

= On the Floor =

" On the Floor " is a song recorded by American recording artist Jennifer Lopez for her seventh studio album , Love ? (2011) . Featuring American rapper Pitbull , it was released by Island Records on February 8 , 2011 as the lead single from the album . " On the Floor " was written by Kinda " Kee " Hamid , AJ Junior , Teddy Sky , Bilal " The Chef " Hajji , Pitbull , Gonzalo Hermosa , Ulises Hermosa , along with the song 's producer RedOne . It is an up @-@ tempo electro @-@ house dance song with a common time tempo of 130 beats per minute . " On the Floor " incorporates elements of electro house and draws further musical influences from eurodance , Latin music and techno music . Lopez recorded a Spanish @-@ language version of the song titled " Ven a Bailar " (English : " Come to Dance ") , which includes additional lyrical contributions from Julio Reyes Copello and Jimena Romero .

Its development was motivated by Lopez 's Latin heritage and pays homage to her career @-@ beginnings as a dancer . Interpolated within the song are recurrent elements of the 1982 Bolivian composition " Llorando se fue " written by Gonzalo and Ulises Hermosa , a composition that gained notoriety when it was sampled by Kaoma in their 1989 single " Lambada " . Lopez described " On the Floor " as an evolution of her classic sound and as something which sounded very current . The debut and release of " On the Floor " coincided with Lopez 's appointment as a judge on the tenth season of US reality TV show American Idol , as well as several other product endorsement deals . American Idol also provided a platform to debut the single 's music video , as well as the stage for Lopez 's first live performance of the song .

" On the Floor " was met with a generally positive reception from music critics , with editors from BBC Music and Los Angeles Times drawing comparisons to Lopez 's debut single , " If You Had My Love " (1999) and follow @-@ up single " Waiting for Tonight " (1999) . Commercially , " On the Floor " is Lopez 's most successful single to date , topping more than thirty national single charts . In the United States , it was Lopez 's first single in four years to garner airplay , and to date has sold over four million copies , earning a triple platinum certification by the Recording Industry Association of America (RIAA) in the USA . It resulted in being the eleventh @-@ biggest hit of the year on the year @-@ end charts ; " On the Floor " finished in first in Austria , Finland , Germany , Spain , Switzerland , and other countries .

A music video was directed by TAJ Stansberry and choreographed by Frank Gatson , Jr , with fans being given the chance to vote for their preferred ending for the video . The completed clip premiered simultaneously on Vevo and during the March 3 , 2011 episode of American Idol . It depicts a Los Angeles underground club culture where Lopez portrays a " queen of the nightclub " , among other characters . The video received critical acclaim for its lavish production , the styling and choreography , that critics felt best highlighted Lopez 's abilities as a dancer . As of July 2016 , the video has received over 950 million views .

= = Background = =

Lopez 's seventh studio album Love ? (2011) was conceived in late 2007 and early 2008 . During that time frame , under contract to Epic Records , Lopez released " Louboutins " , a song written and produced by The @-@ Dream and Tricky Stewart , as the project 's lead single . However upon release , the song failed to garner enough airplay to chart , despite topping the US Billboard Hot Dance Club Songs chart . Lopez subsequently left Epic Records , citing that she had fulfilled her contractual obligations and now wished to release Love ? under a new label . Upon signing with The Island Def Jam Music Group , Lopez continued working with The @-@ Dream and Tricky Stewart , in addition to collaborating with new producers such as RedOne . It wasn 't until January 2011 that Lopez teased the media about the new lead single for Love ? . In a tweet on her Twitter account , Lopez posted : " I see u @ RedOne _ Official ! We 're making BIG things happen ' On the Floor ' this new year ! ! ! " . Subsequently on January 16 , 2011 , an unfinished snippet of " On the Floor " leaked online , labelled as a RedOne production and featuring rap vocals from Pitbull . It is the second time that Lopez and Pitbull have collaborated on a song , the first being " Fresh Out the

Oven ", the 2009 buzz single which reached number one on the Hot Dance Club Songs chart .

