



HASHVILLE APPROVED

AUGUST 29, 2022



MONDAY MORNING INTEL

AUGUST 29, 2022

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THE VIRAL SENSATION THAT TOOK FANS BY STORM

#25 CURRENT STREAMS
42M+ OD STREAMS TD
5.1 STREAMS PER LISTENER
17% SAVE RATE

DYLAN AN'T HAVE MINE

SCOTT SCOTT







AIRPLAY JON PARDI "Last Night Lonely"

RETENTION LUKE COMBS "The Kind Of Love We Make"

CALLOUT MITCHELL TENPENNY "Truth About You"

ALIZIO MORGAN WALLEN "You Proof"

VIDEO COLE SWINDELL "She Had Me At Heads Carolina"

SALES COLE SWINDELL "She Had Me At Heads Carolina"

COMPOSITE COLE SWINDELL "She Had Me At Heads Carolina"

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

TW RK AIRPLAY	TW RK Retention	TWRK Callout	TW RK AUDIO	TW RK VIDEO	TW RK SALES	TW COMP RANK	ARTIST	TITLE	LABEL
3	2	7	3	1	1	1	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
8	3	4	1	2	2	2	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
4	1	5	2	5	4	3	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
7	9	21	9	8	5	4	KANE BROWN	Like I Love Country Music	RCA Nashville
11	10	17	6	9	8	5	TYLER HUBBARD	5 Foot 9	EMI Nashville
1	5	13	13	18	21	6	JON PARDI	Last Night Lonely	Capitol Nashville
21	16	27	7	3	3	7	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
6	4	1	35	12	19	8	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
19	19	33	5	4	6	9	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
10	11	11	17	26	20	10	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
9	7	2	21	27	35	11	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
28	18	15	12	14	14	12	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
5	6	3	32	35	27	13	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
13	13	16	28	24	16	14	OLD DOMINION	No Hard Feelings	Arista Nashville
16	12	8	19	42	18	15	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
14	14	14	34	17	23	16	DYLAN SCOTT	New Truck	Curb
22	22	30	16	16	12	17	LEE BRICE	Soul Diels Me He	Curb Warner/WAR
23	15 23	18 39	10 26	25 7	31 11	18 19	GABBY BARRETT Luke Bryan	Pick Me Up	
15 12	23 17	39 31	33	20	9	20	JACKSON DEAN	Country On Don't Come Lookin'	Capitol Nashville Big Machine
2	8	6	33 45	36	9 26	21	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
33	o 27	23	43 18	13	13	22	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
26	25	32	14	23	15	23	JORDAN DAVIS	What My World Spins Around	MCA Nashville
30	26	35	8	19	22	24	NATE SMITH	Whiskey On You	Arista Nashville
48	44	Х	4	6	10	25	ZACH BRYAN	Something in the Orange	Warner
24	20	19	23	31	34	26	JIMMIE ALLEN	down home	Stoney Creek
41	38	29	15	15	17	27	CARLY PEARCE	What He Didn't Do	Big Machine
42	37	9	30	28	24	28	DAN + SHAY	You	Warner/WAR
39	42	42	29	11	7	29	WALKER HAYES	Y'all Life	Monument
35	33	20	37	29	29	30	LAINEY WILSON	Heart Like A Truck	Broken Bow
18	21	22	38	41	41	31	DUSTIN LYNCH	Party Mode	Broken Bow
27	30	41	20	37	28	32	KELSEA BALLERINI	Heartfirst	Black River Entertainment
17	24	24	39	44	36	33	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
45	47	Χ	11	21	32	34	COREY KENT	Wild As Her	Combustion/RCA Nashville
29	29	28	47	22	37	35	BRETT YOUNG	You Didn't	BMLG
44	40	10	42	10	47	36	KAMERON MARLOWE	Giving You Up	Columbia Nashville
43	34	12	31	38	46	37	MAREN MORRIS	Circles Around This Town	Columbia Nashville
31	41	Χ	Χ	Χ	Χ	38	BLAKE SHELTON	No Body	Warner/WMN
32	36	36	43	32	40	39	SAM HUNT	Water Under The Bridge	MCA Nashville
38	35	26	46	47	33	40	DIERKS BENTLEY	Gold	Capitol Nashville
36	31	34	44	39	45	41	CODY JOHNSON	Human	CoJo/Warner/WMN
47	48	Х	22	40	30	42	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville
20	28	38	49	45	44	43	FRANK RAY	Country'd Look Good On You	Stoney Creek
50	50	Х	25	30	25	44	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
40	43	25	40	49	39	45	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
25 24	32	40	41	48	48	46	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
34	39 45	37	36	43	49 42	47	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
37 40	45 40	43	48	33	43	48	MICHAEL RAY	Holy Water	Warner/WEA
49 46	49 46	х 44	27 24	34 46	38 42	49 50	ASHLEY COOKE & BRETT YOUNG BRETT ELDREDGE	Never Til Now Songs About You	Big Loud/Back Blocks/BMLG 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	48	25	23	ZACH BRYAN	Something in the Orange	Warner
2	28	12	16	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
3	21	7	14	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
4	42	28	14	DAN + SHAY	You	Warner/WAR
5	41	27	14	CARLY PEARCE	What He Didn't Do	Big Machine
6	45	34	11	COREY KENT	Wild As Her	Combustion/RCA Nashville
7	33	22	11	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
8	39	29	10	WALKER HAYES	Y'all Life	Monument
9	19	9	10	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
10	44	36	8	KAMERON MARLOWE	Giving You Up	Columbia Nashville

