

4Music Names Rihanna The Most Influential Music Star In The UK

/EINPresswire.com/ The Barbadian beauty has been named Britain's most influential pop star by 4music.

[Rihanna](#) has been named "the most influential music star in the UK" by 4music. The Diamonds singer has seen off competition from Beyonce and Katy Perry to be named Britain's most influential pop star. Rihanna beat out Beyonce and Katie Perry and other celebrities such as Justin Bieber and teen sensation [One Direction](#).

The 4music list, similar to MTV's Hottest MC's List didn't include talent or quality of music and it was basically an analysis of the most famous pop artists' social media activity, airplay and press coverage. Beyonce fall in second place behind Rihanna. Boy band One Direction bagged third, Perry lands at number four, and Justin Bieber rounds out the top five.

4music's "Pop Power List" was based on stats compiled by Media Measurement that consider social media reach, critical recognition, airplay, endorsements and media coverage of the 50 most powerful pop stars. Last year winner was Adele who secured a place in the Top 10 this year. Despite winning one Brit Award and one Grammy, she couldn't retain the title of the most influential music star in the UK.

Rihanna topped several categories, with her huge commercial success, combining with a very strong engagement value. Dominance in the fan value standings lead to a substantial assets and RiRi easily tops the rankings for product endorsements – with multiple advert appearances, perfume ranges, clothing ranges, and as the ambassador for a drinks company. Rihanna also achieved strong success in both singles and album sales, with multiple singles and albums populating the UK Top10.

Taylor Swift rockets to 6th on The Pop Powerlist up from a lowly 65th last year. Huge media coverage centering around her brief romance with One Direction's Harry Styles, as well as other popular stories have meant she's received plenty of media attention in 2013.

4Music brings you closer to the hottest artists right now. If it's music news, latest playlists, video exclusives and great competitions you're after then head this way.

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