

MONDAY
MORNING
INTEL



MMI
PROFILE
JOHN SHOMBY

AVAILABLE NOW

IMPACTING NOW



TOP 40 *EDITION*

JANUARY 16, 2023

MONDAY
MORNING
INTEL

JANUARY 16, 2023

***TABLE OF
CONTENTS***

- 3 #1 SONGS THIS WEEK***
- 4 POWERS***
- 6 ACTION/RECURRENTS***
- 7 HOTAC CALLOUT***
- 8 HOTZONE/DEVELOPING***
- 9 MMI WEEKEND AT A GLANCE***
- 10 VIDEO STREAMING***
- 11 TOP 40 CALLOUT***
- 12 PROFILE***
- 14 INTELESCOPE***
- 15 INTELEVISION***
- 16 METHODOLOGY***
- 17 THE BACK PAGE***

MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

1.16.23

COMPOSITE

SAM SMITH & KIM PETRAS "UNHOLY"

AIRPLAY

SAM SMITH & KIM PETRAS "UNHOLY"

AIRSCORE

SAM SMITH & KIM PETRAS "UNHOLY"

CALLOUT

METRO BOOMIN F/THE WEEKEND, 21 SAV "CREEPIN"

AUDIO

SZA "KILL BILL"

VIDEO

LADY GAGA "BLOODY MARY"

SALES

TAYLOR SWIFT "ANTI-HERO"

TRUE INTEGRATION



RCS
Sound Software

GSelector

Music Scheduling

Zetta

Automation

Aquira

Traffic

Revma

Streaming

RCSCloud

Peace-of-Mind

RCS2GO

Mobile

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	TW COMP RANK	ARTIST	TITLE	LABEL
1	1	2	5	3	2	1	SAM SMITH & KIM PETRAS	Unholy	Capitol
2	2	17	4	19	1	2	TAYLOR SWIFT	Anti-Hero	Republic
3	3	4	11	27	3	3	DAVID GUETTA & BEBE REXHA	I'm Good (Blue)	Parlophone UK/Warner
6	7	13	17	8	4	4	MEGHAN TRAINOR	Made You Look	Epic
11	8	7	10	20	6	5	HARRY STYLES	As It Was	Columbia
9	5	14	7	6	21	6	STEVE LACY	Bad Habit	L-M/RCA
5	6	3	23	14	18	7	NICKI MINAJ	Super Freaky Girl	Republic
17	10	1	3	29	12	8	METRO BOOMIN	Creepin' f/The Weeknd, 21 Sav.	Boominati/Republic
13	12	26	8	5	11	9	JVKE	golden hour	JVKE/AWAL
18	16	11	15	10	14	10	CHRIS BROWN	Under The Influence	Chris Brown Ent./RCA
4	4	5	13	32	32	11	THE WEEKND	Die For You	XO/Republic
7	9	6	24	31	17	12	POST MALONE	I Like You .. f/Doja Cat	Mercury/RCA-Republic
20	18	22	19	9	10	13	REMA & SELENA GOMEZ	Calm Down	Mavin/Virgin/Interscope
8	11	8	31	26	13	14	JAX	Victoria's Secret	Atlantic
12	13	29	20	16	9	15	BEYONCE	Cuff It	Parkwood/Columbia
32	31	21	1	17	20	16	SZA	Kill Bill	Top Dawg Ent./RCA
26	24	28	22	21	8	17	RIHANNA	Lift Me Up	Roc Nation/Def Jam
19	19	23	38	2	33	18	AJR	World's Smallest Violin	AJR Productions/BMG
29	28	37	25	1	16	19	LADY GAGA	Bloody Mary	Stream/Konlive/Interscope
10	14	18	30	38	24	20	LIL NAS X	Star Walkin (League Of Legends	Columbia
16	17	15	34	30	30	21	ROSA LINN	SNAP	Columbia
24	23	12	33	22	36	22	ARMANI WHITE	Billie Eilish	Legendbound/Def Jam
14	15	27	21	42	29	23	TAYLOR SWIFT	Lavender Haze	Republic
42	40	x	2	18	19	24	DRAKE & 21 SAVAGE	Rich Flex	OVO/Epic-Republic
23	21	9	40	36	23	25	CHARLIEONNAFRIDAY	Enough	Island/Republic
44	x	x	29	15	7	26	COI LERAY	Players	Republic
43	44	x	6	7	22	27	LIL UZI VERT	Just Wanna Rock	Generation Now/Atlantic
37	43	30	9	11	25	28	RAYE	Escapism f/070 Shake	Human Re/The Orchard
28	22	16	36	43	15	29	ELTON JOHN & BRITNEY SPEARS	Hold Me Closer	Mercury UK/RCA-Interscope
31	27	34	27	4	38	30	OLIVER TREE & ROBIN SCHULZ	Miss You	Atlantic
15	20	10	42	44	31	31	LEWIS CAPALDI	Forget Me	Capitol
45	x	x	14	23	28	32	BAD BUNNY	Titi Me Pregunto	Rimas/The Orchard
33	33	31	12	37	27	33	SZA	Nobody Gets Me	Top Dawg Ent./RCA
49	x	x	16	35	5	34	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
50	x	x	18	24	40	35	BAD BUNNY	Me Porto Bonito f/Ch. Corleone	Rimas
47	x	x	26	33	35	36	TAYLOR SWIFT	Bejeweled	Republic
27	30	36	32	40	47	37	JOJI	Die For You	88Rising/Warner
25	29	38	47	46	26	38	P!NK	Never Gonna Not Dance Again	RCA
22	25	33	43	47	44	39	SELENA GOMEZ	My Mind & Me	Interscope
46	41	x	41	12	42	40	GHOST	Mary On A Cross	Loma Vista/Concord
39	39	25	28	48	34	41	TIESTO	10:35 f/Tate McRae	Atlantic
34	35	35	35	41	43	42	BEACH WEATHER	Sex, Drugs, Etc.	8123/Arista
21	26	24	46	50	46	43	TATE MCRAE	uh oh	RCA
40	38	19	39	39	45	44	SABRINA CARPENTER	Nonsense	Island/Republic
38	36	39	44	25	41	45	JUNG KOOK	Dreamers	UnitedMasters
30	34	32	48	49	37	46	AVA MAX	Million Dollar Baby	Atlantic
35	32	20	49	45	48	47	TYGA	Sunshine f/Jhene Aiko/PopSmoke	LastKings/Republic-EMPIRE
41	37	x	50	13	49	48	NICKI MINAJ/MALUMA/M. FARES	Tukoh Taka	Universal Arabic/Republic
36	42	40	45	28	50	49	(G)I-DLE	Nxde	Cube
48	45	x	37	34	39	50	BURNA BOY	Last Last	Atlantic

