



# The Metrics That Matter:

## Using Data to Project Hit Singles

Special thanks to:





## Summary: Five metrics that matter



Most Added: Top 3; one big week; among Top 10 5x



1,500+ streams per spin in second airplay chart week



6+ Shazams per spin in second airplay chart week



2%+ Pandora Thumbs Ups or Pandora Top 10



Rapid early airplay chart growth



The top 3 Most Added have delivered 97% of the No. 1s.

		Avg. peak
56%	#1 Most Added	7
32%	#2 Most Added	14
9%	#3 Most Added	24
2%	#4 Most Added	30
1%	≤ #5 Most Added	40

171 No. 1 singles, Country Aircheck/Mediabase, Aug. 3, 2015-Dec. 17, 2018



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# Audio streaming is rapidly dominating Country consumption

(excluding broadcast radio and digital radio broadcasts)

	<u>2016</u>	<u>2017</u>	<u>1<sup>st</sup> half 2018</u>	<u>All formats</u>
<b>On-demand audio streams</b>	<b>24%</b>	<b>39%</b>	<b>55%</b>	66%
<b>Physical album sales</b>	<b>37%</b>	<b>31%</b>	<b>23%</b>	15%
<b>Digital track sales</b>	<b>21%</b>	<b>16%</b>	<b>12%</b>	8%
<b>Digital album sales</b>	<b>18%</b>	<b>14%</b>	<b>10%</b>	10%

*Proportion of total consumption, which includes on-demand audio, physical album sales, digital album sales, digital track sales;*

*Nielsen Music Reports 2016, 2017, 2018.*

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# Average streams per week

BDS Country chart rank

**1-10**

**3.7 million**

**11-20**

**2.2 million**

**21-30**

**1.5 million**

**31-40**

**1.1 million**

**41-50**

**750,000**





# Average station spins by chart rank

## National rank

<b>50+ spins per week</b>	<b>1</b>
<b>31 spins per week</b>	<b>10</b>
<b>25 spins per week</b>	<b>15</b>
<b>20 spins per week</b>	<b>20</b>
<b>12 spins per week</b>	<b>30</b>
<b>9 spins per week</b>	<b>40</b>
<b>7 spins per week</b>	<b>50</b>

Country Aircheck/Mediabase reporting stations, Oct. 1, 2018-Jan. 22, 2019

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# High early “streams per spin” indicates positive potential

**Streams per spin  
(2<sup>nd</sup> chart week)**

**Average peak**

**Pct. reaching #1**

**3,000+**

**6**

**85%**

**1,500-2,999**

**9**

**54%**

**1,000-1,499**

**16**

**42%**

**500-999**

**17**

**37%**

**200-499**

**20**

**26%**

**0-199**

**30**

**14%**







# Early streams per spin is correlated to the speed to No. 1

2<sup>nd</sup> chart week  
Streams per spin

**3,500+**

**2,500+**

**1,000+**

**≤ 1,000**

**≤ 500**

Weeks to No. 1

**20.1**

**22.5**

**24.1**

**25.9**

**27.0**

Nielsen Music/BDS Country streams per CA/Mediabase **chart week 2**; Jan. 7, 2017-Dec. 17, 2018; 62 No. 1s; avg. 24.7

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# Shazams by chart rank



Chart rank

Average Total Shazams

<b>At No. 1</b>	<b>350,409</b>
<b>At Top 5</b>	<b>305,379</b>
<b>At Top 10</b>	<b>222,597</b>
<b>At Top 20</b>	<b>127,257</b>
<b>At Top 30</b>	<b>79,993</b>
<b>At Top 40</b>	<b>47,222</b>

