

**MONDAY**  
**MORNING**  
**INTEL**

**MAMIII**

**BECKY G X KAROL G**

**IMPACTING POP NOW!**



**TOP 40** *EDITION*

MARCH 21, 2022



# FOR KING + COUNTRY RELATE

I M P A C T I N G N O W

10 NUMBER ONE SINGLES!

MULTIPLE MAJOR CITY ARENA DATES IN 2022

1.8 BILLION+ ARTIST LIFETIME STREAMS



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# **MONDAY MORNING INTEL**

MARCH 21, 2022

## ***TABLE OF CONTENTS***

***4 #1 SONGS THIS WEEK***

***5 POWERS***

***6 ACTION/RECURRENTS***

***7 HOTZONE/DEVELOPING***

***9 VIDEO STREAMING***

***10 TOP 40 CALLOUT***

***11 INTELESCOPE***

***12 INTELEVISION***

***13 METHODOLOGY***

***14 THE BACK PAGE***

***MMI - A MODERN DAY MUSIC RESEARCH SYSTEM***



**MONDAY  
MORNING  
INTEL**

# #1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

3.21.22

**AIRPLAY**

LIL NAS X "THAT'S WHAT I WANT"

**RETENTION**

GLASS ANIMALS "HEAT WAVES"

**CALLOUT**

THE KID LAROI & JUSTIN BIEBER "STAY"

**AUDIO**

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

**VIDEO**

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

**SALES**

CAMILA CABELLO FT. ED SHEERAN "BAM BAM"

**COMPOSITE**

GLASS ANIMALS "HEAT WAVES"

**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	2	3	4	7	1	GLASS ANIMALS	Heat Waves	Republic
2	2	5	6	7	5	2	GAYLE	abcdefu	Arthouse/Atlantic
10	6	8	7	2	6	3	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
8	4	1	8	8	21	4	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
1	3	4	20	13	10	5	LIL NAS X	Thats What I Want	Columbia
11	9	6	11	17	11	6	ADELE	Easy On Me	Columbia
5	7	7	12	30	4	7	JUSTIN BIEBER	Ghost	Def Jam
28	21	22	1	1	2	8	ENCANTO (CAST)	We Don't Talk About Bruno	Walt Disney
4	8	10	21	15	20	9	DOJA CAT	Woman	Kemosabe/RCA
7	10	9	27	24	3	10	LATTO	Big Energy	RCA
6	5	3	18	20	39	11	DOJA CAT	Need To Know	Kemosabe/RCA
22	14	11	13	26	15	12	DOVE CAMERON	Boyfriend	Disruptor/Columbia
19	23	35	14	11	1	13	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syc0/Epic
12	13	20	29	27	16	14	CHARLIE PUTH	Light Switch	Atlantic
20	15	19	31	6	29	15	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic
13	12	16	22	34	24	16	LAUREN SPENCER-SMITH	Fingers Crossed	Island/Republic
33	24	14	16	28	8	17	EM BEIHOLD	Numb Little Bug	Republic
46	x	x	5	3	12	18	JESSICA DARROW	Surface Pressure	Walt Disney
24	18	13	39	19	19	19	ACRAZE	Do It To It f/Cherish	Thrive/Virgin
9	11	17	32	33	28	20	POST MALONE & THE WEEKND	One Right Now	Republic
38	35	x	9	9	18	21	BECKY G & KAROL G	MAMIII	RCA/Sony Music Latin
34	27	12	19	21	32	22	SZA	I Hate U	TDE/RCA
18	17	25	34	40	9	23	TIESTO & AVA MAX	The Motto	Atlantic
41	39	x	2	5	23	24	KODAK BLACK	Super Gremlin	Atlantic
23	25	28	x	x	x	25	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.
47	x	x	15	10	17	26	MUNI LONG	Hrs And Hrs	Supergiant
17	20	30	25	38	33	27	TATE MCRAE	she's all i wanna be	RCA
37	38	33	28	22	14	28	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire
14	16	27	38	37	43	29	THE WEEKND	Sacrifice	XO/Republic
27	22	21	30	35	46	30	NEIKED X MAE MULLER X POLO G	Better Days	Columbia-Capitol
45	x	x	23	18	26	31	NICKI MINAJ F/LIL BABY	Do We Have A Problem?	QC/Capitol-Republic
16	19	26	41	44	38	32	THE CHAINSMOKERS	High	Disruptor/Columbia
29	29	15	43	45	31	33	EMMY MELI	I Am Woman	Disruptor/Arista
39	41	x	10	25	36	34	LABRINTH & ZENDAYA	I'm Tired	Columbia
26	30	23	44	48	27	35	ALESSO & KATY PERRY	When I'm Gone	10:22PM/ASW/Capitol
32	34	32	26	23	48	36	THE WALTERS	I Love You So	Warner
31	37	37	33	32	30	37	FIREBOY DML X ED SHEERAN	Peru	YBNL/EMPIRE
25	26	18	45	41	47	38	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
21	31	31	47	49	25	39	5 SECONDS OF SUMMER	Complete Mess	BMG
43	x	x	37	16	37	40	JAYMES YOUNG	Infinity	Atlantic/EMG
49	x	x	17	29	35	41	JACK HARLOW	Nail Tech	Generation Now/Atlantic
48	x	x	40	31	13	42	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
15	28	34	49	42	42	43	SAWEETIE	Closer f/H.E.R.	Icy/RCA-Warner
35	36	36	42	46	22	44	ED SHEERAN F/TAYLOR SWIFT	The Joker And The Queen	Atlantic
44	42	x	4	14	49	45	GUNNA	Pushin P f/Future, Young Thug	YSL/Epic-300 Ent.
30	32	29	48	43	40	46	AVRIL LAVIGNE F/BLACKBEAR	Love It When You Hate Me	DTA/EMG
50	x	x	35	12	41	47	ELLEY DUHE	Middle Of The Night	RCA
36	33	24	46	47	44	48	BENSON BOONE	Ghost Town	Night Street/Warner
40	40	38	36	36	34	49	OMAH LAY & JUSTIN BIEBER	Attention	Sire/Warner
42	x	x	24	39	45	50	FRANK OCEAN	Lost	Def Jam/IDJMG