Country

MMI-RECURRENTS

8.29.22

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	remain there fo	r up to two years, before being reclassified as	Gold.
RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	SCOTTY MCCREERY	Damn Strait	Triple Tigers
2	PARMALEE	Take My Name	Stoney Creek
3	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
4	MORGAN WALLEN	Wasted On You	Big Loud/Republic
5	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
6	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
7	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
8	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
9	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
10	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go)	RCA/Columbia Nashville
11	LUKE COMBS	Forever After All	River House/Columbia Nash
12	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
13	WALKER HAYES	Fancy Like	Monument/RCA
14	SAM HUNT	23	MCA Nashville
15	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
16	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
17	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
18	JAKE OWEN	Best Thing Since Backroads	Big Loud
19	MICHAEL RAY	Whiskey And Rain	Warner/WEA
20	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
21	LUKE COMBS	Cold As You	River House/Columbia Nash
22	THOMAS RHETT	What's Your Country Song	Valory Music Co.
23	WALKER HAYES	AA	Monument
24	KEITH URBAN	Wild Hearts	Capitol Nashville
25	COLE SWINDELL	Single Saturday Night	Warner/WMN
26	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
27	TIM MCGRAW	7500 OBO	Big Machine
28	DIERKS BENTLEY	Gone	Capitol Nashville
29	LUKE COMBS	Better Together	River House/Columbia Nash
30	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment





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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
HOTZONE	FRANK RAY	Country'd Look Good On You	Stoney Creek
HOTZONE	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
HOTZONE	NATE SMITH	Whiskey On You	Arista Nashville
HOTZONE	BLAKE SHELTON	No Body	Warner/WMN
HOTZONE	SAM HUNT	Water Under The Bridge	MCA Nashville
HOTZONE	DIERKS BENTLEY	Gold	Capitol Nashville
HOTZONE	CARLY PEARCE	What He Didn't Do	Big Machine
HOTZONE	PARKER MCCOLLUM	Handle On You	MCA Nashville



MMI-DEVELOPING

8.29.22

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	TYLER HUBBARD	5 Foot 9	EMI Nashville
DEVELOPING	JACKSON DEAN	Don't Come Lookin'	Big Machine
DEVELOPING	OLD DOMINION	No Hard Feelings	Arista Nashville
DEVELOPING	LUKE BRYAN	Country On	Capitol Nashville
DEVELOPING	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	DUSTIN LYNCH	Party Mode	Broken Bow
DEVELOPING	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	JIMMIE ALLEN	down home	Stoney Creek
DEVELOPING	JORDAN DAVIS	What My World Spins Around	MCA Nashville
DEVELOPING	KELSEA BALLERINI	Heartfirst	Black River Entertainment
DEVELOPING	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
DEVELOPING	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
DEVELOPING	LAINEY WILSON	Heart Like A Truck	Broken Bow
DEVELOPING	MICHAEL RAY	Holy Water	Warner/WEA
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	WALKER HAYES	Y'all Life	Monument
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	KAMERON MARLOWE	Giving You Up	Columbia Nashville

