

**MONDAY
MORNING
INTEL**

DAVID GUETTA & BEBE REXHA

**i'm good
(BLUE)**

MULTI-FORMAT #1



**MMI
PROFILE
BO MATTHEWS**

TOP 40 *EDITION*

JANUARY 23, 2023

MONDAY MORNING INTEL

JANUARY 23, 2023

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

MONDAY
MORNING
INTEL

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES 1.23.23

COMPOSITE

SAM SMITH & KIM PETRAS "UNHOLY"

AIRPLAY

TAYLOR SWIFT "ANTI-HERO"

AIRSCORE

SAM SMITH & KIM PETRAS "UNHOLY"

CALLOUT

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

AUDIO

SZA "KILL BILL"

VIDEO

LADY GAGA "BLOODY MARY"

SALES

TAYLOR SWIFT "ANTI-HERO"

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

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 | 40 | 18 | 22 | COI LERAY | Players | Republic |
| 2 | 42 | 23 | 19 | LIL UZI VERT | Just Wanna Rock | Generation Now/Atlantic |
| 3 | 44 | 27 | 17 | KANE BROWN & KATELYN BROWN | Thank God | RCA Nashville |
| 4 | 41 | 24 | 17 | DRAKE & 21 SAVAGE | Rich Flex | OVO/Epic-Republic |
| 5 | 35 | 20 | 15 | RIHANNA | Lift Me Up | Roc Nation/Def Jam |
| 6 | 49 | 35 | 14 | SZA | Shirt | TDE/RCA |
| 7 | 45 | 34 | 11 | BAD BUNNY | Titi Me Pregunto | Rimas/The Orchard |
| 8 | 20 | 12 | 8 | REMA & SELENA GOMEZ | Calm Down | Mavin/Virgin/Interscope |
| 9 | 18 | 10 | 8 | CHRIS BROWN | Under The Influence | Chris Brown Ent./RCA |
| 10 | 48 | 41 | 7 | TAYLOR SWIFT | Bejeweled | Republic |
| 11 | 13 | 6 | 7 | METRO BOOMIN | Creepin' f/The Weeknd, 21 Sav. | Boominati/Republic |
| 12 | 24 | 17 | 7 | LADY GAGA | Bloody Mary | Stream/Konlive/Interscope |
| 13 | 50 | 43 | 7 | BAD BUNNY | Me Porto Bonito f/Ch. Corleone | Rimas |

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 | DOJA CAT | Vegas | Kemosabe/RCA |
| 2 | LIZZO | About Damn Time | Nice Life/Atlantic |
| 3 | HARRY STYLES | Late Night Talking | Columbia |
| 4 | NICKY YOU'RE | Sunroof f/Dazy | Columbia |
| 5 | THE KID LAROI & JUSTIN BIEBER | Stay | Columbia |
| 6 | GLASS ANIMALS | Heat Waves | Republic |
| 7 | JACK HARLOW | First Class | Generation Now/Atlantic |
| 8 | JUSTIN BIEBER | Ghost | Def Jam |
| 9 | STEPHEN SANCHEZ | Until I Found You | Mercury/Republic |
| 10 | SIA | Unstoppable | RCA |
| 11 | ONEREPUBLIC | I Ain't Worried | Mosley/Interscope |
| 12 | LATTO | Big Energy | Streamcut/RCA |
| 13 | ED SHEERAN | Bad Habits | Atlantic |
| 14 | LIL NAS X & JACK HARLOW | INDUSTRY BABY | Columbia |
| 15 | LIL NAS X | Thats What I Want | Columbia |
| 16 | DUA LIPA | Levitating | Interscope-Warner |
| 17 | MORGAN WALLEN | Wasted On You | Big Loud/Republic |
| 18 | OLIVIA RODRIGO | good 4 u | Geffen/Interscope |
| 19 | DOJA CAT | Need To Know | Kemosabe/RCA |
| 20 | ED SHEERAN | Shivers | Atlantic |
| 21 | IMAGINE DRAGONS | Enemy From League Of Legends | KidinaKorner/Interscope |
| 22 | THE WEEKND | Save Your Tears | XO/Republic |
| 23 | ELTON JOHN & BRITNEY SPEARS | Hold Me Closer | Mercury UK/RCA-Interscope |
| 24 | DOVE CAMERON | Boyfriend | Disruptor/Columbia |
| 25 | DOJA CAT | Woman | Kemosabe/RCA |
| 26 | MEGAN THEE STALLION & DUA LIPA | Sweetest Pie | 1501Cert./Warner-3EE |
| 27 | LIL NAS X | MONTERO (Call Me By Your Name) | Columbia |
| 28 | EM BEIhold | Numb Little Bug | Republic |
| 29 | ELTON JOHN & DUA LIPA | Cold Heart | Mercury/Warner-Interscope |
| 30 | DOJA CAT | Kiss Me More f/Sza | Kemosabe/RCA |

