

MONDAY
MORNING
INTEL

Numb

MARSHMELLO **KHALID**
HEADING TOP 20!

TOP 40 *EDITION*

JULY 18, 2022

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

LIZZO "ABOUT DAMN TIME"

RETENTION

JACK HARLOW "FIRST CLASS"

CALLOUT

JACK HARLOW "FIRST CLASS"

AUDIO

KATE BUSH "RUNNING UP THAT HILL"

VIDEO

KATE BUSH "RUNNING UP THAT HILL"

SALES

KATE BUSH "RUNNING UP THAT HILL"

COMPOSITE

HARRY STYLES "AS IT WAS"

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in large markets in just 4 weeks for under \$10,000.

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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	7	4	2	5	1	HARRY STYLES	As It Was	Columbia
3	1	1	7	9	8	2	JACK HARLOW	First Class	Generation Now/Atlantic
1	3	10	8	6	3	3	LIZZO	About Damn Time	Nice Life/Atlantic
15	7	8	1	1	1	4	KATE BUSH	Running Up That Hill (A Deal..	EMI/Parlophone/Warner
6	4	4	18	18	7	5	LATTO	Big Energy	Streamcut/RCA
9	6	3	16	17	12	6	NICKY YOU'RE	Sunroof f/Dazy	Columbia
24	20	26	3	3	16	7	JOJI	Glimpse Of Us	88Rising/Warner
5	5	2	31	19	33	8	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA
11	13	23	12	25	13	9	POST MALONE	I Like You .. f/Doja Cat	Mercury/RCA-Republic
7	8	9	28	28	18	10	EM BEI HOLD	Numb Little Bug	Republic
17	19	34	10	16	4	11	BEYONCE	Break My Soul	Columbia
13	9	5	27	20	34	12	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.
4	10	17	30	22	30	13	DOVE CAMERON	Boyfriend	Disruptor/Columbia
34	28	27	2	5	20	14	FUTURE	Wait For U f/Drake	Republic-Epic
41	29	11	9	12	14	15	DOJA CAT	Vegas	Kemosabe/RCA
8	12	22	15	40	22	16	HARRY STYLES	Late Night Talking	Columbia
10	11	18	24	34	31	17	THE KID LAROI	Thousand Miles	Columbia
48	x	x	6	10	2	18	CARDI B	Hot Ish f/Ye & Lil Durk	Atlantic
45	24	x	14	13	9	19	MORGAN WALLEN	Wasted On You	Big Loud/Republic
21	14	6	42	11	45	20	JNR CHOI	To The Moon	Epic
14	15	19	29	39	27	21	ED SHEERAN	2step f/Lil Baby	Atlantic
47	x	x	5	7	24	22	BAD BUNNY	Titi Me Pregunto	Rimas
19	18	12	35	26	37	23	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
29	27	24	21	32	17	24	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic
40	31	15	19	15	28	25	STEPHEN SANCHEZ	Until I Found You	Mercury/Republic
39	26	32	20	4	32	26	HARRY STYLES	Music For A Sushi Restaurant	Columbia
27	25	30	17	37	19	27	DRAKE	Massive	OVO/Republic
12	16	20	36	44	26	28	SHAWN MENDES	When You're Gone	Island/Republic
31	33	36	32	23	6	29	LADY GAGA	Hold My Hand	Interscope
18	21	29	26	43	25	30	HALSEY	So Good	Capitol
38	37	42	13	24	10	31	ONEREPUBLIC	I Ain't Worried	Mosley/Interscope
23	30	35	23	41	15	32	MARSHMELLO X KHALID	Numb	Joytime Collective/RCA
28	23	16	33	35	40	33	LAUREN SPENCER-SMITH	Flowers	Island/Republic
16	17	13	45	46	35	34	SAM SMITH	Love Me More	Capitol
42	41	x	43	8	11	35	SIA	Unstoppable	RCA
43	39	14	38	21	21	36	DUKE & JONES X LOUIS THEROUX	Jiggle Jiggle	Arista
26	32	40	34	30	29	37	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope
20	22	21	39	38	48	38	THE WEEKND	Out Of Time	XO/Republic
50	x	x	11	29	23	39	DRAKE	Sticky	OVO/Republic
46	x	x	22	27	38	40	YUNG GRAVY	Betty (Get Money)	Republic
37	38	28	40	14	50	41	JVKE	this is what falling in love..	JVKE/AWAL
22	34	38	37	45	42	42	CALVIN HARRIS/DUA LIPA/YOUNG..	Potion	Columbia
25	35	37	49	36	41	43	BLACK EYED PEAS/SHAKIRA/GUETTA	Don't You Worry	Epic
35	40	25	48	48	36	44	LAUV	All 4 Nothing (I'm So In Love)	Virgin
30	36	33	47	47	44	45	AVA MAX	Maybe You're The Problem	Atlantic
49	x	x	25	31	47	46	KENDRICK LAMAR	Silent Hill f/Kodak Black	pgLng/TDE/AMth/Interscope
36	44	41	41	42	46	47	LOST FREQUENCIES, CALUM SCOTT	Where Are You Now	Sony Music Belgium/RCA
44	45	x	44	33	39	48	BTS	Yet To Come	Geffen/Interscope
32	43	39	46	49	49	49	MANESKIN	SUPERMODEL	Arista
33	42	31	50	50	43	50	PITBULL	Can't Stop Us Now f/Zac Brown	Mr. 305

