

MONDAY
MORNING
INTEL

AK3



BEST THING SINCE BACKROADS

BIG LOUD

MMI
PROFILE
LOYE LOVELL

Country Edition

NASHVILLE
APPROVED

OCTOBER 4, 2021

AK3



BEST THING SINCE BACKROADS

MOST ADDED

KBQI/ALBUQUERQUE KNCI/SACRAMENTO KSD/ST. LOUIS
PCCO/IHM CUSTOM WNOE/NEW ORLEANS WRNX/SPRINGFIELD
WSLC/ROANOKE WUSH/NORFOLK WYNK/BATON ROUGE

BIG LOUD

MONDAY MORNING INTEL

OCTOBER 4, 2021

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

10.4.21

AIRPLAY

JAMESON RODGERS F/LUKE COMBS "Cold Beer Calling.."

RETENTION

JAMESON RODGERS F/LUKE COMBS "Cold Beer Calling.."

CALLOUT

WALKER HAYES "Fancy Like"

AUDIO

WALKER HAYES "Fancy Like"

VIDEO

WALKER HAYES "Fancy Like"

SALES

WALKER HAYES "Fancy Like"

COMPOSITE

JASON ALDEAN/CARRIE UNDERWOOD "If I Didn't Love You"

ONE WEEK LEFT TO BUY TICKETS!

INDUCTEES:



BOB
CALL



RJ
CURTIS



HEATHER
FROGLEAR



BILL
HAGY

AWARD
WINNERS:



BEVERLEE
BRANNIGAN



KEITH
URBAN



BUZZ
JACKSON



BOB
PICKETT



NORM
SCHRUTT



ANGIE
WARD

OCTOBER 13, 2021
WESTIN NASHVILLE HOTEL

VISIT COUNTRYRADIOSEMINAR.COM TO PURCHASE YOUR TICKETS TODAY!

**COUNTRY
RADIO**
Hall of Fame EST. 1975

ELVIE SHANE
"MY BOY"

POWER UP!

NEARLY **89 MILLION** ON DEMAND STREAMS AND CLIMBING!
OVER 3 MILLION A WEEK!

No. 5 CURRENT COUNTRY SHAZAMS

CONVERSIONS INCOMING AT

KKGO/LOS ANGELES • WESTWOOD ONE MAINSTREAM COUNTRY • WIL/ST. LOUIS • WUBL/ATLANTA • KNUC/SEATTLE • KYGO/DENVER
WGH/NORFOLK • WLHK/INDIANAPOLIS • KCYY/SAN ANTONIO • KBEQ/KANSAS CITY • KNCI/SACRAMENTO • KBQI/ALBUQUERQUE
WRNX/SPRINGFIELD, MASS. • AMONG MANY OTHERS

PUSH WEEK IS OCTOBER 10TH-17TH!



DEBUT ALBUM

"BACKSLIDER"

