

**MONDAY**  
**MORNING**  
**INTEL**



**BUILD A BITCH**

**MMI**  
**PROFILE**  
**JOJO TURNBEAUGH**

**TOP 40** *EDITION*

AUGUST 2, 2021

# **MONDAY MORNING INTEL**

AUGUST 2, 2021

## ***TABLE OF CONTENTS***

***3 #1 SONGS THIS WEEK***

***4 POWERS***

***6 ACTION/RECURRENTS***

***7 HOTZONE/DEVELOPING***

***9 PRO-FILE***

***11 VIDEO STREAMING***

***12 TOP 40 CALLOUT***

***13 FUTURE TRACKS***

***14 INTELESCOPE***

***15 INTELEVISION***

***16 METHODOLOGY***

***17 THE BACK PAGE***

***MMI – A MODERN DAY MUSIC RESEARCH SYSTEM***

**MONDAY  
MORNING  
INTEL**

# #1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

8.2.21

**AIRPLAY**

**OLIVIA RODRIGO** "GOOD 4 U"

**RETENTION**

**THE WEEKND** "SAVE YOUR TEARS"

**CALLOUT**

**LIL NAS X** "MONTERO (CALL ME BY YOUR NAME)"

**AUDIO**

**THE KID LAROI & JUSTIN BIEBER** "STAY"

**VIDEO**

**DUNCAN LAURENCE** "ARCADE"

**SALES**

**BTS** "BUTTER"

**COMPOSITE**

**OLIVIA RODRIGO** "GOOD 4 U"

**MondayMorningIntel.com**



CLICK HERE to E-MAIL Monday Morning Intel with your thoughts, suggestions, or ideas.

**MONDAY  
MORNING  
INTEL**

Weighted Airplay, Retention Scores, Streaming Scores, and Sales Scores this week combined and equally weighted deviser Powers Rankers.

TWRK AIRPLAY	TWRK RETENTION	TWRK CALLOUT	TWRK AUDIO	TWRK VIDEO	TWRK SALES	TWCOMP RANK	ARTIST	TITLE	LABEL
1	6	3	2	3	8	1	OLIVIA RODRIGO	good 4 u	Geffen/Interscope
2	2	8	3	7	16	2	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA
3	5	1	11	4	21	3	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia
7	1	4	8	13	15	4	THE WEEKND	Save Your Tears	XO/Republic
12	x	14	1	10	7	5	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
4	4	2	10	20	18	6	OLIVIA RODRIGO	deja vu	Geffen/Interscope
5	x	16	4	21	5	7	ED SHEERAN	Bad Habits	Atlantic
6	3	24	22	12	1	8	BTS	Butter	Columbia
35	x	x	14	2	4	9	NORMANI	Wild Side f/Cardi B	Keep Cool/RCA
37	x	10	13	5	9	10	MANESKIN	Beggin	Arista
8	11	7	16	26	17	11	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
25	16	9	18	9	11	12	BRUNO MARS/A .PAAK/SILK SONIC	Leave The Door Open	Aftermath Ent./Atlantic
15	x	6	33	1	29	13	DUNCAN LAURENCE	Arcade	Capitol
20	x	25	7	17	19	14	POST MALONE	Motley Crew	Republic
16	x	21	15	23	22	15	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA
17	14	12	21	16	27	16	GIVEON	Heartbreak Anniversary	Not So Fast/Epic
14	17	22	20	30	6	17	NELLY & FLORIDA GEORGIA LINE	Lil Bit	BMLGR/RECORDS/Columbia
34	x	17	6	15	31	18	OLIVIA RODRIGO	traitor	Geffen/Interscope
13	10	23	24	36	10	19	MARSHMELLO F/JONAS BROTHERS	Leave Before You Love Me	Republic
44	x	x	12	14	14	20	MEGAN THEE STALLION	Thot Sh*t	300 Ent.
11	8	27	29	24	33	21	KALI UCHIS	Telepatia	Virgin EMI/Interscope
27	x	15	26	35	12	22	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA
10	7	26	32	40	20	23	REGARD	You f/Troye Sivan & Tate McRae	Min.Of Sound/Capitol-Epic
9	9	5	37	34	40	24	ARIANA GRANDE	pov	Republic
45	x	37	23	8	2	25	BTS	Permission To Dance	BigHit/Columbia
26	x	20	28	29	26	26	BILLIE EILISH	NDA	Darkroom/Interscope
23	20	11	31	6	37	27	BELLA POARCH	Build A Bitch	Warner
28	22	19	5	19	30	28	POLO G	Rapstar	Columbia
50	x	x	9	25	3	29	WALKER HAYES	Fancy Like	Monument
42	x	x	27	32	13	30	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
21	15	31	35	42	23	31	AJR	Way Less Sad	BMG-Hollywood
22	x	30	30	43	25	32	TAI VERDES	A-O-K	Arista
43	x	x	19	27	32	33	RODDY RICCH	Late At Night	Atlantic
18	x	36	36	39	24	34	DUA LIPA	Love Again	Warner
39	x	18	48	11	39	35	TESHER X JASON DERULO	Jalebi Baby	Capitol
19	12	32	39	44	38	36	TATE MCRAE X KHALID	working	RCA
40	x	13	38	22	46	37	TRINIDAD CARDONA	Dinero	Run-It-Up/Island/Republic
24	x	40	x	x	x	38	CAMILA CABELLO	Don't Go Yet	Syco/Epic
32	x	41	25	37	35	39	POP SMOKE	Demeanor f/Dua Lipa	Victor Victor/Republic
49	x	x	17	18	42	40	BAD BUNNY	Yonaguni	Rimas/The Orchard
48	x	x	34	28	28	41	CITY GIRLS	Twerkulator	QC/Motown/Capitol
41	x	28	40	33	43	42	ANNE-MARIE & NIAL HAN	Our Song	Capitol-Warner
33	19	29	45	41	44	43	DJ KHALED	I Did It f/Malone/Megan...	WTB/Rep-300-Cap-Int-Epic
38	18	38	46	46	36	44	COLDPLAY	Higher Power	Parlophone/Atlantic
30	x	39	41	45	45	45	MAROON 5	Lost	222/Interscope
31	13	33	49	49	48	46	ANITTA	Girl From Rio	Warner
46	x	x	43	38	34	47	DIRTY HEADS	Vacation f/Train (2021)	Better Noise
47	x	x	44	31	41	48	T-PAIN & KEHLANI	I Like Dat	Nappy Boy/EMPIRE
29	21	34	42	47	49	49	NF	Just Like You	NF Real/Virgin Music
36	x	35	47	48	47	50	NIC D	Fine Apple	Republic

