

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

# Wyn Starks

**MMI**  
**PROFILE**  
**JON WATKINS**



**TOP 40** *EDITION*

SEPTEMBER 6, 2021

# Wyn Starks

Dancing My Way

IMPACTING NOW!

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One of The Most Exciting new Voices in Music Today



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# **MONDAY MORNING INTEL**

SEPTEMBER 6, 2021

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

**MONDAY  
MORNING  
INTEL**

# #1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

9.6.21

**AIRPLAY**

THE KID LAROI & JUSTIN BIEBER "STAY"

**RETENTION**

DOJA CAT FT. SZA "KISS ME MORE"

**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**

THE KID LAROI & JUSTIN BIEBER "STAY"

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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	10	3	1	2	4	1	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
2	8	4	4	6	7	2	OLIVIA RODRIGO	good 4 u	Geffen/Interscope
5	1	9	7	9	16	3	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA
4	5	10	6	17	3	4	ED SHEERAN	Bad Habits	Atlantic
6	7	1	9	4	26	5	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia
18	x	6	14	3	11	6	MANESKIN	Beggin	Arista
13	14	15	2	5	9	7	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
3	4	2	16	21	24	8	OLIVIA RODRIGO	deja vu	Geffen/Interscope
39	x	8	8	11	2	9	WALKER HAYES	Fancy Like	Monument/RCA
33	x	12	3	8	22	10	DOJA CAT	Need To Know	Kemosabe/RCA
8	6	16	18	22	21	11	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA
17	x	17	10	13	27	12	OLIVIA RODRIGO	traitor	Geffen/Interscope
7	15	7	33	1	29	13	DUNCAN LAURENCE	Arcade	Capitol
23	12	19	28	18	1	14	BTS	Butter	Columbia
14	x	37	13	19	5	15	LIZZO	Rumors f/Cardi B	Nice Life/Atlantic
9	11	x	27	33	10	16	MARSHMELLO F/JONAS BROTHERS	Leave Before You Love Me	Republic
12	13	11	22	16	35	17	GIVEON	Heartbreak Anniversary	Not So Fast/Epic
34	x	28	11	10	12	18	WIZKID	Essence f/Tems	Starboy/RCA
32	x	22	5	15	28	19	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope
11	9	23	34	35	8	20	DUA LIPA	Love Again	Warner
19	17	20	21	25	19	21	TAI VERDES	A-O-K	Arista
45	x	x	12	7	20	22	FARRUKO	Pepas	C. Fiber/Sony Music Latin
10	x	36	17	31	14	23	THE WEEKND	Take My Breath	XO/Republic
16	x	30	29	26	15	24	BRUNO MARS/A . PAAK/SILK SONIC	Skate	Aftermath Ent./Atlantic
20	x	31	23	27	17	25	SHAWN MENDES & TAINY	Summer Of Love	Island/Republic
21	2	18	35	39	32	26	REGARD	You f/Troye Sivan & Tate McRae	Min.Of Sound/Capitol-Epic
42	x	5	19	23	31	27	MEGAN THEE STALLION	Thot S**t	300 Ent.
15	3	39	31	34	23	28	CAMILA CABELLO	Don't Go Yet	Sycor/Epic
35	x	26	36	29	6	29	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope
22	20	13	25	36	18	30	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA
43	x	x	20	20	25	31	SKRILLEX/J BIEBER/D TOLIVER	Don't Go	Atlantic
25	16	24	30	24	38	32	KALI UCHIS	Telepatia	Virgin EMI/Interscope
30	19	29	24	14	30	33	NORMANI	Wild Side f/Cardi B	Keep Cool/RCA
41	x	25	26	32	13	34	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
50	x	x	15	12	34	35	DJ KHALED	Every Chance I Get f/LilBaby..	WTB/RN/Cap-Int-Epic
27	21	33	39	48	36	36	MAROON 5	Lost	222/Interscope
48	x	x	41	30	39	37	T-PAIN & KEHLANI	I Like Dat	Nappy Boy/EMPIRE
38	x	14	47	45	46	38	SEB	Seaside Demo	further./Mom+Pop
26	x	38	45	47	42	39	TWENTY ONE PILOTS	Saturday	Fueled By Ramen/EMG
46	x	x	38	43	33	40	SHOUSE	Love Tonight	Hell Beach/ONELOVE
44	x	x	44	37	37	41	DIRTY HEADS	Vacation f/Train (2021)	Better Noise
31	x	40	49	28	44	42	BLACK EYED PEAS	HIT IT f/Saweetie & Lele Pons	Epic
24	18	34	46	49	45	43	BAZZI	I Like That	Atlantic
36	x	35	37	44	47	44	CONAN GRAY	People Watching	Republic
49	x	x	32	41	41	45	BLACKBEAR	@ my worst	Alamo/Columbia
40	x	27	43	38	48	46	MADISON BEER	Reckless	Epic
47	x	x	40	40	40	47	POP SMOKE	Woo Baby f/Chris Brown	VV/RCA-Republic
28	x	21	48	46	49	48	DIXIE	Psycho f/Rubi Rose	HITCO
29	x	32	50	x	x	49	HALSEY	I am not a woman, I'm a god	Capitol
37	x	41	42	42	43	50	POP SMOKE	Demeanor f/Dua Lipa	Victor Victor/Republic

