

MAY 9, 2022

# MONDAY MORNING INTEL

MAY 9, 2022

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AIRPLAY

**IMAGINE DRAGONS "ENEMY FROM LEAGUE OF LEGENDS"** 

RETENTION

**IMAGINE DRAGONS "ENEMY FROM LEAGUE OF LEGENDS"** 

CALLOUT

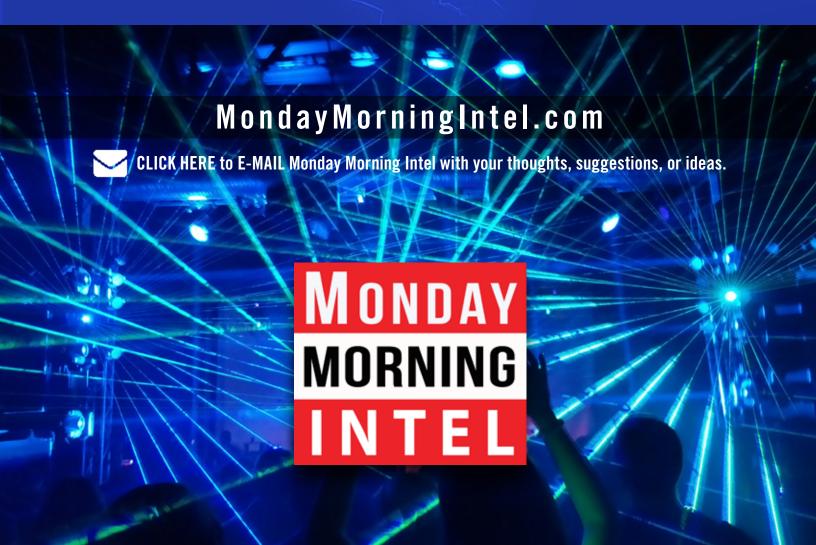
THE KID LAROI & JUSTIN BIEBER "STAY"

ALIDIO JACK HARLOW "FIRST CLASS"

VIII IMAGINE DRAGONS "ENEMY FROM LEAGUE OF LEGENDS"

SALES LATTO "BIG ENERGY"

