

MONDAY MORNING INTEL

WE'RE VERY GRATEFUL FOR YOU...

*All the best this
Holiday Season*

Rich, Steve, Skip, Butch, Rick, Alissa, George, Trent,
Kate, Kylee, Charlie, Monkey Dog and Heidi Dog

AIRPLAY
INTEL
3.0



TOP 40 *EDITION*

DECEMBER 13, 2021

MONDAY MORNING INTEL

DECEMBER 13, 2021

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

12.13.21

AIRPLAY

ADELE "EASY ON ME"

RETENTION

ED SHEERAN "BAD HABITS"

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

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	42	15	27	TAYLOR SWIFT	All Too Well (Taylor's Version	Republic
2	33	7	26	GAYLE	abcdefu	Atlantic
3	49	33	16	AMAARAE	Sad Girlz Luv Money f/K. Uchis	Platoon/Interscope
4	34	20	14	DRAKE	Way 2 Sexy f/Future/Young Thug	OVO/300 Ent-Epic-Republic
5	43	31	12	LATTO	Big Energy	RCA
6	47	35	12	DRAKE	Girls Want Girls f/Lil Baby	OVO/Republic
7	48	36	12	DOJA CAT	Woman	Kemosabe/RCA
8	31	21	10	ACRAZE	Do It To It f/Cherish	Thrive/Virgin
9	39	29	10	FARRUKO	Pepas	C. Fiber/Sony Music Latin
10	32	24	8	WIZKID	Essence f/Tems	Starboy/RCA

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	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
8	THE KID LAROI	Without You with Miley Cyrus	Columbia
9	OLIVIA RODRIGO	deja vu	Geffen/Interscope
10	THE WEEKND	Blinding Lights	XO/Republic
11	HARRY STYLES	Adore You	Columbia
12	ARIANA GRANDE	pov	Republic
13	ARIANA GRANDE	34+35	Republic
14	MACHINE GUN KELLY & BLACKBEAR	My Ex's Best Friend	Bad Boy/Interscope
15	POST MALONE	Circles	Republic
16	CHRIS BROWN X YOUNG THUG	Go Crazy	Chris Brown/300 Ent.-RCA
17	HARRY STYLES	Watermelon Sugar	Columbia
18	DUA LIPA	Break My Heart	Warner
19	DUA LIPA	Don't Start Now	Warner
20	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
21	TATE MCRAE	You Broke Me First	RCA
22	BLACKBEAR	Hot Girl Bummer	Beartrap/Alamo/Interscope
23	OLIVIA RODRIGO	drivers license	Geffen/Interscope
24	DOJA CAT	Say So	Kemosabe/RCA
25	AVA MAX	Kings & Queens	Atlantic
26	MAROON 5 F/MEGAN THEE STALLION	Beautiful Mistakes	222/Interscope
27	RITT MOMNEY	Put Your Records On	Disruptor/Columbia
28	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA
29	SAWEETIE	Best Friend f/Doja Cat	Icy/RCA-Warner
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	GAYLE	abcdefu	Atlantic
HOTZONE	ADELE	Oh My God	Columbia
HOTZONE	ACRAZE	Do It To It f/Cherish	Thrive/Virgin
HOTZONE	BENSON BOONE	Ghost Town	Night Street/Warner
HOTZONE	TAYLOR SWIFT	All Too Well (Taylor's Version	Republic
HOTZONE	TAYLOR SWIFT	Message In A Bottle (Taylor's	Republic
HOTZONE	LATTO	Big Energy	RCA
HOTZONE	BRUNO MARS/A .PAAK/SILK SONIC	Smokin Out The Window	Aftermath Ent./Atlantic
HOTZONE	TIESTO & AVA MAX	The Motto	Atlantic
HOTZONE	CHLOE	Have Mercy	Parkwood/Columbia
HOTZONE	OLIVER TREE	Life Goes On	Atlantic
HOTZONE	88RISING & BIBI	The Weekend	88rising

