

MONDAY
MORNING
INTEL

FIREBOY DML

ED SHEERAN

PERU

EMPIRE TOP 40 PRIORITY
IMPACTING FEB 14th

OVER 250M
STREAMS

@FireboyDML
@EMPIRE

TOP 40 *EDITION*

FEBRUARY 7, 2022

MONDAY MORNING INTEL

FEBRUARY 7, 2022

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

2.7.22

AIRPLAY

DOJA CAT "NEED TO KNOW"

RETENTION

ADELE "EASY ON ME"

CALLOUT

ALTEGO/BRITNEY SPEARS/GINUWINE "TOXIC PONY"

AUDIO

GAYLE "ABCDEFU"

VIDEO

LIL NAS X & JACK HARLOW "INDUSTRY BABY"

SALES

GAYLE "ABCDEFU"

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
3	1	7	3	5	3	1	ADELE	Easy On Me	Columbia
8	5	5	1	4	1	2	GAYLE	abcdefu	Arthouse/Atlantic
2	2	4	2	8	5	3	GLASS ANIMALS	Heat Waves	Republic
7	3	2	4	3	13	4	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
9	9	3	6	1	18	5	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
4	6	12	8	16	2	6	ED SHEERAN	Shivers	Atlantic
1	4	6	9	10	28	7	DOJA CAT	Need To Know	Kemosabe/RCA
6	8	10	16	27	7	8	JUSTIN BIEBER	Ghost	Def Jam
5	7	8	22	30	17	9	LIL NAS X	Thats What I Want	Columbia
20	15	9	23	26	6	10	LATTO	Big Energy	RCA
12	13	33	15	14	10	11	THE ANXIETY, WILLOW/TYLER COLE	Meet Me At Our Spot	MSFTS/Roc Nation
15	14	20	14	7	32	12	DOJA CAT	Woman	Kemosabe/RCA
23	25	28	5	17	8	13	LAUREN SPENCER-SMITH	Fingers Crossed	---
13	16	31	13	22	9	14	ADELE	Oh My God	Columbia
18	17	11	25	21	16	15	ACRAZE	Do It To It f/Cherish	Thrive/Virgin
10	11	23	17	32	22	16	NEIKED X MAE MULLER X POLO G	Better Days	Columbia-Capitol
25	21	24	20	2	25	17	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic
19	26	37	10	11	11	18	CHARLIE PUTH	Light Switch	Atlantic
11	10	19	21	33	24	19	POST MALONE & THE WEEKND	One Right Now	Republic
33	23	15	7	12	29	20	SZA	I Hate U	TDE/RCA
17	18	30	19	15	21	21	BRUNO MARS/A .PAAK/SILK SONIC	Smokin Out The Window	Aftermath Ent./Atlantic
14	22	39	11	24	26	22	THE WEEKND	Sacrifice	XO/Republic
31	27	16	27	20	27	23	EMMY MELI	I Am Woman	Disruptor/Arista
16	12	34	32	41	15	24	TAYLOR SWIFT	Message In A Bottle (Taylor's	Republic
21	19	13	42	23	38	25	CHLOE	Have Mercy	Parkwood/Columbia
22	20	21	28	35	39	26	GIVEON	For Tonight	Not So Fast/Epic
34	36	18	30	6	43	27	OLIVER TREE	Life Goes On	Atlantic
40	34	14	x	x	x	28	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
29	31	22	36	40	30	29	ALESSO & KATY PERRY	When I'm Gone	10:22PM/ASW/Capitol
26	32	38	x	x	x	30	THE CHAINSMOKERS	High	Disruptor/Columbia
50	46	x	26	9	4	31	JAYMES YOUNG	Infinity	Atlantic/EMG
24	28	25	35	42	35	32	SWEDISH HOUSE MAFIA/THE WEEKND	Moth To A Flame	Republic
37	40	35	29	38	14	33	TIESTO & AVA MAX	The Motto	Atlantic
28	30	17	39	39	42	34	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
38	42	1	48	36	23	35	ALTEGO/BRITNEY SPEARS/GINUWINE	Toxic Pony	RCA
35	38	41	12	29	47	36	THE WALTERS	I Love You So	Warner
27	24	26	41	44	40	37	BENSON BOONE	Ghost Town	Night Street/Warner
43	43	29	18	28	37	38	TAYLOR SWIFT	All Too Well (Taylor's Version	Republic
46	x	x	37	34	20	39	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
45	45	x	43	25	12	40	YUNG BLEU	Beautiful Lies f/Kehlani	Vandross Music/EMPIRE
32	35	32	34	43	41	41	JUICE WRLD	Wandered To LA f/Justin Bieber	GradeA/Def Jam-Interscope
30	33	36	47	46	19	42	PITBULL	I Feel Good f/A. Watts & DJWS	Mr. 305
47	x	x	33	13	46	43	AMAARAE	Sad Girlz Luv Money f/K. Uchis	Platoon/Interscope
41	41	43	31	37	34	44	FIREBOY DML X ED SHEERAN	Peru	YBNL/EMPIRE
44	44	x	40	31	31	45	CHRIS BROWN	Iffy	RCA
49	x	x	24	18	48	46	POP SMOKE	For The Night f/LilBaby/DaBaby	Def-Cap-Int-Republic
36	37	40	44	45	36	47	AVRIL LAVIGNE F/BLACKBEAR	Love It When You Hate Me	DTA/EMG
42	29	27	46	48	45	48	JONAS BROTHERS	Who's In Your Head	Republic
48	47	x	38	19	44	49	MONEYBAGG YO	Scorpio	CMG/NLess/Interscope
39	39	42	45	47	33	50	DAISY THE GREAT X AJR	Record Player	S-Curve/Hollywood