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	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN	PLAY VIDEO ▶
2	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic	PLAY VIDEO ▶
3	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	PLAY VIDEO ▶
4	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville	PLAY VIDE0 ►
5	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash	PLAY VIDE0 ►
6	ZACH BRYAN	Something in the Orange	Warner	PLAY VIDEO ►
7	LUKE BRYAN	Country On	Capitol Nashville	PLAY VIDEO ►
8	KANE BROWN	Like I Love Country Music	RCA Nashville	PLAY VIDEO ►
9	TYLER HUBBARD	5 Foot 9	EMI Nashville	PLAY VIDEO ▶
10	KAMERON MARLOWE	Giving You Up	Columbia Nashville	PLAY VIDEO ►
11	WALKER HAYES	Y'all Life	Monument	PLAY VIDEO ►
12	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	PLAY VIDEO ►
13	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville	PLAY VIDEO ►
14	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers	PLAY VIDEO ►
15	CARLY PEARCE	What He Didn't Do	Big Machine	PLAY VIDEO ►
16	LEE BRICE	Soul	Curb	PLAY VIDEO ►
17	DYLAN SCOTT	New Truck	Curb	PLAY VIDEO ►
18 19	JON PARDI Nate Smith	Last Night Lonely Whiskey On You	Capitol Nashville Arista Nashville	PLAY VIDEO ►
20	JACKSON DEAN	Don't Come Lookin'		PLAY VIDEO ►
21	COREY KENT	Wild As Her	Big Machine Combustion/RCA Nashville	PLAY VIDEO ► PLAY VIDEO ►
22	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO >
23	JORDAN DAVIS	What My World Spins Around	MCA Nashville	PLAY VIDEO >
24	OLD DOMINION	No Hard Feelings	Arista Nashville	PLAY VIDEO >
25	GABBY BARRETT	Pick Me Up	Warner/WAR	PLAY VIDEO ▶
26	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA	PLAY VIDEO ▶
27	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville	PLAY VIDEO ▶
28	DAN + SHAY	You	Warner/WAR	PLAY VIDEO ▶
29	LAINEY WILSON	Heart Like A Truck	Broken Bow	PLAY VIDEO ▶
30	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	PLAY VIDEO ▶
31	JIMMIE ALLEN	down home	Stoney Creek	PLAY VIDEO ▶
32	SAM HUNT	Water Under The Bridge	MCA Nashville	PLAY VIDEO ▶
33	MICHAEL RAY	Holy Water	Warner/WEA	PLAY VIDEO ▶
34	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG	PLAY VIDEO ▶
35	JUSTIN MOORE	With A Woman You Love	Valory Music Co.	PLAY VIDEO ▶
36	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	PLAY VIDE0 ►
37	KELSEA BALLERINI	Heartfirst	Black River Entertainment	PLAY VIDE0 ►
38	MAREN MORRIS	Circles Around This Town	Columbia Nashville	PLAY VIDEO ►
39	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO ►
40	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville	PLAY VIDEO ►
41	DUSTIN LYNCH	Party Mode	Broken Bow	PLAY VIDEO ►
42	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG	PLAY VIDEO ►
43	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville	PLAY VIDEO ►
44	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	PLAY VIDEO ►
45 40	FRANK RAY	Country'd Look Good On You	Stoney Creek	PLAY VIDEO ►
46 47	BRETT ELDREDGE	Songs About You	Warner/WMN	PLAY VIDEO ►
47 49	DIERKS BENTLEY	Gold That's What Taguila Doos	Capitol Nashville	PLAY VIDEO ►
48 49	JASON ALDEAN KEITH URBAN	That's What Tequila Does Brown Eyes Baby	Macon Music/Broken Bow	PLAY VIDEO ►
43	VEITH OVDAN	DIUWII LYCS DANY	Capitol Nashville	PLAY VIDEO ▶