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 | 3 | 1 | 1 |
| 2 | SMITH, SAM FEAT. KIM PETRAS | Unholy | 3 | 2 | 5 | 2 |
| 3 | MINAJ, NICKI | Super Freaky Girl | 4 | 4 | 2 | 5 |
| 4 | GUETTA, DAVID & BEBE REXHA | I'm Good (Blue) | 2 | 1 | 9 | 12 |
| 5 | THE WEEKND | Die For You | 10 | 11 | 3 | 3 |
| 6 | POST MALONE FEAT. DOJA CAT | I Like You (A Happier Song) | 6 | 8 | 6 | 7 |
| 7 | STYLES, HARRY | As It Was | 5 | 7 | 10 | 6 |
| 8 | JAX | Victoria's Secret | 9 | 5 | 14 | 4 |
| 9 | BROWN, CHRIS | Under The Influence | 14 | 10 | 7 | 8 |
| 10 | CHARLIEONNAFRIDAY | Enough | 7 | 6 | 11 | 14 |
| 11 | Trainor, Meghan | Made You Look | 8 | 13 | 8 | 13 |
| 12 | Drake Feat. 21 Savage | Rich Flex | 17 | 14 | 4 | 10 |
| 13 | White, Armani | Billie Eilish | 13 | 12 | 12 | 9 |
| 14 | Capaldi, Lewis | Forget Me | 11 | 9 | 17 | 16 |
| 15 | Linn, Rosa | Snap | 19 | 16 | 13 | 17 |
| 16 | Lacy, Steve | Bad Habit | 15 | 19 | 15 | 18 |
| 17 | Cyrus, Miley | Flowers | 16 | 18 | 16 | 24 |
| 18 | Tyga, JhenË Aiko, Pop Smoke | Sunshine | 22 | 20 | 19 | 15 |
| 19 | Swift, Taylor | Anti-Hero | 12 | 17 | 22 | 23 |
| 20 | Lil Nas X | Star Walkin (League Of Legends Worlds Anthem) | 20 | 15 | 21 | 21 |
| 21 | Leray, Coi | Players | 30 | 21 | 20 | 11 |
| 22 | SZA | Kill Bill | 18 | 34 | 23 | 19 |
| 23 | Rema & Selena Gomez | Calm Down | 21 | 27 | 28 | 20 |
| 24 | Lil Uzi Vert | Just Wanna Rock | 31 | 29 | 18 | 33 |
| 25 | Post Malone | Wrapped Around Your Finger | 40 | 23 | 25 | 22 |
| 26 | Carpenter, Sabrina | Nonsense | 26 | 30 | 26 | 27 |
| 27 | JVKE | Golden Hour | 28 | 26 | 27 | 28 |
| 28 | AJR | World's Smallest Violin | 32 | 22 | 32 | 25 |
| 29 | Rihanna | Lift Me Up | 25 | 24 | 31 | 31 |
| 30 | Beyonce | Cuff It | 23 | 32 | 33 | 26 |
| 31 | Swift, Taylor | Lavender Haze | 24 | 36 | 24 | 38 |
| 32 | McRae, Tate | uh oh | 27 | 25 | 30 | 34 |
| 33 | SZA | Nobody Gets Me | 33 | 28 | 34 | 29 |
| 34 | Tiesto Feat. Tate Mcrae | 10:35 | 29 | 31 | 35 | 30 |
| 35 | Max, Ava | Million Dollar Baby | 34 | 35 | 39 | 37 |
| 36 | RAYE Feat. 070 Shake | Escapism | 39 | 37 | 37 | 32 |
| 37 | Gomez, Selena | My Mind & Me | 36 | 33 | 40 | 42 |
| 38 | Regard X Drop G | No Love For You | 35 | 39 | 38 | 40 |
| 39 | Beach Weather | Sex, Drugs, Etc | 43 | 41 | 29 | 41 |
| 40 | Tree, Oliver & Robin Schulz | Miss You | 37 | 43 | 36 | 35 |
| 41 | Joji | Die For You | 41 | 40 | 41 | 43 |
| 42 | Pink | Never Gonna Not Dance Again | 38 | 44 | 42 | 46 |
| 43 | Lavigne, Avril Feat.Yungblud | I'm A Mess | 42 | 38 | 49 | 44 |
| 44 | Lady Gaga | Bloody Mary | 46 | 42 | 45 | 39 |
| 45 | D'Amelio, Charli | if you ask me to | 49 | 47 | 48 | 36 |
| 46 | Loud Luxury | These Nights | 44 | 46 | 47 | 48 |
| 47 | Jung Kook | DREAMERS | 50 | 45 | 44 | 45 |
| 48 | Lonnie | One Night Stand | 48 | 49 | 46 | 47 |
| 49 | (G)I-DLE | NXDE | 47 | 48 | 43 | 50 |
| 50 | Black Eyed Peas Feat. Anitta, El Alfa | Simply the Best | 45 | 50 | 50 | 49 |