According to the Los Angeles Times 's Gerrick D. Kennedy , a full length unfinished version of " On the Floor " leaked online over the same weekend in time for Lopez 's new L 'Oreal commercial , which premiered during the telecast of the 68th Golden Globe Awards ceremony in Los Angeles . The timing of the leak also coincided with Lopez 's debut on judges panel for season ten of American Idol . Lopez confirmed the single 's title as " On the Floor " during the red carpet ceremony at The Golden Globes , before appearing the following day on the radio show On Air with Ryan Seacrest for the song 's US premiere . The final version of the song was uploaded to Ryanseacrest.com , where the site 's editor , Sadao Turner , revealed that the final master of the song was different from the previously leaked and unfinished version . " On the Floor " made its debut in the United Kingdom , on January 28 , 2011 when it was played by DJ Scott Mills on his radio show , Ready for the Weekend . Benji Eisen from AOL Music stated that Lopez had used " genius marketing and branding " by synchronising the digital release of " On the Floor " with the premiere of its music video on American Idol . It was added to the B @-@ playlist on the UK 's biggest mainstream radio station , BBC Radio 1 , on March 16 , 2011 .

When talking about " On the Floor " , during an interview with MTV , Lopez said that she wanted a song that would evolve her sound , " it feels like me today , which I like . It 's not something that you hear and you 're like , ' That 's not her , ' but you also go , ' Is that her ? I like that . It 's new , ' and that 's what I wanted . I wanted it to be very me , but I wanted it to be me not from my first album or my second album , but for today . " Additionally , Lopez felt a strong connection to " On the Floor " because it captured both sides of her career , singing and dancing , " The minute RedOne played it for me , I made him play it 20 times in a row , and I just sat there at the board and I kept listening to it and listening to it ... Because I really feel like , emotionally , I connected to it , but also because of how much I love to dance and how much that 's always been such a big part of who I am since I started . Since I was a little girl , I just totally connected with the idea of getting out there . "

= = Composition = =

" On the Floor " is an up @-@ tempo dance and dance @-@ pop song produced by RedOne that incorporates elements of electropop and electro house . It also contains heavy synths and was influenced by Eurodance , Latin and techno music . American artist Pitbull starts the song with a rap introduction while the melody interpolates elements of the Los Kjarkas composition , " Llorando se fue " , popularized by Kaoma 's 1989 hit single " Lambada " . " On the Floor " was written by Bilal Hajji , Kinda Hamid , Gonzalo Hermosa , Ulises Hermosa , Achraf Janussi , RedOne , Pitbull and Geraldo Sandell in the key of E ? minor . It is written in the time signature of common time , set at a tempo of 130 beats per minute . Lopez 's vocal range spans from A ? 3 to B ? 4 while the melody uses a simple chord progression of E ? minor ? B major ? F ? major ? C ? major . The song was adapted in Spanish as " Ven a Bailar " which featured additional lyrics by Julio Reyes Copello and Jimena Romero .

According to Idolator and Gerrick Kennedy from the Los Angeles Times , " On the Floor " is reminiscent of Lopez 's single , " Waiting for Tonight " (1999) . Kennedy elaborated on the comparisons , stating that " listeners haven 't heard this dance @-@ electro @-@ pop side of Lopez since 1999 ... much of her back catalog flirts with more gritty urban @-@ pop sounds . " Editors for the New York Daily News made some comparisons between " On the Floor " and another RedOne production , Kat DeLuna 's 2010 single , " Party O 'Clock " . DeLuna 's song contains the lyrics " Party in Ibiza , Party in New York / All the way to Africa / Love in the Caribbean / On my way to Vegas " whereas Lopez sings the nearly identical line , " Brazil , Morocco / London to Ibiza / Straight to L.A. New York / Vegas to Africa . "

= = Critical reception = =

" On the Floor " was met with generally positive reception from music critics . Rolling Stone called the song " music worth getting lost in " . Mikael Wood from the Los Angeles Times agreed , calling "

"On the Floor" the standout track from Love ? Wood said , " On the Floor " " returned Lopez to the upper reaches of the Billboard Hot 100 " but added that the rest of the album was unlikely to match its success . The Houston Chronicle 's Joey Guerra concurred with his fellowing critics , nothing that " On the Floor " was one of the four standout moments on the album , typifying the " aggressively sexual anthems that are likely to soundtrack the summer . " Comments echoed by The Observer 's Hermione Hoby read , " the song [' On the Floor '] was a particular triumph . "