COMING OCTOBER 29TH

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
4	17	4	2	2	2	1	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	Macon/Broken Bow/Capitol
6	3	15	3	4	6	2	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
1	1	3	5	15	15	3	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash
9	10	8	6	10	8	4	LAINIEY WILSON	Things A Man Oughta Know	Broken Bow
2	5	10	16	11	11	5	LEE BRICE	Memory I Don't Mess With	Curb
8	26	1	1	1	1	6	WALKER HAYES	Fancy Like	Monument/RCA
5	14	5	15	7	14	7	ELVIE SHANE	My Boy	Wheelhouse
7	9	23	7	18	10	8	OLD DOMINION	I Was On A Boat That Day	Arista Nashville
3	2	6	18	29	19	9	SCOTTY MCCREERY	You Time	Triple Tigers
14	7	7	8	23	21	10	THOMAS RHETT	Country Again	Valory
18	15	11	10	12	16	11	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
10	21	9	12	13	13	12	LUKE COMBS	Cold As You	River House/Columbia Nash
11	11	12	23	19	18	13	KENNY CHESNEY	Knowing You	Blue Chair/Wamer/WEA
21	23	33	4	5	3	14	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
16	6	14	24	22	23	15	MICHAEL RAY	Whiskey And Rain	Wamer/WEA
20	18	28	11	14	9	16	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
23	x	31	13	6	17	17	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
24	x	35	14	17	12	18	KANE BROWN	One Mississippi	RCA Nashville
29	31	17	9	3	4	19	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
13	22	2	21	38	20	20	ZAC BROWN BAND	Same Boat	Home Grown/Wamer/WAR
15	13	25	34	21	22	21	JON PARDI	Tequila Little Time	Capitol Nashville
28	20	13	19	25	29	22	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
17	4	20	29	46	24	23	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek
19	16	18	28	28	34	24	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
42	x	38	22	16	5	25	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
12	8	16	31	44	39	26	LADY A	Like A Lady	BMLG
31	24	26	30	20	27	27	HARDY	Give Heaven Some Hell	Big Loud
47	x	x	44	9	7	28	AARON LEWIS	Am I The Only One	Valory
22	25	27	27	30	26	29	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
35	x	30	25	34	25	30	SAM HUNT	23	MCA Nashville
41	x	22	26	31	32	31	DAN + SHAY	Steal My Love	Wamer/WAR
27	12	21	39	43	38	32	RUSSELL DICKERSON	Home Sweet	Triple Tigers
48	x	x	17	24	31	33	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
26	19	29	45	39	35	34	CALLISTA CLARK	It's 'Cause I Am	Big Machine
39	x	32	33	45	28	35	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
49	x	x	41	8	42	36	KAMERON MARLOWE	Giving You Up	Columbia Nashville
45	x	x	43	27	37	37	GABBY BARRETT	Footprints On The Moon	Wamer/WAR
32	29	43	20	x	x	38	GARTH BROOKS	That's What Cowboys Do	Pearl
36	x	37	35	42	43	39	JAKE OWEN	Best Thing Since Backroads	Big Loud
30	x	42	36	48	36	40	KEITH URBAN	Wild Hearts	Capitol Nashville
25	32	36	37	40	30	41	ERIC CHURCH	Heart On Fire	EMI Nashville
33	28	19	47	36	47	42	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS
37	27	40	38	32	44	43	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville
50	x	x	32	33	33	44	CODY JOHNSON	Til You Can't	Colo/Wamer/WMN
34	x	41	50	35	40	45	TIM MCGRAW	7500 OBO	Big Machine
44	x	x	48	26	46	46	DYLAN SCOTT	New Truck	Curb
40	30	39	42	37	45	47	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville
46	x	x	40	41	41	48	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
43	x	34	46	47	48	49	CAM	Till There's Nothing Left	Triple Tigers
38	x	24	49	49	49	50	DARIUS RUCKER	My Masterpiece	Capitol Nashville



LEE BRICE

MEMORY I DON'T MESS WITH

POWER NOW
THROUGH 10/10!

CURB
RECORDS
CURB.COM

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	47	28	19	AARON LEWIS	Am I The Only One	Valory
2	42	25	17	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
3	48	33	15	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
4	49	36	13	KAMERON MARLOWE	Giving You Up	Columbia Nashville
5	29	19	10	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
6	41	31	10	DAN + SHAY	Steal My Love	Warner/WAR
7	45	37	8	GABBY BARRETT	Footprints On The Moon	Warner/WAR
8	21	14	7	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
9	18	11	7	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
10	24	18	6	KANE BROWN	One Mississippi	RCA Nashville
11	23	17	6	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
12	28	22	6	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
13	50	44	6	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN

Songs that have significantly dountreanded 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	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
2	LUKE BRYAN	Waves	Capitol Nashville
3	LUKE COMBS	Forever After All	River House/Columbia Nash
4	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
5	COLE SWINDELL	Single Saturday Night	Warner/WMN
6	DAN + SHAY	Glad You Exist	Warner/WAR
7	JUSTIN MOORE	We Didn't Have Much	Valory
8	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek/Warner
9	THOMAS RHETT	What's Your Country Song	Valory
10	DIERKS BENTLEY	Gone	Capitol Nashville
11	LEE BRICE	One Of Them Girls	Curb
12	BRETT YOUNG	Lady	BMLG
13	GABBY BARRETT	The Good Ones	Warner/WAR
14	LUKE BRYAN	Down To One	Capitol Nashville
15	LUKE COMBS	Better Together	River House/Columbia Nash
16	LUKE BRYAN	One Margarita	Capitol Nashville
17	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
18	LUKE COMBS	Lovin' On You	River House/Columbia Nash
19	JASON ALDEAN	Blame It On You	Macon Music/Broken Bow
20	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Warner/WMN-Interscope
21	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville
22	SAM HUNT	Breaking Up Was Easy In The...	MCA Nashville
23	JAKE OWEN	Made For You	Big Loud
24	SAM HUNT	Kinfolks	MCA Nashville
25	MAREN MORRIS	The Bones	Columbia
26	MORGAN WALLEN	More Than My Hometown	Big Loud
27	NIKO MOON	Good Time	RCA Nashville
28	BLAKE SHELTON	Nobody But You w/Gwen Stefani	Warner/WMN
29	KELSEA BALLERINI	Hole In The Bottle	Black River Entertainment
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	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
HOTZONE	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
HOTZONE	KANE BROWN	One Mississippi	RCA Nashville
HOTZONE	JAKE OWEN	Best Thing Since Backroads	Big Loud