**COMPOSITE** IMAGINE DRAGONS "ENEMY FROM LEAGUE OF LEGENDS"



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

TWRK AIRPLA	TWRK RETENTION	TWRK Callout	TW RK AUDIO	TW RK VIDEO	TW RK SALES	TW COMP Rank	ARTIST	TITLE	LABEL
1	1	5	6	1	8	1	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
7	4	3	3	3	11	2	GLASS ANIMALS	Heat Waves	Republic
3	7	21	2	2	2	3	HARRY STYLES	As It Was	Columbia
11	5	1	5	5	16	4	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
2	3	8	7	21	1	5	LATTO	Big Energy	Streamcut/RCA
14	11	22	1	4	3	6	JACK HARLOW	First Class	Atlantic
5	2	2	15	12	18	7	LIL NAS X	Thats What I Want	Columbia
4	6	9	10	10	26	8	DOJA CAT	Woman	Kemosabe/RCA
9	8	4	9	29	12	9	JUSTIN BIEBER	Ghost	Def Jam
19	15	20	4	15	10	10	THE KID LAROI	Thousand Miles	Columbia
15	12	11	13	26	13	11	EM BEIHOLD	Numb Little Bug	Republic
10	13	26	14	14	17	12	DOVE CAMERON	Boyfriend	Disruptor/Columbia
12	18	35	11	20	5	13	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic
8	10	10	27	28	24	14	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.
26	28	23	12	23	9	15	ED SHEERAN	2step f/Lil Baby	Atlantic
17	17	24	17	37	6	16	TIESTO & AVA MAX	The Motto	Atlantic
35	30	16	18	8	15	17	CHARLIE PUTH	Light Switch	Atlantic
22	14	6	26	17	39	18	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA
18	16	15	20	38	23	19	LAUREN SPENCER-SMITH	Fingers Crossed	Island/Republic
6	9	19	29	36	32	20	POST MALONE & THE WEEKND	One Right Now	Republic
30	25	14	X	X 10	X	21	SAM SMITH	Love Me More	Capitol
31	22	7	35 25	16	28	22	JNR CHOI	To The Moon	Epic
27	26 34	25 37	25 o	32 6	4 21	23 24	TYGA BECKY G & KAROL G	Freaky Deaky f/Doja Cat MAMIII	Kemosabe/RCA-Empire
32 13	34 19	31 27	8 19	39	21 27	2 <del>4</del> 25	TATE MCRAE	she's all i wanna be	Kemosabe/RCA/Sony Latin RCA
16	21	31	15 22	33 43	14	26	SHAWN MENDES	When You're Gone	Island/Republic
36	23	31 17	40	43 24	25	27	PHARRELL WILLIAMS	Just A Cloud Away	Columbia
20	29	41	30	31	7	28	LIZZO	About Damn Time	Nice Life/Atlantic
42	37	13	16	33	, 19	29	RUSS	Handsomer	DIEMON
39	31	18	32	18	30	30	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
23	24	33	21	25	46	31	THE WALTERS	I Love You So	Warner
25	32	39	33	30	20	32	FIREBOY DML X ED SHEERAN	Peru	YBNL/EMPIRE
28	27	29	31	34	38	33	THE WEEKND	Out Of Time	XO/Republic
24	20	12	43	42	45	34	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
41	43	X	23	13	35	35	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam
45	X	X	24	19	36	36	ANITTA	Envolver	WEA Latina
43	X	34	28	35	22	37	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope
48	X	X	37	9	31	38	NICKY YOURE	Sunroof f/Dazy	Columbia
46	X	X	38	7	40	39	JAYMES YOUNG	Infinity	Atlantic/EMG
37	42	28	X	X	X	40	JUSTIN BIEBER	Honest f/Don Toliver	Def Jam/Universal
21	33	38	47	45	29	41	5 SECONDS OF SUMMER	Complete Mess	BMG
40	40	X	39	11	47	42	JVKE	this is what falling in love	JVKE/AWAL
38	39	32	41	41	42	43	LABRINTH & ZENDAYA	I'm Tired	Columbia
33	35	X 40	44	46	41	44	LAUV	All 4 Nothing (I'm So In Love)	Virgin
29	38	40	46 20	48	34	45 46	DIPLO & MIGUEL	Don't Forget My Love	HG/RCA-Mad Decent
50	X	X	36 24	22 40	43	46	NICKI MINAJ F/LIL BABY	Do We Have A Problem?	QC/Capitol-Republic
47 24	х 36	х 36	34 48	40 47	33 44	47 48	CAMILA CABELLO MIMI WEBB	psychofreak House On Fire	Epic Epic
34 40	36 41	36 30	48 45	47 27	44 48	48 49	YUNG BLEU	House on Fire Beautiful Lies f/Kehlani	Epic Vandross Music/EMPIRE
49 44	41 44	JU X	40 42	44	46 37	<del>49</del> 50	LOST FREQUENCIES, CALUM SCOTT	Where Are You Now	Sony Music Belgium/RCA
44	44	٨	44	44	31	30	LOST I NEQUEROLS, CALUNI SCUTT	MALICIC VIC TON MOM	Sony music delgium/NGA

## MMI-ACTION

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	35	17	18	CHARLIE PUTH	Light Switch	Atlantic
2	42	29	13	RUSS	Handsomer	DIEMON
3	26	15	11	ED SHEERAN	2step f/Lil Baby	Atlantic
4	48	38	10	NICKY YOURE	Sunroof f/Dazy	Columbia
5	19	10	9	THE KID LAROI	Thousand Miles	Columbia
6	36	27	9	PHARRELL WILLIAMS	Just A Cloud Away	Columbia
7	31	22	9	JNR CHOI	To The Moon	Epic
8	39	30	9	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
9	45	36	9	ANITTA	Envolver	WEA Latina
10	30	21	9	SAM SMITH	Love Me More	Capitol

### **TOP 40**

## MMI-RECURRENTS

5.9.22

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	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope				
2	LATTO	Big Energy	Streamcut/RCA				
3	HARRY STYLES	As It Was	Columbia				
4	DOJA CAT	Woman	Kemosabe/RCA				
5	LIL NAS X	Thats What I Want	Columbia				
6	POST MALONE & THE WEEKND	One Right Now	Republic				
7	GLASS ANIMALS	Heat Waves	Republic				
8	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.				
9	JUSTIN BIEBER	Ghost	Def Jam				
10	DOVE CAMERON	Boyfriend	Disruptor/Columbia				
11	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia				
12	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic				
13	TATE MCRAE	she's all i wanna be	RCA				
14	JACK HARLOW	First Class	Atlantic				
15	EM BEIHOLD	Numb Little Bug	Republic				
16	SHAWN MENDES	When You're Gone	Island/Republic				
17	TIESTO & AVA MAX	The Motto	Atlantic				
18	LAUREN SPENCER-SMITH	Fingers Crossed	Island/Republic				
19	THE KID LAROI	Thousand Miles	Columbia				
20	LIZZO	About Damn Time	Nice Life/Atlantic				
21	5 SECONDS OF SUMMER	Complete Mess	BMG				
22	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA				
23	THE WALTERS	I Love You So	Warner				
24	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE				
25	FIREBOY DML X ED SHEERAN	Peru	YBNL/EMPIRE				
26	ED SHEERAN	2step f/Lil Baby	Atlantic				
27	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire				
28	THE WEEKND	Out Of Time	XO/Republic				
29	DIPLO & MIGUEL	Don't Forget My Love	HG/RCA-Mad Decent				
30	SAM SMITH	Love Me More	Capitol				