Country Aircheck/Mediabase, July 16, 2018-Jan. 14, 2019

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# Shazam home page



APPS

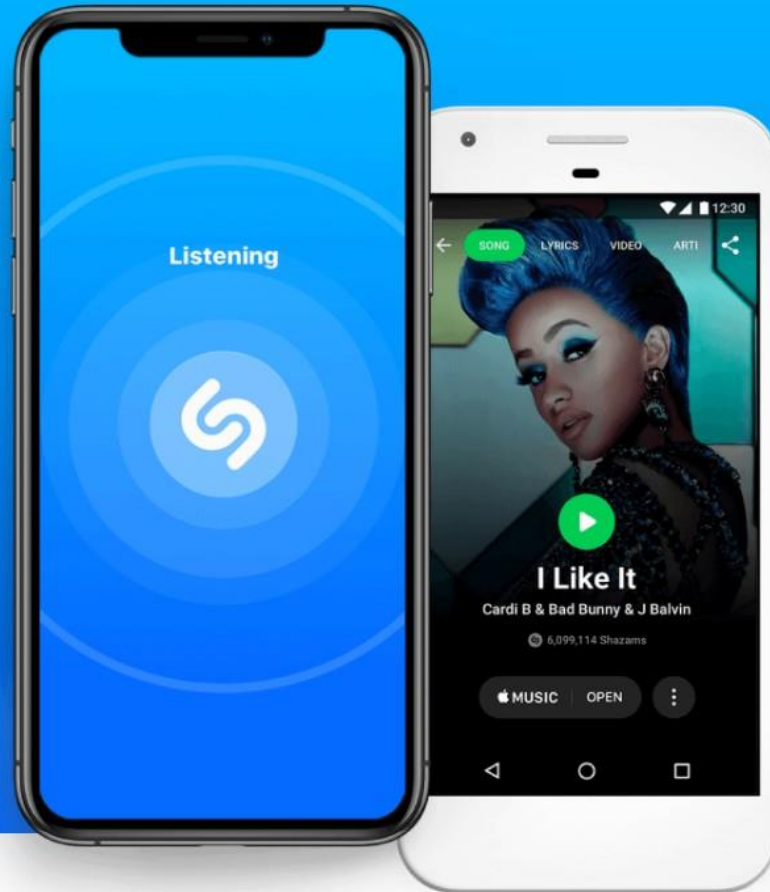
CHARTS

MY SHAZAM

Search for music



LOG IN



## Name any song in seconds

Shazam will identify any music playing around you.

GET IT NOW



# Shazam song page



APPS

CHARTS

MY SHAZAM

Search for music



LOG IN

DAN + SHAY

## Speechless

Dan + Shay

601,949 Shazams



Dan + Shay  
3.5M Shazams



## Music Videos



Dan + Shay - Speechless (Wedding Version)  
39,687,117 views



Dan + Shay - Speechless (Instrumental)  
18,208,277 views



Dan + Shay - Speechless (Acoustic)  
144,481 views

## Lyrics

You say you'll be down in five  
The smell of your perfume

SHOW MORE



# Shazams per week by airplay chart rank



Chart rank

Avg. Shazams per Week

**No. 1-5**

**16,070**

**No. 6-15**

**13,159**

**No. 16-25**

**9,889**

**No. 26-35**

**6,246**

**No. 36-45**

**4,081**

**No. 46-50**

**2,922**

Country Aircheck/Mediabase, 1/8/18-1/14/19

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



Shazams per spin	Avg. peak	Pct. No. 1s	Chart Weeks to No. 1
Median: 5.85	16	41%	25 wks

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<b>12.0+</b>	<b>4</b>	<b>83%</b>	<b>19 wks</b>
<b>9.0-11.99</b>	<b>8</b>	<b>64%</b>	<b>23 wks</b>
<b>6.0-8.99</b>	<b>11</b>	<b>55%</b>	<b>25 wks</b>
<b>4.0-5.99</b>	<b>17</b>	<b>31%</b>	<b>29 wks</b>
<b>2.0-3.99</b>	<b>25</b>	<b>20%</b>	<b>31 wks</b>
<b>0.0-1.99</b>	<b>42</b>	<b>0%</b>	<b>...</b>

296 singles; Country Aircheck/Mediabase, Aug. 3, 2015-Dec. 17, 2018; 12+ (23); 9-11.99 (39); 6-8.99 (77); 4-5.99 (77); 2-3.99 (66); 0-1.99 (14);

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# Pandora and Country radio agree on Top 10s most of the time.