*I Hope U'r  
Miserable  
Until U'r Dead*

**Nessa Barrett**  
**IMPACTING SEPT 13!**





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	39	9	30	WALKER HAYES	Fancy Like	Monument/RCA
2	45	22	23	FARRUKO	Pepas	C. Fiber/Sony Music Latin
3	33	10	23	DOJA CAT	Need To Know	Kemosabe/RCA
4	34	18	16	WIZKID	Essence f/Tems	Starboy/RCA
5	42	27	15	MEGAN THEE STALLION	Thot S**t	300 Ent.
6	50	35	15	DJ KHALED	Every Chance I Get f/LilBaby..	WTB/RN/Cap-Int-Epic
7	32	19	13	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope
8	18	6	12	MANESKIN	Beggin	Arista
9	43	31	12	SKRILLEX/J BIEBER/D TOLIVER	Don't Go	Atlantic
10	48	37	11	T-PAIN & KEHLANI	I Like Dat	Nappy Boy/EMPIRE

Songs that have significantly downtreanded 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	THE WEEKND	Save Your Tears	XO/Republic
3	ARIANA GRANDE	positions	Republic
4	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
5	ARIANA GRANDE	pov	Republic
6	THE KID LAROI	Without You with Miley Cyrus	Columbia
7	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
8	ARIANA GRANDE	34+35	Republic
9	THE WEEKND	Blinding Lights	XO/Republic
10	HARRY STYLES	Adore You	Columbia
11	MACHINE GUN KELLY & BLACKBEAR	My Ex's Best Friend	Bad Boy/Interscope
12	HARRY STYLES	Watermelon Sugar	Columbia
13	POST MALONE	Circles	Republic
14	SAWEETIE	Best Friend f/Doja Cat	Icy/RCA-Warner
15	CHRIS BROWN X YOUNG THUG	Go Crazy	Chris Brown/300 Ent.-RCA
16	BILLIE EILISH	Therefore I Am	Darkroom/Interscope
17	DUA LIPA	Don't Start Now	Warner
18	DUA LIPA	Break My Heart	Warner
19	TATE MCRAE	You Broke Me First	RCA
20	AVA MAX	Kings & Queens	Atlantic
21	RITT MOMNEY	Put Your Records On	Disruptor/Columbia
22	MAROON 5 F/MEGAN THEE STALLION	Beautiful Mistakes	222/Interscope
23	BLACKBEAR	Hot Girl Bummer	Beartrap/Alamo/Interscope
24	AJR	Bang!	BMG-Hollywood
25	BRUNO MARS/A .PAAK/SILK SONIC	Leave The Door Open	Aftermath Ent./Atlantic
26	OLIVIA RODRIGO	drivers license	Geffen/Interscope
27	BTS	Dynamite	Columbia
28	MASKED WOLF	Astronaut In The Ocean	Elektra/EMG
29	LEWIS CAPALDI	Before You Go	Vertigo/Capitol
30	NELLY & FLORIDA GEORGIA LINE	Lil Bit	BMLGR/RECORDS/Columbia

