

= Did It Again (Shakira song) =

" Did It Again " is a song recorded by Colombian singer @-@ songwriter Shakira for her eighth studio album , She Wolf (2009) . It was released on 16 October 2009 , by Epic Records , as the second single from the album . The song was written and produced by Shakira , with additional songwriting and production from Pharrell Williams and The Neptunes , respectively . There is an alternate version featuring vocals from American recording artist Kid Cudi , while its Spanish @-@ language version " Lo Hecho Está Hecho " (English : " What Is Done Is Done ") includes additional lyrical contributions from Uruguayan musician Jorge Drexler . " Did It Again " is an electropop song with elements of samba . Lyrically , it details Shakira 's involvement in a man 's extramarital affair , which leads to her feeling guilty and hurt about it .

Upon its release , " Did It Again " was well received by music critics , many of whom complimented its lyrical content . Commercially , the song attained moderate success . It peaked within the top twenty in nations including Spain , where it was certified gold , and Italy . In the United States , " Did It Again " peaked at number one on the US Billboard Hot Dance Club Songs chart and Latin Pop Airplay chart , and at numbers six and 11 on the US Billboard Hot Latin Songs chart and Tropical Songs chart , respectively . An accompanying music video for " Did It Again " was directed by Sophie Muller , and features Shakira fighting a man in a bedroom . It generated a favorable response from critics and was complimented for its dance scenes . For additional promotion , Shakira performed " Did It Again " on a number of television shows .

= = Background and composition = =

After the release of " She Wolf " , " Did It Again " was serviced as the next single from the album She Wolf , (2009) , and is the second single overall . " Did It Again " was written by Shakira and Pharrell Williams , and is one of the four tracks on the album Shakira co @-@ produced with The Neptunes , the others being " Long Time " , " Why Wait " , and " Good Stuff " . About her collaboration with Williams , Shakira commented , " he comes up with ideas , and he executes them immediately . It 's really cool , because I 'm a little bit slower , and he 's the man with the big strokes , and he really comes with great ideas . It was a great synergy " . A Spanish version of the song , titled " Lo Hecho Está Hecho " was also released and features additional songwriting by Jorge Drexler . Musically , " Did It Again " is a midtempo electropop song that contains elements of samba . The lyrics of the song are confessional in nature and express Shakira 's growing guilt over the fact that she is in a sexual affair with a married man , and her inability to end it , hence the title " Did It Again " .

Both the English and Spanish versions of the song were internationally released on 16 October 2009 . The single was not officially released in the US market , where it was substituted by " Give It Up to Me " , the third single off the album . A remix of the English version of the song , featuring additional vocals from Kid Cudi , was later released on 11 December 2009 . Cudi 's contribution to the song consisted of a rap verse halfway through the song where he " raps about bringing good vibes to Shakira 's life " .

= = Critical reception = =

" Did It Again " was well received by music critics . Fraser McAlpine from BBC , praised the lyrics of the song , and complimented Shakira 's unpredictability and expressivity . Evan Sawdey from PopMatters commended the song 's production and labelled Shakira ' songwriting skills as her " strongest suit " . The Popjustice review of the album described the song as being " brilliant " , and noted it to be a good choice for a single . Lahmeik Stacy from Yahoo ! Voices commented on the fast @-@ paced musical arrangement of the song , saying that it " immediately demands the attention of the listener " . Anthony Balderrama from Consequence of Sound , singled out " Did It Again " as one of the strongest tracks on the album , along with " She Wolf " and " Why Wait " , and also as a good choice for creating a Spanish version . Stephen Erlewine from AllMusic picked the

song as an album highlight .

At the 19th Annual Latin Music Awards hosted by the American Society of Composers , Authors and Publishers , Drexler and Williams won an award in the " Pop / Ballad " category for their composition of the song . The Spanish version " Lo Hecho Está Hecho " was acknowledged as an award winning song at the 2011 BMI Latin Awards . The Spanish version also received a nomination for " Canción del Año " (" Song of the Year ") in the Pop Category at the Premio Lo Nuestro 2011 awards ceremony .