MMI WEEK AT A GLANCE

JOHN SHOMBY

Partner, Radio's Fresh Eyes, LLC | EVP/GM Studio2Bee Entertainment
Sr. Chart/Data Analyst MMI Publications

There are two songs on the power chart starting to form a very interesting story. Coi Leray's "Players" jumps 8 positions from 26th to 18th with already a strong sales rank at #6 and 11th in video streaming. With an airplay rank at 40th after two weeks, the song still has a long way to go. Sza's "Kill Bill", with just a couple of weeks under its belt, already makes it into the top 15 at #15 as the #1 audio streamed song and ranked 12th in video streams. Airplay has also picked up going from 32nd to 21st. The panel needs to play very close attention to the trajectory of both in the coming weeks.

Metro Boomin' featuring The Weekend and 21 Savage's "Creepin'" looks more like a big hit every week moving up to 6th overall from 8th. The listeners are giving it a thumbs up as the #1 callout song and 2nd in audio streaming. The Weekend's solo effort "Die For You" breaks into the top 10 for the first time going from 11th to 9th. He's 10th in audio streams and solid 4th in callout. Both should be candidates for the panel's power rotations.

Two veterans of the CHR charts, Beyonce and Lady GaGa, are showing that they still have it. Beyonce's "Cuff It" moves from 15 to 13th overall ranked 10th in sales and 15th in video streams. GaGa's "Bloody Mary" reaches 17th this week as the #1 video streamed song and 7th in sales. The panel knows they have the following and now may have two legitimate hits here.

The top 5 is virtually unchanged with Harry Styles "As It Was" still hanging in as the number 5 song overall behind top 15 numbers in sales and video streams. Being 6th-ranked in callout reveals the amazing staying power of this song. Meghan Trainor's "Made You Look" checks in at a solid 4th this week ranking 4th in sales and 9th in video streams. David Guetta and Bebe Rexha's "I'm Good (Blue)" remains at #3 overall based on a #2 rank in sales and 3rd in callout. "Anti-Hero" from Taylor Swift stays at #2 as the #1 selling song, the #1 airplay song and 4th in audio streams. Finally, Sam Smith and Kim Petras "Unholy" is #1 overall for the second straight week sitting at #3 in sales, #4 in video streams, 6th in audio streams and 2nd in callout. It's showing very little signs of slowing down. The panel can feel confident to keep playing these 5 in power for now.



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

| | ARTIST | TITLE | LABEL/IMPRINT |
|---------|---------------------|--------------------------------|---------------------------|
| HOTZONE | METRO BOOMIN | Creepin' f/The Weeknd, 21 Sav. | Boominati/Republic |
| HOTZONE | MILEY CYRUS | Flowers | Columbia |
| HOTZONE | REMA & SELENA GOMEZ | Calm Down | Mavin/Virgin/Interscope |
| HOTZONE | SZA | Kill Bill | Top Dawg Ent./RCA |
| HOTZONE | P!NK | Never Gonna Not Dance Again | RCA |
| HOTZONE | LADY GAGA | Bloody Mary | Stream/Konlive/Interscope |
| HOTZONE | SZA | Nobody Gets Me | Top Dawg Ent./RCA |
| HOTZONE | JOJI | Die For You | 88Rising/Warner |
| HOTZONE | RAYE | Escapism f/070 Shake | Human Re/The Orchard |
| HOTZONE | AVRIL LAVIGNE | I'm A Mess w/YUNGBLUD | DTA/Elektra/3EE |
| HOTZONE | BEACH WEATHER | Sex, Drugs, Etc. | 8123/Arista |
| HOTZONE | SABRINA CARPENTER | Nonsense | Island/Republic |
| HOTZONE | TIESTO | 10:35 f/Tate McRae | Atlantic |
| HOTZONE | LONNIE | One Night Stand | Muse |
| HOTZONE | COI LERAY | Players | Republic |
| HOTZONE | DRAKE & 21 SAVAGE | Rich Flex | OVO/Epic-Republic |
| HOTZONE | LIL UZI VERT | Just Wanna Rock | Generation Now/Atlantic |

