

MONDAY
MORNING
INTEL

Y E A R I N R E V I E W

HAVE SNIKDOOT LOOKING FORWARD

TOP 40 *EDITION*

DECEMBER 20, 2021

THIS YEAR'S BEST OF THE BEST AS PER MMI

ARTIST	TITLE	LABEL
ARIANA GRANDE	34+35	REPUBLIC
OLIVIA RODRIGO	DRIVERS LICENSE	GEFFEN/INTERSCOPE
ADELE	EASY ON ME	COLUMBIA
OLIVIA RODRIGO	GOOD 4 U	GEFFEN/INTERSCOPE
LIL NAS X & JACK HARLOW	INDUSTRY BABY	COLUMBIA
DUA LIPA	LEVITATING	INTERSCOPE-WARNER
LIL NAS X	MONTERO (CALL ME BY YOUR NAME)	COLUMBIA
24KGOLDN	MOOD F/IAN DIOR	RECORDS/COLUMBIA
THE WEEKND	SAVE YOUR TEARS	XO/REPUBLIC
THE KID LAROI & JUSTIN BIEBER	STAY	COLUMBIA
MASKED WOLF	Astronaut In The Ocean	Elektra/EMG
ED SHEERAN	Bad Habits	Atlantic
DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA
JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
ARIANA GRANDE	positions	Republic
THE KID LAROI	Without You with Miley Cyrus	Columbia
JUSTIN BIEBER	Holy f/Chance The Rapper	Def Jam
WALKER HAYES	Fancy Like	Monument/RCA
DRAKE	Laugh Now Cry Later f/Lil Durk	OVO/Republic
BRUNO MARS/A . PAAK/SILK SONIC	Leave The Door Open	Aftermath Ent./Atlantic
DOJA CAT	Need To Know	Kemosabe/RCA
ED SHEERAN	Shivers	Atlantic
CARDI B	Up	Atlantic
MANESKIN	Beggin	Arista
OLIVIA RODRIGO	deja vu	Geffen/Interscope
CHRIS BROWN X YOUNG THUG	Go Crazy	Chris Brown/300 Ent.-RCA
GLASS ANIMALS	Heat Waves	Republic
BILLIE EILISH	Therefore I Am	Darkroom/Interscope
GAYLE	abcdefu	Atlantic
SAWEETIE	Best Friend f/Doja Cat	Icy/Artistry/RCA-Warner
MEGAN THEE STALLION	Body	1501 Certified/300 Ent.
BTS	Dynamite	Columbia
DRAKE	Way 2 Sexy f/Future/Young Thug	OVO/300 Ent-Epic-Republic
THE KID LAROI	Without You	Columbia
TATE MCRAE	You Broke Me First	RCA
DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA
BILLIE EILISH	Your Power	Darkroom/Interscope
BTS	Butter	Columbia
OLIVIA RODRIGO	traitor	Geffen/Interscope
AJR	Bang!	S-Curve-Hollywood
JUSTIN BIEBER & BENNY BLANCO	Lonely	fks/Def Jam-Interscope
POST MALONE	Motley Crew	Republic
POST MALONE & THE WEEKND	One Right Now	Republic
LIZZO	Rumors f/Cardi B	Nice Life/Atlantic
TAYLOR SWIFT	All Too Well (Taylor's Version)	Republic
MACHINE GUN KELLY & BLACKBEAR	My Ex's Best Friend	Bad Boy/Interscope
THE WEEKND	Take My Breath	XO/Republic
LIL NAS X	Thats What I Want	Columbia
DRAKE	What's Next	OVO/Republic
CJ	Whopty	Warner

