MONDAY MORNING INTEL

# FOR KING + COUNTRY RELATION ELLANGE ELLANGE



DU EDITION

FEBRUARY 21, 2022

# FOR KING + COUNTRY RELATION

I M P A C T I N G N O W I O N U M B E R O N E S I N G L E S ! MULTIPLE MAJOR CITY ARENA DATES IN 2022

1.8 BILLION+ ARTIST LIFETIME STREAMS



### MONDAY MORNING INTEL

FEBRUARY 21, 2022

## INTEL TABLE OF CONTENTS

- 4 #1 SONGS THIS WEEK
- 5 POWERS
- **5** ACTION/RECURRENTS
- 7 HOTZONE/DEVELOPIONG
- S VIDEO STREAMING
- 10 TOP 40 CALLOUT
- 11 FUTURE TRACKS
- 12 INTELESCOPE
- 14 INTELEVISION
- 15 METHODOLOGY
- 15 THE BACK PAGE



AIRPLAY LIL NAS X "THAT'S WHAT I WANT"

RETENTION GLASS ANIMALS "HEAT WAVES"

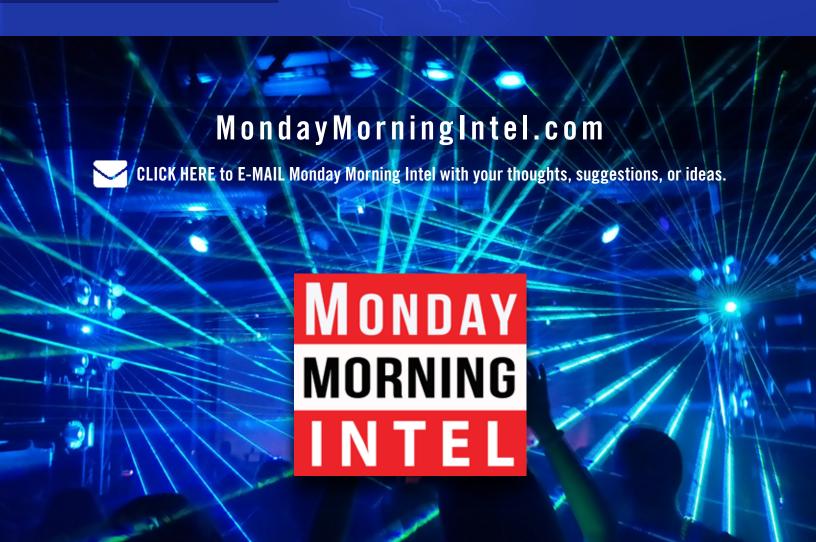
CALLOLT ALTEGO/BRITNEY SPEARS/GINUWINE "TOXIC PONY"

ALIZIC ENCANTO (CAST) "WE DON'T TALK ABOUT BRUNO"

VIDEO ENCANTO (CAST) "WE DON'T TALK ABOUT BRUNO"

**SALES ENCANTO (CAST)** "WE DON'T TALK ABOUT BRUNO"

COMPOSITE GAYLE "ABCDEFU"



Weighted Airplay, Retention Scores, Streaming Scores, and Sales Scores this week combined and equally weighted deviser Powers Rankers.

