

MONDAY MORNING INTEL



for KING & COUNTRY

LITTLE DRUMMER BOY

CURB | word
ENTERTAINMENT
MUSIC

**MMI
PROFILE
MIKE McVAY**

ON HOLIDAY PROGRAMMING

TOP 40 *EDITION*

DECEMBER 6, 2021

MONDAY MORNING INTEL

DECEMBER 6, 2021

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

12.6.21

AIRPLAY

THE KID LAROI & JUSTIN BIEBER "STAY"

RETENTION

ED SHEERAN "SHIVERS"

CALLOUT

THE KID LAROI & JUSTIN BIEBER "STAY"

AUDIO

ADELE "EASY ON ME"

VIDEO

LIL NAS X & JACK HARLOW "INDUSTRY BABY"

SALES

ELTON JOHN & DUA LIPA "COLD HEART"

COMPOSITE

ADELE "EASY ON ME"

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
2	9	5	1	4	x	1	ADELE	Easy On Me	Columbia
1	5	1	6	2	10	2	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
3	4	3	5	1	12	3	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
5	2	14	8	23	5	4	ED SHEERAN	Shivers	Atlantic
4	6	4	12	14	19	5	DOJA CAT	Need To Know	Kemosabe/RCA
10	1	6	15	20	13	6	ED SHEERAN	Bad Habits	Atlantic
6	11	8	29	5	9	7	MANESKIN	Beggin	Sony Music Latin/Arista
8	16	2	7	17	15	8	GLASS ANIMALS	Heat Waves	Republic
7	3	7	21	22	25	9	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA
38	x	10	10	11	2	10	WALKER HAYES	Fancy Like	Monument/RCA
43	x	x	2	8	6	11	TAYLOR SWIFT	All Too Well (Taylor's Version	Republic
20	x	36	4	7	11	12	BRUNO MARS/A .PAAK/SILK SONIC	Smokin Out The Window	Aftermath Ent./Atlantic
11	7	35	16	26	1	13	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope
9	10	9	25	28	26	14	LIL NAS X	Thats What I Want	Columbia
14	x	28	17	25	8	15	POST MALONE & THE WEEKND	One Right Now	Republic
18	18	30	19	12	7	16	THE ANXIETY, WILLOW/TYLER COLE	Meet Me At Our Spot	MSFTS/Roc Nation
19	15	12	24	15	20	17	OLIVIA RODRIGO	traitor	Geffen/Interscope
12	8	15	26	35	16	18	JUSTIN BIEBER	Ghost	Def Jam
17	13	x	28	30	3	19	COLDPLAY X BTS	My Universe	Parlophone/Atlantic
26	14	13	9	18	29	20	DRAKE	Way 2 Sexy f/Future/Young Thug	OVO/300 Ent-Epic-Republic
31	x	29	13	3	23	21	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic
15	20	18	18	16	30	22	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope
46	x	x	11	24	4	23	GAYLE	abccdefu	Atlantic
22	17	27	27	13	22	24	WIZKID	Essence f/Tems	Starboy/RCA
29	x	11	36	19	28	25	CHLOE	Have Mercy	Parkwood/Columbia
32	x	40	3	33	14	26	ADELE	Oh My God	Columbia
37	x	17	32	27	18	27	ACRAZE	Do It To It f/Cherish	Thrive/Virgin
30	x	19	33	10	44	28	OLIVER TREE	Life Goes On	Atlantic
36	21	38	20	9	21	29	FARRUKO	Pepas	C. Fiber/Sony Music Latin
23	x	22	31	42	31	30	SWEDISH HOUSE MAFIA/THE WEEKND	Moth To A Flame	Republic
40	x	25	37	6	45	31	LISA	Money	Interscope
50	x	x	22	21	34	32	AMAARAE	Sad Girlz Luv Money f/K. Uchis	Platoon/Interscope
45	x	x	40	34	17	33	LATTO	Big Energy	RCA
33	x	x	35	37	33	34	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA
13	26	23	14	50	27	35	NEIKED X MAE MULLER X POLO G	Better Days	Columbia-Capitol
28	25	21	41	39	37	36	THE WEEKND	Take My Breath	XO/Republic
39	x	16	42	38	38	37	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGL
16	12	31	49	48	43	38	JONAS BROTHERS	Who's In Your Head	Republic
47	x	x	23	32	39	39	DRAKE	Girls Want Girls f/Lil Baby	OVO/Republic
27	24	24	43	41	41	40	GIVEON	For Tonight	Not So Fast/Epic
21	x	37	30	47	40	41	TAYLOR SWIFT	Message In A Bottle (Taylor's	Republic
24	22	34	46	44	36	42	BBNO\$	edamame f/Rich Brian	bbno\$/mtheory/further.
42	x	26	34	43	42	43	BENSON BOONE	Ghost Town	Night Street/Warner
25	19	33	50	49	32	44	PITBULL	I Feel Good f/A. Watts & DJWS	Mr. 305
49	x	x	44	36	24	45	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
44	x	x	38	40	35	46	ED SHEERAN	Overpass Graffiti	Atlantic
35	x	20	48	46	47	47	IMAGINE DRAGONS	Follow You	KidinaKorner/Interscope
34	23	32	47	45	46	48	NESSA BARRETT	i hope ur miserable until ur..	Warner
41	x	39	45	29	48	49	TWICE	The Feels	Imperial/Republic
48	x	x	39	31	49	50	MEGAN THEE STALLION	Thot S**t	300 Ent.