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	46	18	<b>28</b>	JESSICA DARROW	Surface Pressure	Walt Disney
2	47	26	<b>21</b>	MUNI LONG	Hrs And Hrs	Supergiant
3	28	8	<b>20</b>	ENCANTO (CAST)	We Don't Talk About Bruno	Walt Disney
4	38	21	<b>17</b>	BECKY G & KAROL G	MAMIII	RCA/Sony Music Latin
5	41	24	<b>17</b>	KODAK BLACK	Super Gremlin	Atlantic
6	33	17	<b>16</b>	EM BEIHOLD	Numb Little Bug	Republic
7	45	31	<b>14</b>	NICKI MINAJ F/LIL BABY	Do We Have A Problem?	QC/Capitol-Republic
8	34	22	<b>12</b>	SZA	I Hate U	TDE/RCA
9	22	12	<b>10</b>	DOVE CAMERON	Boyfriend	Disruptor/Columbia
10	37	28	<b>9</b>	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire

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	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
2	ED SHEERAN	Shivers	Atlantic
3	OLIVIA RODRIGO	good 4 u	Geffen/Interscope
4	ED SHEERAN	Bad Habits	Atlantic
5	DUA LIPA	Levitating	Interscope-Warner
6	THE ANXIETY, WILLOW/TYLER COLE	Meet Me At Our Spot	MSFTS/Roc Nation
7	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia
8	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA
9	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA
10	THE WEEKND	Save Your Tears	XO/Republic
11	ARIANA GRANDE	positions	Republic
12	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope
13	CHLOE	Have Mercy	Parkwood/Columbia
14	OLIVIA RODRIGO	deja vu	Geffen/Interscope
15	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
16	THE KID LAROI	Without You with Miley Cyrus	Columbia
17	MANESKIN	Beggin	Sony Music Latin/Arista
18	POST MALONE	Circles	Republic
19	THE WEEKND	Blimbing Lights	XO/Republic
20	HARRY STYLES	Adore You	Columbia
21	MACHINE GUN KELLY & BLACKBEAR	My Ex's Best Friend	Bad Boy/Interscope
22	ARIANA GRANDE	34+35	Republic
23	CHRIS BROWN X YOUNG THUG	Go Crazy	Chris Brown/300 Ent.-RCA
24	DUA LIPA	Break My Heart	Warner
25	DUA LIPA	Don't Start Now	Warner
26	GIVEON	For Tonight	Not So Fast/Epic
27	HARRY STYLES	Watermelon Sugar	Columbia
28	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope
29	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
30	ARIANA GRANDE	pov	Republic