TW RI Airpl <i>a</i>	TWRK Y retention	TW RK Callout	TW RK AUDIO	TW RK VIDEO	TWRK SALES	TW COMP Rank	ARTIST	TITLE	LABEL
4	2	6	4	6	2	1	GAYLE	abcdefu	Arthouse/Atlantic
2	1	3	3	8	7	2	GLASS ANIMALS	Heat Waves	Republic
7	3	2	5	5	15	3	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
6	6	7	6	9	5	4	ADELE	Easy On Me	Columbia
1	5	8	14	14	9	5	LIL NAS X	Thats What I Want	Columbia
8	8	10	9	18	3	6	ED SHEERAN	Shivers	Atlantic
13	11	5	8	2	20	7	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
3	7	9	16	21	6	8	JUSTIN BIEBER	Ghost	Def Jam
5	4	4	13	12	28	9	DOJA CAT	Need To Know	Kemosabe/RCA
29	23	13	7	3	16	10	IMAGINE DRAGONS	<b>Enemy From League Of Legends</b>	KidinaKorner/Interscope
11	9	17	18	10	29	11	DOJA CAT	Woman	Kemosabe/RCA
10	13	30	19	13	10	12	THE ANXIETY, WILLOW/TYLER COLE	Meet Me At Our Spot	MSFTS/Roc Nation
16	12	11	26	24	4	13	LATTO	Big Energy	RCA
37	33	24	1	1	1	14	ENCANTO (CAST)	We Don't Talk About Bruno	Walt Disney
17	17	22	10	25	18	15	LAUREN SPENCER-SMITH	Fingers Crossed	Island/Republic
9	10	18	27	30	22	16	POST MALONE & THE WEEKND	One Right Now	Republic
33	26 15	15 26	12 20	15 35	24 17	17 18	SZA ADELE	I Hate U	TDE/RCA
12 19	18	20 12	20 31	35 26	21	19	ACRAZE	Oh My God Do It To It f/Cherish	Columbia Thrive/Virgin
18	14	20	31 17	20 27	32	20	NEIKED X MAE MULLER X POLO G	Better Days	Columbia-Capitol
23	22	32	21	4	32 30	21	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic
15	24	36	22	16	25	22	CHARLIE PUTH	Light Switch	Atlantic
14	21	33	24	31	23	23	THE WEEKND	Sacrifice	XO/Republic
36	29	31	23	17	14	24	BRUNO MARS/A .PAAK/SILK SONIC	Smokin Out The Window	Aftermath Ent./Atlantic
21	19	14	44	23	42	25	CHLOE	Have Mercy	Parkwood/Columbia
22	20	21	33	33	40	26	GIVEON	For Tonight	Not So Fast/Epic
28	30	37	32	42	12	27	TIESTO & AVA MAX	The Motto	Atlantic
40	41	1	47	19	26	28	ALTEGO/BRITNEY SPEARS/GINUWINE	Toxic Pony	RCA
30	27	16	36	40	37	29	EMMY MELI	I Am Woman	Disruptor/Arista
42	44	42	11	28	11	30	TATE MCRAE	she's all i wanna be	RCA
20	16	35	38	43	34	31	THE CHAINSMOKERS	High	Disruptor/Columbia
26	31	23	37	47	31	32	ALESSO & KATY PERRY	When I'm Gone	10:22PM/ASW/Capitol
35	34	39	15	20	48	33	THE WALTERS	I Love You So	Warner
27	32	19	41	38	43	34	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
25	28	25	43	45 40	39	35	BENSON BOONE	Ghost Town	Night Street/Warner
24	25 40	34 20	42 20	48 20	35 o	36 37	TAYLOR SWIFT EM BEIHOLD	Message In A Bottle (Taylor's	Republic
44 38	48 36	28 27	28 35	39 44	8 38	38	SWEDISH HOUSE MAFIA/THE WEEKND	Numb Little Bug Moth To A Flame	Republic Republic
48	49	X	30	11	27	39	JAYMES YOUNG	Infinity	Atlantic/EMG
49	47	X	2	7	50	40	GUNNA	Pushin P f/Future, Young Thug	YSL/Epic-300 Ent.
32	35	29	40	46	47	41	JUICE WRLD	Wandered To LA f/Justin Bieber	GradeA/Def Jam-Interscope
41	42	44	34	34	33	42	FIREBOY DML X ED SHEERAN	Peru	YBNL/EMPIRE
50	X	X	39	29	19	43	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go)	RCA/Columbia Nashville
31	38	43	50	41	13	44	ED SHEERAN F/TAYLOR SWIFT	The Joker And The Queen	Atlantic
45	46	X	25	32	45	45	TAYLOR SWIFT	All Too Well (Taylor's Version	Republic
34	37	38	46	49	44	46	AVRIL LAVIGNE F/BLACKBEAR	Love It When You Hate Me	DTA/EMG
43	43	41	45	37	41	47	CHRIS BROWN	Iffy	RCA
39	40	40	48	50	36	48	DAISY THE GREAT X AJR	Record Player	S-Curve/Hollywood
47	39	X	49	22	46	49	AJR	The Good Part	AJR Productions/BMG
46	45	X	29	36	49	50	DRAKE	Girls Want Girls f/Lil Baby	OVO/Republic

