MONDAY Morning Intel

For KING & COUNTRY





NASHVILLE APPROVED



pour the is the station the other give **MORGAN WALLEN** Thought you should know - Morgan **TOP 20** RIG IOUN

MONDAY MORNING

NOVEMBER 28, 2022 INTEL TABLE OF

- #1 SONGS THIS WEEK 4
- POWERS 5
- ACTION/RECURRENTS 7
- E HOTZONE/DEVELOPING
- 9 WEEK AT A GLANCE
- 77 VIDED STREAMING
- 12 COUNTRY CALLOUT
- I= INTELESCOPE
- 75 INTELEVISION
- METHODOLGY 15
- THE BACK PAGE 17

MINI – A MODERN DAY MUSIC RESEARCH SYSTEM



Faster Programming Intel From NuVood

The ASAP Study from NuVoodoo:

300 respondents, 10-minute interview and answers in large markets in just 4 weeks for under \$10,000.





 \checkmark

PERCEPTUAL STUDY



888.986.6366 tellmemore@nuvoodoo.com nuvoodoo.com



MMI- POWERS

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

TW RK Airplay	TW RK AIRscore	TW RK Callout	TW RK Audio	TW RK Video	TW RK SALES	TW COMP Rank	ARTIST	TITLE	LABEL
3	1	9	6	5	6	1	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
6	4	6	8	3	4	2	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
4	2	2	7	8	12	3	TYLER HUBBARD	5 Foot 9	EMI Nashville
11	8	11	3	6	5	4	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
21	15	8	4	1	1	5	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
1	5	1	9	33	15	6	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
9	6	16	5	13	14	7	JORDAN DAVIS	What My World Spins Around	MCA Nashville
5	7	7	22	17	7	8	LUKE BRYAN	Country On	Capitol Nashville
2	3	17	10	23	10	9	JACKSON DEAN	Don't Come Lookin'	Big Machine
15	12	24	13	10	2	10	LAINEY WILSON	Heart Like A Truck	Broken Bow
23	20	10	11	7	8	11	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
10	10	14	12	24	18	12	NATE SMITH	Whiskey On You	Arista Nashville
16	13	15	14	20	16	13	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
20	17	18	15	11	17	14	CARLY PEARCE	What He Didn't Do	Big Machine
8	9	19	20	21	21	15	GABBY BARRETT	Pick Me Up	Warner/WAR
14	14	3	21	25	29	16	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
49	Х	х	2	4	9	17	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
7	11	4	28	29	27	18	JIMMIE ALLEN	down home	Stoney Creek
35	28	41	1	2	3	19	ZACH BRYAN	Something in the Orange	Warner
13	16	12	26	40	20	20	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
24	24	30	24	19	13	21	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
26	25	23	23	16	24	22	CODY JOHNSON	Human	CoJo/Warner/WMN
18	19	26	37	18	28	23	BRETT YOUNG	You Didn't	BMLG
28	26	21	16	26	36	24	COREY KENT	Wild As Her	Combustion/RCA Nashville
22	22	31	19	36	25	25	PARKER MCCOLLUM	Handle On You	MCA Nashville
19	21	37	33	22	22	26	BLAKE SHELTON	No Body	Warner/WMN
40	32	Х	17	14	30	27	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
12	18	13	38	42	41	28	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
17	23	28	40	44	31	29	DIERKS BENTLEY	Gold	Capitol Nashville
31	33	29	32	30	32	30	WALKER HAYES	Y'all Life	Monument
43	43	Х	39	15	11	31	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
39	39	27	18	32	37	32	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
33	37	5	41	35	44	33	DAN + SHAY	You	Warner/WAR
37	34	33	46	12	26	34	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
27	29	20	35	48	47	35	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
25	27	39	34	43	40	36	SAM HUNT	Water Under The Bridge	MCA Nashville
36	35	25	49	28	38	37	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
32	36	22	47	46	33	38	RANDY HOUSER	Note To Self	Magnolia Music
45	41	X	45	31	19	39	MORGAN EVANS	Over For You	Warner/WEA
29	30	42	48	47	23	40	KENNY CHESNEY	Beer With Myw/Old Dominion	Blue Chair/Warner/WEA
38	40	38	29	41	34	41		Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
46	46	X	25	27	42	42	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
30 42	31 42	36 25	44 20	49 50	45 20	43		Doing Life With Me	EMI Nashville
42	42 45	35 24	30 27	50 45	39 10	44 45	JON PARDI MIDANDA LAMPEDT	Your Heart Or Mine	Capitol Nashville
41 24	45 20	34 40	27 50	45 34	48 50	45 46	MIRANDA LAMBERT	Strange	RCA Nashville
34 47	38 44		50 43	34 39	50 35	46 47	DILLON CARMICHAEL JUSTIN MOORE & PRISCILLA BLOCK	Son Of A You Mo. And Whiskov	Riser House Valeny/Mercury Nashvillo
47 50	44 49	X	43 31	<u>9</u>	35 43	47 48	TAYLOR SWIFT	You, Me, And Whiskey Love Story (Taylor's Version)	Valory/Mercury Nashville Republic
50 44	49 48	х 32	31 36	9 37	43 49	40 49	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
44 48	40 47	32 Х	30 42	37 38	49 46	49 50	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG
40	4/	٨	42	50	40	50		NGVGETHENUW	

