

# MONDAY MORNING INTEL

BEYONCÉ



LIL NAS X



ROSA LINN



MULTI-FORMAT RESEARCH & GROWTH

MMI  
PROFILE  
KEVIN CALLAHAN

# TOP 40 *EDITION*

DECEMBER 5, 2022

# **MONDAY MORNING INTEL**

DECEMBER 5, 2022

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



MONDAY  
MORNING  
INTEL

#1

SONGS THIS WEEK  
BY MMI COMPOSITE CATEGORIES 12.5.22

AIRPLAY

SAM SMITH & KIM PETRAS "UNHOLY"

AIRSCORE

SAM SMITH & KIM PETRAS "UNHOLY"

CALLOUT

SIA "UNSTOPPABLE"

AUDIO

TAYLOR SWIFT "ANTI-HERO"

VIDEO

AJR "WORLDS SMALLEST VIOLIN"

SALES

JUNG KOOK "DREAMERS"

COMPOSITE

SAM SMITH & KIM PETRAS "UNHOLY"

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

TWRK AIRPLAY	TWRK AIRscore	TWRK CALLOUT	TWRK AUDIO	TWRK VIDEO	TWRK SALES	TWCOMP RANK	ARTIST	TITLE	LABEL
1	1	5	2	3	3	1	SAM SMITH & KIM PETRAS	Unholy	Capitol
3	6	23	1	11	2	2	TAYLOR SWIFT	Anti-Hero	Republic
2	2	13	3	7	20	3	STEVE LACY	Bad Habit	L-M/RCA
4	3	3	19	4	17	4	NICKI MINAJ	Super Freaky Girl	Republic
9	5	4	10	14	16	5	HARRY STYLES	As It Was	Columbia
5	4	2	14	28	5	6	DAVID GUETTA & BEBE REXHA	I'm Good (Blue)	Parlophone UK/Warner
17	12	17	11	2	4	7	MEGHAN TRAINOR	Made You Look	Epic
29	19	16	5	5	15	8	CHRIS BROWN	Under The Influence	Chris Brown Ent./RCA
19	16	28	6	6	18	9	JYKE	golden hour	JYKE/AWAL
15	17	30	18	9	7	10	BEYONCE	Cuff It	Parkwood/Columbia
14	13	18	17	23	13	11	MORGAN WALLEN	Wasted On You	Big Loud/Republic
6	8	6	25	30	23	12	DOJA CAT	Vegas	Kemosabe/RCA
8	9	7	20	34	21	13	POST MALONE	I Like You .. f/Doja Cat	Mercury/RCA-Republic
10	10	10	23	29	19	14	STEPHEN SANCHEZ	Until I Found You	Mercury/Republic
12	11	9	30	25	14	15	JAX	Victoria's Secret	Atlantic
7	7	8	12	31	36	16	THE WEEKND	Die For You	XO/Republic
20	18	21	16	22	10	17	ONEREPUBLIC	I Ain't Worried	Mosley/Interscope
16	21	34	15	19	6	18	RIHANNA	Lift Me Up	Roc Nation/Def Jam
18	20	12	29	35	12	19	ELTON JOHN & BRITNEY SPEARS	Hold Me Closer	Mercury UK/RCA-Interscope
26	23	14	28	12	30	20	ARMANI WHITE	Billie Eilish	Legendbound/Def Jam
13	14	1	37	48	11	21	SIA	Unstoppable	RCA
30	27	26	24	8	24	22	REMA & SELENA GOMEZ	Calm Down	Mavin/Virgin/Interscope
11	15	22	27	38	22	23	LIL NAS X	Star Walkin (League Of Legends	Columbia
21	22	19	32	16	32	24	ROSA LINN	SNAP	Columbia
25	24	27	35	1	31	25	AJR	World's Smallest Violin	AJR Productions/BMG
42	35	x	8	18	25	26	TAYLOR SWIFT	Bejeweled	Republic
28	26	33	4	41	33	27	TAYLOR SWIFT	Lavender Haze	Republic
36	34	38	21	10	38	28	OLIVER TREE & ROBIN SCHULZ	Miss You	Atlantic
41	41	37	9	15	26	29	BAD BUNNY	Titi Me Pregunto	Rimas/The Orchard
35	32	24	40	20	29	30	LIZZO	2 Be Loved (Am I Ready)	Nice Life/Atlantic
34	33	20	31	27	42	31	YUNG GRAVY	Betty (Get Money)	Republic
22	25	15	46	45	28	32	LEWIS CAPALDI	Forget Me	Capitol
31	30	11	43	44	27	33	CHARLIEONNAFRIDAY	Enough	Island/Republic
27	28	31	42	26	39	34	HARRY STYLES	Music For A Sushi Restaurant	Columbia
49	x	x	13	17	41	35	BAD BUNNY	Me Porto Bonito f/Ch. Corleone	Rimas
48	x	x	44	33	1	36	JUNG KOOK	Dreamers	UnitedMasters
23	29	35	38	47	37	37	SELENA GOMEZ	My Mind & Me	Interscope
37	39	39	22	37	47	38	JOJI	Die For You	88Rising/Warner
32	36	40	26	36	48	39	OMAR APOLLO	Evergreen	Warner
38	38	41	48	40	8	40	P!NK	Never Gonna Not Dance Again	RCA
43	x	x	45	42	9	41	NICKI MINAJ/MALUMA/M. FARES	Tukoh Taka	Universal Arabic/Republic
47	45	x	7	39	34	42	DRAKE & 21 SAVAGE	Circo Loco	OVO/Epic-Republic
45	x	x	39	21	40	43	ROSALIA	DESPECHA	Columbia
50	x	x	33	24	35	44	TEMS	Free Mind	The Leading Vibe/RCA
44	43	x	41	13	45	45	GHOST	Mary On A Cross	Loma Vista/Concord
39	40	32	34	43	46	46	BEACH WEATHER	Sex, Drugs, Etc.	8123/Arista
24	31	29	47	50	50	47	TATE MCRAE	uh oh	RCA
46	44	x	36	32	43	48	BURNA BOY	Last Last	Atlantic
33	37	36	50	49	44	49	AVA MAX	Million Dollar Baby	Atlantic
40	42	25	49	46	49	50	TYGA	Sunshine f/Jhene Aiko/PopSmoke	LastKings/Republic-EMPIRE



