

MONDAY
MORNING
INTEL



*Olivia
Rox*

**IMPACTING
POP**

TOP 40 *EDITION*

MAY 2, 2022

MONDAY MORNING INTEL

MAY 2, 2022

TABLE OF CONTENTS

3 #1 SONGS THIS WEEK

4 POWERS

5 ACTION/RECURRENTS

7 HOTZONE/DEVELOPING

8 VIDEO STREAMING

9 TOP 40 CALLOUT

10 INTELESCOPE

11 INTELEVISION

12 METHODOLOGY

13 THE BACK PAGE

MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

5.2.22

AIRPLAY

LATTO "BIG ENERGY"

RETENTION

LATTO "BIG ENERGY"

CALLOUT

THE KID LAROI & JUSTIN BIEBER "STAY"

AUDIO

JACK HARLOW "FIRST CLASS"

VIDEO

IMAGINE DRAGONS "ENEMY FROM LEAGUE OF LEGENDS"

SALES

HARRY STYLES "AS IT WAS"

COMPOSITE

IMAGINE DRAGONS "ENEMY FROM LEAGUE OF LEGENDS"

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
2	3	8	6	1	6	1	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
7	4	2	3	3	9	2	GLASS ANIMALS	Heat Waves	Republic
1	1	6	7	26	2	3	LATTO	Big Energy	Streamcut/RCA
5	9	26	2	2	1	4	HARRY STYLES	As It Was	Columbia
4	2	3	18	13	14	5	LIL NAS X	Thats What I Want	Columbia
16	7	5	8	11	8	6	GAYLE	abcdefu	Arthouse/Atlantic
3	5	10	12	12	24	7	DOJA CAT	Woman	Kemosabe/RCA
8	6	4	9	30	10	8	JUSTIN BIEBER	Ghost	Def Jam
20	20	22	1	9	4	9	JACK HARLOW	First Class	Atlantic
18	12	12	15	28	11	10	EM BEIHOLO	Numb Little Bug	Republic
12	17	34	14	19	5	11	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Sco/Epic
10	41	1	5	8	27	12	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
11	10	13	19	36	15	13	LAUREN SPENCER-SMITH	Fingers Crossed	Island/Republic
26	16	15	22	7	22	14	CHARLIE PUTH	Light Switch	Atlantic
13	13	21	16	24	19	15	DOVE CAMERON	Boyfriend	Disruptor/Columbia
9	11	17	26	31	26	16	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.
15	14	23	21	40	7	17	TIESTO & AVA MAX	The Motto	Atlantic
6	8	20	32	38	31	18	POST MALONE & THE WEEKND	One Right Now	Republic
31	22	9	35	18	25	19	JNR CHOI	To The Moon	Epic
21	26	40	28	16	3	20	LIZZO	About Damn Time	Nice Life/Atlantic
32	31	39	10	6	20	21	BECKY G & KAROL G	MAMIII	Kemosabe/RCA/Sony Latin
25	18	7	31	22	39	22	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA
14	15	24	20	41	34	23	TATE MCRAE	she's all i wanna be	RCA
17	21	31	23	44	18	24	SHAWN MENDES	When You're Gone	Island/Republic
42	35	11	17	32	12	25	RUSS	Handsome	DIEMON
36	23	18	41	27	13	26	PHARRELL WILLIAMS	Just A Cloud Away	Columbia
27	25	25	29	37	23	27	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire
39	37	19	34	14	17	28	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
22	24	33	27	23	46	29	THE WALTERS	I Love You So	Warner
48	40	x	4	5	33	30	KODAK BLACK	Super Gremlin	Atlantic
43	x	28	30	33	16	31	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope
40	39	x	25	15	29	32	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam
24	29	38	36	34	28	33	FIREBOY DML X ED SHEERAN	Peru	YBNL/EMPIRE
23	19	14	44	43	45	34	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
30	43	16	x	x	x	35	THE KID LAROI	Thousand Miles	Columbia
29	28	32	38	35	41	36	THE WEEKND	Out Of Time	XO/Republic
19	27	37	45	47	21	37	5 SECONDS OF SUMMER	Complete Mess	BMG
41	42	36	24	17	35	38	ANITTA	Envolver	WEA Latina
49	x	x	13	29	37	39	JACK HARLOW	Nail Tech	Generation Now/Atlantic
45	x	x	37	21	36	40	NICKI MINAJ F/LIL BABY	Do We Have A Problem?	QC/Capitol-Republic
46	x	x	40	10	42	41	JAYMES YOUNG	Infinity	Atlantic/EMG
44	x	x	33	39	30	42	CAMILA CABELLO	psychofreak	Epic
38	38	x	43	4	48	43	JVKE	This Is What Falling In Love..	JVKE / AWAL
34	34	29	42	42	47	44	LABRINTH & ZENDAYA	I'm Tired	Columbia
50	x	x	39	20	32	45	NICKY YOURE	Sunroof f/Dazy	Columbia
47	x	x	11	25	49	46	GUNNA	Pushin P f/Future, Young Thug	YSL/Epic-300 Ent.
35	30	30	48	46	43	47	AVRIL LAVIGNE F/BLACKBEAR	Love It When You Hate Me	DTA/EMG
33	33	35	47	48	40	48	LAUV	All 4 Nothing (I'm So In Love)	Virgin
37	32	27	49	45	44	49	SAWEETIE	Closer f/H.E.R.	Icy/RCA-Warner
28	36	41	46	49	38	50	DIPLO & MIGUEL	Don't Forget My Love	HG/RCA-Mad Decent

