



**MONDAY
MORNING
INTEL**

**POP
#35***

**CHARLOTTE
SANDS
DRESS**

**MMI
PROFILE
KEN LEVITAN**

TOP 40 *EDITION*

JUNE 20, 2022

MONDAY MORNING INTEL

JUNE 20, 2022

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

6.20.22

AIRPLAY

HARRY STYLES "AS IT WAS"

RETENTION

HARRY STYLES "AS IT WAS"

CALLOUT

LIL NAS X "THAT'S WHAT I WANT"

AUDIO

KATE BUSH "RUNNING UP THAT HILL"

VIDEO

IMAGINE DRAGONS "ENEMY FROM LEAGUE OF LEGENDS"

SALES

KATE BUSH "RUNNING UP THAT HILL"

COMPOSITE

HARRY STYLES "AS IT WAS"

MondayMorningIntel.com



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**MONDAY
MORNING
INTEL**

**MONDAY
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**YES,
I
GET
IT**



I like MMI for the
**REAL-TIME
RESEARCH.**
It's a part of my weekly
MUSIC MEETING.

**MMI
I GET IT.**

MIKE McVAY

President
McVay Media

**MMI AND THE AIRPLAY INTEL
FAMILY OF PUBLICATIONS**

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
1	1	5	3	4	4	1	HARRY STYLES	As It Was	Columbia
2	3	6	5	7	6	2	JACK HARLOW	First Class	Generation Now/Atlantic
5	7	12	8	2	2	3	LIZZO	About Damn Time	Nice Life/Atlantic
4	2	3	12	10	5	4	LATTO	Big Energy	Streamcut/RCA
12	5	7	13	1	13	5	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
8	4	1	26	9	29	6	LIL NAS X	Thats What I Want	Columbia
7	8	9	22	26	11	7	EM BEIOLD	Numb Little Bug	Republic
45	x	x	1	3	1	8	KATE BUSH	Running Up That Hill (A Deal..	EMI/Parlophone/Warner
6	9	10	23	15	24	9	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.
17	14	8	21	13	16	10	NICKY YOURE	Sunroof f/Dazy	Columbia
3	6	14	25	20	25	11	DOVE CAMERON	Boyfriend	Disruptor/Columbia
21	x	28	4	21	7	12	POST MALONE	I Like You .. f/Doja Cat	Mercury/RCA-Republic
9	12	24	15	27	10	13	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic
10	10	4	31	16	33	14	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA
11	11	18	16	30	21	15	THE KID LAROI	Thousand Miles	Columbia
15	20	25	7	36	17	16	HARRY STYLES	Late Night Talking	Columbia
19	13	2	35	22	32	17	JNR CHOI	To The Moon	Epic
40	32	31	2	6	12	18	FUTURE	Wait For U f/Drake	Republic-Epic
14	15	21	24	39	15	19	ED SHEERAN	2step f/Lil Baby	Atlantic
18	24	37	29	17	3	20	LADY GAGA	Hold My Hand	Interscope
20	16	19	20	33	30	21	TATE MCRAE	she's all i wanna be	RCA
35	x	16	6	23	36	22	POST MALONE WITH RODDY RICCH	Cooped Up	Mercury/Republic
41	x	32	11	14	19	23	HARRY STYLES	Music For A Sushi Restaurant	Columbia
24	21	11	32	24	34	24	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
30	25	15	28	32	22	25	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire
13	17	23	38	42	20	26	SHAWN MENDES	When You're Gone	Island/Republic
32	22	13	27	29	31	27	LAUREN SPENCER-SMITH	Flowers	Island/Republic
42	x	x	37	18	9	28	DUKE & JONES X LOUIS THEROUX	Jiggle Jiggle	Arista
38	27	20	33	12	38	29	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam
46	x	x	46	5	8	30	SIA	Unstoppable	RCA
44	x	x	9	11	44	31	BAD BUNNY	Moscow Mule	Rimas/The Orchard
27	26	34	14	43	28	32	BECKY G & KAROL G	MAMIII	Kemosabe/RCA/Sony Latin
16	18	17	45	44	37	33	SAM SMITH	Love Me More	Capitol
29	19	29	30	25	49	34	THE WALTERS	I Love You So	Warner
31	34	40	17	38	23	35	CALVIN HARRIS/DUA LIPA/YOUNG..	Potion	Warner-Columbia
43	x	x	19	31	26	36	STEPHEN SANCHEZ	Until I Found You	Mercury/Republic
50	x	x	10	34	14	37	POST MALONE	Wrapped Around Your Finger	Mercury/Republic
33	36	39	34	28	18	38	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope
22	23	22	41	37	47	39	THE WEEKND	Out Of Time	XO/Republic
37	30	26	43	19	50	40	JVKE	this is what falling in love..	JVKE/AWAL
34	28	27	39	40	41	41	JUSTIN BIEBER	Honest f/Don Toliver	Def Jam/Universal
23	29	30	49	49	35	42	LAUV	All 4 Nothing (I'm So In Love)	Virgin
26	31	33	47	46	39	43	AVA MAX	Maybe You're The Problem	Atlantic
47	x	x	44	8	48	44	JAYMES YOUNG	Infinity	Atlantic/EMG
28	33	38	48	47	42	45	KHALID	Skyline	Right Hand Music Grp/RCA
36	38	36	42	45	43	46	MANESKIN	SUPERMODEL	Arista
39	37	35	36	48	45	47	LOST FREQUENCIES, CALUM SCOTT	Where Are You Now	Sony Music Belgium/RCA
49	x	x	40	35	27	48	PANIC! AT THE DISCO	Viva Las Vengeance	DCD2/Fueled By Ramen/3ee
48	x	x	18	41	46	49	JACK HARLOW	Dua Lipa	Generation Now/Atlantic
25	35	41	50	50	40	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	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	45	8	37	KATE BUSH	Running Up That Hill (A Deal..	EMI/Parlophone/Warner
2	40	18	22	FUTURE	Wait For U f/Drake	Republic-Epic
3	41	23	18	HARRY STYLES	Music For A Sushi Restaurant	Columbia
4	46	30	16	SIA	Unstoppable	RCA
5	42	28	14	DUKE & JONES X LOUIS THEROUX	Jiggle Jiggle	Arista
6	35	22	13	POST MALONE WITH RODDY RICCH	Cooped Up	Mercury/Republic
7	44	31	13	BAD BUNNY	Moscow Mule	Rimas/The Orchard
8	50	37	13	POST MALONE	Wrapped Around Your Finger	Mercury/Republic
9	21	12	9	POST MALONE	I Like You .. f/Doja Cat	Mercury/RCA-Republic
10	38	29	9	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam

