

# Outside the Hit Factory: The Playlist

A list of chart-toppers entitled “Outside the Hit Factory”, this contribution is a response to the question: why (more) Katy Perry? It reflects on the use of consumer-behaviour data and neurobiology research in the production of pop songs that are guaranteed to be pleasing to as many listeners as possible – and to avoid confronting listeners with songs that they haven't already been conditioned to like. The producers of hits like “Roar” and “Can’t Feel My Face” might design insipid products that manipulate our basic impulses, but they also devise an emotional Esperanto that merges all our voices into a single chorus. You might ask: do I want to hear a song that perfectly conforms to a numeric representation of my personality? Or a song that transports me to a club where nearly all of humanity mouth the words and grin as if just graduated?

1. Katy Perry, ‘Roar’, *Prism*, 2013. Written by Perry, Lukasz Gottwald, Max Martin, Bonnie McKee and Henry Walter. Produced by Dr. Luke, Martin and Cirkut. Spotify plays: 405,193,069.
2. Ariana Grande featuring Zedd, ‘Break Free’, *My Everything*, 2014. Written by Grande, Zedd, Max Martin and Savan Kotecha. Produced by Zedd and Max Martin. Spotify plays: 447,848,205.
3. Judy Garland, ‘Over the Rainbow’, *The Wizard of Oz*, 1940. Composed by Harold Arlen with lyrics by Yip Harburg. Spotify plays: 8,299,404.
4. Britney Spears, ‘...Baby One More Time’, ...*Baby One More Time*, 1999. Written by Max Martin. Produced by Martin and Rami. Spotify plays: 175,471,000.
5. The Weeknd, ‘Can’t Feel My Face’, *Beauty Behind the Madness*, 2015. Written by Ali Payami, Savan Kotecha, Max Martin, Abel Tesfaye and Peter Svensson. Produced by Martin and Payami. Spotify plays: 860,427,035.
6. Rihanna, ‘Bitch Better Have My Money’, 2015. Written by Jammie Pierre, Bibi Bourelly, Rihanna, Travis Scott, Kanye West and WondaGurl. Produced by Deputy with West, Scott and WondaGurl. Spotify plays: 394,080,268.
7. Novo Talos, ‘Carry On’, 2018. Instrumental track created by and for Spotify. Spotify plays: 6,831,990.
8. Benoît Carré with Flow Machines (Sony CSL), ‘Daddy’s Car’, 2017. Produced by Flow Machines. Spotify plays: not listed on Spotify.
9. Lil Miquela, ‘Not Mine’, 2017. Spotify plays: 1,656,698.
10. Katy Perry and Migos, ‘Bon Appetit’, *Witness*, 2017. Written by Katy Perry, Quavious Marshall, Kirsnick Ball, Kiari Cephuss, Max Martin, Shellback, Oscar Holter and Ferras Alqaisi. Produced by Martin, Shellback and Holter. Spotify plays: 156,028,180.

# 1. Katy Perry, ‘Roar’, *Prism*, 2013. Written by Perry, Lukasz Gottwald, Max Martin, Bonnie McKee and Henry Walter. Produced by Dr. Luke, Martin and Cirkut.

I used to bite my tongue and hold my breath  
 Scared to rock the boat and make a mess  
 So I sit quietly, agree politely  
 I guess that I forgot I had a choice  
 I let you push me past the breaking point  
 I stood for nothing, so I fell for everything

You held me down, but I got up (HEY!)  
 Already brushing off the dust  
 You hear my voice, you hear that sound  
 Like thunder gonna shake the ground

You held me down, but I got up (HEY!)  
Get ready 'cause I've had enough  
I see it all, I see it now

I got the eye of the tiger, a fighter, dancing through the fire  
'Cause I am a champion and you're gonna hear me roar  
Louder, louder than a lion  
'Cause I am a champion and you're gonna hear me roar  
Oh oh oh oh oh oh oh  
Oh oh oh oh oh oh oh  
Oh oh oh oh oh oh oh  
You're gonna hear me roar

Now I'm floating like a butterfly  
Stinging like a bee I earned my stripes  
I went from zero, to my own hero