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	48	30	18	KODAK BLACK	Super Gremlin	Atlantic
2	42	25	17	RUSS	Handsomr	DIEMON
3	43	31	12	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope
4	26	14	12	CHARLIE PUTH	Light Switch	Atlantic
5	31	19	12	JNR CHOI	To The Moon	Epic
6	20	9	11	JACK HARLOW	First Class	Atlantic
7	39	28	11	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
8	32	21	11	BECKY G & KAROL G	MAMIII	Kemosabe/RCA/Sony Latin
9	16	6	10	GAYLE	abccdefu	Arthouse/Atlantic
10	36	26	10	PHARRELL WILLIAMS	Just A Cloud Away	Columbia
11	49	39	10	JACK HARLOW	Nail Tech	Generation Now/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	DOJA CAT	Need To Know	Kemosabe/RCA
2	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
3	ED SHEERAN	Bad Habits	Atlantic
4	OLIVIA RODRIGO	good 4 u	Geffen/Interscope
5	ED SHEERAN	Shivers	Atlantic
6	DUA LIPA	Levitating	Interscope-Warner
7	ADELE	Easy On Me	Columbia
8	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA
9	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia
10	THE WEEKND	Save Your Tears	XO/Republic
11	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA
12	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope
13	MANESKIN	Beggin	Sony Music Latin/Arista
14	ARIANA GRANDE	positions	Republic
15	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
16	THE WEEKND	Blinding Lights	XO/Republic
17	POST MALONE	Circles	Republic
18	CHRIS BROWN X YOUNG THUG	Go Crazy	Chris Brown/300 Ent.-RCA
19	HARRY STYLES	Adore You	Columbia
20	THE KID LAROI	Without You with Miley Cyrus	Columbia
21	ARIANA GRANDE	34+35	Republic
22	DUA LIPA	Don't Start Now	Warner
23	OLIVIA RODRIGO	deja vu	Geffen/Interscope
24	DUA LIPA	Break My Heart	Warner
25	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
26	MACHINE GUN KELLY & BLACKBEAR	My Ex's Best Friend	Bad Boy/Interscope
27	HARRY STYLES	Watermelon Sugar	Columbia
28	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic
29	TATE MCRAE	You Broke Me First	RCA
30	AVA MAX	Kings & Queens	Atlantic