OVER 21 MILLION STREAMS
FOR KING + COUNTRY

LOVE ME LIKE I AM (WITH JORDIN SPARKS)

IMPACTING AC 1/30



Wyn Starks

WHO I AM

TOP 30 & CLIMBING
@ HOT AC, AC, & R&B



20% SAVE RATE
WHO I AM EP



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RECORDS
curb.com

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

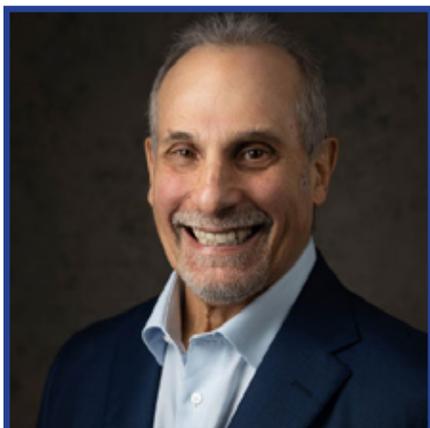
TW RANK	TWRK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	42	24	18	DRAKE & 21 SAVAGE	Rich Flex	OVO/Epic-Republic
2	44	26	18	COI LERAY	Players	Republic
3	32	16	16	SZA	Kill Bill	Top Dawg Ent./RCA
4	43	27	16	LIL UZI VERT	Just Wanna Rock	Generation Now/Atlantic
5	49	34	15	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
6	50	35	15	BAD BUNNY	Me Porto Bonito f/Ch. Corleone	Rimas
7	45	32	13	BAD BUNNY	Titi Me Pregunto	Rimas/The Orchard
8	47	36	11	TAYLOR SWIFT	Bejeweled	Republic
9	29	19	10	LADY GAGA	Bloody Mary	Stream/Konlive/Interscope
10	26	17	9	RIHANNA	Lift Me Up	Roc Nation/Def Jam
11	37	28	9	RAYE	Escapism f/070 Shake	Human Re/The Orchard
12	17	8	9	METRO BOOMIN	Creepin' f/The Weeknd, 21 Sav.	Boominati/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	DOJA CAT	Vegas	Kemosabe/RCA
2	LIZZO	About Damn Time	Nice Life/Atlantic
3	HARRY STYLES	Late Night Talking	Columbia
4	NICKY YOURE	Sunroof f/Dazy	Columbia
5	GLASS ANIMALS	Heat Waves	Republic
6	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
7	JACK HARLOW	First Class	Generation Now/Atlantic
8	JUSTIN BIEBER	Ghost	Def Jam
9	STEPHEN SANCHEZ	Until I Found You	Mercury/Republic
10	ONEREPUBLIC	I Ain't Worried	Mosley/Interscope
11	SIA	Unstoppable	RCA
12	LATTO	Big Energy	Streamcut/RCA
13	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
14	ED SHEERAN	Bad Habits	Atlantic
15	MORGAN WALLEN	Wasted On You	Big Loud/Republic
16	LIL NAS X	Thats What I Want	Columbia
17	DUA LIPA	Levitating	Interscope-Warner
18	OLIVIA RODRIGO	good 4 u	Geffen/Interscope
19	ED SHEERAN	Shivers	Atlantic
20	DOJA CAT	Need To Know	Kemosabe/RCA
21	THE WEEKND	Save Your Tears	XO/Republic
22	IMAGINE DRAGONS	Enemy From League Of Legends	KidinaKorner/Interscope
23	ARIANA GRANDE	positions	Republic
24	DOVE CAMERON	Boyfriend	Disruptor/Columbia
25	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
26	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia
27	DOJA CAT	Woman	Kemosabe/RCA
28	MEGAN THEE STALLION & DUA LIPA	Sweetest Pie	1501Cert./Warner-3EE
29	EM BEIHOLD	Numb Little Bug	Republic
30	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope

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	METRO BOOMIN FEAT. THE WEEKND, 21 SAVAGE	Creepin'	1	4	1	1
2	SIA	Unstoppable	2	2	5	6
3	SMITH, SAM FEAT. KIM PETRAS	Unholy	5	3	7	2
4	MINAJ, NICKI	Super Freaky Girl	4	6	4	10
5	GUETTA, DAVID & BEBE REXHA	I'm Good (Blue)	3	1	10	12
6	THE WEEKND	Die For You	7	12	2	3
7	POST MALONE FEAT. DOJA CAT	I Like You (A Happier Song)	9	9	3	9
8	STYLES, HARRY	As It Was	8	7	11	5
9	DOJA CAT	Vegas	11	8	6	7
10	JAX	Victoria's Secret	14	5	18	4
11	CharliemnaFriday	Enough	6	10	12	15
12	Capaldi, Lewis	Forget Me	13	11	16	13
13	Brown, Chris	Under The Influence	18	14	9	14
14	White, Armani	Billie Eilish	17	16	8	11
15	Trainor, Meghan	Made You Look	12	19	17	8
16	Lacy, Steve	Bad Habit	16	17	14	17
17	Linn, Rosa	Snap	20	21	13	16
18	John, Elton Feat. Britney Spears	Hold Me Closer	10	15	20	25
19	Wallen, Morgan	Wasted On You	24	13	15	23
20	Swift, Taylor	Anti-Hero	15	22	21	22
21	Lil Nas X	Star Walkin (League Of Legends Worlds Anthem)	25	18	19	21
22	Carpenter, Sabrina	Nonsense	19	20	24	27
23	Lizzo	2 Be Loved (Am I Ready)	21	25	22	26
24	Tyga, JhenĀ© Aiko, Pop Smoke	Sunshine	27	24	23	19
25	SZA	Kill Bill	23	26	38	18
26	Rema & Selena Gomez	Calm Down	22	31	27	20
27	AJR	World's Smallest Violin	34	23	36	24
28	McRae, Tate	uh oh	33	32	26	28
29	Tiesto Feat. Tate Mcrae	10:35	31	27	29	30
30	JVKE	Golden Hour	32	28	28	31
31	Swift, Taylor	Lavender Haze	28	36	25	35
32	Rihanna	Lift Me Up	29	29	40	33
33	Beyonce	Cuff It	26	39	31	29
34	RAYE Feat. 070 Shake	Escapism	30	34	30	38
35	SZA	Nobody Gets Me	38	30	35	32
36	Max, Ava	Million Dollar Baby	36	35	41	36
37	Gomez, Selena	My Mind & Me	37	33	42	42
38	Regard X Drop G	No Love For You	40	37	32	39
39	Tree, Oliver & Robin Schulz	Miss You	35	43	37	40
40	Beach Weather	Sex, Drugs, Etc	41	44	34	41
41	Joji	Die For You	45	41	39	37
42	Gayle feat. Blackbear	fmk	44	38	46	43
43	Lady Gaga	Bloody Mary	47	47	43	34
44	Pink	Never Gonna Not Dance Again	39	42	45	46
45	Lavigne, Avril Feat.Yungblud	I'm A Mess	42	40	49	44
46	Apollo, Omar	Evergreen (You Didn't Deserve Me At All)	46	46	47	45
47	Loud Luxury	These Nights	43	45	48	47
48	Jung Kook	DREAMERS	50	48	33	48
49	(G)I-DLE	NXDE	49	50	44	50
50	Black Eyed Peas Feat. Anitta, El Alfa	Simply the Best	48	49	50	49



MMI **WEEK AT A** **GLANCE**

JOHN SHOMBY

SZA, with already two songs on the chart, appears to have a third one getting attention in "Kill Bill". In a very short time, the song is already the top audio streamed song and ranks 21st in callout plus quickly shows up at 32nd in airplay. It appears the panel is already recognizing its hit potential.