Songs that are out performing current airplay results and a worth a second look in terms of airplay acceleration.

TW RANK	TWRK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	29	8	21	CHRIS BROWN	Under The Influence	Chris Brown Ent./RCA
2	42	26	16	TAYLOR SWIFT	Bejeweled	Republic
3	49	35	14	BAD BUNNY	Me Porto Bonito f/Ch. Corleone	Rimas
4	48	36	12	JUNG KOOK	Dreamers	UnitedMasters
5	41	29	12	BAD BUNNY	Titi Me Pregunto	Rimas/The Orchard
6	17	7	10	MEGHAN TRAINOR	Made You Look	Epic
7	19	9	10	JVKE	golden hour	JVKE/AWAL
8	30	22	8	REMA & SELENA GOMEZ	Calm Down	Mavin/Virgin/Interscope
9	36	28	8	OLIVER TREE & ROBIN SCHULZ	Miss You	Atlantic
10	50	44	6	TEMS	Free Mind	The Leading Vibe/RCA
11	26	20	6	ARMANI WHITE	Billie Eilish	Legendbound/Def Jam

Songs that have significantly downtrended on the Powers charts are reclassified as Recurent and can remain there for up to two years, before being reclassified as Gold.

RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	NICKY YOU'RE	Sunroof f/Dazy	Columbia
2	LIZZO	About Damn Time	Nice Life/Atlantic
3	HARRY STYLES	Late Night Talking	Columbia
4	JACK HARLOW	First Class	Generation Now/Atlantic
5	GLASS ANIMALS	Heat Waves	Republic
6	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
7	JUSTIN BIEBER	Ghost	Def Jam
8	LATTO	Big Energy	Streamcut/RCA
9	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
10	LIL NAS X	Thats What I Want	Columbia
11	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-3EE
12	ED SHEERAN	Bad Habits	Atlantic
13	DUA LIPA	Levitating	Interscope-Warner
14	OLIVIA RODRIGO	good 4 u	Geffen/Interscope
15	THE WEEKND	Save Your Tears	XO/Republic
16	ED SHEERAN	Shivers	Atlantic
17	DOJA CAT	Need To Know	Kemosabe/RCA
18	EM BEIHOLD	Numb Little Bug	Republic
19	DOVE CAMERON	Boyfriend	Disruptor/Columbia
20	ARIANA GRANDE	positions	Republic
21	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
22	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia
23	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
24	DOJA CAT	Woman	Kemosabe/RCA
25	DOJA CAT	Get Into It (Yuh)	Kemosabe/RCA
26	THE KID LAROI	Without You with Miley Cyrus	Columbia
27	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope
28	GAYLE	abccdefu	Arthouse/Atlantic
29	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
30	OLIVIA RODRIGO	deja vu	Geffen/Interscope

