

**RADIO SHOW**  
Produced by NAB and RAB

September 5–8, 2017 | Austin



# Radio's Ultimate Destination



# Dicing the Data to Predict the Hits

Special thanks to



# Top factors by PDs/MDs for adding a single

“Very likely” OR “somewhat likely” influences

<b>1. Artist stature/reputation</b>	<b>96%</b>	<b>intangible</b>
<b>2. Gut feeling</b>	<b>91%</b>	<b>intangible</b>
<b>3. Playlist fit (tempo, sound)</b>	<b>75%</b>	<b>intangible</b>
<b>4. Sales data</b>	<b>74%</b>	<b>research</b>
<b>5. Free show for station</b>	<b>72%</b>	<b>promo oppt’y</b>

# Top factors by PDs/MDs for adding a single

“Very likely” OR “somewhat likely” influences

<b>6. Prior single's performance</b>	<b>71%</b>	<b>airplay</b>
<b>7. Local concert appearance</b>	<b>70%</b>	<b>promo oppt'y</b>
<b>8. Relationship with artist</b>	<b>69%</b>	<b>intangible</b>
<b>9. Local callout/research</b>	<b>69%</b>	<b>research</b>
<b>10. PD word-of-mouth</b>	<b>64%</b>	<b>intangible</b>
<b>11. Relationship with label</b>	<b>59%</b>	<b>intangible</b>

# Moderate factors by PDs/MDs for adding a single

("Very likely" OR "somewhat likely" responses)

<b>12. Nat'l airplay chart growth</b>	<b>54%</b>	<b>airplay</b>
<b>13. Streaming data (overall)</b>	<b>52%</b>	<b>other media</b>
<b>14. Airplay at specific stations</b>	<b>49%</b>	<b>airplay</b>
<b>15. Nat'l airplay chart rank</b>	<b>49%</b>	<b>airplay</b>
<b>16. Corporate mandate</b>	<b>49%</b>	<b>internal</b>



# Streaming media aren't major "add factors" for Country PDs/MDs ... yet.

"Very likely" OR "somewhat likely" to influence a new airplay:

**Streaming media overall**      **52%**      **13<sup>th</sup> of 38**



**Spotify streams**

**31%**

**28<sup>th</sup>**



**YouTube views/streams**

**20%**

**30<sup>th</sup>**



**Apple streams**

**20%**

**32<sup>nd</sup>**



**Pandora streams**

**14%**

**34<sup>th</sup>**



**Shazam data ranked No. 25 in  
influence, but it can be predictive.**



**12+ Shazams per Country  
spin in 2<sup>nd</sup> chart week**

**Average chart peak: 4**

**No. 1s**

**90%**

*Median Shazams per spin in second chart week is 5.61; average is 6.33. Avg. peak of 165 completed charted singles is 17.7; avg. pct. reaching No. 1: 40.6%  
Shazam data on 207 charting Country singles, includes some still active; Mediabase: 8/3/15 through 8/21/17*





# Shazams per Country spin in 2<sup>nd</sup> chart week

Shazams per spin (2 <sup>nd</sup> chart week)	Average Chart peak	Pct. Reaching No. 1
<b>7.0-11.99</b>	<b>9.0</b>	<b>63%</b>
<b>5.50-6.99</b>	<b>15.5</b>	<b>53%</b>

*Median Shazams per spin in second chart week is 5.61; average is 6.33. Avg. peak of 165 completed singles is 17.7; avg. pct. reaching No. 1: 40.6%*

*Shazam data on 207 charting Country singles, includes some still active; Mediabase: 8/3/15 through 8/21/17*



# Shazams per Country spin in 2<sup>nd</sup> chart week

Shazams per spin (2 <sup>nd</sup> chart week)	Average peak	Pct. Reaching #1
<b>4.00-5.49</b>	<b>16.7</b>	<b>25%</b>
<b>2.00-3.99</b>	<b>26.3</b>	<b>18%</b>
<b>0.00-1.99</b>	<b>41.8</b>	<b>0%</b> (of 11)