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	48	18	30	CARDI B	Hot Ish f/Ye & Lil Durk	Atlantic
2	41	15	26	DOJA CAT	Vegas	Kemosabe/RCA
3	45	19	26	MORGAN WALLEN	Wasted On You	Big Loud/Republic
4	47	22	25	BAD BUNNY	Titi Me Pregunto	Rimas
5	34	14	20	FUTURE	Wait For U f/Drake	Republic-Epic
6	24	7	17	JOJI	Glimpse Of Us	88Rising/Warner
7	40	25	15	STEPHEN SANCHEZ	Until I Found You	Mercury/Republic
8	39	26	13	HARRY STYLES	Music For A Sushi Restaurant	Columbia
9	15	4	11	KATE BUSH	Running Up That Hill (A Deal..	EMI/Parlophone/Warner
10	50	39	11	DRAKE	Sticky	OVO/Republic

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

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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	JOJI	Glimpse Of Us	88Rising/Warner
HOTZONE	CHARLIE PUTH	Left And Right f/Jung Kook	Atlantic
HOTZONE	DRAKE	Massive	OVO/Republic
HOTZONE	DOJA CAT	Vegas	Kemosabe/RCA
HOTZONE	MARSHMELLO X KHALID	Numb	Joytime Collective/RCA
HOTZONE	BEYONCE	Break My Soul	Columbia
HOTZONE	BLACK EYED PEAS/SHAKIRA/GUETTA	Don't You Worry	Epic
HOTZONE	MUNI LONG & SAWEETIE	Baby Boo	Warner-Def Jam
HOTZONE	SAUCY SANTANA	Booty f/Latto	RCA
HOTZONE	ONEREPUBLIC	I Ain't Worried	Mosley/Interscope
HOTZONE	SIA	Unstoppable	RCA
HOTZONE	POST MALONE	I Like You .. f/Doja Cat	Mercury/RCA-Republic
HOTZONE	KATE BUSH	Running Up That Hill (A Deal..	EMI/Parlophone/Warner
HOTZONE	HALSEY	So Good	Capitol
HOTZONE	OLIVIA ROX	Been This Way B4	Songbird
HOTZONE	CALVIN HARRIS/DUA LIPA/YOUNG..	Potion	Columbia
HOTZONE	FUTURE	Wait For U f/Drake	Republic-Epic

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol
DEVELOPING	5 SECONDS OF SUMMER	Me Myself & I	BMG
DEVELOPING	NYA	Closer Than Close	This Is Nya
DEVELOPING	KX5, KASKADE, DEADMAU5	Escape f/Hayla	mau5trap/Arkade/AWAL
DEVELOPING	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope
DEVELOPING	MANESKIN	SUPERMODEL	Arista
DEVELOPING	PITBULL	Can't Stop Us Now f/Zac Brown	Mr. 305
DEVELOPING	ED SHEERAN	2step f/Lil Baby	Atlantic
DEVELOPING	SAM SMITH	Love Me More	Capitol
DEVELOPING	THE WEEKND	Out Of Time	XO/Republic
DEVELOPING	LAUREN SPENCER-SMITH	Flowers	Island/Republic
DEVELOPING	CHARLOTTE SANDS	Dress	CS/Lakeside
DEVELOPING	LOST FREQUENCIES, CALUM SCOTT	Where Are You Now	Sony Music Belgium/RCA
DEVELOPING	HARRY STYLES	Music For A Sushi Restaurant	Columbia
DEVELOPING	STEPHEN SANCHEZ	Until I Found You	Mercury/Republic
DEVELOPING	SHAWN MENDES	When You're Gone	Island/Republic