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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	LIL NAS X	Star Walkin (League Of Legends	Columbia
HOTZONE	MORGAN WALLEN	Wasted On You	Big Loud/Republic
HOTZONE	BEYONCE	Cuff It	Parkwood/Columbia
HOTZONE	MEGHAN TRAINOR	Made You Look	Epic
HOTZONE	SELENA GOMEZ	My Mind & Me	Interscope
HOTZONE	TAYLOR SWIFT	Lavender Haze	Republic
HOTZONE	CHARLIEONNAFRIDAY	Enough	Island/Republic
HOTZONE	GAYLE	fmk f/Blackbear	Arthouse/Atlantic
HOTZONE	BLACK EYED PEAS	SIMPLY THE BEST f/Anitta...	Epic
HOTZONE	AVA MAX	Million Dollar Baby	Atlantic
HOTZONE	OLIVER TREE & ROBIN SCHULZ	Miss You	Atlantic
HOTZONE	AVRIL LAVIGNE	I'm A Mess w/YUNGBLUD	DTE/Interscope-3EE
HOTZONE	JOJI	Die For You	88Rising/Warner
HOTZONE	P!NK	Never Gonna Not Dance Again	RCA
HOTZONE	BEACH WEATHER	Sex, Drugs, Etc.	8123/Arista
HOTZONE	LOUD LUXURY	These Nights f/KIDDO	Armada
HOTZONE	REGARD X DROP G	No Love For You	Epic
HOTZONE	TYGA	Sunshine f/Jhene Aiko/PopSmoke	LastKings/Republic-EMPIRE
HOTZONE	CHARLI D'AMELIO	if you ask me to	DAM FAM/Varick St.

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JAX	Victoria's Secret	Atlantic
DEVELOPING	SIA	Unstoppable	RCA
DEVELOPING	RIHANNA	Lift Me Up	Roc Nation/Def Jam
DEVELOPING	JVKE	golden hour	JVKE/AWAL
DEVELOPING	ROSA LINN	SNAP	Columbia
DEVELOPING	LEWIS CAPALDI	Forget Me	Capitol
DEVELOPING	TATE MCRAE	uh oh	RCA
DEVELOPING	CHRIS BROWN	Under The Influence	Chris Brown Ent./RCA
DEVELOPING	REMA & SELENA GOMEZ	Calm Down	Mavin/Virgin/Interscope
DEVELOPING	OMAR APOLLO	Evergreen	Warner
DEVELOPING	PITBULL X PLAY N SKILLZ	Party Of A Lifetime	Mr. 305