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic
DEVELOPING	ANITTA	Faking Love f/Saweetie	Warner
DEVELOPING	JUSTIN BIEBER	Ghost	Def Jam
DEVELOPING	GIVEON	For Tonight	Not So Fast/Epic
DEVELOPING	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
DEVELOPING	LISA	Money	Interscope
DEVELOPING	CHARLI XCX	Good Ones	Atlantic/EMG
DEVELOPING	TWICE	The Feels	Imperial/Republic
DEVELOPING	SEAN PAUL	Dynamite f/Sia	Island/Republic
DEVELOPING	NEIKED X MAE MULLER X POLO G	Better Days	Columbia-Capitol
DEVELOPING	POST MALONE & THE WEEKND	One Right Now	Republic
DEVELOPING	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope
DEVELOPING	JONAS BROTHERS	Who's In Your Head	Republic
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	SWEDISH HOUSE MAFIA/THE WEEKND	Moth To A Flame	Republic
DEVELOPING	BBNO\$	edamame f/Rich Brian	bbno\$/mtheory/further.
DEVELOPING	IMAGINE DRAGONS	Follow You	KidinaKorner/Interscope



STUDIO 2B=E

Put the Needle on the Record

Mix, Match and Flash

Shake Liberally

Take an Elderly Friend Dancing

Boogie With a Suitcase

Surprise Others and Yourself

Hug Maximus, Kiss Preponderant

Praise God Always

Dig it Deeply

Navigate Nowhere Near Negativity

Please Populate with The Positive

Immerse Yourself in an Ocean of Gratitude

Find Your Gift and Give it Away

Give it Away, Give it Away, Give it Away Now

Look Both Ways/Love What You See

HOLIDAY BLESSINGS & NEW YEAR MIRACLES!

