

= In My City =

" In My City " is the debut single by Indian recording artist and actress Priyanka Chopra , featuring American rapper will.i.am. The song was produced by RedOne , Rush and Brian Kennedy , and was co -@-@ written by Ester Dean , who provides additional vocals . The demo version of " In My City " was first played by will.i.am to Chopra , who was impressed with the track and decided to record it . The song is a homage to Chopra 's nomadic childhood and journey from being a small @-@ town girl to being a successful actor . " In My City " premiered on 13 September 2012 , at the NFL Network 's Thursday Night Football . The next day , the song was released for digital downloads to Nokia Music Store along with CD single .

" In My City " received mixed reviews from music critics ; some complemented Chopra 's vocals , while some criticised the generic sound of the song . In India , " In My City " was a commercial success . It sold 130 @,@ 000 copies in its first week and was certified triple platinum . The accompanying video for " In My City " was directed by Joseph Kahn and was released in January 2013 .

= = Writing and production = =

" In My City " was written by Brian Kennedy , Ester Dean , RedOne , Rush , Brett James , Dante Jones , will.i.am. RedOne also produced the track with producer Rush , and worked on the instrumentation and programming . American rapper will.i.am played Chopra a demo of " In My City " and advised her to record it . Chopra liked the song and decided to proceed with the recording .

Brian Kennedy assisted with the production , while Trevor Muzzy , will.i.am and Aubrey " Juice " Delaine engineered the track . The song was recorded at Chalice Recording Studios in Los Angeles , California , and mixed by Muzzy ( mixing engineer ) under RedOne Productions Ltd . Chopra and will.i.am were in the studios for two days while recording ; Chopra said she poured her " blood and soul " into it . Gene Grimaldi mastered the track at Oasis Mastering Studios in Burbank , California . " In My City " also features background vocals from Dean , RedOne , Rush and Muzzy .

" In My City " talks about resonating with the party culture of urban cities . Chopra said that the song was not inspired by one city , since her father was an army doctor , and her family travelled all over India to cities like Jamshedpur , Lucknow , Delhi , Pune , Bareilly , Chandigarh , Mumbai and Ladakh . Chopra told the Hindustan Times that the song was " about being proud of where I come from . It 's inviting the world to my city and my city could be anywhere . " The song pays homage to her nomadic childhood and her journey from being a small @-@ town girl to being a successful actor .

= = Release = =

" In My City " was released in India 12 hours before its US NFL launch because Chopra wanted her fans in India to hear it before the American release . A press release said that " Priyanka has always been very clear that India would hear her music first . So all plans have been worked out to ensure that . She will be in India for the launch when the song and special video will air during the TV telecast of NFL . " The song was showcased in an event on 13 September in Mumbai , which was transmitted live on the YouTube and Bollywood Hungama websites .

" In My City " debuted on 13 September 2012 , on the NFL Network 's sports programme Thursday Night Football . Chopra filmed a video that aired every Thursday night before and after Thursday Night Football on the NFL Network . The day after the NFL launch , the song was released on CD single as well as for digital download in India .

Nokia provided exclusive downloads of the song and was chosen as a key feature for Blenders Pride Fashion Tour . " In My City " was released to the iTunes Store of the United States on 2 October 2012 , for digital downloads . In an interview with The Economic Times , the singer expressed her nervousness about the single release , describing it as the culmination of a two @-@ year journey which " has been the toughest yet most enriching experience of my life while also marking the beginning of an exciting new chapter . "

= = Critical reception = =

Hindustan Times writer Robin Bansal was impressed with the song , and called it " [ e ] clectic , peppy , and electrifying from the start ... The song explodes after a point in its massiveness and stays in the head . The impeccable notes and pitch makes one wonder if it 's really Priyanka . " He added that the song had a high tempo and pitch , making it more like a track by The Black Eyed Peas . Chopra refuted the claims that her voice was digitally modulated , and said she has a high range in her voice , and that she always had an accent while speaking English . Perdy Mohindru from The Times of India described the lyrics as simple and beautiful , and complemented Chopra 's accent and voice .