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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	JACKSON WANG & INTERNET MONEY	Drive You Home	88rising
HOTZONE	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope
HOTZONE	WIZKID	Essence f/Tems	Starboy/RCA
HOTZONE	DOJA CAT	Need To Know	Kemosabe/RCA
HOTZONE	WALKER HAYES	Fancy Like	Monument/RCA
HOTZONE	LIZZO	Rumors f/Cardi B	Nice Life/Atlantic
HOTZONE	OLIVIA RODRIGO	traitor	Geffen/Interscope
HOTZONE	MANESKIN	Beggin	Arista
HOTZONE	BLACK EYED PEAS	HIT IT f/Saweetie & Lele Pons	Epic
HOTZONE	TWENTY ONE PILOTS	Saturday	Fueled By Ramen/EMG
HOTZONE	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
DEVELOPING	DIXIE	Psycho f/Rubi Rose	HITCO
DEVELOPING	DUA LIPA	Love Again	Warner
DEVELOPING	BRUNO MARS/A .PAAK/SILK SONIC	Skate	Aftermath Ent./Atlantic
DEVELOPING	KHALID	New Normal	Right Hand Music Grp/RCA
DEVELOPING	MEGAN THEE STALLION	Thot S**t	300 Ent.
DEVELOPING	CAMILA CABELLO	Don't Go Yet	Syco/Epic
DEVELOPING	BAZZI	I Like That	Atlantic
DEVELOPING	SWEDISH HOUSE MAFIA	Lifetime f/Ty Dolla \$ign/070..	Republic
DEVELOPING	CONAN GRAY	People Watching	Republic
DEVELOPING	MADISON BEER	Reckless	Epic
DEVELOPING	GIVEON	Heartbreak Anniversary	Not So Fast/Epic
DEVELOPING	TAI VERDES	A-O-K	Arista
DEVELOPING	MASKED WOLF	Say So	Elektra/EMG
DEVELOPING	SEB	Seaside Demo	further./Mom+Pop
DEVELOPING	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
DEVELOPING	MAROON 5	Lost	222/Interscope
DEVELOPING	NORMANI	Wild Side f/Cardi B	Keep Cool/RCA
DEVELOPING	ALESSIA CARA	Sweet Dream	Def Jam