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

| | ARTIST | TITLE | LABEL/IMPRINT |
|------------|----------------------------|--------------------------------|---------------------------|
| DEVELOPING | JVKE | golden hour | JVKE/AWAL |
| DEVELOPING | TAYLOR SWIFT | Lavender Haze | Republic |
| DEVELOPING | LEWIS CAPALDI | Forget Me | Capitol |
| DEVELOPING | ROSA LINN | SNAP | Columbia |
| DEVELOPING | CHRIS BROWN | Under The Influence | Chris Brown Ent./RCA |
| DEVELOPING | CHARLIEONNAFRIDAY | Enough | Island/Republic |
| DEVELOPING | AVA MAX | Million Dollar Baby | Atlantic |
| DEVELOPING | OLIVER TREE & ROBIN SCHULZ | Miss You | Atlantic |
| DEVELOPING | TYGA | Sunshine f/Jhene Aiko/PopSmoke | LastKings/Republic-EMPIRE |
| DEVELOPING | LOUD LUXURY | These Nights f/KIDDO | Armada |
| DEVELOPING | (G)I-DLE | Nxde | Cube |
| DEVELOPING | REGARD X DROP G | No Love For You | Epic |
| DEVELOPING | JUNG KOOK | Dreamers | UnitedMasters |

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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 | 1 | 2 | 1 |
| 2 | THE KID LAROI & JUSTIN BIEBER | STAY | 4 | 5 | 1 | 3 |
| 3 | GLASS ANIMALS | HEAT WAVES | 6 | 3 | 4 | 4 |
| 4 | SIA | UNSTOPPABLE | 7 | 4 | 3 | 7 |
| 5 | SHEERAN, ED | BAD HABITS | 3 | 2 | 8 | 9 |
| 6 | SHEERAN, ED | SHIVERS | 5 | 7 | 6 | 6 |
| 7 | LIPA, DUA | LEVITATING | 18 | 9 | 7 | 2 |
| 8 | BIEBER, JUSTIN | GHOST | 2 | 6 | 15 | 14 |
| 9 | SMITH, SAM FEAT. KIM PETRAS | UNHOLY | 11 | 11 | 10 | 8 |
| 10 | YOURE, NICKY | SUNROOF | 10 | 8 | 9 | 13 |
| 11 | Guetta, David & Bebe Rexha | I'm Good (Blue) | 12 | 10 | 13 | 11 |
| 12 | Lil Nas X | That's What I Want | 15 | 15 | 5 | 16 |
| 13 | Imagine Dragons X JID | Enemy | 28 | 13 | 18 | 5 |
| 14 | John, Elton Feat. Britney Spears | Hold Me Closer | 8 | 19 | 16 | 23 |
| 15 | Post Malone Feat. Doja Cat | I Like You (A Happier Song) | 22 | 24 | 11 | 10 |
| 16 | Doja Cat | Vegas | 16 | 23 | 12 | 12 |
| 17 | Jax | Victoria's Secret | 14 | 12 | 22 | 22 |
| 18 | Beihold, Em | Numb Little Bug | 13 | 17 | 27 | 15 |
| 19 | Parmalee | Take My Name | 25 | 14 | 17 | 21 |
| 20 | Capaldi, Lewis | Forget Me | 17 | 16 | 24 | 19 |
| 21 | Minaj, Nicki | Super Freaky Girl | 9 | 22 | 14 | 28 |
| 22 | Harlow, Jack | First Class | 20 | 18 | 21 | 18 |
| 23 | Styles, Harry | Late Night Talking | 24 | 20 | 19 | 20 |
| 24 | Trainor, Meghan | Made You Look | 23 | 21 | 23 | 26 |
| 25 | The Weeknd | Die For You | 21 | 27 | 25 | 17 |
| 26 | Styles, Harry | As It Was | 27 | 25 | 26 | 24 |
| 27 | Lizzo | About Damn Time | 26 | 30 | 20 | 25 |
| 28 | Lil Nas X | Star Walkin (League Of Legends Worlds Anthem) | 29 | 28 | 29 | 27 |
| 29 | Lewis, Dean | How Do I Say Goodbye | 31 | 29 | 28 | 34 |
| 30 | Sanchez, Stephen | Until I Found You | 32 | 32 | 31 | 29 |
| 31 | Swift, Taylor | Anti-Hero | 30 | 26 | 36 | 30 |
| 32 | Lacy, Steve | Bad Habit | 35 | 33 | 33 | 31 |
| 33 | OneRepublic | I Ain't Worried | 38 | 34 | 30 | 33 |
| 34 | Max, Ava | Million Dollar Baby | 33 | 35 | 32 | 35 |
| 35 | Cyrus, Miley | Flowers | 19 | 39 | 37 | 37 |
| 36 | Linn, Rosa | Snap | 34 | 31 | 38 | 36 |
| 37 | Beyonce | Cuff It | 37 | 42 | 35 | 32 |
| 38 | JVKE | Golden Hour | 43 | 37 | 34 | 40 |
| 39 | Rihanna | Lift Me Up | 40 | 40 | 41 | 41 |
| 40 | Graham, Lukas Feat. Khalid | Wish You Were Here | 42 | 44 | 39 | 38 |
| 41 | Ballerini, Kelsea | Heartfirst | 36 | 41 | 49 | 45 |
| 42 | Gomez, Selena | My Mind & Me | 47 | 36 | 47 | 39 |
| 43 | Lavigne, Avril Feat. Yungblud | I'm A Mess | 44 | 38 | 45 | 43 |
| 44 | Swift, Taylor | Lavender Haze | 39 | 48 | 40 | 47 |
| 45 | Andress, Ingrid | Seeing Someone Else | 45 | 45 | 42 | 44 |
| 46 | Starks, Wyn | Who I Am | 41 | 46 | 43 | 42 |
| 47 | Pink | Never Gonna Not Dance Again | 46 | 43 | 46 | 46 |
| 48 | Joji | Die For You | 48 | 47 | 44 | 48 |
| 49 | American Authors | Blind For Love | 49 | 50 | 48 | 50 |
| 50 | NYA | Closer Than Close | 50 | 49 | 50 | 49 |



