

**Dicing the Data  
to Predict The Hits:  
Expanded Version  
A new survey of  
Mediabase PDs/MDs**

# Top factors for adding a single:

Considerations regarded as “very likely” OR “somewhat likely” influences

1. Artist stature/reputation 95.9% intangible
2. Gut feeling 90.5% intangible
3. Playlist fit (tempo, sound) 75.4% intangible
4. Sales data 73.7% research
5. Free show for station 71.7% promo  
oppty
6. Prior single’s performance 70.7% airplay
7. Local concert appearance 70.3% promo  
oppty
8. Relationship with artist 68.9% intangible
9. Local callout/research 68.5% research
10. Word-of-mouth from PDs 64.0% intangible

# Top “very likely” influences for adding a new single (excluding “somewhat likely” responses)

- |  |                  |
|--|------------------|
| 1. Local callout/research                      | 55.3% research   |
| 2. Gut feeling                                 | 50.0% intangible |
| 3. Corporate mandate                           | 40.5% internal   |
| 4. Playlist fit (tempo, sound, etc.)           | 38.7% intangible |
| 5. Artist stature/reputation                   | 37.8% intangible |
| 6. Artist free show for station<br>oppty       | 25.7% promo      |
| 7. Prior single’s success/lack of              | 18.7% airplay    |
| 8. Relationship with artist                    | 16.2% intangible |
| 9. Airplay at specific stations                | 16.0% airplay    |
| 10. National airplay chart position<br>airplay | 15.8%            |

11. Relationship with label

13.3% intangible

12. National airplay chart growth

13.2% airplay



# Moderate factors for adding a single:

Considerations regarded as “very likely” OR “somewhat likely” influences

12. Nat'l airplay chart growth	54.0%	airplay
13. Streaming data (overall)	52.1%	other media
14. Airplay at specific stations	49.3%	airplay
15. Nat'l airplay chart rank	48.7%	airplay
16. Corporate mandate	48.6%	internal
17. Nat'l callout/research	48.0%	research
18. Persuasion of regional rep	41.9%	intangible
19. Label reputation	37.9%	intangible
20. National media exposure	34.3%	other media
21. Listener requests	34.1%	research
22. Artist visit to station	33.8%	promo opportunity
23. Other monitored airplay data	33.8%	airplay
24. Persuasion of label executive	32.0%	intangible

# Other music media aren't major “add factors” for Country PDs/MDs ... yet.

Among 38 factors, those “very likely” or “likely” to be an influence on a new single:

<b>Streaming media overall</b>	<b>52%</b>	<b>(13<sup>th</sup>)</b>
<b>Spotify streams</b>	<b>31%</b>	<b>(28<sup>th</sup>)</b>
<b>YouTube views/streams</b>	<b>20%</b>	<b>(30<sup>th</sup>)</b>
<b>Apple streams</b>	<b>20%</b>	<b>(32<sup>nd</sup>)</b>
<b>Pandora streams</b>	<b>14%</b>	<b>(34<sup>th</sup>)</b>

# Least important factors for adding a single

Considerations regarded as “very likely” OR “somewhat likely” influences

25. Shazam	32.0%	research
26. Social media data	32.0%	research
27. Mscore data	31.6%	research
28. Streaming data: Spotify	31.1%	other media
29. Input from corporate PD	24.0%	internal
30. Streaming data: YouTube	20.3%	other media
31. Most added data/ranking	20.0%	airplay
32. Streaming data: Apple	19.5%	other media
33. Concert tix/meet-greet passes	17.6%	promo opportunity
34. Streaming data: Pandora	13.6%	other media
35. Input from consultant	13.4%	internal
36. SiriusXM airplay/data	9.3%	other media
37. Compelling video	6.7%	other media
38. Songwriter’s reputation	5.3%	intangible



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

**Average chart peak 5**

**No. 1s**

**75%**



# High “week 2” Shazams per spin often show positive potential

Shazams per spin (2 <sup>nd</sup> chart week)	Average Chart peak	No. 1 Pct. Reaching
12.0+	5.1	75%
9.0+	9.5	60%
7.0+	8.4	61%
5.52-6.99	13.4	63%