SKIP, BUTCH, KYLEE, CHARLIE, STEVE, RICH, GEORGE, RICK

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	MANESKIN	Beggin	Arista	PLAY VIDEO ▶
5	LISA	Money	Interscope	PLAY VIDEO ▶
6	ADELE	Easy On Me	Columbia	PLAY VIDEO ▶
7	BRUNO MARS/A . PAAK/SILK SONIC	Smokin Out The Window	Aftermath Ent./Atlantic	PLAY VIDEO ▶
8	GAYLE	abcdefu	Atlantic	PLAY VIDEO ▶
9	FARRUKO	Pepas	C. Fiber/Sony Music Latin	PLAY VIDEO ▶
10	TAYLOR SWIFT	All Too Well (Taylor's Version)	Republic	PLAY VIDEO ▶
11	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope	PLAY VIDEO ▶
12	WIZKID	Essence f/Tems	Starboy/RCA	PLAY VIDEO ▶
13	THE ANXIETY, WILLOW/TYLER COLE	Meet Me At Our Spot	MSFTS/Roc Nation	PLAY VIDEO ▶
14	DOJA CAT	Need To Know	Kemosabe/RCA	PLAY VIDEO ▶
15	OLIVIA RODRIGO	traitor	Geffen/Interscope	PLAY VIDEO ▶
16	OLIVER TREE	Life Goes On	Atlantic	PLAY VIDEO ▶
17	GLASS ANIMALS	Heat Waves	Republic	PLAY VIDEO ▶
18	ACRAZE	Do It To It f/Cherish	Virgin Music	PLAY VIDEO ▶
19	DOJA CAT	Woman	Kemosabe/RCA	PLAY VIDEO ▶
20	AMAARAE	Sad Girlz Luv Money f/K. Uchis	Platoon/Interscope	PLAY VIDEO ▶
21	DRAKE	Way 2 Sexy f/Future/Young Thug	OVO/300 Ent-Epic-Republic	PLAY VIDEO ▶
22	CHLOE	Have Mercy	Parkwood/Columbia	PLAY VIDEO ▶
23	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA	PLAY VIDEO ▶
24	ED SHEERAN	Bad Habits	Atlantic	PLAY VIDEO ▶
25	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope	PLAY VIDEO ▶
26	ED SHEERAN	Shivers	Atlantic	PLAY VIDEO ▶
27	TWICE	The Feels	Imperial/Republic	PLAY VIDEO ▶
28	LIL NAS X	Thats What I Want	Columbia	PLAY VIDEO ▶
29	POST MALONE & THE WEEKND	One Right Now	Republic	PLAY VIDEO ▶
30	MEGAN THEE STALLION	Thot S**t	300 Ent.	PLAY VIDEO ▶
31	DRAKE	Girls Want Girls f/Lil Baby	OVO/Republic	PLAY VIDEO ▶
32	JUSTIN BIEBER	Ghost	Def Jam	PLAY VIDEO ▶
33	LATTO	Big Energy	RCA	PLAY VIDEO ▶
34	COLDPLAY X BTS	My Universe	Parlophone/Atlantic	PLAY VIDEO ▶
35	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA	PLAY VIDEO ▶
36	ADELE	Oh My God	Columbia	PLAY VIDEO ▶
37	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE	PLAY VIDEO ▶
38	THE WEEKND	Take My Breath	XO/Republic	PLAY VIDEO ▶
39	ED SHEERAN	Overpass Graffiti	Atlantic	PLAY VIDEO ▶
40	GIVEON	For Tonight	Not So Fast/Epic	PLAY VIDEO ▶
41	BENSON BOONE	Ghost Town	Night Street/Warner	PLAY VIDEO ▶
42	SWEDISH HOUSE MAFIA/THE WEEKND	Moth To A Flame	Republic	PLAY VIDEO ▶
43	BBNO\$	edamame f/Rich Brian	bbno\$/further.	PLAY VIDEO ▶
44	TIESTO & AVA MAX	The Motto	Atlantic	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	3	6
3	LIL NAS X & JACK HARLOW	Industry Baby	3	3	5	3
4	DOJA CAT	Need To Know	8	5	4	2
5	ADELE	Easy On Me	11	8	2	4
6	MANESKIN	Beggin'	4	7	7	7
7	DOJA CAT FEAT. THE WEEKND	You Right	7	9	8	5
8	SHEERAN, ED	Bad Habits	5	6	10	8
9	GAYLE	abcdefu	22	4	6	9
10	BROWN, KANE X BLACKBEAR	Memory	6	10	11	18
11	Hayes, Walker	Fancy Like	12	11	9	12
12	Chloe	Have Mercy	13	15	12	10
13	Sheeran, Ed	Shivers	9	13	17	13
14	Lil Nas X	Thats What I Want	16	14	15	11
15	Rodrigo, Olivia	Traitor	17	16	13	14
16	Drake Feat. Future And Young Thug	Way 2 Sexy	20	12	14	15
17	Bieber, Justin	Ghost	10	18	18	17
18	Blxst Feat. Ty Dolla \$Ign & Tyga	Chosen	15	19	20	16
19	Eilish, Billie	Happier Than Ever	19	20	16	22
20	ACRAZE Feat. Cherish	Do It To It	14	17	22	23
21	Oliver Tree	Life Goes On	21	22	19	21
22	Coldplay X BTS	My Universe	18	21	25	20
23	Imagine Dragons	Follow You	34	24	21	19
24	The Weeknd	Take My Breath	24	23	32	24
25	NEIKED Feat. Mae Muller Polo G	Better Days	30	25	27	31
26	Swedish House Mafia Feat. The Weeknd	Moth To A Flame	29	31	30	26
27	THE ANXIETY, WILLOW, Tyler Cole	Meet Me At Our Spot	44	27	23	29
28	Post Malone & The Weeknd	One Right Now	31	26	33	33
29	Boone, Benson	Ghost Town	28	28	31	44
30	Giveon	For Tonight	36	32	28	36
31	CKay	Love Nwantiti (Ah Ah Ah)	25	45	26	25
32	Wizkid Feat. Justin Bieber	Essence	33	38	36	27
33	Lisa	Money	26	44	24	32
34	MONSTA X	One Day	32	36	34	37
35	Jonas Brothers	Who's In Your Head	38	29	37	45
36	Barrett, Nessa	I Hope Ur Miserable Until Ur Dead	37	34	38	40
37	Pitbull Feat. Anthony Watts & Djws	I Feel Good	23	33	41	47
38	Daniel, Trevor	Alone	47	35	29	42
39	Swift, Taylor	Message In A Bottle (Taylor's Version)	49	30	40	35
40	88rising & BIBI	The Weekend	35	39	46	28
41	bbno\$ & Rich Brian	Edamame	41	37	43	39
42	Bruno Mars, Anderson .Paak, Silk Sonic	Smokin Out The Window	40	40	39	38
43	John, Elton Feat. Dua Lipa	Cold Heart (PNAU Remix)	27	42	47	43
44	Charli XCX	Good Ones	48	41	42	34
45	Paul, Sean Feat. Sia	Dynamite	45	43	35	48
46	Shouse	Love Tonight	46	46	50	30
47	Farruko	Pepas	39	49	48	41
48	Anitta Feat. Saweetie	Faking Love	42	47	45	50
49	Adele	Oh My God	43	50	44	49
50	Twice	The Feels	50	48	49	46