<b>Total combined top 10s</b>	<b>136</b>	
<b><u>Agreement on top 10s</u></b>	<b>111</b>	<b>82%</b>
<b>Radio top 10 but not at Pandora</b>	<b>13</b>	<b>10%</b>
<b>Pandora top 10 but not at radio</b>	<b>12</b>	<b>9%</b>

Aug. 8, 2016-Dec. 17, 2018: Pandora Top Spins chart, Country Aircheck/Mediabase

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**Pandora is ahead of radio on Top 10s nearly all the time, on average by nearly seven weeks.**



<b>Agreement on top 10s</b>	<b>111</b>		
<b>Pandora first to Top 10</b>	<b>100</b>	<b>90%</b>	<b>7 wks ahead</b>
<b>Radio first to top 10</b>	<b>8</b>	<b>7%</b>	<b>4 wks ahead</b>
<b>Both top 10 same week</b>	<b>3</b>	<b>3%</b>	





# High early Thumbs Ups ratio is correlated to hit outcomes



Ratio of Thumbs Up/Pandora radio spins  
(2<sup>nd</sup> airplay chart week)

Avg. peak

Pct. Country  
Radio No. 1s

**2.00% or higher**

**8**

**68%**

median 1.72%

**16**

**41%**

**1.51% - 1.99%**

**16**

**40%**

**1.00% - 1.50%**

**22**

**20%**

**0.00% - 0.99%**

**33**

**7%**

181 singles; Country Aircheck/Mediabase, Sept. 26, 2016-Dec. 17, 2018; 2.0+ (65); 1.51-1.99% (43); 1.00-1.50% (59); 0.00-0.99 (14); Stone Door Media Lab





# Chart Growth: How fast is good?

At ...

**5 chart weeks**  
**10 chart weeks**  
**15 chart weeks**  
**20 chart weeks**  
**25 chart weeks**

**Future #1s**  
**are at 30**  
**are at 20**  
**are at 14**  
**are at 13**  
**are at 10**

**Avg. charting single rank**  
**37**  
**28**  
**22**  
**19**  
**17**

*Average single charts for 22.8 weeks*

*Country Aircheck/Mediabase, Aug. 3, 2015-Jan. 22, 2019*  
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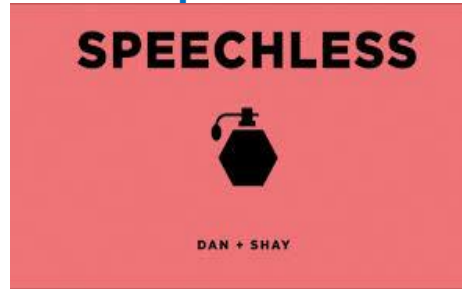


# Strong Metrics Projecting #1 Radio Hits

Old Dominion  
"Written in the Sand"



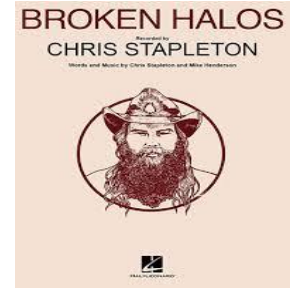
Dan + Shay  
"Speechless"



Eric Church  
"Round Here Buzz"



Chris Stapleton  
"Broken Halos"



Most Added Rank	2	1	2	2
Big Add Week	32	41	43	40
Consec. Wks Most Added	9	9	5	6
<b>2<sup>nd</sup> Airplay Chart Week:</b>				
Streams/Spin	3,066	6,140	674	1,677
Shazams/Spin	16.10	14.49	5.04	6.22
Pandora Thumbs Up	3.69%	3.51%	4.88%	2.62%
Chart position at 5 wks	32	29	35	44
Pandora peak (wks ahead)	5 (3)	1 (4)	2 (13)	1 (15)



# Strong Metrics on Artists with first #1 Country Radio Hits

Mitchell Tenpenny  
"Drunk Me"



Jimmie Allen  
"Best Shot"



Jordan Davis  
"Singles You Up"



Scotty McCreery  
"Five More Minutes"



Most Added Rank	2	2	2	4
Big Add Week	52	50	38	14
Consec. Wks Most Added	3	2	2	1
<b>2<sup>nd</sup> Airplay Chart Week:</b>				
Streams/Spin	2,717	270	1,363	2,128
Shazams/Spin	9.92	6.22	6.94	7.28
Pandora Thumbs Up	1.70%	1.64%	2.19%	2.43%
Chart position at 5 wks	41	49	45	43
Pandora peak (wks ahead)	5 (9)	3 (7)	4 (7)	2 (8)