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	KATE BUSH	Running Up That Hill (A Deal..	EMI/Parlophone/Warner	PLAY VIDEO ▶
2	HARRY STYLES	As It Was	Columbia	PLAY VIDEO ▶
3	JOJI	Glimpse Of Us	88Rising/Warner	PLAY VIDEO ▶
4	HARRY STYLES	Music For A Sushi Restaurant	Columbia	PLAY VIDEO ▶
5	FUTURE	Wait For U f/Drake	Republic-Epic	PLAY VIDEO ▶
6	LIZZO	About Damn Time	Nice Life/Atlantic	PLAY VIDEO ▶
7	BAD BUNNY	Titi Me Pregunto	Rimas	PLAY VIDEO ▶
8	SIA	Unstoppable	RCA	PLAY VIDEO ▶
9	JACK HARLOW	First Class	Atlantic	PLAY VIDEO ▶
10	CARDI B	Hot Ish f/Ye & Lil Durk	Atlantic	PLAY VIDEO ▶
11	JNR CHOI	To The Moon	Epic	PLAY VIDEO ▶
12	DOJA CAT	Vegas	Kemosabe/RCA	PLAY VIDEO ▶
13	MORGAN WALLEN	Wasted On You	Big Loud/Republic	PLAY VIDEO ▶
14	JVKE	This Is What Falling In Love..	JVKE / AWAL	PLAY VIDEO ▶
15	STEPHEN SANCHEZ	Until I Found You	Mercury/Republic	PLAY VIDEO ▶
16	BEYONCE	Break My Soul	Columbia	PLAY VIDEO ▶
17	NICKY YOURE	Sunroof f/Dazy	Columbia	PLAY VIDEO ▶
18	LATTO	Big Energy	RCA	PLAY VIDEO ▶
19	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA	PLAY VIDEO ▶
20	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-300 Ent.	PLAY VIDEO ▶
21	DUKE & JONES X LOUIS THEROUX	Jiggle Jiggle	Arista	PLAY VIDEO ▶
22	DOVE CAMERON	Boyfriend	Disruptor/Columbia	PLAY VIDEO ▶
23	LADY GAGA	Hold My Hand	Interscope	PLAY VIDEO ▶
24	ONEREPUBLIC	I Ain't Worried	Mosley/Interscope	PLAY VIDEO ▶
25	POST MALONE	I Like You .. f/Doja Cat	Mercury/RCA-Republic	PLAY VIDEO ▶
26	LEAH KATE	10 Things I Hate About You	10K Projects/Capitol	PLAY VIDEO ▶
27	YUNG GRAVY	Betty (Get Money)	Republic	PLAY VIDEO ▶
28	EM BEIhold	Numb Little Bug	Republic	PLAY VIDEO ▶
29	DRAKE	Sticky	OVO/Republic	PLAY VIDEO ▶
30	IMAGINE DRAGONS	Bones	KidinaKorner/Interscope	PLAY VIDEO ▶
31	KENDRICK LAMAR	Silent Hill f/Kodak Black	pgLng/TDE/AMth/Interscope	PLAY VIDEO ▶
32	CAMILA CABELLO	Bam Bam f/Ed Sheeran	Syco/Epic	PLAY VIDEO ▶
33	BTS	Yet To Come	Geffen/Interscope	PLAY VIDEO ▶
34	THE KID LAROI	Thousand Miles	Columbia	PLAY VIDEO ▶
35	LAUREN SPENCER-SMITH	Flowers	Island/Republic	PLAY VIDEO ▶
36	BLACK EYED PEAS/SHAKIRA/GUETTA	Don't You Worry	Epic	PLAY VIDEO ▶
37	DRAKE	Massive	OVO/Republic	PLAY VIDEO ▶
38	THE WEEKND	Out Of Time	XO/Republic	PLAY VIDEO ▶
39	ED SHEERAN	2step f/Lil Baby	Atlantic	PLAY VIDEO ▶
40	HARRY STYLES	Late Night Talking	Columbia	PLAY VIDEO ▶
41	MARSHMELLO X KHALID	Numb	Joytime Collective/RCA	PLAY VIDEO ▶
42	LOST FREQUENCIES, CALUM SCOTT	Where Are You Now	Sony Music Belgium/RCA	PLAY VIDEO ▶
43	HALSEY	So Good	Capitol	PLAY VIDEO ▶
44	SHAWN MENDES	When You're Gone	Island/Republic	PLAY VIDEO ▶