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	50	31	19	JAYMES YOUNG	Infinity	Atlantic/EMG
2	33	20	13	SZA	I Hate U	TDE/RCA
3	40	28	12	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
4	20	10	10	LATTO	Big Energy	RCA
5	23	13	10	LAUREN SPENCER-SMITH	Fingers Crossed	---
6	25	17	8	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic
7	31	23	8	EMMY MELI	I Am Woman	Disruptor/Arista
8	46	39	7	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
9	34	27	7	OLIVER TREE	Life Goes On	Atlantic
10	8	2	6	GAYLE	abccdefu	Arthouse/Atlantic

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	OLIVIA RODRIGO	good 4 u	Geffen/Interscope
2	ED SHEERAN	Bad Habits	Atlantic
3	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope
4	DUA LIPA	Levitating	Interscope-Warner
5	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA
6	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia
7	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA
8	THE WEEKND	Save Your Tears	XO/Republic
9	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
10	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope
11	MANESKIN	Beggin	Sony Music Latin/Arista
12	ARIANA GRANDE	positions	Republic
13	THE KID LAROI	Without You with Miley Cyrus	Columbia
14	THE WEEKND	Blinding Lights	XO/Republic
15	POST MALONE	Circles	Republic
16	OLIVIA RODRIGO	deja vu	Geffen/Interscope
17	HARRY STYLES	Adore You	Columbia
18	HARRY STYLES	Watermelon Sugar	Columbia
19	ARIANA GRANDE	34+35	Republic
20	MACHINE GUN KELLY & BLACKBEAR	My Ex's Best Friend	Bad Boy/Interscope
21	ARIANA GRANDE	pov	Republic
22	CHRIS BROWN X YOUNG THUG	Go Crazy	Chris Brown/300 Ent.-RCA
23	DUA LIPA	Don't Start Now	Warner
24	DUA LIPA	Break My Heart	Warner
25	BLACKBEAR	Hot Girl Bummer	Beartrap/Alamo/Interscope
26	TATE MCRAE	You Broke Me First	RCA
27	OLIVIA RODRIGO	drivers license	Geffen/Interscope
28	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
29	DOJA CAT	Say So	Kemosabe/RCA
30	RITT MOMNEY	Put Your Records On	Disruptor/Columbia

