



**MONDAY  
MORNING  
INTEL**

# JORDAN FLETCHER

DEATH AND TAXES

**TRIPLE  
TIGERS**

RECORDS

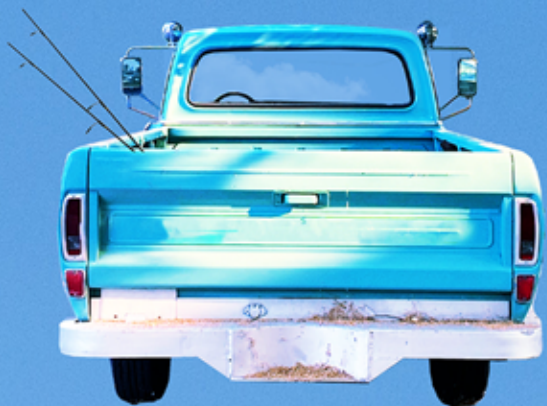
**MMI  
PROFILE  
JIM MURPHY**

*Country Edition*

**NASHVILLE  
APPROVED**

JULY 18, 2022





BEST THING SINCE BACKROADS

MAX AIRPLAY  
STARTING 7/24

BIG LOUD

**FLOWER  
SHOPS**  
feat. Morgan Wallen



**TOP 20**  
CONSUMPTION  
FOR 26 CONSECUTIVE  
WEEKS

*ERNEST*



ASHLEY COOKE & BRETT YOUNG

**NEVER TIL NOW**

TOP 10 CONSUMPTION PER SPIN

BIG LOUD

*Hailey Whitters  
Everything  
She  
Ain't*



OUT-CONSUMING  
24 SONGS IN THE TOP 50

ON TOUR WITH JON PARDI  
IN A CITY NEAR YOU!

