

Do Metrics Prove The Music?

A Three-Year Trend Case Study

Special thanks to:



WARNER MUSIC
NASHVILLE



Data promoted to radio used to be very limited.

heart Core Rock And Roll



"Even It Up"
By
heart

Already on:

36KX on	WAEB on	WSKZ add	KRSP 27-19	WISE on	WRBR add
KRBE on	Q106 add	WVIC deb 37	KLUC deb 28	WTMA add 15	WGBF add
940 add	WHYN add	KOFM add	KENO deb 27	WANS-FM on	KCSN deb 34
WLS on	140 on	KZ93 on	KRUX 38-33	WROV on	KYSN deb 34
KDWB add 27	WKEE deb 34	WNAP 27-22	KRQ 37-22	CK101 38-33	KDZA add
KSLQ 27-23	WFNF on	WMEE on	KTKY 28-21	KWIC deb 26	KBDF on
WOKY deb 29	KJCK 196 add	WOW on	WIGY 28-18	KPUR add	KQDI on
KJR 22-15	Y95 add	KEBN add	WXL on	KQWB-FM add	KOOK add
KINN on	Y183 add	KROY add	WAAY add	WAKK on	KFXD deb 39
KUPD add 29	955GF on	KJRB 28-22	G100 38-27	WRKR add 37	KRLC 25-21
WPST add	WBBQ on	KTAC deb 28	WCGQ on	WSPT 29-24	KBIM on
	52Q on	KCPX add	WSEZ deb 39	WNAM add	

Produced by Mike Flicker, Connie, and Howie
Management and Direction, Ken Kinnear/Albatross Management Inc.

on Epic Records 

Today, new metrics are at your fingertips.



JORDAN DAVIS

TOP 15!

TOP 3 CURRENT IN
7 OF 9 DEMOS AT
MEDIABASE CALLOUT
(NET POSITIVE RANKINGS 12/06/19)

- #1 CORE ADULTS 35-44
- #1 ALL FEMALES
- #1 CORE FEMALES 35-44
- #2 ALL ADULTS
- #2 CORE MALES 35-44
- #3 FEMALES 25-34
- #3 ALL MALES

TOP 10 IN
RADIO TRAKS AT
THESE STATIONS:
KXLY, WPOR, WXCX, WSLC

3 MILLION
WEEKLY STREAMS

**SLOW DANCE IN
A PARKING LOT**

MCA
LABORATORY

10 Free Early Predictive Factors for Hit Country Singles

1. A high Most Added rank
2. A big add week
3. Four or more consecutive Most Added weeks
4. High Shazams per Country radio spin*
5. Heavy streaming activity*
6. High streams per Country radio spin*
7. High consumption per spin*
8. High consumption-per-spin rank*
9. Pandora Country airplay rank reaching Top 5
10. A high Pandora “Thumbs Up” ratio*

1. High Most Added Rank:

The top 3 Most Added singles have delivered **96%** of the No. 1s.

53% were #1 Most Added (66 avg.)

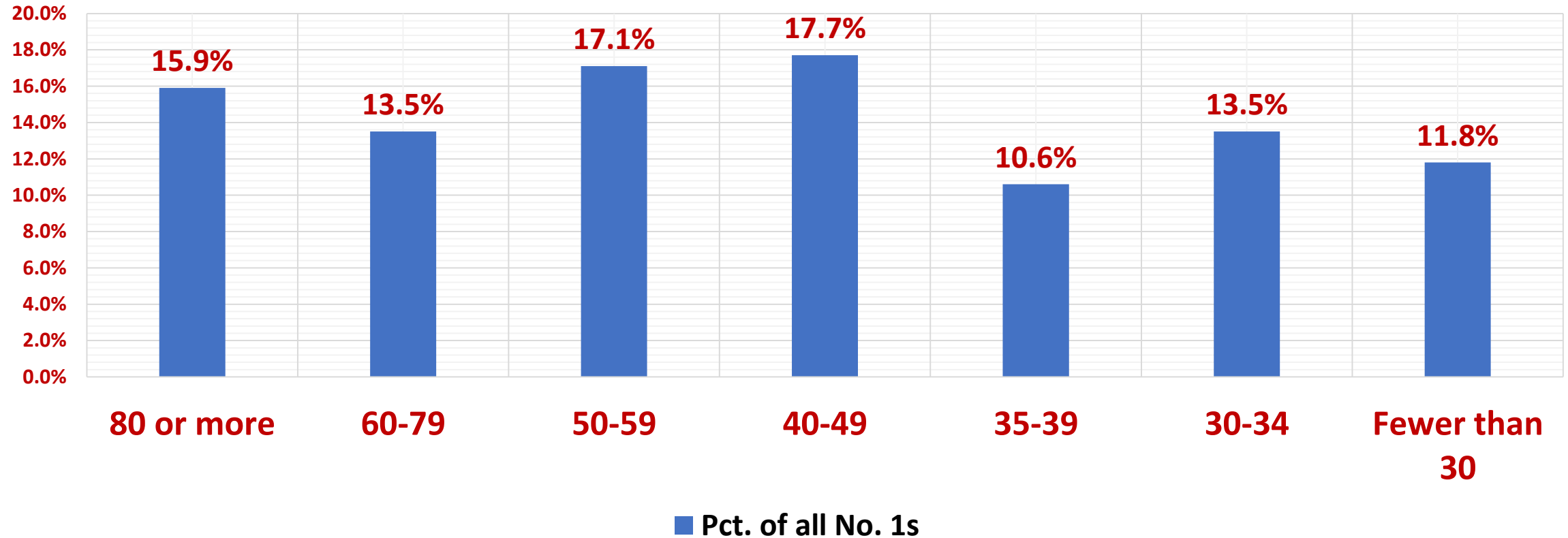
33% were #2 Most Added (44 avg.)