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	37	14	23	ENCANTO (CAST)	We Don't Talk About Bruno	Walt Disney
2	29	10	19	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
3	33	17	16	SZA	I Hate U	TDE/RCA
4	42	30	12	TATE MCRAE	she's all i wanna be	RCA
5	36	24	12	BRUNO MARS/A .PAAK/SILK SONIC	Smokin Out The Window	Aftermath Ent./Atlantic
6	40	28	12	ALTEGO/BRITNEY SPEARS/GINUWINE	Toxic Pony	RCA
7	48	39	9	JAYMES YOUNG	Infinity	Atlantic/EMG
8	49	40	9	GUNNA	Pushin P f/Future, Young Thug	YSL/Epic-300 Ent.
9	44	37	7	EM BEIHOLD	Numb Little Bug	Republic
10	50	43	7	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go)	RCA/Columbia Nashville

#### **TOP 40**

#### MMI-RECURRENTS

2.21.22

Songs that have significantly downtreanded on the Powers charts are reclassified as Recurent and can remain there for up to two years, before being reclassified as Gold.

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



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	SAWEETIE	Closer f/H.E.R.	lcy/RCA-Warner
HOTZONE	ED SHEERAN F/TAYLOR SWIFT	The Joker And The Queen	Atlantic
HOTZONE	TATE MCRAE	she's all i wanna be	RCA
HOTZONE	EM BEIHOLD	Numb Little Bug	Republic
HOTZONE	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
HOTZONE	ANITTA	Boys Don't Cry	Warner
HOTZONE	TIESTO & AVA MAX	The Motto	Atlantic
HOTZONE	LAUREN SPENCER-SMITH	Fingers Crossed	Island/Republic
HOTZONE	THE CHAINSMOKERS	High	Disruptor/Columbia
HOTZONE	ENCANTO (CAST)	We Don't Talk About Bruno	Walt Disney
HOTZONE	DOJA CAT	Woman	Kemosabe/RCA
HOTZONE	CHARLIE PUTH	Light Switch	Atlantic
HOTZONE	LATTO	Big Energy	RCA
HOTZONE	JENA ROSE	Checkmate	Gem Street Music

#### **TOP 40**

#### MMI-DEVELOPING

2.21.22

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

	New music that is increasing at a moderate rate in an wilding components — opward mending music.						
	ARTIST	TITLE	LABEL/IMPRINT				
DEVELOPING	ALESSO & KATY PERRY	When I'm Gone	10:22PM/ASW/Capitol				
<b>DEVELOPING</b>	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic				
<b>DEVELOPING</b>	BENSON BOONE	Ghost Town	Night Street/Warner				
<b>DEVELOPING</b>	AVRIL LAVIGNE F/BLACKBEAR	Love It When You Hate Me	DTA/EMG				
<b>DEVELOPING</b>	ADELE	Oh My God	Columbia				
<b>DEVELOPING</b>	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE				
<b>DEVELOPING</b>	EMMY MELI	I Am Woman	Disruptor/Arista				
<b>DEVELOPING</b>	NIKI	Every Summertime	MRVL/Hollywood/Interscope				
<b>DEVELOPING</b>	THE WEEKND	Sacrifice	XO/Republic				
<b>DEVELOPING</b>	CHLOE	Have Mercy	Parkwood/Columbia				
<b>DEVELOPING</b>	GIVEON	For Tonight	Not So Fast/Epic				
<b>DEVELOPING</b>	JUICE WRLD	Wandered To LA f/Justin Bieber	GradeA/Def Jam-Interscope				
<b>DEVELOPING</b>	SZA	I Hate U	TDE/RCA				
<b>DEVELOPING</b>	THE WALTERS	I Love You So	Warner				
DEVELOPING	CHRIS BROWN	Iffy	RCA				