BIG LOUD S&D

# **MONDAY MORNING INTEL**

JULY 18, 2022

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



**MONDAY  
MORNING  
INTEL**

**#1**

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES **7.18.22**

**AIRPLAY**

**SCOTTY MCCREERY "Damn Strait"**

**RETENTION**

**SCOTTY MCCREERY "Damn Strait"**

**CALLOUT**

**JUSTIN MOORE "With A Woman You Love"**

**AUDIO**

**MORGAN WALLEN "You Proof"**

**VIDEO**

**MORGAN WALLEN "Wasted On You"**

**SALES**

**COLE SWINDELL "She Had Me At Heads Carolina"**

**COMPOSITE**

**MORGAN WALLEN "Wasted On You"**

**MONDAY  
MORNING  
INTEL**

**MondayMorningIntel.com**



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



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	2	4	5	1	3	1	MORGAN WALLEN	Wasted On You	Big Loud/Republic
1	1	3	16	9	11	2	SCOTTY MCCREERY	Damn Strait	Triple Tigers
14	6	14	3	4	2	3	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
20	10	5	6	11	1	4	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
5	12	26	7	8	5	5	KANE BROWN	Like I Love Country Music	RCA Nashville
18	15	12	8	13	10	6	TYLER HUBBARD	5 Foot 9	EMI Nashville
3	4	7	36	12	16	7	TIM MCGRAW	7500 OBO	Big Machine
9	5	11	14	21	21	8	JON PARDI	Last Night Lonely	Capitol Nashville
4	3	2	37	20	19	9	DYLAN SCOTT	New Truck	Curb
25	20	22	10	6	9	10	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
13	7	6	28	19	25	11	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
17	17	27	12	7	17	12	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
30	22	x	13	14	15	13	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
42	37	x	1	2	6	14	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
11	9	8	20	31	34	15	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
37	x	39	4	5	7	16	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
22	18	16	11	27	28	17	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
12	16	20	41	28	12	18	JACKSON DEAN	Don't Come Lookin'	Big Machine
10	8	1	43	40	33	19	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
27	21	15	22	29	26	20	JIMMIE ALLEN	down home	Stoney Creek
16	19	30	27	26	20	21	OLD DOMINION	No Hard Feelings	Arista Nashville
31	34	31	17	23	4	22	LUKE BRYAN	Country On	Capitol Nashville
26	30	38	18	17	13	23	LEE BRICE	Soul	Curb
7	13	13	44	38	30	24	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
8	14	18	26	35	45	25	MAREN MORRIS	Circles Around This Town	Columbia Nashville
38	35	25	23	15	14	26	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
50	42	x	2	3	8	27	ZACH BRYAN	Something in the Orange	Warner
24	29	34	19	24	23	28	GABBY BARRETT	Pick Me Up	Warner/WAR
6	11	9	45	43	43	29	JAKE OWEN	Best Thing Since Backroads	Big Loud
43	41	x	9	18	18	30	NATE SMITH	Whiskey On You	Arista Nashville
19	24	23	31	41	35	31	DUSTIN LYNCH	Party Mode	Broken Bow
15	23	28	48	37	24	32	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
34	33	33	15	30	37	33	JORDAN DAVIS	What My World Spins Around	MCA Nashville
28	32	37	24	25	38	34	MORGAN WADE	Wilder Days	Arista Nashville
29	25	10	39	49	41	35	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
45	44	x	25	16	27	36	CARLY PEARCE	What He Didn't Do	Big Machine
33	36	36	21	39	31	37	KELSEA BALLERINI	Heartfirst	Black River Entertainment
32	31	24	47	22	40	38	BRETT YOUNG	You Didn't	BMLG
23	27	21	46	48	36	39	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
21	26	19	50	47	46	40	FRANK RAY	Country'd Look Good On You	Stoney Creek
39	39	29	32	34	42	41	LAINEY WILSON	Heart Like A Truck	Broken Bow
35	28	17	42	46	49	42	CODY JOHNSON	Human	CoJo/Warner/WMN
48	48	x	38	32	22	43	RESTLESS ROAD	Growing Old With You	RCA Nashville
44	47	x	40	10	48	44	KAMERON MARLOWE	Giving You Up	Columbia Nashville
46	45	x	29	42	29	45	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville
36	38	32	34	45	50	46	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
40	40	35	49	36	44	47	MICHAEL RAY	Holy Water	Warner/WEA
49	49	x	33	33	32	48	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
41	46	x	35	44	47	49	SAM HUNT	Water Under The Bridge	MCA Nashville
47	43	x	30	50	39	50	BRETT ELDREDGE	Songs About You	Warner/WMN

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	42	14	<b>28</b>	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
2	50	27	<b>23</b>	ZACH BRYAN	Something in the Orange	Warner
3	37	16	<b>21</b>	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
4	30	13	<b>17</b>	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
5	20	4	<b>16</b>	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
6	25	10	<b>15</b>	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
7	43	30	<b>13</b>	NATE SMITH	Whiskey On You	Arista Nashville
8	18	6	<b>12</b>	TYLER HUBBARD	5 Foot 9	EMI Nashville
9	38	26	<b>12</b>	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
10	14	3	<b>11</b>	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash

Songs that have significantly dntreanded 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	PARMALEE	Take My Name	Stoney Creek
2	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
3	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
4	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
5	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
6	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
7	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
8	KEITH URBAN	Wild Hearts	Capitol Nashville
9	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
10	LUKE COMBS	Forever After All	River House/Columbia Nash
11	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
12	SAM HUNT	23	MCA Nashville
13	THOMAS RHETT	Slow Down Summer	Valory Music Co.
14	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
15	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
16	WALKER HAYES	AA	Monument
17	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
18	WALKER HAYES	Fancy Like	Monument/RCA
19	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
20	LUKE COMBS	Cold As You	River House/Columbia Nash
21	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
22	THOMAS RHETT	What's Your Country Song	Valory Music Co.
23	COLE SWINDELL	Single Saturday Night	Warner/WMN
24	DIERKS BENTLEY	Gone	Capitol Nashville
25	KANE BROWN	One Mississippi	RCA Nashville
26	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
27	LUKE BRYAN	Down To One	Capitol Nashville
28	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
29	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
30	MICHAEL RAY	Whiskey And Rain	Warner/WEA