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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	LIZZO	About Damn Time	Nice Life/Atlantic
HOTZONE	THE KID LAROI	Thousand Miles	Columbia
HOTZONE	JVKE	This Is What Falling In Love..	JVKE / AWAL
HOTZONE	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
HOTZONE	ED SHEERAN	2step f/Lil Baby	Atlantic
HOTZONE	JACK HARLOW	First Class	Atlantic
HOTZONE	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam
HOTZONE	JACKSON WANG	Blow	TEAM WANG/88rising/Warner
HOTZONE	LAUV	All 4 Nothing (I'm So In Love)	Virgin
HOTZONE	JNR CHOI	To The Moon	Epic
HOTZONE	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA
HOTZONE	BAKER GRACE	Midnight Thoughts	Independent
HOTZONE	SHAWN MENDES	When You're Gone	Island/Republic
HOTZONE	THE WALTERS	I Love You So	Warner
HOTZONE	DOVE CAMERON	Boyfriend	Disruptor/Columbia

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	THE WEEKND	Out Of Time	XO/Republic
DEVELOPING	BECKY G & KAROL G	MAMIII	Kemosabe/RCA/Sony Latin
DEVELOPING	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syc0/Epic
DEVELOPING	EM BEIHOLD	Numb Little Bug	Republic
DEVELOPING	MIMI WEBB	House On Fire	Epic
DEVELOPING	TATE MCRAE	she's all i wanna be	RCA
DEVELOPING	TIESTO & AVA MAX	The Motto	Atlantic
DEVELOPING	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
DEVELOPING	FIREBOY DML X ED SHEERAN	Peru	YBNL/EMPIRE
DEVELOPING	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire
DEVELOPING	DIPLO & MIGUEL	Don't Forget My Love	HG/RCA-Mad Decent
DEVELOPING	PHARRELL WILLIAMS	Just A Cloud Away	Columbia
DEVELOPING	5 SECONDS OF SUMMER	Complete Mess	BMG
DEVELOPING	EDDIE BENJAMIN	Weatherman	Vol. 1/Epic
DEVELOPING	IANN DIOR	let you	10K Projects
DEVELOPING	LAWRENCE	Don't Lose Sight	Beautiful Mind/Lakeside
DEVELOPING	JENA ROSE	Checkmate	Gem Street Music
DEVELOPING	CHARLOTTE SANDS	Dress	CS/Lakeside/PIVTL

Sources included Amazon, Apple, You Tube, Google Play, Napster, Pandora, and Slacker, combined to provide you a pinpoint look at the top streaming songs.