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	DOJA CAT	Woman	Kemosabe/RCA
2	GLASS ANIMALS	Heat Waves	Republic
3	JUSTIN BIEBER	Ghost	Def Jam
4	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
5	DOJA CAT	Need To Know	Kemosabe/RCA
6	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
7	ED SHEERAN	Bad Habits	Atlantic
8	OLIVIA RODRIGO	good 4 u	Geffen/Interscope
9	DUA LIPA	Levitating	Interscope-Warner
10	ED SHEERAN	Shivers	Atlantic
11	THE WEEKND	Save Your Tears	XO/Republic
12	GAYLE	abcdefu	Arthouse/Atlantic
13	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia
14	POST MALONE & THE WEEKND	One Right Now	Republic
15	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA
16	ADELE	Easy On Me	Columbia
17	ARIANA GRANDE	positions	Republic
18	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA
19	THE WEEKND	Blinking Lights	XO/Republic
20	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
21	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope
22	MANESKIN	Beggin	Sony Music Latin/Arista
23	THE KID LAROI	Without You with Miley Cyrus	Columbia
24	CHRIS BROWN X YOUNG THUG	Go Crazy	Chris Brown/300 Ent.-RCA
25	ARIANA GRANDE	34+35	Republic
26	LAUREN SPENCER-SMITH	Fingers Crossed	Island/Republic
27	OLIVIA RODRIGO	deja vu	Geffen/Interscope
28	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
29	HARRY STYLES	Watermelon Sugar	Columbia
30	TATE MCRAE	You Broke Me First	RCA