Big mover of the week is the exact opposite of its title. "Creepin'" from Metro Boomin featuring The Week-end and 21 Savage cracks the top 10 moving to 8th from #12 overall. With top 15 sales (12th), 3rd in audio streams and #1 callout, this one is getting the panel's immediate attention.

Rena and Selena Gomez's "Calm Down" rises to 13th overall from #16 with top 10 ranks in both sales (10th) and video streams (9th). With the song ranking 20th in airplay, the panel is starting to catch on.

There is one new entry into this week's top 5. Harry Styles "As It Was" is showing some amazing staying power moving back up to #5 from the 6th position last week. Top 10 numbers across the board continues to give the panel good reason to keep banging away at this one. Meghan Trainor's "Made You Look" drops one spot from last week to #4 this week overall ranking 4th in sales and 8th in video streams. Moving up to 3rd from #4 is David Guetta and Bebe Rexha's "I'm Good (Blue)" with a strong showing in sales at #3 and callout ranking 4th. Hanging in at #2 is Taylor Swift's "Anti-Hero" once again the sales champion ranking #1 plus up to 4th in audio streams. Remaining in the top spot this week is Sam Smith and Kim Petra's "Unholy" registering top 5 ranks across the board. This top 5 defines what a power rotation should be.

Keep an eye on Drake and 21 Savage's "Rich Flex". Right now, the song is the 2nd most audio streamed song of the week plus has top 20 numbers in sales and video streams. With an airplay rank of 42nd, this song seems to have a lot of growth ahead of it.



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

	ARTIST	TITLE	LABEL/IMPRINT
<i>HOTZONE</i>	METRO BOOMIN	Creepin' f/The Weeknd, 21 Sav.	Boominati/Republic
<i>HOTZONE</i>	REMA & SELENA GOMEZ	Calm Down	Mavin/Virgin/Interscope
<i>HOTZONE</i>	ARMANI WHITE	Billie Eilish	Legendbound/Def Jam
<i>HOTZONE</i>	P!NK	Never Gonna Not Dance Again	RCA
<i>HOTZONE</i>	JOJI	Die For You	88Rising/Warner
<i>HOTZONE</i>	LADY GAGA	Bloody Mary	Stream/Konlive/Interscope
<i>HOTZONE</i>	SZA	Kill Bill	Top Dawg Ent./RCA
<i>HOTZONE</i>	SZA	Nobody Gets Me	Top Dawg Ent./RCA
<i>HOTZONE</i>	RAYE	Escapism f/070 Shake	Human Re/The Orchard
<i>HOTZONE</i>	SABRINA CARPENTER	Nonsense	Island/Republic
<i>HOTZONE</i>	LONNIE	One Night Stand	Muse Group