**TESTING, TESTING.**

**FOLLOWING HER**  
**4 Number Ones**  
**DUA LIPA IS DOING IT Again.**

*Love Again*

**I Love Again**



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	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia	<a href="#">PLAY VIDEO ▶</a>
3	MANESKIN	Beggin	Arista	<a href="#">PLAY VIDEO ▶</a>
4	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia	<a href="#">PLAY VIDEO ▶</a>
5	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia	<a href="#">PLAY VIDEO ▶</a>
6	OLIVIA RODRIGO	good 4 u	Geffen/Interscope	<a href="#">PLAY VIDEO ▶</a>
7	FARRUKO	Pepas	C. Fiber/Sony Music Latin	<a href="#">PLAY VIDEO ▶</a>
8	DOJA CAT	Need To Know	Kemosabe/RCA	<a href="#">PLAY VIDEO ▶</a>
9	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA	<a href="#">PLAY VIDEO ▶</a>
10	WIZKID	Essence f/Tems	Starboy/RCA	<a href="#">PLAY VIDEO ▶</a>
11	WALKER HAYES	Fancy Like	Monument	<a href="#">PLAY VIDEO ▶</a>
12	DJ KHALED	Every Chance I Get f/LilBaby..	WTB/RN/Cap-Int-Epic	<a href="#">PLAY VIDEO ▶</a>
13	OLIVIA RODRIGO	traitor	Geffen/Interscope	<a href="#">PLAY VIDEO ▶</a>
14	NORMANI	Wild Side f/Cardi B	Keep Cool/RCA	<a href="#">PLAY VIDEO ▶</a>
15	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope	<a href="#">PLAY VIDEO ▶</a>
16	GIVEON	Heartbreak Anniversary	Not So Fast/Epic	<a href="#">PLAY VIDEO ▶</a>
17	ED SHEERAN	Bad Habits	Atlantic	<a href="#">PLAY VIDEO ▶</a>
18	BTS	Butter	Columbia	<a href="#">PLAY VIDEO ▶</a>
19	LIZZO	Rumors f/Cardi B	Nice Life/Atlantic	<a href="#">PLAY VIDEO ▶</a>
20	SKRILLEX/J BIEBER/D TOLIVER	Don't Go	Atlantic	<a href="#">PLAY VIDEO ▶</a>
21	OLIVIA RODRIGO	deja vu	Geffen/Interscope	<a href="#">PLAY VIDEO ▶</a>
22	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA	<a href="#">PLAY VIDEO ▶</a>
23	MEGAN THEE STALLION	Thot Sh*t	300 Ent.	<a href="#">PLAY VIDEO ▶</a>
24	KALI UCHIS	Telepatia	Virgin EMI/Interscope	<a href="#">PLAY VIDEO ▶</a>
25	TAI VERDES	A-O-K	Arista	<a href="#">PLAY VIDEO ▶</a>
26	BRUNO MARS/A .PAAK/SILK SONIC	Skate	Aftermath Ent./Atlantic	<a href="#">PLAY VIDEO ▶</a>
27	SHAWN MENDES & TAINY	Summer Of Love	Island/Republic	<a href="#">PLAY VIDEO ▶</a>
28	BLACK EYED PEAS	HIT IT f/Saweetie & Lele Pons	Epic	<a href="#">PLAY VIDEO ▶</a>
29	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope	<a href="#">PLAY VIDEO ▶</a>
30	T-PAIN & KEHLANI	I Like Dat	Nappy Boy/EMPIRE	<a href="#">PLAY VIDEO ▶</a>
31	THE WEEKND	Take My Breath	XO/Republic	<a href="#">PLAY VIDEO ▶</a>
32	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA	<a href="#">PLAY VIDEO ▶</a>
33	MARSHMELLO F/JONAS BROTHERS	Leave Before You Love Me	Republic	<a href="#">PLAY VIDEO ▶</a>
34	CAMILA CABELLO	Don't Go Yet	Syco/Epic	<a href="#">PLAY VIDEO ▶</a>
35	DUA LIPA	Love Again	Warner	<a href="#">PLAY VIDEO ▶</a>
36	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA	<a href="#">PLAY VIDEO ▶</a>
37	DIRTY HEADS	Vacation	E7LG/Better Noise	<a href="#">PLAY VIDEO ▶</a>
38	MADISON BEER	Reckless	Epic	<a href="#">PLAY VIDEO ▶</a>