THE CALLOUT DIAGNOSIS HOTAC

MIKE McVAY

President
McVay Media Consulting

The amazing Sia, complete with wigs, attitude and fun, shows that approaching age 50 isn't stopping her. The song "Unstoppable" remains number one on Airplay Intel with a perfect 100. The song is well received and has weeks of high airplay exposure in front of it. The longevity of the song should encourage the move of this song to recurrent.

Biggest mover is the song "Unholy" by Sam Smith & Kim Petras. It's already showing familiarity in the low 90s and scores strongest with 25-32-year-old females. It's #1 at Top-40 which is driving the familiarity score. The video for this song is the #4 testing new music video. Whenever you see a multiplatform hit ... you have to acknowledge its' strength and acceptance.

The reverse of that is "I'm Good (Blue)" by David Guetta and Bebe Rexha. That song shows acceptance driven by the upper end of the female demo. Likely because the song is more familiar with the older part of the group that remembers the song "Blue (Da Ba Dee)" by Eiffel 65 which has been used as a model for the Chorus of "I'm Good (Blue)." Stations that lean 35-44 will see growth with this song. Stations leaning younger may not experience the same positive.

"Sunroof" by Dazzy is not only testing positive, there's no burn on the song. The spirit of the song is positive and that's something to take advantage of to brighten the winter doldrums. The song ranks 5th this week and posts numbers above several re-currents that have been scoring high since they were new songs.

A B-I-G top testing song to watch closely is Creepin' by Metro Boomin featuring The Weeknd and 21 Savage. It's far down the ranked charts, but the research supports this track. The hook is memorable.

New music by P!NK and Avril Lavigne should have your attention. "Never Gonna Not Dance Again" by P!NK is strong and picking up more steam, although not yet showing great familiarity. Ms. Lavigne performs featuring Yung Blood with the song "I'm a Mess." These two tracks are also making noise among new titles.