# Faster Programming Intel From NuVoodoc

#### The ASAP Study from NuVoodoo:

300 respondents, 10-minute interview and answers in large markets in just 4 weeks for under \$10,000.

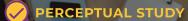


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Mobile



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

	ARTIST	IIILE	LABEL/IMPRINT
HOTZONE	THE KID LAROI	Thousand Miles	Columbia
HOTZONE	SAM SMITH	Love Me More	Capitol
HOTZONE	JUSTIN BIEBER	Honest f/Don Toliver	Def Jam/Universal
HOTZONE	AVA MAX	Maybe You're The Problem	Atlantic
HOTZONE	KHALID	Skyline	Right Hand Music Grp/RCA
HOTZONE	ED SHEERAN	2step f/Lil Baby	Atlantic
HOTZONE	JVKE	this is what falling in love	JVKE/AWAL
HOTZONE	JACK HARLOW	First Class	Atlantic
HOTZONE	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
HOTZONE	LIZZO	About Damn Time	Nice Life/Atlantic
HOTZONE	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam
HOTZONE	LAUV	All 4 Nothing (I'm So In Love)	Virgin

#### **TOP 40**

## MMI-DEVELOPING

5.9.22

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	EM BEIHOLD	Numb Little Bug	Republic
<b>DEVELOPING</b>	JACKSON WANG	Blow	TEAM WANG/88rising/Warner
<b>DEVELOPING</b>	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA
<b>DEVELOPING</b>	THE WEEKND	Out Of Time	XO/Republic
<b>DEVELOPING</b>	PHARRELL WILLIAMS	Just A Cloud Away	Columbia
<b>DEVELOPING</b>	LAWRENCE	Don't Lose Sight	Beautiful Mind/Lakeside
<b>DEVELOPING</b>	SHAWN MENDES	When You're Gone	Island/Republic
<b>DEVELOPING</b>	JNR CHOI	To The Moon	Epic
<b>DEVELOPING</b>	CHARLOTTE SANDS	Dress	CS/Lakeside/PIVTL
<b>DEVELOPING</b>	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic
<b>DEVELOPING</b>	TATE MCRAE	she's all i wanna be	RCA
<b>DEVELOPING</b>	THE WALTERS	I Love You So	Warner
<b>DEVELOPING</b>	DIPLO & MIGUEL	Don't Forget My Love	HG/RCA-Mad Decent
DEVELOPING	EDDIE BENJAMIN	Weatherman	Vol. 1/Epic