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
DEVELOPING	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
DEVELOPING	KEITH URBAN	Wild Hearts	Capitol Nashville
DEVELOPING	TIM MCGRAW	7500 OBO	Big Machine
DEVELOPING	DARIUS RUCKER	My Masterpiece	Capitol Nashville
DEVELOPING	LADY A	Like A Lady	BMLG
DEVELOPING	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
DEVELOPING	ERIC CHURCH	Heart On Fire	EMI Nashville
DEVELOPING	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
DEVELOPING	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS
DEVELOPING	CAROLINE JONES	Come In (But Don't Make...)	Mailboat/New Revolution
DEVELOPING	FRANK RAY	Country'd Look Good On You	Stoney Creek
DEVELOPING	CAM	Till There's Nothing Left	Triple Tigers
DEVELOPING	CHRIS LANE	Fill Them Boots	Big Loud
DEVELOPING	MICHAEL RAY	Whiskey And Rain	Warner/WEA
DEVELOPING	TOBY KEITH	Old School	Show Dog Nashville
DEVELOPING	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
DEVELOPING	DAN + SHAY	Steal My Love	Warner/WAR
DEVELOPING	NATE BARNES	You Ain't Pretty	Quartz Hill
DEVELOPING	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA
DEVELOPING	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
DEVELOPING	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
DEVELOPING	GARTH BROOKS	That's What Cowboys Do	Pearl
DEVELOPING	CAITLYN SMITH	I Can't f/Old Dominion	Monument
DEVELOPING	TENILLE ARTS	Back Then, Right Now	19th & Grand
DEVELOPING	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
DEVELOPING	HARDY	Give Heaven Some Hell	Big Loud
DEVELOPING	SAM HUNT	23	MCA Nashville
DEVELOPING	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville

PRISCILLA BLOCK

just about over you

***17 CA/MB
AND ON
THE MOVE!**

**BIG RESEARCH IN
DALLAS AND
NEW YORK CITY!**

**SPINNING
TOP 5 AT:
KSCS
WPAW
WIL
WQDR
KPLX
WKLB
AND
MORE!**



A UNIVERSAL MUSIC COMPANY



LAUREN ALAINA WITH JON PARDI *GETTING OVER HIM*

***35 CA/MB**

4 HUGE ADDS THIS WEEK

KSCS / DALLAS
KILT / HOUSTON
KFRG / RIVERSIDE
KXKT / OMAHA



19



LOYE LOVELL INTEL

CURRENT POSITION:

MUSIC DIRECTOR
KAXA "THE BUCK" RADIO
KERRVILLE, TX

If you could merge two games together and make a new one, what games would you choose and what would be the result?

Two games together that would be fun. I'm in Texas, and was the little sister of a big brother who taught me football at an early age, so maybe football and basketball. Ha! Coming from small town Texas, 6-man football was a thing when I was growing up. It was football at almost the speed of basketball with almost basketball-like scores, so maybe that already is the game or close to it. Court basketball with pads - sometimes it gets physical enough that may sound like a good idea, but high speed football seems like the better idea.

From these research elements, which are your top 3. airplay, call-out, retention, sales, streaming data, gut. And why is number one the most important?

Sales, gut, airplay - Sales, because any music I choose has to be songs a business is willing to crank up in their lobby or place of business. We're fortunate to be located right in the heart of the Texas Hill Country where songwriters, outlaws, and dancehall traditional country reign supreme, so we don't necessarily have to keep our format in a Top 40 mode like others may.

If you were a lego master, had an endless supply of LEGOs, what would you build?