# Strong Scenarios for No. 1 Outcomes

	Pct. #1s	Avg. Peak
<b>3,000+ streams per spin*</b>	<b>85%</b>	<b>6</b>
<b>12+ Shazams per spin*</b>	<b>83%</b>	<b>4</b>
<b>3%+ Thumbs Up/Pandora radio spins*</b>	<b>74%</b>	<b>9</b>
<b>60%+ of reporters adding together</b>	<b>68%</b>	<b>4</b>
<b>2%+ Thumbs Up/Pandora radio spins*</b>	<b>68%</b>	<b>8</b>
<b>Top 30 by fourth airplay chart week</b>	<b>68%</b>	<b>4</b>
<b>5+ consecutive wks Top 10 Most Added</b>	<b>68%</b>	<b>5</b>

*\*second Mediabase airplay chart week*

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## Summary: Five metrics that matter



Most Added: Top 3; one big week; among Top 10 5x



1,500+ streams per spin in second airplay chart week



6+ Shazams per spin in second airplay chart week



2%+ Pandora Thumbs Ups or Pandora Top 10



Rapid early airplay chart growth



Thank you!

To receive your copy  
of the full deck:

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

text/call 615-406-4567

# Appendix

The following slides cover many additional new statistics, as well as several findings from the third annual Country Aircheck/Stone Door Media Lab “Music Decision Survey” of 80 reporting Country station PDs/MDs, conducted in November-December 2018.





# Outcomes of any week's Most Added singles

rank	Avg. Adds	Reached No. 1	Avg. Peak
<b>No. 1</b>	<b>58</b>	<b>52%</b>	<b>7</b>
<b>No. 2</b>	<b>35</b>	<b>38%</b>	<b>14</b>
<b>No. 3</b>		<b>24%</b>	<b>24</b>
<b>No. 4</b>		<b>13%</b>	<b>30</b>
<b>No. 5+</b>		<b>6%</b>	<b>40</b>

*\*Completed charted singles, Country Aircheck/Mediabase, Aug. 3, 2015-Dec. 17, 2018*



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**No. 1 Most Added** is a reliable Top 15 hit indicator.

**Reached Top 15**

**76%**

**All others reaching Top 15**

**46%**

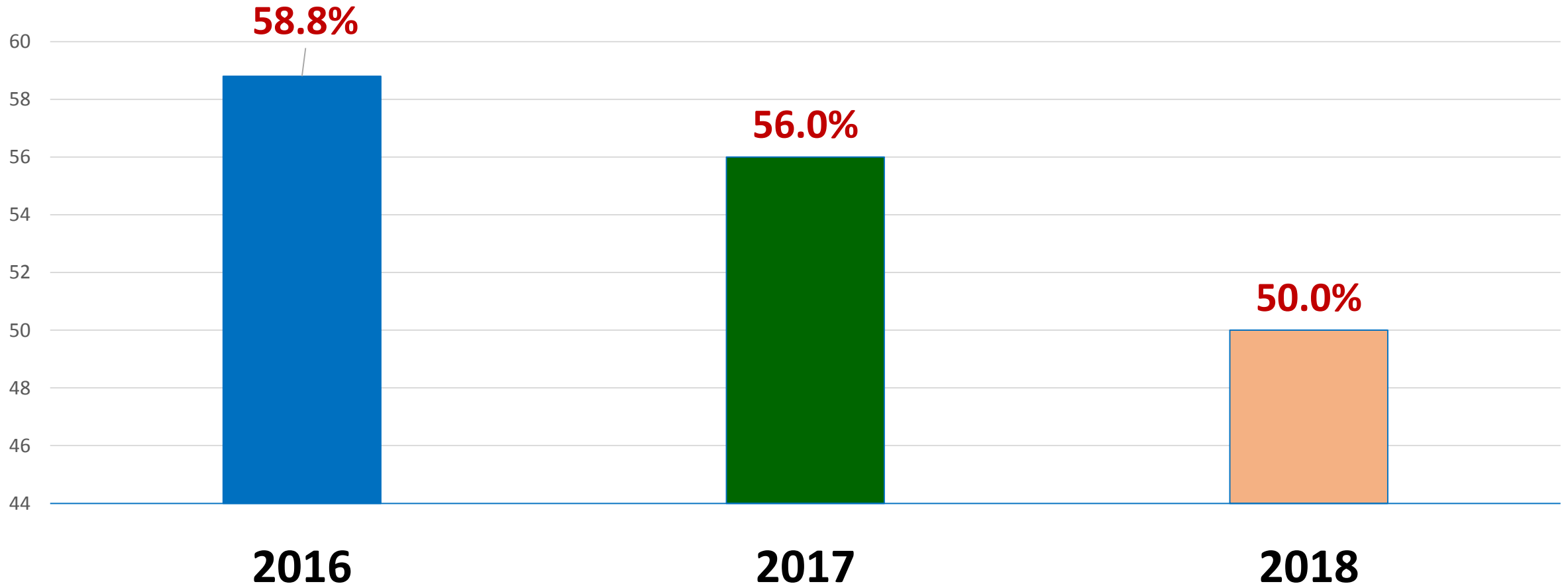
*Country Aircheck/Mediabase, Aug. 3, 2015-Dec. 17, 2018*