Neha Mujumdar of The Hindu was extremely disappointed with the track , calling it " musically generic " and " lyrically filled with platitudes " . She gave a negative review of the production , and panned Chopra 's " auto @-@ tuned " vocals . Mujumdar wrote that will.I.am 's rapping " does little to relieve the monotony ; indeed , it manages to increase it , because of how predictable his exhortations are " , and that apart fulfilling a desire for " the sort of over @-@ produced music that typically fills up a fast @-@ food chain store " , the song is indistinguishable " from the large body of repetitive , unoriginal dance @-@ pop " . Writing for the US online news portal GlobalPost , Jason Overdorf did not agree with early reviews that said " In My City " sounded like the music of The Black Eyed Peas .

= = Commercial performance = =

" In My City " was a commercial success in India , and reached number @-@ one on the International downloads chart of Nokia Music Store India . The CD single debuted at the top of the pan @-@ India Planet M and Music World retail chain charts . According to the Los Angeles Times , the single broke records by selling more than 130 @,@ 000 copies within the first week of its release . The single was certified triple platinum by the Indian Music Industry ( IMI ) . In the United States the single was unsuccessful , with 5 @,@ 000 digital downloads in its first week on iTunes according to Nielsen SoundScan , and did not receive radio play .

Chopra expressed her amazement at the single 's success in India . She said , " I am so overwhelmed ! I can 't even begin to explain what I 'm feeling ... it 's so amazing that it 's been just a few days since launch and my debut single is now No. 1 on the charts . Thank you so much for the support and appreciation . This means the world to me . " At the fourth Nokia Music Connect video conference , Chopra said that the commercial numbers for " In My City " were all the more surprising , since the music sales in the Indian market is not that much . Universal Music MD , India , Saarc Devraj Sanyal said that the label was surprised with the instant sales of the song . " We have been in the non @-@ film music business for a while and I must admit to mounting engines across all platforms that have been fired like never before on Priyanka 's global single debut . But to see these results so quickly is beyond gratifying , " Sanyal said , before saying that the single debut would be followed by many promotional campaigns targeting different multimedia facets .

= = Promotions = =

" In My City " was first promoted during a TV spot for the NFL Network 's " Thursday Night Football " show , where the single was the music bed . The single was played every Thursday in pre @-@ game shows and began on 13 September . A different promo aired every week with Chopra wearing jerseys of each of the two teams playing that week . Chopra also said that 33 different looks were designed for the commercial based on the teams .

The single was also promoted at Blenders Pride Fashion Tour in cities across India , and was used as the anthem for the tour . On 26 October 2012 , Chopra promoted " In My City " by DJ @-@ ing in four clubs in the National Capital Region , including Hard Rock Cafe and Buzz in Delhi , and Striker and Seven Degrees in Gurgaon . Chopra mingled with the crowd as she MCed and DJed , followed

by a playing her single . In Bangalore , Chopra visited several clubs with DJ Nash to promote " In My City " . At a Reliance Digital store in Mumbai , Chopra spent time with autistic children and played her song to them . The event was broadcast live on YouTube and on screens in Reliance Digital stores across India .

= = Music video = =

A promotional video documenting the recording of " In My City " debuted during an NFL game on 13 September 2012 . Later , Chopra posted on her Twitter account that she was in Los Angeles to shoot an official music video for the track . The video , directed by Joseph Kahn , was released on 29 January 2013 .

The video begins with Chopra coming out of a BMW and sending a message with her cellphone to her friends . They all get it , and join her in dancing the song . In the middle , there is an Indian @-@ African influenced drum beat with elaborate choreography . The song continues with more dancing , until it ends with Chopra and all her friends laughing .

= = In popular culture = =

" In My City " was played on 8 May 2013 broadcast of American Idol during a clip when the Top 3 visit their home towns .

" In My City " was selected as the theme song for 2013 season of the NFL ' network Thursday Night Football .

" In My City " was selected as the theme song for the 2016 Centennial Cup America .

= = Track listings and formats = =

Digital Download / CD single

" In My City " ( featuring will.i.am ) ? 3 : 40

Digital Remixes EP

" In My City " ( R3hab and ZROQ Remix ) ? 3 : 54

" In My City " ( Maestro Remix ) ? 5 : 57

" In My City " ( LA Riots Remix ) ? 5 : 28

" In My City " ( Mr. Morris Remix ) ? 3 : 12

" In My City " ( Wideboys Remix ) ? 6 : 34

" In My City " ( ANSOL Remix ) ? 5 : 32

" In My City " ( DesiHits Rishi Rich Remix ) ? 3 : 58

= = Credits and personnel = =

Credits are adapted from the liner notes of the CD single .

= = Certifications = =

= = Release history = =