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



BO MATTHEWS INTEL

CURRENT POSITION:
OPERATIONS MANAGER,
PROGRAM DIRECTOR
KBAY/KEZR

POP RADIO'S BO TAKES A WALK IN THE COUNTRY

Yo Bo. Let's talk about podcasting. Like music streaming, podcasting found its lane and has an abundant audience. For years, you have been an advocate of terrestrial radio embracing and using podcasting to enhance the brand. How can a programmer do that without detracting from your live signal?

It's all about being where your audience is, and recognizing that podcasting is just another delivery vehicle for content. That's it. Some talent will totally "get this" and see the opportunity to compliment their brand and create a podcast that can help them, and some won't. That's ok. Not every radio person is a "podcaster" and we shouldn't force the funk either. I think too many radio people put listeners in "boxes". There are "streamers" - There are people that like "podcasts" - There are people that are "radio listeners". I just don't believe it works that way. Listeners are going to go where the best content is. They don't think "oh... I don't listen to podcasts because I am a radio listener." If there is an opportunity to be in the space of ANY other delivery system, that's good for your radio brand. Then, when your listeners are IN the CAR and ready to listen terrestrially, they will choose you.

Wait, what? Your zip code and cell digits says you live in the 615? Sub-Culturally, the Bay Area and Nashville are as different as Canada and the moon. But it's a modern tech world and visual has become reality. How does one program day to day from a remote location in 2023.

I am responding to these questions from my office in San Jose. One thing the pandemic taught us is that you can be very productive, no matter where you are. Before programming in the Bay Area, I was programming our Ohio stations. Halfway through the pandemic, I hadn't been in a radio station for over a year. My son had moved to Nashville for music. My daughter was wrapping up highschool and looking at colleges in Nashville. My wife and I are helicopter parents, and were conspiring on ways to move and be closer to the kids. Honestly, Alpha has been amazing to me and they allowed me to work remotely. The plan was to travel back to Ohio a lot when things opened up. Then, the opportunity in the Bay Area happened. I was working with KBAY/KEZR for the better part of a year, spending about a week a month in the Bay Area. When we made the decision to take KBAY country, there was no question that I wanted to be a part of this. When you are launching what we expect to be one of the nation's biggest cuming country radio stations - Nashville isn't a terrible place to live. Everyone in Nashville has been awesome. Living in Nash has given me a unique opportunity to meet the players in town, and start some great relationships. I'm also in the Bay Area a lot, at least a week a month. It's working, but also because I have amazing colleagues in the Bay Area. The key is to be totally accessible, connected and solutions oriented. Thank you technology.

You and your team are competing in the radio olympics, held in Thailand next week. The first competition is “Modern Music Selection”. You are taking 5 team players to create the most effective music playlist. You are wearing a red, white and blue Speedo and goggles. You have 20 minutes. Who are your team-mates and why? Bang! (That was the starter pistol BTW...no one was hurt).

This is easy. This is my first country station. We are enjoying some great early success, but this is all about the team. I have learned so much from the people around me in the Country space. My job right now is to be a “sponge” and here is my team.

Brooks- APD/Afternoon guy on Bay Country 94.5. He is probably annoyed by how much I ask him about country music.

Kenny Jay - Consultant. One of my favorite calls of the week is when Brooks, Kenny and I get on and talk about what is best for KBAY.

Emily Harlan - Local Midday talent on KBAY. MUSIC fan, connected to the audience... She IS the audience. Important part of the team!

The smart folks at KUPL - Sorry, I know this isn't just a person, but I believe in the power of the pack. It's smart to lean on peers.

Phil Becker - Because we will need someone telling us to try new things and break stuff.

The Pandemic landed most of us working from home. Radio and many other industries, thought well heck this kinda works. What are the advantages and disadvantages of having a remote staff and if required to be present in the facility, should employees be allowed to bring their pets to work?....No, really.

My day to day co-worker's name is Cash. He's kinda lazy, sleeps a lot, and the most stubborn co-worker I have ever had. I ask him to do stuff, and sometimes I don't even think he's listening to me. I am a fan of pets in the workplace, if allowed! (honestly... I love working next to my lil dude... he encourages me to take breaks... keep the blood pressure down)

Does AM radio have a “savior format” or should the gear become fishing reefs?

There are some great performing AM radio stations still. Kinda going back to what I said earlier- it's only a vehicle. Good content wins. Spoken word, sports, talk, good talent - they win. In ten years, will any of us be delivering content to cars from towers in fields? This should be a great time for AM radio - Every day that passes by, listeners are streaming more. Think AM BRAND, rather than AM BAND. Move your brand online... be where your listeners are, and make it free and EASY for them to consume your content. If your content is exclusive and superior, you will be fine, regardless how it's delivered.