In his article for the Los Angeles Times , Gerrick Kennedy said the song is a " sweat @-@ inducing , sticky dance floor track " which was " vintage J.Lo " and catchier than either of her previous releases , " Louboutins " or " Fresh Out the Oven " . Although Kennedy praised the song 's overall appeal , he commented that RedOne had produced more inventive " pop gems " with the likes of Lady Gaga and that Pitbull 's appearance was a " throwaway verse . " In her review for AOL Music 's Radio Blog , Nadine Cheung commented that Lopez " reinforces her renaissance woman status . " Nick Levine from Digital Spy called " On the Floor " a song that The Black Eyed Peas would have been " proud to have released " . Levine 's review agreed with others that the song was a " welcome comeback for Lopez , " and praised the use of a " not so @-@ subtle " sample with the " Latin @-@ tinged electro @-@ housy " production . Overall , he said that the production was " the antithesis of classy " , and although not original " there 's no denying that this gets the job done . "

Not all of the reviews were positive , with some critics citing a lack of originality . In his review of Love ? , BBC Music 's Alex Macpherson said that " On the Floor " was a predictable recording from Lopez as it was " not too dissimilar to the supreme millennial house of ' Waiting for Tonight ' (1999) " . He went on to describe " On the Floor , " and album track " Papi , " as " apparent distillations of the trashy Miami house aesthetic that dominates pop these days . " Ken Capobianco from The Boston Globe described " On the Floor " as quite generic .

The single also drew comparisons to " Party O 'Clock , " a 2010 single by American singer Kat DeLuna , also produced by RedOne . In a statement issued to the New York Daily News , DeLuna said " It 's cool that artists like J.Lo are inspired by my musical sound and style Jennifer helped pave the way for Latinas like myself . I love her " , and insisted that there wasn 't an issue . DeLuna also noted Lopez as someone who inspired her , and paved the way for someone like her to perform . Following previews of the music video for " On the Floor , " DeLuna changed her mind about how she felt with the claims of copying . In another interview with the New York Daily News , several days after the first , she said " I 've seen this before , where the more established artist tries to take the vision and artistic ideas away from an emerging artist , and assumes no one will notice because of their bigger shadow , ... Luckily , my loyal fans and the power of the Internet have let the ' Kat ' out of the bag . " Lopez was interviewed about the issue on Hispanic @-@ American entertainment program ; Despierta America ! . Lopez replied " What ? Really ? I 'm not aware of that ... " , and when pressed by the presenter a second time , insisted she had not heard rumors of the comparisons .

= = = Accolades = = =

" On the Floor " received two International Dance Music nominations for Best Latin / Reggaeton Track and Best Commercial / Pop Track . The song was nominated at the 2012 Swiss Music Awards for Best International Hit . The Spanish version " Ven a Bailar " received two nominations at the 2012 Billboard Latin Music Awards for Vocal Duet Song of the Year and Latin Pop Song of the Year . " On the Floor " was recognized by the American Society of Composers , Authors and Publishers (ASCAP) in their Most Performed Songs list for the year . " Ven a Bailar " was also recognized at the 20th ASCAP Latin Music Awards at the Pop Category . It received a Broadcast Music Award at the Pop Awards and the London Awards . At the 2011 Premios Juventud ceremony , the duo received a nomination for La Combinación Perfecta (The Perfect Combination) for the song .

She got nominated for the MTV Europe Music Award for Best Song (" On the Floor ") , the MTV Europe Music Award for Best Female (" On the Floor ") , MuchMusic Video Award for International Video of the Year - Artist (" On the Floor ") with Pitbull .