# IMPACTING NOW!

Alessia Cara



IS IT TOO MUCH TO ASK FOR A SWEET DREAM? WE NEED A STEP BACK FROM MY FEELINGS  
I FEEL NOT SO GOOD WHEN I'M ASLEEPING, IT'S TOO MUCH TO ASK FOR A SWEET DREAM

SWEET DREAM

Songs that are out performing current airplay results and a worth a second look in terms of airplay acceleration.

TW RANK	TW RK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	37	10	27	MANESKIN	Beggin	Arista
2	35	9	26	NORMANI	Wild Side f/Cardi B	Keep Cool/RCA
3	44	20	24	MEGAN THEE STALLION	Thot Sh*t	300 Ent.
4	50	29	21	WALKER HAYES	Fancy Like	Monument
5	45	25	20	BTS	Permission To Dance	BigHit/Columbia
6	34	18	16	OLIVIA RODRIGO	traitor	Geffen/Interscope
7	25	12	13	BRUNO MARS/A .PAAK/SILK SONIC	Leave The Door Open	Aftermath Ent./Atlantic
8	42	30	12	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
9	43	33	10	RODDY RICCH	Late At Night	Atlantic
10	49	40	9	BAD BUNNY	Yonaguni	Rimas/The Orchard

Songs that have significantly dntreanded on the Powers charts are reclassified as Recurent and can remain there for up to two years, before being reclassified as Gold.

RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	DUA LIPA	Levitating	Interscope-Warner
2	SAWEETIE	Best Friend f/Doja Cat	Icy/RCA-Warner
3	THE KID LAROI	Without You with Miley Cyrus	Columbia
4	ARIANA GRANDE	positions	Republic
5	THE WEEKND	Blinking Lights	XO/Republic
6	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
7	ARIANA GRANDE	34+35	Republic
8	MACHINE GUN KELLY & BLACKBEAR	My Ex's Best Friend	Bad Boy/Interscope
9	POST MALONE	Circles	Republic
10	HARRY STYLES	Adore You	Columbia
11	HARRY STYLES	Watermelon Sugar	Columbia
12	CHRIS BROWN X YOUNG THUG	Go Crazy	Chris Brown/300 Ent.-RCA
13	BILLIE EILISH	Therefore I Am	Darkroom/Interscope
14	MASKED WOLF	Astronaut In The Ocean	Elektra/EMG
15	TATE MCRAE	You Broke Me First	RCA
16	AVA MAX	Kings & Queens	Atlantic
17	DUA LIPA	Break My Heart	Warner
18	MAROON 5 F/MEGAN THEE STALLION	Beautiful Mistakes	222/Interscope
19	RITT MOMNEY	Put Your Records On	Disruptor/Columbia
20	DUA LIPA	Don't Start Now	Warner
21	OLIVIA RODRIGO	drivers license	Geffen/Interscope
22	BLACKBEAR	Hot Girl Bummer	Beartrap/Alamo/Interscope
23	AJR	Bang!	BMG-Hollywood
24	LEWIS CAPALDI	Before You Go	Vertigo/Capitol
25	THE WEEKND	Heartless	XO/Republic
26	SURF MESA	ily (i love you baby) f/Emilee	Astralwerks/Capitol
27	SAINT JHN	Roses	Godd Complexx/HITCO
28	JAWSH 685 X JASON DERULO X BTS	Savage Love (Laxed-Siren Beat)	Columbia
29	DOJA CAT	Say So	Kemosabe/RCA
30	GABBY BARRETT	I Hope f/Charlie Puth	Warner/WAR