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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	LUKE BRYAN	Country On	Capitol Nashville
HOTZONE	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
HOTZONE	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
HOTZONE	NATE SMITH	Whiskey On You	Arista Nashville
HOTZONE	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
HOTZONE	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
HOTZONE	JORDAN DAVIS	What My World Spins Around	MCA Nashville
HOTZONE	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
HOTZONE	TYLER HUBBARD	5 Foot 9	EMI Nashville
HOTZONE	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
HOTZONE	CODY JOHNSON	Human	CoJo/Warner/WMN
HOTZONE	THOMPSON SQUARE	Country In My Soul	Quartz Hill

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JACKSON DEAN	Don't Come Lookin'	Big Machine
DEVELOPING	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
DEVELOPING	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
DEVELOPING	JIMMIE ALLEN	down home	Stoney Creek
DEVELOPING	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
DEVELOPING	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
DEVELOPING	CONNER SMITH	Learn From It	Valory Music Co.
DEVELOPING	MICHAEL RAY	Holy Water	Warner/WEA
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	KAMERON MARLOWE	Giving You Up	Columbia Nashville
DEVELOPING	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
DEVELOPING	FRANK RAY	Country'd Look Good On You	Stoney Creek
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	KELSEA BALLERINI	Heartfirst	Black River Entertainment
DEVELOPING	LAINIEY WILSON	Heart Like A Truck	Broken Bow
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	OLD DOMINION	No Hard Feelings	Arista Nashville
DEVELOPING	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
DEVELOPING	DUSTIN LYNCH	Party Mode	Broken Bow
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	GABBY BARRETT	Pick Me Up	Warner/WAR
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	MORGAN WADE	Wilder Days	Arista Nashville
DEVELOPING	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville

**MONDAY  
MORNING  
INTEL**

**YES,  
I  
GET  
IT**



Knowing that the **MMI Power** rankers take so many criteria into consideration lends **CREDIBILITY** to the data.

Weighted Airplay, retention, streaming, and sales scores are all

**GOOD INDICATORS** of forward momentum.

And seeing data from the different regions is **INTRIGUING**.

Plus the MMI Pro-Files are **TERRIFIC!**

A great way to get to know our colleagues in the industry.