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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	CHARLIE PUTH	Light Switch	Atlantic
HOTZONE	THE CHAINSMOKERS	High	Disruptor/Columbia
HOTZONE	ALTEGO/BRITNEY SPEARS/GINUWINE	Toxic Pony	RCA
HOTZONE	ANITTA	Boys Don't Cry	Warner
HOTZONE	ENCANTO (CAST)	We Don't Talk About Bruno	Walt Disney
HOTZONE	NIKI	Every Summertime	MRVL/Hollywood/Interscope
HOTZONE	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
HOTZONE	CHRIS BROWN	Iffy	RCA
HOTZONE	AVRIL LAVIGNE F/BLACKBEAR	Love It When You Hate Me	DTA/EMG
HOTZONE	THE WALTERS	I Love You So	Warner
HOTZONE	LAUREN SPENCER-SMITH	Fingers Crossed	---
HOTZONE	TIESTO & AVA MAX	The Motto	Atlantic
HOTZONE	DAISY THE GREAT X AJR	Record Player	S-Curve/Hollywood
HOTZONE	ALESSO & KATY PERRY	When I'm Gone	10:22PM/ASW/Capitol
HOTZONE	THE WEEKND	Sacrifice	XO/Republic
HOTZONE	LATTO	Big Energy	RCA
HOTZONE	JUICE WRLD	Wandered To LA f/Justin Bieber	GradeA/Def Jam-Interscope
HOTZONE	DOJA CAT	Woman	Kemosabe/RCA

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	POST MALONE & THE WEEKND	One Right Now	Republic
DEVELOPING	THE ANXIETY, WILLOW/TYLER COLE	Meet Me At Our Spot	MSFTS/Roc Nation
DEVELOPING	ADELE	Oh My God	Columbia
DEVELOPING	GIVEON	For Tonight	Not So Fast/Epic
DEVELOPING	TAYLOR SWIFT	Message In A Bottle (Taylor's	Republic
DEVELOPING	CHLOE	Have Mercy	Parkwood/Columbia
DEVELOPING	BENSON BOONE	Ghost Town	Night Street/Warner
DEVELOPING	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
DEVELOPING	EMMY MELI	I Am Woman	Disruptor/Arista
DEVELOPING	SZA	I Hate U	TDE/RCA
DEVELOPING	ALYA	Pleasure Is Mine	Independent