# Fewer chart No. 1s have been No. 1 Most Added in recent years

151 singles; Country Aircheck/Mediabase, Jan. 1, 2016-Dec. 17, 2018



**CRS**



**High early “streams per spin”  
indicates positive potential**

**Eventual peak**

**Streams per spin 2<sup>nd</sup> chart wk.**

**1**

**1,900 avg.**

**2-10**

**1,100**

**11-30**

**950**

**31-50**

**700**

*Nielsen Music/BDS Country streams per Country Aircheck/Mediabase spin (2<sup>nd</sup> chart week)*

*154 singles from Jan. 8, 2017-Dec. 17, 2018*

**Lab**

**MEDIABASE**

**nielsen** BDSradio

**AIRCHECK** COUNTRY TODAY

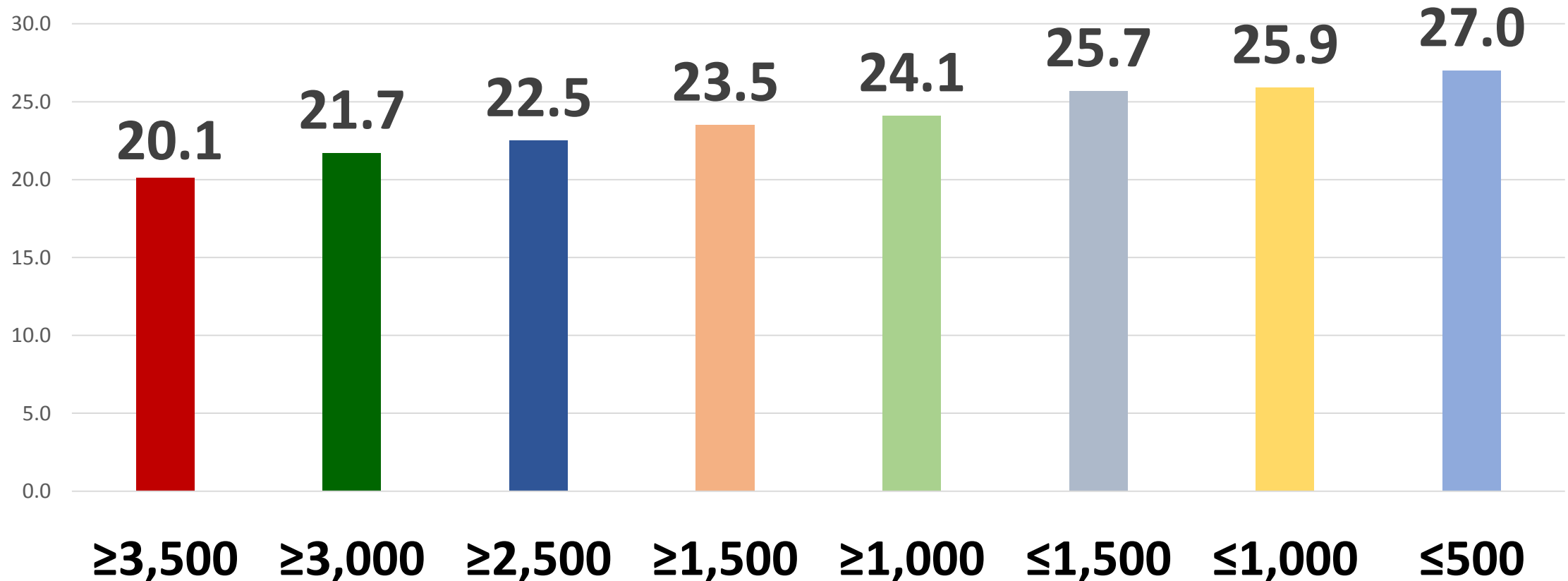
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# Early streams per spin data is also correlated to the speed of No. 1s

