# FILL THEM BOOTS CHRIS LANE

# MONDAY Morning Intel

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# FOR IMMEDIATE AIRPLAY III

Country Sdition

NASHVILLE APPROVED

APRIL 26, 2021



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# MONDAY MORNING

APRIL 26, 2021 INTEL TABLE OF

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MINI – A MODERN DAY MUSIC RESEARCH SYSTEM



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# MMI-POWERS

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

TW RK AIRPLAY	TW RK Retention	TW RK Callout	TW RK Audio	TW RK Video	TW RK SALES	TW COMP Rank	ARTIST	TITLE	LABEL
1	9	15	1	3	1	1	GABBY BARRETT	The Good Ones	Warner/WAR
12	X	16	3	1	3	2	LUKE COMBS	Forever After All	River House/Columbia Nash
2	3	5	4	23	9	3	JAKE OWEN	Made For You	Big Loud
6	14	1	18	6	15	4	BRETT YOUNG	Lady	BMLG
4	16	9	11	8	13	5	SAM HUNT	Breaking Up Was Easy In The	MCA Nashville
9	4	3	5	30	21	6	FLORIDA GEORGIA LINE	Long Live	BMLG
34	X	4	16	4	4	7	LUKE BRYAN	Waves	Capitol Nashville
5	8	30	6	13	10	8	ERIC CHURCH	Hell Of A View	EMI Nashville
17	6	41	2	2	5	9	CHRIS STAPLETON	Starting Over	Mercury Nashville
10	18	2	10	18	17	10	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek
15	21	8	19	12	8	11	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
18	7	17	9	17	27	12	DUSTIN LYNCH	Momma's House	Broken Bow
21	15	20	15	9	11	13	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
13	13	24	12	15	16	14	MIRANDA LAMBERT	Settling Down	RCA Nashville
3	2	14	7	40	33	15	TENILLE ARTS	Somebody Like That	19th & Grand
11	1	19	13	27	32	16	JORDAN DAVIS	Almost Maybes	MCA Nashville
23	26	6	8	20	2	17	DAN + SHAY	Glad You Exist	Warner/WAR
22	23	10	23	32	6	18	COLE SWINDELL	Single Saturday Night	Warner/WMN
28	X	26	25	14	18	19	ELVIE SHANE	My Boy	Wheelhouse
19	10	23	32	28	22	20	TIM MCGRAW & TYLER HUBBARD	Undivided	Big Machine-BMLG
8	12	21	27	38	25	21	DYLAN SCOTT	Nobody	Curb
14	17	13	20	33	35	22	DIERKS BENTLEY	Gone	Capitol Nashville
40	X 10	38	14	11	12	23	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
31	19	44	22	7	7	24	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville
7	5	12	40 20	43	36	25	RASCAL FLATTS	How They Remember You	Big Machine
16 20	20	40 22	30 20	26	19 24	26 27	BLAKE SHELTON	Minimum Wage	Warner/WMN
20 38	25	33 36	29 38	22	24 14	27 28	JASON ALDEAN Kenny Chesney	Blame It On You	Macon Music/Broken Bow Blue Chair/Warner/WEA
36	x 32	30 34	30 24	19 5	14 20	20 29	KANE BROWN	Knowing You Werebin You	RCA Nashville
30 25	52 11	54 42	24 28	35	20 37	29 30	CARLY PEARCE	Worship You Next Girl	Big Machine
23 37	X	42 35	20 31	35 25	31	30	LEE BRICE	Memory I Don't Mess With	Curb
24	27	7	43	25 36	34	32	JUSTIN MOORE	We Didn't Have Much	Valory
24	30	, 11	26	46	26	33	LAINEY WILSON	Things A Man Oughta Know	Broken Bow
20	22	25	41	31	45	34	BRANTLEY GILBERT	Hard Days	Valory
50	X	<u>х</u>	34	10	28	35	LILY ROSE	Villain	Big Loud/Republic
29	31	27	21	39	30	36	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
39	24	28	33	29	47	37	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
41	x	39	35	21	43	38	HARDY	Give Heaven Some Hell	Big Loud
33	X	37	39	34	38	39	JAMESON RODGERS	Cold Beer Callingf/L. Combs	River House/Columbia Nash
45	х	32	37	41	23	40	INGRID ANDRESS	Lady Like	Warner/WEA
32	Х	45	Х	х	х	41	THOMAS RHETT	Country Again	Valory
30	33	22	17	48	46	42	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl
44	29	18	42	44	39	43	MICHAEL RAY	Whiskey And Rain	Warner/WEA
48	Х	Х	49	16	41	44	LARRY FLEET	Where I Find God	Big Loud
42	х	43	46	42	29	45	JON PARDI	Tequila Little Time	Capitol Nashville
46	х	Х	45	37	40	46	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
35	28	29	47	47	48	47	SCOTTY MCCREERY	You Time	Triple Tigers
47	Х	Х	44	24	49	48	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS
49	Х	Х	36	45	44	49	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
43	Х	31	48	49	42	50	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek