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	43	11	32	TAYLOR SWIFT	All Too Well (Taylor's Version	Republic
2	38	10	28	WALKER HAYES	Fancy Like	Monument/RCA
3	46	23	23	GAYLE	abcdefu	Atlantic
4	50	32	18	AMAARAE	Sad Girlz Luv Money f/K. Uchis	Platoon/Interscope
5	45	33	12	LATTO	Big Energy	RCA
6	37	27	10	ACRAZE	Do It To It f/Cherish	Thrive/Virgin
7	31	21	10	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic
8	40	31	9	LISA	Money	Interscope
9	20	12	8	BRUNO MARS/A .PAAK/SILK SONIC	Smokin Out The Window	Aftermath Ent./Atlantic
10	47	39	8	DRAKE	Girls Want Girls f/Lil Baby	OVO/Republic

Songs that have significantly downtrended 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	OLIVIA RODRIGO	good 4 u	Geffen/Interscope
2	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA
3	DUA LIPA	Levitating	Interscope-Warner
4	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia
5	THE WEEKND	Save Your Tears	XO/Republic
6	ARIANA GRANDE	positions	Republic
7	OLIVIA RODRIGO	deja vu	Geffen/Interscope
8	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
9	THE KID LAROI	Without You with Miley Cyrus	Columbia
10	THE WEEKND	Blinding Lights	XO/Republic
11	HARRY STYLES	Adore You	Columbia
12	ARIANA GRANDE	pov	Republic
13	CHRIS BROWN X YOUNG THUG	Go Crazy	Chris Brown/300 Ent.-RCA
14	POST MALONE	Circles	Republic
15	ARIANA GRANDE	34+35	Republic
16	MACHINE GUN KELLY & BLACKBEAR	My Ex's Best Friend	Bad Boy/Interscope
17	HARRY STYLES	Watermelon Sugar	Columbia
18	DUA LIPA	Don't Start Now	Warner
19	DUA LIPA	Break My Heart	Warner
20	TATE MCRAE	You Broke Me First	RCA
21	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
22	OLIVIA RODRIGO	drivers license	Geffen/Interscope
23	BLACKBEAR	Hot Girl Bummer	Beartrap/Alamo/Interscope
24	AVA MAX	Kings & Queens	Atlantic
25	MAROON 5 F/MEGAN THEE STALLION	Beautiful Mistakes	222/Interscope
26	DOJA CAT	Say So	Kemosabe/RCA
27	RITT MOMNEY	Put Your Records On	Disruptor/Columbia
28	SAWEETIE	Best Friend f/Doja Cat	Icy/RCA-Warner
29	BILLIE EILISH	Therefore I Am	Darkroom/Interscope
30	MASKED WOLF	Astronaut In The Ocean	Elektra/EMG

Faster Programming Intel From NuVoodoo.



The A.S.A.P Study



ACTIONABLE: A 10-minute interview is flexible but demands knowing the possible actions that might be taken.