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

	ARTIST	TITLE	LABEL/IMPRINT
<i>DEVELOPING</i>	HARRY STYLES	As It Was	Columbia
<i>DEVELOPING</i>	BEYONCE	Cuff It	Parkwood/Columbia
<i>DEVELOPING</i>	JVKE	golden hour	JVKE/AWAL
<i>DEVELOPING</i>	TAYLOR SWIFT	Lavender Haze	Republic
<i>DEVELOPING</i>	LEWIS CAPALDI	Forget Me	Capitol
<i>DEVELOPING</i>	ROSA LINN	SNAP	Columbia
<i>DEVELOPING</i>	CHRIS BROWN	Under The Influence	Chris Brown Ent./RCA
<i>DEVELOPING</i>	AJR	World's Smallest Violin	AJR Productions/BMG
<i>DEVELOPING</i>	CHARLIEONNAFRIDAY	Enough	Island/Republic
<i>DEVELOPING</i>	RIHANNA	Lift Me Up	Roc Nation/Def Jam
<i>DEVELOPING</i>	ELTON JOHN & BRITNEY SPEARS	Hold Me Closer	Mercury UK/RCA-Interscope
<i>DEVELOPING</i>	AVA MAX	Million Dollar Baby	Atlantic
<i>DEVELOPING</i>	OLIVER TREE & ROBIN SCHULZ	Miss You	Atlantic
<i>DEVELOPING</i>	AVRIL LAVIGNE	I'm A Mess w/YUNGBLUD	DTA/Elektra/3EE
<i>DEVELOPING</i>	BLACK EYED PEAS	SIMPLY THE BEST f/Anitta...	Warner-Epic
<i>DEVELOPING</i>	BEACH WEATHER	Sex, Drugs, Etc.	8123/Arista
<i>DEVELOPING</i>	TYGA	Sunshine f/Jhene Aiko/PopSmoke	LastKings/Republic-EMPIRE
<i>DEVELOPING</i>	LOUD LUXURY	These Nights f/KIDDO	Armada
<i>DEVELOPING</i>	(G)I-DLE	Nxde	Cube
<i>DEVELOPING</i>	REGARD X DROP G	No Love For You	Epic
<i>DEVELOPING</i>	TIESTO	10:35 f/Tate McRae	Atlantic
<i>DEVELOPING</i>	POST MALONE	Wrapped Around Your Finger	Mercury/Republic
<i>DEVELOPING</i>	NICKI MINAJ/MALUMA/M. FARES	Tukoh Taka	Universal Arabic/Republic
<i>DEVELOPING</i>	CHARLI D'AMELIO	if you ask me to	DAM FAM/Varick St.