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

MONDAY
MORNING
INTEL

AIRPLAY
INTEL
3.0



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	2	1
2	Doja Cat	Need To Know	6	2	3	2
3	Lil Nas X & Jack Harlow	Industry Baby	3	6	1	3
4	Maneskin	Beggin'	4	3	8	4
5	Doja Cat feat. The Weeknd	You Right	8	9	7	5
6	Glass Animals	Heat Waves	1	4	4	6
7	Adele	Easy On Me	7	7	5	7
8	Sheeran, Ed	Bad Habits	5	5	9	8
9	Chloe	Have Mercy	12	15	11	9
10	GAYLE	abcdefu	16	8	6	10
11	Sheeran, Ed	Shivers	9	10	17	11
12	Latto	Big Energy	21	31	14	12
13	Lil Nas X	Thats What I Want	14	11	12	13
14	Rodrigo, Olivia	Traitor	10	16	13	14
15	Bieber, Justin	Ghost	13	12	18	15
16	Blxst Feat. Ty Dolla \$Ign & Tyga	Chosen	11	14	16	16
17	Drake Feat. Future And Young Thug	Way 2 Sexy	18	13	10	17
18	Oliver Tree	Life Goes On	22	21	19	18
19	Imagine Dragons	Follow You	31	24	25	19
20	Coldplay X BTS	My Universe	20	19	29	20
21	ACRAZE Feat. Cherish	Do It To It	15	17	20	21
22	CKay	Love Nwantiti (Ah Ah Ah)	30	40	24	22
23	NEIKED Feat. Mae Muller Polo G	Better Days	33	20	37	23
24	Lisa	Money	34	38	26	24
25	Eilish, Billie	Happier Than Ever	17	18	15	25
26	The Weeknd	Take My Breath	26	22	27	26
27	THE ANXIETY, WILLOW, Tyler Cole	Meet Me At Our Spot	35	23	21	27
28	Wizkid Feat. Justin Bieber	Essence	24	35	45	28
29	Swedish House Mafia Feat. The Weeknd	Moth To A Flame	27	29	36	29
30	Bruno Mars, Anderson .Paak, Silk Sonic	Smokin Out The Window	46	46	38	30
31	Barrett, Nessa	I Hope Ur Miserable Until Ur Dead	28	37	33	31
32	Post Malone & The Weeknd	One Right Now	29	25	32	32
33	Giveon	For Tonight	38	30	23	33
34	Swift, Taylor	All Too Well (Taylors Version)	19	26	22	34
35	MONSTA X	One Day	36	33	31	35
36	Charli XCX	Good Ones	49	43	44	36
37	Daniel, Trevor	Alone	41	28	30	37
38	John, Elton Feat. Dua Lipa	Cold Heart (PNAU Remix)	37	42	49	38
39	bbno\$ & Rich Brian	Edamame	45	36	46	39
40	Jonas Brothers	Who's In Your Head	39	32	42	40
41	Boone, Benson	Ghost Town	23	27	28	41
42	Pitbull Feat. Anthony Watts & Djws	I Feel Good	25	39	40	42
43	Farruko	Pepas	44	50	48	43
44	88Rising & BIBI	The Weekend	40	34	47	44
45	Twice	The Feels	50	48	50	45
46	Paul, Sean Feat. Sia	Dynamite	43	41	34	46
47	Swift, Taylor	Message In A Bottle (Taylor's Version)	32	45	43	47
48	Tiesto & Ava Max	The Motto	42	44	41	48
49	Adele	Oh My God	47	49	35	49
50	Anitta Feat. Saweetie	Faking Love	48	47	39	50

THE HIGHEST TESTING SONGS OF THE YEAR

NUMBER ONES

WALLOWS FEAT. CLAIRO
ARE YOU BORED YET?
RODRIGO, OLIVIA
DEJA VU
RODRIGO, OLIVIA
DRIVERS LICENSE
RODRIGO, OLIVIA
GOOD 4 U
LIPA, DUA
LEVITATING

LIL NAS X
MONTERO (CALL ME BY YOUR NAME)
24KGOLDN + IANN DIOR
MOOD
GRANDE, ARIANA
POSITIONS
THE KID LAROI & JUSTIN BIEBER
STAY