You held me down, but I got up (HEY!)  
Already brushing off the dust  
You hear my voice, you hear that sound  
Like thunder gonna shake the ground  
You held me down, but I got up (HEY!)  
Get ready 'cause I've had enough  
I see it all, I see it now

I got the eye of the tiger, a fighter, dancing through the fire  
'Cause I am a champion and you're gonna hear me roar  
Louder, louder than a lion  
'Cause I am a champion and you're gonna hear me roar  
Oh oh oh oh oh oh oh  
Oh oh oh oh oh oh oh  
Oh oh oh oh oh oh oh  
(You're gonna hear me roar)  
Oh oh oh oh oh oh oh  
Oh oh oh oh oh oh oh  
(You'll hear me roar)  
Oh oh oh oh oh oh oh  
You're gonna hear me roar...

Ro-oar, ro-oar, ro-oar, ro-oar, ro-oar

I got the eye of the tiger, a fighter, dancing through the fire  
'Cause I am a champion and you're gonna hear me roar  
Louder, louder than a lion  
'Cause I am a champion and you're gonna hear me roar  
Oh oh oh oh oh oh oh  
Oh oh oh oh oh oh oh

Oh oh oh oh oh oh oh  
(You're gonna hear me roar)  
Oh oh oh oh oh oh oh  
Oh oh oh oh oh oh oh  
(You'll hear me roar)  
Oh oh oh oh oh oh oh  
You're gonna hear me roar...

## **2. Ariana Grande featuring Zedd, 'Break Free', *My Everything*, 2014. Written by Grande, Zedd, Max Martin, and Savan Kotecha. Produced by Zedd and Max Martin.**

If you want it, take it  
I should've said it before  
Tried to hide it, fake it  
I can't pretend anymore

I only wanna die alive  
Never by the hands of a broken heart  
Don't wanna hear you lie tonight  
Now that I've become who I really am

[x2:]  
This is the part when I say I don't want ya  
I'm stronger than I've been before  
This is the part when I break free  
'Cause I can't resist it no more

You were better, deeper  
I was under your spell  
Like a deadly fever, yeah, babe  
On the highway to hell, yeah

I only wanna die alive  
Never by the hands of a broken heart  
Don't wanna hear you lie tonight  
Now that I've become who I really am

[x2:]  
This is the part when I say I don't want ya  
I'm stronger than I've been before  
This is the part when I break free  
'Cause I can't resist it no more

No more, baby, ooh

Thought on your body

I came alive  
It was lethal  
It was fatal  
In my dreams it felt so right  
But I woke up every time

Oh, baby

[x2:]

This is the part when I say I don't want ya  
I'm stronger than I've been before  
This is the part when I break free  
'Cause I can't resist it no more

### **3. Judy Garland, 'Over the Rainbow', *The Wizard of Oz*, 1940. Composed by Harold Arlen with lyrics by Yip Harburg.**

Somewhere over the rainbow way up high  
There's a land that I heard of once in a lullaby  
Somewhere over the rainbow skies are blue  
And the dreams that you dare to dream really do come true

Someday I'll wish upon a star  
And wake up where the clouds are far  
Behind me  
Where troubles melt like lemon drops  
Away above the chimney tops  
That's where you'll find me

Somewhere over the rainbow bluebirds fly  
Birds fly over the rainbow.  
Why then, oh, why can't I?

If happy little bluebirds fly  
Beyond the rainbow.  
Why, oh, why can't I?

### **4. Britney Spears, '...Baby One More Time', *...Baby One More Time*, 1999. Written by Max Martin. Produced by Martin and Rami.**

Oh, baby, baby  
Oh, baby, baby

Oh, baby, baby,  
How was I supposed to know  
That something wasn't right here?  
Oh, baby, baby,  
I shouldn't have let you go

And now you're out of sight, yeah

Show me how you want it to be  
Tell me, baby,  
'Cause I need to know now, oh, because...

My loneliness  
Is killing me and I  
I must confess  
I still believe, still believe  
When I'm not with you I lose my mind  
Give me a sign  
Hit me, baby, one more time

Oh, baby, baby  
The reason I breathe is you  
Boy, you got me blinded  
Oh, pretty baby,  
There's nothing that I wouldn't do  
It's not the way I planned it

Show me how you want it to be  
Tell me, baby,  
'Cause I need to know now, oh, because...