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	LADY GAGA	Bloody Mary	Stream/Konlive/Interscope	PLAY VIDEO ▶
2	AJR	World's Smallest Violin	AJR Productions/BMG	PLAY VIDEO ▶
3	SAM SMITH & KIM PETRAS	Unholy	Capitol	PLAY VIDEO ▶
4	OLIVER TREE & ROBIN SCHULZ	Miss You	Atlantic	PLAY VIDEO ▶
5	JVKE	golden hour	JVKE/AWAL	PLAY VIDEO ▶
6	STEVE LACY	Bad Habit	L-M/RCA	PLAY VIDEO ▶
7	LIL UZI VERT	Just Wanna Rock	Generation Now/Atlantic	PLAY VIDEO ▶
8	MEGHAN TRAINOR	Made You Look	Epic	PLAY VIDEO ▶
9	REMA & SELENA GOMEZ	Calm Down	Mavin/Virgin/Interscope	PLAY VIDEO ▶
10	CHRIS BROWN	Under The Influence	Chris Brown Ent./RCA	PLAY VIDEO ▶
11	RAYE	Escapism f/070 Shake	Human Re/The Orchard	PLAY VIDEO ▶
12	GHOST	Mary On A Cross	Loma Vista/Concord	PLAY VIDEO ▶
13	NICKI MINAJ/MALUMA/M. FARES	Tukoh Taka	Universal Arabic/Republic	PLAY VIDEO ▶
14	NICKI MINAJ	Super Freaky Girl	Republic	PLAY VIDEO ▶
15	COI LERAY	Players	Republic	PLAY VIDEO ▶
16	BEYONCE	Cuff It	Parkwood/Columbia	PLAY VIDEO ▶
17	SZA	Kill Bill	Top Dawg Ent./RCA	PLAY VIDEO ▶
18	DRAKE & 21 SAVAGE	Rich Flex	OVO/Epic-Republic	PLAY VIDEO ▶
19	TAYLOR SWIFT	Anti-Hero	Republic	PLAY VIDEO ▶
20	HARRY STYLES	As It Was	Columbia	PLAY VIDEO ▶
21	RIHANNA	Lift Me Up	Roc Nation/Def Jam	PLAY VIDEO ▶
22	ARMANI WHITE	Billie Eilish	Legendbound/Def Jam	PLAY VIDEO ▶
23	BAD BUNNY	Titi Me Pregunto	Rimas/The Orchard	PLAY VIDEO ▶
24	BAD BUNNY	Me Porto Bonito f/Ch. Corleone	Rimas	PLAY VIDEO ▶
25	JUNG KOOK	Dreamers	UnitedMasters	PLAY VIDEO ▶
26	JAX	Victoria's Secret	Atlantic	PLAY VIDEO ▶
27	DAVID GUETTA & BEBE REXHA	I'm Good (Blue)	Parlophone UK/Warner	PLAY VIDEO ▶
28	(G)I-DLE	Nxde	Cube	PLAY VIDEO ▶
29	METRO BOOMIN	Creepin' f/The Weeknd, 21 Sav.	Boominati/Republic	PLAY VIDEO ▶
30	ROSA LINN	SNAP	Columbia	PLAY VIDEO ▶
31	POST MALONE	I Like You .. f/Doja Cat	Mercury/RCA-Republic	PLAY VIDEO ▶
32	THE WEEKND	Die For You	XO/Republic	PLAY VIDEO ▶
33	TAYLOR SWIFT	Bejeweled	Republic	PLAY VIDEO ▶
34	BURNA BOY	Last Last	Atlantic	PLAY VIDEO ▶
35	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville	PLAY VIDEO ▶
36	CHARLIEONNAFRIDAY	Enough	Island/Republic	PLAY VIDEO ▶
37	SZA	Nobody Gets Me	Top Dawg Ent./RCA	PLAY VIDEO ▶
38	LIL NAS X	Star Walkin (League Of Legends	Columbia	PLAY VIDEO ▶
39	SABRINA CARPENTER	Nonsense	Island/Republic	PLAY VIDEO ▶
40	JOJI	Die For You	88Rising/Warner	PLAY VIDEO ▶
41	BEACH WEATHER	Sex, Drugs, Etc.	8123/Arista	PLAY VIDEO ▶
42	TAYLOR SWIFT	Lavender Haze	Republic	PLAY VIDEO ▶
43	ELTON JOHN & BRITNEY SPEARS	Hold Me Closer	Mercury UK/RCA-Interscope	PLAY VIDEO ▶
44	LEWIS CAPALDI	Forget Me	Capitol	PLAY VIDEO ▶
45	TYGA	Sunshine f/Jhene Aiko/PopSmoke	LastKings/Republic-EMPIRE	PLAY VIDEO ▶
46	P!NK	Never Gonna Not Dance Again	RCA	PLAY VIDEO ▶
47	SELENA GOMEZ	My Mind & Me	Interscope	PLAY VIDEO ▶
48	TIESTO	10:35 f/Tate McRae	Atlantic	PLAY VIDEO ▶
49	AVA MAX	Million Dollar Baby	Atlantic	PLAY VIDEO ▶
50	TATE MCRAE	uh oh	RCA	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	SPEARS, BRITNEY	(You Drive Me) Crazy	1	4	8	1
2	SIA	Unstoppable	8	3	3	14
3	THE KID LAROI & JUSTIN BIEBER	Stay	11	18	2	9
4	ABDUL, PAULA	Straight Up	3	1	7	27
5	UNCLE KRACKER FEAT. DOBIE GRAY	Drift Away	25	10	1	32
6	SHEERAN, ED	Bad Habits	4	6	9	8
7	ACE OF BASE	The Sign	5	2	12	15
8	THE WEEKND	Blinding Lights	14	14	4	4
9	BIG MOUNTAIN	Baby, I Love Your Way	2	8	14	5
10	GLASS ANIMALS	Heat Waves	13	11	11	7
11	Guetta, David & Bebe Rexha	I'm Good (Blue)	10	9	16	12
12	Lipa, Dua	Levitating	24	19	5	2
13	Sheeran, Ed	Shivers	9	16	10	16
14	Youre, Nicky	Sunroof	23	5	18	10
15	Smith, Sam Feat. Kim Petras	Unholy	16	7	19	13
16	Latto	Big Energy	17	13	21	6
17	Bieber, Justin	Ghost	22	17	17	23
18	Imagine Dragons X JID	Enemy	34	27	15	3
19	Parmalee	Take My Name	36	12	13	22
20	Jax	Victoria's Secret	21	15	29	17
21	Post Malone Feat. Doja Cat	I Like You (A Happier Song)	27	28	22	11
22	John, Elton Feat. Britney Spears	Hold Me Closer	12	23	32	24
23	Ace Of Base	All That She Wants	7	20	33	21
24	Wallen, Morgan	Wasted On You	37	26	6	40
25	Beihold, Em	Numb Little Bug	6	29	30	18
26	Styles, Harry	Late Night Talking	31	25	25	19
27	Capaldi, Lewis	Forget Me	29	24	28	25
28	Trainor, Meghan	Made You Look	30	22	27	29
29	Lil Nas X	That's What I Want	26	38	20	26
30	The Weeknd	Die For You	19	31	34	20
31	Styles, Harry	As It Was	33	32	23	28
32	Rodrigo, Olivia	good 4 u	18	34	26	39
33	The Weeknd	Save Your Tears	15	43	31	33
34	Lizzo	About Damn Time	41	36	24	36
35	Carey, Mariah	Dreamlover	20	21	36	44
36	Lewis, Dean	How Do I Say Goodbye	28	30	38	42
37	Lil Nas X	Star Walkin (League Of Legends Worlds Anthem)	35	35	35	35
38	Swift, Taylor	Anti-Hero	32	33	44	38
39	Sanchez, Stephen	Until I Found You	38	45	39	30
40	Lacy, Steve	Bad Habit	40	40	41	34
41	OneRepublic	I Ain't Worried	45	39	37	31
42	John, Elton Feat. Dua Lipa	Cold Heart (PNAU Remix)	43	41	40	37
43	Linn, Rosa	Snap	39	37	45	43
44	Beyonce	Cuff It	44	46	42	41
45	JVKE	Golden Hour	50	44	43	45
46	Benjamin, Alec	Devil Doesn't Bargain	46	42	47	47
47	Swift, Taylor	Lavender Haze	42	50	48	46
48	Rihanna	Lift Me Up	47	49	46	49
49	Pink	Never Gonna Not Dance Again	48	48	49	50
50	Lavigne, Avril Feat. Yungblud	I'm A Mess	49	47	50	48