# Shazam Shows Predictive Potential

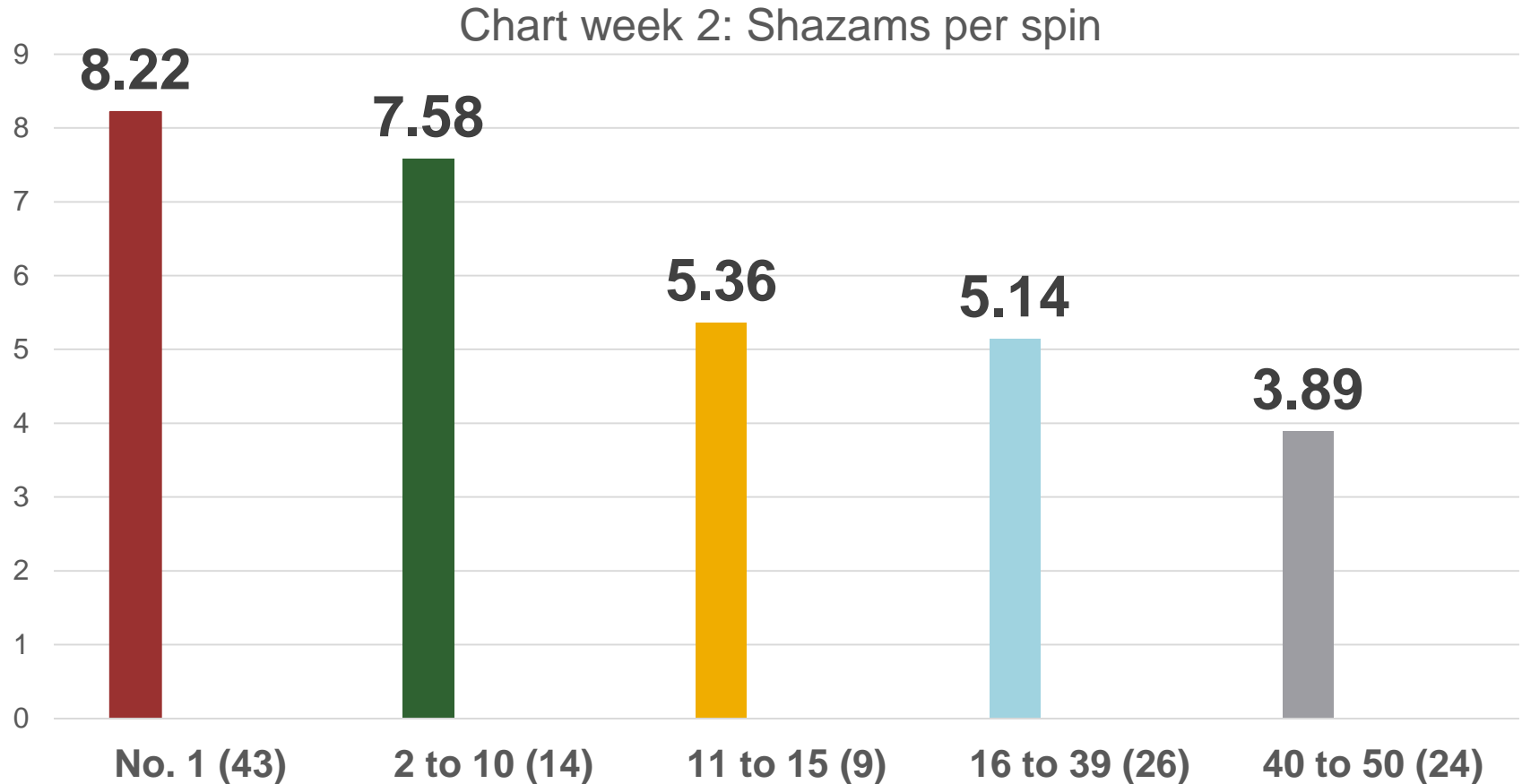
Shazams per spin Total (2 <sup>nd</sup> chart week)	Average	Pct. Reaching	
	peak	#1 Songs	
<b>12.0+</b>	<b>5.1</b>	<b>75%</b>	<b>8</b>
<b>9.0+</b>	<b>9.5</b>	<b>60%</b>	<b>25</b>
<b>7.0+</b>	<b>8.4</b>	<b>61%</b>	<b>41</b>
<b>5.52-6.99</b>	<b>13.4</b>	<b>63%</b>	<b>19</b>
4.00-5.51	19.8	17%	24
3.00-3.99	28.4	8%	12
2.00-2.99	33.6	8%	13
0.00-1.99	41.6	0%	7