45	CALVIN HARRIS/DUA LIPA/YOUNG..	Potion	Columbia	PLAY VIDEO ▶
46	SAM SMITH	Love Me More	Capitol	PLAY VIDEO ▶
47	AVA MAX	Maybe You're The Problem	Atlantic	PLAY VIDEO ▶
48	LAUV	All 4 Nothing (I'm So In Love)	Virgin	PLAY VIDEO ▶
49	MANESKIN	SUPERMODEL	Arista	PLAY VIDEO ▶
50	PITBULL	Can't Stop Us Now f/Zac Brown	Mr. 305	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	HARLOW, JACK	FIRST CLASS	1	1	4	5
2	DOJA CAT	GET INTO IT	5	3	5	1
3	YOURE, NICKY	SUNROOF	3	4	6	4
4	LATTO	BIG ENERGY	2	5	3	6
5	MEGAN THEE STALLION FEAT. DUA LIPA	SWEETEST PIE	6	8	2	7
6	JNR CHOI	TO THE MOON	7	6	1	8
7	STYLES, HARRY	AS IT WAS	4	10	7	2
8	BUSH, KATE	RUNNING UP THAT HILL	9	7	8	3
9	BEI HOLD, EM	NUMB LITTLE BUG	10	2	9	9
10	LIZZO	ABOUT DAMN TIME	8	9	10	10
11	Doja Cat	Vegas	13	16	12	13
12	Kate, Leah	10 Things I Hate About You	12	12	15	19
13	Smith, Sam	Love Me More	15	15	14	15
14	Duke & Jones X Louis Theroux	Jiggle Jiggle	28	14	13	16
15	Sanchez, Stephen	Until I Found You	18	18	18	11
16	Spencer-Smith, Lauren	Flowers	14	21	11	18
17	Cameron, Dove	Boyfriend	27	13	16	17
18	The Kid Laro	Thousand Miles	11	11	20	26
19	Sheeran, Ed	2step	20	19	17	23
20	Mendes, Shawn	When You're Gone	16	17	21	21
21	Tyga & Doja Cat	Freaky Deaky	19	20	19	22
22	The Weeknd	Out Of Time	26	23	23	12
23	Styles, Harry	Late Night Talking	17	22	25	14
24	Post Malone Feat. Doja Cat	I Like You (A Happier Song)	21	24	22	25
25	Cabello, Camila Feat. Ed Sheeran	Bam Bam	22	28	28	27
26	Lauv	All 4 Nothing (I'm So In Love)	25	26	26	28
27	Joji	Glimpse Of Us	24	33	31	20
28	Future Feat. Drake & Tems	Wait For U	31	30	24	24
29	JVKE	This Is What Falling In Love Feels Like	30	25	30	29
30	Halsey	So Good	29	31	29	40
31	Drake	Massive	23	37	44	35
32	Pitbull X Zac Brown	Can't Stop Us Now	33	43	27	38
33	Styles, Harry	Music For A Sushi Restaurant	34	41	39	30
34	Max, Ava	Maybe You're The Problem	32	32	43	34
35	Sands, Charlotte	Dress	41	40	34	32
36	Beyonce	Break My Soul	49	29	37	33
37	5 Seconds Of Summer	Me, Myself & I	37	34	33	39
38	Marshmello Feat. Khalid	Numb	36	35	40	44
39	Lady Gaga	Hold My Hand	40	38	35	45
40	Black Eyed Peas Feat. Shakira & David Guetta	Don't You Worry	35	39	42	42
41	Harris, Calvin & Dua Lipa, Young Thug	Potion	39	44	41	36
42	Maneskin	Supermodel	46	46	36	31
43	Imagine Dragons	Bones	45	45	38	41
44	Lost Frequencies & Calum Scott	Where Are You Now	48	49	32	37
45	Puth, Charlie Feat. Jung Kook	Left And Right	47	27	48	46
46	OneRepublic	I Ain't Worried	38	48	45	47
47	Long, Muni & Saweetie	Baby Boo	43	50	46	48
48	Kx5 Feat. Hayla	Escape	42	42	47	49
49	NYA	Closer Than Close	50	47	49	43
50	Rox, Olivia	Been This Way B4	44	36	50	50