#### TOP 40 MMI-VIDED STREAMING 2.21.22

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	LISTENLINKS
1	ENCANTO (CAST)	We Don't Talk About Bruno	Walt Disney	PLAY VIDEO ▶
2	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia	PLAY VIDEO ▶
3	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope	PLAY VIDEO ▶
4	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic	PLAY VIDEO ▶
5	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia	PLAY VIDEO ▶
6	GAYLE	abcdefu	Atlantic	PLAY VIDEO ▶
7	GUNNA	Pushin P f/Future, Young Thug	YSL/300 Ent.	PLAY VIDEO ►
8	GLASS ANIMALS	Heat Waves	Republic	PLAY VIDEO ►
9	ADELE	Easy On Me	Columbia	PLAY VIDEO ►
10	DOJA CAT	Woman	Kemosabe/RCA	PLAY VIDEO ►
11 12	JAYMES YOUNG Doja Cat	Infinity Need To Know	Atlantic Kemosabe/RCA	PLAY VIDEO ►
13	THE ANXIETY, WILLOW/TYLER COLE	Meet Me At Our Spot	MSFTS/Roc Nation	PLAY VIDEO ► PLAY VIDEO ►
14	LIL NAS X	Thats What I Want	Columbia	PLAY VIDEO >
15	SZA	I Hate U	TDE/RCA	PLAY VIDEO ►
16	CHARLIE PUTH	Light Switch	Atlantic	PLAY VIDEO ▶
17	BRUNO MARS/A .PAAK/SILK SONIC	Smokin Out The Window	Aftermath Ent./Atlantic	PLAY VIDEO ►
18	ED SHEERAN	Shivers	Atlantic	PLAY VIDEO ▶
19	ALTEGO/BRITNEY SPEARS/GINUWINE	Toxic Pony	RCA	PLAY VIDEO ▶
20	THE WALTERS	I Love You So	Warner	PLAY VIDEO ▶
21	JUSTIN BIEBER	Ghost	Def Jam	PLAY VIDEO ▶
22	CHARLIE PUTH	Light Switch	Atlantic	PLAY VIDEO ▶
23	CHLOE	Have Mercy	Parkwood/Columbia	PLAY VIDEO ▶
24	LATTO	Big Energy	RCA	PLAY VIDEO ▶
25	LAUREN SPENCER-SMITH	Fingers Crossed		PLAY VIDEO ▶
26	ACRAZE	Do It To It f/Cherish	Virgin Music	PLAY VIDEO ▶
27	NEIKED X MAE MULLER X POLO G	Better Days	Capitol	PLAY VIDEO ▶
28	TATE MCRAE	she's all i wanna be	RCA	PLAY VIDEO ▶
29	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go)	RCA	PLAY VIDEO ▶
30	POST MALONE & THE WEEKND	One Right Now	Republic	PLAY VIDEO ▶
31	THE WEEKND	Sacrifice	XO/Republic	PLAY VIDEO ▶
32	TAYLOR SWIFT	All Too Well (Taylor's Version)	Republic	PLAY VIDEO ▶
33	GIVEON	For Tonight	Not So Fast/Epic	PLAY VIDEO ►
34	FIREBOY DML X ED SHEERAN	Peru		PLAY VIDEO ►
35	ADELE	Oh My God	Columbia	PLAY VIDEO ►
36 27	DRAKE	Girls Want Girls f/Lil Baby	OVO/Republic RCA	PLAY VIDEO ►
37 38	CHRIS BROWN BLXST	Iffy Chasen f/Ty Dolla Sign & Tyga	Red Bull/EVGLE	PLAY VIDEO ►
39	EM BEIHOLD	Chosen f/Ty Dolla \$ign & Tyga Numb Little Bug	Republic	PLAY VIDEO ►
40	EMMY MELI	I Am Woman	Disruptor/Arista	PLAY VIDEO ► PLAY VIDEO ►
41	JUICE WRLD	Wandered To LA f/Justin Bieber	GradeA/Def Jam-Interscope	PLAY VIDEO ►
42	TIESTO & AVA MAX	The Motto	Atlantic	PLAY VIDEO ▶
43	THE CHAINSMOKERS	High	Disruptor/Columbia	PLAY VIDEO ►
44	SWEDISH HOUSE MAFIA/THE WEEKND	Moth To A Flame	Republic	PLAY VIDEO ▶
45	BENSON BOONE	Ghost Town	Night Street/Warner	PLAY VIDEO ▶
46	JUICE WRLD	Wandered To LA f/Justin Bieber	Grade A Prod/Interscope	PLAY VIDEO ►
47	ALESSO & KATY PERRY	When I'm Gone	10:22PM/ASW/Capitol	PLAY VIDEO ▶
48	TAYLOR SWIFT	Message In A Bottle (Taylor's Version)	Republic	PLAY VIDEO ▶
49	AVRIL LAVIGNE F/BLACKBEAR	Love It When You Hate Me	DTA/EMG	PLAY VIDEO ▶
50	DAISY THE GREAT X AJR	Record Player	S-Curve/Hollywood	PLAY VIDEO ▶