Median Shazams per spin in second chart week is 5.58; average is 6.27

137 charting singles from 8/3/15-2/13/17 includes some still active



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



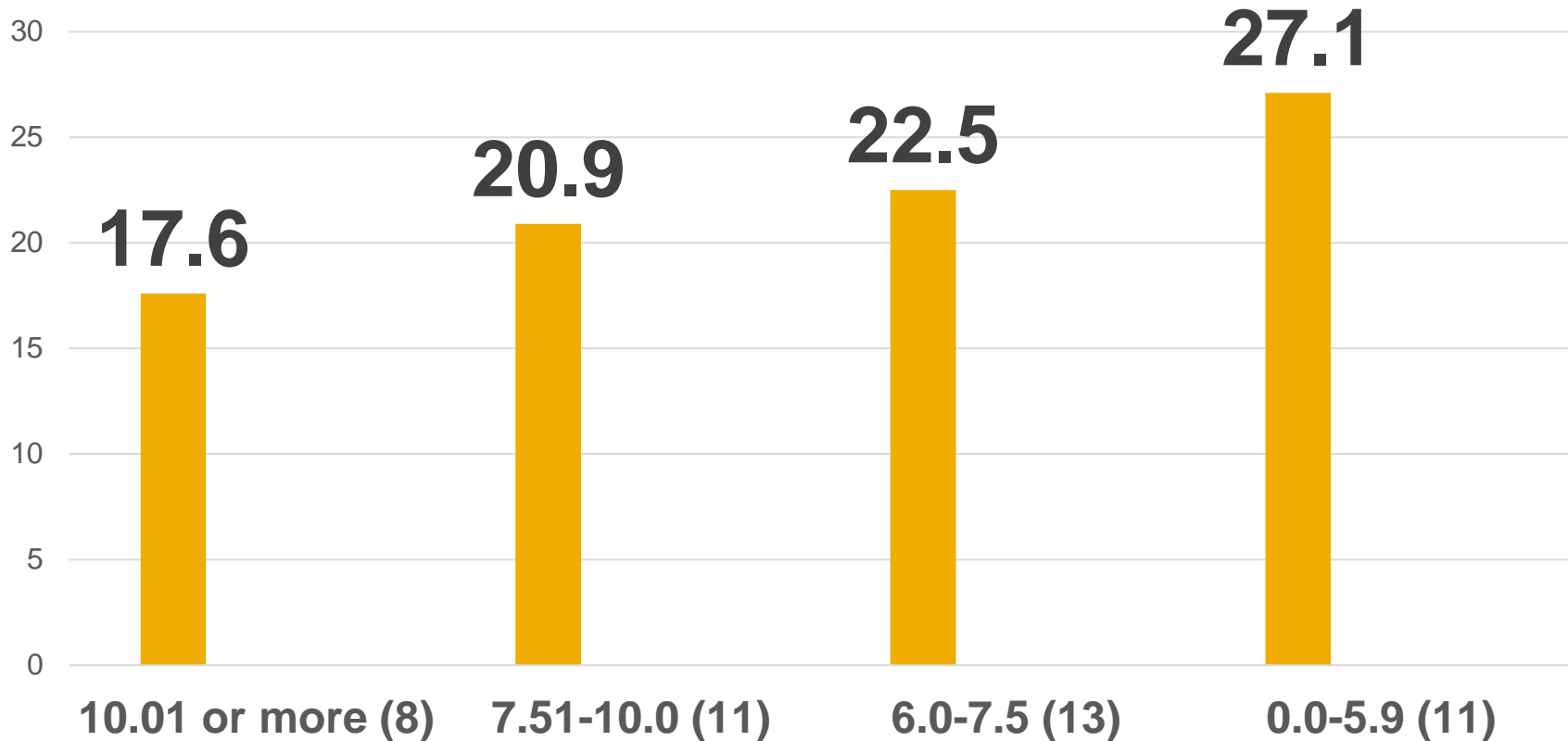
Median Shazams per spin in second chart week is 5.58; average is 6.27

