

= Audience (Ayumi Hamasaki song) =

" Audience " is a song by Japanese recording artist Ayumi Hamasaki from her third studio album Duty (2001) . It was released as the album 's fifth and final single on 1 November 2000 by Avex Trax . Hamasaki wrote the track and Max Matsuura Lewis produced it . Dai Nagao and H?L composed both the single and album version . The single artwork was shot by Japanese photographer Toru Kumazawa and features duplicate clones of Hamasaki , resembling an audience . Musically , " Audience " is a dance ? pop and disco song .

" Audience " received positive reviews from music critics ; many highlighted it from the parent album and her music career . It achieved lukewarm success in compare to her previous singles , with a peak position of number three on the Oricon Singles Chart and a gold certification by the Recording Industry Association of Japan (RIAJ) . The single remains Hamasaki 's twenty ? seventh best selling single in Japan . No music video was shot for the single .

= = Background and composition = =

Ayumi Hamasaki 's track " Audience " appeared on her third studio album , Duty (2000) . Hamasaki begun work on Duty and followed a similar musical concept like her first two albums A Song for × × (January 1999) and Loveppears (November 1999) . " Audience " was written by Hamasaki . Majority of the lyrics were about loneliness , chaos , confusion , and the burden of her responsibilities , aimed mostly towards her public image as an recording artist . In contrast to " Audience " , the trilogy singles focused on hopelessness , a reflection of Hamasaki 's disappointment that she had not expressed herself thoroughly in any of her previous lyrics . She described her feelings after the writing as " unnatural " and was constantly " nervous " for the final result .

The song was recorded in mid ? 2000 in Tokyo , Japan . Max Matsuura produced both the single version and the album version , with additional production handling by Naoto Suzuki for the single version . H?L played the keyboard , Suzuki played the guitar and all other instruments were handled by Dai Nagao . " Audience " is a dance song that employs elements of disco music . In comparison , Duty was a rock ? influenced album and " Audience " was the only dance track on the album .

" Audience " was her third song to incorporate an English ? language phrase , alongside her single " Whatever " (February 1999) and the b ? side to " Love (Destiny) " , " Love : Since 1999 " (May 1999) . But because " Audience " and " Whatever " used one ? worded phrases and " Love : Since 1999 " was not written by Hamasaki , it does not count in using English ? language conversation like she did in her 2002 album Rainbow .

= = Release and promotion = =

" Audience " was released on 1 November 2000 in CD format by Avex Trax , as the fifth single from Duty . The maxi single features over nine remixes , one instrumental and an acapella of " Seasons " . The cover sleeve features several clones of Hamasaki , representing an audience . The cover shoot was photographed by Japanese photographer Toru Kumazawa with a total off seven make ? up and hair assistants . Shinichi Hara had directed the cover sleeve and has been Hamasaki 's creative director for promotional work and began collaborating with her in 1998 . His final work was directing the sleeve for Hamasaki 's 2009 single " Sunrise / Sunset (Love Is All) " . A digital release of the single was released in Australia , New Zealand , North America and the United Kingdom . A vinyl was released by Rhythm Republic Records and was distributed in Japan only . " Audience " has featured on three greatest hits compilation albums by Hamasaki including the white deluxe edition of A Best 2 (2007) , A Complete : All Singles (2008) and A Summer Best (2012) .

No music video was shot for the single . Only a video commercial for the single was aired in Japan . This became Hamasaki 's first single to not feature a music video ; her next single to not feature a music video was her 2001 single " Unite ! " .

= = Reception = =

" Audience " received favorable reviews from most music critics . Alexey Eremenko , who had written her extended biography at Allmusic , highlighted the song as an album and career stand out . A reviewer for CDJournal was positive towards the track , commending the production and calling it ? fun ? but ? aggressive ? Hamasaki hosted an online voting poll for fans to choose their favorite tracks to be featured on her Ayumi Hamasaki 15th Anniversary Tour Best Live Tour . As a result , " Audience " were featured on the list .

" Audience " debuted at number three on the Japanese Count Down TV chart . The song was unable to pass Misia 's single " Everything " and Southern All Stars ' single " Blue in Green " . It fell to number eight the next week . It fell to sixteen in its third week , and fell at number thirty and forty @-@ six in its fourth and fifth week , respectively . The song fell outside the top fifty at number fifty @-@ four and fell to seventy @-@ nine . " Audience " debuted at number two on the Oricon Singles Chart and lasted eight weeks . In the 2000 annual Count Down TV chart , " Audience " was placed at ninety @-@ two .

" Audience " was certified gold by the Recording Industry Association of Japan (RIAJ) for shipment of 200 @,@ 000 units . " Audience " resulted in the lowest selling single off Duty , with only the lead " trilogy " singles selling over 500 @,@ 000 units in Japan . Despite this result , " Audience " now remains Hamasaki 's second best selling limited edition single to date with sales over 293 @,@ 000 units , just behind " Fly High " which sold 300 @,@ 000 units . " Audience " is her twenty ? seventh best selling single .

= = Live performances = =

Hamasaki has performed " Audience " in all of her New Years countdown concerts up until the Ayumi Hamasaki Countdown Live 2006 ? 2007 A , which became the songs last live performance at the countdown shows . Additionally , Hamasaki has performed " Audience " twice in her involvement with Avex Trax 's concert A Nation , being performed in 2006 and the last performance being held in 2008 .

" Audience " has also been featured on several of Hamasaki 's national and international tours that has spread throughout many Asian territories . The song had made its debut tour performance on Hamasaki 's 2001 Ayumi Hamasaki Dome Tour 2001 A . Ever since the songs debut performance , " Audience " has appeared on several of Hamasaki 's arena tours including Ayumi Hamasaki Arena Tour 2002 A , 2002 Stadium Tour and 2005 My Story Tour . The song 's last live performance was her 2014 Ayumi Hamasaki PREMIUM SHOWCASE : Feel the love , in which was supported by her 2014 studio album Colours .

= = Personnel = =

Credits adapted from the single 's liner notes .

= = = Song credits = = =

Ayumi Hamasaki ? songwriting , vocal production
Dai Nagao ? vomposition
Yasuyuki Tomita ? A & R
Shigeo Miyamoto ? mastering , engineering
Shinji Hayashi ? additional production
Max Matsuura ? executive producer , vocal production , additional production

= = = Cover credits = = =

Shinichi Hara ? art direction

Shigeru Kasai and Takuma Noriage ? design
Naoki Ueda ? creative coordinator
Toru Kumazawa ? photographer
Koji Matsumoto ? fashion director
Hiroyuki Ishii and Takako Mishima ? stylist
CHIKA ? hair assistant and make ? up stylist
Kanao Miura ? nail artist

= = Track listing = =

All lyrics written by Ayumi Hamasaki .

= = Charts , peaks and positions = =

= = Release history = =