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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic
HOTZONE	5 SECONDS OF SUMMER	Complete Mess	BMG
HOTZONE	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.
HOTZONE	OMAH LAY & JUSTIN BIEBER	Attention	Sire/Warner
HOTZONE	LABRINTH & ZENDAYA	I'm Tired	Columbia
HOTZONE	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire
HOTZONE	DOVE CAMERON	Boyfriend	Disruptor/Columbia
HOTZONE	KYGO	Dancing Feet f/DNCE	RCA
HOTZONE	MIMI WEBB	House On Fire	Epic
HOTZONE	TATE MCRAE	she's all i wanna be	RCA
HOTZONE	BECKY G & KAROL G	MAMIII	RCA/Sony Music Latin
HOTZONE	FIREBOY DML X ED SHEERAN	Peru	YBNL/EMPIRE
HOTZONE	EM BEIHOLD	Numb Little Bug	Republic
HOTZONE	DIPLO & MIGUEL	Don't Forget My Love	HG/RCA-Mad Decent
HOTZONE	TIESTO & AVA MAX	The Motto	Atlantic
HOTZONE	SAWEETIE	Closer f/H.E.R.	Icy/RCA-Warner
HOTZONE	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
HOTZONE	ENCANTO (CAST)	We Don't Talk About Bruno	Walt Disney
HOTZONE	AVRIL LAVIGNE F/BLACKBEAR	Love It When You Hate Me	DTA/EMG

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	THE WALTERS	I Love You So	Warner
DEVELOPING	LAUREN SPENCER-SMITH	Fingers Crossed	Island/Republic
DEVELOPING	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic
DEVELOPING	IANN DIOR	let you	10K Projects
DEVELOPING	YUNG BLEU	Beautiful Lies f/Kehlani	Vandross Music/EMPIRE
DEVELOPING	CHARLIE PUTH	Light Switch	Atlantic
DEVELOPING	EMMY MELI	I Am Woman	Disruptor/Arista
DEVELOPING	DAISY THE GREAT X AJR	Record Player	S-Curve/Hollywood
DEVELOPING	THE WEEKND	Sacrifice	XO/Republic
DEVELOPING	THE CHAINSMOKERS	High	Disruptor/Columbia
DEVELOPING	JENA ROSE	Checkmate	Gem Street Music



