

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

*Lawrence*

**DON'T LOSE SIGHT**

**#35\*** AT TOP 40



**TOP 40** *EDITION*

MAY 16, 2022

# **MONDAY MORNING INTEL**

MAY 16, 2022

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



**MONDAY  
MORNING  
INTEL**

**#1**

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES **5.16.22**

**AIRPLAY**

**HARRY STYLES** "AS IT WAS"

**RETENTION**

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

**CALLOUT**

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

**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"

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**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	1	4	7	1	8	1	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
8	4	2	3	2	10	2	GLASS ANIMALS	Heat Waves	Republic
1	6	18	2	3	1	3	HARRY STYLES	As It Was	Columbia
3	3	7	6	14	3	4	LATTO	Big Energy	Streamcut/RCA
11	8	12	1	4	5	5	JACK HARLOW	First Class	Generation Now/Atlantic
5	2	1	17	12	21	6	LIL NAS X	Thats What I Want	Columbia
4	5	8	12	8	29	7	DOJA CAT	Woman	Kemosabe/RCA
9	7	3	11	28	14	8	JUSTIN BIEBER	Ghost	Def Jam
14	11	11	14	22	9	9	EM BEIHOLD	Numb Little Bug	Republic
7	12	27	15	15	19	10	DOVE CAMERON	Boyfriend	Disruptor/Columbia
16	14	23	9	26	13	11	THE KID LAROI	Thousand Miles	Columbia
12	16	33	13	20	7	12	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syc0/Epic
17	24	38	4	21	2	13	LIZZO	About Damn Time	Nice Life/Atlantic
6	9	9	32	34	23	14	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.
32	28	29	5	18	6	15	JUSTIN BIEBER	Honest f/Don Toliver	Def Jam/Universal
18	13	5	28	16	40	16	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA
19	21	24	16	29	12	17	ED SHEERAN	2step f/Lil Baby	Atlantic
28	19	6	34	13	24	18	JNR CHOI	To The Moon	Epic
21	22	22	18	36	11	19	Tiesto & Ava Max	The Motto	Atlantic
30	31	35	8	7	22	20	BECKY G & KAROL G	MAMIII	Kemosabe/RCA/Sony Latin
10	10	14	30	37	36	21	POST MALONE & THE WEEKND	One Right Now	Republic
26	26	20	27	31	15	22	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire
13	15	25	22	38	35	23	TATE MCRAE	she's all i wanna be	RCA
22	18	16	24	40	28	24	LAUREN SPENCER-SMITH	Fingers Crossed	Island/Republic
40	32	17	21	6	32	25	CHARLIE PUTH	Light Switch	Atlantic
39	30	19	20	17	26	26	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
41	35	21	10	27	16	27	LAUREN SPENCER-SMITH	Flowers	Island/Republic
23	23	13	37	41	17	28	SAM SMITH	Love Me More	Capitol
15	20	26	31	45	18	29	SHAWN MENDES	When You're Gone	Island/Republic
35	27	15	45	10	37	30	PHARRELL WILLIAMS	Just A Cloud Away	Columbia
20	25	31	23	23	49	31	THE WALTERS	I Love You So	Warner
24	33	39	33	30	27	32	FIREBOY DML X ED SHEERAN	Peru	YBNL/EMPIRE
43	43	x	38	9	31	33	NICKY YOURE	Sunroof f/Dazy	Columbia
44	45	x	25	11	38	34	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam
25	17	10	46	44	48	35	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
27	29	28	36	39	44	36	THE WEEKND	Out Of Time	XO/Republic
47	46	x	19	32	20	37	RUSS	Handsomere	DIEMON
48	x	x	40	5	41	38	JAYMES YOUNG	Infinity	Atlantic/EMG
37	38	40	47	42	4	39	LADY GAGA	Hold My Hand	Interscope
45	44	x	29	35	25	40	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope
46	47	x	26	19	45	41	ANITTA	Envolver	WEA Latina
36	36	37	42	46	34	42	AVA MAX	Maybe You're The Problem	Atlantic
42	39	30	43	25	50	43	JVKE	this is what falling in love..	JVKE/AWAL
31	34	34	44	48	42	44	LAUV	All 4 Nothing (I'm So In Love)	Virgin
38	41	42	35	43	39	45	KHALID	Skyline	Right Hand Music Grp/RCA
33	40	36	50	47	30	46	5 SECONDS OF SUMMER	Complete Mess	BMG
29	42	41	48	50	33	47	DIPLO & MIGUEL	Don't Forget My Love	HG/RCA-Mad Decent
49	x	x	41	24	46	48	NICKI MINAJ F/LIL BABY	Do We Have A Problem?	QC/Capitol-Republic
34	37	32	49	49	47	49	MIMI WEBB	House On Fire	Epic
50	x	x	39	33	43	50	FIVIO FOREIGN/KANYE/A. KEYS	City Of Gods	RichFish/Columbia