116 charting singles from 8/3/15-2/13/17; includes some still active



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

Weeks to No. 1 based on Shazams per spin



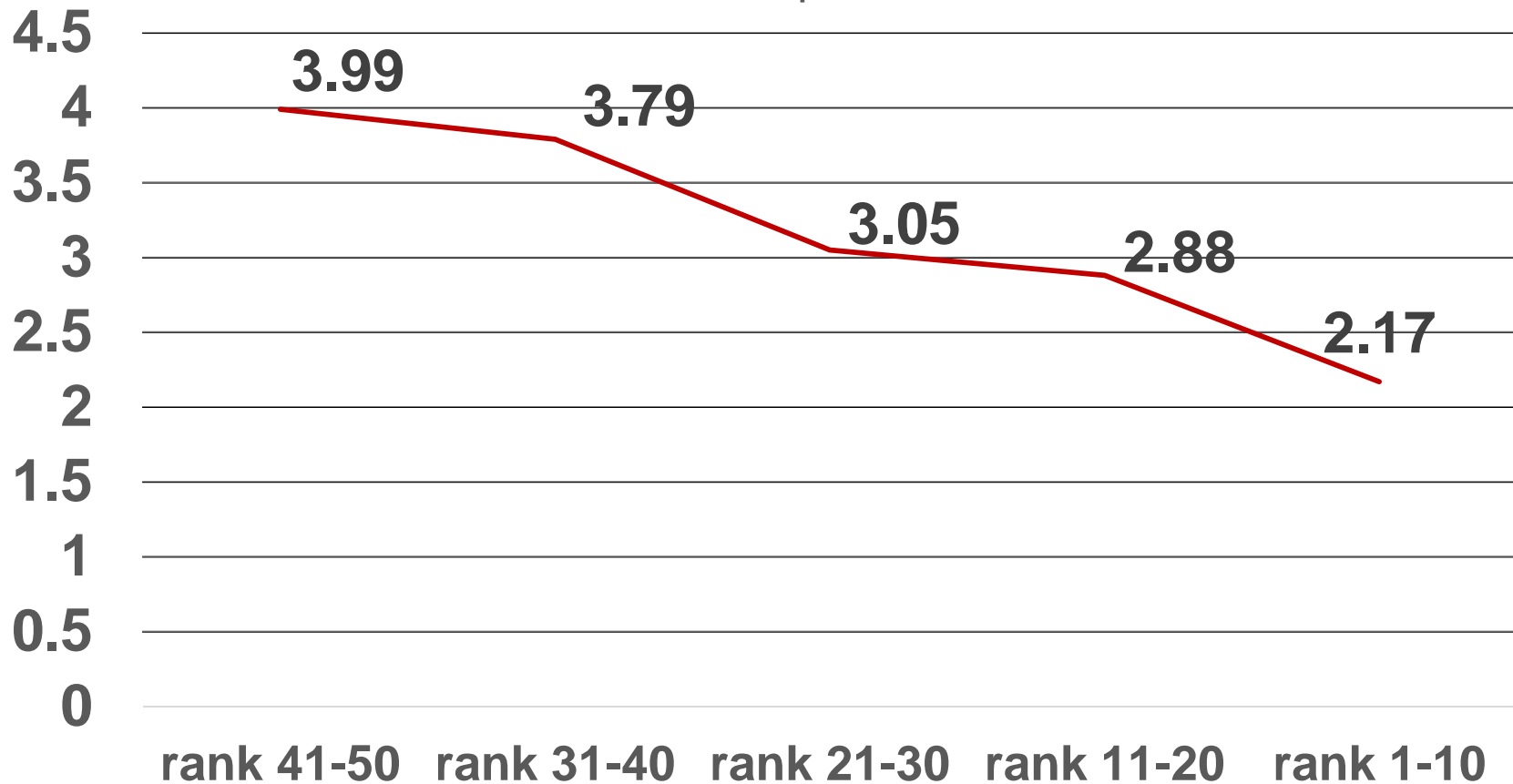
*43 No. 1 singles from 8/3/15 to 2/13/17*



**As songs become familiar and spins increase, Shazams per spin decline, factoring less in value**

## Shazams per spin by Mediabase chart rank

10-week period from 10/10-12/19/16





## **The Power of Most Added**

**“Most Added” scored 31st among PDs as an influence for adding a new single.**



**Being No. 1 Most Added is  
the No. 1 early indicator of a hit.**

**Reached No. 1  
55%**

**Reached Top 15 82%**



# Performance of No. 1 Most Added singles

Percentage of all No. 1 most-added singles reaching:

■ <b>No. 1</b>	<b>54.5%</b>
■ Top 5	67.2%
■ Top 10	72.5%
■ <b>Top 15 (recognized hit)</b>	<b>81.7%</b>
■ Top 20	86.5%
■ Top 30	92.4%
■ Top 40	96.2%
■ Top 50 (a chart debut)	98.7%

393 unique singles from August 21, 2006 through February 13, 2017



# No. 1 and No. 2 Most Added singles comprise 85% of No. 1s.

- There have been 68 No. 1s in the past 18 months. Of those that were ...