THE BEST OF THE REST

ARTIST	TITLE	ARTIST	TITLE
GRANDE, ARIANA	34 + 35	LAURENCE, DUNCAN	Arcade
MANESKIN	Beggin'	MASKED WOLF	Astronaut In The Ocean
BROWN, CHRIS FEAT. YOUNG THUG	Go Crazy	BIEBER, JUSTIN FEAT. DANIEL CAESAR & GIVEON	Peaches
GLASS ANIMALS	Heat Waves	THE WEEKND	Save Your Tears
LIL NAS X & JACK HARLOW	Industry Baby	MCRAE, TATE	You Broke Me First
DOJA CAT	Need To Know	DOJA CAT FEAT. THE WEEKND	You Right
SHEERAN, ED	Bad Habits	POP SMOKE FEAT. LIL BABY + DABABY	For The Night
SAWEETIE FEAT. DOJA CAT	Best Friend	SCOTT, TRAVIS FEAT. HVME	Goosebumps (Remix)
BIEBER, JUSTIN FEAT. CHANCE THE RAPPER	Holy	BROWN, KANE X BLACKBEAR	Memory
MOMNEY, RITT	Put Your Records On	HAYES, WALKER	Fancy Like
THE KID LAROI	Without You	GIVEON	Heartbreak Anniversary
ADELE	Easy On Me	DRAKE + LIL DURK	Laugh Now Cry Later
BARRETT, GABBY FEAT. CHARLIE PUTH	I Hope	BIEBER, JUSTIN FEAT. BENNY BLANCO	Lonely
MAX, AVA	Kings & Queens	GAYLE	abcdefu
GRANDE, ARIANA	POV	PROFITT, TOMMEE FEAT. FLEURIE	In The End
EILISH, BILLIE	Therefore I Am	MACHINE GUN KELLY X BLACKBEAR	My Ex's Best Friend
POP SMOKE	What You Know About Love	POARCH, BELLA	Build A B*tch
MAROON 5 FEAT. MEGAN THEE STALLION	Beautiful Mistakes	SEB	Seaside Demo
DOJA CAT FEAT. SZA	Kiss Me More	LIL NAS X	Thats What I Want
MEGAN THEE STALLION	Thot Sh*t	CARDI B	Up

INDUSTRY LEADERS LOOKING BACK

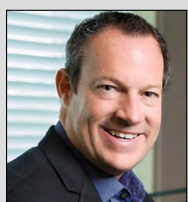


Top 40 Radio has deep roots in younger demographics. What can be done to attract and keep the kids as heavy radio users?

It's always a combination of Art and Science. I love research but when you see consumption on great new artists like The Kid Laroï and Olivia Rodrigo the time is NOW. CMG (Cox Media Group) embraces breaking New Music on our UP NEXT weekly one-hour program. In 2020 we broke "If The World Was Ending," "Coffee For Your Head," "Dakati," "ILY," and many other smash hits! Play the Hits, the BIG hits and be aggressive with the right records.

Jeremy Rice

Top Format Leader CMG, WBLI-Long Island



In the last few years and considering recent radio restructuring, how has the relationship between labels and radio changed?

I think it's too early to know how the recent radio restructuring will affect the labels' operations. In addition to that, we entered into a Pandemic which has presented its own business challenges for everyone. I expect to see changes continuing in all industries throughout this year, as businesses adjust their operations for rebounding growth using what we have learned the past 9 months, in addition to a recovery we will see this year as the vaccine saturates through our population.

John Reynolds

VP Music & Entertainment, Beasley Media Group



You are going to dinner at any restaurant you choose in the world. Other than immediate family, who would you want to dine with most (living or not), where would you go and what would you discuss?

If I had to choose between John Hughes, Prince or Walt Disney ... it would likely be John Hughes. He made a wonderful impact on me through his audio and visuals which in part has made me the human that I am today. "The question isn't 'what are we going to do,' the question is 'what aren't we going to do?'" -Ferris Bueller. The restaurant would be Scarpetta ... the Spaghetti, and we'd talk about his body of work.