My loneliness  
Is killing me and I  
I must confess  
I still believe, still believe  
When I'm not with you I lose my mind  
Give me a sign  
Hit me, baby, one more time

Oh, baby, baby  
Oh, baby, baby  
Ah, yeah, yeah

Oh, baby, baby,  
How was I supposed to know?  
Oh, pretty baby,  
I shouldn't have let you go

I must confess  
That my loneliness  
Is killing me now  
Don't you know I still believe  
That you will be here

And give me a sign?  
Hit me, baby, one more time

My loneliness  
Is killing me and I  
I must confess  
I still believe, still believe  
When I'm not with you I lose my mind  
Give me a sign  
Hit me, baby, one more time

I must confess  
That my loneliness  
Is killing me now  
Don't you know I still believe  
That you will be here  
And give me a sign?  
Hit me, baby, one more time

**5. The Weeknd, 'Can't Feel My Face', *Beauty Behind the Madness*, 2015. Written by Ali Payami, Savan Kotecha, Max Martin, Abel Tesfaye and Peter Svensson. Produced by Martin and Payami.**

And I know she'll be the death of me, at least we'll both be numb  
And she'll always get the best of me, the worst is yet to come  
But at least we'll both be beautiful and stay forever young  
This I know, (yeah) this I know

She told me, 'Don't worry about it.'  
She told me, 'Don't worry no more.'  
We both knew we can't go without it  
She told me, 'You'll never be alone.'

I can't feel my face when I'm with you  
But I love it, but I love it, oh  
I can't feel my face when I'm with you  
But I love it, but I love it, oh

And I know she'll be the death of me, at least we'll both be numb  
And she'll always get the best of me, the worst is yet to come  
All the misery was necessary when we're deep in love  
Yes, I know (yes, I know), girl, I know

She told me, 'Don't worry about it.'  
She told me, 'Don't worry no more.'  
We both knew we can't go without it  
She told me, 'You'll never be alone.'

I can't feel my face when I'm with you  
But I love it, but I love it, oh  
I can't feel my face when I'm with you  
But I love it, but I love it, oh

I can't feel my face when I'm with you  
But I love it, but I love it, oh  
I can't feel my face when I'm with you  
But I love it, but I love it, oh

She told me, 'Don't worry about it.'  
She told me, 'Don't worry no more.'  
We both know we can't go without it  
She told me, 'You'll never be alone.'  
Whoa

I can't feel my face when I'm with you  
But I love it, but I love it, oh  
I can't feel my face when I'm with you  
But I love it, but I love it, oh

I can't feel my face when I'm with you  
But I love it, but I love it, oh  
I can't feel my face when I'm with you  
But I love it, but I love it, oh

**6. Rihanna, 'Bitch Better Have My Money', 2015. Written by Jamille Pierre, Bibi Bourelly, Rihanna, Travis Scott, Kanye West and WondaGurl. Produced by Deputy with West, Scott and WondaGurl.**

Yayo, yayo  
Moo-la-lah  
Yayo

Bitch better have my money!  
Y'all should know me well enough  
Bitch better have my money!  
Please don't call me on my bluff  
Pay me what you owe me  
Ballin' bigger than LeBron  
Bitch, give me your money  
Who y'all think y'all frontin' on?  
Like brrap, brrap, brrap

Louis 13 and it's all on me, nigga you just bought a shot  
Kamikaze if you think that you gon' knock me off the top  
Shit, your wife in the backseat of my brand new foreign car



Don't act like you forgot, I call the shots, shots, shots  
Like blah, brrap, brrap  
Pay me what you owe me, don't act like you forgot

Bitch better have my money!  
Bitch better have my money!  
Pay me what you owe me  
Bitch better have my (bitch better have my)  
Bitch better have my (bitch better have my)  
Bitch better have my money!