**BECKY BRENNER**

Consulting Partner  
Albright & O'Malley & Brenner Consulting

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



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	MORGAN WALLEN	Wasted On You	Big Loud/Republic	<a href="#">PLAY VIDEO ▶</a>
2	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic	<a href="#">PLAY VIDEO ▶</a>
3	ZACH BRYAN	Something in the Orange	Warner	<a href="#">PLAY VIDEO ▶</a>
4	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
5	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville	<a href="#">PLAY VIDEO ▶</a>
6	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	<a href="#">PLAY VIDEO ▶</a>
7	ERNEST	Flower Shops f/Morgan Wallen	Big Loud	<a href="#">PLAY VIDEO ▶</a>
8	KANE BROWN	Like I Love Country Music	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
9	SCOTTY MCCREERY	Damn Strait	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
10	KAMERON MARLOWE	Giving You Up	Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
11	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
12	TIM MCGRAW	7500 OBO	Big Machine	<a href="#">PLAY VIDEO ▶</a>
13	TYLER HUBBARD	5 Foot 9	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
14	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
15	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
16	CARLY PEARCE	What He Didn't Do	Big Machine	<a href="#">PLAY VIDEO ▶</a>
17	LEE BRICE	Soul	Curb	<a href="#">PLAY VIDEO ▶</a>
18	NATE SMITH	Whiskey On You	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
19	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	<a href="#">PLAY VIDEO ▶</a>
20	DYLAN SCOTT	New Truck	Curb	<a href="#">PLAY VIDEO ▶</a>
21	JON PARDI	Last Night Lonely	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
22	BRETT YOUNG	You Didn't	BMLG	<a href="#">PLAY VIDEO ▶</a>
23	LUKE BRYAN	Country On	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
24	GABBY BARRETT	Pick Me Up	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
25	MORGAN WADE	Wilder Days	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
26	OLD DOMINION	No Hard Feelings	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
27	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
28	JACKSON DEAN	Don't Come Lookin'	Big Machine	<a href="#">PLAY VIDEO ▶</a>
29	JIMMIE ALLEN	Down Home	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
30	JORDAN DAVIS	What My World Spins Around	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
31	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
32	RESTLESS ROAD	Growing Old With You	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
33	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
34	LAINEY WILSON	Heart Like A Truck	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
35	MAREN MORRIS	Circles Around This Town	Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
36	MICHAEL RAY	Holy Water	Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
37	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
38	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
39	KELSEA BALLERINI	Heartfirst	Black River Entertainment	<a href="#">PLAY VIDEO ▶</a>
40	JUSTIN MOORE	With A Woman You Love	Valory	<a href="#">PLAY VIDEO ▶</a>
41	DUSTIN LYNCH	Party Mode	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
42	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
43	JAKE OWEN	Best Thing Since Backroads	Big Loud	<a href="#">PLAY VIDEO ▶</a>
44	SAM HUNT	Water Under The Bridge	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
45	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
46	CODY JOHNSON	Human	CoJo/Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
47	FRANK RAY	Country'd Look Good On You	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
48	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
49	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG	<a href="#">PLAY VIDEO ▶</a>
50	BRETT ELDREDGE	Songs About You	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>

Country 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	N/EAST	MIDWEST	SOUTH	WEST
1	PARMALEE	Take My Name	1	2	1	1
2	ALDEAN, JASON	Trouble With A Heartbreak	12	1	2	2
3	MOORE, JUSTIN	With A Woman You Love	6	5	11	3
4	SCOTT, DYLAN	New Truck	7	11	5	4
5	MCCREERY, SCOTTY	Damn Strait	19	3	4	13
6	WALLEN, MORGAN	Wasted On You	2	9	3	27
7	SWINDELL, COLE	She Had Me At Heads Carolina	4	10	12	5
8	TENPENNY, MITCHELL	Truth About You	13	4	6	16
9	MCGRAW, TIM	7500 OBO	5	7	18	8
10	UNDERWOOD, CARRIE	Ghost Story	9	6	16	19
11	OWEN, JAKE	Best Thing Since Backroads	16	14	8	12
12	RHETT, THOMAS FEAT. RILEY GREEN	Half Of Me	23	15	15	7
13	PARDI, JON	Last Night Lonely	3	17	17	18
14	HUBBARD, TYLER	5 Foot 9	21	12	14	25
15	YOUNG, CHRIS FEAT. MITCHELL TENPENNY	At The End Of A Bar	10	20	7	36
16	COMBS, LUKE	The Kind Of Love We Make	8	33	10	22
17	LAMBERT, MIRANDA	If I Was A Cowboy	14	22	9	40
18	HAYES, WALKER	AA	48	8	19	17
19	ALLEN, JIMMIE	Down Home	30	21	22	9
20	ANDRESS, INGRID WITH SAM HUNT	Wishful Drinking	15	13	27	33
21	JOHNSON, CODY	Human	20	34	25	10
22	MORRIS, MAREN	Circles Around This Town	31	16	21	37
23	RAY, FRANK	Country'd Look Good On You	35	23	23	20
24	DICKERSON, RUSSELL FEAT. JAKE SCOTT	She Likes It	25	26	30	11
25	DEAN, JACKSON	Don't Come Lookin'	32	30	20	32
26	BROWN BAND, ZAC	Out In The Middle	33	18	34	23
27	SMITH, CONNER	Learn From It	22	28	31	15
28	JELLY ROLL	Son Of A Sinner	45	19	24	31
29	NICHOLS, JOE	Good Day For Living	29	36	36	14
30	LYNCH, DUSTIN	Party Mode	17	24	32	39
31	YOUNG, BRETT	You Didn't	38	40	26	28
32	STAPLETON, CHRIS	Joy Of My Life	47	39	13	41
33	BROWN, KANE	Like I Love Country Music	37	32	28	30
34	ERNEST FEAT. MORGAN WALLEN	Flower Shops	40	31	33	29
35	CHESNEY, KENNY	Everyone She Knows	34	38	35	34
36	WILSON, LAINEY	Heart Like A Truck	26	29	42	35
37	OLD DOMINION	No Hard Feelings	28	35	37	42
38	BRYAN, LUKE	Country On	36	27	48	6
39	THOMPSON SQUARE	Country In My Soul	11	45	43	21
40	BLOCK, PRISCILLA	My Bar	24	41	40	38
41	DAVIS, JORDAN	What My World Spins Around	42	44	29	26
42	JANSON, CHRIS	Keys To The Country	18	46	41	24
43	BARRETT, GABBY	Pick Me Up	39	25	45	44
44	RAY, MICHAEL	Holy Water	27	48	38	43
45	BALLERINI, KELSEA	Heartfirst	41	43	39	47
46	WADE, MORGAN	Wilder Days	46	37	47	48
47	BRICE, LEE	Soul	43	42	46	45
48	CARMICHAEL, DILLION	Son Of A	44	47	44	46
49	HOUSER, RANDY	Note To Self	49	49	49	50
50	ZIMMERMAN, BAILEY	Fall In Love	50	50	50	49