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

TW RANK	TW RK Airplay	TW MMI Composite	ACTION Factor	ARTIST	TITLE	LABEL/IMPRINT
1	34	7	27	LUKE BRYAN	Waves	Capitol Nashville
2	40	23	17	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
3	50	35	15	LILY ROSE	Villain	Big Loud/Republic
4	12	2	10	LUKE COMBS	Forever After All	River House/Columbia Nash
5	38	28	10	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA
6	28	19	9	ELVIE SHANE	Му Воу	Wheelhouse
7	17	9	8	CHRIS STAPLETON	Starting Over	Mercury Nashville
8	21	13	8	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
9	31	24	7	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville
10	36	29	7	KANE BROWN	Worship You	RCA Nashville



# MMI-RECURRENTS 4.26.21

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	ITTLE	LABEL/IMPRINT
1	THOMAS RHETT	What's Your Country Song	Valory
2	LUKE BRYAN	Down To One	Capitol Nashville
3	LUKE COMBS	Better Together	River House/Columbia Nash
4	LEE BRICE	One Of Them Girls	Curb
5	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
6	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville
7	NIKO MOON	Good Time	RCA Nashville
8	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Warner/WMN-Interscope
9	LUKE COMBS	Lovin' On You	River House/Columbia Nash
10	GABBY BARRETT	I Hope f/Charlie Puth	Warner/WAR
11	LUKE BRYAN	One Margarita	Capitol Nashville
12	KELSEA BALLERINI	Hole In The Bottle	Black River Entertainment
13	JAMESON RODGERS	Some Girls	River House/Columbia Nash
14	OLD DOMINION	One Man Band	RCA Nashville
15	MAREN MORRIS	The Bones	Columbia
16	JASON ALDEAN	Got What I Got	Macon Music/Broken Bow
17	CHRIS LANE	Big, Big Plans	Big Loud
18	BLAKE SHELTON	Nobody But You w/Gwen Stefani	Warner/WMN
19	MADDIE & TAE	Die From A Broken Heart	Mercury Nashville
20	TRAVIS DENNING	After A Few	Mercury Nashville
21	HARDY	One Beer f/L. Alaina/D. Dawson	Big Loud
22	CHRIS JANSON	Done	Warner/WAR
23	DUSTIN LYNCH	Ridin' Roads	Broken Bow
24	MIRANDA LAMBERT	Bluebird	RCA Nashville
25	LUKE COMBS	She Got The Best Of Me	River House/Columbia Nash
26	CHRIS JANSON	Good Vibes	Warner/WAR
27	JAKE OWEN	Homemade	Big Loud
28	SAM HUNT	Hard To Forget	MCA Nashville
29	ELI YOUNG BAND	Love Ain't	Valory
30	SAM HUNT	Kinfolks	MCA Nashville

# CAITLYN SMITH OLD DOMINION I CAN'T

### NEW MUSIC VIDEO WITH OLD DOMINION PREMIERES TODAY!

CAITLYN SMITH OLD DOMINION I CAN'T



NEW THIS WEEK AT WUSJ, WUSY AND WIRK





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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	LUKE COMBS	Forever After All	River House/Columbia Nash
HOTZONE	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
HOTZONE	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
HOTZONE	DYLAN SCOTT	Nobody	Curb
HOTZONE	MIRANDA LAMBERT	Settling Down	RCA Nashville
HOTZONE	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG



# MMI-DEVELOPING 4.26.21

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JORDAN DAVIS	Almost Maybes	MCA Nashville
DEVELOPING	JASON ALDEAN	Blame It On You	Macon Music/Broken Bow
DEVELOPING	JUSTIN MOORE	We Didn't Have Much	Valory
DEVELOPING	LAINEY WILSON	Things A Man Oughta Know	Broken Bow
DEVELOPING	HARDY	Give Heaven Some Hell	Big Loud
DEVELOPING	DIERKS BENTLEY	Gone	Capitol Nashville
DEVELOPING	COLE SWINDELL	Single Saturday Night	Warner/WMN
DEVELOPING	DAN + SHAY	Glad You Exist	Warner/WAR
DEVELOPING	ELVIE SHANE	Му Воу	Wheelhouse
DEVELOPING	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl
DEVELOPING	JAMESON RODGERS	Cold Beer Callingf/L. Combs	River House/Columbia Nash
DEVELOPING	BLAKE SHELTON	Minimum Wage	Warner/WMN
DEVELOPING	CARLY PEARCE	Next Girl	Big Machine
DEVELOPING	BRANTLEY GILBERT	Hard Days	Valory
DEVELOPING	KANE BROWN	Worship You	RCA Nashville
DEVELOPING	LADY A	Like A Lady	BMLG
DEVELOPING	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA
DEVELOPING	CHRIS JANSON	Waitin' On 5	Warner/WAR
DEVELOPING	RUSSELL DICKERSON	Home Sweet	Triple Tigers
DEVELOPING	LOCASH	Beers To Catch Up On	Wheelhouse
DEVELOPING	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
DEVELOPING	TIM MCGRAW & TYLER HUBBARD	Undivided	Big Machine-BMLG
DEVELOPING	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
DEVELOPING	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville
DEVELOPING	LEE BRICE	Memory I Don't Mess With	Curb
DEVELOPING	JON PARDI	Tequila Little Time	Capitol Nashville

Country





# DAVIS MACIAS INTEL

CURRENT POSITION: PRESIDENT THIRTY TIGERS

#### Your company has been the successful and sustaining model for independent acts for decades. If you could describe the Thirty Tigers Model in a nutshell, how would that look?

In that we just celebrated our 20th anniversary, yes, that now officially makes it plural. Decades. Thirty Tigers is a label services company whose service is to be a holistic label back end that allows artists to maintain ownership of their work from day one. It's not a licensing deal. Artists keep about 75% of the gross revenues, and we (roughly) split the remaining 25% with The Orchard, our long time and fantastic distributor. For the roughly 10-12% we keep, we supply an international 25 person team that advocates for the artists in the same way traditional labels do, invests in projects the way labels do, and also curates the same way labels do.

# Describe the relationship between the label Triple Tigers and 30 Tigers. Are you the "parent company" or are you competing siblings?

Triple Tigers is a stand alone entity that is run by the indefatigable Norbert Nix, and Thirty Tigers is a partner in it. We contribute certain things to the overall company, but under the guidance of Norbert, who does a great job helming the ship. We've had incredible success with a small and focused roster, and I'm so proud that we're a part of it.

# You have 2 tickets, front row center to see any band, artist, and genre. You can time travel and the act doesn't have to be currently breathing. Who would that be?

Nick Drake, but only because I've seen Fleetwood Mac live enough times.

# With social media and all modern media outlets (MMO) has the job of breaking a new act become easier, tougher or just different?

Different, I would say, but some of the fundamental things you have to get right remain the same. What is the emotional resonance of the music, and how as a marketer do you convey that to the prospective fans of the artist? The mediums that the message has to translate through have changed, and labels or label like entities have to stay current on all that, but getting the message right remains relatively the same, in my opinion.

# Nashville knows that Thirty Tigers is an amazing place with great people. What makes the culture so special?

I tell my staff to try to focus on two things, those being love and service. If you're loving and respectful to people, you'll get love and respect in return, and over 20+ years, you can accumulate a lot of love and respect if you have your mind right. I fall short of that ideal a lot, but I try to always tack back to true north. For the service part, I tell my staff, we did not create this music, we do not own this music. We are here strictly in the capacity to serve, and our jobs depend on remembering that and working hard to live up to that. Again, I know this may sound a little pollyannish to some, but it's gotten us this far, and our company has been successful enough by every metric to give me faith that we're on the right track.