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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	POST MALONE	I Like You .. f/Doja Cat	Mercury/RCA-Republic
HOTZONE	BTS	Yet To Come	Geffen/Interscope
HOTZONE	HALSEY	So Good	Capitol
HOTZONE	HARRY STYLES	Music For A Sushi Restaurant	Columbia
HOTZONE	HARRY STYLES	Late Night Talking	Columbia
HOTZONE	CALVIN HARRIS/DUA LIPA/YOUNG..	Potion	Warner-Columbia
HOTZONE	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope
HOTZONE	NICKY YOURE	Sunroof f/Dazy	Columbia
HOTZONE	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
HOTZONE	DUKE & JONES X LOUIS THEROUX	Jiggle Jiggle	Arista
HOTZONE	MANESKIN	SUPERMODEL	Arista
HOTZONE	5 SECONDS OF SUMMER	Me Myself & I	BMG
HOTZONE	NYA	Closer Than Close	This Is Nya
HOTZONE	FUTURE	Wait For U f/Drake	Republic-Epic
HOTZONE	POST MALONE WITH RODDY RICCH	Cooped Up	Mercury/Republic
HOTZONE	PITBULL	Can't Stop Us Now f/Zac Brown	Mr. 305

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	THE KID LAROI	Thousand Miles	Columbia
DEVELOPING	ED SHEERAN	2step f/Lil Baby	Atlantic
DEVELOPING	AVA MAX	Maybe You're The Problem	Atlantic
DEVELOPING	KHALID	Skyline	Right Hand Music Grp/RCA
DEVELOPING	SHAWN MENDES	When You're Gone	Island/Republic
DEVELOPING	SAM SMITH	Love Me More	Capitol
DEVELOPING	LADY GAGA	Hold My Hand	Interscope
DEVELOPING	JNR CHOI	To The Moon	Epic
DEVELOPING	LAUREN SPENCER-SMITH	Flowers	Island/Republic
DEVELOPING	JVKE	this is what falling in love..	JVKE/AWAL
DEVELOPING	LAUV	All 4 Nothing (I'm So In Love)	Virgin
DEVELOPING	CHARLOTTE SANDS	Dress	CS/Lakeside
DEVELOPING	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam
DEVELOPING	LOST FREQUENCIES, CALUM SCOTT	Where Are You Now	Sony Music Belgium/RCA
DEVELOPING	THE WEEKND	Out Of Time	XO/Republic
DEVELOPING	88RISING & BIBI	Best Lover	88Rising/Warner