Top 40 is tested every week for Popularity, Familiarity and Burn in myraid key demographics. Each of four regions test 200 individuals for a total Sample Size of 800 per format.

RANK	ARTIST	t 200 individuals for a total Sample Size of 80	N'EAST	MIDWEST	SOUTH	WEST
1	ALTEGO X BRITNEY SPEARS X GINUWINE	Toxic Pony	2	1	1	1
2	THE KID LAROI & JUSTIN BIEBER	Stay	1	5	2	2
3	GLASS ANIMALS	Heat Waves	3	2	5	6
4	DOJA CAT	Need To Know	4	6	3	5
5	LIL NAS X & JACK HARLOW	Industry Baby	8	4	4	4
6	GAYLE	abcdefu	6	3	7	3
7	ADELE	Easy On Me	5	8	6	7
8	LIL NAS X	Thats What I Want	7	7	8	8
9	BIEBER, JUSTIN	Ghost	9	9	11	16
10	SHEERAN, ED	Shivers	12	10	9	14
11	Latto	Big Energy	13	12	10	9
12	ACRAZE Feat. Cherish	Do It To It	10	13	14	11
13	Imagine Dragons X JID	Enemy	19	14	13	10
14	Chloe	Have Mercy	15	11	15	17
15	SZA	I Hate U	24	16	12	12
16	Meli, Emmy	I Am Woman	18	15	22	13
17	Doja Cat	Woman	11	17	19	15
18	Post Malone & The Weeknd	One Right Now	14	19	23	20
19	Blxst Feat. Ty Dolla \$1gn & Tyga	Chosen	16	23	17	18
20	NEIKED Feat. Mae Muller Polo G	Better Days	22	18	20	19
21	Giveon	For Tonight	17	24	16	27
22	Spencer-Smith, Lauren	Fingers Crossed	20	20	21	28
23	Alesso & Katy Perry	When I'm Gone	30	27	18	24
24	Cast Of Encanto	We Don't Talk About Bruno	21	30	32	21
25	Boone, Benson	Ghost Town	31	25	25	23
26	Adele	Oh My God	29	22	31	25
27	Swedish House Mafia Feat.The Weeknd	Moth To A Flame	27	26	28	32
28	Beihold, Em	Numb Little Bug	23	32	24	31
29	Juice WRLD feat. Justin Bieber	Wandered To LA	33	21	27	29
30	THE ANXIETY, WILLOW, Tyler Cole	Meet Me At Our Spot	26	28	29	39
31	Bruno Mars, Anderson .Paak, Silk Sonic	Smokin Out The Window	35	33	26	22
32	CKay	Love Nwantiti (Ah Ah Ah)	25	37	34	26
33	The Weeknd	Sacrifice	32	34	37	30
34	Swift, Taylor	Message In A Bottle (Taylor's Version)	28	31	33	45
35	88Rising & BIBI	The Weekend	37	29	30	43
36	Chainsmokers	High	40	35	38	34
37	Puth, Charlie	Light Switch	36	39	40	33
38	Tiesto & Ava Max	The Motto	34	38	35	42
39	Pitbull Feat. Anthony Watts & Djws	I Feel Good	38	36	36	37
40	Niki	Every Summertime	41	44	42	35
41	Lavigne, Avril Feat. blackbear	Love It When You Hate Me	39	40	45	46
42	The Walters	I Love You So	42	46	41	38
43	Daisy The Great Feat. AJR	Record Player	45	47	39	44
44	Brown, Chris	IFFY	44	45	46	36
45	McRae, Tate	she's all i wanna be	47	42	43	40
46	Saweetie feat. H.E.R.	Closer	46	41	48	41