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	32	15	17	JUSTIN BIEBER	Honest f/Don Toliver	Def Jam/Universal
2	40	25	15	CHARLIE PUTH	Light Switch	Atlantic
3	41	27	14	LAUREN SPENCER-SMITH	Flowers	Island/Republic
4	39	26	13	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
5	47	37	10	RUSS	Handsome	DIEMON
6	30	20	10	BECKY G & KAROL G	MAMIII	Kemosabe/RCA/Sony Latin
7	28	18	10	JNR CHOI	To The Moon	Epic
8	43	33	10	NICKY YOURE	Sunroof f/Dazy	Columbia
9	44	34	10	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam
10	48	38	10	JAYMES YOUNG	Infinity	Atlantic/EMG

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	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
2	DOJA CAT	Need To Know	Kemosabe/RCA
3	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
4	ED SHEERAN	Bad Habits	Atlantic
5	GAYLE	abccdefu	Arthouse/Atlantic
6	OLIVIA RODRIGO	good 4 u	Geffen/Interscope
7	ED SHEERAN	Shivers	Atlantic
8	DUA LIPA	Levitating	Interscope-Warner
9	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia
10	THE WEEKND	Save Your Tears	XO/Republic
11	ADELE	Easy On Me	Columbia
12	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA
13	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA
14	ARIANA GRANDE	positions	Republic
15	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope
16	MANESKIN	Beggin	Sony Music Latin/Arista
17	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
18	THE WEEKND	Blinding Lights	XO/Republic
19	CHRIS BROWN X YOUNG THUG	Go Crazy	Chris Brown/300 Ent.-RCA
20	THE KID LAROI	Without You with Miley Cyrus	Columbia
21	ARIANA GRANDE	34+35	Republic
22	OLIVIA RODRIGO	deja vu	Geffen/Interscope
23	MACHINE GUN KELLY & BLACKBEAR	My Ex's Best Friend	Bad Boy/Interscope
24	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
25	AVA MAX	Kings & Queens	Atlantic
26	HARRY STYLES	Watermelon Sugar	Columbia
27	CKAY	Love Nwantiti (Ah Ah Ah)	Chocolate City/Atlantic
28	TATE MCRAE	You Broke Me First	RCA
29	OLIVIA RODRIGO	drivers license	Geffen/Interscope
30	SAWEETIE	Best Friend f/Doja Cat	Icy/RCA-Warner