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	AJR	World's Smallest Violin	AJR Productions/BMG	<a href="#">PLAY VIDEO ▶</a>
2	MEGHAN TRAINOR	Made You Look	Epic	<a href="#">PLAY VIDEO ▶</a>
3	SAM SMITH & KIM PETRAS	Unholy	Capitol	<a href="#">PLAY VIDEO ▶</a>
4	NICKI MINAJ	Super Freaky Girl	Republic	<a href="#">PLAY VIDEO ▶</a>
5	CHRIS BROWN	Under The Influence	Chris Brown Ent./RCA	<a href="#">PLAY VIDEO ▶</a>
6	JVKE	golden hour	JVKE/AWAL	<a href="#">PLAY VIDEO ▶</a>
7	STEVE LACY	Bad Habit	L-M/RCA	<a href="#">PLAY VIDEO ▶</a>
8	REMA & SELENA GOMEZ	Calm Down	Mavin/Virgin/Interscope	<a href="#">PLAY VIDEO ▶</a>
9	BEYONCE	Cuff It	Parkwood/Columbia	<a href="#">PLAY VIDEO ▶</a>
10	OLIVER TREE & ROBIN SCHULZ	Miss You	Atlantic	<a href="#">PLAY VIDEO ▶</a>
11	TAYLOR SWIFT	Anti-Hero	Republic	<a href="#">PLAY VIDEO ▶</a>
12	ARMANI WHITE	Billie Eilish	Legendbound/Def Jam	<a href="#">PLAY VIDEO ▶</a>
13	GHOST	Mary On A Cross	Loma Vista/Concord	<a href="#">PLAY VIDEO ▶</a>
14	HARRY STYLES	As It Was	Columbia	<a href="#">PLAY VIDEO ▶</a>
15	BAD BUNNY	Titi Me Pregunto	Rimas/The Orchard	<a href="#">PLAY VIDEO ▶</a>
16	ROSA LINN	SNAP	Columbia	<a href="#">PLAY VIDEO ▶</a>
17	BAD BUNNY	Me Porto Bonito f/Ch. Corleone	Rimas	<a href="#">PLAY VIDEO ▶</a>
18	TAYLOR SWIFT	Bejeweled	Republic	<a href="#">PLAY VIDEO ▶</a>
19	RIHANNA	Lift Me Up	Roc Nation/Def Jam	<a href="#">PLAY VIDEO ▶</a>
20	LIZZO	2 Be Loved (Am I Ready)	Nice Life/Atlantic	<a href="#">PLAY VIDEO ▶</a>
21	ROSALIA	DESPECHA	Columbia	<a href="#">PLAY VIDEO ▶</a>
22	ONEREPUBLIC	I Ain't Worried	Mosley/Interscope	<a href="#">PLAY VIDEO ▶</a>
23	MORGAN WALLEN	Wasted On You	Big Loud/Republic	<a href="#">PLAY VIDEO ▶</a>
24	TEMS	Free Mind	The Leading Vibe/RCA	<a href="#">PLAY VIDEO ▶</a>
25	JAX	Victoria's Secret	Atlantic	<a href="#">PLAY VIDEO ▶</a>
26	HARRY STYLES	Music For A Sushi Restaurant	Columbia	<a href="#">PLAY VIDEO ▶</a>
27	YUNG GRAVY	Betty (Get Money)	Republic	<a href="#">PLAY VIDEO ▶</a>
28	DAVID GUETTA & BEBE REXHA	I'm Good (Blue)	Parlophone UK/Warner	<a href="#">PLAY VIDEO ▶</a>
29	STEPHEN SANCHEZ	Until I Found You	Mercury/Republic	<a href="#">PLAY VIDEO ▶</a>
30	DOJA CAT	Vegas	Kemosabe/RCA	<a href="#">PLAY VIDEO ▶</a>
31	THE WEEKND	Die For You	XO/Republic	<a href="#">PLAY VIDEO ▶</a>
32	BURNA BOY	Last Last	Atlantic	<a href="#">PLAY VIDEO ▶</a>
33	JUNG KOOK	Dreamers	UnitedMasters	<a href="#">PLAY VIDEO ▶</a>
34	POST MALONE	I Like You .. f/Doja Cat	Mercury/RCA-Republic	<a href="#">PLAY VIDEO ▶</a>
35	ELTON JOHN & BRITNEY SPEARS	Hold Me Closer	Mercury UK/RCA-Interscope	<a href="#">PLAY VIDEO ▶</a>
36	OMAR APOLLO	Evergreen	Warner	<a href="#">PLAY VIDEO ▶</a>
37	JOJI	Die For You	88Rising/Warner	<a href="#">PLAY VIDEO ▶</a>
38	LIL NAS X	Star Walkin (League Of Legends	Columbia	<a href="#">PLAY VIDEO ▶</a>
39	DRAKE & 21 SAVAGE	Circo Loco	OVO/Epic-Republic	<a href="#">PLAY VIDEO ▶</a>
40	P!NK	Never Gonna Not Dance Again	RCA	<a href="#">PLAY VIDEO ▶</a>
41	TAYLOR SWIFT	Lavender Haze	Republic	<a href="#">PLAY VIDEO ▶</a>
42	NICKI MINAJ/MALUMA/M. FARES	Tukoh Taka	Universal Arabic/Republic	<a href="#">PLAY VIDEO ▶</a>
43	BEACH WEATHER	Sex, Drugs, Etc.	8123/Arista	<a href="#">PLAY VIDEO ▶</a>
44	CHARLIEONNAFRIDAY	Enough	Island/Republic	<a href="#">PLAY VIDEO ▶</a>
45	LEWIS CAPALDI	Forget Me	Capitol	<a href="#">PLAY VIDEO ▶</a>
46	TYGA	Sunshine f/Jhene Aiko/PopSmoke	LastKings/Republic-EMPIRE	<a href="#">PLAY VIDEO ▶</a>
47	SELENA GOMEZ	My Mind & Me	Interscope	<a href="#">PLAY VIDEO ▶</a>
48	SIA	Unstoppable	RCA	<a href="#">PLAY VIDEO ▶</a>
49	AVA MAX	Million Dollar Baby	Atlantic	<a href="#">PLAY VIDEO ▶</a>
50	TATE MCRAE	uh oh	RCA	<a href="#">PLAY VIDEO ▶</a>