You have long been on a crusade to discover new artists. Who are 3 artists/bands/songs that we probably don't know but should go listen to right now?

I am just getting started in the Country format and I spend half of my time looking at all the different data points available to us to find out what's next, and who will be the new brand names of tomorrow. Rather than pick 3 new unfamiliar artists- Can I use my response to ask Nashville for more female artists? It's weird as a new country programmer to hear artists make jokes on award stages about how radio doesn't play female artists enough. Why is that? Are labels signing enough female artists? Sometimes, it feels like labels are signing a female to meet a quota. Is there truth to that? Are the best songs from the brilliant songwriters in Nashville going to female artists, or do the female artists that rise to the top get there because they are an amazing songwriter? Being in the Bay Area - we get questions from our listeners asking why there aren't more female artists being played. I end up agreeing with them, and it's my job to have a voice with Nashville to ask those questions why? I also program a HOT AC station, and 90% of the artists there are female. IS that just the way it is? Of course the listeners play a role here - and maybe there is never a 50/50 split M/F. I want the best music to get played more. Are females getting the best music opportunities?

MADONNA ANNOUNCES A WORLD TOUR... HER WAY!

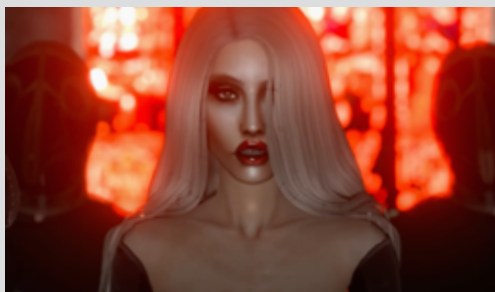


MMI WARNING: If you are offended by graphic sexual references, mega-combo foul language, smoking, drinking, simulated sex acts and celebs acting all late night cray-cray, do not open this video!

Madonna announced her upcoming global romp "Madonna: 'The Celebration Tour'" mostly on social media platforms. This grainy ...ah, no holes barred clip features a ruffed-up looking Amy Shuler, Jack Black, Lil Wayne and a table of others playing a Madonna branded match of Truth or Dare. At 64 The GodMother of MTV and Radio-driven Shock-Pop marches on with her fearless rebuke of puritanical rules and punctuates with mores-defiling brilliance. Damn the torpedo bra...full speed ahead. Dare? Click here:

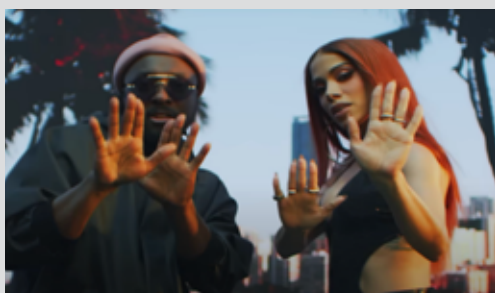


Check out these videos hand-picked by our staff!



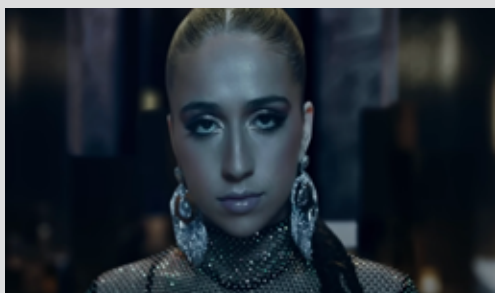
LADY GAGA - "BLOODY MARY"

Well, alrighty then. Gaga launches a chart missile with this accompanying (rather terrifyingly beautiful) video of "Bloody Mary". It certainly stands up to its title with red and white corpuscles galore. Film buffs will catch some historical references to Vincent Price in Edgar Allen Poe's 'Masque of The Red Death' within. You'll have a heaping helping of religion, mysticism, metaphoric madness, and mayhem if you dare to click here:



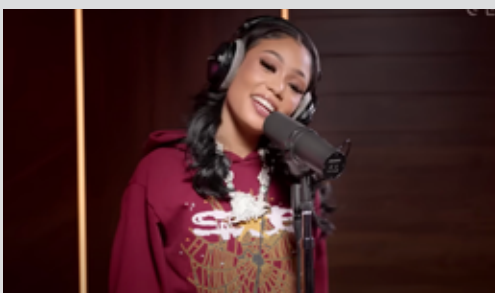
BLACK EYED PEAS, ANITTA, EL ALFA - "SIMPLY THE BEST"