A portrait of Bailey Zimmerman, a young man with curly brown hair and a light beard, wearing a grey hoodie and a dark jacket. He is looking directly at the camera with a serious expression.

# BAILEY ZIMMERMAN

*FALL IN LOVE*

IMPACTING NOW!



WARNER  
MUSIC  
NASHVILLE





# JIM MURPHY INTEL

CURRENT POSITION:  
MANAGER OF  
COUNTRY PROGRAMMING  
MUSIC CHOICE

**According to chart weights, Music Choice is one of the most listened to Country Music stations in America. What makes your programming so attractive?**

Most people think of Music Choice as the company that provides a bunch of music channels to cable systems. But we're actually the oldest commercial-free digital music service in the US. And folks are always surprised to learn our fifty basic channels are heard live in over 60 million cable and satellite households across seven time zones. Our Mediabase-monitored Country channel (Today's Country) is one of our most popular, with a weekly audience of nearly 4 million fans. As far as what makes our programming attractive, it could be the fact that the best sound system in most people's homes is connected to the television, and Music Choice is by far the platform of choice for music on TV. In-home usage tends to generate longer TSL, which rose dramatically when people started working from home in record numbers nearly a year ago.

**Music Choice has a different yardstick for listening patterns than terrestrial radio. What is your most valuable research tool for gauging hit singles?**

We have many tools to measure consumption and interest in songs and artists. We use them all, and no single gauge outweighs another. But as a longtime Country programmer I've learned it's impossible to test a new song before there's a fair amount of exposure or familiarity. So it's important we're able to take a "leap of faith" on a new project, even before there's much or any data to back it up. I'm proud that 100% of our Music Choice channels are programmed by passionate genre experts and not by algorithms or AI.

**If you had front row seats to see any artist or band (current, historic, living, not) who would that be and (excluding family) who would be your plus one?**

Wow, great question. I've been front row with my wife for Garth Brooks, who I consider our generation's greatest entertainer. But I guess I'd go old school and say Hank Williams, Sr. He'd passed away long before I started in Country radio, although I played his songs some. I'd never seen him perform (in the days before YouTube) until my first trip to the Country



Music Hall of Fame in the 80s. There was an exhibit of some of his televised appearances and I thought Hank just leapt off the screen. I'd have loved to see that excitement and charisma in person. I'd probably want to take (the late) Merle Kilgore, who I got to know some when both served on the CMA board of directors. The stories he could tell about Hank and that era would have been priceless.