47	ANITTA	Boys Don't Cry	43	48	44	48
48	Sheeran, Ed Feat. Taylor Swift	The Joker And The Queen	48	43	49	47
49	Fireboy DML X Ed Sheeran	Peru	49	49	47	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	CHARLI XCX	New Shapes f/Caroline Polachek	Asylum/Warner
2	FOR KING & COUNTRY	Relate	Curb Word
3	RODDY RICCH	High Fashion f/Mustard	Atlantic
4	DJ SNAKE/OZUNA/MEGAN THEE STAL	SG	Interscope
5	WALKER HAYES	AA	Monument
6	LABRINTH	All For Us	Syco/RCA
7	TAYLOR SWIFT	Run (Taylor's Version)	Republic
8	POP SMOKE	Woo Baby f/Chris Brown	VV/RCA-Republic
9	ADELE	Can I Get It	Columbia
10	DRAKE	Knife Talk f/21 Savage	OVO/Republic
11	J BALVIN & SKRILLEX	In Da Getto	Suenos Globales/UMLE
12	THE WEEKND	Gasoline	XO/Republic
13	WALKER HAYES	U Gurl	Monument
14	24KGOLDN	More Than Friends	RECORDS/Columbia
15 16	MEGAN THEE STALLION	Megan's Piano	1501 Certified/300 Ent.
16 17	BANNERS Taylor Swift	Someone To You Wildoot Drooms (Toylor's Vers)	Island/Republic Republic
18	R3HAB X LUKAS GRAHAM	Wildest Dreams (Taylor's Vers) Most People	CYB3RPVNK
19	MUNI LONG	Hrs And Hrs	Supergiant
20	DABABY	Suge	SCMG/Interscope
21	SADIE JEAN	WYD Now?	SELENE
22	POST MALONE	Candy Paint	Republic
23	JESSICA DARROW	Surface Pressure	Walt Disney
24	CONOR MAYNARD	What I Put You Through	CM Music
25	SEAN PAUL	Dynamite f/Sia	Island/Republic
26	RODDY RICCH	Late At Night	Atlantic
27	CRAIG DAVID/MNEK	Who You Are	BMG
28	LIL BABY	On Me	QC/Motown/Capitol
29	HBZ, ANNA GREY, AGENT ZED	Aloha Hey	BMG
30	WALE	On Chill f/Jeremih	MMG/Warner
31	AUDIEN	Wish It Was You f/Cate Downey	Armada Music
32	YOUNG THUG	Livin It Up f/Post Malone &	YSL/300 Ent.
33	MONEYBAGG YO	Wockesha	CMG/NLess/Interscope
34	TWENTY ONE PILOTS	Shy Away	Fueled By Ramen/EMG
35	DOJA CAT	Celebrity Skin	Kemosabe/RCA
36	STEPHANIE POETRI	Picture Myself	In.Thrill/88rising/12Tone
37 38	HARIZ William Singe	Border Closer	Prosperous Enterprises Over Media
39	SKRILLEX/J BIEBER/D TOLIVER	Don't Go	Def Jam-Atlantic
40	RODDY RICCH	25 Million	Atlantic
41	TESSA JOY	Bad News	Tessa Joy Music
42	DUA LIPA	Physical	Warner
43	CAPELLA GREY	Gyalis	Capitol
44	HRVY	1 Day 2 Nights	BMG
45	DRAKE	What's Next	OVO/Republic
46	POP SMOKE	For The Night f/LilBaby/DaBaby	Def-Cap-Int-Republic
47	SHAWN MENDES	It'll Be Okay	Island/Republic
48	SAM FISCHER	This City	RCA
49	JAX	90s Kids	Atlantic
50	TIESTO & KAROL G	Don't Be Shy	Atlantic