POWER UP NOW THRU DECEMBER 11: Iuke bryan



country on

MB/CA 6* +143x / BB/MB 8* +268x 69 Million Worldwide Streams LTD 140,000 Shazams LTD





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	49	17	32	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
2	35	19	16	ZACH BRYAN	Something in the Orange	Warner
3	21	5	16	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
4	40	27	13	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
5	23	11	12	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
6	43	31	12	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
7	11	4	7	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
8	39	32	7	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
9	45	39	6	MORGAN EVANS	Over For You	Warner/WEA
10	20	14	6	CARLY PEARCE	What He Didn't Do	Big Machine



MMI-RECURRENTS 11.28.22

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.

RANK	remain there for up t		
TW	ARTIST	TITLE	LABEL/IMPRINT
1	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
2	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
3	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
4	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
5	MORGAN WALLEN	Wasted On You	Big Loud/Republic
6	PARMALEE	Take My Name	Stoney Creek/BMG
7	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
8	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
9	JON PARDI	Last Night Lonely	Capitol Nashville
10	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
11	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
12	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
13	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
14	LEE BRICE	Soul	Curb
15	SCOTTY MCCREERY	Damn Strait	Triple Tigers
16	LUKE COMBS	Forever After All	River House/Columbia Nash
17	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
18	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go)	RCA/Columbia Nashville
19	WALKER HAYES	Fancy Like	Monument/RCA
20	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
21	DYLAN SCOTT	New Truck	Curb
22	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
23	KANE BROWN	Like I Love Country Music	RCA Nashville
24	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
25	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
26	SAM HUNT	23	MCA Nashville
27	LUKE COMBS	Cold As You	River House/Columbia Nash
28	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
29	COLE SWINDELL	Single Saturday Night	Warner/WMN
30	THOMAS RHETT	What's Your Country Song	Valory Music Co.



11.28.22

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

	ARTIST	TITLE	LABEL / IMPRINT
HOTZONE	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
HOTZONE	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
HOTZONE	DIERKS BENTLEY	Gold	Capitol Nashville
HOTZONE	CARLY PEARCE	What He Didn't Do	Big Machine
HOTZONE	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
HOTZONE	CODY JOHNSON	Human	CoJo/Warner/WMN
HOTZONE	COREY KENT	Wild As Her	Combustion/RCA Nashville
HOTZONE	JOE NICHOLS	Good Day For Living	Quartz Hill
HOTZONE	ERIC CHURCH	Doing Life With Me	EMI Nashville
HOTZONE	DAN + SHAY	You	Warner/WAR
HOTZONE	SHANE PROFITT	How It Oughta Be	BMLG
HOTZONE	DILLON CARMICHAEL	Son Of A	Riser House
HOTZONE	ZACH BRYAN	Something in the Orange	Warner
HOTZONE	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
HOTZONE	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
HOTZONE	PARMALEE	Girl In Mine	Stoney Creek
HOTZONE	KOLBY COOPER	Excuses	Combustion/Wheelhouse
HOTZONE	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.

Country

MMI-DEVELOPING

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	LAINEY WILSON	Heart Like A Truck	Broken Bow
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	BLAKE SHELTON	No Body	Warner/WMN
DEVELOPING	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
DEVELOPING	PARKER MCCOLLUM	Handle On You	MCA Nashville
DEVELOPING	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	KENNY CHESNEY	Beer With Myw/Old Dominion	Blue Chair/Warner/WEA
DEVELOPING	WALKER HAYES	Y'all Life	Monument
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	MATT STELL	Man Made	RECORDS Nashville
DEVELOPING	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
DEVELOPING	MIRANDA LAMBERT	Strange	RCA Nashville
DEVELOPING	JON PARDI	Your Heart Or Mine	Capitol Nashville
DEVELOPING	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb

Country MONDAY MORNING INTEL 11.28.22





JOHN SHOMBY Owner/CEO Country's Radio Coach, Inc.