		No.1s
proportion		
■ <b>No. 1 Most Added</b>	<b>37</b>	<b>54%</b>
■ <b>No. 2 Most Added, but not No. 1</b>	<b>21</b>	<b>31%</b>
■ <b>No. 3 Most Added, but not No. 1 or 2</b>	<b>8</b>	
12%		
■ <b>No. 4 Most Added, but Not No. 1,2,3</b>	<b>2</b>	
3%		
■ <b>No. 5+ Most Added, but Not No. 1,2,3,4</b>	<b>0</b>	<b>0%</b>





## A huge “Most Added” week has generally meant a very successful single.

With the competition to gain airplay intensifying, Country radio is increasingly engaging in adding records as part of a massive one-week coordinated commitment. A majority (60%) of the 15 biggest add dates over the past decade have occurred in just the last three years.

### History of Reaching No. 1

- 60% of reporters (96 stations)  
76%
- 50% of reporters (80 stations)  
72%
- Any No. 1 Most Added single  
55%



# A huge “Most Added” week correlates to having a Top 5 hit single.

Single

reaches

Top 5:

- 60% of reporters (96) **84%**
- 50% of reporters (80) 77%
- Any No. 1 Most Added single  
66%

Country Aircheck/Mediabase from August 2006-February 13, 2017



**A huge “Most Added” week correlates  
to having a top 15 hit, too.**

## **Reaching Top 15:**

- 60% of reporters (96) 97%
- 50% of reporters (80) 95%
- **Any No. 1 Most Added single**  
**81%**

Country Aircheck/Mediabase from August 2006-February 13, 2017



**Top 10 Most Added  
5+ straight weeks?**

**Usually means a very big hit!**

**Pct. that reach No. 1 73%**



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

**Average peak** 4.1

**Pct. that reach No. 1**  
**73%**

**Pct. that reach top 10** 89%

Country Aircheck/Mediabase: 37 singles from April 20, 2015-February 13, 2017

# Ranking factors for increasing spins

Very likely” or “somewhat likely” influences

new  
add

## More Spins

9  
91%

1 Local callout/research

20  
4 National media exposure 76%

12  
60%

9 National airplay chart growth

# Key factors for increasing spins:

“Very likely” or “somewhat likely” influences

Rank  
Add – Spins

9	1 Local callout/research	90.8%	research
2	2 Gut feeling	79.7%	intangibles
3	3 Playlist fit (tempo, sound, etc.)	78.7%	intangibles
20	4 National media expos./perform.	75.7%	other media
1	5 Artist stature/reputation	74.7%	intangibles
4	6 Sales data	72.0%	research
7	7 Local concert appearance opportunity	65.8%	promo
5	8 Artist free show for station opportunity	61.3%	promo
12	9 National airplay chart growth	60.0%	airplay
10	10 Word of mouth from PDs/MDs	54.7%	intangibles
17	11 National callout/research	53.3%	research
6	12 Prior single’s success/lack of	50.0%	airplay
15	13 National airplay chart position	48.7%	airplay
8	13 Relationship with artist	48.7%	intangibles

# Top “very likely” influences for increasing spins

## Rank

1	Local callout/research	80.3%	audience research
2	Corporate mandate	33.8%	internal guidance
3	Playlist fit (tempo, sound, etc.)	30.7%	intangibles
4	National media exp./perform.	29.7%	other media
5	Gut feeling	24.3%	intangibles
6	Artist free show for station	22.7%	promo opportunity
7	Artist stature/reputation	20.0%	intangibles
8	Local concert appearance	13.7%	promo opportunity
9	Sales data	13.3%	audience research
10	Prior single’s success/lack of	12.2%	airplay
11	Airplay at specific stations	12.0%	airplay
12	Relationship with artist	10.8%	intangibles
13	National callout/research	10.7%	audience research