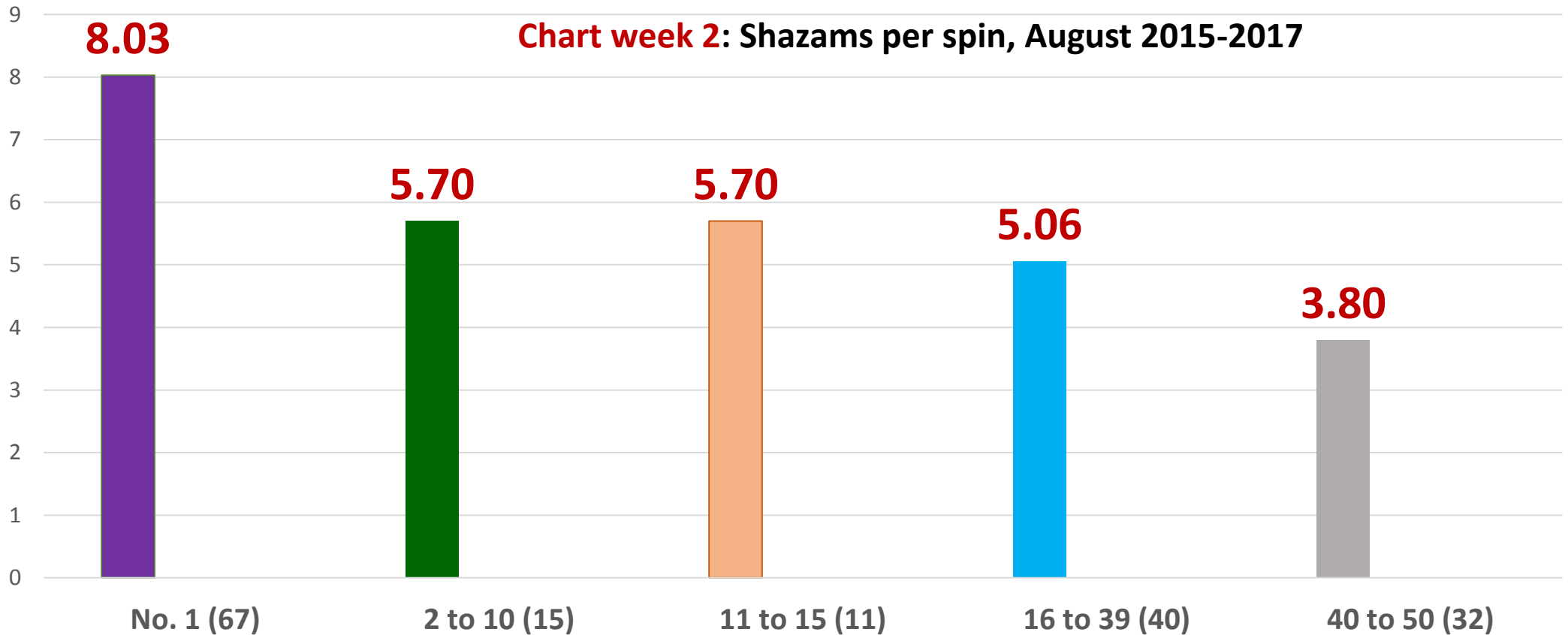
*Median Shazams per spin in second chart week is 5.61; average is 6.33.*

*Avg. peak of 165 completed Shazam-measured singles is 17.7; avg. pct. reaching No. 1: 40.6%; avg. weeks to No. 1 is 24.0.*

*Shazam data on 207 charting Country singles, includes some still active; Mediabase: 8/3/15 through 8/21/17.*



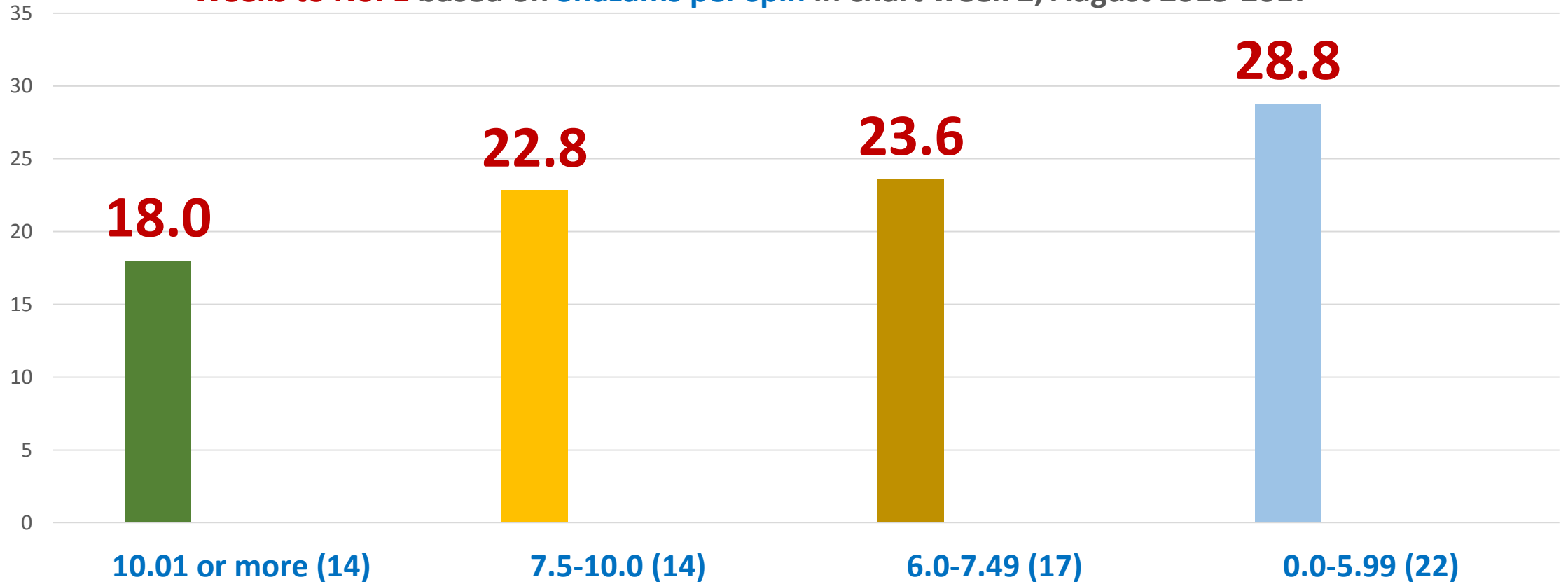
# Week 2 Shazams/Spin compared to eventual chart peak position