There are three songs in the top 20 that are clearly outperforming their airplay but the one that REALLY should be a top priority for the panel is Hardy and Lainey Wilson's "Wait In The Truck". The song is strong enough to make into the top 5 overall this week as the #1 seller and #1 video streamer along with 4th in audio streams and 8th in callout. With all those impressive numbers, airplay continues to "inch" upward going from 23rd to 22nd.

Bailey Zimmerman's "Rock And A Hard Place" gets the distinction once again this week of being the most underplayed song in the top 50 at #49 in airplay but with a #9 rank in sales, 4th in video streams and 2nd in audio streaming. As I've mentioned in previous columns, the panel will have to, sooner or later, decide if they want to play TWO big hits from a new artist.

Finally, as it has been week after week, Zach Bryan's "Something In The Orange" is still not getting the panel consideration it deserves. It's a top streamer ranking #1 in audio and 2nd in video and is the #3 seller of all but just 35th in airplay.

Biggest mover of the week, after milling around the middle of the chart for several weeks, is Carly Pearce's "What He Didn't Do" moving up to 14th from #21 last week. The song has now moved into the top 20 in airplay and top 15 in audio streaming. The second largest increase goes to Zac Brown Band's "Out In The Middle" moving from 20 to 15 ranking 12th in callout and moving into the top 20 in sales. These two should finally be panel priorities this week.

Lainey Wilson's "Heart Like A Truck" entered the top 10 overall for the first time based on a huge week in sales ranking 2nd , up to 10th in video streams and top 15 in airplay. Morgan Wallen's "Thought You Should Know" looks like another smash for him getting to #11 after only 3 weeks, ranking 8th in sales, 7th in video streams and 10th in callout. As expected, airplay continues to increase going from 31st to 22nd and counting. These two should be at the top of the panel's list along with Hardy mentioned above.

Some changes in the top 5 with Hardy up to 5th and then Kane and Katelyn Brown's "Thanks God" at #4 (from 5th) as the panel sees the value of this one with airplay up to #11. Tyler Hubbard's "5 Ft 9" remains at 3rd and Jellyroll's "Son of A Sinner" stays at #2 as both show strong across the board numbers. There's a new number one overall – Bailey Zimmerman's "Fall In Love" moving up from 3rd. The song is 6th in sales, 5th in video streams, 4th in audio streaming, 9th in callout and up to 3rd in airplay.





A chart including call-out and retention scores; BROKEN DOWN BY REGION!

MMI is a **strategic**, easy to read **RESEARCH TOOL.**

We reference it weekly. And the video blurbs are hilarious...

FOTALLY GE

JOHN REYNOLDS Beasley Broadcasting Charlotte

MMI AND THE AIRPLAY INTEL FAMILY OF PUBLICATIONS

YOUR STATION | YOUR MUSIC | YOUR RESEARCH | BY THE NUMBERS

Sources included Amazon, Apple, You Tube, Google Play, Napster, Pandora, and Slacker, combined