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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	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	LADY GAGA	Hold My Hand	Interscope
HOTZONE	KHALID	Skyline	Right Hand Music Grp/RCA
HOTZONE	LAUREN SPENCER-SMITH	Flowers	Island/Republic
HOTZONE	NICKY YOU'RE	Sunroof f/Dazy	Columbia
HOTZONE	ED SHEERAN	2step f/Lil Baby	Atlantic
HOTZONE	THE KID LAROI	Thousand Miles	Columbia
HOTZONE	JACK HARLOW	First Class	Generation Now/Atlantic
HOTZONE	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA
HOTZONE	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
HOTZONE	EM BEIhold	Numb Little Bug	Republic
HOTZONE	LIZZO	About Damn Time	Nice Life/Atlantic
HOTZONE	PHARRELL WILLIAMS	Just A Cloud Away	Columbia
HOTZONE	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JNR CHOI	To The Moon	Epic
DEVELOPING	BECKY G & KAROL G	MAMIII	Kemosabe/RCA/Sony Latin
DEVELOPING	LAUV	All 4 Nothing (I'm So In Love)	Virgin
DEVELOPING	EDDIE BENJAMIN	Weatherman	Vol. 1/Epic
DEVELOPING	SHAWN MENDES	When You're Gone	Island/Republic
DEVELOPING	THE WALTERS	I Love You So	Warner
DEVELOPING	THE WEEKND	Out Of Time	XO/Republic
DEVELOPING	LAWRENCE	Don't Lose Sight	Beautiful Mind/Lakeside
DEVELOPING	JVKE	this is what falling in love..	JVKE/AWAL
DEVELOPING	TATE MCRAE	she's all i wanna be	RCA
DEVELOPING	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire
DEVELOPING	CHARLOTTE SANDS	Dress	CS/Lakeside/PIVTL
DEVELOPING	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam
DEVELOPING	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic
DEVELOPING	FIREBOY DML X ED SHEERAN	Peru	YBNL/EMPIRE
DEVELOPING	IANN DIOR	let you	10K Projects