Alex Tear

VP Pop Music Programming, SiriusXM/Pandora



I'm looking at the AC and Hot AC charts and I'm seeing Top-40 re-currents being played as currents. How do these formats retain their identity while sharing so many artists?

Adult Contemporary and Hot AC have, for years now, played mostly songs made successful by other formats. Hot AC does sometimes break a song that will move to Top-40, but AC hasn't taken a format exclusive song and introduced it to other formats for more than a decade.

The AC format is designed to be familiar and to allow the listener to turn it on and leave it on for long periods of time. The attraction to the format, beyond creating a mood that's appropriate to listen to while you work, is to have a fun and entertaining morning show.

Hot AC is defined more about what it doesn't play. It has to play the hits, but the songs of this format are often less rhythmic, seldom have a hip hop feel to them, and are usually really mass appeal in nature. It's an "Adult Top-40." Again, the morning show is important to this format.

Mike McVay

President, McVay Media Consulting



You have run the gamut of aggressive Top40 to calculated Hot AC....all in majors markets. Is it a blessing or curse to be early on new music?

It all depends on your brand strategy and that is dictated by your listeners appetite for new music. Generally speaking I've found that CHR listeners want and expect more new music while AC listeners tend to prefer less new music. So I suppose it's knowing your audience.

John Peake

SVP Programming, iHeartMedia, LA



What can terrestrial Top 40 do to capture and hold those fickle younger demos?

a. Stop doing the same thing you did when you started in this industry thinking it will work today. Don't be contrived. Don't pander. Truly understand and reflect them in every way. If you don't understand them, put people around you that do and listen to them. Don't hire jocks. Hire people who can communicate every way the audience is communicating. Put your product on every platform the audience is using to consume content. Talk to them via every piece of tech they are using to communicate and do it in their language.

Their bs detector is on high so they will sniff out and reject anything that isn't authentic. And the reality is authentic doesn't have to sound like a polished disc jockey. It just has to be real.

b. There is reality and there is Nielsen reality and the two are not necessarily the same. You have to serve both masters and speak to the people who will carry a meter but also speak to those who won't, yet.

Michael Martin

SVP of Programming, Audacy



You are invited to dinner at your favorite Chicago restaurant by your ideal dream dinner companion. Other than immediate family, who would that be, where would you go, what would you order and what would you discuss?

This already happened as I was invited to have dinner with John Elway years ago at the Italian Village in Chicago. He was in town for an auto dealer event and a friend let me tag along. I moved here in 1987 from Denver and was a huge Bronco fan all of my life so this was a dream come true! We had a bunch of drinks and I recited every play in a certain Superbowl that he orchestrated. He stood up fist pumped me

and said "man, you know your football." It was a blast.

Todd Cavanah

VP Brand Manager, Audacy, Chicago



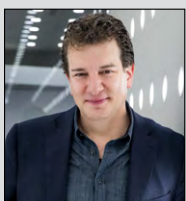
Given all the changes and new audio services available today, what do you think radio needs to do to stay relevant in the 2020s?

I am actually excited about the opportunities for radio with audio being hotter than ever right now. Like any business, radio needs to be open to evolving as new technology and consumption patterns emerge. Radio has the benefit of strong brands, deep community roots and beloved personalities which is what sets us apart. We should continue to look for all the ways to expand those brands and personalities across other platforms. Radio gets pigeonholed in people's minds to just being in the car or the bedside

clock but Radio is everywhere now from your phone to your X-Box to your TV and beyond.

Alissa Pollack

EVP Global Music, Marketing & Strategy, iHeartMedia/Mediabase



You've had an amazing and diverse career. Who has influenced you both personally and professionally?