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	TWENTY ONE PILOTS	The Outside	Fueled By Ramen/EMG
2	TELYKAST & SAM GRAY	Unbreakable	Casablanca/Republic
3	TAI VERDES	Let's Go To Hell	Arista
4	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek/Warner
5	TRAPHOUSE KODA	Old Silverado	---
6	ASTRONOMERS	Bad Type	---
7	TAYLOR SWIFT	Love Story (Taylor's Version)	Republic
8	JAX	90s Kids	Atlantic
9	VAULTBOY	everything sucks	Fast Friends
10	DARREN CRISS	I Want A Hippopotamus For...	Decca
11	JENNIFER LOPEZ	On My Way	Arista
12	R3HAB X SIGALA X JP COOPER	Runaway	CYB3RPVNK
13	DIRTY HEADS	Vacation f/Train (2021)	Better Noise
14	JVKE	This Is What Falling In Love..	JVKE / AWAL
15	TAYLOR SWIFT	Wildest Dreams (Taylor's Vers)	Republic
16	LOST FREQUENCIES, CALUM SCOTT	Where Are You Now	Sony Music Belgium/RCA
17	WHY DON'T WE	Love Back	Atlantic
18	TAY MONEY	The Assignment	Rebel/Geffen/Interscope
19	DABABY	Suge	SCMG/Interscope
20	GIGI VEGA	Down Crazy	Breakout Music
21	POST MALONE	Candy Paint	Republic
22	YNIQ	RICH FOREVER	Independent
23	MUSTARD	Ballin' f/Roddy Ricch	10 Summers/Interscope
24	FRENCH MONTANA	Handstand f/Doja Cat, Saweetie	Bad Boy/Epic
25	RODDY RICCH	High Fashion f/Mustard	Atlantic
26	ONEREPUBLIC	Someday	Mosley/Interscope
27	LIL BABY	On Me	QC/Motown/Capitol
28	FOR KING & COUNTRY	Little Drummer Boy (2020)	Curb Word
29	REGARD X KWABS	Signals	Epic
30	ADELE	To Be Loved	Columbia
31	TAYLOR SWIFT	Run (Taylor's Version)	Republic
32	BAD BUNNY	Yonaguni	Rimas/The Orchard
33	OLIVIA ROX	Princess	Songbird
34	TWENTY ONE PILOTS	Shy Away	Fueled By Ramen/EMG
35	KHALID	Present	Right Hand Music Grp/RCA
36	POLO G	Bad Man (Smooth Criminal)	Columbia
37	MEEK MILL	Sharing Locations	MMG/Atlantic
38	HARPER STARLING	No More What If	Star Groomer
39	ANNE-MARIE & NIALl HORAN	Our Song	Capitol-Warner
40	SETH POWER	Going Somewhere	Toucan Cove
41	TRINIDAD CARDONA	Dinero	Run-It-Up/Island/Republic
42	DJ KHALED	Every Chance I Get f/LilBaby..	WTB/RN/Cap-Int-Epic
43	SURFACES & TAI VERDES	Sheesh!	10K Projects/Capitol
44	GOOD NEWZ GIRLS	Let It Snow	---
45	KHALID	New Normal	Right Hand Music Grp/RCA
46	GRIFF	One Night	Warner
47	DAISY THE GREAT X AJR	Record Player	S-Curve/Hollywood
48	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
49	KELSEA BALLERINI & LANY	I Quit Drinking	BR/The Orchard-Interscope
50	YOUNG THUG	Bubbly f/Drake, Travis Scott	YSL/300 Ent.