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		you a pinpoint look at the top stream		
RANK	ARTIST	TITLE	LABEL/IMPRINT	LISTENLINKS
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	JACK HARLOW	First Class	Atlantic	PLAY VIDEO ▶
5	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia	PLAY VIDEO ▶
6	BECKY G & KAROL G	MAMIII	RCA/Sony Music Latin	PLAY VIDEO ▶
7	JAYMES YOUNG	Infinity	Atlantic	PLAY VIDEO ▶
8	CHARLIE PUTH	Light Switch	Atlantic	PLAY VIDEO ▶
9	NICKY YOURE	Sunroof f/Dazy	Columbia	PLAY VIDEO ▶
10	DOJA CAT	Woman	Kemosabe/RCA	PLAY VIDEO ▶
11	JVKE	This Is What Falling In Love	JVKE / AWAL	PLAY VIDEO ▶
12	LIL NAS X	Thats What I Want	Columbia	PLAY VIDEO ▶
13	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam	PLAY VIDEO ▶
14	DOVE CAMERON	Boyfriend	Disruptor/Columbia	PLAY VIDEO ▶
15	THE KID LAROI	Thousand Miles	Columbia	PLAY VIDEO ▶
16	JNR CHOI	To The Moon	Epic	PLAY VIDEO ▶
17	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA	PLAY VIDEO ▶
18	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol	PLAY VIDEO ▶
19	ANITTA	Envolver	WEA Latina	PLAY VIDEO ▶
20	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic	PLAY VIDEO ▶
21	LATTO	Big Energy	RCA	PLAY VIDEO ▶
22	NICKI MINAJ F/LIL BABY	Do We Have A Problem?	QC/Capitol-Republic	PLAY VIDEO ▶
23	ED SHEERAN	2step f/Lil Baby	Atlantic	PLAY VIDEO ▶
24	PHARRELL WILLIAMS	Just A Cloud Away	Columbia	PLAY VIDEO ▶
25	THE WALTERS	I Love You So	Warner	PLAY VIDEO ▶
26	EM BEIHOLD	Numb Little Bug	Republic	PLAY VIDEO ▶
27	YUNG BLEU	Beautiful Lies f/Kehlani	Vandross Music/EMPIRE	PLAY VIDEO ▶
28	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.	PLAY VIDEO ▶
29	JUSTIN BIEBER	Ghost	Def Jam	PLAY VIDEO ▶
30	FIREBOY DML X ED SHEERAN	Peru		PLAY VIDEO ▶
31	LIZZO	About Damn Time	Nice Life/Atlantic	PLAY VIDEO ▶
32	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire	PLAY VIDEO ▶
33	RUSS	Handsomer	DIEMON	PLAY VIDEO ▶
34	THE WEEKND	Out Of Time	XO/Republic	PLAY VIDEO ▶
35	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope	PLAY VIDEO ▶
36	POST MALONE & THE WEEKND	One Right Now	Republic	PLAY VIDEO ▶
37	TIESTO & AVA MAX	The Motto	Atlantic	PLAY VIDEO ▶
38	LAUREN SPENCER-SMITH	Fingers Crossed		PLAY VIDEO ▶
39	TATE MCRAE	she's all i wanna be	RCA	PLAY VIDEO ▶
40	CAMILA CABELLO	psychofreak	Epic	PLAY VIDEO ▶
41	LABRINTH & ZENDAYA	I'm Tired	Columbia	PLAY VIDEO ▶
42	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE	PLAY VIDEO ►
43	SHAWN MENDES	When You're Gone	Island/Republic	PLAY VIDEO ▶
44	LOST FREQUENCIES, CALUM SCOTT	Where Are You Now	Sony Music Belgium/RCA	PLAY VIDEO ▶
45	5 SECONDS OF SUMMER	Complete Mess	BMG	PLAY VIDEO ▶
46	LAUV	All 4 Nothing (I'm So In Love)	Virgin	PLAY VIDEO ►
47	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 myraid key demographics. Each of four regions test 200 individuals for a total Sample Size of 800 per format.

RANK	ARTIST	est 200 individuals for a total Sample Size o	N'EAST	MIDWEST	SOUTH	WEST
1	THE KID LAROI & JUSTIN BIEBER	Stay	2	2	2	1
2	LIL NAS X	Thats What I Want	4	1	1	3
3	GLASS ANIMALS	Heat Waves	1	5	4	2
4	GAYLE	abcdefu	6	6	3	8
5	BIEBER, JUSTIN	Ghost	3	3	8	15
6	IMAGINE DRAGONS X JID	Enemy	7	4	10	7
7	DOJA CAT	Get Into It	10	12	5	5
8	JNR CHOI	To The Moon	5	9	7	6
9	LATTO	Big Energy	15	7	6	4
10	DOJA CAT	Woman	8	10	13	10
11	Megan Thee Stallion Feat. Dua Lipa	Sweetest Pie	14	8	18	9
12	Beihold, Em	Numb Little Bug	12	14	16	12
13	Blxst Feat. Ty Dolla \$lgn & Tyga	Chosen	9	24	15	11
14	Russ	Handsomer	20	17	12	13
15	Smith, Sam	Love Me More	11	15	14	25
16	Spencer-Smith, Lauren	Fingers Crossed	22	11	11	26
17	Puth, Charlie	Light Switch	16	13	19	23
18	Williams, Pharrell	Just A Cloud Away	23	16	22	14
19	Kate, Leah	10 Things I Hate About You	34	28	9	17
20	Post Malone & The Weeknd	One Right Now	17	19	24	18
21	The Kid Laroi	Thousand Miles	42	18	20	16
22	Styles, Harry	As It Was	21	23	23	20
23	Harlow, Jack	First Class	30	21	17	29
24	Sheeran, Ed	2step	18	25	21	22
25	Tiesto & Ava Max	The Motto	24	20	28	32
26	Tyga & Doja Cat	Freaky Deaky	25	26	26	27
27	Cameron, Dove	Boyfriend	19	30	25	31
28	McRae, Tate	she's all i wanna be	26	22	29	33
29	Bieber, Justin feat. Don Toliver	Honest	13	27	27	40
30	The Weeknd	Out Of Time	32	29	34	21
31	Yung Bleu Feat. Kehlani	Beautiful Lies	36	32	32	28
32	Mendes, Shawn	When You're Gone	29	35	30	36
33	Labrinth & Zendaya	I'm Tired	38	31	31	38
34	The Walters	I Love You So	37	34	37	34
35	Imagine Dragons	Bones	27	40	40	30
36	Cabello, Camila Feat. Ed Sheeran	Bam Bam	44	33	33	43
37	dior, iann	Let You	28	42	39	39
38	Webb, Mimi	House On Fire	39	37	35	46
39	Rose, Jena	Checkmate	41	39	43	35
40	Lauv	All 4 Nothing (I'm So In Love)	40	36	44	37
41	Sands, Charlotte	Dress	45	43	38	41
42	Lawrence	Don't Lose Sight	31	46	41	45
43	Grace, Baker	Midnight Thoughts	50	38	47	19
44	Becky G Feat. Karol G	MAMIII	49	49	42	24
45 40	5 Seconds Of Summer	Complete Mess	35	44	45 20	44
46	Fireboy DML X Ed Sheeran	Peru	43	41	36	50
47	Benjamin, Eddie	Weatherman	46	45 40	46	47
48	Wang, Jackson	Blow	33	48	50	42
49 50	Diplo & Miguel	Don't Forget My Love	47	47 50	49 40	49 49
50	Lizzo	About Damn Time	48	50	48	48