I was fortunate enough to have the perfect set of mentors when I started my career...Guy Zapoleon taught me everything about the science and research while Dave Robbins taught me about the art of "larger than life" marketing and competition. Over the years, I've had the privilege of working with Steve Rivers, Greg Strassell, Herndon Hasty, Eric Logan, Steve Kingston and more recently Bob Pittman, Rich Bressler, Tom Poleman, John Sykes, Brad Hardin, Marc Chase and Kevin LeGrett. But, all of the aforementioned professionals pale in comparison to my wife Patty, who has always been my #1 fan while

keeping me grounded, being without question the greatest Mom who ever lived, raising millions of dollars for kids and families through her development work all while possessing this unmatched ability to light up every room she walks in.

Jon Zellner

President, Programming Operations, iHeartMedia



Really active records seem to never research early. Yet they explode in streaming and sales numbers. Should radio avoid, proceed with caution or follow the consumers lead and jump in?

Radio should play the hits. Winning stations have always played the hits. For years, breaking new music was a benefit to listeners. But frankly, the early adopters aren't looking to radio for what's the newest and the coolest. Unfamiliar music doesn't test using callout because it's an instant reactive methodology that's dependent on knowing a hook. (There are other ways to test brand new music, but callout isn't it.)

Maintaining the image as a format-specific hit machine should be primary at this point. And remember – radio needs consensus among an audience to determine hits. Streaming just needs fans.

Carolyn Gilbert

Owner/President, Nuwood Media



SANTA CLAUS INTEL

CURRENT POSITION:

EXECUTIVE VP
HAPPINESS HOLIDAY
COMMUNICATIONS, INC

You're well aware that many radio stations begin spiking in Christmas music after Thanksgiving. Some stations actually go "all holiday" tracks. How does this effect you?

It's sort of like an alarm clock. It reminds me that I need to get my fat ass busy and tighten up my act. It also generates a steady flow of Christmas letters from labels asking for "more current slots. 11 I don't even know what that means. Otherwise, I dig it. "Last Christmas' by Wham is my jam.

The digital world has had a big effect on consumer discovery and listening habits. How do you see this effecting terrestrial radio?

Not into it. At all. It's all about antennas. They are my midnight ride GPS. No antennas, I'm screwed. I'd be flyin' all around like a moth banging my head into a lightbulb. When the DSPs figure out the importance of blinking red-lights then I'll upgrade to a premium subscription. Plus, I miss CDs. Those were so dang easy to wrap.

Who have been your broadcasting mentors?

Oh, don't put me on the spot. There are so many, and I'd hate to leave anyone off the nice list. I have to give a shout out to my homeboy Tom North Poleman, and anyone named Nick or Nicholas. There's about 150 of those cats at last count. Can't not mention Holly Hutton. Also, you know I love nutmeg, cinnamon, cloves on my cookies. So, I kinda dig that Cindy girl in Tampa.

In your gift-giving research, we know you're very big on marketplace data. Can you identify any consumer trends during the last year?

Yeah. Big ticket items: home studios. Quantity items: masks with logos. Can't make enough of 'em. Lots of liquor. More requests than usual for gummy bears in the stockings. And a real solid uptick in U-Haul gift certificates. I can't figure it out.

You've listed mentors. How about influential and favorite stations themselves?

Initially, I'd have to say KSCS and WSOC (my middle name is Ollie). Also, WCOS (I'm a little dyslexic), KZSN (shout out to my 150 Nicholas'). And an honorable mention to David Lee at WSLC (my middle name in college was "Lucky"). And, of course, any station with a tall antennae but we've been over all that.

Thanks for your time. We know you're busy. Can you leave us with one Christmas wish for the Radio and Music industries and the rest of the world?

Hell yes. Please start getting along. Cut the crap and start taking care of each other. Wear your masks with your logo, stop friggin' shooting each other, love thy neighbor no matter who they are, where they were born, who they voted for, the color of their skin, no matter who and how they love. And please check your tower lights. I'm Audi5000.



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