= = Commercial performance = =

= = = North America = = =

" On the Floor " made its chart debut in Canada , during the week beginning February 12 , 2011 . It debuted at number eighty @-@ six on the Canadian Hot 100 , despite not being released until February 22 , 2011 , thus becoming the first release from Love ? to receive airplay recognition . Neither the album 's Epic Records buzz single (" Fresh Out the Oven " , which also features Pitbull) , nor the previous lead single " Louboutins " charted on US Billboard Charts . In the chart week dated April 16 , 2011 , " On the Floor " became Lopez 's fourth Canadian chart @-@ topper , and highest charting single in nine years following " If You Had My Love " (1999) , " Love Don 't Cost a Thing " (2001) and " Jenny from the Block " (2002) . In the United States , " On the Floor " made its chart debut on the Hot Dance Club Songs , at number twenty @-@ six . Additionally it debuted on the US Pop Songs chart at number forty , marking Lopez 's first appearance on pop airplay charts since 2007 . The single went on to make its Billboard Hot 100 debut at number nine , becoming the highest debuting Hot 100 single of Lopez 's career . " On the Floor " became Lopez 's tenth top @-@ ten hit on the Hot 100 , of which , six have featured other artists . Billboard 's Gary Trust reported that it was Lopez 's highest peaking chart position since her 2006 feature on LL Cool J 's " Control Myself , " although it was actually in 2003 when Lopez last released a top @-@ ten peaking single as a lead artist (" All I Have " with LL Cool J) . The full single was not released until February 22 , almost one month after it was uploaded to YouTube and serviced to radio , despite a remix EP being available before hand . Keith Caulfield from Billboard noted that Island Def Jam Music 's strategy of delaying the release was unusual as fellow pop contemporaries , such as Lady Gaga and Britney Spears , " released their singles to digital retailers at about the same time they were serviced to radio and streaming sites . " The single 's release was synchronized with the debut of the music video on season ten of American Idol , resulting in first week sales of 170 @,@ 000 copies and a Hot Digital Songs chart position of number three . The Spanish version of the song also became a success on Latin radio stations where it peaked at number two on the Billboard Hot Latin Songs chart .

As a direct result , Kaoma 's 1989 single " Lambada " re @-@ entered the charts after more than two decades , making its digital chart debut at number three on the Billboard World Digital Chart . In the week following the music video 's debut , " On the Floor " experienced a 31 % increase in sales , which totaled 232 @,@ 000 copies , and landed the song at number two on the Hot Digital Songs chart , as well as number five on the Hot 100 . " On the Floor " thus became Lopez 's seventh top @-@ five hit in the United States . It is the first single since " So What " (2008) by Pink to debut in the top @-@ ten of the Hot 100 , and then climb up the chart in its second week . Just over a month after release " On the Floor " had sold over 600 @,@ 000 copies in the United States , according to USA Today 's Bill Keveney . Keveney , attributed Lopez 's commercial comeback to product endorsement deals with L 'Oreal and Gillette , also noting her appointment as a judge on American Idol a contributing factor in the growth of her popularity . During the week ending May 8 , 2011 , " On the Floor " rose from number seven to a new peak of number three on the Hot 100 . By March 28 , 2011 , " On the Floor " reached number one on the Hot Dance Club Songs chart , becoming her fifth consecutive US dance chart topper , with three coming from her album Love ? , including " Fresh Out the Oven " (with Pitbull) and " Louboutins " (2009) . " On the Floor " brings Lopez 's US dance number ones total to nine singles since she launched her career in 1999 . Since then , it has been certified 3 × Multi @-@ Platinum by the Recording Industry Association of America (RIAA) , denoting shipments of three million copies . As a result of Lopez 's first televised performance of the song on May 5 , 2011 , " On the Floor " logged 175 @,@ 000 digital sales that week (up 25 % on the previous week) , earning Lopez the " Digital Gainer " title that week . Consequently , " On the Floor " reached a new peak of number three on the Hot 100 and number five on the US Pop Songs chart , becoming her highest charting single commercial single as a lead artist , as well as her most successful airplay hit on contemporary hit radio , since 2002 's " Jenny from the Block " . By April

2012 , the song has sold 3 @, @ 486 @, @ 000 downloads in the US alone . A year later in April 2013 , it was reported that " On the Floor " had sold 3 @, @ 800 @, @ 000 downloads in the United States . It also became the 60th best selling digital single of all time .