"IT'S A WONDERFUL LIFE" THE LOST ENDING SNL 1986



This week MMI decks the halls with classic scenes from Holiday films. For some odd reason the elves in the research department thought that this 1986 revision of George Baily and Posse was somehow appropriate. Click here:

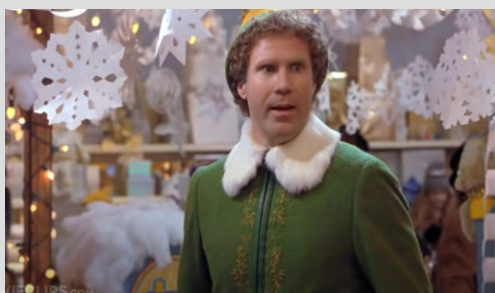


Check out these videos hand-picked by our staff!



FROM MIRACLE ON 34TH STREET - "SUSAN MEETS SANTA"

In researching this scene, we had to refer to several of the "Elder Elves" who were around in 1947. "Miracle..." is said to be one of the most endearing and enduring holiday films of all time. All these years later, the trip to meet "The Real Santa" at Macy's in NY is a destination every kid should experience. For a silver bells silver scene oldie but goodie, click here:



FROM ELF - "THRONE OF LIES"

Choosing a featured scene from the film "Elf" is like trying to find the pickled herring in the smorgasbord. But with careful scrutiny of data, the MMI Holiday research staff landed on Buddy calling out the pseudo-Big Guy. Sometimes the truth hurts and justice must be served. If you believe in the real thing, click here:



FROM "A CHRISTMAS STORY" - "TONGUE STUCK"

Tough one here. Heavy debate ensued when the MMI Data crunchers were trying to nail down one scene from this Holiday cinematic classic. The repetitive theme of "you'll shoot your eye out kid" and "Fragile Lamp scene" garnered heavy support but this magic moment captures it best. Do not try this at home. Click here:



NATIONAL LAMPOON CHRISTMAS VACATION FRIED CAT SCENE

A real bell ringer of a holiday scene is this heart-warming moment from the never-gets-old classic, National Lampoon's Christmas Vacation. This fun loving clip has twinkly lights, a family dinner, a lovely tree and a real-life electrocution of a cat...what may or may not have been consumed by the Griswalds. Click here:



LOVE ACTUALLY - "RUN THROUGH THE AIRPORT" SCENE

MMI Movie Fave "Love Actually" sports an all-star cast and memorable holiday moments deluxe. The characters, the writing, the interwoven storylines make this Christmas mainstay evergreen. After serious debate and reflection, the converging "run through the airport" wins out and the Christmas cinema climax moment. Get happy and 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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MONDAY MORNING INTEL

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