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Mark J. Terrill / AP

"Gimme More" landed in the No. 1 position on Billboard's Hot Digital Songs chart.

Britney's 'Gimme More' a digital hit

Her new single has moved into the Top 10 on the U.S pop chart.

By Todd Martens, Los Angeles Times Staff Writer
October 4, 2007

Britney Spears bombed at the MTV Video Music Awards. Then her ex-husband, K-Fed, was ruled

the better parent. But on Tuesday, Spears had a reason to smile: her new single has moved into the Top 10 on the U.S pop chart, suggesting that perhaps the public has not yet tired of the singer -- at least when it comes to her music.

"Gimme More" landed in the No. 1 position on Billboard's Hot Digital Songs chart, having sold 179,000 downloads in its first week of release. That helped the song rocket up Billboard's Hot 100 this week, jumping 65 slots to land at No. 3 on the overall pop chart, which includes digital downloads, CD sales and radio airplay.

But Spears may not want to get too comfortable.

"Gimme More" may have knocked Soulja Boy's "Crank That (Soulja Boy)" from the No. 1 position on the digital chart -- but Soulja Boy's song is in its 12th week on the chart and it still managed to sell 172,000 downloads. (Just last week, that same single out-performed "Gimme More," moving 183,000 downloads.) Spears' single sales also pale in comparison to other powerhouse singles out this year. Sean Kingston's "Beautiful Girls," for instance, sold 260,000 downloads in its debut week, and Rihanna's "Umbrella" sold 277,000 copies, according to a Nielsen SoundScan spokesperson.

It's not uncommon, says Billboard's associate director of charts Silvio Pietroluongo, for a single to move into the Top 10 on its Hot 100 based on digital sales alone. "When a song is withheld from the digital space, and it's getting significant airplay, that does happen. We've seen a lot of songs jump into the Top 10 on digital alone."

Pietroluongo says that "Gimme More" is getting airplay primarily on Top-40 stations, where it's consistently been one of the top-15 performing songs. "Gimme More's" No. 3 post on the Hot 100 is her best showing on the Billboard chart since her breakthrough, ". . . Baby One More Time," hit No. 1 in January 1999. (Today, however, the Hot 100 factors in digital sales and streams from sites such as AOL and Yahoo.)

Although it may be short-lived, the lift brings some much-needed good news to Spears' career.

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After a heavily criticized performance of "Gimme More" at the MTV Video Music Awards on Sept. 9, Spears lost representation from her manager and lawyer. This week, a judge temporarily awarded custody of her two children to ex-husband Kevin Federline.

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