Songs that are performing higher than most with all of the heaviest increases in all MMI Components.

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
HOTZONE	POST MALONE	Motley Crew	Republic
HOTZONE	MAROON 5	Lost	222/Interscope
HOTZONE	BILLIE EILISH	NDA	Darkroom/Interscope
HOTZONE	OLIVIA RODRIGO	traitor	Geffen/Interscope
HOTZONE	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
HOTZONE	DUA LIPA	Love Again	Warner

New music that is increasing at a moderate rate in all MMI Components — Upward Trending Music.

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	TAI VERDES	A-O-K	Arista
DEVELOPING	NF	Just Like You	NF Real/Virgin Music
DEVELOPING	TONES AND I	Cloudy Day	Elektra/EMG
DEVELOPING	RODDY RICCH	Late At Night	Atlantic
DEVELOPING	NIC D	Fine Apple	Republic
DEVELOPING	BTS	Permission To Dance	BigHit/Columbia
DEVELOPING	REGARD	You f/Troye Sivan & Tate McRae	Min.Of Sound/Capitol-Epic
DEVELOPING	TATE MCRAE X KHALID	working	RCA
DEVELOPING	BELLA POARCH	Build A Bitch	Warner
DEVELOPING	POLO G	Rapstar	Columbia
DEVELOPING	TXT	Magic	Republic
DEVELOPING	TESHER X JASON DERULO	Jalebi Baby	Capitol
DEVELOPING	TRINIDAD CARDONA	Dinero	Run-It-Up/Island/Republic
DEVELOPING	ANNE-MARIE & NIALl HORAN	Our Song	Capitol-Warner
DEVELOPING	DUNCAN LAURENCE	Arcade	Capitol
DEVELOPING	AJR	Way Less Sad	BMG-Hollywood
DEVELOPING	KALI UCHIS	Telepatia	Virgin EMI/Interscope
DEVELOPING	MARSHMELLO F/JONAS BROTHERS	Leave Before You Love Me	Republic
DEVELOPING	NELLY & FLORIDA GEORGIA LINE	Lil Bit	BMLGR/RECORDS/Columbia
DEVELOPING	GIVEON	Heartbreak Anniversary	Not So Fast/Epic

A close-up portrait of Bella Poarch. She has long, dark hair and is looking directly at the camera with a slight smile. She is wearing a black leather top. A large, diagonal, teal-colored banner runs across the left side of the image, containing white and pink text. The background is a light-colored wall with a subtle geometric pattern.

BELLA POARCH

**JUMPS TO  
#11 BULLET  
MMI CALL-OUT**

**DEBUT'S  
MMI HOT ZONE**

**STREAMING  
(VIDEO)  
#6 MMI**

**BUILD A BITCH**



# JOJO TURNBEAUGH INTEL

## CURRENT POSITION:

REGION  
SENIOR VICE PRESIDENT  
OF PROGRAMING,  
ROCKIES REGION-DENVER,  
COLORADO SPRINGS,  
PUEBLO, FORT COLLINS  
AND CHEYENNE  
iHEART MEDIA

**There seems to be a trend towards streaming services adding personalities. This is evident particularly with Apple Radio. What does this mean for Terrestrial local morning shows...if anything?**

Local morning shows should be utilizing every platform that is available to them. Content is KING and listeners will seek it out and find it wherever they can. Podcasts have never been hotter and great personalities should use podcasting as an extension of their brand. Shows that do can really take advantage of yet another platform to get listeners and advertisers aware of their brand.