SPEEDY: A 10-minute interview means the study gets into the field faster. A 300-person sample means that it will get out of the field faster. In the top 40 markets it's four weeks or less from approved questionnaire to presentation.



AFFORDABLE: An all-in cost of \$9500 minimizes risk and helps ensure a return on every budget dollar.



PERCEPTUAL STUDY: Quantitative research with scalable results from a well-designed, carefully-screened sample.

CHOOSE ONE FROM THREE STUDY DESIGNS:

Morning shows: What kind of show is in demand? Are there image leaders? What are the key audience benefits? Which images are contestable? Which features have gravity? Who are the hot personalities?

Comprehensive station health checkup: Are you optimally aligned among competitors? Strongest images? Most valuable images? Is your music dialed-in? Biggest threats? Easiest sources of new P1's?

Roadmap for music: The tightened interview allows testing of appeal for up to fifteen music styles, along with image questions.

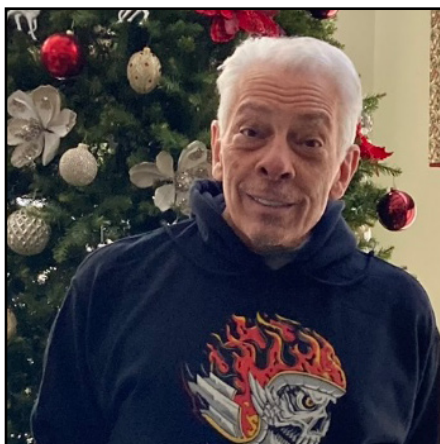


Songs that are performing higher than most with all of the heaviest increases in all MMI Components.

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	ADELE	Oh My God	Columbia
HOTZONE	TAYLOR SWIFT	All Too Well (Taylor's Version	Republic
HOTZONE	TAYLOR SWIFT	Message In A Bottle (Taylor's	Republic
HOTZONE	BRUNO MARS/A .PAAK/SILK SONIC	Smokin Out The Window	Aftermath Ent./Atlantic
HOTZONE	BENSON BOONE	Ghost Town	Night Street/Warner
HOTZONE	ACRAZE	Do It To It f/Cherish	Thrive/Virgin
HOTZONE	LISA	Money	Interscope
HOTZONE	OLIVER TREE	Life Goes On	Atlantic
HOTZONE	88RISING & BIBI	The Weekend	88rising
HOTZONE	SEAN PAUL	Dynamite f/Sia	Island/Republic

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	CHARLI XCX	Good Ones	Atlantic/EMG
DEVELOPING	TWICE	The Feels	Imperial/Republic
DEVELOPING	POST MALONE & THE WEEKND	One Right Now	Republic
DEVELOPING	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope
DEVELOPING	SWEDISH HOUSE MAFIA/THE WEEKND	Moth To A Flame	Republic
DEVELOPING	ANITTA	Faking Love f/Saweetie	Warner
DEVELOPING	IMAGINE DRAGONS	Follow You	KidinaKorner/Interscope
DEVELOPING	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
DEVELOPING	NEIKED X MAE MULLER X POLO G	Better Days	Columbia-Capitol
DEVELOPING	COLDPLAY X BTS	My Universe	Parlophone/Atlantic
DEVELOPING	THE ANXIETY, WILLOW/TYLER COLE	Meet Me At Our Spot	MSFTS/Roc Nation
DEVELOPING	PITBULL	I Feel Good f/A. Watts & DJWS	Mr. 305
DEVELOPING	CHLOE	Have Mercy	Parkwood/Columbia
DEVELOPING	SHOUSE	Love Tonight	Hell Beach/ONELOVE
DEVELOPING	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope
DEVELOPING	JUSTIN BIEBER	Ghost	Def Jam
DEVELOPING	BBNO\$	edamame f/Rich Brian	bbno\$/mtheory/further.
DEVELOPING	GIVEON	For Tonight	Not So Fast/Epic



MIKE

McVAY

INTEL

CURRENT POSITION:

PRESIDENT
McVAY MEDIA CONSULTING

We've hit the date that many stations go "All Holiday Music", particularly AC, Hot AC and Country. Who benefits more: Sales or programming?