39	REGARD	You f/Troye Sivan & Tate McRae	Ministry Of Sound/Epic	<a href="#">PLAY VIDEO ▶</a>
40	POP SMOKE	Woo Baby f/Chris Brown	VV/RCA-Republic	<a href="#">PLAY VIDEO ▶</a>
41	BLACKBEAR	@ my worst	Alamo/Columbia	<a href="#">PLAY VIDEO ▶</a>
42	POP SMOKE	Demeanor f/Dua Lipa	Victor Victor/Republic	<a href="#">PLAY VIDEO ▶</a>
43	SHOUSE	Love Tonight	Hell Beach/ONELOVE	<a href="#">PLAY VIDEO ▶</a>
44	CONAN GRAY	People Watching	Republic	<a href="#">PLAY VIDEO ▶</a>
45	SEB	Seaside Demo	further./Mom+Pop	<a href="#">PLAY VIDEO ▶</a>
46	DIXIE	Psycho f/Rubi Rose	HITCO	<a href="#">PLAY VIDEO ▶</a>
47	TWENTY ONE PILOTS	Saturday	Fueled By Ramen/EMG	<a href="#">PLAY VIDEO ▶</a>
48	MAROON 5	Lost	222/Interscope	<a href="#">PLAY VIDEO ▶</a>
49	BAZZI	I Like That	Atlantic	<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	N.EAST	MIDWEST	SOUTH	WEST
1	LIL NAS X	Montero (Call Me By Your Name)	2	1	2	3
2	RODRIGO, OLIVIA	Deja Vu	1	2	4	2
3	THE KID LAROI & JUSTIN BIEBER	Stay	3	4	1	1
4	RODRIGO, OLIVIA	good 4 u	4	3	5	4
5	MEGAN THEE STALLION	Thot Sh*t	5	9	3	7
6	MANESKIN	Beggin'	9	6	7	5
7	LAURENCE, DUNCAN	Arcade	7	12	8	6
8	HAYES, WALKER	Fancy Like	11	5	9	8
9	DOJA CAT FEAT. SZA	Kiss Me More	6	11	12	9
10	SHEERAN, ED	Bad Habits	8	7	13	11
11	GIVEON	Heartbreak Anniversary	13	16	6	10
12	DOJA CAT	Need To Know	12	15	10	13
13	BROWN, KANE X BLACKBEAR	Memory	10	8	16	15
14	SEB	Seaside Demo	15	10	15	12
15	LIL NAS X	Industry Baby	16	13	14	22
16	DOJA CAT FEAT. THE WEEKND	You Right	14	14	17	16
17	RODRIGO, OLIVIA	Traitor	21	20	11	17
18	REGARD, TROYE SIVAN & TATE MCRAE	You	25	21	19	19
19	MARSHMELLO FEAT. JONAS BROTHERS	Leave Before You Love Me	24	18	28	14
20	BTS	Butter	18	19	22	24
21	VERDES, TAI	A-O-K	28	17	18	18
22	POST MALONE	Motley Crew	23	24	21	20
23	EILISH, BILLIE	NDA	31	26	20	23
24	DIXIE FEAT. RUBI ROSE	Psycho	19	23	23	27
25	CARA, ALESSIA	Sweet Dream	17	31	24	21
26	EILISH, BILLIE	Happier Than Ever	22	27	26	28
27	KHALID	New Normal	36	25	25	26
28	LIPA, DUA	Love Again	20	28	31	31
29	UCHIS, KALI	Telepatia	26	34	29	25
30	KING, ELLE & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go Home)	34	22	30	35
31	JOHN, ELTON FEAT. DUA LIPA	Cold Heart (PNAU Remix)	29	29	34	36
32	BEER, MADISON	Reckless	33	30	32	33
33	WIZKID	Essence	35	32	27	41
34	NORMANI FEAT. CARDI B	Wild Side	27	43	33	30
35	BRUNO MARS, ANDERSON .PAAK, SILK SONIC	Skate	39	38	35	29
36	MENDES, SHAWN & TAINY	Summer Of Love	32	33	40	43
37	HALSEY	I am not a woman, I'm a god	42	37	36	34
38	MAROON 5	Lost	38	41	37	37
39	MASKED WOLF	Say So	40	35	44	32
40	BAZZI	I Like That	37	40	43	38
41	GRAY, CONAN	People Watching	46	36	41	39
42	THE WEEKND	Take My Breath	44	44	38	40
43	WANG, JACKSON X INTERNET MONEY	Drive You Home	30	42	42	49
44	LIZZO FEAT. CARDI B	Rumors	47	39	39	46
45	TWENTY ONE I PILOTS	Saturday	48	46	45	45
46	CABELLO, CAMILA	Don't Go Yet	43	47	46	48
47	BLACK EYED PEAS FEAT. SAWEETIE & LELE PONS	Hit It	45	48	47	42
48	POP SMOKE FEAT. DUA LIPA	Demeanor	41	45	48	50
49	SWEDISH HOUSE MAFIA FEAT. TY DOLLA \$IGN & 070 SHAK	Lifetime	49	50	49	44
50	TONES AND I	Cloudy Day	50	49	50	47