**You can invite anyone in the world to lunch....Monday Morning Intel is picking up the lunch tab (good luck collecting). Name the 4 people you'd invite and why. Where would you take them out to lunch?**

I am a cheap date and a huge fan of good authentic Mexican food, tacos are life. I am sort of a bookworm and would love to have a meal with one of my favorite authors like Lee Child or Vince Flynn, Michael Jordan because he is the GOAT. Throw in somebody to keep it loose and funny like Kevin Hart and maybe an artist with a guitar like George Strait, who would also bring that Codigo tequila.

**Who are the people that have influenced you most in your career?**

First and foremost would be my dad Roger Turnbeaugh. He passed in 1989 when I was 20 and is responsible for me being in this crazy business at age 11. I wish I could share with him how different things are today; he would freak out! Gregg Cassidy - who I followed all over the country when I was on the air - taught me how to be a great talent and how to coach talent. And lastly a PD that shall remain nameless where I had the worst experience of my career. He taught me a lot about how people should be treated, coached and motivated. Just do the opposite of everything that he did.

**What's the craziest promotional thing you've ever done that had a big return, or almost got you fired?**

Baseball went on strike in 1994 and my radio partner at the time Boomer Barbosa and I raised money for some little league ball fields to be built. That's the good part, the bad is we raised it through donations while we sat in every single seat at Kaufman Stadium in Kansas City. That is

37,903 squats in two and a half days on hot plastic seats in the middle of summer. I never knew how bad my hands could hurt from pushing myself up to the next seat. Will not do that again.

### **Do you showcase or break new artists?**

We honestly try as often as possible. My PD Scott Arbough from KBCO throughout the years has broke many artists at the AAA format. Nerf from KTCL has also broke a few at Alternative and on the country side we often try and get behind what we believe are the next big artist as we feature an hour everyday dedicated to what is new.

### **Greatest concert you've ever been to?**

That is a very hard question to answer. I got to see the Rolling Stones in the Bay area do an earthquake relief show, I saw Garth play Notre Dame and the iHeart Radio Music Festival in Vegas gives you all the feels. I have been very blessed to see so many great performances, hard to pick a favorite.

### **Words of wisdom you would give to your younger self 20 years ago...**

Time management is a real thing and it's important. Work smarter not harder.

**MONDAY**  
**MORNING**  
**INTEL**

***YOUR  
WEEKLY  
RESOURCE  
FOR  
MUSIC  
RESEARCH***

**MondayMorningIntel.com**



**CLICK HERE to E-MAIL Monday Morning Intel with your thoughts, suggestions, or ideas.**

Sources included Amazon, Apple, You Tube, Google Play, Napster, Pandora, and Slacker, combined to provide you a pinpoint look at the top streaming songs.