= = = Europe and Oceania = = =

Internationally , " On the Floor " topped nineteen national single charts (see charts section) . On the Slovakia Airplay chart , the single debuted at number sixteen , before peaking at number one where it remained for two weeks beginning on March 7 , 2011 . It returned to the top of the chart in the first week of April 2011 , after dipping to number two at the end of March , and made a third return to number one in the third week of April . In total , " On the Floor " spent a total of seven weeks at number one . It also topped both the Flemish and Wallonian single charts in Belgium . On the Flanders Ultratop 50 , " On the Floor " peaked at number one , remaining there for four weeks . Meanwhile , on the Wallonia Ultratop 50 , the single remained at number one for four weeks , before dropping to number four and then returning to number one for a fifth week . In both territories , it is Lopez 's first number one single in Belgium . The Belgian Entertainment Association (BEA) certified the single gold , for selling 15 @, @ 000 copies . In Finland , " On the Floor " debuted at number one , giving Lopez her third number one in the country , behind " Love Don 't Cost a Thing " (2001) and her debut single " If You Had My Love " (1999) . Selling platinum with over 12 @, @ 000 copies , " On the Floor " was the second @-@ best @-@ selling single of 2011 in Finland and in total it spent nine weeks at number one , making it Lopez 's longest @-@ serving number @-@ one , as well as her longest @-@ charting single in the country .

" On the Floor " also reached number one in Spain (fifteen weeks) , Germany (six weeks) and France (one week) . In Spain , " On the Floor " reached number one on March 13 , 2011 , where it remained for fifteen weeks . Consequently , the single was certified Triple Platinum , by the Productores de Música de España (PROMUSICAE) , for shipments of 120 @, @ 000 copies . It was also certified 2x Platinum by the Bundesverband Musikindustrie (BVMI) , in Germany , for shipping 600 @, @ 000 copies . In Italy , " On the Floor " entered the Italian Singles Chart at number four before ascending to the summit , where it would remain for four weeks . It is Lopez 's fourth Italian number @-@ one , and first English @-@ language single to reach number one since " Get Right " (2005) , though Spanish single " Qué Hiciste " reached number one in 2007 . The Federation of the Italian Music Industry (FIMI) certified " On the Floor " Multi @-@ Platinum for shipping 60 @, @ 000 copies . The single experienced similar success in Sweden and Switzerland , where it respectively spent three and five weeks at the top of the countries ' singles charts . In Sweden it is Lopez 's first number one single , whereas in Switzerland it is her second , following 2007 's " Qué Hiciste " . In both countries the single was certified Double Platinum , shipping 40 @, @ 000 copies in Sweden and 60 @, @ 000 copies in Switzerland . As of July 26 , 2011 " On the Floor " had official sales of 1 @. @ 41 million copies .

In Australia , " On the Floor " debuted at number ten , becoming Lopez 's first top @-@ ten single in the country since 2005 's " Get Right " . It has since reached number one , becoming her second Australian chart topper , and first in nearly twelve years since 1999 's " If You Had My Love " . It was certified 4 x platinum by the Australian Recording Industry Association (ARIA) for shipments of 280 @, @ 000 copies . It reached number two in New Zealand , and was certified double @-@ Platinum for sales of 30 @, @ 000 copies . In Ireland , " On the Floor " debuted at number twelve on the Irish Singles Chart on March 10 , 2011 . It continued a steady climb to the top spot , spending two weeks at number two before finally reaching number one on April 14 , 2011 . In the United Kingdom , " On the Floor " was added to playlists on mainstream radio in March 2010 . On April 3 , 2011 , " On the Floor " made its UK Single Chart debut at number one , becoming Lopez 's third chart @-@ topper in that country . Overall it is Lopez 's twelfth UK top @-@ five hit , and topped the UK Digital Songs chart after logging first week sales of 130 @, @ 000 copies ? the highest first week sales for Lopez in the UK . " On the Floor " also debuted at the top of the R & B Singles Chart . It remained at number one for two weeks , becoming the only single by Lopez to do so . The song was the biggest selling R & B / hip hop single of 2011 in the UK . As of May 2012 , " On the Floor " had sold 822

@, @ 056 copies , becoming Lopez ' biggest @-@ selling single in the UK .