Country MMI-VIDED STREAMING 11.28.22

to provide you a pinpoint look at the top streaming songs. AV Rank ARTIST TITI F LABEL/IMPRINT LISTEN! LINKS HARDY 1 wait in the truck f/La. Wilson Broken Bow/Big Loud PLAY VIDEO > 2 ZACH BRYAN Something in the Orange Warner PLAY VIDEO > 3 JELLY ROLL Son Of A Sinner Stonev Creek/BMG PLAY VIDEO 4 **BAILEY ZIMMERMAN** Rock And A Hard Place Warner/WEA/Elektra PLAY VIDEO > 5 Warner/WEA/Elektra **BAILEY ZIMMERMAN** Fall In Love PLAY VIDEO > 6 **KANE BROWN & KATELYN BROWN RCA Nashville** Thank God PLAY VIDEO > 7 Thought You Should Know MORGAN WALLEN Big Loud/Mercury/Republic PLAY VIDEO > 8 5 Foot 9 TYLER HUBBARD **EMI Nashville** PLAY VIDEO 9 Love Story (Taylor's Version) Republic TAYLOR SWIFT PLAY VIDEO > 10 LAINEY WILSON Heart Like A Truck Broken Bow PLAY VIDEO > 11 CARLY PEARCE What He Didn't Do **Big Machine** PLAY VIDEO > 12 CARRIE UNDERWOOD Hate My Heart **Capitol Nashville** PLAY VIDEO > 13 JORDAN DAVIS What My World Spins Around MCA Nashville PLAY VIDEO > 14 RUSSELL DICKERSON She Likes It f/Jake Scott **Triple Tigers** PLAY VIDEO > 15 **BRANTLEY GILBERT/BLAKE SHELTON** Heaven By Then f/Vince Gill Valory Music Co. PLAY VIDEO > 16 CODY JOHNSON Human CoJo/Warner/WMN PLAY VIDEO > 17 LUKE BRYAN Country On **Capitol Nashville** PLAY VIDEO > 18 BRFTT YOUNG You Didn't BMI G PLAY VIDEO > 19 CHRIS STAPLETON Joy Of My Life Mercury Nashville PLAY VIDEO > Going, Going, Gone 20 LUKE COMBS **River House/Columbia Nash** PLAY VIDEO > 21 GABBY BARRETT Pick Me Up Warner/WAR PLAY VIDEO > 22 **BLAKE SHELTON** No Body Warner/WMN PLAY VIDEO > 23 JACKSON DEAN Don't Come Lookin' **Big Machine** PLAY VIDEO > 24 NATE SMITH Whiskey On You Arista Nashville PLAY VIDEO > 25 Wishful Drinking w/Sam Hunt INGRID ANDRESS Atlantic/Warner/WEA PLAY VIDEO > 26 COREY KENT Wild As Her Combustion/RCA Nashville PLAY VIDEO > 27 If He Wanted To He Would **KYLIE MORGAN EMI Nashville** PLAY VIDEO > 28 SCOTTY MCCREERY It Matters To Her **Triple Tigers** PLAY VIDEO > 29 JIMMIE ALLEN down home Stoney Creek PLAY VIDEO > 30 WALKER HAYES Y'all Life Monument PLAY VIDEO 31 MORGAN EVANS Over For You Warner/WEA PLAY VIDEO > 32 HAILEY WHITTERS Everything She Ain't Pigasus/S&D/Big Loud PLAY VIDEO > 33 THOMAS RHETT Half Of Me f/Riley Green Valory Music Co./BMLG PLAY VIDEO 34 **DILLON CARMICHAEL** Son Of A **Riser House** PLAY VIDEO > 35 DAN + SHAYYou Warner/WAR PLAY VIDEO > 36 PARKER MCCOLLUM Handle On You MCA Nashville PLAY VIDEO > 37 DYLAN SCOTT Can't Have Mine (Find You A..) Curb PLAY VIDEO > 38 ASHLEY COOKE & BRETT YOUNG Never Til Now Big Loud/Back Blocks/BMLG PLAY VIDEO > 39 JUSTIN MOORE & PRISCILLA BLOCK Valory/Mercury Nashville You, Me, And Whiskey PLAY VIDEO > 40 Home Grown/Warner/WAR ZAC BROWN BAND Out In The Middle PLAY VIDEO 41 ELLE KING Worth A Shot f/Dierks Bentley **RCA/Columbia Nashville** PLAY VIDEO > 42 JASON ALDEAN That's What Tequila Does Macon Music/Broken Bow PLAY VIDEO 43 SAM HUNT Water Under The Bridge MCA Nashville PLAY VIDEO > 44 DIERKS BENTLEY Gold **Capitol Nashville** PLAY VIDEO > 45 MIRANDA LAMBERT Strange **RCA Nashville** PLAY VIDEO 46 **RANDY HOUSER** Note To Self Magnolia Music PLAY VIDEO > 47 **KENNY CHESNEY** Beer With My...w/Old Dominion Blue Chair/Warner/WEA PLAY VIDEO 48 **KEITH URBAN** Brown Eyes Baby **Capitol Nashville** PLAY VIDE0 >