# Higher Shazams-per-spin in week 2 can indicate a faster pace to No. 1

Weeks to No. 1 based on Shazams per spin in chart week 2, August 2015-2017





**Streaming data was No. 13  
in influence, but it deserves  
more attention.**



# Listeners are streaming Country hits more than ever

All charting singles  
avg. on-demand streams  
(2<sup>nd</sup> chart week)

**August 2015-2016**

**454,882**

**August 2016-2017**

**719,197**

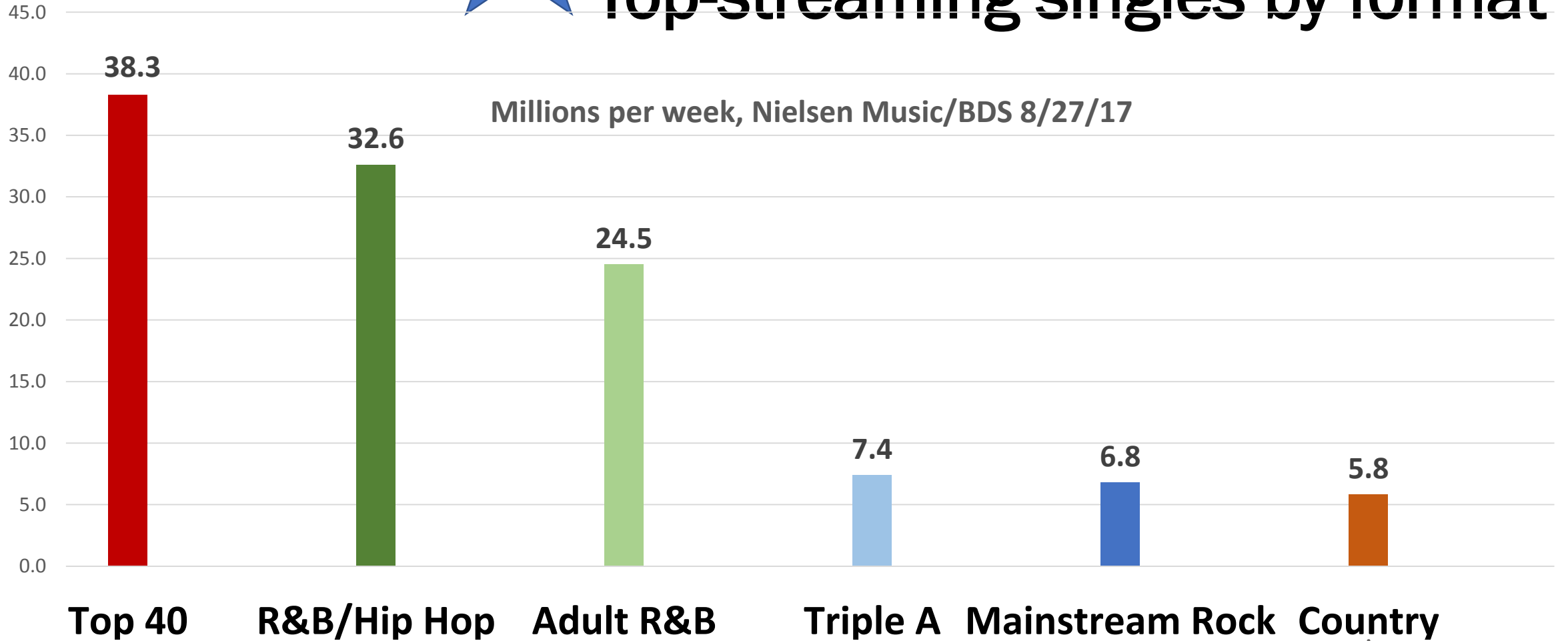
**+58.1%**

*8/10/15-8/1/16 vs. 8/8/16-8/21/17 Nielsen Music/BDS; Mediabase 2<sup>nd</sup> chart week*