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	LIZZO	About Damn Time	Nice Life/Atlantic	PLAY VIDEO ▶
3	KATE BUSH	Running Up That Hill (A Deal..	EMI/Parlophone/Warner	PLAY VIDEO ▶
4	HARRY STYLES	As It Was	Columbia	PLAY VIDEO ▶
5	SIA	Unstoppable	RCA	PLAY VIDEO ▶
6	FUTURE	Wait For U f/Drake	Republic-Epic	PLAY VIDEO ▶
7	JACK HARLOW	First Class	Atlantic	PLAY VIDEO ▶
8	JAYMES YOUNG	Infinity	Atlantic	PLAY VIDEO ▶
9	LIL NAS X	Thats What I Want	Columbia	PLAY VIDEO ▶
10	LATTO	Big Energy	RCA	PLAY VIDEO ▶
11	BAD BUNNY	Moscow Mule	Rimas/The Orchard	PLAY VIDEO ▶
12	MUNI LONG	Hrs And Hrs	Supergiant/MPR/Def Jam	PLAY VIDEO ▶
13	NICKY YOURE	Sunroof f/Dazy	Columbia	PLAY VIDEO ▶
14	HARRY STYLES	Music For A Sushi Restaurant	Columbia	PLAY VIDEO ▶
15	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.	PLAY VIDEO ▶
16	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA	PLAY VIDEO ▶
17	LADY GAGA	Hold My Hand	Interscope	PLAY VIDEO ▶
18	DUKE & JONES X LOUIS THEROUX	Jiggle Jiggle	Arista	PLAY VIDEO ▶
19	JVKE	This Is What Falling In Love..	JVKE / AWAL	PLAY VIDEO ▶
20	DOVE CAMERON	Boyfriend	Disruptor/Columbia	PLAY VIDEO ▶
21	POST MALONE	I Like You .. f/Doja Cat	Mercury/RCA-Republic	PLAY VIDEO ▶
22	JNR CHOI	To The Moon	Epic	PLAY VIDEO ▶
23	POST MALONE WITH RODDY RICCH	Cooped Up f/Roddy Ricch	Mercury/Republic	PLAY VIDEO ▶
24	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol	PLAY VIDEO ▶
25	THE WALTERS	I Love You So	Warner	PLAY VIDEO ▶
26	EM BEIhold	Numb Little Bug	Republic	PLAY VIDEO ▶
27	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic	PLAY VIDEO ▶
28	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope	PLAY VIDEO ▶
29	LAUREN SPENCER-SMITH	Flowers	Island/Republic	PLAY VIDEO ▶
30	THE KID LAROI	Thousand Miles	Columbia	PLAY VIDEO ▶
31	STEPHEN SANCHEZ	Until I Found You	Mercury/Republic	PLAY VIDEO ▶
32	TYGA	Freaky Deaky f/Doja Cat	Kemosabe/RCA-Empire	PLAY VIDEO ▶
33	TATE MCRAE	she's all i wanna be	RCA	PLAY VIDEO ▶
34	POST MALONE	Wrapped Around Your Finger	Mercury/Republic	PLAY VIDEO ▶
35	PANIC! AT THE DISCO	Viva Las Vengeance	DCD2/Fueled By Ramen/3ee	PLAY VIDEO ▶
36	HARRY STYLES	Late Night Talking	Columbia	PLAY VIDEO ▶
37	THE WEEKND	Out Of Time	XO/Republic	PLAY VIDEO ▶
38	CALVIN HARRIS/DUA LIPA/YOUNG..	Potion	Columbia	PLAY VIDEO ▶
39	ED SHEERAN	2step f/Lil Baby	Atlantic	PLAY VIDEO ▶
40	JUSTIN BIEBER	Honest f/Don Toliver	Def Jam/Universal	PLAY VIDEO ▶
41	JACK HARLOW	Dua Lipa	Generation Now/Atlantic	PLAY VIDEO ▶
42	SHAWN MENDES	When You're Gone	Island/Republic	PLAY VIDEO ▶
43	BECKY G & KAROL G	MAMIII	RCA/Sony Music Latin	PLAY VIDEO ▶
44	SAM SMITH	Love Me More	Capitol	PLAY VIDEO ▶
45	MANESKIN	SUPERMODEL	Arista	PLAY VIDEO ▶
46	AVA MAX	Maybe You're The Problem	Atlantic	PLAY VIDEO ▶
47	KHALID	Skyline	Right Hand Music Grp/RCA	PLAY VIDEO ▶
48	LOST FREQUENCIES, CALUM SCOTT	Where Are You Now	Sony Music Belgium/RCA	PLAY VIDEO ▶
49	LAUV	All 4 Nothing (I'm So In Love)	Virgin	PLAY VIDEO ▶
50	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	LIL NAS X	THATS WHAT I WANT	1	1	3	1
2	JNR CHOI	TO THE MOON	6	2	4	7
3	LATTO	BIG ENERGY	4	3	6	4
4	DOJA CAT	GET INTO IT	2	12	5	2
5	STYLES, HARRY	AS IT WAS	5	6	7	3
6	HARLOW, JACK	FIRST CLASS	8	4	2	9
7	IMAGINE DRAGONS X JID	ENEMY	10	7	1	6
8	YOURE, NICKY	SUNROOF	9	8	8	8
9	DOJA CAT	WOMAN	7	10	10	5
10	BEI HOLD, EM	NUMB LITTLE BUG	11	5	11	10
11	Megan Thee Stallion Feat. Dua Lipa	Sweetest Pie	3	9	9	12
12	Kate, Leah	10 Things I Hate About You	14	13	14	11
13	Lizzo	About Damn Time	13	19	12	13
14	Spencer-Smith, Lauren	Flowers	17	11	15	17
15	Cameron, Dove	Boyfriend	16	16	13	16
16	Tyga & Doja Cat	Freaky Deaky	15	21	17	14
17	Post Malone feat. Roddy Ricch	Cooped Up	12	18	16	27
18	Smith, Sam	Love Me More	24	14	19	15
19	The Kid Laroi	Thousand Miles	19	15	20	28
20	McRae, Tate	She's All I Wanna Be	21	20	25	19
21	Long, Muni	Hrs And Hrs	22	22	18	23
22	Sheeran, Ed	2step	27	23	22	18
23	The Weeknd	Out Of Time	18	24	23	21
24	Mendes, Shawn	When You're Gone	26	17	21	29
25	Cabello, Camila Feat. Ed Sheeran	Bam Bam	25	26	24	31
26	Styles, Harry	Late Night Talking	20	28	28	25
27	JVKE	This Is What Falling In Love Feels Like	30	32	26	20
28	Bieber, Justin feat. Don Toliver	Honest	23	25	29	30
29	Post Malone Feat. Doja Cat	I Like You (A Happier Song)	32	31	27	24
30	The Walters	I Love You So	28	37	30	22
31	Lauv	All 4 Nothing (I'm So In Love)	33	30	37	26
32	Future Feat. Drake & Tems	Wait For U	31	29	34	40
33	Sands, Charlotte	Dress	29	41	36	34
34	Styles, Harry	Music For A Sushi Restaurant	41	43	31	32
35	Max, Ava	Maybe You're The Problem	38	27	45	36
36	Becky G Feat. Karol G	MAMIII	46	42	33	33
37	Alexa	Wonderland	34	34	44	37
38	Lost Frequencies & Calum Scott	Where Are You Now	35	39	40	35
39	Lawrence	Don't Lose Sight	45	33	39	38
40	Maneskin	Supermodel	37	35	41	41
41	Lady Gaga	Hold My Hand	40	38	38	42
42	Pitbull X Zac Brown	Can't Stop Us Now	44	36	43	43
43	5 Seconds Of Summer	Me, Myself & I	39	45	35	44
44	Khalid	Skyline	43	44	47	39
45	Imagine Dragons	Bones	47	40	42	45
46	Kx5 Feat. Hayla	Escape	48	46	32	47
47	Harris, Calvin & Dua Lipa, Young Thug	Potion	36	48	46	48
48	Diplo & Miguel	Don't Forget My Love	42	47	48	46
49	Wang, Jackson	Blow	49	49	49	50
50	88Rising & BIBI	Best Lover	50	50	50	49