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	<a href="#">PLAY VIDEO ▶</a>
2	GLASS ANIMALS	Heat Waves	Republic	<a href="#">PLAY VIDEO ▶</a>
3	HARRY STYLES	As It Was	Columbia	<a href="#">PLAY VIDEO ▶</a>
4	JACK HARLOW	First Class	Atlantic	<a href="#">PLAY VIDEO ▶</a>
5	JAYMES YOUNG	Infinity	Atlantic	<a href="#">PLAY VIDEO ▶</a>
6	CHARLIE PUTH	Light Switch	Atlantic	<a href="#">PLAY VIDEO ▶</a>
7	BECKY G & KAROL G	MAMIII	RCA/Sony Music Latin	<a href="#">PLAY VIDEO ▶</a>
8	DOJA CAT	Woman	Kemosabe/RCA	<a href="#">PLAY VIDEO ▶</a>
9	NICKY YOU'RE	Sunroof f/Dazy	Columbia	<a href="#">PLAY VIDEO ▶</a>
10	PHARRELL WILLIAMS	Just A Cloud Away	Columbia	<a href="#">PLAY VIDEO ▶</a>
11	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam	<a href="#">PLAY VIDEO ▶</a>
12	LIL NAS X	Thats What I Want	Columbia	<a href="#">PLAY VIDEO ▶</a>
13	JNR CHOI	To The Moon	Epic	<a href="#">PLAY VIDEO ▶</a>
14	LATTO	Big Energy	RCA	<a href="#">PLAY VIDEO ▶</a>
15	DOVE CAMERON	Boyfriend	Disruptor/Columbia	<a href="#">PLAY VIDEO ▶</a>
16	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA	<a href="#">PLAY VIDEO ▶</a>
17	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol	<a href="#">PLAY VIDEO ▶</a>
18	JUSTIN BIEBER	Honest f/Don Toliver	Def Jam/Universal	<a href="#">PLAY VIDEO ▶</a>
19	ANITTA	Envolver	WEA Latina	<a href="#">PLAY VIDEO ▶</a>
20	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic	<a href="#">PLAY VIDEO ▶</a>
21	LIZZO	About Damn Time	Nice Life/Atlantic	<a href="#">PLAY VIDEO ▶</a>
22	EM BEIOLD	Numb Little Bug	Republic	<a href="#">PLAY VIDEO ▶</a>
23	THE WALTERS	I Love You So	Warner	<a href="#">PLAY VIDEO ▶</a>
24	NICKI MINAJ F/LIL BABY	Do We Have A Problem?	QC/Capitol-Republic	<a href="#">PLAY VIDEO ▶</a>
25	JVKE	This Is What Falling In Love..	JVKE / AWAL	<a href="#">PLAY VIDEO ▶</a>
26	THE KID LAROI	Thousand Miles	Columbia	<a href="#">PLAY VIDEO ▶</a>
27	LAUREN SPENCER-SMITH	Flowers	Island/Republic	<a href="#">PLAY VIDEO ▶</a>
28	JUSTIN BIEBER	Ghost	Def Jam	<a href="#">PLAY VIDEO ▶</a>
29	ED SHEERAN	2step f/Lil Baby	Atlantic	<a href="#">PLAY VIDEO ▶</a>
30	FIREBOY DML X ED SHEERAN	Peru	---	<a href="#">PLAY VIDEO ▶</a>
31	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire	<a href="#">PLAY VIDEO ▶</a>
32	RUSS	Handsomere	DIEMON	<a href="#">PLAY VIDEO ▶</a>
33	FIVIO FOREIGN/KANYE/A. KEYS	City Of Gods	RichFish/Columbia	<a href="#">PLAY VIDEO ▶</a>
34	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.	<a href="#">PLAY VIDEO ▶</a>
35	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope	<a href="#">PLAY VIDEO ▶</a>
36	Tiesto & AVA MAX	The Motto	Atlantic	<a href="#">PLAY VIDEO ▶</a>
37	POST MALONE & THE WEEKND	One Right Now	Republic	<a href="#">PLAY VIDEO ▶</a>
38	TATE MCRAE	she's all i wanna be	RCA	<a href="#">PLAY VIDEO ▶</a>
39	THE WEEKND	Out Of Time	XO/Republic	<a href="#">PLAY VIDEO ▶</a>
40	LAUREN SPENCER-SMITH	Fingers Crossed	---	<a href="#">PLAY VIDEO ▶</a>
41	SAM SMITH	Love Me More	Capitol	<a href="#">PLAY VIDEO ▶</a>
42	LADY GAGA	Hold My Hand	Interscope	<a href="#">PLAY VIDEO ▶</a>
43	KHALID	Skyline	Right Hand Music Grp/RCA	<a href="#">PLAY VIDEO ▶</a>
44	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE	<a href="#">PLAY VIDEO ▶</a>
45	SHAWN MENDES	When You're Gone	Island/Republic	<a href="#">PLAY VIDEO ▶</a>
46	AVA MAX	Maybe You're The Problem	Atlantic	<a href="#">PLAY VIDEO ▶</a>
47	5 SECONDS OF SUMMER	Complete Mess	BMG	<a href="#">PLAY VIDEO ▶</a>
48	LAUV	All 4 Nothing (I'm So In Love)	Virgin	<a href="#">PLAY VIDEO ▶</a>
49	MIMI WEBB	House On Fire	Epic	<a href="#">PLAY VIDEO ▶</a>
50	DIPLO & MIGUEL	Don't Forget My Love	HG/RCA-Mad Decent	<a href="#">PLAY VIDEO ▶</a>

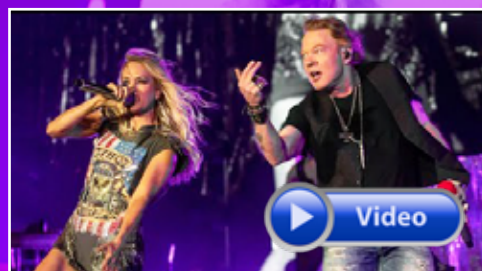


Top 40 is tested every week for Popularity, Familiarity and Burn in myriad key demographics.  
Each of four regions test 200 individuals for a total Sample Size of 800 per format.