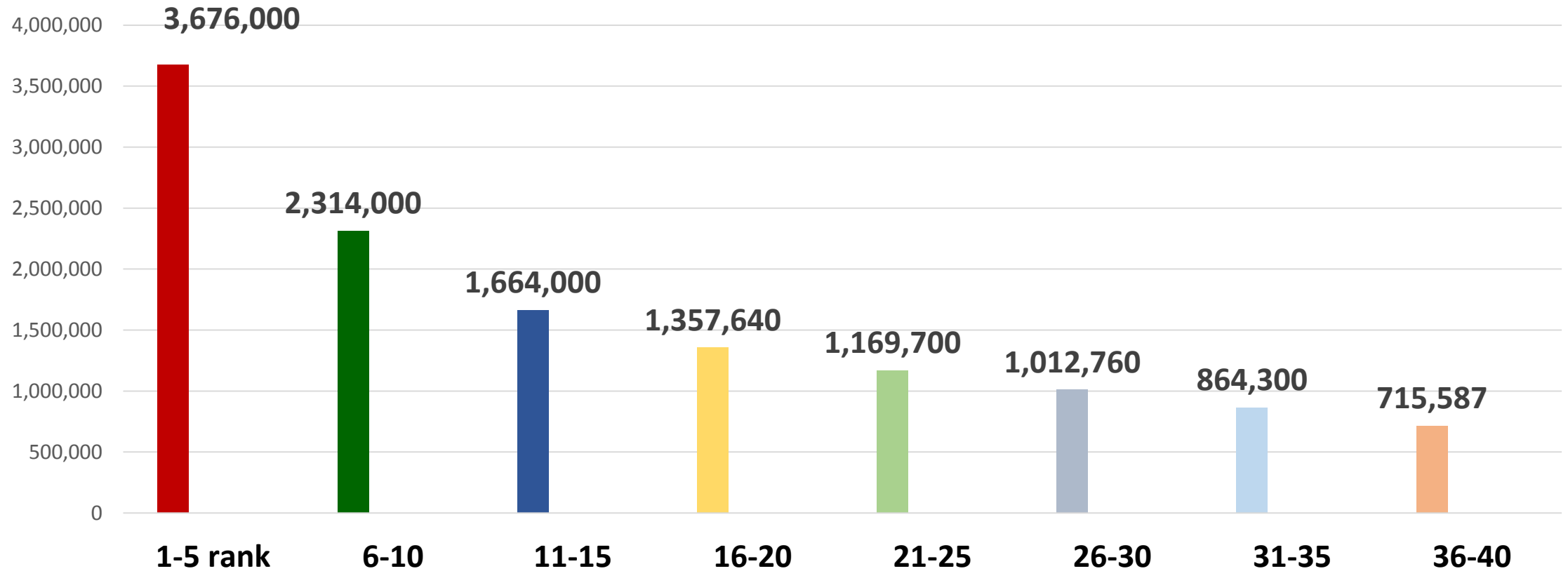
# How many streams is a lot? Top-streaming singles by format





# Ranking of the most-streamed Country singles

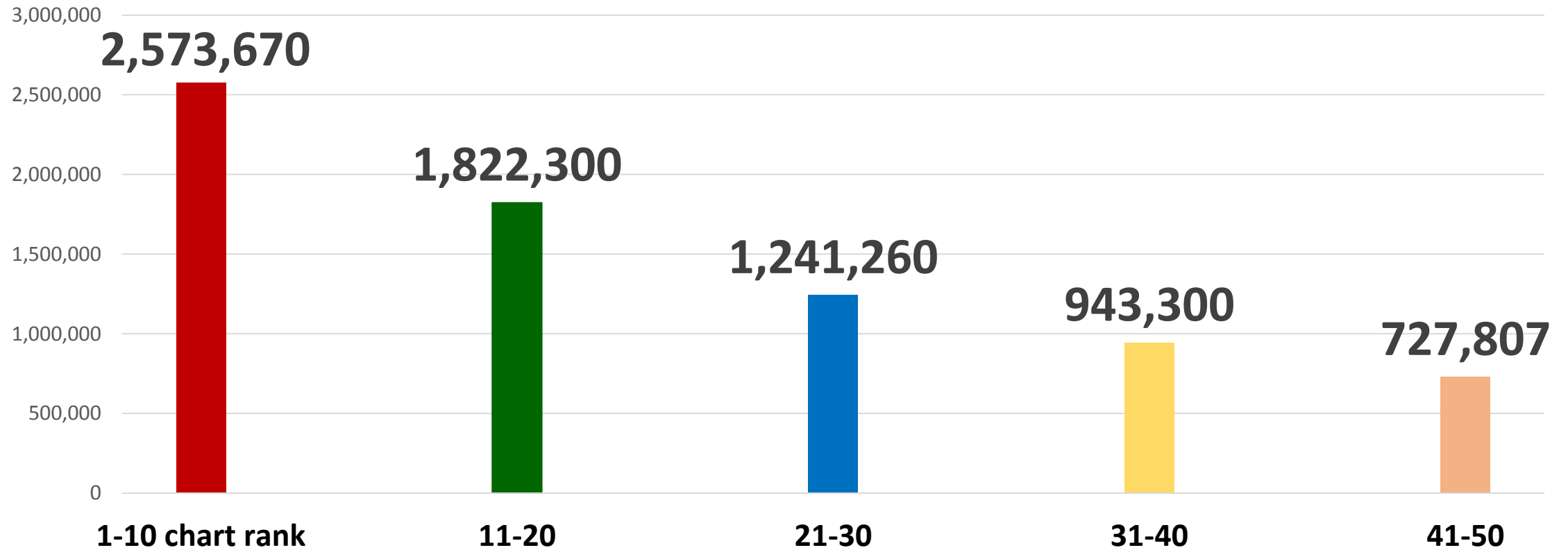
The Most Streamed Country Singles per week, per Nielsen Music/BDS (6/20-8/21/17)