KEN LEVITAN INTEL

CURRENT POSITION:
VECTOR MANAGEMENT
NEW YORK/LA/LONDON/
NASHVILLE

Well over a decade ago, Vector management made a massive investment in an expanded digital dept.

What was the genesis of that decision and how has that divisions role changed?

I think we were one of the first companies around 15 years ago to build a big social marketing team. We saw it as an integral part of marketing and building out our artists as brands. It became a key component to really explaining an artists personality and dealing with direct to consumer marketing. We liked adding it to what we can offer our artists and has expanded greatly. We all know now content is king. We now do things like create documentaries with the team. The whole Kesha MTV series was initially done from our team.

There's some bizarre tale about you, Jimmy Page and Cat Stevens having dinner in an underground ice cave in Dubai. Fact to fiction? If so, please spill.

I have been lucky enough to know both and spent time with both in both Dubai and London on separate occasions. Jimmy is one of the nicest most down to earth people.

During the pandemic, lack of touring was a major loss for everyone. Vector had some creative and profitable ways for artists to stay afloat. Do you want to share an example?

Obviously lots of artists were doing streaming concerts. We also did VIP streaming that made streaming much more personal to the fan. Many of my artists took the time to record new records and we also sold streaming rights and publishing. All in all it was hard to ever take a break. Was working pretty much non stop.

You're a hard core New Yorker with clients all over the planet. But your main office and HQ is in Music City. Why Nashville?

I think Nashville is one of the greatest cities. The amount of creative people and young entrepreneurs here is staggering. It really offers so much in the arts with a total community feel. Not to mention there is no state tax.

Who is your longest running client and why has the relationship lasted so long?

I have many long running clients. Skynyrd, Hank Jr, Emmylou and many others. My longest is the great singer song writer John Hiatt. We have worked together since 1986. I think it's important to be creative

with your ideas and not worry about throwing out some ridiculous ones here and there. I totally appreciate John's wonderful artistic sensibility and I think he knows that.

You have front row seats for your fantasy concert. The 3 act bill (opener, direct support and headliner) can be any act, any artist, any genre and either living or not currently using oxygen. Who's it gonna be?

I am going with three co headliners Neil Young, Springsteen and Bob Marley.

Vector has an extremely diverse roster of interests. Music, TV shows, celebrity chefs, authors and restaurants. What do you see on the horizon that interests you? What's the Next Big Thing?

We are getting into different immersive productions. I am creating an immersive experience that is the recent history of protest. Also doing a doc series putting together three Arabs and three Israelis kids ala BTS.

Who are your heroes?

Probably my father who taught me with persistence you can do anything. He was a heart surgeon who made some great movies as a producer.