Country MMI-COUNTRY CALLOLT 8.29.22

Country 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	TITLE	N'EAST	MIDWEST	SOUTH	WEST
1	TENPENNY, MITCHELL	Truth About You	1	1	2	5
2	UNDERWOOD, CARRIE	Ghost Story	4	4	7	2
3	MOORE, JUSTIN	With A Woman You Love	2	9	6	3
4	WALLEN, MORGAN	You Proof	6	6	5	9
5	COMBS, LUKE	The Kind Of Love We Make	12	7	3	6
6	YOUNG, CHRIS FEAT. MITCHELL TENPENNY	At The End Of A Bar	8	2	13	21
7	SWINDELL, COLE	She Had Me At Heads Carolina	40	5	1	12
8	OWEN, JAKE	Best Thing Since Backroads	3	10	9	48
9	RHETT, THOMAS FEAT. RILEY GREEN	Half Of Me	15	8	11	25
10	DAN + SHAY	You	10	24	10	17
11	MARLOWE, KAMERON	Giving You Up	16	23	4	22
12	ANDRESS, INGRID WITH SAM HUNT	Wishful Drinking	34	18	8	13
13	MORRIS, MAREN	Circles Around This Town	24	12	20	4
14	PARDI, JON	Last Night Lonely	22	3	32	7
15	SCOTT, DYLAN	New Truck	9	17	12	40
16	DICKERSON, RUSSELL FEAT. JAKE SCOTT	She Likes It	25	31	24	1
17	OLD DOMINION	No Hard Feelings	18	20	15	27
18	HUBBARD, TYLER	5 Foot 9	13	16	18	31
19	BARRETT, GABBY	Pick Me Up	5	25	36	35
20	ALLEN, JIMMIE	Down Home	47	22	17	8
21	WILSON, LAINEY	Heart Like A Truck	39	30	14	14
22	BROWN, KANE	Like I Love Country Music	20	28	16	37
23	LYNCH, DUSTIN	Party Mode	27	11	42	15
24	STAPLETON, CHRIS	Joy Of My Life	28	15	23	47
25	BROWN BAND, ZAC	Out In The Middle	41	19	33	16
26	URBAN, KEITH	Brown Eyes Baby	17	21	38	28
27	BENTLEY, DIERKS	Gold	38	13	25	43
28	JELLY ROLL	Son Of A Sinner	33	14	35	41
29	YOUNG, BRETT	You Didn't	35	38	34	11
30	PEARCE, CARLY	What He Didn't Do	48	26	29	29
31	BRICE, LEE	Soul	14	27	46	32
32	THOMPSON SQUARE	Country In My Soul	36	41	28	18
33	DEAN, JACKSON	Don't Come Lookin'	30	37	26	38
34	HOUSER, RANDY	Note To Self	19	32	21	50
35	DAVIS, JORDAN	What My World Spins Around	37	42	30	23
36	ZIMMERMAN, BAILEY	Fall In Love	26	45	40	10
37	JOHNSON, CODY	Human	45	43	19	24
38	CHURCH, ERIC	Doing Life With Me	7	47	47	26
39	SMITH, NATE	Whiskey On You	42	34	39	19
40	HUNT, SAM	Water Under The Bridge	32	36	41	30
41	BLOCK, PRISCILLA	My Bar	11	35	37	49
42	RAY, FRANK	Country'd Look Good On You	21	29	48	36
43	BRYAN, LUKE	Country On	46	40	27	34
44 45	ALDEAN, JASON	That's What Tequila Does	50	39	22	45 46
45 46	NICHOLS, JOE	Good Day For Living	23	46	31	46
46	BALLERINI, KELSEA	Heartfirst	29	44	43	33
47 49	HAYES, WALKER	Y'all Life	44	33	50	42
48 40	RAY, MICHAEL	Holy Water	43	49 50	44 45	39
49 50	ELDREDGE, BRETT	Songs About You	31	50	45 40	20
50	CARMICHAEL, DILLION	Son Of A	49	48	49	44





CURRENT POSITION:

PANDORA SR. DIRECTOR OF COUNTRY PROGRAMMING

Dude, We can't keep up. Your meteoric kaleidoscope of career razzle-dazzle is remarkably mind-blowing. What attracted you to Pandora?

There are so many reasons I feel so blessed to have the opportunity at Pandora, but two stand out. One, I get to apply my years of terrestrial radio experience at not just a DSP, but the OG of DSP's. Two, and this is most important...I get to learn from the incredible team here at Pandora!!

Walk us through the Pandora evolution. It has grown from a song streaming comparison/discovery site to a destination of much more. Where has it been and where is it going?

Dude, I've been here for two weeks, I'm still figuring that out. :)

Have you seen the History Channel series "Alone" where they drop folks in the deep wilderness and have to survive off the land? If you were left in a forest filled with grizzly bears, what 5 things would you have to have to get through?

- 1. My pocket knife, never leave home without it, except to airports. Don't get me started on that.
- 2. My phone, so I can watch my F1 app so I wouldn't miss any races. AND to listen to Pandora of course!
- 3. My pups Booker, Milo, and Wilbur. They can take the grizzlies. (insert eyeroll emoji here)
- 4. My wife Cherolyn. She definitely can take the grizzlies. Don't f*ck with her.
- 5. My gun. After all, it's illegal for a Texan not to own a firearm.