AV RANK	ARTIST	TITLE	LABEL/IMPRINT	LISTEN LINKS
1	DUNCAN LAURENCE	Arcade	Capitol	<a href="#">PLAY VIDEO ►</a>
2	NORMANI	Wild Side f/Cardi B	Keep Cool/RCA	<a href="#">PLAY VIDEO ►</a>
3	OLIVIA RODRIGO	good 4 u	Geffen/Interscope	<a href="#">PLAY VIDEO ►</a>
4	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia	<a href="#">PLAY VIDEO ►</a>
5	MANESKIN	Beggin	Arista	<a href="#">PLAY VIDEO ►</a>
6	BELLA POARCH	Build A Bitch	Warner	<a href="#">PLAY VIDEO ►</a>
7	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA	<a href="#">PLAY VIDEO ►</a>
8	BTS	Permission To Dance	BigHit/Columbia	<a href="#">PLAY VIDEO ►</a>
9	BRUNO MARS/A . PAAK/SILK SONIC	Leave The Door Open	Aftermath Ent./Atlantic	<a href="#">PLAY VIDEO ►</a>
10	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia	<a href="#">PLAY VIDEO ►</a>
11	TESHER X JASON DERULO	Jalebi Baby	Capitol	<a href="#">PLAY VIDEO ►</a>
12	BTS	Butter	Columbia	<a href="#">PLAY VIDEO ►</a>
13	THE WEEKND	Save Your Tears	XO/Republic	<a href="#">PLAY VIDEO ►</a>
14	MEGAN THEE STALLION	Thot Sh*t	300 Ent.	<a href="#">PLAY VIDEO ►</a>
15	OLIVIA RODRIGO	traitor	Geffen/Interscope	<a href="#">PLAY VIDEO ►</a>
16	GIVEON	Heartbreak Anniversary	Not So Fast/Epic	<a href="#">PLAY VIDEO ►</a>
17	POST MALONE	Motley Crew	Republic	<a href="#">PLAY VIDEO ►</a>
18	BAD BUNNY	Yonaguni	Rimas/The Orchard	<a href="#">PLAY VIDEO ►</a>
19	POLO G	Rapstar	Columbia	<a href="#">PLAY VIDEO ►</a>
20	OLIVIA RODRIGO	deja vu	Geffen/Interscope	<a href="#">PLAY VIDEO ►</a>
21	ED SHEERAN	Bad Habits	Atlantic	<a href="#">PLAY VIDEO ►</a>
22	TRINIDAD CARDONA	Dinero	Run-It-Up/Island/Republic	<a href="#">PLAY VIDEO ►</a>
23	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA	<a href="#">PLAY VIDEO ►</a>
24	KALI UCHIS	Telepatia	Virgin EMI/Interscope	<a href="#">PLAY VIDEO ►</a>
25	WALKER HAYES	Fancy Like	Monument	<a href="#">PLAY VIDEO ►</a>
26	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam	<a href="#">PLAY VIDEO ►</a>
27	RODDY RICCH	Late At Night	Atlantic	<a href="#">PLAY VIDEO ►</a>
28	CITY GIRLS	Twerkulator	QC/Motown/Capitol	<a href="#">PLAY VIDEO ►</a>
29	BILLIE EILISH	NDA	Darkroom/Interscope	<a href="#">PLAY VIDEO ►</a>
30	NELLY & FLORIDA GEORGIA LINE	Lil Bit	RECORDS/Columbia	<a href="#">PLAY VIDEO ►</a>
31	T-PAIN & KEHLANI	I Like Dat	Nappy Boy/EMPIRE	<a href="#">PLAY VIDEO ►</a>
32	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA	<a href="#">PLAY VIDEO ►</a>
33	ANNE-MARIE & NIAL HIRAN	Our Song	Capitol-Warner	<a href="#">PLAY VIDEO ►</a>
34	ARIANA GRANDE	pov	Republic	<a href="#">PLAY VIDEO ►</a>
35	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA	<a href="#">PLAY VIDEO ►</a>
36	MARSHMELLO F/JONAS BROTHERS	Leave Before You Love Me	Republic	<a href="#">PLAY VIDEO ►</a>
37	POP SMOKE	Demeanor f/Dua Lipa	Victor Victor/Republic	<a href="#">PLAY VIDEO ►</a>
38	DIRTY HEADS	Vacation	E7LG/Better Noise	<a href="#">PLAY VIDEO ►</a>
39	DUA LIPA	Love Again	Warner	<a href="#">PLAY VIDEO ►</a>
40	REGARD	You f/Troye Sivan & Tate McRae	Ministry Of Sound/Epic	<a href="#">PLAY VIDEO ►</a>
41	DJ KHALED	I Did It f/Malone/Megan...	WTB/RocNtn/Epic	<a href="#">PLAY VIDEO ►</a>
42	AJR	Way Less Sad	S-Curve-Hollywood	<a href="#">PLAY VIDEO ►</a>
43	TAI VERDES	A-O-K	Arista	<a href="#">PLAY VIDEO ►</a>
44	TATE MCRAE X KHALID	working	RCA	<a href="#">PLAY VIDEO ►</a>
45	MAROON 5	Lost	222/Interscope	<a href="#">PLAY VIDEO ►</a>
46	COLDPLAY	Higher Power	Parlophone/Atlantic	<a href="#">PLAY VIDEO ►</a>
47	NF	Just Like You	NF Real/Virgin Music	<a href="#">PLAY VIDEO ►</a>
48	NIC D	Fine Apple	Republic	<a href="#">PLAY VIDEO ►</a>
49	ANITTA	Girl From Rio	Warner	<a href="#">PLAY VIDEO ►</a>

Top 40 is tested every week for Popularity, Familiarity and Burn in myriad key demographics.  
Each of four regions test 200 individuals for a total Sample Size of 800 per format.