Depending on the format... Programming wins. There is added value in being able to sell specific commercials around Christmas programming, but it clearly helps the ratings in adult contemporary stations and some classic hits stations. We've not seen the same success at country radio stations as we've seen in those other formats.

When "Levitating" and/or "Buy Dirt" are your best testing singles and they're replaced by "Wonderful ChristmasTime", what are the risks? Is there still a way to expose them?

I have a couple stations that have in the past gone 100% Christmas, that this year are only spiking in Christmas songs, because of the strength of today's currents. When you go 100% Christmas music... You are changing the format. The research I've seen shows you lose about 40% of the audience you have, they can gain 60% additional listeners during that period. What happens on December 26 is the hope that your old audience comes back... Hopefully.

Every year there is a new crop of Christmas "originals". Is there a safe balance of the new tracks as opposed to the standards?

The standards test better and are more attractive to the audience than there is for Christmas music, than new originals. However, there is an occasional new song that can become a classic. Taylor Swift's "Christmas Tree Farm" is one example. This year's Ed Sheeran & Elton John song is another.

You are known for your dapper attire. Do you have some special silk Christmas pajamas?

How about a holiday sweater?

I wish that I had a picture of me wearing my Neil Diamond holiday sweater. My fave though is the "Bad to the Bone" hoody from George Thorogood and his manager Adam Conde. Nothing says Christmas like George Thorogood.

You've gone all Holiday Music. A superstar drops a mega smash single. Do you break format and play it?

No. If it's a hit ... it will still be a hit in three weeks.

On the McVay gift buying list are an artist, a music label exec, a programmer, and a morning show host.

Who are they and what are you getting for them?

Buying a fresh shave for my friend Dan Smeyers of Dan + Shay... Steelers season tickets for John Esposito or Dodgers season tickets for Greg Marella... a desk organizer for Brian Philips (he makes my OCD flair-up), and a universal golf pass for Scott Shannon.



for KING & COUNTRY

LITTLE DRUMMER BOY

NOW PLAYING ON ALL FORMATS!