JOHN SHOMBY

INTEL

CURRENT POSITION:

PARTNER
RADIO'S FRESH EYES, LLC
EVP/GM STUDIO2BEE ENT
SR CHART/DATA ANALYST
MMI PUBLICATIONS

Johnny-Boy. You have an impressive resume of programming major market Pop Stations and (at least) a decade on Major Country programming gigs. The cultures inside the two format universes are radically different. Label/Station relationships, shelf life of current singles, top of the chart maneuvering, advocacy groups are just some of the unique gaps. Raw and truthful please. How different are they and why?

Best way to articulate it is that one is built on trends and the other is built on relationships. As a CHR PD, I always had to be aware of what was on the horizon, musically, and react faster than my competition. The key was to recognize the stars and the hits versus the also-rans. As for country, first thing I learned was there is a strong relationship among the principles - radio, labels, artist management, and, especially, artists. You get to know the artists and they get to know you and the label assists in that process.

With the music selection process, I operated a lot differently in CHR. I never heard the phrase "going for number one" or "this is our push week". As a matter of fact, I couldn't tell you what pop songs ever got to number one during my years in the format. I COULD tell you what the biggest hits were, though. In CHR, listener feedback is crucial.

For country, yes, listeners are part of the equation (and becoming more so regardless of the current process!) but there is a much stronger promotional machine behind an artist and a song. In CHR, it was our choice what we played and the labels somewhat followed. In country, not so much.

Bottom-line, though, I'll take the relationship side any time!!!

Important observation: You have spent several years in the Eastern Virginia/Carolina region. What they call Barbecue is "another thing" as it's slathered in a mustard/vinegar yellow-is sauce. For someone who has lived in Texas and other areas, what's this all about and can you recommend a location to sample this mystery

First of all, it's a vinegar-based barbecue. I'm not sure who would be crazy enough to add mustard to this wonderful meat but I can tell you that it's a sweet sauce barbecue that does it for Southeastern Virginia. Best place? Pierce's in Williamsburg. My wife could get me to go to a pottery outlet up there with a Pierce's visit in the plans anytime. Now, if you're in eastern North Carolina, then the vinegar based barbecue is the choice, but it is definitely not mine.

You have been a flag waving soldier for the new MMI Chart. Can you explain the difference of the MMI Powers chart as opposed to traditional radio airplay charts?

After spending about two months or so with the MMI model, I can say that the MMI chart is purely based on song performance. Station audience information does not factor in, so you are getting raw song data only. On

top of that, actual national callout research is done for 50 songs, which adds to the credibility of this information. I was a user of MMI as a program director for four years prior and was part of our weekly music analytics.

Cross-Overs have returned and become “a thing”. Format specific lines have become blurred. Morgan Wallen is on the Top 40 chart and Country is thumping. What if a station played the Top 5 to 10 streaming tracks in their specific market from multiple formats. Kinda of a “Mix Concept” but a real mix....would it work? Would it crash like luggage in Lockerbie? If you were committed for one year....what would be between the tracks content and positioning-wise?

Considering that we are now seeing the genre lines being blurred from Gen Z on down, I wouldn't be surprised if someone gave this approach a shot. If it were me, I'd highlight the fact that we assemble the playlist for you the listener. Just turn us on, and let us play. I would also get listeners involved with submitting their own playlists and featuring them. By the way, I actually did something like this on our rock station in our Norfolk cluster back in '05. Hey, I was ahead of my time. Too far probably.

For one very long minute, forget the budget restrictions: With music discovery now being a multiple choice destination, what would a heavy personality morning show format in all day-parts look like? Benefits and pitfalls, please maestro!

We are at the point where radio's role in music discovery has changed and will never be the same. It takes more than just a good music mix to attract listeners. They need/want entertainment, so strong personality would be more important than ever. For radio to succeed in the long run, it will be up to the talent. I would want good story tellers, who have a good handle on what the listeners are into, and of course what is happening on a daily basis in our world. I would make them all read the book Smart Brevity so that they understand how to deliver important and entertaining content in small doses.