RANK	ARTIST	TITLE	NEAST	MIDWEST	SOUTH	WEST
1	LIL NAS X	Montero (Call Me By Your Name)	2	1	2	3
2	RODRIGO, OLIVIA	Deja Vu	4	2	1	1
3	RODRIGO, OLIVIA	good 4 u	1	5	3	4
4	SAWEETIE FEAT. DOJA CAT	Best Friend	3	6	5	2
5	MAROON 5 FEAT. MEGAN THEE STALLION	Beautiful Mistakes	6	3	6	9
6	THE WEEKND	Save Your Tears	8	4	10	7
7	GRANDE, ARIANA	POV	5	7	8	8
8	LAURENCE, DUNCAN	Arcade	9	8	9	10
9	BIEBER, JUSTIN FEAT. DANIEL CAESAR & GIVEON	Peaches	7	10	7	11
10	DOJA CAT FEAT. SZA	Kiss Me More	11	11	14	5
11	BRUNO MARS, ANDERSON .PAAK, SILK SONIC	Leave The Door Open	12	13	11	12
12	MANESKIN	Beggin'	18	30	4	6
13	POARCH, BELLA	Build A B*tch	14	9	15	13
14	GIVEON	Heartbreak Anniversary	15	12	12	15
15	TRINIDAD CARDONA	Dinero	10	17	19	14
16	THE KID LAROI & JUSTIN BIEBER	Stay	16	16	16	22
17	BROWN, KANE X BLACKBEAR	Memory	21	19	13	24
18	SHEERAN, ED	Bad Habits	19	14	24	21
19	RODRIGO, OLIVIA	Traitor	17	24	20	16
20	TESHER	Jalebi Baby	20	31	18	18
21	POLO G	Rapstar	22	23	17	19
22	EILISH, BILLIE	NDA	13	35	21	29
23	DOJA CAT FEAT. THE WEEKND	You Right	32	26	23	17
24	NELLY & FLORIDA GEORGIA LINE	Lil Bit	26	18	28	31
25	MARSHMELLO FEAT. JONAS BROTHERS	Leave Before You Love Me	23	20	29	26
26	BTS	Butter	24	32	22	25
27	POST MALONE	Motley Crew	35	15	32	33
28	REGARD, TROYE SIVAN & TATE MCRAE	You	28	22	26	30
29	UCHIS, KALI	Telepatia	29	40	25	20
30	ANNE-MARIE FEAT. NIALl HORAN	Our Song	33	21	27	36
31	BARRETT, NESSA FEAT. JXDN	La Di Die	36	25	33	23
32	DJ KHALED FEAT. POST MALONE, MEGAN THEE STALLION,	I Did It	25	28	31	32
33	TXT	Magic	27	39	30	34
34	VERDES, TAI	A-O-K	30	29	38	28
35	AJR	Way Less Sad	44	27	35	35
36	MCRAE, TATE X KHALID	Working	37	38	40	27
37	ANITTA	Girl From Rio	47	34	34	37
38	PINK	All I Know So Far	39	37	36	39
39	NF	Just Like You	38	33	37	44
40	NIC D FEAT. BRYCE VINE	Fine Apple	49	36	39	42
41	CHEAT CODES FEAT. TINASHE	Lean On Me	42	43	42	40
42	RITON X NIGHTCRAWLERS FEAT. MUFASA & HYPEMAN	Friday	34	41	45	43
43	LIPA, DUA	Love Again	48	42	41	41
44	BTS	Permission To Dance	31	45	47	38
45	COLDPLAY	Higher Power	41	44	44	45
46	MAROON 5	Lost	43	46	43	48
47	TONES AND I	Cloudy Day	50	47	46	47
48	CABELLO, CAMILA	Don't Go Yet	45	49	49	46
49	POP SMOKE FEAT. DUA LIPA	Demeanor	40	48	50	49
50	TWENTY I ONE I PILOTS	Saturday	46	50	48	50

Market Discovery: Songs showing significant consumer impact from Modern Media exposure but not yet charted Top 50 from radio airplay.