# Top 10 Country BDS singles average 2.5 million streams per week

Country streams by Nielsen Music/BDS chart position (7/10-8/21/17)



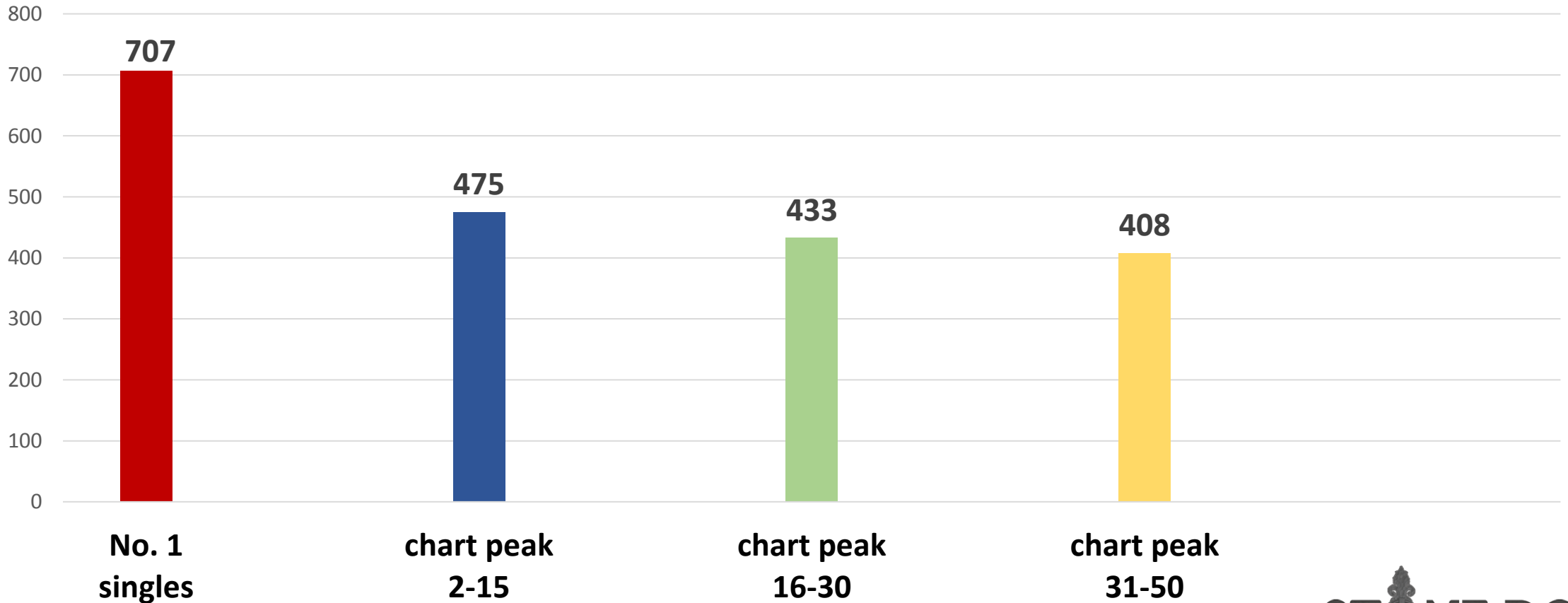


**Early streams-per-spin activity  
is correlated to radio airplay  
chart outcomes.**



# Streams per spin can be an early predictor of airplay chart outcome

Chart week 2 Nielsen Music/BDS Country streams per Mediabase spin (169 singles, 8/10/15-8/7/17)





# High early streams-per-Country spin show predictive potential

Streams per spin (2 <sup>nd</sup> chart week)	Average peak	Pct. Reaching #1
<b>601+</b>	<b>12.6</b>	<b>56.3%</b>
<b>301-600</b>	<b>15.0</b>	<b>48.0%</b>
<b>all singles</b>	<b>18.0</b>	<b>39.6%</b>
<b>0-300</b>	<b>23.7</b>	<b>22.5%</b>