This Lego master would build a life-size Airstream to park in my back pasture by the creek or the catfish pond where my family spends a great amount of time together. I've always wanted an Airstream, and this may be the more affordable option.

If you could have dinner at any restaurant in the world with any person (other than immediate family) who would you dine with and what restaurant would that you eat at? What 3 questions would you ask them and what would you order?

I'm a backyard grill kinda girl, so I'd take a campfire and steak and an evening with Dolly Parton in the Smoky Mountains. 1. What moment did you realize that your songwriting and singing were going to be your full-time job? 2. Talk to me about balancing career and family. 3. If you had any advice to pass on to other female songwriters or advice for your younger self, what would it be?

What advice would you give your younger self?

Listen to your gut more, and don't be so darn shy.

You have \$1 Million dollars to invest today. Where would you put it?

\$1 Million to invest goes to more farm and ranch land. I would keep buying up all the land around our family ranches to keep them intact, and land is always a good investment.

Who are your 3 favorite new artists?

Oh, that's hard because I don't want to leave anyone out. I get to listen to new artists every week that are so crazy-talented. I like to do everything I can to boost the female songwriters so a few of the newer ones would be Morgan Ashley, Colleen Michelle Miller, Robynne Shayne, Jade Marie Patek, and Brandi Behlen, but there are so many more. I could go on about the ones who have been around a while like Jamie Lin Wilson, Courtney Patton, Bri Bagwell - I know I'm cheating.



ARTISTS
OF THE
YEAR
2021

— WED OCTOBER 13 • 8p —

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	WALKER HAYES	Fancy Like	Monument	PLAY VIDEO ▶
2	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	Macon/Broken Bow/Capitol	PLAY VIDEO ▶
3	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville	PLAY VIDEO ▶
4	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville	PLAY VIDEO ▶
5	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville	PLAY VIDEO ▶
6	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic	PLAY VIDEO ▶
7	ELVIE SHANE	My Boy	Wheelhouse	PLAY VIDEO ▶
8	KAMERON MARLOWE	Giving You Up	Columbia Nashville	PLAY VIDEO ▶
9	AARON LEWIS	Am I The Only One	Valory	PLAY VIDEO ▶
10	LAINEY WILSON	Things A Man Oughta Know	Broken Bow	PLAY VIDEO ▶
11	LEE BRICE	Memory I Don't Mess With	Curb	PLAY VIDEO ▶
12	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow	PLAY VIDEO ▶
13	LUKE COMBS	Cold As You	River House/Columbia Nash	PLAY VIDEO ▶
14	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville	PLAY VIDEO ▶
15	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash	PLAY VIDEO ▶
16	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN	PLAY VIDEO ▶
17	KANE BROWN	One Mississippi	RCA Nashville	PLAY VIDEO ▶
18	OLD DOMINION	I Was On A Boat That Day	Arista Nashville	PLAY VIDEO ▶
19	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA	PLAY VIDEO ▶
20	HARDY	Give Heaven Some Hell	Big Loud	PLAY VIDEO ▶
21	JON PARDI	Tequila Little Time	Capitol Nashville	PLAY VIDEO ▶
22	MICHAEL RAY	Whiskey And Rain	Warner/WEA	PLAY VIDEO ▶
23	THOMAS RHETT	Country Again	Valory	PLAY VIDEO ▶
24	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	PLAY VIDEO ▶
25	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment	PLAY VIDEO ▶
26	DYLAN SCOTT	New Truck	Curb	PLAY VIDEO ▶
27	GABBY BARRETT	Footprints On The Moon	Warner/WAR	PLAY VIDEO ▶
28	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent	PLAY VIDEO ▶
29	SCOTTY MCCREERY	You Time	Triple Tigers	PLAY VIDEO ▶
30	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville	PLAY VIDEO ▶
31	DAN + SHAY	Steal My Love	Warner/WAR	PLAY VIDEO ▶
32	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville	PLAY VIDEO ▶
33	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN	PLAY VIDEO ▶
34	SAM HUNT	23	MCA Nashville	PLAY VIDEO ▶
35	TIM MCGRAW	7500 OBO	Big Machine	PLAY VIDEO ▶
36	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS	PLAY VIDEO ▶
37	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville	PLAY VIDEO ▶
38	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR	PLAY VIDEO ▶
39	CALLISTA CLARK	It's 'Cause I Am	Big Machine	PLAY VIDEO ▶
40	ERIC CHURCH	Heart On Fire	EMI Nashville	PLAY VIDEO ▶
41	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	PLAY VIDEO ▶
42	JAKE OWEN	Best Thing Since Backroads	Big Loud	PLAY VIDEO ▶
43	RUSSELL DICKERSON	Home Sweet	Triple Tigers	PLAY VIDEO ▶
44	LADY A	Like A Lady	BMLG	PLAY VIDEO ▶
45	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol	PLAY VIDEO ▶
46	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek	PLAY VIDEO ▶
47	CAM	Till There's Nothing Left	Triple Tigers	PLAY VIDEO ▶
48	KEITH URBAN	Wild Hearts	Capitol Nashville	PLAY VIDEO ▶
49	DARIUS RUCKER	My Masterpiece	Capitol Nashville	PLAY VIDEO ▶