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

# CARRIE UNDERWOOD MEETS AXL ROSE... AND ROCKS!

One of the most buzzed about moments of the recent StageCoach Fest was when America's Sweetheart shared the stage with America's BadBoy. Some were stumped and surprised but loyal Carrie-ites know that Ms. Twinkle Toes has been belting out "Sweet Child..." on stage for years. Other poo-poo face nay-sayers complained that Axl looked old (ah..duh) and shouldn't have been seen anywhere close to such a mainstream stage. But...but...most folks (including the MMI staff of music heads) LOVED it. And from our friends who were stage side, the reviews were about heart pounding madness. Carrie tapped into her wild side and Axl brought game. Haters gonna hate. Lovers gonna love and players gonna play. Soooo much fun....music is so great. Click here:





Check out these videos hand-picked by our staff!



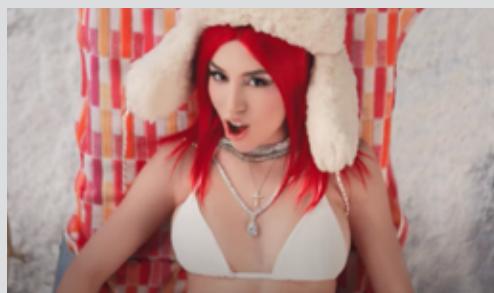
### DNCE - "MOVE"

Sometimes it's just about having a damn good time. In the MMI HQ Music Meeting (MMIHQMM for short) all the propeller-heads hit the floor when this jewel came on the turntable. I mean, come on, this is pure pop for pretty people that belongs to no specific decade. And you have to dig DNCE, the Jonas Bro spin-off project fronted by Joe. You may be hip to the "Cake By The Ocean" track that fired these folks up the charts and they are notorious for playing pop-up unannounced shows in NYC clubs. Also, the MMI Sonar ping thingy shows that SiriusXM's Hits1 is pounding this like a gypsy tambourine at a Hare Krishna Fest. Click Here:



### BLXST FT. TY DOLLA \$IGN AND TYGA - "CHOSEN"

The only real issue with featuring these excellent videos is this: Why don't we get invited to these parties...like, ever. We have moves. In this frat party the UBY campus (University of Booty Yo) BLXST laments the heartbreak of when your love interest is possibly having study-buddy parties with your friends. You know, sharing is caring only goes so far. With a little help from Ty Dolla \$ign and Tyga, our hero takes to the field and lays it all out. Click Here.



### AVA MAX - "MAYBE YOU'RE THE PROBLEM"

**MMI Excellent Video Alert:** We love Ava. So sweet and edgy. Always full of surprises. Always cool. We got hip to Max during the "Sweet But Psycho" global fire-storm that went to number one in 22 countries. In this chilly vid, Ava and friends go to the slopes to ski in bikinis while pointing fabulous fingers and the protagonist in "analysis on the slopes therapy session" called "Maybe You're The Problem". Click here:



### ALEXA - "WONDERLAND"

"Hey Alexa. Play Wonderland". Yep, we tried it and it works. Alexa is a Oklanrean, born in Tulsa and from Korean descent, her career really popped over yonder in the K-Pop craze. She also has relentlessly and successfully pursued TV exposure through multi-talent shows and is a fluent Tik Tok tigress. This down the rabbit hole performance of "Wonderland" is beautifully and stylistically choreographed with moves that which Lewis Carroll would approve. "Hey, Alexa, click here".



### SUPER-HI AND NEEKA - "FOLLOWING THE SUN"

OK, let's unpack this puzzle. Super-Hi is a kinda sorta made up project name for super successful production team Red Triangle. And Neeka isn't a she, but a 'duo of she's' that are sisters of the dudes in the London based Red Triangle. Got it? Clear? There will be a test. One thing that caught our eye was that this bright, brilliant feel-good low-dough video stars one of the coolest cars ever made, the classic Volkswagen Thing. We covet greatly. 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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