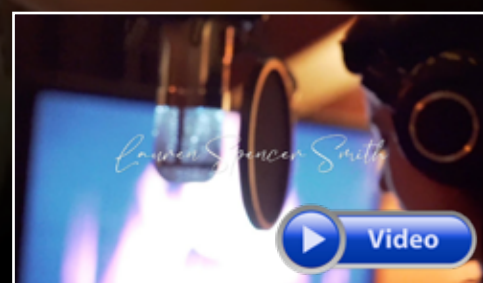
AV RANK	ARTIST	TITLE	LABEL/IMPRINT	LISTEN LINKS
1	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope	PLAY VIDEO ▶
2	HARRY STYLES	As It Was	Columbia	PLAY VIDEO ▶
3	GLASS ANIMALS	Heat Waves	Republic	PLAY VIDEO ▶
4	JVKE	This Is What Falling In Love..	JVKE / AWAL	PLAY VIDEO ▶
5	KODAK BLACK	Super Gremlin f/Syko Bob	Atlantic	PLAY VIDEO ▶
6	BECKY G & KAROL G	MAMIII	RCA/Sony Music Latin	PLAY VIDEO ▶
7	CHARLIE PUTH	Light Switch	Atlantic	PLAY VIDEO ▶
8	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia	PLAY VIDEO ▶
9	JACK HARLOW	First Class	Atlantic	PLAY VIDEO ▶
10	JAYMES YOUNG	Infinity	Atlantic	PLAY VIDEO ▶
11	GAYLE	abcdefu	Atlantic	PLAY VIDEO ▶
12	DOJA CAT	Woman	Kemosabe/RCA	PLAY VIDEO ▶
13	LIL NAS X	Thats What I Want	Columbia	PLAY VIDEO ▶
14	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol	PLAY VIDEO ▶
15	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam	PLAY VIDEO ▶
16	LIZZO	About Damn Time	Nice Life/Atlantic	PLAY VIDEO ▶
17	ANITTA	Envolver	WEA Latina	PLAY VIDEO ▶
18	JNR CHOI	To The Moon	Epic	PLAY VIDEO ▶
19	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic	PLAY VIDEO ▶
20	NICKY YOU'RE	Sunroof f/Dazy	Columbia	PLAY VIDEO ▶
21	NICKI MINAJ F/LIL BABY	Do We Have A Problem?	QC/Capitol-Republic	PLAY VIDEO ▶
22	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA	PLAY VIDEO ▶
23	THE WALTERS	I Love You So	Warner	PLAY VIDEO ▶
24	DOVE CAMERON	Boyfriend	Disruptor/Columbia	PLAY VIDEO ▶
25	GUNNA	Pushin P f/Future, Young Thug	YSL/300 Ent.	PLAY VIDEO ▶
26	LATTO	Big Energy	RCA	PLAY VIDEO ▶
27	PHARRELL WILLIAMS	Just A Cloud Away	Columbia	PLAY VIDEO ▶
28	EM BEIOLD	Numb Little Bug	Republic	PLAY VIDEO ▶
29	JACK HARLOW	Nail Tech	Generation Now/Atlantic	PLAY VIDEO ▶
30	JUSTIN BIEBER	Ghost	Def Jam	PLAY VIDEO ▶
31	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.	PLAY VIDEO ▶
32	RUSS	Handsomer	DIEMON	PLAY VIDEO ▶
33	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope	PLAY VIDEO ▶
34	FIREBOY DML X ED SHEERAN	Peru	---	PLAY VIDEO ▶
35	THE WEEKND	Out Of Time	XO/Republic	PLAY VIDEO ▶
36	LAUREN SPENCER-SMITH	Fingers Crossed	---	PLAY VIDEO ▶
37	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire	PLAY VIDEO ▶
38	POST MALONE & THE WEEKND	One Right Now	Republic	PLAY VIDEO ▶
39	CAMILA CABELLO	psychofreak	Epic	PLAY VIDEO ▶
40	TIESTO & AVA MAX	The Motto	Atlantic	PLAY VIDEO ▶
41	TATE MCRAE	she's all i wanna be	RCA	PLAY VIDEO ▶
42	LABRINTH & ZENDAYA	I'm Tired	Columbia	PLAY VIDEO ▶
43	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE	PLAY VIDEO ▶