# Moderately important factors for increasing spins:

Considerations regarded as “very likely” or “somewhat likely” influences

## Rank Add – Spins

13	15	Streaming data (overall) media	45.8%	other
21	16	Listener requests research	44.4%	
14	17	Airplay at specific stations	44.0%	airplay
11	17	Relationship with label	44.0%	intangibles
16	19	Corporate mandate	43.2%	internal
18	20	Persuasion of regional rep	32.9%	intangibles
23	21	Other monitored airplay data	31.9%	airplay
27	22	Mscore data	30.7%	research
25	23	Shazam	27.4%	research
28	24	Streaming data - Spotify media	27.0%	other
24	25	Persuasion of label executive	25.3%	intangibles
		social media data	25.3%	research



# Achieving Airborne Status

(60% of reporters)

**Average peak of any charting single:  
19.2**

**Average peak of an Airborne single:  
12.1**



## Simultaneous Chart Debut and Airborne Status

- **69% of 29 recently reached #1**
- **90% reached top 10**

Country Aircheck/Mediabase, August 22, 2015-February 13, 2017; 29 recent singles reaching Airborne status the same week as its debut.



## Most No. 1s and 78% of Top 15s are Airborne in Three Weeks or Less

Of singles reaching Airborne status, the proportion that accomplish it within ...

	No.	No. <sup>reaching</sup> 1	Pct.	Top 15 <sup>reaching</sup>	Pct.
■ 1 <sup>st</sup> chart week	29	20	69%	29	100%
■ 2 <sup>nd</sup> chart week	18	11	61%	16	89%
■ 3 <sup>rd</sup> chart week	12	7	58%	8	67%
■ 4 <sup>th</sup> -8 <sup>th</sup> week	26	7	27%	11	42%
■ 9 <sup>th</sup> week+	13	2	17%	4	31%



# Top 30 airplay in four weeks suggests a potential No. 1

<u>1s</u>	<u>Avg. No. 1s</u>	<u>Avg. of Non-No.</u>
Debut chart rank	42	46
<u>Rank by week 4:</u>	<u>28</u>	<u>40</u>
Rank by week 6:	24	37
Rank by week 8:	21	35
Rank by week 10:	17	32
Rank by week 12:	14	30

Country Aircheck Today Mediabase, August 3, 2015-January 9, 2017



## Look for big sales-per-spin in chart week no. 2

With 12 or more sales per spin:

- **70% of them reached No. 1**
- **The average peak was 6**



# 5 Pandora Country between 30-10

Pandora's chart leads Mediabase  
in projecting top 10 hits ... **by an  
average of 4-5 weeks.**