83M+ WORLDWIDE STREAMS

2021 A DRUMMER BOY
CHRISTMAS TOUR
SOLD OUT IN MULTIPLE
MAJOR MARKETS

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	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia	PLAY VIDEO ▶
2	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia	PLAY VIDEO ▶
3	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic	PLAY VIDEO ▶
4	ADELE	Easy On Me	Columbia	PLAY VIDEO ▶
5	MANESKIN	Beggin	Arista	PLAY VIDEO ▶
6	LISA	Money	Interscope	PLAY VIDEO ▶
7	BRUNO MARS/A . PAAK/SILK SONIC	Smokin Out The Window	Aftermath Ent./Atlantic	PLAY VIDEO ▶
8	TAYLOR SWIFT	All Too Well (Taylor's Version)	Republic	PLAY VIDEO ▶
9	FARRUKO	Pepas	C. Fiber/Sony Music Latin	PLAY VIDEO ▶
10	OLIVER TREE	Life Goes On	Atlantic	PLAY VIDEO ▶
11	WALKER HAYES	Fancy Like	Monument	PLAY VIDEO ▶
12	THE ANXIETY, WILLOW/TYLER COLE	Meet Me At Our Spot	MSFTS/Roc Nation	PLAY VIDEO ▶
13	WIZKID	Essence f/Tems	Starboy/RCA	PLAY VIDEO ▶
14	DOJA CAT	Need To Know	Kemosabe/RCA	PLAY VIDEO ▶
15	OLIVIA RODRIGO	traitor	Geffen/Interscope	PLAY VIDEO ▶
16	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope	PLAY VIDEO ▶
17	GLASS ANIMALS	Heat Waves	Republic	PLAY VIDEO ▶
18	DRAKE	Way 2 Sexy f/Future/Young Thug	OVO/300 Ent-Epic-Republic	PLAY VIDEO ▶
19	CHLOE	Have Mercy	Parkwood/Columbia	PLAY VIDEO ▶
20	ED SHEERAN	Bad Habits	Atlantic	PLAY VIDEO ▶
21	AMAARAE	Sad Girlz Luv Money f/K. Uchis	Platoon/Interscope	PLAY VIDEO ▶
22	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA	PLAY VIDEO ▶
23	ED SHEERAN	Shivers	Atlantic	PLAY VIDEO ▶
24	GAYLE	abcdefu	Atlantic	PLAY VIDEO ▶
25	POST MALONE & THE WEEKND	One Right Now	Republic	PLAY VIDEO ▶
26	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope	PLAY VIDEO ▶
27	ACRAZE	Do It To It f/Cherish	Virgin Music	PLAY VIDEO ▶
28	LIL NAS X	Thats What I Want	Columbia	PLAY VIDEO ▶
29	TWICE	The Feels	Imperial/Republic	PLAY VIDEO ▶
30	COLDPLAY X BTS	My Universe	Parlophone/Atlantic	PLAY VIDEO ▶
31	MEGAN THEE STALLION	Thot S**t	300 Ent.	PLAY VIDEO ▶
32	DRAKE	Girls Want Girls f/Lil Baby	OVO/Republic	PLAY VIDEO ▶
33	ADELE	Oh My God	Columbia	PLAY VIDEO ▶
34	LATTO	Big Energy	RCA	PLAY VIDEO ▶
35	JUSTIN BIEBER	Ghost	Def Jam	PLAY VIDEO ▶
36	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA	PLAY VIDEO ▶
37	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA	PLAY VIDEO ▶
38	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE	PLAY VIDEO ▶
39	THE WEEKND	Take My Breath	XO/Republic	PLAY VIDEO ▶
40	ED SHEERAN	Overpass Graffiti	Atlantic	PLAY VIDEO ▶
41	GIVEON	For Tonight	Not So Fast/Epic	PLAY VIDEO ▶
42	SWEDISH HOUSE MAFIA/THE WEEKND	Moth To A Flame	Republic	PLAY VIDEO ▶
43	BENSON BOONE	Ghost Town	Night Street/Warner	PLAY VIDEO ▶
44	BBNO\$	edamame f/Rich Brian	bbno\$/further.	PLAY VIDEO ▶
45	NESSA BARRETT	i hope ur miserable until ur..	Warner	PLAY VIDEO ▶
46	IMAGINE DRAGONS	Follow You	KidinaKorner/Interscope	PLAY VIDEO ▶
47	TAYLOR SWIFT	Message In A Bottle (Taylor's Version)	Republic	PLAY VIDEO ▶
48	JONAS BROTHERS	Who's In Your Head	Republic	PLAY VIDEO ▶
49	PITBULL	I Feel Good f/A. Watts & DJWS	Mr. 305	PLAY VIDEO ▶
50	NEIKED X MAE MULLER X POLO G	Better Days	Capitol	PLAY VIDEO ▶