Nielsen Music/BDS Country streams per Country Aircheck/Mediabase chart week 2; Jan. 7, 2017-Dec. 17, 2018; 62 No. 1s; avg. 24.7

## Weeks to No. 1





# Shazams-per-spin decline as spins and familiarity increase



Avg. Shazams per spin

*Upon reaching ...*

<b>Top 40</b>	<b>5.93</b>
<b>Top 30</b>	<b>5.40</b>
<b>Top 20</b>	<b>3.98</b>
<b>Top 10</b>	<b>3.36</b>
<b>Top 5</b>	<b>2.62</b>
<b>No. 1</b>	<b>2.01</b>

Country Aircheck/Mediabase, July 16, 2018-Jan. 14, 2019

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# Examples of high **Country** Pandora Thumbs Up ratios

(2<sup>nd</sup> airplay chart week)



	Thumbs Up Ratio	Peak
<b>Brett Young/In Case You Didn't Know</b>	<b>4.5%</b>	<b>1</b>
<b>Kane Brown f./Lauren Alaina/What Ifs</b>	<b>3.6%</b>	<b>1</b>
<b>Dustin Lynch/Small Town Boy</b>	<b>2.9%</b>	<b>1</b>
<b>LANCO/Greatest Love Story</b>	<b>2.5%</b>	<b>1</b>
<b>Carly Pearce/Every Little Thing</b>	<b>2.0%</b>	<b>1</b>





# Chart growth: 1<sup>st</sup> week Airborne

(immediate support from 60% of reporters)

Reaching No. 1

Airborne week 1

61%

All charting singles

39%

Reaching Top 10

82%

50%

Average Peak

5.7

17.6

323 charted singles, Country Aircheck/Mediabase, August 22, 2015-Dec. 17, 2018







# Chart Growth: Speed to Airborne Shows Correlations to Outcome

**Airborne Status Achieved:**

**#1s**

**Avg. Peak**

**Chart week 1-3**

**60%**

**7**

**Chart week 4+**

**31%**

**17**

*Country Aircheck/Mediabase, Aug. 3, 2015-Dec. 17, 2018*

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# **GRS** More Strong Scenarios for No. 1 Outcomes

	Pct. #1s	Avg. Peak
45-59% of reporters adding together	66%	5
No. 1 Most Added twice	65%	3
Debut @ #40 or higher on CA/Mediabase	65%	5
9-11.99 Shazams per spin*	64%	8
Airborne in first airplay chart week	61%	6
Airborne by third airplay chart week	60%	7
1,500-2,999 streams per spin*	54%	9
No. 1 Most Added	52%	7

\*second Mediabase airplay chart week

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# Key findings from 3<sup>rd</sup> annual Country Aircheck/Stone Door Media Lab Music Decision Survey

The following slides cover several results from the third annual Country Aircheck/Stone Door Media Lab “Music Decision Survey” of 80 reporting Country station PDs/MDs, conducted in November-December 2018.