If you're thinking, "Hey, where's Tina"?..you're in the wrong decade, brah. Get hip. Latin Music has exploded globally. With Bad Bunny, Rosalia, Karol G, and so many more rolling worldwide like hot tamales. The Peas will never be outdone. In this Salsa infused dance party, the temps are running full heat. It may be cold outside but this will make you wanna go down South. Wanna getaway? Click here:



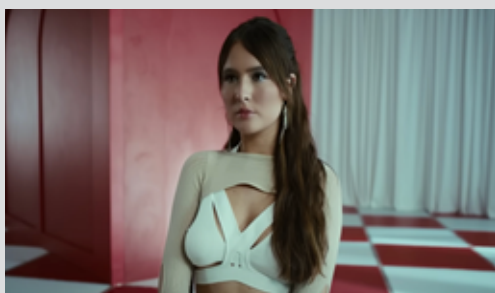
TIESTO FT. TATE MCRAE - "10:35"

Tiesto has been fan-voted (twice) "Greatest DJ Of All Time" by Mix Magazine. Those are designations held for Mohammed Ali, Eric Clapton, and Babe Ruth. So....wow. The Dutchman turns his tables towards Kate in this elaborate setting futuristic flashy dance-a-rama video that clocks in named "10:35". McCrae may not be able to walk on water, but dancing is another thing. Click here:



COI LERAY - "PLAYERS"

MMI Cool Clip Alert: Young Coi delivers a straight-up no-nonsense camera in-the-face performance video of her declaration "Players". Sometimes you gotta let the lyrics carry the load. In this fun poetic bop, Leray lets us know that the same rules apply to the girls as it does to the guys when it comes to having a good time. No muss, no fuss just dig it cuz truth is truth. Click here:



MIMI WEBB - "RED FLAGS"

The propeller heads in the MMI research dept pound Sirius Channels Hits-1 and Venus like the tympani section in The 1812 Overture! That's where we keep hearing this infectious bright red warning beacon of up-tempo pop for pretty people. Brit singer-songwriter Mimi is hotter than Shepard's pie across the pond and is spinning her Webb now all over the US charts. For a hit-bound certified D-bag alert list, click here:



CHARTS/POWERS:

1 AIRPLAY is calculated by Trailing 14 Days of radio airplay on the Key Influencer radio stations – Top 157 radio stations by Average Quarter Hour. Charts are weighted using currently assigned points in Mediabase...100% point value for Morning Drive, 90% for Afternoon Drive, 80% for Mid-days, 70% for nights, 50% for Overnights.

2 AIRSCORE: THE AIRPLAY INTEL 3.0 RETENTION SCORE predicts listener tune-in/tune-out on song play by contemplating the trend over time relationship between local and national airplay, local/regional callout, and audio and video streaming.

3 NATIONAL CALLOUT contemplates more than 1,000 respondents weekly in four regions geographically equivalent over the trailing 14 days of calls.

4 STREAMING, AUDIO contemplates trailing 14 days of all streaming. Songs with insufficient data are designated with an "x". These songs do not affect the Total Performance Score in any way.

5 STREAMING, VIDEO contemplates trailing 14 days of all streaming. Songs with insufficient data are designated with an "x". These songs do not affect the Total Performance Score in any way.

6 SALES is based on 14 days trailing results. Songs with insufficient data are designated as PENDING. Pending songs do not affect Total Performance Score in any way.

HOT ZONE / DEVELOPING

All five components listed above are contemplated. Songs moving up and increasing significantly in TWO or more categories are designated in the Hot Zone. Other new releases are designated as Developing.

RECURRENTS

Recurrents are a simple calculation of songs that have trended downward and no longer qualify for Current status. Trailing 14 days are contemplated, along with 6 weeks of Retention Data, and are computed on a 50/50 level of importance.

ACTION

Songs that are testing either in Callout or in Retention significantly higher than current Airplay rank. These songs are considered UNDEREXPOSED and deserving generally of greater airplay.

STREAMING AUDIO, VIDEO AND SALES

Streaming Audio and Video, and Sales, are based on trailing 14 days data. All major streaming services are used wherever possible, along with sales.

NOTE: Hot AC Callout information is provided as stand-alone information. This data does not factor into the main chart rankings in any way.

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

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THANK YOU
from the entire staff:

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