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	SUPER-HI, NEEKA	Following The Sun	Blended/further.
2	NELLY, BRELAND & BLANCO BROWN	High Horse	RECORDS/Columbia
3	TRINIDAD CARDONA	Dinero	Run-It-Up/Island/Republic
4	MONEYBAGG YO	Wockesha	CMG/NLess/Interscope
5	MACHINE GUN KELLY	Forget Me Too f/Halsey	BadBoy/Capitol-Interscope
6	ATB X TOPIC X A7S	Your Love (9PM)	Astralwerks/Capitol
7	BTS	Permission To Dance	BigHit/Columbia
8	RODDY RICCH	High Fashion f/Mustard	Atlantic
9	LEONY	Faded Love	Kontor
10	CLINTON KANE	I Guess I'm In Love	Columbia
11	OLIVIA RODRIGO	happier	Geffen/Interscope
12	GIRL IN RED	Serotonin	Marie Ulven/AWAL
13	GIGI VEGA	Down Crazy	Breakout Music
14	FOR KING & COUNTRY	Amen	Curb Word
15	POST MALONE	Candy Paint	Republic
16	DRAKE	What's Next	OVO/Republic
17	MIGOS	Straightenin	QC/Motown/Capitol
18	WYN STARKS	Dancing My Way	Sidewalk/Curb
19	SAINT NOMAD	Stay	Sidewalk/Curb
20	TOMMEE PROFITT	In The End f/Fleurie	Virgin Music
21	TONY JUNIOR & STEFF DA CAMPO	Live Your Life	Spinnin'
22	DABABY	Suge	SCMG/Interscope
23	MUSTARD	Ballin' f/Roddy Ricch	10 Summers/Interscope
24	ACRAZE	Do It To It f/Cherish	Virgin Music
25	TAYLOR SWIFT	Love Story (Taylor's Version)	Republic
26	AFROJACK & DAVID GUETTA	Hero	Wall/Spinnin'
27	SLEEPY HALLOW	2055	Winners Circle/RCA
28	POST MALONE	Enemies f/DaBaby	Republic
29	YUNG BLEU	You're Mines Still f/Drake	VM/OVO/Warner
30	DANTE KLEIN, RAVEN & KREYN	Escape	Spinnin'
31	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
32	88RISING, RICH BRIAN & NIKI	California f/Warren Hue	88rising/12Tone
33	DAN + SHAY	Glad You Exist	Warner/WAR
34	AREA21	La La La	Hollywood
35	DUA LIPA	Physical	Warner
36	MISS VICKY	Play Too Much f/Derek King	TTGE Ent. Inc
37	SENSAROUND	Where Are You Tonight	Track Entertainment
38	POP SMOKE	AP	Victor Victor/Republic
39	CALVIN HARRIS	By Your Side f/Tom Grennan	Columbia
40	DREAM & ALEC BENJAMIN	Change My Clothes	Dream Music/EMG
41	POP SMOKE	Dior	Victor Victor/Republic
42	LUKAS GRAHAM	Share That Love	Warner
43	PS1	Life Goes On f/Alex Hosking	Three Six Zero
44	JOEL CORRY, RAYE, DAVID GUETTA	Bed	Big Beat/EMG
45	JACK HARLOW	SUVs f/Pooh Shiesty	Generation Now/Atlantic
46	HARIZ	Remind Me	Prosperous Enterprises
47	D. GUETTA/MISTAJAM/J. NEWMAN	If You Really Love Me (How...)	Warner
48	RAUW ALEJANDRO	Todo De Ti	Duars/Sony Music Latin
49	MAX STYLER	Fool's Paradise	Spinnin'
50	KATY PERRY	Smile	Capitol