# 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.





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	ENCANTO (CAST)	We Don't Talk About Bruno	Walt Disney	<a href="#">PLAY VIDEO ►</a>
2	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope	<a href="#">PLAY VIDEO ►</a>
3	JESSICA DARROW	Surface Pressure	Walt Disney	<a href="#">PLAY VIDEO ►</a>
4	GLASS ANIMALS	Heat Waves	Republic	<a href="#">PLAY VIDEO ►</a>
5	KODAK BLACK	Super Gremlin f/Syko Bob	Atlantic	<a href="#">PLAY VIDEO ►</a>
6	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic	<a href="#">PLAY VIDEO ►</a>
7	GAYLE	abcdefu	Atlantic	<a href="#">PLAY VIDEO ►</a>
8	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia	<a href="#">PLAY VIDEO ►</a>
9	BECKY G & KAROL G	MAMIII	RCA/Sony Music Latin	<a href="#">PLAY VIDEO ►</a>
10	MUNI LONG	Hrs And Hrs	Supergiant	<a href="#">PLAY VIDEO ►</a>
11	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic	<a href="#">PLAY VIDEO ►</a>
12	ELLEY DUHE	Middle Of The Night	RCA	<a href="#">PLAY VIDEO ►</a>
13	LIL NAS X	Thats What I Want	Columbia	<a href="#">PLAY VIDEO ►</a>
14	GUNNA	Pushin P f/Future, Young Thug	YSL/300 Ent.	<a href="#">PLAY VIDEO ►</a>
15	DOJA CAT	Woman	Kemosabe/RCA	<a href="#">PLAY VIDEO ►</a>
16	JAYMES YOUNG	Infinity	Atlantic	<a href="#">PLAY VIDEO ►</a>
17	ADELE	Easy On Me	Columbia	<a href="#">PLAY VIDEO ►</a>
18	NICKI MINAJ F/LIL BABY	Do We Have A Problem?	QC/Capitol-Republic	<a href="#">PLAY VIDEO ►</a>
19	ACRAZE	Do It To It f/Cherish	Virgin Music	<a href="#">PLAY VIDEO ►</a>
20	DOJA CAT	Need To Know	Kemosabe/RCA	<a href="#">PLAY VIDEO ►</a>
21	SZA	I Hate U	TDE/RCA	<a href="#">PLAY VIDEO ►</a>
22	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire	<a href="#">PLAY VIDEO ►</a>
23	THE WALTERS	I Love You So	Warner	<a href="#">PLAY VIDEO ►</a>
24	LATTO	Big Energy	RCA	<a href="#">PLAY VIDEO ►</a>
25	LABRINTH & ZENDAYA	I'm Tired	Columbia	<a href="#">PLAY VIDEO ►</a>
26	DOVE CAMERON	Boyfriend	Disruptor/Columbia	<a href="#">PLAY VIDEO ►</a>
27	CHARLIE PUTH	Light Switch	Atlantic	<a href="#">PLAY VIDEO ►</a>
28	EM BEIhold	Numb Little Bug	Republic	<a href="#">PLAY VIDEO ►</a>
29	JACK HARLOW	Nail Tech	Generation Now/Atlantic	<a href="#">PLAY VIDEO ►</a>
30	JUSTIN BIEBER	Ghost	Def Jam	<a href="#">PLAY VIDEO ►</a>
31	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA	<a href="#">PLAY VIDEO ►</a>
32	FIREBOY DML X ED SHEERAN	Peru	---	<a href="#">PLAY VIDEO ►</a>
33	POST MALONE & THE WEEKND	One Right Now	Republic	<a href="#">PLAY VIDEO ►</a>
34	LAUREN SPENCER-SMITH	Fingers Crossed	---	<a href="#">PLAY VIDEO ►</a>
35	NEIKED X MAE MULLER X POLO G	Better Days	Capitol	<a href="#">PLAY VIDEO ►</a>
36	OMAH LAY & JUSTIN BIEBER	Attention	Sire/Warner	<a href="#">PLAY VIDEO ►</a>
37	THE WEEKND	Sacrifice	XO/Republic	<a href="#">PLAY VIDEO ►</a>
38	TATE MCRAE	she's all i wanna be	RCA	<a href="#">PLAY VIDEO ►</a>
39	FRANK OCEAN	Lost	Def Jam/IDJMG	<a href="#">PLAY VIDEO ►</a>
40	TIESTO & AVA MAX	The Motto	Atlantic	<a href="#">PLAY VIDEO ►</a>
41	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE	<a href="#">PLAY VIDEO ►</a>
42	SAWEETIE	Closer f/H.E.R.	Icy/RCA-Warner	<a href="#">PLAY VIDEO ►</a>
43	AVRIL LAVIGNE F/BLACKBEAR	Love It When You Hate Me	DTA/EMG	<a href="#">PLAY VIDEO ►</a>
44	THE CHAINSMOKERS	High	Disruptor/Columbia	<a href="#">PLAY VIDEO ►</a>
45	EMMY MELI	I Am Woman	Disruptor/Arista	<a href="#">PLAY VIDEO ►</a>
46	ED SHEERAN F/TAYLOR SWIFT	The Joker And The Queen	Atlantic	<a href="#">PLAY VIDEO ►</a>
47	BENSON BOONE	Ghost Town	Night Street/Warner	<a href="#">PLAY VIDEO ►</a>
48	ALESSO & KATY PERRY	When I'm Gone	10:22PM/ASW/Capitol	<a href="#">PLAY VIDEO ►</a>
49	5 SECONDS OF SUMMER	Complete Mess	BMG	<a href="#">PLAY VIDEO ►</a>

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.