**You offer a video and audio option to your listener/viewers and your label partners. Does a compelling, striking video increase the chances of airplay on Music Choice ... or is it all about the single itself?**

I treat video and audio works separately, since there's no guarantee a Country video viewer is a listener to the corresponding Country audio channel. I had some experience with that same situation when I was VP of Programming for Great American Country (GAC) and at the same time programming the Country formats for Jones Radio Networks. There are great videos where the song itself doesn't get much traction at Radio, and there are hit songs with unimpressive videos (or no video at all). So letting the cream rise to top on each platform, and not tying one to the other, seems to work best.

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# AMANDA SHIRES

## EMPTY CUPS

This song deserves our attention on many levels. Mostly because it's a song beautifully written; the signature of Artist Amanda Shires. The song is a painting and a short story. It moves you emotionally in just under 4 minutes. You can feel it and hear it when she sings, "You slammed the door so hard I still hear rattling spoons". This string lush track features Shires husband Jason Isbell on guitar and fellow Highwomen gal-pal Maren Morris. If you're not an Amanda fan (yet) dig deep into her body of work. She deals in darkness and plays with knives. Click below.



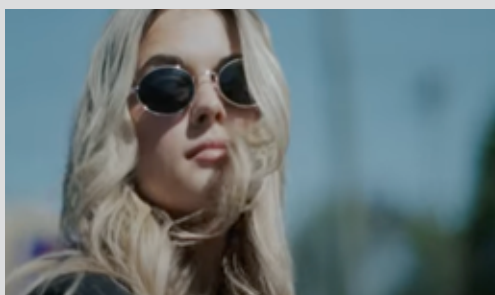


Check out these videos hand-picked by our staff!



### WALKER HAYES - "Y'ALL LIFE"

**MMI Total Fun Alert:** Country's new king of clever makes us long for Fall and football in this high energy collage called "Y'all Life". With a not so hidden tip of the helmet to Nelly, Walker nails it by mixing it up with Sunday morning pulpit people and the Friday night lights. Suit up, pass the plate, grab your good book, snap the ball, and say hallelujah. Autumn is around the corner. Click here:



### ALANA SPRINGSTEEN - "TRUST ISSUES"

**MMI Great Story Alert:** When Alana was 14, she was a frequent performer at her Preacher Grand Pappy's Church. One Week, the chapel lawn had a huge banner that read, "Springsteen Concert This Sunday". Eventhough the 21 year old is NOT related to The Boss, the house was packed. Her style and talents are her own and Alana has amassed her own following because of it. In "Trust Issues", she runs the gamut of gratitude for the things her ex brought to the table to break her heart. Click here:



### THE BUCKLEYS - "OOPS I LOVE YOU"

Well, this is just awesome! The Buckleys are Aussies. The Buckleys are siblings. The Buckleys are big stars down under and are friggin' cool. Front-Lady Sister Sarah (Buckley) is the main songwriter and has garnered several trophies for her mantle for her craft (check out the track "Daydream"). This trio is totally fun and equally talented. Will US Country Radio allow them to climb the fence? Globalization sure works 10 feet down the hall at Pop. Will Country follow? Stay tuned and click here:



### LARRY FLEET - "HAVING A GIRL"

We love Larry. He's from just up the road in White Bluff, TN and has dazzled many around Nashville with his razor sharp singer songwriting skills. This performance video of "Having A Girl" shows the immense and poetic troubadour talent of Mr Fleet. For Country purity, click here:



### IAN MCCONNELL - "HATING STUFF"

How would one describe Ian McConnell? Let's go with: A creator of musical art. This should do it. He's a Nashville based, multi instrument, multi genre, singer-songwriter with an extremely creative edge. "Hating Stuff" may not be Country but he has other tracks in his arsenal that are. He's kinda sorta like if the Barenaked Ladies were from Nashville and had lots of tech toys to play with. In this ode to giving up on negativity, McConnell gets his ya-yas out. 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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