# JON WATKINS INTEL

## CURRENT POSITION:

PROGRAM DIRECTOR/  
MORNING HOST  
KUDD

**You started off as a phone screener for KZLA - Los Angeles and had to bug the PD, RJ Curtis, before until he finally gave you a job. How long did it take you and did you use any covert strategies to finally get hired?**

Anything but covert. I was constantly in his face, the morning show's face...really anyone who I thought could hire me. I would offer to do anything to be seen and have people in the building get to know my name. I was driving 40 plus miles each way from Long Beach to Burbank to intern for the morning show. That was a 3am wake up- while in college! I wanted to be involved. To the credit of RJ, Peter Tilden, Buzz and Producer Michael, they were receptive to giving me responsibility. It's important for us to continue to find interns/new hires with passion and stoke it.

**If the radio had never been invented, and you had followed your "next up" passion, what would your career path be?**

I went to school to be a film director. So film was definitely a passion of mine. Looking back, I would have been a terrible film director! In fact, my old projects from school prove this.

**You're interviewing two candidates for a PD gig. Both are equally qualified and check many boxes. Candidate one has amazing ears and a track record for hearing big hits, but numbers and data make them dizzy. Candidate two is a research scientist and a tremendous data interpreter but couldn't hear a train wreck. Who gets the job?**

I do believe that reading research is good but there is still an art to programming music. I'm taking the candidate with gut!

**What super-hero would you like to become for one week, and what would you do with the superpowers?**

Ant-man. Not because of the super hero, just because I want to know what it's like to be Paul Rudd.

**Technology is changing. The music discovery process has greatly changed and the job description has continued to morph. How will a Program Director's position be different in 5 years?**

If we do not acknowledge that music is being consumed in a different way, then we will program ourselves right out of jobs. PDs need to be aware of how music is being found and what that means to their station. My kids find music from Tik-Tok. My brother-in-law, who's mid 30s finds everything from YouTube. What can radio do to compete with this? Also, what is the station bringing to the table that listeners can't get from Spotify? I saw a meme that said:

Radio: We're giving away haunted house tickets 4 times a day!

YouTube Star: We're giving away ten cars right now!

How do we get back to being the thing that people talk about?

**If you could put wings on any species of animal, what animal would you choose and how would you train them?**

Pigs. I assume some sort of pulley system.

**If you could go back in time at any point in your younger years to give yourself advice, when and what advice would you give?**

To relax and enjoy it more. I was always so worried about "what was next". I am finally just enjoying each day as a PD working in radio. We're lucky to be in an industry that we're passionate about. My wife stares at Excel sheets every day. I get to listen to the new Shawn Mendes track. I'm grateful for that.

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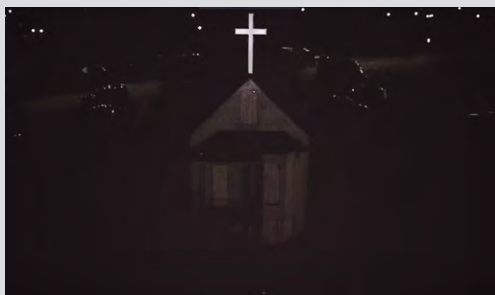
# KANYE WEST LEVITATES



Dua Lipa is not the only artist "Levitating" as Kanye 'Never2BOutDone' West floated himself right on out of the stadium at his 2nd release event for his new and 10th album "Donda". The stunt was preceded by stories of The K-Man taking over residency in Atlanta's Mercedes Benz Center where he worked to finish the production of the much delayed LP. The Donda Collection is heavy in the God and Here-after lanes and is swear word free... as his Mother would have wanted it. With the help of Entertainment Tonight, here's a front row seat of his dramatic exit. Click below:



Check out these videos hand-picked by our staff!