Turn up to Rihanna while the whole club fuckin' wasted  
Every time I drop I am the only thing you're playin'  
In a drop top, doin' hundred, y'all in my rearview mirror racin'  
Where y'all at? Where y'all at? Where y'all at?  
Like brrap, brrap, brrap

Louis XIII and it's all on me, nigga you just bought a shot  
Kamikaze if you think that you gon' knock me off the top  
Shit, your wife in the backseat of my brand new foreign car  
Don't act like you forgot, I call the shots, shots, shots  
Like blah, brrap, brrap  
Pay me what you owe me, don't act like you forgot

Bitch better have my money!  
Bitch better have my money!  
Pay me what you owe me  
Bitch better have my (bitch better have my)  
Bitch better have my (bitch better have my)  
Bitch better have my money!

Bitch better have my money!  
Bitch better have my money!  
Pay me what you owe me  
Bitch better have my (bitch better have my)  
Bitch better have my (bitch better have my)  
Bitch better have my money!

Bitch better have my money!  
Bitch better have my money!  
Bitch, bitch, bitch better have my money!  
Yo, that bitch better have my money!  
Hold up  
My money!  
Yo, my money!  
That bitch better have my money!  
Bitch better have my money!

## 7. Novo Talos, 'Carry On', 2018. Instrumental track created by and for Spotify.

No lyrics.

## 8. Benoît Carré with Flow Machines (Sony CSL), 'Daddy's Car', 2017. Produced by Flow Machines.

Ahhhhhh ahhhhhh ahhhhhh

Ahhhhhh ahhhhhh ahhhhhh

Take me to the diamond sky (take me to the diamond sky)

Now I'm gonna figure out (Now I'm gonna figure out)

In daddy's car, it sounds so good

Like something new, it turns me on

Good day sunshine in the backseat car

I wish that road could never stop

Down on the ground

The rainbow led me to the sun

Please mother drive, and then play it again

The taxman unveiled tomorrow, never know

Now I see the other side

Take me to the diamond sky

Now I'm gonna figure out

Take me on a distant sky

Yks dnomaia a no em ekat (x2)

Every day I gotta work downtown

I'm drowning in, the traffic jam

Down on the ground

The taxi leads me to nowhere, man

Please mother drive me, play it again, in your car

There's nothing here, nothing there, and everywhere

Ahhhhhhh

Ahhhhhhh

Ahhhhhhh

Now I see the other side

Take me to the diamond sky (take me to the diamond sky)

Now I'm gonna figure out (Now I'm gonna figure out)

Take me on the distant sky (Take me to the diaaaaamond)

Sky-yyy-yyyyyykS  
(eht ot em ekaT) tnatsid a no em ekaT  
Tuo erugif annog m'l woN  
Tuo erugif annog m'l woN  
Yks dnomaideht ot em ekat  
Yks dnomaideht ot em ekat  
Eht ot em ekat  
Yks tnatsid a no em ekat  
Tuo erugif annog m'l woH  
Tuo erugif annog m'l woh...

## 9. Lil Miquela, 'Not Mine', 2017.

Not mine, you just wanna waste my time  
Can't let you get away on my dime  
I'm falling, I'm falling, I'm fine  
I'm fine, you know I'll be just alright  
I'm cool, I'm just out here living my life  
I'm too gone to fall for you  
Came too far to follow you  
You see that I can't be used  
Won't work now, so what's the use?  
Can't keep getting caught up in your issues  
Can't keep calling me with all your bad news  
Got my own problems trying to work through  
And I know what I'm worth so I don't need you  
Not mine, you just wanna waste my time  
Can't let you get away on my dime  
I'm falling, I'm falling, I'm fine  
I'm fine, you know I'll be just alright  
I'm cool, I'm just out here living my life  
Why you wanna waste my time  
I been on the grind, yeah  
Should've saw the signs  
Guess they tell me love is blind  
You should choose  
'Cause I'm really not the one you wanna lose  
So gassed up I'm in the club with my pack  
Always had my back when I don't know where you at  
Where you at?  
I can't be your side like that  
We ain't going out like that  
Not mine, you just wanna waste my time  
Can't let you get away on my dime  
I'm falling, I'm falling, I'm fine  
I'm fine, you know I'll be just alright  
I'm cool, I'm just out here living my life