#### Bonus Round: You have the mic. Shout out to your personal and professional heroes! Go!

I'd like to give a shout out to the people who believed in me and gave me my start and my greatest opportunities. Candy Masengale, Ken Antonelli, Tim DuBois and Mike Dungan have all been huge in my life. I would not be where I am today without them, and I am eternally grateful to them. As far as heroes, I would say Jac Holzman is my all time music business hero. That guy is so wide ranging in what he knows, and also an enormous music aficionado. I want to be Jac Holzman when I grow up. Another hero, who I would say went from being someone whose music I loved to a bona fide hero of mine once I got to know him is John Prine. He was a songwriter that could evoke so much emotion with such incredible economy, but he also was just a special man who gave a lot of love and got it back in spades. And then there was the whole thing about owning his own music YEARS before anyone else was doing it (at least on that scale), and he was a real business maverick too. That I got to work with him will be something I cherish for the rest of my life. There are others than come to mind, but it's hard to top those two.

MONDAY

MORNING

### Monday MorningIntel.com

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

# Country MMI-VIJED STREAMING 4.26.21

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		LABEL/IMPRINT	LISTEN! LINKS
4		E		
1	LUKE COMBS	Forever After All	River House/Columbia Nash	
2 3	CHRIS STAPLETON GABBY BARRETT	Starting Over The Good Ones	Mercury Nashville Warner/WAR	
3 4	LUKE BRYAN	Waves		
4 5	KANE BROWN	Waves Worship You	Capitol Nashville RCA Nashville	PLAY VIDEO ► Play video ►
6	BRETT YOUNG	Lady	BMLG	PLAY VIDEO
7	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville	
8	SAM HUNT	Breaking Up Was Easy In The	MCA Nashville	PLAY VIDEO
9	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville	PLAY VIDEO
10	LILY ROSE	Villain	Big Loud/Republic	PLAY VIDEO
11	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville	PLAY VIDEO >
12	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville	PLAY VIDEO >
13	ERIC CHURCH	Hell Of A View	EMI Nashville	PLAY VIDEO >
14	ELVIE SHANE	Му Воу	Wheelhouse	PLAY VIDEO ►
15	MIRANDA LAMBERT	Settling Down	RCA Nashville	PLAY VIDEO >
16	LARRY FLEET	Where I Find God	Big Loud	PLAY VIDEO ►
17	DUSTIN LYNCH	Momma's House	Broken Bow	PLAY VIDEO ►
18	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek	PLAY VIDEO 🕨
19	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA	PLAY VIDEO 🕨
20	DAN + SHAY	Glad You Exist	Warner/WAR	PLAY VIDEO 🕨
21	HARDY	Give Heaven Some Hell	Big Loud	PLAY VIDEO 🕨
22	JASON ALDEAN	Blame It On You	Macon Music/Broken Bow	PLAY VIDEO 🕨
23	JAKE OWEN	Made For You	Big Loud	PLAY VIDEO 🕨
24	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS	PLAY VIDEO 🕨
25	LEE BRICE	Memory I Don't Mess With	Curb	PLAY VIDEO 🕨
26	BLAKE SHELTON	Minimum Wage	Warner/WMN	PLAY VIDEO 🕨
27	JORDAN DAVIS	Almost Maybes	MCA Nashville	PLAY VIDEO 🕨
28	TIM MCGRAW & TYLER HUBBARD	Undivided	Big Machine-BMLG	PLAY VIDEO 🕨
29	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent	PLAY VIDEO 🕨
30	FLORIDA GEORGIA LINE	Long Live	BMLG	PLAY VIDEO 🕨
31	BRANTLEY GILBERT	Hard Days	Valory	PLAY VIDEO 🕨
32	COLE SWINDELL	Single Saturday Night	Warner/WMN	PLAY VIDEO 🕨
33	DIERKS BENTLEY	Gone	Capitol Nashville	PLAY VIDEO ►
34	JAMESON RODGERS	Cold Beer Callingf/L. Combs	River House/Columbia Nash	PLAY VIDEO ►
35		Next Girl	Big Machine	PLAY VIDEO >
36	JUSTIN MOORE	We Didn't Have Much	Valory	PLAY VIDEO >
37	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville	PLAY VIDEO >
38	DYLAN SCOTT	Nobody Drinkin' Deer Talkin' Cod Amer	Curb	PLAY VIDEO >
39 40	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dak Janiels/BBR-BMLG	PLAY VIDEO
40 41	TENILLE ARTS	Somebody Like That	19th & Grand	
41 42	INGRID ANDRESS Jon Pardi	Lady Like Tequila Little Time	Warner/WEA Capitol Nashville	PLAY VIDEO ► Play video ►
42 43	RASCAL FLATTS	How They Remember You	Big Machine	
43 44	MICHAEL RAY	Whiskey And Rain	Warner/WEA	PLAY VIDEO ► Play video ►
45	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment	PLAY VIDEO
45 46	LAINEY WILSON	Things A Man Oughta Know	Broken Bow	PLAY VIDEO
47	SCOTTY MCCREERY	You Time	Triple Tigers	PLAY VIDEO
48	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl	PLAY VIDEO
49	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek	PLAY VIDEO