Doing Life With Me

Your Heart Or Mine

EMI Nashville

Capitol Nashville

PLAY VIDEO >

PLAY VIDEO >

49 ERIC CHURCH50 JON PARDI

Country MMI-COUNTRY CALLOUT 11.28.22

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	Each of four regions tes	st 200 individuals for a total Sample Size	of 800 per format. N'EAST	MIDWEST	SOUTH	WEST
1	WALLEN, MORGAN	You Proof	2	1	4	1
2	RHETT, THOMAS FEAT. RILEY GREEN	Half Of Me	3	2	7	4
3	HUBBARD, TYLER	5 Foot 9 Wiebful Drinking	1 6	3 7	6	13
4 5	ANDRESS, INGRID WITH SAM HUNT	Wishful Drinking Down Home	19	4	8 1	2 17
5 6	ALLEN, JIMMIE Dan + Shay	You	7	4 6	18	3
7	JELLY ROLL	Son Of A Sinner	, 11	9	2	33
8	BRYAN, LUKE	Country On	10	5	17	12
9	HARDY FEAT. LAINEY WILSON	Wait In The Truck	4	21	20	6
10	ZIMMERMAN, BAILEY	Fall In Love	17	13	5	21
11	WALLEN, MORGAN	Thought You Should Know	34	28	3	14
12	DICKERSON, RUSSELL FEAT. JAKE SCOTT	She Likes It	33	19	9	8
13	BROWN, KANE FEAT. KATELYN BROWN	Thank God	20	29	15	5
14	BROWN BAND, ZAC	Out In The Middle	16	15	13	22
15	ALDEAN, JASON	That's What Tequila Does	8	12	14	37
16	SMITH, NATE	Whiskey On You	9	18	19	29
17	COMBS, LUKE	Going, Going, Gone	29	11	11	35
18	DAVIS, JORDAN	What My World Spins Around	22	10	12	39
19	DEAN, JACKSON	Don't Come Lookin'	14	16	10	43
20	PEARCE, CARLY	What He Didn't Do	24	17	16	16
21	BARRETT, GABBY	Pick Me Up	5	24	31	26
22	URBAN, KEITH	Brown Eyes Baby	28	8	35	11
23	KENT, COREY	Wild As Her	31	14	23	24
24	HOUSER, RANDY	Note To Self	12	20	33	15
25	JOHNSON, CODY	Human	13	31	24	25
26	WILSON, LAINEY	Heart Like A Truck	27	36	22	10
27	MCCREERY, SCOTTY	It Matters To Her	38	26	28	7
28	YOUNG, BRETT	You Didn't	36	23	25	27
29	HAILEY WHITTERS	Everything She Ain't	32	34	27	19
30	BENTLEY, DIERKS	Gold	37	22	37	23
31	HAYES, WALKER	Y'all Life	26	25	34	38
32 33	BRICE, LEE	Soul	18 44	38 30	32	34
33 34	STAPLETON, CHRIS	Joy Of My Life Handle On You	44 35	30 35	21 26	32 31
34 35	MCCOLLUM, PARKER Parmalee	Girl In Mine	25	33	20 47	9
36	SCOTT, DYLAN	Can't Have Mine	23	33 43	38	28
37	STELL, MATT	Man Made	23	43 49	29	20
38	NICHOLS, JOE	Good Day For Living	39	32	43	18
39	UNDERWOOD, CARRIE	Hate My Heart	15	41	41	44
40	LAMBERT, MIRANDA	Strange	30	39	39	42
41	PARDI, JON	Your Heart Or Mine	45	37	44	40
42	CHURCH, ERIC	Doing Life With Me	48	45	36	30
43	SHELTON, BLAKE	No Body	47	42	30	46
44	KING, ELLE FEAT. DIERKS BENTLEY	Worth A Shot	41	27	45	49
45	HUNT, SAM	Water Under The Bridge	40	40	42	48
46	CARMICHAEL, DILLION	Son Of A	42	50	40	36
47	PROFITT, SHANE	How It Oughta Be	43	44	49	41
48	BRYAN, ZACH	Something In The Orange	46	48	46	47
49	CHESNEY, KENNY WITH OLD DOMINION	Beer With My Friends	49	46	48	45
50	COOPER, KOLBY	Excuses	50	47	50	50

MMI-INTELESCOPE 11.28.22

ALISON KRAUSS & ROBERT PLANT CAN'T LET GO

Country

How wide and insanely wonderful is our musical ocean? The magnificent pillars of art and talent reach so much further than a standard airplay chart. This is pure masterful beauty. 2 of the most amazing and revered artists in any universe reunited on their last collaboration 'Raise the Roof' that followed the Earth shattering masterpiece, 2007s 'Raising Sand'. Not to forget, CMT's Crossroads alone is a salute to many of music's finest hours. It was on that stage that delivered this unforgettable clip of Alison Krauss and Robert Plant's version of "Can't Let Go. Click on video:









REGISTRATION NOW OPENI

\$649

NEW FACES OF COUNTRY MUSIC TICKETS ARE NOW SOLD SEPARATELY, AND WILL BE \$100 WHILE SEATS LAST!