44	SHAWN MENDES	When You're Gone	Island/Republic	PLAY VIDEO ▶
45	SAWEETIE	Closer f/H.E.R.	Icy/RCA-Warner	PLAY VIDEO ▶
46	AVRIL LAVIGNE F/BLACKBEAR	Love It When You Hate Me	DTA/EMG	PLAY VIDEO ▶
47	5 SECONDS OF SUMMER	Complete Mess	BMG	PLAY VIDEO ▶
48	LAUV	All 4 Nothing (I'm So In Love)	Virgin	PLAY VIDEO ▶
49	DIPLO & MIGUEL	Don't Forget My Love	HG/RCA-Mad Decent	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	3	1	2	1
2	GLASS ANIMALS	Heat Waves	1	4	3	2
3	LIL NAS X	Thats What I Want	5	2	1	6
4	BIEBER, JUSTIN	Ghost	2	5	9	8
5	GAYLE	abcdefu	7	3	4	13
6	LATTO	Big Energy	12	9	5	3
7	DOJA CAT	Get Into It	10	14	7	4
8	IMAGINE DRAGONS X JID	Enemy	6	6	11	11
9	JNR CHOI	To The Moon	8	12	10	5
10	DOJA CAT	Woman	4	13	13	7
11	Russ	Handsomere	37	7	6	9
12	Beihold, Em	Numb Little Bug	11	10	19	16
13	Spencer-Smith, Lauren	Fingers Crossed	18	8	14	22
14	Blxst Feat. Ty Dolla \$Ign & Tyga	Chosen	9	24	16	14
15	Puth, Charlie	Light Switch	13	15	17	21
16	The Kid Laroi	Thousand Miles	41	11	15	10
17	Megan Thee Stallion Feat. Dua Lipa	Sweetest Pie	14	16	20	20
18	Williams, Pharrell	Just A Cloud Away	21	19	18	17
19	Kate, Leah	10 Things I Hate About You	49	20	8	15
20	Sheeran, Ed	2step	17	29	12	23
21	Post Malone & The Weeknd	One Right Now	16	25	22	19
22	Cameron, Dove	Boyfriend	24	17	21	26
23	Harlow, Jack	First Class	29	18	23	35
24	Tiesto & Ava Max	The Motto	20	21	24	29
25	McRae, Tate	she's all i wanna be	23	22	28	25
26	Tyga & Doja Cat	Freaky Deaky	15	28	26	27
27	Styles, Harry	As It Was	25	27	31	24
28	Yung Bleu Feat. Kehlani	Beautiful Lies	19	30	32	34
29	Saweetie feat. H.E.R.	Closer	27	34	25	31
30	Imagine Dragons	Bones	40	39	29	18
31	Labrinth & Zendaya	I'm Tired	28	38	27	28
32	Lavigne, Avril Feat. blackbear	Love It When You Hate Me	35	23	36	41
33	Mendes, Shawn	When You're Gone	30	32	30	37
34	The Weeknd	Out Of Time	26	35	35	30
35	The Walters	I Love You So	36	37	34	38
36	Cabello, Camila Feat. Ed Sheeran	Bam Bam	39	31	33	44
37	Grace, Baker	Midnight Thoughts	50	26	45	12
38	dior, iann	Let You	22	40	42	43
39	Lauv	All 4 Nothing (I'm So In Love)	33	33	47	36
40	Webb, Mimi	House On Fire	34	41	37	42
41	Sands, Charlotte	Dress	38	42	38	40
42	ANITTA	Envolver	44	36	49	32
43	Rose, Jena	Checkmate	42	45	46	39
44	5 Seconds Of Summer	Complete Mess	32	44	44	47
45	Lawrence	Don't Lose Sight	31	47	41	49
46	Fireboy DML X Ed Sheeran	Peru	43	46	39	48
47	Becky G Feat. Karol G	MAMIII	47	50	40	33
48	Benjamin, Eddie	Weatherman	46	43	43	45
49	Lizzo	About Damn Time	48	48	48	46
50	Diplo & Miguel	Don't Forget My Love	45	49	50	50