THE INVISIBLE RING ARE TAYLOR AND JOE ENGAGED



Oh Gossip, Gossip, Gossip. Tongue are wagging that our most beloved Ms Swift is engaged to stroll down the aisle with Brit BF Joe Alwyn! We're rushing to the grocery store to grab all the fan mags we can to see if this is a truism or just over the fence leaning hub-bub. For more of the non-facts, Click here:

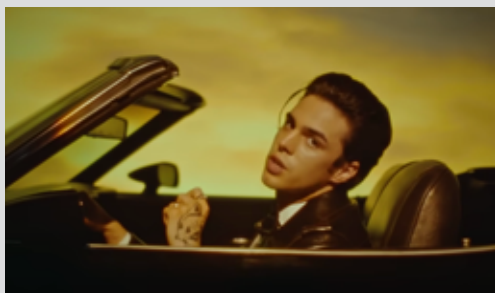


Check out these videos hand-picked by our staff!



PITBULL X ZAC BROWN - "CAN'T STOP US NOW"

Pitbull aka the former Mr. Miami aka currently Mr. Global teams up with troubadour Zac Brown and together, they pound us with fists of positivity and good-hearted sunshiny messaging like Up-With-People on acid. The duo salutes tenacity, integrity, doin' your best, feelin' good and hell, they even salute each other. If you want/need to feel good, happy, strong, and confident, MMI has the cure. Click here:



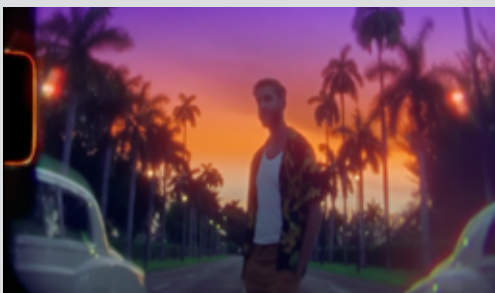
STEPHEN SANCHEZ - "UNTIL I FOUND YOU"

Following building TikTokking Sanchez has had international success with this track and now it's finding it's way to terrestrial radio. We think young Stephen came directly from the film "Elvis" before shooting this 50s-ish cinematic clip that is all about L-O-V-E and nothing else. And here's an MMI rumor squasher: The love interest in the video is not a Marilyn Monroed up Em Beihold....but she does indeed appear on a remix of this swoony waltz song, "Until I Found You". Click here:



MEGHAN TRAINOR FT. TEDDY SWIMS - "BAD FOR ME"

When Meghan shows up, MMI pays attention. The girls got pipe galore and style deluxe. So to double up the muscle, Trainor duets with Georgia-boy-Nashville-based genre blending vocal master Teddy Swims. Together they deliver a gossypily goose bump-filled "Bad For Me". And...it's filmed in a Garden of Eden like setting, starring a new Jeep. Hey, somebody's gotta pony up. Click here:



CALVIN HARRIS, HALSEY, JUSTIN TIMBERLAKE AND PHARRELL - "STAY WITH ME"

Damn, Halsey got moves, yo. You couldn't possibly squeeze more talent and danceable funk into this video. This pure pop for pretty people to the max with more hooks than a shower curtain. At MMI, if we had a dance floor, we'd hit it. Excellent cameo's from Calvin himself and an El Camino. Click here:



ELLIE GOULDING FT. BIG SEAN - "EASY LOVER"

At MMI, we realize it's popular to think out of the box, but in this case Ellie is definitely in-the-box. In this genre and gender bending rampage there's a whole lotta somethin' going on. Calling this clip of "Easy Lover" (no it's not a Phil Collins cover) artsy is an understatement to the Maximus. Brit Goulding has hit massive stardom in her home UK and the US is clearly the next to be conquered. 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 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
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or EMAIL
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