**MONDAY
MORNING
INTEL**

***YOUR
WEEKLY
RESOURCE
FOR
MUSIC
RESEARCH***

MondayMorningIntel.com

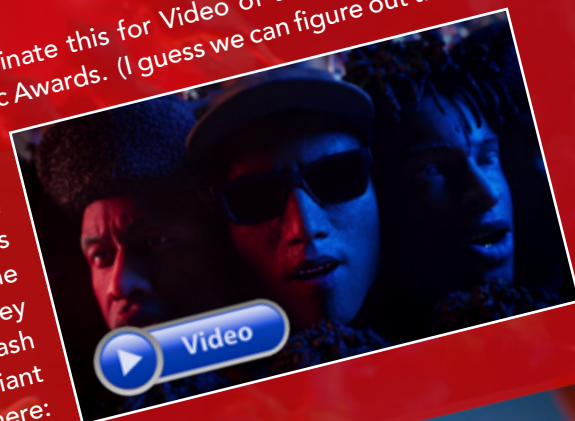


CLICK HERE to E-MAIL Monday Morning Intel with your thoughts, suggestions, or ideas.

CASH IN CASH OUT

PHARRELL WILLIAMS, 21 SAVAGE, TYLER, THE CREATOR

Only because we want to nominate this for Video of the Century, we're now announcing the MMI Music Awards. (I guess we can figure out the rest later). The talent assembled here is explosive. You have Pharrell being the cruise director with crew mates 21 Savage and Tyler, The Creator. And Lordy, do they ever create! "Cash In Cash Out" is simply a brilliant track and video. Click here:

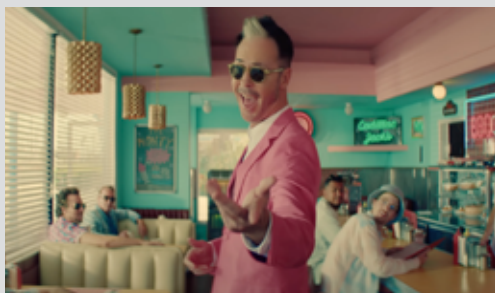


Check out these videos hand-picked by our staff!



MARSHMELLO AND KHALID - "NUMB"

MMI serves up the perfect dessert pairing with Khalid topped with Marshmello. In this poetic ode to escapism, the reoccurring theme is leaving one's reality to become "Numb". And by the looks of this poolside tropical drink infected video....the numbness is indeed comfortably executed. BTW, yet another party to which we were not invited. Click here:



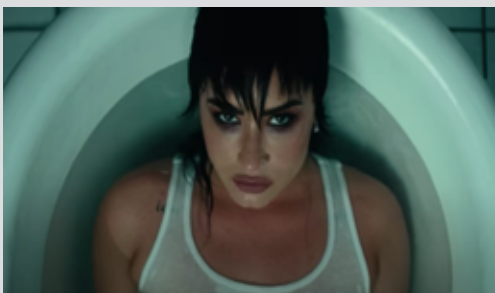
FITZ AND THE TANTRUMS - "SWAY"

According to our MMI Almanac, Summer's here and the time is right for... well, you know. Stylistic and suave as ever, Fitz is back, and all decked out in this retro instructional video. To learn how to get your "Sway" on, click here:



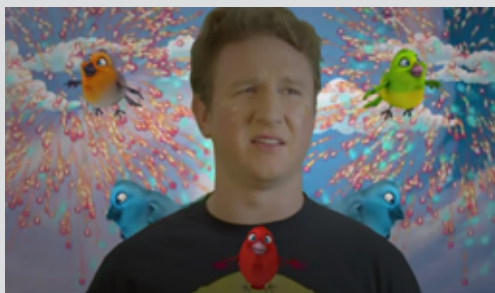
YUNG GRAVY - "BETTY (GET MONEY)"

Please pass the gravy. In 1987, Rick Astley hit us with a neo-disco tune that has never left our musical pop mental perimeters. Yung Gravy gives the track a reboot with "Betty (Get Money)". As an added bonus, this video comes with a kangaroo. Click here:



DEMI LOVATO - "SKIN ON MY TEETH"

MMI Edgy Video Alert: Demi (again) dances with the Devil and tackles her troubles face to face.... but this time in the bathtub. Addiction is like when your most patient friend and Satan himself have a baby. In this Stephen King-ish clip of Demi's "Skin On My Teeth", we are reminded that the struggle is real. Click here:



O.A.R. - "IN THE CLOUDS"

MMI Faves O.A.R. gets us all happy with this feel good trippy-vid of "In The Clouds"! The band is one of those rare 'multi-format-we-rule-our-own-lane-play-us-if-you wanna-cuz-we're-cool' kinda operations. Love em', play 'em, spin 'em and click here:



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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 based 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