# EDWIN STARR WAR



Back before we had MTV and before videos were major productions, we still had rudimentary performance clips. This song captured the mood in 1969. It was anthemic, inspiring and pure raw funk. High School marching bands were even performing this one as they pinwheeled at halftime football games. With dark clouds of aggression forming over the front pages of newspapers, MMI thought we'd take a look back at Edwin Starr's War. The video was lo-fi....just Mr. Starr, a stage and a big hit. The song and message remain the same. Click here:





#### 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.



Check out these videos hand-picked by our staff!



#### WALE FT. J.COLE - "POKE IT OUT"

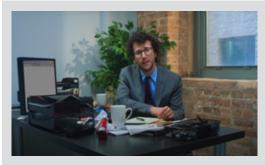
No butts about it, this is a video we can get behind. In this example of poetry in motion, Big Wale salutes the power of one's success measured by the numerical distance of extending one's posterior. J. Cole joins the rump-romp for a verse when everyone around takes a seat at the table. Poke it out and click here:





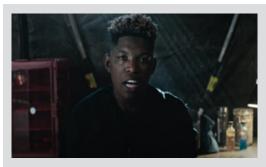
#### **DOVE CAMERON - "BOYFRIEND"**

So like, wait.....is this the same Dove Cameron that our kids were watching on the Disney Channel? Like that cutey-Ms-Thang that played dual roles in the oh-so-sweet comedy Liv and Maddie? Lordy, the girls' grown up. But in true Disney fashion Dove teaches us a lesson that "People...we have CHOICES". In this gender switcharoo tale of lost love and found solutions, Cameron def lays it out that options are open for a happier life. Click here:



#### **LAWRENCE - "DON'T LOSE SIGHT"**

Lawrence ain't a dude. Lawrence is a them. There's 2 of them and they're sis and bro. Now, if you want to get technical about it.....Lawrence is an 8 piece wild ass high energy cool band that has a strong cult following who totally dig their New York based in your face show. There are several versions of video and mixes flying around the WWW-thingy. Here is a fun pop anthemic salute to never giving up, even when your life sucks. Click here:



#### YUNG BLEU AND KEHLANI - "BEAUTIFUL LIES"

If you're gonna cyber-dig on Yung Bleu, be sure to spell it correctly or your gonna buy some laundry soap or T-Shirts. Bleu's at his belting bluesy best on "Beautiful Lies". And we all love Kehlani who broke from the West Coast band Poplyfe and clearly found her own groove. This video is a slick oddly military into psychedelia-driven into a monolith theme. Clear? Thought so. Click here:





#### IANN DIOR - "LET YOU"

lan Dior AKA Olmo and sometimes known as Sad Boy Dior has a lot of names. But it's all the same dude.....Puerto Rican Born Texas raised Dior is best known for his Uber-monster smash collaboration with 24kGolden called "Mood". When you have hits that big you can call yourself whatever you want. In this fun, uplifting pop song featuring guns and knives, Dior is back with his awesome vocal, cool hair and infectious groove. 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.

CALL US at 818-699-6400 or EMAIL contact@mmi2020.com

### MONDAY MORNING INTEL

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#### THANK YOU

from the entire staff:

#### **PUBLISHERS:**

ZEN CZAR
Rich Meyer
CHIEF WRANGLER
Steve Lehman

#### MARKETING, PROMOTION & Magic Fueled by Studio2Bee

MASTERS OF THE SUN
Skip Bishop
Butch Waugh
Kylee Laynee Higgins

#### RESEARCH TEAM PEOPLE WHO ACTUALLY

DO THE WORK
Richard R. Deitemeyer
Kate Collins
Brittany Whitney
Brenda Manney
Todd Morris

GRAPHIC DESIGN EGO Design

PYTHON POWER RANGER
Trent Trento

**OPERATIONS**Kylee Laynee Higgins

PAW POWER
NOT IN MY BOWL
Heidi Dog
Monkey Dog
Cooper