**Pandora's chart is about a month ahead of Mediabase projecting top 10 hits.**

**16 of 18 recent hits reached top 10 on Pandora ahead of Mediabase, on average, by 4.6 weeks.**

**Little Big Town/Better Man  
Saturday Night**

**Chris Young f/Vince Gill/Sober**

**Michael Ray/Think A Little Less**

**Jon Pardi/Dirt On My Boots**

**Eric Church f/R. Giddens/Kill A Word**

**Thomas Rhett/Star Of The Show**

**Florida Georgia Line/May We All**

**Cole Swindell/Middle Of A Memory**

**Keith Urban/Blue Ain't Your Color**

**Dierks Bentley/Different for Girls**

**Brett Eldredge/Wanna Be That Song  
It Used To**

**Billy Currington/It Don't Hurt Like**

**LoCash/I Know Somebody**

**Brett Young/Sleep Without You**

**Jason Aldean/A Little More Summer...**

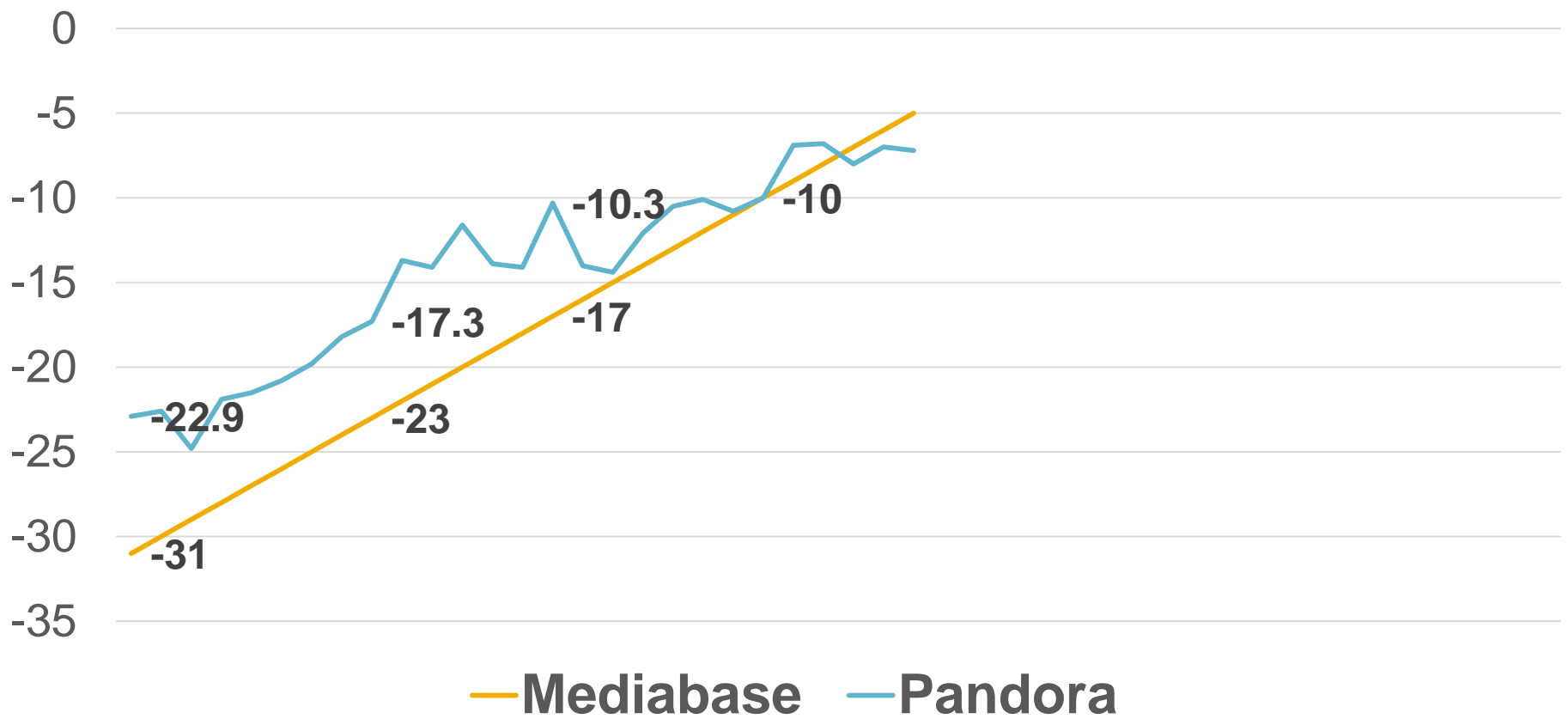
**Granger Smith/If The Boot Fits**





# Pandora is outpacing Mediabase between #30 and #10. (Pandora has a 16-week chart limit, and some recurrents remain strong after leaving the Mediabase chart.)