# Country MMI-COUNTRY CALLOUT 4.26.21

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

RANK	ARTIST		N'EAST	MIDWEST	SOUTH	WEST
1	YOUNG, BRETT	Lady	1	1	2	6
2	PARMALEE & BLANCO BROWN	Just The Way	3	5	4	5
3	FLORIDA GEORGIA LINE	Long Live	12	4	1	18
4	BRYAN, LUKE	Waves	35	3	8	1
5	OWEN, JAKE	Made For You	11	2	13	28
6	DAN + SHAY	Glad You Exist	4	16	9	11
7	MOORE, JUSTIN	We Didn't Have Much	19	6	12	19
8	YOUNG, CHRIS & KANE BROWN	Famous Friends	15	10	11	17
9	HUNT, SAM	Breaking Up Was Easy In The 90'S	2	9	35	20
10	SWINDELL, COLE	Single Saturday Night	13	13	18	9
11	WILSON, LAINEY	Things A Man Oughta Know	8	26	3	23
12	RASCAL FLATTS	How They Remember You	5	8	17	34
13	BENTLEY, DIERKS	Gone	40	7	7	16
14	ARTS, TENILLE	Somebody Like That	9	14	33	32
15	BARRETT, GABBY	The Good Ones	7	25	6	40
16	COMBS, LUKE	Forever After All	17	24	31	12
17	LYNCH, DUSTIN	Momma's House	27	18	24	21
18	RAY, MICHAEL	Whiskey And Rain	25	19	28	24
19	DAVIS, JORDAN	Almost Maybes	39	11	26	27
20	URBAN, KEITH + PINK	One Too Many	6	31	10	46
21	SCOTT, DYLAN	Nobody	22	15	21	48
22	BROOKS, GARTH & TRISHA YEARWOOD	Shallow	24	23	39	7
23	MCGRAW, TIM & TYLER HUBBARD	Undivided	36	17	40	10
24 25	LAMBERT, MIRANDA	Settling Down	21	43	15	14 25
25 20	GILBERT, BRANTLEY	Hard Days	31	22	29	25
26 27	SHANE, ELVIE Rice, chase feat. Florida georgia line	My Boy Drinkin' Beer. Talkin' God. Amen.	42 43	21 12	16 23	38 43
27	ROBB, TEDDY	Heaven On Dirt	43 28	42	23 19	43 8
20 29	BLOCK, PRISCILLA	Just About Over You	28 48	42 28	19	22
30	MCCREERY, SCOTTY	You Time	48 26	33	20	36
31	CHURCH, ERIC	Hell Of A View	20 45	33 41	5	39
32	ALLEN, JIMMIE & BRAD PAISLEY	Freedom Was A Highway	18	30	49	3
33	ANDRESS, INGRID	Lady Like	10	49	43 27	15
34	LADY A	Like A Lady	33	45	34	4
35	ALDEAN, JASON	Blame It On You	14	27	30	49
36	BROWN, KANE	Worship You	30	40	25	31
37	BRICE, LEE	Memory I Don't Mess With	16	32	47	26
38	CHESNEY, KENNY	Knowing You	34	29	41	29
39	RODGERS, JAMESON FEAT. LUKE COMBS	Cold Beer Calling My Name	44	20	42	41
40	HURD, RYAN & MAREN MORRIS	Chasing After You	20	34	36	44
41	DICKERSON, RUSSELL	Home Sweet	49	36	32	33
42	HARDY	Give Heaven Some Hell	38	37	38	37
43	SHELTON, BLAKE	Minimum Wage	47	39	45	13
44	LOCASH	Beers To Catch Up On	32	38	46	35
45	STAPLETON, CHRIS	Starting Over	41	44	22	47
46	PEARCE, CARLY	Next Girl	23	47	48	30
47	JANSON, CHRIS	Waitin' On 5	37	35	37	50
48	PARDI, JON	Tequila Little Time	50	48	44	2
49	LITTLE BIG TOWN	Wine, Beer, Whiskey	46	46	43	45
50	RHETT, THOMAS	Country Again	29	50	50	42