Country

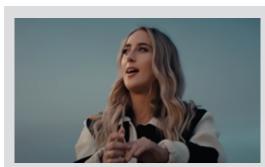
MMI-INTELEVISION

Check out these videos hand-picked by our staff!



CARRIE UNDERWOOD - "CRAZY ANGELS" LIVE FROM THE AMA'S

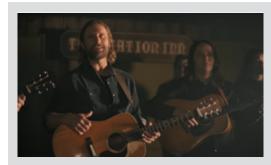
Ok. True Confessions: This made us nervous. Carrie is so beloved, Carrie is so special to us all, and Carrie is like "our genre's child" even though we've seen her grow all the way up. With that said, seeing her spinning and hanging and twirling above an adoring American Music Award audience is a bit unnerving. But in any circumstance on any stage at anytime....she nails it. From "Jesus Take the Wheel' to this clip...she never misses. Click here:



ASHLEY COOKE - "RUNNING BACK"

Perhaps part of America's fascination with football is how the game itself is so metaphorical. Strategic, competitive, emotional, and passionate are just some of the feelings involved in the game. Ashley Cooke knows how to deliver a lyric. She takes a line and makes it a poem. She takes a melody and makes it a feeling. She's an artist on so many levels. There's love and longing in "Running Back". For a first down, click here:

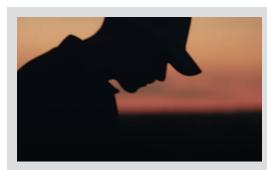




DIERKS BENTLEY FT. BILLY STRINGS - "HIGH NOTE"

Tried lately to get a Billy Strings ticket? That's a tough call because the boy is red friggin' hot. He and Dierks fired this one up as a duet but you kind of have to call it a trio because everybody loves Charlie Worsham who's jerking the hell out of his strings on this "smokey" barroom soon to be classic. If you like canned peaches and think they taste best in an altered state, click here:





HUEY MACK FT. BRAD PAISLEY - "DEAR WEST VIRGINA"

Well dang. This may be one of the sweetest and most enchanting videos we've seen lately. And thank Al Gore for the internet because we had to learn more about Huey Mack. The dude has some GREAT music. But this video alone (featuring fellow West Virginian Brad Paisley) is enough to

convince us the mysterious Mr. Mack has a bright future. Watch it twice if ya wanna...we sure did. Click here:





TYRA MADISION - "BRIDESMAIDS"

Here's what you need to know about emerging supernova Tyra Madison. She's from Kentucky (sings it, sounds it, lives it). She set the 'net on fire with the viral success of her single "Right Girl Wrong Time". She's strikingly beautiful inside and out and...She. Can. Sing. Her. Brains. Out. No like really. Tyra Madison is a window rattler. Her voice is big, bold,

and beautiful. She's a show stopper, head turner, traffic halting, next big thing. She's as Southern as cornbread and ready for the big leagues. Click here:



CHARTS/POWERS:

Monday

MORNING

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.

UNDERSTANDING EACH OF THE 6 KEY COMPONENTS

Z 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.

3 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.



THE BACK PAGE

CALL US at 818-699-6400 or EMAIL contact@mmi2020.com

MONDAY Morning Intel

© AIRPLAY INTELLIGENCE, LLC, 2021. No part of the materials available through the **MONDAY MORNING INTEL presentation** may be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form, in whole or in part, without prior written consent of AIRPLAY INTELLIGENCE, LLC. Any other reproduction in any form without permission of AIRPLAY INTELLIGENCE, LLC is prohibited. All materials contained on this presentation are protected by United States copyright law and may not be reproduced. distributed, transmitted, displayed, published or broadcast without the prior written permission of **AIRPLAY INTELLIGENCE, LLC. 2021.**

> PRIVACY POLICY Click Here



THANK YOU from the entire staff: 11.28.22

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 HEAD INTELLICOMMENTATOR John Shomby

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

> Hailey Dogg Monkey Dog Cooper