September 12, 2016-January 23, 2017

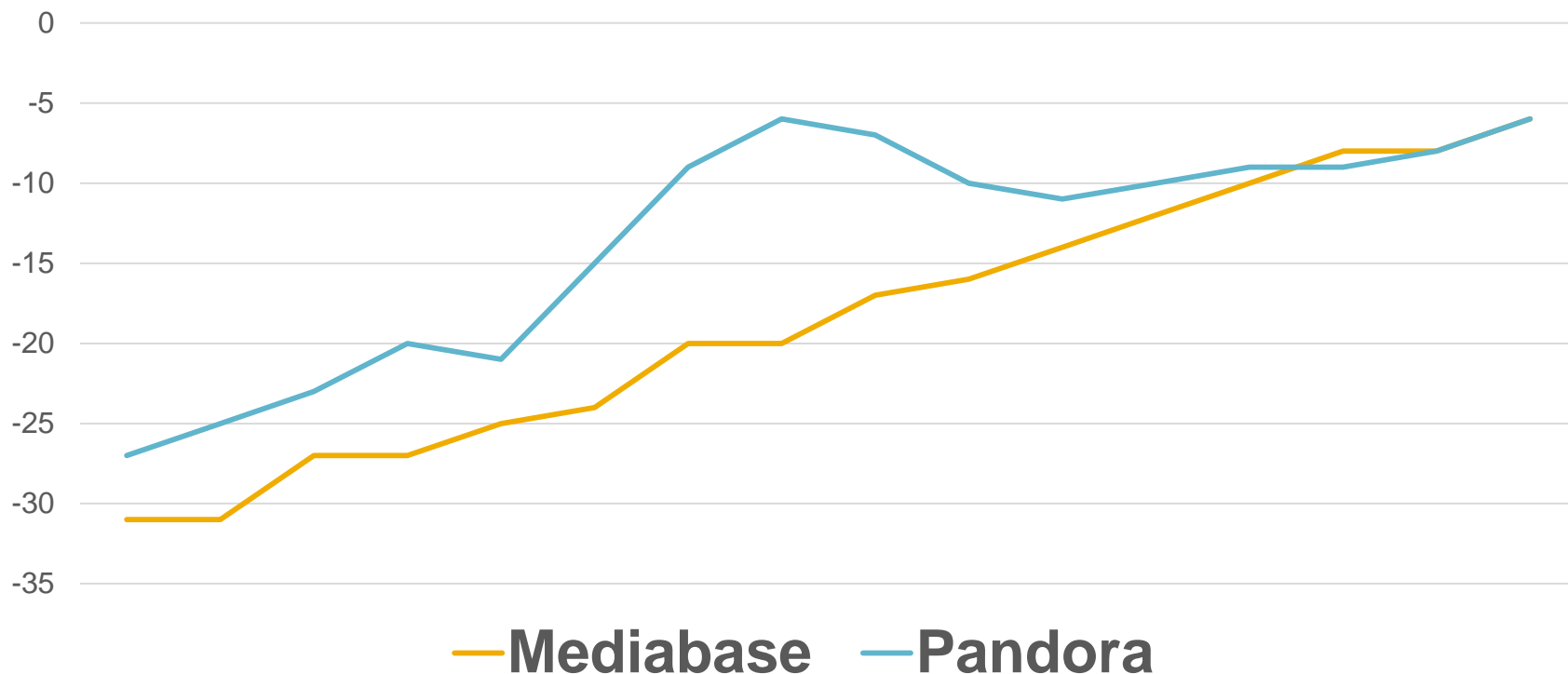




# Singles Pace Faster on Pandora Spins Rank than on Mediabase from #30 to #10.

## Michael Ray: Think A Little Less

Chart pace from October 17, 2015 to February 13, 2017



**Maren Morris “My Church”**  
**Jon Pardi “Dirt On My Boots”**  
**Dan + Shay “From The Ground Up”**





Early signs of success, #1:

# Maren Morris: My Church

Columbia

- #1 Most Added with 65 stations
- 6 straight weeks among Most Added
- Debut at #40; Airborne in chart week #1
- Shazams/spin in 2<sup>nd</sup> chart week: 8.50
- Top 20 in just four weeks



Early signs of success, #2:

# Jon Pardi: Dirt On My Boots

Capitol

- #1 Most Added
- Weeks after debut to reach Airborne: 2
- Shazams/spin in 2<sup>nd</sup> chart week: **9.69**
- **Top 6 sales at chart position #30**
- Ranked #15 by 13<sup>th</sup> week
- Top 10 Pandora Country when MB was #25



Early signs of success, #3:

# Dan & Shay: From The Ground Up

(Warner Bros.)

- #1 Most Added
- 5 straight weeks among top 10 Most Added
- Weeks from debut to Airborne: 2
- Shazams per spin in 2<sup>nd</sup> chart week: 16.0
- Sales per spin in 2<sup>nd</sup> chart week: 53.5

# Summary: Five factors offering predictive value

1. 12+ Shazams per spin in 2<sup>nd</sup> chart week
2. #1 Most Added, 5 weeks on Most Added
3. Early Airborne status
4. 12+ Sales per spin in 2<sup>nd</sup> chart week
5. Pandora spins chart from 30-10

**Thank you!** For additional information,  
contact Jeff Green

[Jeff@stonedoormedialab.com](mailto:Jeff@stonedoormedialab.com)

**615-406-4567**

To see the editorial coverage of the survey  
findings in *Country Aircheck's* CRS 2017 print  
pub

(pages 15-16), copy this link:

<https://issuu.com/countryaircheck/docs/cap0217smaller?e=23858527/44692384>