Nicole James from MTV News opined that the video gave another impression that although " Madonna 's never been the cute and innocent homecoming queen , but those wholesome , all @-@ American football players still wanna kick it with her . " Cragg from The Guardian declared the video as a " hoot " with the " creepy cheerleaders and Madonna breastfeeding a doll " . Bradley Stern from MuuMuse found similarities in the video with those of singer Björk 's video for " It 's Oh So Quiet " (1995) and Kylie Minogue 's " Come into My World " (2002) with the " walk @-@ talk and walk @-@ crawl " formula in it . He added that the video is " self @-@ aware , thoroughly modern , cheeky , sarcastic , glamorous and entirely camp all at the same time " . Chris Wilman from

TheWrap noted similarities to Madonna 's own " Material Girl " (1985) video with the scenes showing her being carried off by the footballers , adding that " everything here is as dumb as the titular spelling , but the campiness has its charm , at least if you like the old musicals that some of the tracking shots here are paying homage to . "

A writer from Rolling Stone gave a mixed review for the video saying that " It 's a goofy and fun clip , though the faceless cheerleaders in the background are more creepy than amusing . " In a pre @-@ release screening of MDNA , Matthew Todd from Attitude believed that the last scene showing Madonna throwing off a baby doll implied that she was moving away from domestic life and embracing a party attitude . Amanda Dobbins from New York found some " attempted weirdness " in the video with the scenes of the triple Marylins and the baby on Madonna 's lap , but added that " Madonna still looks crazy bonkers good " .

= = Live performances = =

In February 2012 , Madonna performed " Give Me All Your Luvin ' " with M.I.A. and Nicki Minaj at the Super Bowl XLVI halftime show at Lucas Oil Stadium in Indianapolis , Indiana . Madonna collaborated with Cirque du Soleil in producing the show . 36 image projectors were utilized to create a spectacle of lights . The whole performance consisted of 500 total outfits including customized looks for musical guests LMFAO , Minaj , M.I.A. and Green as well as costumes for 100 drum line performers , 150 gladiators ? who wore pairs of black underwear designed by Calvin Klein ? and 200 choir singers . As the performance of " Music " ended , a group of female dancers in cheerleader uniforms joined Madonna onstage for performing " Give Me All Your Luvin ' " . Minaj and M.I.A. joined her onstage , both dressed in Egyptian inspired clothing . Together they danced as cheerleaders while holding pom @-@ poms . During the intermediate section , all three of them stood on separate elevated platforms where Minaj and M.I.A. performed their respective verses .

The performance gained widespread attention from the media after M.I.A. extended her middle finger to the camera near the end of her verse instead of singing the word " shit " . Media criticized M.I.A. for the gesture and compared the incident to Janet Jackson 's 2004 wardrobe malfunction . People said , " Call it a finger malfunction ? Madonna was supposed to be the center of attention during the Super Bowl halftime show Sunday , but the Queen of Pop was upstaged by her collaborator M.I.A. , who flipped off the camera at one point during the performance , prompting swift apologies from the NFL and NBC . " Madonna herself expressed her disappointment during an interview with host Ryan Seacrest on his talk show , On Air with Ryan Seacrest . She felt that it was a " teenager ... irrelevant thing " for M.I.A. to do during the show , since it was " out of place " . Brian McCarthy , spokesman for the NFL said , " Our system was late to obscure the inappropriate gesture and we apologize to our viewers . The NFL hired the talent and produced the halftime show . There was a failure in NBC 's delay system . The obscene gesture in the performance was completely inappropriate , very disappointing , and we apologize to our fans . " McCarthy also clarified that the gesture was not revealed during rehearsals , M.I.A. improvised it on stage . The league later fined the rapper a total of \$ 16 @.@ 6 million as penalty , which was resolved through a confidential agreement in 2014 .

Madonna also performed " Give Me All Your Luvin ' " the same year on The MDNA Tour . After the performance of " Express Yourself " ended , she began performing " Give Me All Your Luvin ' " dressed as a drum majorette in a white @-@ and @-@ red uniform with tall white boots . Phillips explained that the ensemble was created and inspired by a 1940s majorette look , and she added Swarovski crystals to the dress . Madonna sang the song on stage while a drumline was suspended in mid @-@ air , and M.I.A. and Minaj appeared on the video screen . Caryn Ganz from Spin called the performance as the " night 's most innovative moment " while Brian McManus from Rolling Stone was impressed with the drumline levitation on top of the stage . Niv Elis from The Jerusalem Post declared the performance as one of the show 's " wow " moments . The November 19 ? 20 , 2012 , performance of " Give Me All Your Luvin ' " at Miami , American Airlines Arena , was recorded and released in Madonna 's fourth live album , MDNA World Tour in CD and DVD .

== Track listings and formats ==

== Credits and personnel ==

Management

Recorded at MSR Studios , New York City and Sarm West Studios , Notting Hill , London

Nicki Minaj Appears Courtesy of Young Money Entertainment / Cash Money Records | M.I.A.

Appears Courtesy of Interscope Records

Webo Girl Publishing , Inc . (ASCAP) , EMI Music Publishing France (SACEM) , Money Mack Music / Harajuku Barbie Music , adm. by Songs of Universal , Inc . (BMI) , N.E.E.T. Noise / Imagem Music (PRS)

Personnel

Credits and personnel adapted from MDNA album liner notes .

== Charts ==

== Certifications ==

== Release history ==