

= Pon de Replay =

" Pon de Replay " is the debut single recorded by Barbadian singer Rihanna , from her debut studio album Music of the Sun ( 2005 ) . It was written and produced by Vada Nobles , Alisha Brooks , Carl Sturken and Evan Rogers . Her debut single , the song was released on May 24 , 2005 as the lead single from the album . Prior to signing a six album record deal with Def Jam Recordings , " Pon de Replay " was one of three songs which was recorded for her demo tape to be sent to record labels . It is a dance @-@ pop , dancehall and R & B song that features elements of pop and reggae . The lyrics revolve around Rihanna asking a DJ to turn the volume of her favorite songs up louder . The name means " play it again " in Bajan Creole , one of Barbados ' two official languages .

" Pon de Replay " received mostly positive reviews from music critics , who praised the song 's composition and its choice as the singer 's debut single . The song was a commercial success , peaking at number one in New Zealand and on the US Billboard Dance Club Songs chart . It also reached number two on both the US Billboard Hot 100 chart and the UK Singles Chart , whilst achieving top five positions in eight other countries including Austria , Belgium , Denmark , and Switzerland . It was certified two times Platinum by the Recording Industry Association of America denoting shipments of over 2 @, @ 000 @, @ 000 copies . The song 's accompanying music video was directed by Little X , and features Rihanna in a club with her friends , who ask the DJ to play their favorite song repeatedly .

= = Background = =

Prior to signing a record deal with Def Jam Recordings , Rihanna was discovered in her home country of Barbados by American record producer Evan Rogers , who made the necessary arrangements for her to fly to New York . There , she recorded a collection of demos for a demo tape to be sent to record labels . One of the demos recorded was that of " Pon de Replay " , which was written and produced by Carl Sturken , Evan Rogers and Vada Nobles in 2004 . The first to respond to the demo tape was Jay @-@ Z , who had recently been appointed as president and CEO of Def Jam Recordings , where Rihanna auditioned for him and music executive L.A. Reid , in his office . Looking back on the audition and meeting Jay @-@ Z , Rihanna explained during an interview how she felt before walking into the room , saying : " That 's when I really got nervous ... I was like : ' Oh God , he 's right there , I can 't look , I can 't look , I can 't look ! ' I remember being extremely quiet . I was very shy . I was cold the entire time . I had butterflies . I 'm sitting across from Jay @-@ Z. Like , Jay @-@ Zee . I was star @-@ struck . " During the audition , Rihanna performed Whitney Houston 's cover of " For the Love of You " , " Pon de Replay " and " The Last Time " , the latter two of which would go on to be included on her debut album , Music of the Sun . Initially , Jay @-@ Z was skeptical about signing Rihanna , because he felt " Pon de Replay " was too big for her , saying " when a song is that big , it 's hard [ for a new artist ] to come back from . I don 't sign songs , I sign artists " . " Pon de Replay " was released via iTunes on July 26 , 2005 , through Def Jam Recordings .

= = Composition = =

" Pon de Replay " is a dance @-@ pop , dancehall and R & B song that infuses a reggae style . According to the digital music sheet published at musicnotes.com , the song is written in the key of F @-@ sharp minor and is set in common time with a moderated dance groove , with a metronome of 100 beats per minute . Rihanna 's vocal range in the song spans from the low note of F ? 3 to the high note of C ? 5 . Lyrically , the song is about asking the DJ to play the protagonist 's favorite song , as well as the fulfillment of dancing in a club . Doug Rule of Metro Weekly commented on the lyric " Hey Mr. DJ , won 't you turn the music up ? " and that it follows in the footsteps of recent songs which also incorporated " Hey Mr. DJ " , including Madonna 's " Music " and Jennifer Lopez 's " Play " .

In an interview with Kidzworld , Rihanna explained the lyrical content of the song , saying : " It 's just

language that we speak in Barbados . It 's broken English . Pon is on , de means the , so it 's just basically telling the DJ to put my song on the replay . " Jason Birchmeier of Allmusic wrote about the song 's composition and musical influences , " [ Pon de Replay ] is driven by booming dancehall @-@ lite beats and a reggae vocal cadence ( and title spelling ) , it 's a simple dance @-@ pop song at its core , with standard English @-@ language singing as well as a can 't @-@ miss singalong hook . " Barry Walters of Rolling Stone also commented on the song 's composition and concurred with Birchmeier 's opinions of the song , writing that the song is " a poppy piece of dancehall reggae with slapping , syncopated beats recalling big @-@ band jazz " .