MONDAY MORNING INTEL

YOUR **MARKET**
YOUR **MUSIC**
YOUR **RESEARCH**

CELEBRATING ONE YEAR
OF REVOLUTIONARY DATA SHARING
PARTNERSHIPS AND IMPECCABLE RESEARCH

Country 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	BRYAN, LUKE	Waves	1	2	2	2
2	HAYES, WALKER	Fancy Like	6	1	1	24
3	BROWN BAND, ZAC	Same Boat	10	6	6	1
4	RODGERS, JAMESON FEAT. LUKE COMBS	Cold Beer Calling My Name	4	8	7	3
5	ALDEAN, JASON & CARRIE UNDERWOOD	If I Didn't Love You	9	4	5	19
6	SHANE, ELVIE	My Boy	12	7	4	11
7	MCCREERY, SCOTTY	You Time	16	3	9	16
8	RHETT, THOMAS	Country Again	7	15	8	5
9	WILSON, LAINEY	Things A Man Oughta Know	18	16	3	6
10	COMBS, LUKE	Cold As You	8	10	10	12
11	BRICE, LEE	Memory I Don't Mess With	15	9	17	9
12	LYNCH, DUSTIN FEAT. MACKENZIE PORTER	Thinking 'Bout You	29	12	12	8
13	CHESNEY, KENNY	Knowing You	5	5	42	25
14	BALLERINI, KELSEA FEAT. KENNY CHESNEY	Half Of My Hometown	11	13	26	7
15	RAY, MICHAEL	Whiskey And Rain	13	11	19	29
16	HURD, RYAN & MAREN MORRIS	Chasing After You	14	18	29	4
17	LADY A	Like A Lady	3	26	13	28
18	KING, ELLE & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go Home)	19	25	18	10
19	BLOCK, PRISCILLA	Just About Over You	25	31	16	20
20	STELL, MATT	That Ain't Me No More	36	17	11	43
21	ALLEN, JIMMIE & BRAD PAISLEY	Freedom Was A Highway	24	21	21	36
22	DICKERSON, RUSSELL	Home Sweet	21	35	22	21
23	DAN + SHAY	Steal My Love	20	32	30	14
24	OLD DOMINION	I Was On A Boat That Day	32	39	15	15
25	RUCKER, DARIUS	My Masterpiece	22	14	28	45
26	PARDI, JON	Tequila Little Time	26	42	27	17
27	HARDY	Give Heaven Some Hell	33	22	31	37
28	MCCOLLUM, PARKER	To Be Loved By You	27	27	36	26
29	STAPLETON, CHRIS	You Should Probably Leave	35	34	14	41
30	CLARK, CALLISTA	It's 'Cause I Am	23	46	20	23
31	HUNT, SAM	23	34	20	35	31
32	WALLEN, MORGAN	Sand In My Boots	38	24	38	18
33	BARNES, NATE	You Ain't Pretty	41	19	32	27
34	BENTLEY, DIERKS FEAT. BRELAND & HARDY	Beers On Me	42	23	23	32
35	DAVIS, JORDAN FEAT. LUKE BRYAN	Buy Dirt	31	28	34	33
36	RAY, FRANK	Country'd Look Good On You	48	33	24	13
37	CAM	Till There's Nothing Left	2	49	37	42
38	BROWN, KANE	One Mississippi	30	29	33	44
39	CHURCH, ERIC	Heart On Fire	28	47	39	34
40	OWEN, JAKE	Best Thing Since Backroads	47	38	40	22
41	PEARCE, CARLY & ASHLEY MCBRYDE	Never Wanted To Be That Girl	17	41	25	50
42	BROTHERS OSBORNE	I'm Not For Everyone	46	30	45	30
43	SMITH, CAITLYN FEAT. OLD DOMINION	I Can't	39	40	47	35
44	ALAINA, LAUREN FEAT. JON PARDI	Getting Over Him	40	37	46	40
45	MCGRAW, TIM	7500 OBO	43	43	43	38
46	URBAN, KEITH	Wild Hearts	37	44	49	39
47	ARTS, TENILLE	Back Then, Right Now	44	36	50	46
48	KEITH, TOBY	Old School	45	48	41	48
49	JONES, CAROLINE	Come In (But Don't...)	50	45	44	47
50	BROOKS, GARTH	That's What Cowboys Do	49	50	48	49