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	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic	PLAY VIDEO ▶
3	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia	PLAY VIDEO ▶
4	GAYLE	abcdefu	Atlantic	PLAY VIDEO ▶
5	ADELE	Easy On Me	Columbia	PLAY VIDEO ▶
6	OLIVER TREE	Life Goes On	Atlantic	PLAY VIDEO ▶
7	DOJA CAT	Woman	Kemosabe/RCA	PLAY VIDEO ▶
8	GLASS ANIMALS	Heat Waves	Republic	PLAY VIDEO ▶
9	JAYMES YOUNG	Infinity	Atlantic	PLAY VIDEO ▶
10	DOJA CAT	Need To Know	Kemosabe/RCA	PLAY VIDEO ▶
11	CHARLIE PUTH	Light Switch	Atlantic	PLAY VIDEO ▶
12	SZA	I Hate U	TDE/RCA	PLAY VIDEO ▶
13	AMAARAE	Sad Girlz Luv Money f/K. Uchis	Platoon/Interscope	PLAY VIDEO ▶
14	THE ANXIETY, WILLOW/TYLER COLE	Meet Me At Our Spot	MSFTS/Roc Nation	PLAY VIDEO ▶
15	BRUNO MARS/A . PAAK/SILK SONIC	Smokin Out The Window	Aftermath Ent./Atlantic	PLAY VIDEO ▶
16	ED SHEERAN	Shivers	Atlantic	PLAY VIDEO ▶
17	LAUREN SPENCER-SMITH	Fingers Crossed	---	PLAY VIDEO ▶
18	POP SMOKE	For The Night f/LilBaby/DaBaby	Def-Cap-Int-Republic	PLAY VIDEO ▶
19	MONEYBAGG YO	Scorpio	CMG/NLess/Interscope	PLAY VIDEO ▶
20	EMMY MELI	I Am Woman	Disruptor/Arista	PLAY VIDEO ▶
21	ACRAZE	Do It To It f/Cherish	Virgin Music	PLAY VIDEO ▶
22	ADELE	Oh My God	Columbia	PLAY VIDEO ▶
23	CHLOE	Have Mercy	Parkwood/Columbia	PLAY VIDEO ▶
24	THE WEEKND	Sacrifice	XO/Republic	PLAY VIDEO ▶
25	YUNG BLEU	Beautiful Lies f/Kehlani	Vandross/RCA-EMPIRE	PLAY VIDEO ▶
26	LATTO	Big Energy	RCA	PLAY VIDEO ▶
27	JUSTIN BIEBER	Ghost	Def Jam	PLAY VIDEO ▶
28	TAYLOR SWIFT	All Too Well (Taylor's Version)	Republic	PLAY VIDEO ▶
29	THE WALTERS	I Love You So	Warner	PLAY VIDEO ▶
30	LIL NAS X	Thats What I Want	Columbia	PLAY VIDEO ▶
31	CHRIS BROWN	Iffy	RCA	PLAY VIDEO ▶
32	NEIKED X MAE MULLER X POLO G	Better Days	Capitol	PLAY VIDEO ▶
33	POST MALONE & THE WEEKND	One Right Now	Republic	PLAY VIDEO ▶
34	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA	PLAY VIDEO ▶
35	GIVEON	For Tonight	Not So Fast/Epic	PLAY VIDEO ▶
36	ALTEGO/BRITNEY SPEARS/GINUWINE	Toxic Pony	RCA	PLAY VIDEO ▶
37	FIREBOY DML X ED SHEERAN	Peru	---	PLAY VIDEO ▶
38	TIESTO & AVA MAX	The Motto	Atlantic	PLAY VIDEO ▶
39	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE	PLAY VIDEO ▶
40	ALESSO & KATY PERRY	When I'm Gone	10:22PM/ASW/Capitol	PLAY VIDEO ▶
41	TAYLOR SWIFT	Message In A Bottle (Taylor's Version)	Republic	PLAY VIDEO ▶
42	SWEDISH HOUSE MAFIA/THE WEEKND	Moth To A Flame	Republic	PLAY VIDEO ▶
43	JUICE WRLD	Wandered To LA f/Justin Bieber	Grade A Prod/Interscope	PLAY VIDEO ▶
44	BENSON BOONE	Ghost Town	Night Street/Warner	PLAY VIDEO ▶
45	AVRIL LAVIGNE F/BLACKBEAR	Love It When You Hate Me	DTA/EMG	PLAY VIDEO ▶
46	PITBULL	I Feel Good f/A. Watts & DJWS	Mr. 305	PLAY VIDEO ▶
47	DAISY THE GREAT X AJR	Record Player	S-Curve/Hollywood	PLAY VIDEO ▶
48	JONAS BROTHERS	Who's In Your Head	Republic	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	ALTEGO X BRITNEY SPEARS X GINUWINE	Toxic Pony	3	1	2	1
2	THE KID LAROI & JUSTIN BIEBER	Stay	1	7	1	2
3	LIL NAS X & JACK HARLOW	Industry Baby	5	2	3	3
4	GLASS ANIMALS	Heat Waves	2	4	5	6
5	GAYLE	abcdefu	8	3	6	4
6	DOJA CAT	Need To Know	4	5	7	5
7	ADELE	Easy On Me	6	6	4	7
8	LIL NAS X	Thats What I Want	11	9	9	9
9	LATTO	Big Energy	17	8	8	10
10	BIEBER, JUSTIN	Ghost	7	12	12	12
11	ACRAZE Feat. Cherish	Do It To It	12	11	14	11
12	Sheeran, Ed	Shivers	9	10	11	16
13	Chloe	Have Mercy	13	13	10	14
14	Imagine Dragons X JID	Enemy	10	14	20	8
15	SZA	I Hate U	16	15	13	17
16	Meli, Emmy	I Am Woman	20	16	17	15
17	Blxst Feat. Ty Dolla \$Ign & Tyga	Chosen	14	21	16	20
18	Oliver Tree	Life Goes On	21	18	18	19
19	Post Malone & The Weeknd	One Right Now	15	20	22	23
20	Coldplay X BTS	My Universe	22	19	15	25
21	Doja Cat	Woman	18	17	31	21
22	Giveon	For Tonight	25	22	19	36