# Top factors by PDs/MDs for adding a single

“Very likely” or “somewhat likely” influences

<b>1. Artist stature/reputation</b>	<b>95%</b>	<b>intangible</b>
<b>2. Gut feeling</b>	<b>89%</b>	<b>intangible</b>
<b>3. Local callout</b>	<b>86%</b>	<b>research</b>
<b>4. Local consumption</b>	<b>83%</b>	<b>research</b>
<b>5. Playlist fit (tempo, sound, etc.)</b>	<b>83%</b>	<b>intangible</b>

Country Aircheck/Stone Door Media Lab Music Decision Survey, Nov-Dec. 2018





# Most #1 Hits in the Past 10 Years

2009-2019 (incl. duets)

<b>Blake Shelton</b>	<b>21</b>
<b>Luke Bryan</b>	<b>21</b>
<b>Jason Aldean</b>	<b>20</b>
<b>Keith Urban</b>	<b>16</b>
<b>Kenny Chesney</b>	<b>14</b>
<b>Carrie Underwood</b>	<b>13</b>
<b>Dierks Bentley</b>	<b>13</b>
<b>Florida Georgia Line</b>	<b>13</b>
<b>Zac Brown Band</b>	<b>13</b>
<b>Brad Paisley</b>	<b>12</b>
<b>Thomas Rhett</b>	<b>12</b>

Country Aircheck/Mediabase reporting stations, Jan. 5, 2009-Jan. 28, 2019 Stone Door Media Lab





## Top factors by PDs/MDs for adding a single “Very likely” OR “somewhat likely” influences

6. Local sales data only	81%	research
7. Artist free show for station	75%	marketing
8. Local streaming data only	72%	research
9. Email/online music test/poll	71%	research
10. Upcoming local concert	68%	marketing








# Top “Very likely” Factors on New Adds (excluding “somewhat likely” responses)

<b>1. Local callout</b>	<b>74%</b>	<b>research</b>
<b>2. Corporate mandate</b>	<b>56%</b>	<b>internal</b>
<b>3. Playlist fit (tempo, sound, etc.)</b>	<b>49%</b>	<b>intangible</b>
<b>4. Artist free show for station</b>	<b>43%</b>	<b>marketing</b>
<b>5. Artist stature/reputation</b>	<b>38%</b>	<b>intangible</b>





**But national services are gaining influence on new adds.**

	2017		2018
 Spotify	27%	➔	32%
 Apple	22%	➔	28%
 YouTube	21%	➔	20%
 Pandora	14%	➔	20%
 Sirius XM	5%	➔	10%





# Top factors by PDs/MDs for spin increases “Very likely” or “somewhat likely” influences

- |                                       |            |                   |
|---------------------------------------|------------|-------------------|
| <b>1. Local <u>callout</u></b>        | <b>97%</b> | <b>research</b>   |
| <b>2. Local <u>sales</u></b>          | <b>85%</b> | <b>research</b>   |
| <b>3. Local <u>consumption</u></b>    | <b>80%</b> | <b>research</b>   |
| <b>4. Local <u>streaming</u></b>      | <b>77%</b> | <b>research</b>   |
| <b>5. Playlist fit (tempo, sound)</b> | <b>75%</b> | <b>intangible</b> |



# Local data is far more influential than national.

	for New Adds (rank)	for Spin Increases (rank)
<b>Local consumption</b>	<b>83% (4)</b>	<b>80% (3)</b>
<b>Local streaming data</b>	<b>72% (8)</b>	<b>77% (4)</b>
<hr/>		
<b>Avg. influence of all 44 factors</b>	<b>46%</b>	<b>39%</b>
<hr/>		
<b>National consumption</b>	<b>42% (21)</b>	<b>46% (17)</b>
<b>National streaming data</b>	<b>35% (25)</b>	<b>33% (23)</b>



# Top factors by PDs/MDs for spin increases

“Very likely” or “somewhat likely” influences

6. Email/online music test/poll	72%	research
7. Artist free show for station	70%	marketing
8. Upcoming local concert	64%	marketing
9. National airplay chart growth	61%	airplay
10. National callout	60%	research



## Top “Very likely” Factors on Spin Increases (excluding “somewhat likely” responses)

<b>1</b>	<b><u>Local callout</u></b>	<b>91%</b>	<b><u>research</u></b>
<b>2</b>	<b>Corporate mandate</b>	<b>45%</b>	<b>internal</b>
<b>3</b>	<b>Email/online music test/poll</b>	<b>35%</b>	<b>research</b>
<b>4</b>	<b>Local consumption</b>	<b>33%</b>	<b>research</b>
<b>5</b>	<b>Playlist fit (tempo, sound, etc.)</b>	<b>30%</b>	<b>intangible</b>