169 Country singles, Nielsen Music/BDS, Mediabase 8/10/15-8/7/17

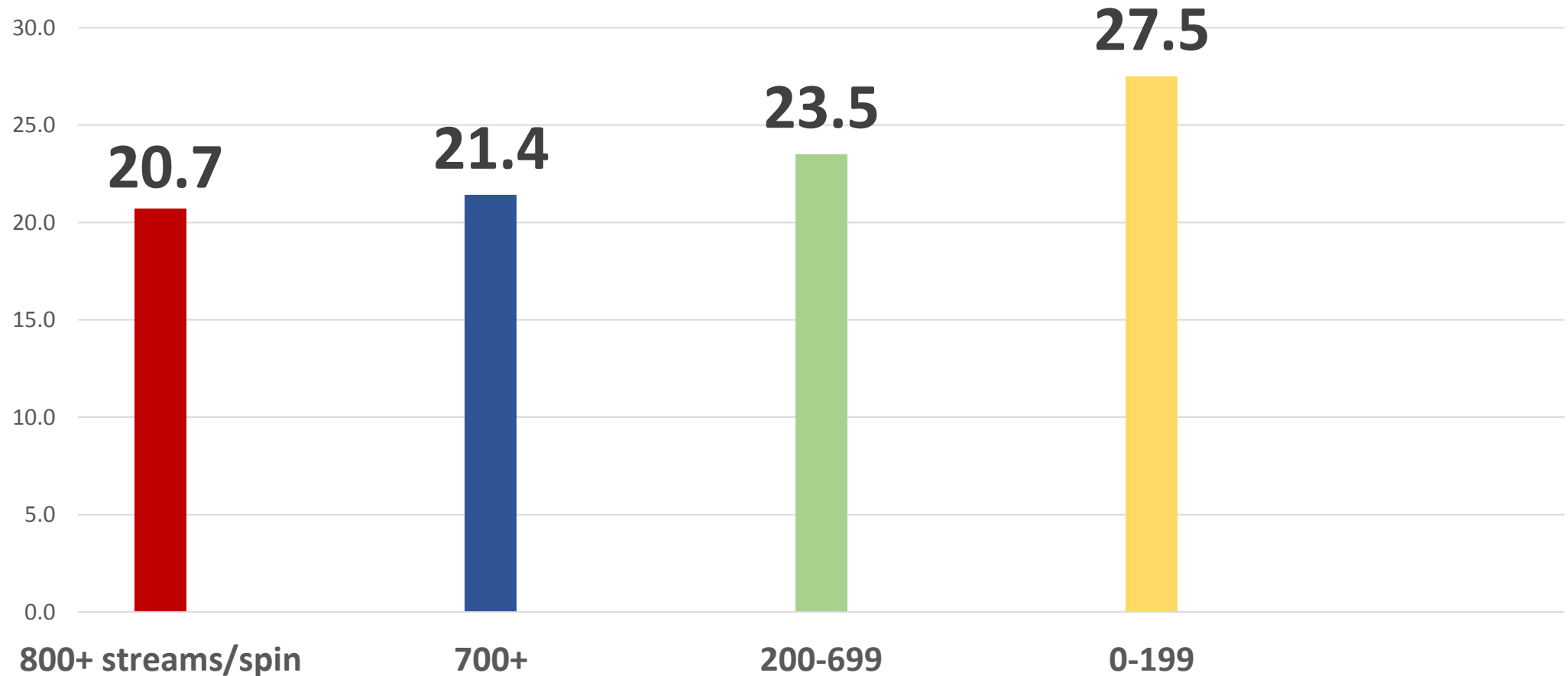




# Streams-per-spin also indicate the airplay pace to No. 1

Weeks to No. 1

2<sup>nd</sup> chart week (Nielsen Music/BDS, Mediabase, 67 No. 1 singles, 8/10/15-8/7/17)