= = Commercial performance = =

" Did It Again " achieved moderate chart success . In Austria , the song debuted and peaked at number 34 on the Ö3 Austria Top 40 chart , staying on the chart for four weeks . In Germany , the song peaked at number 34 on the Media Control Charts and remained at the position for one week . In Ireland , the song peaked at number 17 on the Irish Singles Chart and stayed on the chart for three weeks . In Italy , the song entered and peaked at number 15 , inside the Top 20 of the FIMI Singles Chart , staying on the chart for one week . In Mexico , the Spanish version of the song peaked at number three on the Monitor Latino chart . " Lo Hecho Está Hecho " entered the Spanish Singles Top 50 chart at number 50 and reached its peak position at number 12 , staying on the chart for a total of 23 weeks . It was certified gold by the Productores de Música de España (PROMUSICAE) for completing sales of 20 @,@ 000 units . In Sweden , the song entered at number 50 on the Sverigetopplistan chart and peaked at number 36 , staying on the chart for a total of three weeks . In Switzerland , the song entered and peaked at number 29 on the Swiss Hitparade chart , staying on the chart for six weeks . In the United Kingdom , the song peaked at number 26 on the UK Singles Chart and stayed on the chart for a total of seven weeks .

Despite not being released in the United States , " Did It Again " peaked at number one on the Billboard Hot Dance Club Songs and Latin Pop Airplay component charts , and stayed on the charts for 13 and 22 weeks respectively . The song peaked at number six on the Billboard Hot Latin Songs chart and stayed on the chart for 22 weeks . It peaked at number 11 on the Billboard Tropical Songs chart and stayed on the chart for 17 weeks .

= = Music video = =

The music video for " Did It Again " was filmed in September 2009 and was directed by Sophie Muller , who had previously worked with Shakira on the music video for " Hips Don 't Lie " . Shakira cited the paintings of British painter Lawrence Alma @-@ Tadema , which detailed scenes of women in Turkish bathrooms , as an inspiration behind the video . After Shakira was introduced to a contemporary Icelandic dance form by a friend , she and Muller enlisted Icelandic choreographer Katrin Hall to choreograph the dance sequences in the video . When asked of the inspiration behind the music video for " Did It Again " , Shakira said that she and Muller " brought all these pieces ? Moroccan women twirling and turning their heads , and the poetry from Alma @-@ Tadema 's paintings , plus this Icelandic contemporary dance piece ? and we mixed all these pieces together for the video . "

The videos for both the original English version and the Spanish translation were released on 30 October 2009 . A video for the remix version of the song , featuring American rapper Kid Cudi , debuted later in December 2009 . The video starts with Shakira sitting in a steam filled bath house surrounded by other women facing her , all clad in white . The next scene shows a group of female Korean drummers performing the Korean " Three Drum Dance " . Shakira appears in a bedroom wearing black lingerie and begins fighting her partner (played by dancer Daniel " Cloud " Campos) in a martial arts inspired dance routine and ultimately manages to defeat him . Scenes of Shakira dancing wearing a black and golden outfit follow . Near the end of the video , all the previous scenes are rapidly interspersed . The version featuring Kid Cudi , features additional scenes of the rapper in a room .

The music video received generally positive reviews from critics . Tanner Stransky from

Entertainment Weekly reviewed the video positively , and said it was a " fun feat to watch her [Shakira] pull off " . Story Gilmore from Neon Limelight called the fight between Shakira and her partner an " angry yet passion filled tussle " and the video a " smoking hot winner " . Elena Gorgan from Softpedia , praised Shakira 's dance moves and noted that she " comes very close to perfection in terms of artistic dancing " . Jocelyn Vena of MTV News noted that Shakira was " dancing around being sexy " in the video . Olivia Smith from the Daily News described the dance choreography as " highly athletic " , but criticized the design of the hotel room where the video was filmed .

= = Live performances = =

Shakira made an appearance on 18 September episode of Jimmy Kimmel Live ! and performed " Did It Again " , along with " She Wolf " . Shakira performed the song on the US version of Dancing with the Stars on 13 October , and on Saturday Night Live on 18 October . In both the performances , Shakira was backed by female Korean drummers , who were also present in the music video of the song . The song was also performed by Shakira at the 2009 MTV Europe Music Awards . On 15 November , she performed the song on the UK version of The X Factor .

= = Track listings = =

= = Charts = =