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	THE KID LAROI & JUSTIN BIEBER	Stay	2	1	1	1
2	GLASS ANIMALS	Heat Waves	1	2	2	7
3	LIL NAS X & JACK HARLOW	Industry Baby	4	3	5	5
4	DOJA CAT	Need To Know	6	8	3	3
5	ADELE	Easy On Me	12	9	4	2
6	SHEERAN, ED	Bad Habits	3	6	9	6
7	DOJA CAT FEAT. THE WEEKND	You Right	10	7	8	4
8	MANESKIN	Beggin'	8	4	7	8
9	RODRIGO, OLIVIA	good 4 u	5	5	6	11
10	BROWN, KANE X BLACKBEAR	Memory	7	10	11	18
11	Lil Nas X	Thats What I Want	15	11	15	10
12	Hayes, Walker	Fancy Like	14	16	10	12
13	Chloe	Have Mercy	17	19	13	9
14	Rodrigo, Olivia	Traitor	9	14	14	16
15	Drake Feat. Future And Young Thug	Way 2 Sexy	21	12	12	13
16	Sheeran, Ed	Shivers	13	17	17	15
17	Bieber, Justin	Ghost	11	13	16	21
18	Blxst Feat. Ty Dolla \$Ign & Tyga	Chosen	18	20	20	14
19	ACRAZE Feat. Cherish	Do It To It	16	15	18	32
20	Eilish, Billie	Happier Than Ever	19	18	19	19
21	Oliver Tree	Life Goes On	22	23	22	24
22	Imagine Dragons	Follow You	30	25	23	17
23	Coldplay X BTS	My Universe	29	22	26	23
24	The Weeknd	Take My Breath	24	24	24	25
25	Swedish House Mafia Feat. The Weeknd	Moth To A Flame	33	31	28	22
26	NEIKED Feat. Mae Muller Polo G	Better Days	31	26	30	33
27	Giveon	For Tonight	27	34	25	26
28	Lisa	Money	23	42	21	30
29	Boone, Benson	Ghost Town	28	21	34	47
30	Wizkid Feat. Justin Bieber	Essence	32	33	29	29
31	Post Malone & The Weeknd	One Right Now	34	29	32	28
32	CKay	Love Nwantiti (Ah Ah Ah)	25	40	37	20
33	THE ANXIETY, WILLOW, Tyler Cole	Meet Me At Our Spot	45	28	27	31
34	Jonas Brothers	Who's In Your Head	36	27	39	35
35	Barrett, Nessa	I Hope Ur Miserable Until Ur Dead	43	32	33	37
36	Daniel, Trevor	Alone	38	35	36	39
37	Pitbull Feat. Anthony Watts & Djws	I Feel Good	26	36	44	36
38	MONSTA X	One Day	39	37	38	41
39	bbno\$ & Rich Brian	Edamame	37	30	41	40
40	Charli XCX	Good Ones	44	41	43	27
41	88Rising & BIBI	The Weekend	20	44	46	34
42	John, Elton Feat. Dua Lipa	Cold Heart (PNAU Remix)	42	39	42	45
43	Bruno Mars, Anderson .Paak, Silk Sonic	Smokin Out The Window	47	38	40	42
44	Swift, Taylor	Message In A Bottle (Taylor's Version)	35	48	35	48
45	Paul, Sean Feat. Sia	Dynamite	41	43	31	49
46	Farruko	Pepas	46	49	47	38
47	Anitta Feat. Saweetie	Faking Love	50	45	48	44
48	Nelson, Jesy feat. Nicki Minaj	Boyz	49	46	49	46
49	Twice	The Feels	48	47	50	43
50	Adele	Oh My God	40	50	45	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	RODDY RICCH	Late At Night	Atlantic
2	TAYLOR SWIFT	Love Story (Taylor's Version)	Republic
3	HRVY	1 Day 2 Nights	BMG
4	WHY DON'T WE	Love Back	Atlantic
5	ASTRONOMERS	Bad Type	---
6	JVKE	This Is What Falling In Love..	JVKE / AWAL
7	JENNIFER LOPEZ	On My Way	Arista
8	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA
9	TWENTY ONE PILOTS	Shy Away	Fueled By Ramen/EMG
10	TATE MCRAE	feel like s**t	RCA
11	TWENTY ONE PILOTS	The Outside	Fueled By Ramen/EMG
12	MADS LANGER	Lightning	Freedom Is State Of Mind
13	CENTINEO	Believe Again	Distrokid
14	DIRTY HEADS	Vacation f/Train (2021)	Better Noise
15	DJ KHALED	Every Chance I Get f/LilBaby..	WTB/RN/Cap-Int-Epic
16	TRAPHOUSE KODA	Old Silverado	---
17	ADELE	Can I Get It	Columbia
18	OLIVIA ROX	Princess	Songbird
19	JP SAXE	Soft Landing	Arista
20	SENA KANA	Undisputed f/Poo Bear	G&L International Inc
21	TRINIDAD CARDONA	Dinero	Run-It-Up/Island/Republic
22	KELLY CLARKSON & ARIANA GRANDE	Santa Can't You Hear Me	Atlantic
23	KELLY CLARKSON	Rockin' Around The Christmas..	Atlantic
24	KELLY CLARKSON	Jingle Bell Rock	Atlantic
25	KELLY CLARKSON	Glow w/Chris Stapleton	Atlantic
26	KELLY CLARKSON	Christmas Isn't Canceled...	Atlantic
27	BAD BUNNY	Yonaguni	Rimas/The Orchard
28	ONEREPUBLIC	Someday	Mosley/Interscope
29	KELLY CLARKSON	It's Beginning To Look A Lot..	Atlantic
30	MUSTARD	Ballin' f/Roddy Ricch	10 Summers/Interscope
31	EDX	I Found You (Neptune)	Sirup
32	YNIQ	RICH FOREVER	Independent
33	REGARD X KWABS	Signals	Epic
34	DAISY THE GREAT X AJR	Record Player	S-Curve/Hollywood
35	POST MALONE	Candy Paint	Republic
36	R3HAB X SIGALA X JP COOPER	Runaway	CYB3RPVNK
37	YOUNG THUG	Bubbly f/Drake, Travis Scott	YSL/300 Ent.
38	HARPER STARLING	No More What If	Star Groomer
39	FOR KING & COUNTRY	Little Drummer Boy (2020)	Curb Word
40	RODDY RICCH	High Fashion f/Mustard	Atlantic
41	SENHIT	Adrenalina f/Flo Rida	Subside Records
42	TAYLOR SWIFT	Wildest Dreams (Taylor's Vers)	Republic
43	POP SMOKE	The Woo f/50 Cent/Roddy Ricch	Victor Victor/Republic
44	DABABY	Suge	SCMG/Interscope
45	MARC E. BASSY	Bowie	---
46	POP SMOKE	For The Night f/LilBaby/DaBaby	Def-Cap-Int-Republic
47	GRIFF	One Night	Warner
48	MEEK MILL	Sharing Locations	MMG/Atlantic
49	SETH POWER	Going Somewhere	Toucan Cove
50	WILLIAM SINGE	Closer	Over Media