**Pandora spin activity (#34)  
is proving to be relevant  
to outcomes of Country singles.**



# Pandora is more than a month ahead of airplay at projecting Top 10 Country radio hits

Top 10 airplay  
singles

**52**

Pandora first  
to Top 10

**42**

Pct. Pandora  
first

**81%**

Avg. lead  
over radio

**5.1 weeks**

*Aug. 8, 2016-August 21, 2017: Pandora, Country Aircheck/Mediabase.*



**“Most Added” scored 31st  
out of 38 factors influencing PDs  
on new adds.**

**But....**



No. 1 Most Added is  
a reliable early hit indicator  
at Country radio

**Reached No. 1      55.5%**

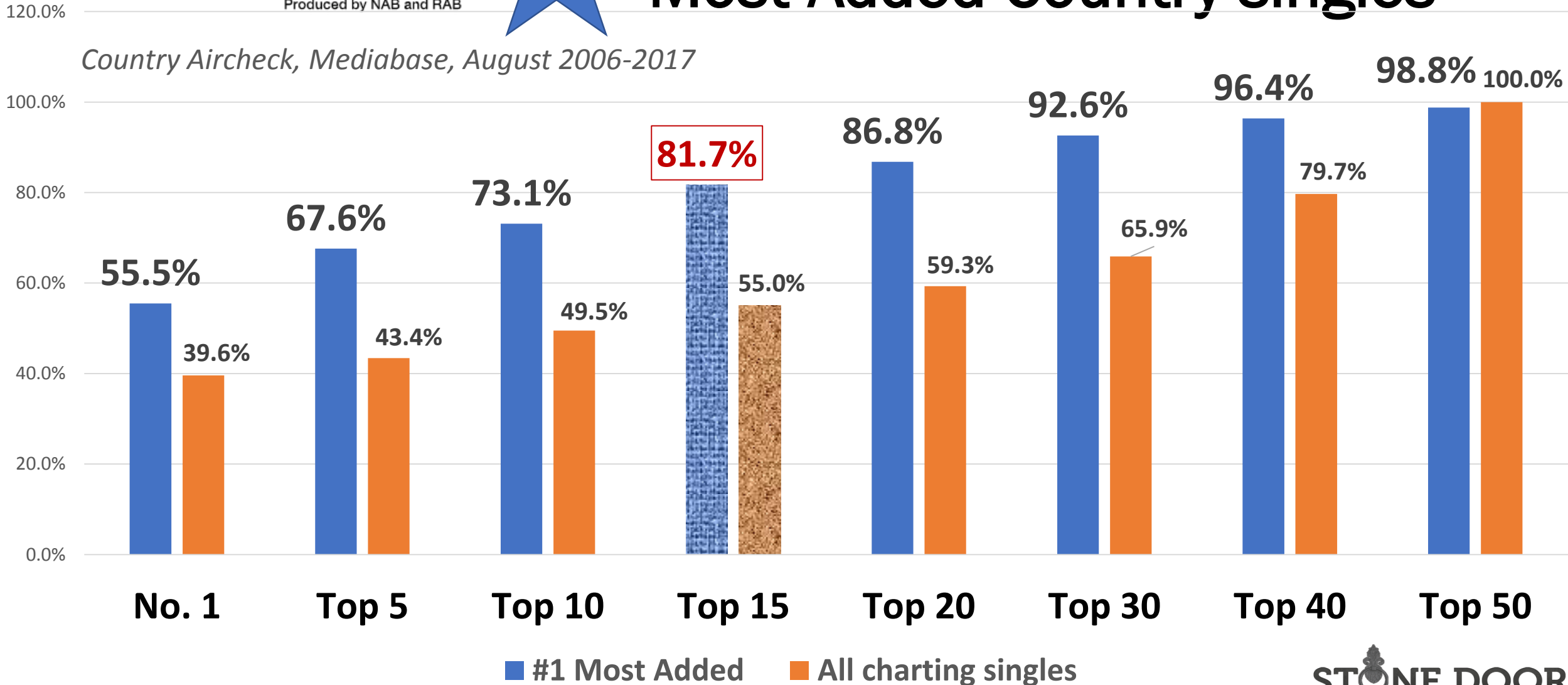
**Reached Top 15      82.0%**

*Country Aircheck/Mediabase, August 2006-2017*



# Outcomes of No. 1 Most-Added Country singles

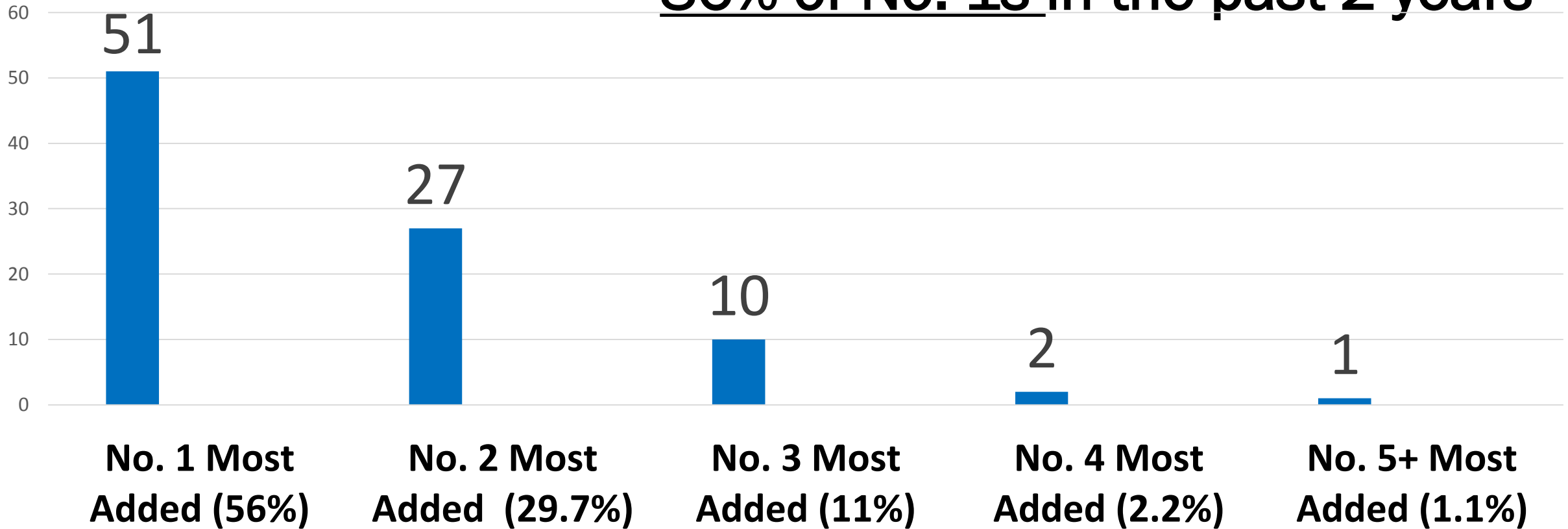
Country Aircheck, Mediabase, August 2006-2017







No. 1 and No. 2 Most-Added Country singles have comprised 86% of No. 1s in the past 2 years



*91 unique No. 1 singles: Country Aircheck/Mediabase, August 3, 2015 to August 21, 2017*



# Outcomes of Most-Added Country singles

Among singles that charted:

Avg. Peak

**No. 1 Most Added\***

**7.3**

**No. 2 Most Added** (but not #1)\*\*

**16.3**

**No. 3 Most Added** (but not #1 or 2)\*\*\*

**19.8**

**No. 4 Most Added** (but not #1, 2 or 3)\*\*\*

**32.8**

**No. 5+ Most Added** (but not #1, 2, 3 or 4)\*\*\*

**41.1**

*\*Country Aircheck/Mediabase: Unique charting singles from Aug. 28, 2006-Aug. 21, 2017*

*\*\*Country Aircheck/Mediabase: Unique charting singles from Jan. 17, 2012-Aug. 21, 2017*

*\*\*\*Country Aircheck/Mediabase: Unique charting singles from Aug. 3, 2015-Aug. 21, 2017*



A huge Most Added Week generally means a very successful Country single.

**60% of reporters**  
**50% of reporters**

Pct. Reaching #1

Avg. Peak