THE MAKING OF FLOWERS WITH LAUREN SPENCER-SMITH

Songwriting Happens! Ex-Idol contestant and Canadian Juno nominee Lauren Spencer Smith gives us a cool sneak peek inside an LA Studio during the artistic creation of the way cool track "Flowers". The "Fingers Crossed" girl shares that you just don't always know what's going to happen in the creative process. To see how "Flowers" sprang from a planted seed and blossomed into a hit single, click here:

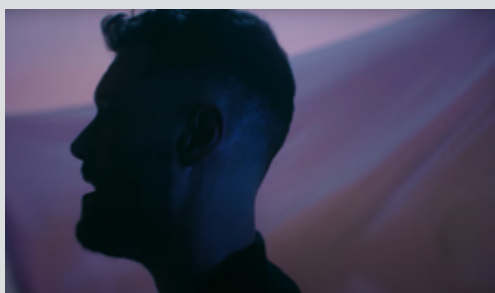


Check out these videos hand-picked by our staff!



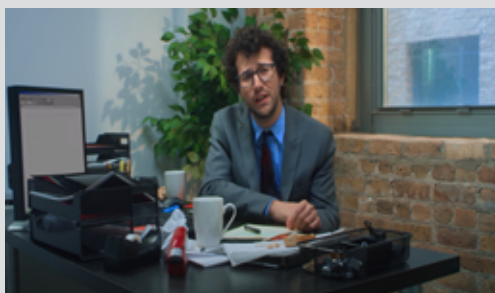
NICKY YOURE - "SUNROOF"

This is classified as a "4P" single. Pure Pop for Pretty People. California youngster Nicky Youre has taken the all too familiar path of bedroom made beats to TikTok to millions of hits and streams. He scored mega numbers with his viral smash "Sex and Lemonade" and now has delivered a perfect sunny day serenade with this top-down cruiser single called "Sunroof". Bright, happy, shiny, fluffy and then you wonder why you're singing it in your head all day. Click here:



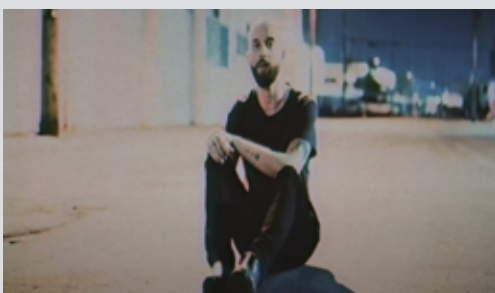
LOST FREQUENCIES FT. CALUM SCOTT - "WHERE ARE YOU NOW"

Ok, let's keep this grammatically straight, if possible. Lost Frequencies IS not a them. They is/are a him. Belgian DJ and producer Felix De Laet is Lost Frequencies and causes havoc on our MMI 9th grades English primer. Felix teams up with British superstar Calum Scott to bring us the way danceable ditty "Where Are You Now". The single and video is a way fun throwback to dance floor days of the 90's with moves that are ecstatically inspired by little pills handed out in the bar after midnight. Click here:



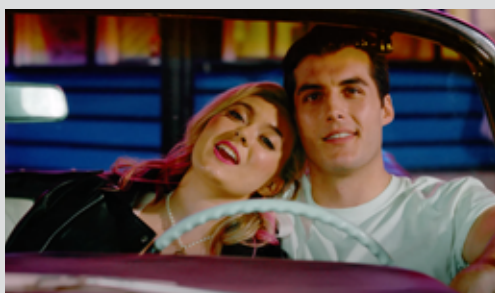
LAWRENCE - "DON'T LOSE SIGHT"

At MMI, we love Lawrence. And in the video above, Lawrence ain't a him; Lawrence is a he/her Bro/Sis with a full blown band that has been rocking this hometown of NYC for years. These kids are the bomb. The songs all sound like hit singles and their stage show is worth standing in line to squeeze into the joint. They write, they play, they wail, they dance, they're just cool. Not hard to figure out...click here:



JAYMES YOUNG - "INFINITY"

MMI Sonar ping alert: Young Jaymes Young has set off multiple blips on the airplay detector thingy that sits in the backroom of the MMI HQ. When checking the data, we found big bumps in Sacramento, Miami, Pittsburgh, and Buffalo, too. Click here:



OLIVIA ROX - "BEEN THIS WAY B4"

MMI Retro fun 2 Watch Alert: This video has a lot going on. Taking everything from Happy Days to Rocky Horror to Bat Out Of Hell, Olivia summons up tons of late 50s rock 'n roll ghosts in this made for the stage clip of "Been This Way B4". You have dancers, theatrics, strawberry shakes, and a pink Cadillac, too. If you're ready to throw down and throw back, 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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