FOR YOUR CMA AWARD CONSIDERATION
DUO OF THE YEAR
ALBUM OF THE YEAR – *Skeletons*
MUSIC VIDEO OF THE YEAR – “Younger Me”

Brothers Osborne



“Skeletons will blow the roof off your house party” –ESQUIRE

“A remarkably engaging record that shows off what the duo does best” –ROLLING STONE

*“With ferocious guitars, stomping drum lines, and plenty of blue-collar fire,
Brothers Osborne positively sizzles” –ENTERTAINMENT WEEKLY*

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	RYAN GRIFFIN	Salt, Lime And Tequila	Independent
2	GARY LEVOX	Working On Sunday	Big Machine
3	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
4	LUKE COMBS	South On Ya	River House/Columbia Nash
5	THE WEEKND	Can't Feel My Face	XO/Republic
6	MITCHELL TENPENNY	To Us It Did	Riser House/Columbia
7	SCOTTY MCCREERY	Damn Strait	Triple Tigers
8	CONNER SMITH	Learn From It	Valory
9	PRISCILLA BLOCK	Wish You Were The Whiskey	Mercury Nashville/InDent
10	MORGAN WALLEN	Wasted On You	Big Loud/Republic
11	SPENCER CRANDALL	My Person	---
12	AARON GOODVIN	Lonely Drum	Reviver
13	CODY JINKS	All It Cost Me Was Everything	Late August Records
14	RUSSELL DICKERSON	It's About Time f/FGL	Triple Tigers
15	DUSTIN LYNCH	Tequila On A Boat f/Chris Lane	Broken Bow
16	LILY ROSE	Villain	Big Loud/Republic
17	BRIAN KELLEY	Made By The Water	Warner/WMN
18	KENDALL SHAFFER	Rollin' Stone	Rouxie Music
19	NIKO MOON	No Sad Songs	RCA Nashville
20	CHRIS YOUNG	If That Ain't God	RCA Nashville
21	KELSEA BALLERINI & LANY	I Quit Drinking	BR/The Orchard-Interscope
22	KYLE PARK	Rewind	---
23	ELI YOUNG BAND & JIMMY BUFFETT	Saltwater Gospel	Valory
24	JOSH ABBOTT BAND	Real Damn Good	Pretty Damn Tough
25	RANDY ROGERS & WADE BOWEN	Rhinestoned	Lil' Buddy Toons
26	BRIAN KELLEY	Florida Boy Forever	Warner/WMN
27	DREW FISH BAND	One Beer At A Time	Reel
28	JON WOLFE	Tequila Sundown	Fool Hearted Productions
29	GARY LEVOX	The Distance	BMLG/Cap CMG
30	WARD DAVIS	Get To Work Whiskey	Ward Davis/Thirty Tigers
31	JORDAN FLETCHER	Rather Be Broke	Triple Tigers
32	CASE HARDIN	Alcohol Abuse	---
33	SASHA SLOAN	When It Was Over? f/Sam Hunt	RCA
34	LAINEY WILSON	WWDD	Broken Bow
35	BEN GALLAHER	Every Small Town	Quartz Hill
36	KIP MOORE	Good Life	MCA Nashville
37	BROTHERS OSBORNE	Younger Me	EMI Nashville
38	DANIELLE BRADBURY	Stop Draggin' Your Boots	Big Machine
39	KAMERON MARLOWE	Tequila Talkin'	Columbia Nashville
40	DAVID J	Lost My Heartbreak	Grey Area
41	KIN FAUX	Plainview	---
42	ANDREW JANNAKOS	Gone Too Soon	RCA Nashville
43	JADEN HAMILTON	Heaven's Jukebox	Sony Music Nashville
44	CURTIS GRIMES	Noah Built A Boat	Lonely River
45	BRETT YOUNG	Not Yet	BMLG
46	OLD DOMINION	All I Know About Girls	Arista Nashville
47	QUEEVA	Do Better	---
48	KACEY MUSGRAVES	star-crossed	MCA Nashville/Interscope
49	HAILEY WHITTERS	How Far Can It Go f/Yearwood	Pegasus/S&D/Big Loud
50	BROOKS & DUNN	Brand New Man w/Luke Combs	Arista Nashville