RANK	ARTIST	TITLE	LABEL
1	YOUNG THUG & GUNNA	Ski	YSL/300 Ent.
2	LEONY	Faded Love	Kontor
3	KRYSTALL POPPIN	One More Time f/Paula Deanda	Latium/LaMaquina/IMPERIAL
4	TOM GRENNAN	Little Bit Of Love	Insanity/Arista
5	WEEZER	All My Favorite Songs f/AJR	Crush Music/EMG
6	TROYBOI & DESTRUCTO	You're The One For Me	All My Friends
7	SIGALA	You For Me f/Rita Ora	Last Nite/Arista
8	POP SMOKE	Hello f/A Boogie wit da Hoodie	Victor Victor/Republic
9	NIKO MOON	Good Time	RCA Nashville
10	CLINTON KANE	Chicken Tendies	Columbia
11	LODATO	Neon Lights	Spinnin'
12	BIA	Whole Lotta Money	Epic
13	MAJOR LAZER	Titans f/Sia & Labrinth	Mad Decent
14	MACHINE GUN KELLY	Forget Me Too f/Halsey	BadBoy/Capitol-Interscope
15	LIVIN' JOY	Dreamer (2016)	Undiscovered Recordings
16	OLIVIA RODRIGO	brutal	Geffen/Interscope
17	DABABY	Suge	SCMG/Interscope
18	RODDY RICCH	High Fashion f/Mustard	Atlantic
19	TELYKAST	Nobody To Love f/Loren Gray	TELYKast
20	JESSE MCCARTNEY	Kiss The World Goodbye	Blue Suit
21	MARSHMELLO	Shockwave	Joytime Collective
22	MORRAY	Quicksand	Pick Six/Interscope
23	DESTINY ROGERS	West Like f/Kalan.FrFr*	Beach Wave Sound/RCA
24	CALVIN HARRIS	By Your Side f/Tom Grennan	Columbia
25	GUNNAR GEHL	She's In My Head	---
26	POST MALONE	Candy Paint	Republic
27	POST MALONE	Only Wanna Be With You	Republic
28	TONY JUNIOR & STEFF DA CAMPO	Live Your Life	Spinnin'
29	GRYFFIN	Best Is Yet To Come	Darkroom/Interscope
30	TAYLOR SWIFT	Love Story (Taylor's Version)	Republic
31	DRAKE	What's Next	OVO/Republic
32	JOEL CORRY, RAYE, DAVID GUETTA	Bed	Big Beat/EMG
33	FEENIXPAWL X A. MARKS X D.RYAN	All I Need	Total Smash
34	YUNG BLEU	You're Mines Still f/Drake	VM/OVO/Warner
35	DUA LIPA	Physical	Warner
36	YNIQ	Hello, Goodbye My Love	Independent
37	OLIVIA RODRIGO	happier	Geffen/Interscope
38	PS1	Life Goes On f/Alex Hosking	Three Six Zero
39	LUKAS GRAHAM	Share That Love	Warner
40	MUSTARD	Ballin' f/Roddy Ricch	10 Summers/Interscope
41	POP SMOKE	The Woo f/50 Cent/Roddy Ricch	Victor Victor/Republic
42	WILLIAM SINGE	Closer	Over Media
43	LIL TECCA	Never Left	Republic
44	TAYLER JADE	WYA	Jade
45	OLIVIA HOLT	Next	Hollywood
46	LANDIS & JESSICA CHERTOCK	Move Like This	Fresh Squeeze/Hexagon
47	CONKARAH	Banana f/Shaggy	S-Curve/BMG
48	CARDI B	WAP f/Megan Thee Stallion	KSR Group/Atlantic
49	TOMMEE PROFITT	In The End f/Fleurie	Virgin Music
50	JACK HARLOW	Already Best Friends f/C.Brown	Generation Now/Atlantic

# BELLA POARCH

## PLAYS ELLE'S SONG ASSOCIATION GAME

Elle Magazine's recurring on-line feature "Song Association" is an MMI favorite. It puts current and cool artists on the spot to play musical brain games at a fast pitch rate of speed. It's also a great way to glance at just who the artist really is. In this video clip, the 'one shot on a white background' is more fun than your typical Bella bio. Ms Poarch has blown up quickly and has delivered a cutting edge message driven smash. If you want to learn more about her (besides she was in the Navy and we have a crush on her) Click below:

SONG  
ASSOC  
IATION  
WITH BELLA PO.



Video



Check out these videos hand-picked by our staff!



### LIL NAS X, JACK HARLOW - "INDUSTRY BABY"

Well now! Looks like our hero is doing time in the slammer. Lil Nas X and his cell-block buddies have found themselves some awesome pink jumpsuits for their prison sleep-over! In this turn-key and handcuff video, we're showered with the bare facts and the inmates are waving more than their rights. Shot on site at an actual penal colony, here's "Industry Baby"! Click here:



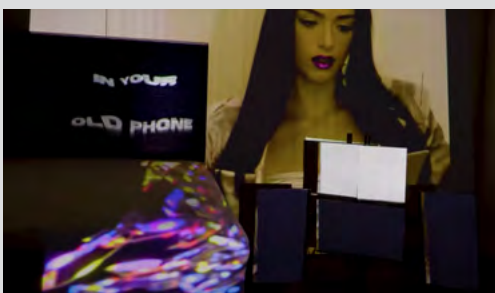
### CAMILA CABELLO - "DON'T GO YET"

**MMI etiquette update and smash alert:** Never leave the party early! And what a week for video's! Fifth Harmony escapee Camila Cabello totally takes on a Cuban flavored trippy trek to a dinner dance party deluxe. The colors and characters in this clip are so vivid that if you squint, you may find your alter ego. Click here



### LORDE - "STONED AT THE NAIL SALON" LIVE FROM LATE NIGHT W/ SETH MEYERS

Praise the Lorde and pass the pipe! MMI actually stayed up past our night-night time to catch her royal-ship perform on the TV thingy. The title alone draws you in on this atmospheric salute to pottery poetry and you'll feel it in your fingers and toes. Light up and click here:



### DIXIE FT. RUBI ROSE - "PSYCHO"

**MMI safety lesson for the week:** Do not under any circumstances, we repeat, do not lie about no ho's number in your phone, cheat, dance with any 'ol skank, or stay out when you 'sposed to be home, yo. Failure to follow these rules can cause serious damage to the head and neck area. For a visual tutorial of going "Psycho" click here:



### MANESKIN - "BEGGIN'"

Could this quirky hard driving track be the breakthrough Pop/Rock smash of the Summer? Maneskin has been hitting it hard for years rising through the streets of their native Italy from television to BIG ticket sales. And now the MMI data-flashers are popping with signs that "Beggin'" might be more than a plate of rock pasta. Click here:



## CHARTS/POWERS:

**1 AIRPLAY** is calculated by Trailing 14 Days of radio airplay on the Key Influencer radio stations – Top 157 radio stations by Average Quarter Hour. Charts are weighted using currently assigned points in Mediabase...100% point value for Morning Drive, 90% for Afternoon Drive, 80% for Mid-days, 70% for nights, 50% for Overnights.

**2 RETENTION** is calculated by listener Tune-In and Tune-Out using trailing 6 weeks, weighting the most recent week double, and the five weeks prior equally.

**3 NATIONAL CALLOUT** contemplates more than 1,000 respondents weekly in four regions geographically equivalent over the trailing 14 days of calls.

**4 STREAMING, AUDIO** contemplates trailing 14 days of all streaming. Songs with insufficient data are designated with an "x". These songs do not affect the Total Performance Score in any way.

**5 STREAMING, VIDEO** contemplates trailing 14 days of all streaming. Songs with insufficient data are designated with an "x". These songs do not affect the Total Performance Score in any way.

**6 SALES** is base on 14 days trailing results. Songs with insufficient data are designated as PENDING. Pending songs do not affect Total Performance Score in any way.

## HOT ZONE / DEVELOPING

All five components listed above are contemplated. Songs moving up and increasing significantly in TWO or more categories are designated in the Hot Zone. Other new releases are designated as Developing.

## RECURRENTS

Recurrents are a simple calculation of songs that have trended downward and no longer qualify for Current status. Trailing 14 days are contemplated, along with 6 weeks of Retention Data, and are computed on a 50/50 level of importance.

## ACTION

Songs that are testing either in Callout or in Retention significantly higher than current Airplay rank. These songs are considered UNDEREXPOSED and deserving generally of greater airplay.

## STREAMING AUDIO, VIDEO AND SALES

Streaming Audio and Video, and Sales, are based on trailing 14 days data. All major streaming services are used wherever possible, along with sales.

*NOTE: Hot AC Callout information is provided as stand-alone information. This data does not factor into the main chart rankings in any way.*

CALL US at  
818-699-6400  
or EMAIL  
[contact@mmi2020.com](mailto:contact@mmi2020.com)

# MONDAY MORNING INTEL

© AIRPLAY INTELLIGENCE, LLC, 2021,  
No part of the materials available through the  
MONDAY MORNING INTEL presentation  
may be copied, photocopied, reproduced,  
translated or reduced to any electronic  
medium or machine-readable form, in  
whole or in part, without prior written  
consent of AIRPLAY INTELLIGENCE, LLC.  
Any other reproduction in any form without  
permission of AIRPLAY INTELLIGENCE, LLC  
is prohibited. All materials contained on this  
presentation are protected by United States  
copyright law and may not be reproduced,  
distributed, transmitted, displayed, published or  
broadcast without the prior written permission of  
AIRPLAY INTELLIGENCE, LLC. 2021.

PRIVACY POLICY  
[Click Here](#)



**THANK YOU**  
from the entire staff:

## PUBLISHERS:

**ZEN CZAR**

Rich Meyer

## CHIEF WRANGLER

Steve Lehman

**MARKETING, PROMOTION**  
& Magic Fueled by Studio2Bee

## MASTERS OF THE SUN

Skip Bishop

Butch Waugh

Kylee Laynee Higgins

## RESEARCH TEAM

### PEOPLE WHO ACTUALLY DO THE WORK

Richard R. Deitemeyer

Kate Collins

Britney Whitney

Lindsey McDaniel

Brenda Manney

Todd Morris

## GRAPHIC DESIGN

EGO Design

## OPERATIONS

Kylee Laynee Higgins

## PAW POWER

### NOT IN MY BOWL

Heidi Dogg

Chloe Dogg

Harley Thor