50

CHURCH, ERIC

Country MMI-FUTURE TRACK 4.26.21

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	VERONIKA	Homesick	Whattaguy Music
2	DESERT CITY RAMBLERS, THE	Comin' Home	Crank Kick Media
3	MARLOWE, KAMERON	Giving You Up	Sony Music Ent. Chile S.A
4	JOSH ABBOTT BAND	Settle Me Down	Pretty Damn Tough
5	RICH, TYLER	Better Than You're Used To	Valory
6	CARTER, SHY	Good Love	Warner/WAR
7	GRIMES, CURTIS	Friends	Lonely River
8	HARDY	Unapologetically Country As	Big Loud
9	ROGERS, RANDY & BOWEN, WADE	Hold My Beer	Lil' Buddy Toons
10	CROW, BART	Pocket Full Of Kisses	Drift Ring
11	CHURCH, ERIC	Bunch Of Nothing	EMI Nashville
12	STAPLETON, CHRIS	You Should Probably Leave	Mercury Nashville
13	STAPLETON, CHRIS	Maggie's Song	Mercury Nashville
14	DOLEAC, ADAM	Whiskey's Fine	Arista Nashville
15	BRICE, LEE	Soul	Curb
16	SWIFT, TAYLOR	You All Over Me f/Maren Morris	Republic
17	ELI YOUNG BAND & BUFFETT, JIMM	Saltwater Gospel	Valory
18	DICK, LUKE	Polyester f/Miranda Lambert	Republican Hair, LLC
19	PEARCE, CARLY	Show Me Around	-
		Wine Won't Work	Big Machine
20	HUTCHINS, ARIEL		
21	POWELL, MARK	I Hope I'm Holding You	 D LI'.
22	SWIFT, TAYLOR	Love Story (Taylor's Version)	Republic
23	WALLEN, MORGAN	Somebody's Problem	Big Loud/Republic
24	WALLEN, MORGAN	Sand In My Boots	Big Loud/Republic
25	BRELAND	Cross Country	Bad Realm/Atlantic
26	FARR, TYLER	Soundtrack To A Small Town	Night Train/Broken Bow
27	PITNEY, MO	Local Honey	Curb
28	CARTWRIGHT, TROY	Hung Up On You	Warner/WAR
29	FISHER, CREED	Rock & Roll Man	Fishdog Records
30	LEVOX, GARY	The Distance	Big Machine
31	SHELTON, BLAKE	Jesus Got A Tight Grip	Warner/WMN
32	WILLIAMS, ZACH	Chain Breaker	Essential/PLG
33	RHETT, THOMAS	Want It Again	Valory
34	DOLEAC, ADAM	Another	Arista Nashville
35	KEARNS, HALLE	Whatever You Do	
36	JOHNSON, RAYNE	Love' Em While You Can	Legend Entertainment
37	DAVIS, JORDAN	Lose You	MCA Nashville
38	BLOCK, PRISCILLA	Wish You Were The Whiskey	Mercury Nashville/InDent
39	PARKER, DREW	Party In The Back	Make Wake Artists
40	WARD, JOSH	A Cowboy Can	Smith Music Group
41	GREEN, DREW	She Got That	Sony Music Nashville
42	MAREZ, TRISTON	Where The Neon Lies f/R.Dunn	Torrez Music Group
43	WILLS, BOBBY	Gettin' Her Over You	MDM
44	HADDOCK, HAYDEN	Honky Tonk On	
45	JOHNSON, CODY	Nothin' On You	CoJo Music/WMN
46	SEAFORTH	Breakups	Arista Nashville
47	BUSH, JAKE	Better By The Beer	
48	WHITTERS, HAILEY	Fillin' My Cup f/Lit. Big Town	Pigasus/S&D/Big Loud
49	ALDEAN, JASON	Dirt We Were Raised On	Macon Music/Broken Bow
		Dirt we were Raised Off	