PRYOR & LEE

"RIGHT NOW"



Our MMI Grandma use-sta take pieces of a chopped up chicken and put em in a brown bag filled with flour and spices and shook it all up! And the results were finger lickin' good. Well, CMT found this high energy mega tempo blue plate special from duo Pryor and Lee and served it up hot. These boys took trucks, beer, backroads, perty girls, red solo cups, Daisy Dukes, bonfires, tailgates and tempo... and shook em up in Grandma's bag. For hot Country fun, click here:



A man with dark hair and a beard, wearing a pink button-down jacket over a striped shirt, stands against a warm, orange-toned background with clouds. His shadow is cast on the wall behind him.

JACKSON MICHELSON

THE NEW EP

BACK TO THAT SUMMER

FEATURING THE CURRENT HIT SINGLE

TIP JAR

CLICK HERE
TO REVIEW THE ENTIRE EP

OVER 10 MILLION STREAMS ON RELEASE DAY!

Comments and feedback welcomed to Craig Powers VP media Curb|Word Entertainment | cpowers@curb.com



Check out these videos hand-picked by our staff!



MICKEY GUYTON - "REMEMBER HER NAME"

This is the real reason that Mickey has received so much press and media visibility. She's simply a force of talent to be recognized and with whom to be reckoned. The video for "Remember Her Name" brings a strong message but not the obvious picture that was painted in last year's firestorm of racial unrest. This emotional tale skillfully combines Daddy/Daughter love, 9/11 imagery, the heartbreak of loss and the tenacity of independent women. The track is very powerful and after your listeners experience it...they will clearly remember the name of who belted it out! Click here:



CHRIS JANSON - "BYE MOM"

MMI Study In Marketing Alert: Whether you are a programmer, a radio listener or just a music fan, new music from Chris Janson is going to get your attention. Then add the title "Bye Mom" and no one gets away without a curious listen. And the song is all that we expect it to be. Chris knows how to spin a tale with his song-wordsmith genius self. The video is a time-tripping salute to one of the most powerful pillars in the Country Music pier. Hug your Momma and click here:



KIDD G - "DOWN HOME BOY"

Do you want to know where you'll find Kidd G fans: go to a Southern Friday night high school football game. Next, look around the lake on Saturday and the Kroger parking lot on any given night. That's where the young cool kids are, and they know and love Kidd G. Check out this "Down Home Boy's" streaming numbers. Well, Lordy mercy this artist has a massive, active following with a sweet magnolia tinged soul about them. If you need a shot of young, hip and familiar on your playlist... check here:



AVENUE BEAT - "THIS IS GOODBYE"

Ok. Seems very clever, cute and slightly cagey. Avenue Beat is announcing their breakup with a "Debut" album? Yep. It's called The Debut Farewell Album and is a hello/goodbye type scenario spelled out in the track and video "This is Goodbye". The well glued-together behind the scenes clip catches the girls at their personal and talented best. The single features a guest vocal from "unofficial 4th Beat" Summer Overstreet. To bid the youngsters adieu, click here:



LAINA HARDY - "MEMORIZE YOU"

Former Idol winner Laine Hardy takes us to the familiar beach scenes for the video of "Memorize You". It led the MMI research team to calculate how many Country Videos have been shot on beautiful (and affordable) Panama City Beach. At last count our data seekers unearthed 89 million 210 thousand and 14. They are still counting. For one more, click here:





CRS '22

FEBRUARY 23-25 | NASHVILLE

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THE GREATEST FAMILY REUNION IN COUNTRY MUSIC!

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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MONDAY MORNING INTEL

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