= = Critical reception = =

The song received generally positive reviews from music critics . Sal Cinquemani of Slant Magazine praised the song , and compared it to Beyoncé Knowles 's 2003 chart topper " Baby Boy " , because of how both songs feature " a dancehall @-@ pop mixture " . Rolling Stone called the song " sexy and savvy " .

= = Chart performance = =

In the United States , " Pon de Replay " debuted at # 97 on June 11 , 2005 , and ascended into the top 10 of the US Billboard Hot 100 chart at # 9 in the issue dated July 16 , 2005 , and became the " Greatest Airplay Gainer " that week . In the issue dated July 30 , 2005 , the song peaked at number two on the Billboard Hot 100 , being held off of the top spot by Mariah Carey 's " We Belong Together " , which spent a total of 14 non @-@ consecutive weeks at number one . " Pon de Replay " spent a total of 12 weeks inside the top ten of the Hot 100 and 23 weeks on the chart in total . The song also peaked at number one the US Billboard Dance Club Songs and Digital Songs charts , number two on the US Mainstream Top 40 chart , and 24 on the US Hot R & B / Hip @-@ Hop Songs chart . The song was also certified two times platinum by the Recording Industry Association of America on December 19 , 2012 , denoting shipments of over 2 @,@ 000 @,@ 000 copies .

In New Zealand , the song debuted at number 37 on the New Zealand Singles Chart on August 15 , 2005 , and peaked at number one in its ninth week on the chart , after having been locked at number two for four weeks previous . The song spent a total of seven weeks inside the top five chart positions and 16 weeks on the chart in total . In Australia , " Pon de Replay " debuted at number 13 on the Australian Singles Chart on September 25 , 2005 , and peaked at number six in its ninth week on the chart . The song spent a total of 10 weeks in the top ten chart positions and twenty @-@ two weeks on the chart in total and was certified platinum by the Australian Recording Industry Association , denoting shipments of over 70 @,@ 000 copies .

Elsewhere , the song achieved moderate commercial success in Europe , peaking inside the top ten of eight different charts . In Switzerland , the song debuted at number eight on the Swiss Music Charts on September 11 , 2005 , and peaked at number three for three consecutive weeks . The song spent a total of 41 weeks on the chart . The song also debuted at number four on the Norwegian Singles Chart and peaked at number three in its fifth week ; the song spent a total of 15 weeks on the chart . " Pon de Replay " also peaked inside the top five in Denmark , Austria and Sweden , peaking at numbers four , five and five , respectively . " Pon de Replay " also peaked inside the top ten in Italy and Finland , peaking at numbers six and eight , respectively . However , the song was less successful in other territories , peaking at number 15 in The Netherlands and number 18 in France and Spain , respectively . In the United Kingdom , " Pon de Replay " debuted and peaked at number two on the UK Singles Chart on September 3 , 2005 , behind Oasis 's " The Importance of Being Idle " , which debuted at number one . The song stayed at the number two position for a further week , and stayed inside the top ten for four weeks .

= = Music video = =

The music video for " Pon de Replay " was directed by Little X. The video is set in a nightclub and

begins with Rihanna and two of her friends arriving at a nightclub where the atmosphere appears lackluster ; due to the low volume of the music ( referencing the song 's lyrics ) , the people in the club seem bored and are not dancing . Subsequently , Rihanna vows to make the DJ turn up the music , thus stepping up onto a platform , wearing a silver belly top with baggy jeans , beginning to perform to the song , causing the DJ , played by DJ Cipa Sounds , to turn the music up . With this , the people previously bored now begin dancing to Rihanna 's track , including Canadian rapper Kardinal Offishall , who also makes a cameo appearance . Scenes of people dancing in the club are shown , with intercut images being juxtaposed of Rihanna leaning against a wall with the word " Bar " in LED lights . She dons a light blue short dress , singing to the lyrics of the song . Rihanna can be seen belly dancing on the stage , with neon green laser lights broadcast above her . After Rihanna gets the crowd moving , she runs off of the platform onto a dance floor , where the crowd later join her . The video 's final scenes show the people in the club all gathered on the middle of the dance floor , performing various dance moves . These include a line of people featuring Rihanna , and male performers who make a human bicycle from their bodies .

= = Track listing = =

= = Charts = =

= = Certifications = =

= = Release history = =