23	Cast Of Encanto	We Don't Talk About Bruno	19	30	40	13
24	Alesso & Katy Perry	When I'm Gone	31	24	23	24
25	NEIKED Feat. Mae Muller Polo G	Better Days	27	23	30	26
26	CKay	Love Nwantiti (Ah Ah Ah)	24	43	26	18
27	Swedish House Mafia Feat.The Weeknd	Moth To A Flame	23	34	25	31
28	Boone, Benson	Ghost Town	37	26	21	27
29	Jonas Brothers	Who's In Your Head	26	29	34	37
30	Spencer-Smith, Lauren	Fingers Crossed	29	38	35	22
31	Swift, Taylor	All Too Well (Taylors Version)	28	32	38	28
32	Bruno Mars, Anderson .Paak, Silk Sonic	Smokin Out The Window	32	35	28	32
33	Adele	Oh My God	38	25	36	33
34	Juice WRLD feat. Justin Bieber	Wandered To LA	35	27	24	45
35	THE ANXIETY, WILLOW, Tyler Cole	Meet Me At Our Spot	34	28	33	43
36	Swift, Taylor	Message In A Bottle (Taylor's Version)	33	36	42	34
37	88Rising & BIBI	The Weekend	39	31	37	44
38	NIKI	Every Summertime	40	42	29	40
39	Tiesto & Ava Max	The Motto	43	37	41	38
40	Pitbull Feat. Anthony Watts & Djws	I Feel Good	46	39	27	41
41	bbno\$ & Rich Brian	Edamame	36	33	39	46
42	Charli XCX	Good Ones	42	40	43	42
43	Puth, Charlie	Light Switch	41	41	45	35
44	The Chainsmokers	High	30	48	32	47
45	The Weeknd	Sacrifice	44	46	44	30
46	Lavigne, Avril Feat. blackbear	Love It When You Hate Me	48	44	48	29
47	The Walters	I Love You So	47	45	47	39
48	Daisy The Great Feat. AJR	Record Player	45	47	46	48
49	Fireboy DML X Ed Sheeran	Peru	49	49	49	49
50	Alya	Pleasure Is Mine	50	50	50	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	LAWRENCE	Don't Lose Sight	Beautiful Mind/Lakeside
2	THE WEEKND	Gasoline	XO/Republic
3	HRVY	1 Day 2 Nights	BMG
4	MOUNT WESTMORE	Big Subwoofer	Def Jam
5	CHARLI XCX	Beg For You f/Rina Sawayama	Atlantic/EMG
6	R3HAB X LUKAS GRAHAM	Most People	CYB3RPVNK
7	GUNNA	Pushin P f/Future, Young Thug	YSL/300 Ent.
8	TAYLOR SWIFT	Wildest Dreams (Taylor's Vers)	Republic
9	J BALVIN & SKRILLEX	In Da Getto	Suenos Globales/UMLE
10	WALKER HAYES	U Gurl	Monument
11	BANNERS	Someone To You	Island/Republic
12	AUDIEN	Wish It Was You f/Cate Downey	Armada Music
13	RODDY RICCH	High Fashion f/Mustard	Atlantic
14	SHAWN MENDES	It'll Be Okay	Island/Republic
15	HBZ, ANNA GREY, AGENT ZED	Aloha Hey	BMG
16	MEGAN THEE STALLION	Megan's Piano	1501 Certified/300 Ent.
17	AREA21	Lovin' Every Minute	Hollywood
18	DABABY	Suge	SCMG/Interscope
19	TAYLOR SWIFT	Love Story (Taylor's Version)	Republic
20	OLIVIA RODRIGO	brutal	Geffen/Interscope
21	JONAS BLUE & WHY DON'T WE	Don't Wake Me Up	Astralwerks/Capitol
22	CAPELLA GREY	Gyalis	Capitol
23	THE WEEKND F/LIL WAYNE	I Heard You're Married	XO/Republic
24	ASTRONOMERS	Bad Type	---
25	MIKE WILL MADE-IT	23 f/Miley Cyrus/Wiz Khalifa..	EarDrummers/Interscope
26	POST MALONE	Candy Paint	Republic
27	ALUNA, DIPLO & DURANTE	Forget About Me	Universal Music So.Africa
28	BAD BUNNY	Callaita f/Tainy	Rimas
29	TIESTO & KAROL G	Don't Be Shy	Atlantic
30	DANTE KLEIN, RAVEN & KREYN	Escape	Spinnin'
31	CLAIRE ROSINKRANZ	Don't Miss Me	slowplay/Republic
32	RODDY RICCH	Late At Night	Atlantic
33	HARIZ	Border	Prosperous Enterprises
34	STEPHANIE POETRI	Picture Myself	In.Thrill/88rising/12Tone
35	MUSTARD	Ballin' f/Roddy Ricch	10 Summers/Interscope
36	TESSA JOY	Bad News	Tessa Joy Music
37	LIL BABY	On Me	QC/Motown/Capitol
38	MAX & ALI GATIE	Butterflies	Warner
39	DIRTY HEADS	Vacation f/Train (2021)	Better Noise
40	JAX	90s Kids	Atlantic
41	BAD BUNNY	Yonaguni	Rimas/The Orchard
42	KANYE WEST	Believe What I Say	G.O.O.D./Def Jam
43	SWEDISH HOUSE MAFIA	It Gets Better	Republic
44	TRINIDAD CARDONA	Dinero	Run-It-Up/Island/Republic
45	TWENTY ONE PILOTS	Shy Away	Fueled By Ramen/EMG
46	MONEYBAGG YO	Wockesha	CMG/NLess/Interscope
47	GOOD NEWZ GIRLS	Let It Snow	---
48	RODDY RICCH	25 Million	Atlantic
49	SAM FISCHER	This City	RCA
50	LAURA BRYNA	The Way That It Was	LTD Entertainment LLC