= = Music video = =

= = Background and development = =

The music video for " On the Floor " was filmed over the weekend dated January 22 ? 23 , 2011 , with TAJ Stansberry serving as the director and Frank Gatson as the choreographer . Lopez told MTV News that for the video she was holding an open casting call to find club kids , " [We want] those kids who go to the club and they dance all night and that 's all they care about ? It 's just about having a good time , getting all sweaty , and it 's all about the music and leaving it on the dance floor . I don 't want to say what the video is , but that 's the type of dancers . We 're doing a big casting call ... " Meanwhile , Gatson said that Lopez wanted a post @-@ 2AM Los Angeles club vibe for the video . He said ,

" [We 're trying to create a vibe] that 's so amazing . [It 's like] everybody had some watermelon and the watermelon made them high , it gave them a little buzz ? but a good buzz , a real magical buzz , a dance buzz , a buzz that makes you feel like fried chicken , so she just wants everybody to have a good old time The club must have this vibe , where you get on the floor and everybody 's bringing it " , he added . " We 've seen so many club videos , but we want to see a club video with a vibe unique to Jennifer Lopez . "

Just prior of the casting call and video shoot , Stansberry expressed his views to MTV News on the concept for the video ? originality . " Originality , being you . This song is about being who you want . It 's about letting loose . There 's no explanation . This is this underground video , this underground party . " During the video shoot , MTV interviewed Lopez about the concepts for the video . Lopez described some of the characters she played , telling MTV that in one scene " I play one character where she kind of runs this party , acts like she 's kind of over it , but at the same time loves it and loves this kind of underground kind of party dance culture , ... So I got to be wild and crazy , and at the same time I got to be sexy and sweet too . " The video makes use of product placement , including BMW , Swarovski and Crown Royal , according to Tanner Stransky from Entertainment Weekly . Stransky also noted the " unintentional placement " of fake eyelashes and wigs , weaves , and other hair @-@ extending products .

Lopez later confirmed in an interview On Air with Ryan Seacrest , that the completed music video would premiere jointly on season ten of American Idol and on Vevo on March 3 , 2011 . Fans could vote between three alternative endings through Idol 's official website . Lopez said the idea behind giving fans the choice was to give them a chance to see what she experienced . " You get to do what I do , ... Like , I go in there with my videos and I start editing and picking all the shots I like and the things that I like and what I feel the best kind of feeling for the record is . You guys get to do that . We picked two different ones and we weren 't sure . " The alternative endings included three varying scenes : in the first , the video ends with a close @-@ up of Lopez 's face in the silver lace catsuit ; the second ends with a shot of dancers defying gravity on the walls and ceiling , while the final ending ends with a shot of Lopez on the dance floor in her harem pants . The first ending was the one used in the final video .

= = Synopsis = =

The clip begins with Lopez 's arrival at a club in a black BMW , one example of the product placement used throughout the video . As the music begins , she puts on a pair Swarovski crystal earrings before the camera switches to inside the club. where it descends from the ceiling amongst the Las Vegas @-@ style crystal chandeliers . Choreographer Frank Gatson Jr. called the club , " the best dance party in town , " where Lopez played several different characters . Both the scenery and artist were styled to pay homage to her background as a professional dancer , she said she wanted the video to " introduce people to a new J.Lo @-@ ration of party people " . In one scene ,

she plays a dominant queen of the party who watches from above , on a balcony surrounded by servants . When portraying this character , Lopez was styled with " a big beehive bun , gold gladiator heels and a glittery gold gown with Gaga @-@ esque detailing in its high collar and leaves . " The ' queen ' character " dangles lazily on a couch " and " regally oversees a crowd of people getting down on the dancefloor . " In another scene , Lopez wears a silver crystal and lace skin @-@ tight catsuit , designed by Lebanese fashion designer Zuhair Murad , as she dances against a " gold cardio barre " before proceeding to shake her " money maker , " according to the Los Angeles Times . Spliced in between these scenes , she is seen dressed in black harem pants and a bikini top , as she walks through the crowd to mount a circular stage on the Las Vegas @-@ style dancefloor . MTV 's Kelly Carter and AOL 's Khawlhing Sawmteii described the final scenes as Lopez " tearing up the floor , " and " breaking it down ' fly @-@ girl ' style . "

= = = Reception = = =

The music video was welcomed with critical acclaim from music critics , praising the expensive finish , arrangement , Lopez 's sense of fashion and the overall execution . Based on a preview of the video , Entertainment Weekly 's Tanner Stransky said the clip brought together a flawless realness with an expensive set @-@ up , things that are " very important elements in the pop music world and to the old Lopez that everyone knew and loved . " Following its full premiere , Stransky added that the video was " sexy and sultry . " Kyle Anderson from MTV 's Newsroom agreed , noting the " gorgeous and exquisite execution , " particularly praising Lopez 's " incredible hairstyles " and the " gorgeous club interiors [set design] . " Anderson ended his review by stating that the premiere of the song 's music video almost overshadowed the episode of American Idol in which it was shown .