**10. Katy Perry and Migos, 'Bon Appetit', *Witness*, 2017. Written by Katy Perry, Quavious Marshall, Kirsnick Ball, Kiari Cephus, Max Martin, Shellback, Oscar Holter and Ferras Alqaisi. Produced by Martin, Shellback and Holter.**

Ay, yeah  
Katy Perry, Migos, ay  
    'Cause I'm all that you want, boy  
All that you can have, boy  
Got me spread like a buffet  
Bon a, bon appétit, baby  
Appetite for seduction  
Fresh out the oven  
Melt in your mouth kind of lovin'  
Bon a, bon appétit, baby  
    Looks like you've been starving  
You've got those hungry eyes  
You could use some sugar  
'Cause your levels ain't right  
I'm a five-star Michelin  
A Kobe flown in  
You want what I'm cooking, boy  
    Let me take you  
Under candle light  
We can wine and dine  
A table for two  
And it's okay  
If you take your time  
Eat with your hands, fine  
I'm on the menu  
    'Cause I'm all that you want, boy  
All that you can have, boy  
Got me spread like a buffet  
Bon appétit, baby  
Appetite for seduction  
Fresh out the oven  
Melt in your mouth kind of lovin'  
Bon appétit, baby  
    So you want some more  
Well I'm open 24  
Wanna keep you satisfied  
Customer's always right  
Hope you've got some room  
For the world's best cherry pie  
Gonna hit that sweet tooth, boy  
    Let me take you  
Under candle light

We can wine and dine  
 A table for two (for two)  
 And it's okay  
 If you take your time  
 Eat with your hands, fine  
 I'm on the menu  
     'Cause I'm all that you want, boy  
 All that you can have, boy  
 Got me spread like a buffet  
 Bon a, bon appétit, baby (bon appétit)  
 Appetite for seduction  
 Fresh out the oven (fresh out the oven)  
 Melt in your mouth kind of lovin' (yeah)  
 Bon a, bon appétit, baby  
     'Cause I'm all that you want, boy  
 All that you can have, boy  
 Got me spread like a buffet  
 Bon a, bon appétit, baby (bon appétit)  
 Appetite for seduction  
 Fresh out the oven  
 Melt in your mouth kind of lovin'  
 Bon a, bon appétit, baby (Quavo)  
     Sweet potato pie (sweet)  
 It'll change your mind (change)  
 Got you running back for seconds (running)  
 Every single night (hey)  
     I'm the one they say can change your life (Takeoff)  
 No waterfall, she drippin' wet, you like my ice? (Blast)  
 Said she want a Migo night, I ask her, 'What's the price?' (Hold on)  
 If she do right, told her get whatever you like (Offset)  
     I grab her legs and now divide, aight  
 Make her do a donut when she ride, aight  
 Looking at the eyes of a dime, make you blind  
 In her spine and I'm on some diamonds change the climate  
     Sweet tooth (sweet), no tooth fairy (no)  
 Whipped cream (whip), no dairy (yeah)  
 She got her hot light on, screaming, 'I'm ready' (hot)  
 But no horses, no carriage  
     'Cause I'm all that you want, boy (all that you want)  
 All that you can have, boy  
 Got me spread like a buffet  
 Bon a, bon appétit, baby (eat it up, eat it up, eat it up)  
 Appetite for seduction  
 Fresh out the oven  
 Melt in your mouth kind of lovin'  
 Bon a, bon appétit, baby (bon appétit)  
     Under candle light

Bon appétit, baby

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### Alexander Provan

Alexander Provan is the Editor and Co-founder of *Triple Canopy* and a contributing editor of *Bidoun*. He is the recipient of a 2015 Creative Capital | Andy Warhol Foundation Arts Writers Grant and was a 2013–15 fellow at the Vera List Center for Art and Politics. Provan's writing has appeared in the *Nation*, *n+1*, *Art in America*, *Artforum*, *Frieze* and in several exhibition catalogues. His work as an individual and with *Triple Canopy* has recently been exhibited and presented at the 14th Istanbul Biennial; Whitney Biennial; Museum Tinguely (Basel); the 12th Bienal de Cuenca; the New Museum (New York); and Kunsthalle Wien (Vienna). His sound work *Measuring Device with Organs* was recently published by Triple Canopy as an LP.