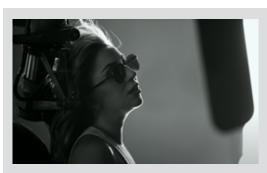
# LATTO SUNSHINE/BIG ENERGY ON THE TONIGHT SHOW



How does one follow a big number one smasherino? One goes on television and rolls out another big smash in a medley. Latto is all razzle and dazzle in this mash-up clip that we had to stay up waaaayyy late to see on the boob tube. From the Tonight Show with Jimmy Fallon, Latto shines brightly with "Sunshine" then drops most of the costume for one more blast of "Big Energy."



Check out these videos hand-picked by our staff!



# LADY GAGA - "HOLD MY HAND" (FROM 'TOP GUN:MAVERICK')

Good Lord, someone left Gaga's piano right slap dab in the middle of the runway. It sure didn't stop her from hammering out a mega passionate performance of "Hold My Hand" which she says is "a love letter to the world during and after a hard time". Up here in the MMI flight control tower, we're picking up a barrage of airplay blips originating from radio antennas across the country. A powerful song delivered by the biggest of stars......what's your vector, Victor?

Hold this and click here:



#### PINKPANTHERESS FT. WILLOW - "WHERE ARE YOU"

Why don't we get invited to these parties? University of London Grad PinkPantheress has already scored numerous viral hits with songwriters, vocals and a production cred to boot. The sleek feliness moves kitty-like around the club to a dazzling alt-beat that sounds like a trippy night out. Ms. Pink get's a visit from MMI fave Willow in this swirling mass of midnight cat walking. Click Here:

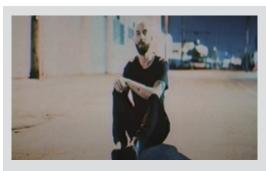




#### **JUSTIN BEIBER FT. DON TOLIVER - "HONEST"**

No really, this IS Justin Beiber and Don Toliver in this video, "Honest". No, we're saying that's the song title, really. Promise. These 2 snow bunnies take to the powder to sling some sexy beats in the drifts. You have your snowmobiles, campfires, orange weatherwear, lots of fun and looks like Brother Toliver even brought a little something to smoke. Click here:





#### KHALID - "SKYLINE"

MMI Happiness Alert: This may be the feel-good theme song of the summer with it's prancing beats and bouncy, happy, shiny lyrics. The video is like a big ol visual prozac-full of picnics, pink clad dancers and flowers. With that said, the MMI stats dept. is a bit stumped on the math trying to equate if a hot-air balloon can indeed support Khalid's floating car. We'll get back to you on that after you click here:





#### **MAGGIE ROGERS - "THAT'S WHERE I AM"**

MMI Artist We Like Alert: We so dig Maggie Rogers. If you don't know her, go swim around in her neo-folksie-alt-poppish-well written and self produced-bad-ass tracks. "That's Where I Am" grabs hold of the powerful female passion and angst that became famous on "Jagged Little Pill". Plus, this clip has some NYC surprises to keep your heads talking. 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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Monkey Dog
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