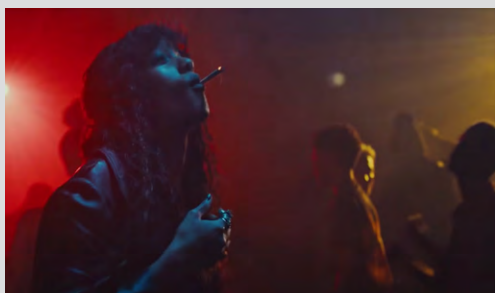
### KANYE WEST - "COME TO LIFE"

As mentioned above, Kanye's loooooonnnngggg delayed 10th album has landed and is a spiritual mash-up of tributes to his recently passed Mom (hence the name "Donda") and meandering study of life, death, God and the afterlife. Bizarre? A little. But say what you will, West is always creative and interesting. The first clip from the collection says it all. Put on your Sunday best and click here:



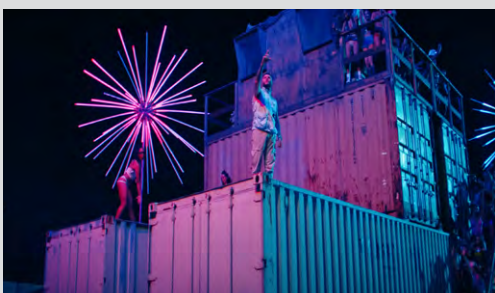
### HALSEY - "I AM NOT A WOMAN, I'M A GOD"

Halsey's back and hear her roar! And she has some identity clarity to convey. This mega Gothic grandiose clip redefines a spa day deluxe and has more metaphorical references than a Fellini film. Get ready to worship and click here:



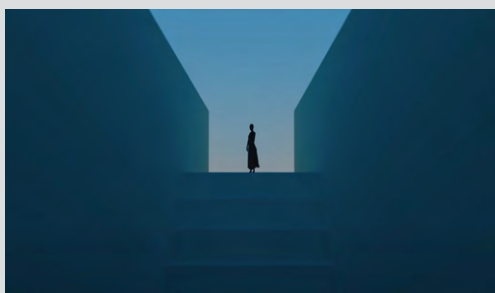
### WILLOW FT. TRAVIS BARKER - "TRANSPARENTSOUL"

**MMI Kinda Terrifying Video Alert:** Lil Willow ain't so Lil sweet hair-whipping Willow much anymore. She's all grown up, dropped the "Smith" and stands on her own talented feet. This Sci-Fi late night clip has her hanging out where Pappa Will probably wouldn't want her to be and features a bad-ass night out with no parents allowed, drinking, smoking and some head thrashing ladies room experiences. Beware..click here:



### FARRUKO - "PEPAS"

The MMI detection pings are lighting up the sonar like the fireworks in this all day/all night party video. Farruko is more than kinda a big deal in his native Puerto Rico and now the all-Spanish track is firing up the global charts including the "Pepas" friendly US of A. Click here:



### KYGO FT. ZOE WEES - "LOVE ME NOW"

Our Norwegian DJ buddy KYGO is a one of a kind artist who finds success where ever he spins. KYGO has reached 2 billion streams (yes, with a B) on Spotify alone and has garnered international success that spans the globe like the morning sun. We caught this one while punching up SiriusXM's channel Venus and it led us to this oh-so-artsy video clip of "Love Me Now" featuring Germany's it girl vocalist Zoe Wees. 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.*

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