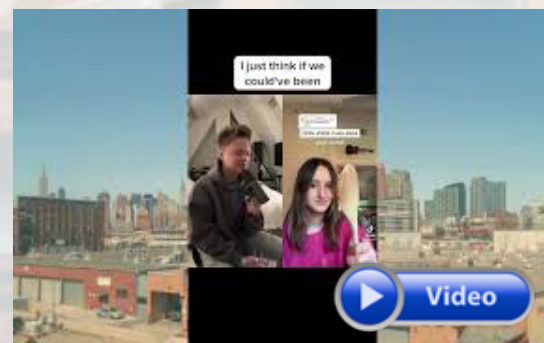
RANK	ARTIST	TITLE	NEAST	MIDWEST	SOUTH	WEST
1	THE KID LAROI & JUSTIN BIEBER	Stay	1	2	1	4
2	GLASS ANIMALS	Heat Waves	4	1	2	1
3	DOJA CAT	Need To Know	2	6	3	2
4	LIL NAS X	Thats What I Want	6	3	5	3
5	GAYLE	abcdefu	5	4	8	6
6	ADELE	Easy On Me	7	5	4	8
7	BIEBER, JUSTIN	Ghost	3	7	9	12
8	IMAGINE DRAGONS X JID	Enemy	17	8	6	5
9	LATTO	Big Energy	9	9	10	10
10	DOJA CAT	Woman	8	12	11	9
11	Cameron, Dove	Boyfriend	15	10	7	14
12	SZA	I Hate U	21	13	14	7
13	ACRAZE Feat. Cherish	Do It To It	10	15	15	16
14	Beihold, Em	Numb Little Bug	11	17	20	11
15	Meli, Emmy	I Am Woman	13	16	17	15
16	Chloe	Have Mercy	14	11	19	19
17	Spencer-Smith, Lauren	Fingers Crossed	12	22	13	17
18	Post Malone & The Weeknd	One Right Now	16	20	16	22
19	Blxst Feat. Ty Dolla \$Ign & Tyga	Chosen	18	21	23	18
20	CKay	Love Nwantiti (Ah Ah Ah)	19	28	24	13
21	Puth, Charlie	Light Switch	25	24	18	25
22	NEIKED Feat. Mae Muller Polo G	Better Days	20	19	28	28
23	Cast Of Encanto	We Don't Talk About Bruno	22	30	26	20
24	Adele	Oh My God	23	29	25	21
25	THE ANXIETY, WILLOW, Tyler Cole	Meet Me At Our Spot	28	31	22	24
26	Alesso & Katy Perry	When I'm Gone	29	14	27	38
27	Boone, Benson	Ghost Town	27	23	21	37
28	Tiesto & Ava Max	The Motto	26	18	34	26
29	Chainsmokers	High	24	26	29	29
30	The Weeknd	Sacrifice	36	25	30	23
31	Megan Thee Stallion Feat. Dua Lipa	Sweetest Pie	34	27	12	43
32	Lavigne, Avril Feat. blackbear	Love It When You Hate Me	30	36	36	35
33	McRae, Tate	she's all i wanna be	32	32	33	33
34	Niki	Every Summertime	38	38	35	27
35	Webb, Mimi	House On Fire	35	33	39	36
36	dior, iann	Let You	31	40	32	41
37	5 Seconds Of Summer	Complete Mess	42	37	37	30
38	The Walters	I Love You So	39	43	38	32
39	Brown, Chris	IFFY	33	44	48	39
40	Tyga & Doja Cat	Freaky Deaky	44	42	40	34
41	Saweetie feat. H.E.R.	Closer	37	34	45	44
42	ANITTA	Boys Don't Cry	46	45	43	31
43	Cabello, Camila Feat. Ed Sheeran	Bam Bam	47	39	46	40
44	Sheeran, Ed Feat. Taylor Swift	The Joker And The Queen	43	41	42	46
45	Daisy The Great Feat. AJR	Record Player	40	46	41	47
46	Rose, Jena	Checkmate	45	48	44	45
47	Fireboy DML X Ed Sheeran	Peru	41	47	49	48
48	KYGO Feat. DNCE	Dancing Feet	48	35	47	50
49	Diplo & Miguel	Don't Forget My Love	49	50	31	49
50	Lay, Omah & Justin Bieber	Attention	50	49	50	42