AOL 's Benji Eisen called " On the Floor " a " comeback of sorts " for Lopez , particularly noting its clever cross @-@ promotion with Idol and Lopez 's multiple product endorsement deals . He applauded Lopez for moving on from her previous lack of commercial success in recent years . Kim Dawson , an editor for the UK daily newspaper Daily Star , also praised the video for returning Lopez to her " day job " (as a performer) despite being everyone 's " new favourite Idol judge . " The sex appeal in the video for " On the Floor " was likened to that last displayed by Lopez in the video for 2002 's " I 'm Gonna Be Alright " . A reviewer from the Daily Express said " Jennifer Lopez once told us in song that ' I 'm Gonna Be Alright ' and now she 's proved it ... The curves she displayed when she recorded the hit video nine years ago have been replaced by a leaner , fitter look [in ' On the Floor '] . " Matthew Perpetua from Rolling Stone agreed with comparisons to Lopez 's earlier work : " Basically , this is classic Lopez tweaked for 2011 ... visuals that update late @-@ Nineties bling with a high fashion wardrobe nearly as eccentric as that of Rihanna and Lady Gaga . " As a result of the video 's premiere , the online traffic at Lopez 's official Vevo account increased by 1000 % . In the space of two weeks , the video was viewed over thirty million times on Lopez 's official Vevo page , according to USA Today .

= = Live performances = =

On May 5 , 2011 , Lopez and Pitbull took the stage of American Idol to perform " On the Floor " for the first time . The performance consisted of her breaking two dancers out of glass boxes , an elaborate dance routine and two appearances from Pitbull . Initially he appeared from the crowd , but for his second appearance , he arrived at the back of the stage via a moving staircase . Lopez was dressed in a " glimmering ensemble " while the set included lasers and pyrotechnics . According to Adam Graham from MTV , the performance was taped prior to the episode of Idol , made apparent by what Graham called " sloppy editing . " According to The Hollywood Reporter , Lopez pretaped the performance due to a perceived danger of flying shards of glass from the earlier part of the routine . The performance was praised by Caryn Ganz from Yahoo ! Music , who compliment all of the element of the performance . Ganz said " [everything from the] lush production values to her own high energy dancing and live vocals ... This performance maxed out

what an artist can do in such a medium ? awesome lighting , high @-@ impact video footage , a strong feature from Pitbull , excellent staging , solid choreography , a bit of pyro , and a ton of warmth and personality . " An editor from Rap @-@ Up magazine agreed , saying that " Lopez showed the contestants how its done , commanding the stage during her smashing performance . "

The duo reprised their performance at KIIS @-@ FM 's Wango Tango music festival in Los Angeles , on May 14 , 2011 . Lopez wore a shiny gold catsuite for the performance , which did not go as planned when halfway through the performance her microphone failed . She continued performing for 20 seconds , before realising that she had lost sound . According to lifestyle website Female First , Lopez proceeded to dance , and urged the audience to sing along . At the end of the performance , Lopez addressed the crowd straight after the performance , saying " We ain 't gonna let that get us down , right ? Nobody keeps mama down . " After Pitbull informed her of the malfunction , she turned to the band asking them to start from the beginning so that she could perform the song again .

On June 11 , 2011 , Lopez flew to the United Kingdom to promote " On the Floor , " first appearing at Capital FM 's Summertime Ball . Later that day , she appeared at the finale of the second series of So You Think You Can Dance to reprise the performance . Wearing a skin tight catsuit , Lopez descended from the ceiling in an illuminated heart before preceding to perform the song , which included her dropping to her knees during the chorus . Lopez reprise the performance on X Factor (France) on June 14 , 2011 and German game @-@ show Wetten , dass .. ? on June 18 .

= = Track listings = =

= = Credits and personnel = =

Recording

Recorded at : Cove Studios , New York and Henson Recording , Los Angeles .

Contains interpolations of the composition : " Llorando Se Fue " , written by Gonzales Hermosa and Ulises Hermosa .

Personnel

= = Charts and certifications = =

= = Certifications = =

= = Release history = =