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	SIA	Unstoppable	6	1	1	2
2	GUETTA, DAVID & BEBE REXHA	I'm Good (Blue)	1	2	9	1
3	MINAJ, NICKI	Super Freaky Girl	5	4	2	6
4	YOURE, NICKY	Sunroof	11	3	5	3
5	STYLES, HARRY	As It Was	4	6	7	4
6	SMITH, SAM FEAT. KIM PETRAS	Unholy	3	8	4	7
7	DOJA CAT	Vegas	2	7	8	11
8	POST MALONE FEAT. DOJA CAT	I Like You (A Happier Song)	10	9	3	9
9	THE WEEKND	Die For You	7	16	6	5
10	JAX	Victoria's Secret	12	5	19	8
11	Sanchez, Stephen	Until I Found You	9	14	14	10
12	Charliemnafriday	Enough	18	10	12	15
13	John, Elton Feat. Britney Spears	Hold Me Closer	8	11	20	21
14	Lacy, Steve	Bad Habit	14	18	11	13
15	White, Armani	Billie Eilish	15	15	13	16
16	Capaldi, Lewis	Forget Me	13	12	21	17
17	Brown, Chris	Under The Influence	19	22	10	22
18	Trainor, Meghan	Made You Look	21	21	16	12
19	Wallen, Morgan	Wasted On You	17	13	15	26
20	Linn, Rosa	Snap	16	19	18	14
21	Yung Gravy	Betty (Get Money)	23	20	17	18
22	OneRepublic	I Ain't Worried	25	17	25	25
23	Drake Feat. 21 Savage	Jimmy Cooks	20	25	24	23
24	Lil Nas X	Star Walkin (League Of Legends Worlds Anthem)	28	23	22	19
25	Swift, Taylor	Anti-Hero	22	24	27	24
26	Lizzo	2 Be Loved (Am I Ready)	24	26	23	28
27	Tyga, JhenË Aiko, Pop Smoke	Sunshine	27	33	29	20
28	Rema & Selena Gomez	Calm Down	26	32	26	27
29	AJR	World's Smallest Violin	29	27	30	31
30	Cheat Codes X Russell Dickerson	I Remember	31	31	32	30
31	JVKE	Golden Hour	33	28	33	34
32	McRae, Tate	uh oh	35	34	31	29
33	Beyonce	Cuff It	32	37	28	38
34	Styles, Harry	Music For A Sushi Restaurant	34	29	35	41
35	Beach Weather	Sex, Drugs, Etc	30	35	34	44
36	Swift, Taylor	Lavender Haze	37	30	38	42
37	Rihanna	Lift Me Up	36	38	36	43
38	Gomez, Selena	My Mind & Me	41	40	41	32
39	Max, Ava	Million Dollar Baby	46	36	39	36
40	Bad Bunny	Titi Me Pregunto	39	47	40	37
41	Tree, Oliver & Robin Schulz	Miss You	40	42	37	47
42	Joji	Die For You	43	43	42	35
43	Regard X Drop G	No Love For You	42	49	45	33
44	Gayle feat. Blackbear	fmk	48	41	43	39
45	Apollo, Omar	Evergreen (You Didn't Deserve Me At All)	44	46	44	45
46	Lavigne, Avril Feat.Yungblud	I'm A Mess	45	45	46	46
47	Loud Luxury	These Nights	38	44	48	49
48	Pink	Never Gonna Not Dance Again	49	39	49	40
49	Pitbull X Play-N-Skillz	Party Of A Lifetime	47	48	47	48
50	Black Eyed Peas feat. Anitta, El Alfa	Simply the Best	50	50	50	50





# KEVIN CALLAHAN INTEL

CURRENT POSITION:  
PAMAL BROADCASTING  
CORPORATE DIRECTOR  
OF OPERATIONS &  
PROGRAMMING

**After a mega successful run overseeing some of Audacy's biggest markets, you've packed your horses, folded your tent and moved to the lovely (and chilly) Northeast. What prompted the bold exodus?**

Short answer: Family. It's a time now where it is important to be near my mom. My support team (The other Callahans - Emma, Katie and Keegan) agreed so we packed it in and left the warmth of the California sun (well, not the College Senior, she'll hang back until graduation and then make the move).