Who are 5 people that changed radio?

1. Gordon McClendon and Todd Storz (this counts as one person) - the original architects of Top 40 radio.
2. Howard Stern - He was the pioneer of true personality radio.
3. Scott Shannon - Taught us how to be creative and inventive and memorable with our radio stations.
4. Bill Clinton (yes, I said Bill Clinton) - Signed the 1996 Telecommunications Act, which of course allowed ownership of multiple stations in multiple markets. And as we know, the rest is history. Welcome to “sound alike” radio.
5. Mark Fowler - Why Mark Fowler? He was chairman of the FCC who fought to repeal the Fairness Doctrine in 1987, which allowed talk radio to grow to what it is today.

Sitting across from you is a bright eyed, brilliant youngster with great ears, an amazing on-air persona, and fresh ideas for the future of terrestrial radio. She/He is asking for your advice. What cha got?

The first thing I would tell them is you have to realize you are the future of our industry. There are people in our industry who realize that. You have to find those people because you bring to the table knowledge that a lot of these folks do not have and need to learn themselves. Don't undersell that value you would have for a prospective employer. And by the way, I can help you with that.

You are on stage at the Golden Globes accepting the award for Great Radio Programming in a comedic drama or film. Before the dreaded music starts, who are you thanking?

God for being my Lord and Savior and showing me the way to get it done fair and right. My dad for teaching me my work ethic. My brother for being a mentor throughout my life. My wife for her always unending faith and support for what I do. My daughters for humbling me and making me realize there is more to life than just radio.

LISA MARIE & MICHAEL KISS

It was 1994 when we were afforded a rare personal albeit awkward look at Lisa Marie Presley. With this past week's shocking news of her sudden death, many find themselves wanting to know more of her mysterious and introverted, brief life. Last week, days before her demise, the world had one last glimpse of Lisa Marie at the Golden Globe awards. She was emotional and seemed again, uncomfortable.

This famous staged embrace led to conversations about "what is this all about and who is she"? Her exit from the stage spoke volumes. May she rest in peace.



Check out these videos hand-picked by our staff!



MILEY CYRUS - "FLOWERS"

MMI Smash Alert: Dang Miley, deliver us a hit, why don't cha. This video is the full package. It comes with dance moves deluxe, a modern exercise routine, an undeniable message and lyric that screams self-empowerment, a walking tour of Mulholland Drive, and an Extremely. Small. Wardrobe. Budget. Click here: [Hey, not there! Here:](#)



MIMI WEBB - "GHOST OF YOU"

Wanna know a little something about Mimi Webb? She believes in ghosts! No really. Even after a clean break from her obviously stupid boyfriend she still sees and feels his dumb-ass presence mostly at night when she's all dressed up and trying to shake it off in the disco. Ms. Webb is a British singer-songwriter who you MAY have seen last year opening for Tate McCrae. And even though she's haunted by Casper 'the stupid dude that left her' Ghost, she's landing on US soil with a hit single. Click here: [Click here:](#)



LONNIE - "ONE NIGHT STAND"

Poor Young Lonnie. He's all in love but his dream girl wants him only for distractions. Dangit, says Loony Lonnie. He wants love and not a "One Night Stand". Our hero gets invited to a party but breaks it off to keep it clean and on the up and up. The video is slick and cool and Lonnie shines brightly as Dudley Do-Right. Fun fact: Lonnie is a devout Sinatra fan. More points for him. Click here: [Click here:](#)



RENEE RAPP - "TOO WELL"

MMI Wirty Dords Alert: Ms.Rapp is not your ordinary Poppette. The girl comes with film, screen, and stage cred-a-max. The Tony Award-nominated play 'Mean Girls'? Yep..that's her. HBO's Hit Show 'The Sex Lives Of College Girls'? Yep, that's Renee again. The clip is good FU fun that she spews for an ex as Renee is supported by her trip of besties. Stick around...the end of the video is darn cute. Click here: [Click here:](#)



NEW JEANS - "OMG"

These girls have Seoul! (Sorry. Just had to say that) Whenever you think that the K-Pop thing is gonna fizzle, they fire another missile aimed at the US Pop charts. This time it's the way adorable "NewJeans" and this crew can dance. They are so cute we're not sure if it's real humans, memorex, or animation but it's infectious as the Asian flu. "OMG" is as catchy as they look and sound. What's wrong with pure pop for pretty people?...Nothing. Click here: [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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MONDAY MORNING INTEL

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**PAW POWER
NOT IN MY BOWL**

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