**76%**

**3.5**

**70%**

**3.7**

**Any No. 1 Most Added single**

**56%**

**7.3**

*Country Aircheck/Mediabase: Any No. 1 Most Added singles from Aug. 28, 2006 through Aug. 21, 2017; 60% based on 31 of 41 singles; 50% based on 16 of 23 singles.*



Top 10 Most Added 5+  
straight weeks?  
Usually means a big Country hit.

<b>Pct. That reach No. 1</b>	<b>71%</b>
<b>Average peak</b>	<b>4.6</b>
<b>Any No. 1 Most Added single</b>	<b>56%</b>
<b>Average peak</b>	<b>7.3</b>

*Country Aircheck/Mediabase: 52 singles ranking among top 10 Most Added for five consecutive weeks, January 2016-August 2017*



## Early signs of success, #1: Jon Pardi: Dirt On My Boots (Capitol)

- **Shazams per spin in 2<sup>nd</sup> chart week: 9.69**
- **Streams per spin in 2<sup>nd</sup> chart week: 724.6**
- **#1 Most Added**
- **Top 10 on Pandora 5 weeks ahead of monitored airplay**



## Early signs of success, #2: Dan + Shay: From The Ground Up (Warner Bros.)

- **Shazams per spin in 2<sup>nd</sup> chart week: 16.0**
- **Streams per spin in 2<sup>nd</sup> chart week: 1,813.2**
- **#1 Most Added**
- **5 straight weeks among top 10 Most Added**





## Early signs of success, #3: Old Dominion: Song For Another Time (RCA)

- **Shazams per spin in 2<sup>nd</sup> chart week: 9.64**
- **Streams per spin in 2<sup>nd</sup> chart week: 953.3**
- **#2 Most Added, top 10 Most Added 6 straight weeks**
- **Top 10 on Pandora same week as monitored airplay**

# Summary: Five data factors worth considering

1

**High Shazams per spin in 2<sup>nd</sup> chart week (among the top 50)**

2

**Streaming rankers make useful benchmarks**

3

**High streams per spin in 2<sup>nd</sup> chart week (among the top 50)**

4

**Pandora as a Top 10 pacesetter**

5

**#1 or No. 2 Most Added or 5 straight weeks among top 10**

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