PRINCE SUPER BOWL XLI HALFTIME SHOW

Rock and Roll history was made exactly 15 years ago this week when the heavens opened and baptized The Artist Formerly known as Prince. In one of the most memorable and remarkable performances of any Super Bowl half-time slots, The Purple One completely unleashed a torrential down-pouring of music and emotion at his royal best. The set reached its epitome when water ran down his face as he led the crowd of 100 thousand in the wailing chorus of "Purple Rain:" Oh, yeah..... there was also a football game. Click Here:



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:

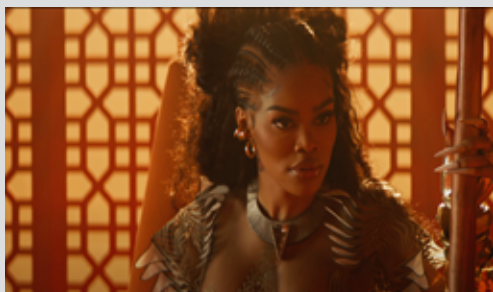
Morning shows: What kind of show is in demand? Are there image leaders? What are the key audience benefits? Which images are contestable? Which features have gravity? Who are the hot personalities?

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 PI's?

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



Check out these videos hand-picked by our staff!



DOJA CAT - "WOMEN"

Yo, Ladies. Doja cat got your back...and your front. In the visual interpretation of the chart climbing "Woman", Ms. DC breaks out the moves to show that nobody's gonna win her game of thrones. Click here:



CHARLI XCX FT. RINA SAWAYAMA - "BEG FOR YOU"

MMI Pure Pop For Pretty People Alert: House fave Charli XCX is back with her Brit self and this time she's loving up on Japanese mega-model turned songwriter/performer Rina Sawayama. Both beauties have producer/singer/songwriter chops and chart climbers to match. This video is simple, passionate and to the point. I'm all in, I'm ready and don't make me "Beg For You". Only if you say pretty please, click here.



MEDUZA FT. HOZIER - "TELL IT TO MY HEART"

If you're dancing in Italy, there's a good chance it's to a Meduza track. The trio rules the EDM production, DJ House music scene in their home turf. Now, teaming up with Hozier, Meduza brings us a dance chart and Top40 chart lighter-upper with "Tell it To my Heart". Note: For those of you who "don't play covers", this has nothing to do with Taylor Dayne! Click here:



TAYLOR DAYNE - "TELL IT TO MY HEART"

Ok, since you brought it up (well, actually we did) let's jump back to the daze of 80's hair, acid-wash and MTV dominance with "Tell It To My Heart" by Taylor Dayne. This is a reminder that fashion changes like stoplights on Broadway. The song and the video were massive hits and we fondly remember noting how happy Ms. Dayne looks in this 1988 chart topping clip. Click here:



TONES AND I - "DANCE MONKEY"

Yes, we've posted "Dance Monkey" before and yes Tones and I (aka Australia's Toni Watson) is an MMI fave. Face it, the track has been a number one in 30 countries, and it has stayed in and out of the Spotify top 10 since it's 2019 release. So, let's catch this global epic groove one more time! 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 AIRSCORE: THE AIRPLAY INTEL 3.0 RETENTION SCORE predicts listener tune-in/tune-out on song play by contemplating the trend over time relationship between local and national airplay, local/regional callout, and audio and video streaming.

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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