Ok, back to the television show. You're being chased by a boa constrictor, a mountain lion and a school/herd/gaggle of grizzlies. You have to team up with another contestant to survive the attack. The other folks in the woods are Jimmie Allen, Alex Valentine, Shelly Easton, Lon Helton and Sarah Palin. Who are you going to choose as a team-mate and why?

Oh, that's easy. It's AV for sure. When you're running away from a predator, you don't have

to be faster than it, you just have to be faster than the other prey. I'd trip Alex so I'd be in the clear. Before anyone throws any hate at me, AV would do exactly the same to me!

As the pandemic momentarily subsides a bit, the world has changed. More folks working from home, less drive time, more people spending hours and hours on-line and working via their cell phones and laptops. Fewer speakers/more ear buds. How will these changes effect music discover?

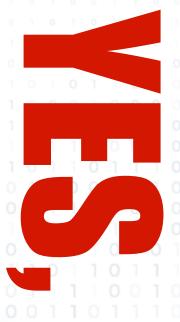
We're already seeing the changes, aren't we? Vast majority of new music is now being discovered and exposed digitally, on social media, DSP's, etc. I feel that trend is only going to gain momentum in the years to come.

Tell us one thing great about Houston that we probably don't know.

It's really not that hot and humid here. Yeah right.....









MMI is masterfully curated.

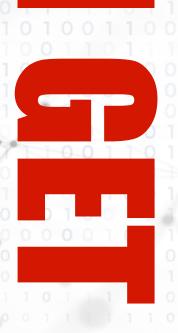
Every DATA POINT

matters. Just like **every spin**matters and **every stream**matters. Sure wish I had a

HIGH LEVEL

tool like this when I was programming in Los Angeles.
Intel leads to entertainment and increased engagement.

I GET IT!



MICHAEL STEELE

VP Digital and Streaming Visionary Media Group

MMI AND THE AIRPLAY INTEL FAMILY OF PUBLICATIONS







Check out these videos hand-picked by our staff!



ZAC BROWN BAND, JAMEY JOHNSON, MARCUS KING - "STUBBORN PRIDE"

MMI just nominated this awesome clip for "Vocal Event Of the Week"! We all know and love Zac and his crew and Jamey "get off my stage" Johnson but if you're not already, get hip to Marcus King as well. The South Carolina boy is the front man for the Grammy nominated Marcus King Band. Any Americana station and their staff will tell you, "they're a big deal".Click here:



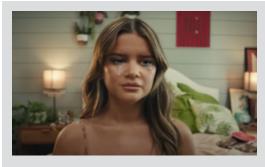
BLAKE SHELTON - "NO BODY"

Welp, it looks like Blake done brought the mullet back. The song and video of his latest chart missile "No body" is like a study in monogamy. One beer, one bar, one baby by my side. This bar room video also highlights the phenomena of something called "line dancing", a mystery indigenous to Country Music venues where everyone jumps on the floor at the same time and knows the exact same perfected moves. Osmosis? You tell us and click here:



CHAYCE BECKHAM - "KEEPING ME UP ALL NIGHT"

This boy needs Sominex. Or maybe some warm milk and a cookie. But Chayce can't sleep. Nope. The winner-winner chicken dinner of the top spot on American Idol Season 19, Mr. Beckham has insomnia and is missing the love of his life. The California boy puts out some powerful songs and pounding vocal performances...if it's late and you're still up walking the floor, it might help if you click here:



ZEDD, MAREN MORRIS & BEAUZ - "MAKE YOU SAY"

Maren ain't scared of nuttin. She can dance between Country to Chill and any genre fits like a glove. Here, she teams up with global superstar DJ Zedd and the emerging Brothers Yang (known as Beauz) and creates the coolest partially animated videos of the millennium. Talk about a river of tears, yo! Click here:





OLD CROW MEDICINE SHOW & SARA EVANS - "WAGON WHEEL" CMT CAMPFIRE SESSIONS

This song has a long twisting history. "Rock Me Mama" was Dylan's outtake from the Pat Garrett album that drifted via bootleg into the hands of Ketch Secor of The Old Crow Medicine Show. After those fellas finished it, played it, recorded it, Darius made it a chart topper. Here's the OCMD crew joined around the CMT campfire by MMI 4ever Fave, Sara Evans. Click here:

CHARTS/POWERS:

- **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.
- **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.
- **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.
- **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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