**There seems to be a really robust amount of new holiday tracks this year. Is there an advantage to playing the new releases or stick with Burl Ives?**

There is advantage to playing good new music during the holiday or any time. You just need to make good choices and yeah, you have to play Burl Ives too.

**If you were tasked with syndicating one feed, one format, one source of content that would play on every AM signal in the US and Canada, what would it be?**

It would probably be Motor Trend TV for radio. It's my guilty pleasure on TV and so why not create that content for radio right?

**You've been living in sunny California for a good bit but now you're back in upstate NY. Describe the differences of a typical Christmas dinner in both locations.... ya know, kale vs figgy pudding mode.**

Well the differences aren't so much in the food as they are where we eat the meal. We're likely to do a prime rib but in California we'd eat it on the patio. We'll keep it in the dining room here in NY with a view of the pool or lake safely outside the window. AND ALWAYS IN PAJAMAS with a JESUS birthday cake for Christmas

**Who is the smartest person you've ever met?**

That's a tough one. The blessings of smart people in my life are abundant. I think when you appreciate wisdom it comes from sources that are countless. I have it in droves from family, friends, peers, etc.

**If you could give the music and radio industries one gift this year, what would that be?**

Heck it's Christmas! Here's more than one. Positive Leadership, innovation, strong hit records, A+ air talent, focus on community, talent development on the music and radio sides and bourbon spiked egg nog (It's my favorite).

**Here's a final trippy question. If terrestrial radio was subscription based and didn't depend on commercial stop-sets, would it work? Why or why not?**

It depends, will the radio companies that do it invest in their content? If so, there isn't any reason why people wouldn't subscribe. Content is king. Want to see a radio renaissance? Just invest in content and target it to your community (BE LOCAL AND DELIVER A+ CONTENT). We live in a world where content consumption is a BFD.

**MondayMorningIntel.com**



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

**MONDAY  
MORNING  
INTEL**



## BANDAID30 (IN FRENCH) DO THEY KNOW IT'S A CHRISTMASTIME?



Back in 2014 at the encouragement of the United Nations, Sir Bob Geldorf Re-assembled this choir of stars to form BandAid30. This time to raise funds for the African Ebola crisis. What came of the super session was multiple versions of "Do They Know it's Christmastime" in multiple languages. And even though several "ringers" were called in, a surprising amount of the vocalist were indeed bi-and tri-lingual! Today we choose to feature the French spin.... because we all know...French is cool.



Check out these videos hand-picked by our staff!



### BACKSTREET BOYS - "LAST CHRISTMAS"

Let's throwback with Backstreet and light up a little Christmas cheer. The BS dudes are in full holiday mode in this studio-shot video take on Wham's modern holiday standard, "Last Christmas". This is a darned happy lot. Lot's of eggnog and spice all over this happy clip. Click here:



### SUM SUN AND SLY CHANCE - "STEREO"

You asked what we know about Sum Sun & Sly Chance? Well, not a lot. And we went to that google thing the Gen Zs love so much and found out Sum more nottalot neither. But we do know that this track is as infectious as the bird- flu in an elevator and it's being pounded at SiriusXM's Channel Venus like the Timpani Section during Tchaikovsky's 1812 Overture! Click here:



### PARAMORE - "THIS IS WHY"

All the way from the dang hills of Tennessee comes Paramore with no banjos on their knees. And we just so dig super-front-woman Hayley Williams. "This is Why"..is why (see that) this amazing pop/rock/alt/EDM borderless band can flip from format to format with the greatest of ease. This video is also recommended for make-up application tips from the aforementioned Ms. Williams. Pucker up and click here:



### DON TOLIVER - "DO IT RIGHT"

Throwing it way back to 1980 and summoning up the S.O.S Bands' success with their debut single "Do It Right". But our debonaire Mr. Toliver puts his magic modern spin on the track and takes us to a club where we'd never get past the velvet rope. Click here:



### JUNG KOOK FT. FAHAD AL KUBAISI - "DREAMERS"

Another slice of FIFA World Cup magic comes to us from BTS member JungKook as he explores Qatar with fellow artist Fahad Al Kubaisi. This vivid and striking travel-log style video definitely puts a spin of beauty on the hostland and is another hypnotic look from the events' global and diverse soundtrack....like the games themselves. 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.*

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