ED SHEERAN & ELTON JOHN

"MERRY CHRISTMAS"



Let's face it...It doesn't get much better than this. Elton and Ed acting like elves, flying snowmen, top hats, silver bells, holiday merriment deluxe and a new track we can all play in a meaningful holiday rotation. Let's put it all behind us and celebrate the holiday by clicking here:



Check out these videos hand-picked by our staff!



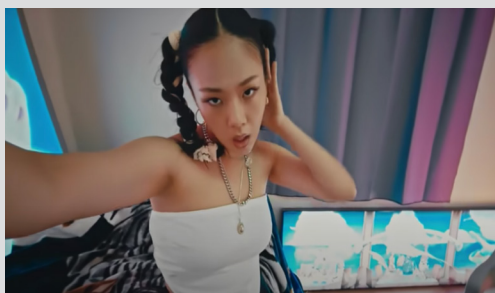
AJR - "THE GOOD PART"

When AJR shows up, MMI pays attention. They are undeniably one of the most interesting bands in modern and pop radio today. The boys that brought us "Bang" are 3 bros that now borrow liberally from Bach in "The Good Life". With shadows of Supertramp and a tinge of 10cc don't underestimate the future of this quirky mega-talented family band. Click here:



GAYLE - "ABCDEFU"

MMI PSA Alert: This is why you should lock your doors when you're not home! Nashville teenage wunderkind Gayle is an emerging singing/songwriting force. She and her buddies are redecorating her ex's home with some creative baking. The song is a lyrical tacklebox full of hooks. In this ode to getting even, at least she spared the dog. Click here:



88RISING AND BIBI - "THE WEEKEND"

88Rising is a cool biz model. They specialize in bridging Asian and American pop and act as a label, distributor, management, marketing and the entire package. In this clip featuring South Korean Pop-ette Bibi you'll see a splendid example of 88Rising's content. Poor Bibi is lamenting being a part-time love who only gets connected on "The Weekend". For a solo performance saluting lonely love, click here:



IANN DIOR - "LET YOU"

If you like circus acts, knife throwing, dancing angels and levitating, this video is for you. MMI sonar detectors picked this one off SiriusXM's Hits-I and Venus spinnage. Vocalist Iann Dior is the most widely known unknown singer who's still basking from his feature on 24kGoldn's "Mood" which received exactly 456 Gazillion, 76 Brazillion, 109 Frillion spins last year. But who's counting? Click here:



LATTO - "BIG ENERGY"

Winner Winner, Chicken Dinner! Latto lets us play the lotto in this wheel spinnin' dice throwing' video called "Big Energy". Miss Latto lets us know that winning her love is as good as going to heaven in your underwear. If you want to gamble on some rather big stakes, 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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