# SADIE JEAN

## WYD NOW? [OPEN VERSE MASHUP]

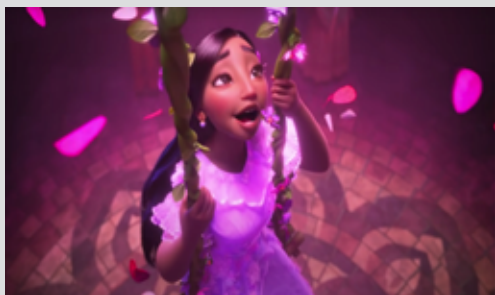


Oh my my, how our worlds have changed. The music consumption paths are equally radicalized by the systems that are available to artists. Meet Sadie Jean, an NYU sophomore singer songwriter who creatively connected the TikTok dots clicking the Open Verse Thingy with her already relatively viral hit "WYD Now"; a heartbreak spectacular sprinkled with Olivia to Taylor to Joni influence. The trick snagged the attention of way hot Lil Yachty who added his lyrical reply and then hit the gone-gator button. And so the new way to break is crystallized and a star is born. We're bringing you the full 10 minute viral version (complete with wooden kitchen spoon). For a listen to the "radio friendly version" just dial up SiriusXM's Hits1 where "WYD Now" is being pounded like Sonny Liston on a bad day. Click here:



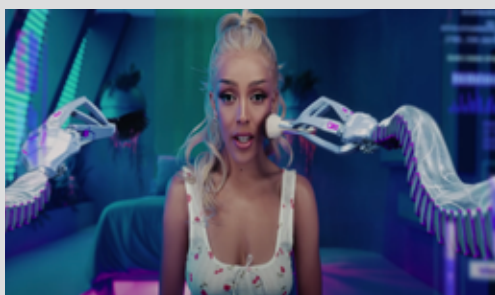


Check out these videos hand-picked by our staff!



### WE DON'T TALK ABOUT BRUNO (FROM ENCANTO)

We don't talk about comments like "surprise hit" because it's not - a surprise that is. It's certainly a massive global hit. But really, a surprise? The songs are written by Lin-Manuel Miranda (Hamilton Fame) and soundtrack singles have always been a mainstay at Top40. There are zillions....Titanic, Dirty Dancing, Saturday Night Fever come to mind. If you're not playing it, we won't talk about you but please click here:



### TYGA, DOJA CAT - "FREAKY DEAKY"

**MMI F.B.C. Alert:** That stands for 'Futuristic Booty Call'. And in this cosmic clip of "Freaky Deaky", Tyga gets a phone request but unfortunately he's all tied up right now! He and Doja Cat have all the toys and gadgets for a big time and a big night in space. Hey, wanna watch? Click here:



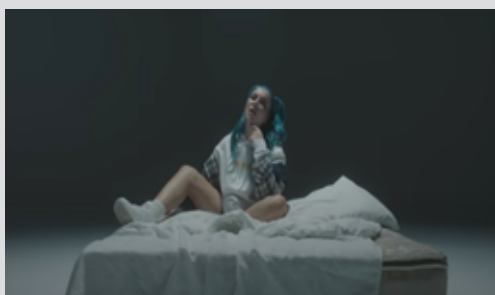
### MACHINE GUN KELLY & LIL' WAYNE - "AY!"

As the video begins we see Mr Kelly summoning the troops because the video "drops tomorrow"! Whoops.... yo, let's get bizzy kwik. Solution: get into the costume room and see just how many whack-fits we can get into one shot. The result is a fun, flashy fashion romp deluxe. Click here:



### KING & COUNTRY - "RELATE"

Check this out. This duo has billions of streams. They sell out stadiums. Your listeners know them. They are massive. So, does it make it difficult that they were born in Christian radio? It shouldn't. Pop plays Hip Hop, Alternative, R&B, and even Country cross-overs all dang day. This act may have more positive data than half the current Top40 chart. Treat yourself to one of their shows (if you can get a ticket). The audience is full of hip, young and devoted fans. Can you "Relate"? Find out and click here:



### CHARLOTTE SANDS - "DRESS"

**MMI Good Story Alert:** So Harry Styles is on the Vogue mag cover in December wearing a dress. BFD, right? No...pushback galore from knuckleheads in the press. Moderately known Alt-pop-ette songbird Charlotte (I Don't Care fame) Sands writes and records "Dress" in support of Harry's hairy visible legs and fab attire. Track goes on Tik Tok and goes koo-koo and now radio is discovering it. Modern music biz, modern attitudes towards masculinity and a dang groovy single. 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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