**Russian Roulette** 

**EMI Nashville** 



MMI-INTELESCOPE

4.26.21

# A Closer Look... **CHRIS LANE** "FILL THEM BOOTS"

CHRIS LANE

Video

FILL THEM

BOOTS

Chris Lane is back and he's clearly up to something! Besides being an awesome song and video, the listener/viewer is all teased up with another mystery episode at the end of the clip. So here we have Blondie getting all fed up with Mr. Richard Tough-Guy, while our protagonist waits not-so-patiently in the weeds to scoop her up. Looks to me to be a rare episode of the good guy wins....but we don't know until the sequel appears! If you want to "Fill Them Boots" just click here:

TEAD AND ADDING THE

Country

MMI-INTELEVISION

Check out these videos hand-picked by our staff!

# **KEITH URBAN FT. BRELAND AND NILE ROGERS - "OUT THE CAGE"**

**MMI Wow Alert:** Forget the labels, forget the rules, great music doesn't fit into a box: Keith teams up with ATL wunderkind Breland and Producer extradinaire Nile Rogers (Chic, Gaga, Bowie, Jagger, etc) for a dance frenzied face-melter. If you're in a grumpy mood, feel blue or just suffer from the Monday funk, press play and feel it all go away. Get "Out The Cage" and click here!

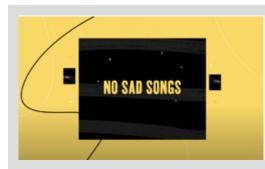


### NIKO MOON FT. SHAGGY - "GOOD TIME"

**MMI Double Moon Alert:** MMI is known for in depth research. Our conclusive data has gleaned (according to the numbers) that everybody loves Shaggy. Also, rendered from the statistics, the quantifiable research proves this: If you don't like Shaggy, something's all wrong with you. You ain't right. So, you add some Shaggy to some Niko

"Good Time" then animate and what? Everybody feels good. There it is. Happiness. Click here!





### NIKO MOON - "NO SAD SONGS"

**MMI Double Moon Alert:** And while Niko has everyone all happy, it's would only be appropriate to spin one of our new "around the MMI office" faves, Niko's latest, "No Sad Songs". Ain't no bad Moon rising here. This is nothing but good Summer fun that we give a 9.4 because it's up-tempo and ( if we're gonna end a sentence in a preposition) easy to dance to! Get out your happy face and click here!





### **CAROLINE JONES** - "COME IN (BUT DON'T MAKE YOURSELF COMFORTABLE)"

MMI loves some down home Southern hospitality! And the return of Caroline Jones is latest, with the best of manners and a rule book. This way fun in-studio clip captures all the energy the Ms. Jones has to serve up and track is as fired up as a High School Prom Night punch bowl. If you want an up-tempo musical etiquette book with all

the do's and don't, click here!





### MIRANDA LAMBERT, JACK INGRAM AND JON Randall - "In his arms" from the marfa tapes

MMI pushes all our chips towards the center of the campfire, as we bet on The Marfa Tapes. Every atmospheric hint to which we've been made privy is remarkably brilliant. They are all close friends and notoriously poetic, and deep writers. This feels like it's going to be a record-

breaking quiet classic with a very long life ahead. For "In His Arms" click here!



### **CHARTS/POWERS:**

Monday

MORNING

**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.

UNDERSTANDING EACH OF THE 6 KEY COMPONENTS

**Z 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.

**3 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.

**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.

# THE BACK PAGE

CALL US at 818-699-6400 or EMAIL contact@mmi2020.com

Country

# MONDAY Morning Intel

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**THANK YOU** from the entire staff: 4.26.21

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