11% were #3 Most Added (32 avg.)

170 No. 1 singles, Country Aircheck/Mediabase, Aug. 3, 2015-February 10, 2020

Averages in parentheses were among those No. 1s that were #1, 2 or 3 Most Added

Singles that reach No. 1 average 54 adds during one week



Adds vary based on available product, as well as the speed of and space available on the current airplay charts and playlists.

170 unique No. 1 singles, Country Aircheck/Mediabase, Aug. 3, 2015-February 10, 2020

Stone Door Media Lab



3. Four or More Consecutive Most Added Weeks:

The power of steady, collective early radio momentum

Top 10 Most Added

5+ consecutive weeks

Avg. Peak*

4

pct. charting

100%

Pct. #1s

71%

4 consecutive weeks

12.5

100%

48%

3 consecutive weeks

14

94%

40%

2 consecutive weeks

23

71%

16%

once

32

24%

4%

*Among charting singles; October 3, 2016 through February 10, 2020; Stone Door Media Lab



4. High Shazams Per Country Radio Spin:

Big early Shazams is correlated to big results

When peaked
at ...

#1

2-10

21-40

41-50

Had an avg. Shazams/spin
in 2nd chart week

8.1

6.3

5.2

3.6

383 singles; Country Aircheck/Mediabase, Aug. 3, 2015-February 10, 2020

Excluded Bebe Rexha f/FGL (181.08) and Dan + Shay & J. Bieber (78.74); Non-#1s average 5.14

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Airplay rank and streaming rank appear to be correlated

Average
Airplay rank

No. 1s
Top 10
11-20
21-30
31-40
41-50

Average
streaming rank

8
13
21
30
42
55



Average streams per week

BDS Country Airplay **chart rank***

Country singles **stream rank**†

No. 1	6.3 million	9.6 million
2-10	4.6 million	5.3 million
11-20	3.1 million	3.1 million
21-30	2.0 million	2.0 million
31-40	1.4 million	1.4 million
41-50	992,000	957,000

*Country streams by Nielsen Music/BDS chart position, Jan. 7, 2019- through Feb. 10, 2020; Excludes pop crossovers Dan + Shay w/Justin Bieber, Blanco Brown

†Excludes pop hits and pop crossovers that ranked among the top 50 streaming Country singles

High early “streams per spin” indicates hit potential

Streams per spin
(2nd chart week)

	Avg. peak	Pct. #1	BB Top 5 of 2017-2019
3,000+	5	84%	3,752.8
1,500-2,999	9	55%	
1,200-1,499	11	57%	
500-1,199	16	42%	
200-499	18	33%	
0-199	26	21%	

Excl. Blanco Brown “The Git Up”, which peaked at 48 and had 21.5 million 2nd week streams; and Taylor Swift “New Year’s Day” (seasonal)

BDS streams per Country Aircheck/Mediabase spin (2nd chart week); Jan. 8, 2017-Feb. 10, 2020



Consumptions/spin for future No. 1s are above average

CPS avg. for
future No. 1s

CPS avg. for
all charting singles

2nd chart week

18.5*

13.3*

at Top 40

12.5

10.4

at Top 30

12.0

9.7

at Top 20

8.6

7.0

at Top 10

6.4

5.8

at No. 1

4.7

na



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*excludes "The Git Up" (48) and "Tennessee Whiskey" (48 & 49) Country streams by Nielsen Music/BDS chart rank, Aug. 7, 2017-Nov. 25, 2019; Chart rank

**Future No. 1s rank, on average, among
the top 10 in consumption/spin very early.**

2nd chart week

CPS avg. rank
for future #1s

10.2*

CPS avg. rank
for all charting singles

16.0*



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**excludes "The Git Up" (48) and "Tennessee Whiskey" (48) Country streams by Nielsen Music/BDS chart position, Aug. 7, 2017-Nov. 25, 2019*

Chart rank thresholds cover charting singles from 3/1/18 to 12/9/19

Most Pandora Top 5s reach No. 1 at Country radio, and usually lead on Top 10s.



Pandora first to Top 10 Country: 91% (6.5 wks)

Pandora Top 5s reaching No. 1 at radio: 85%

Percentages apply when Pandora and Mediabase agree on Top 10s

Aug. 8, 2016-Feb. 10, 2020: Pandora Top Spins chart, CA/MB; Stone Door Media Lab





A high early “Thumbs Up” ratio is correlated to hit outcomes

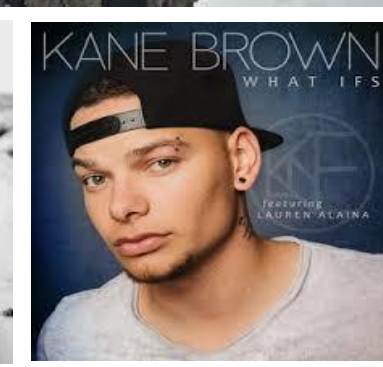
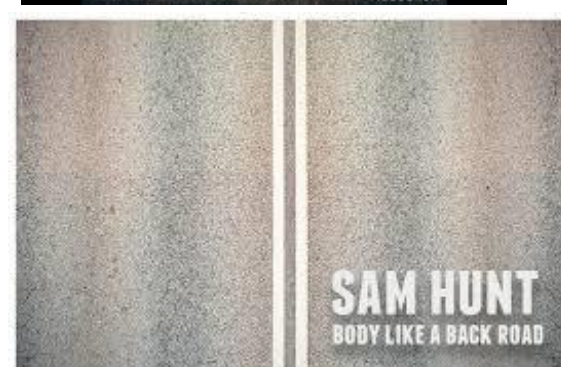
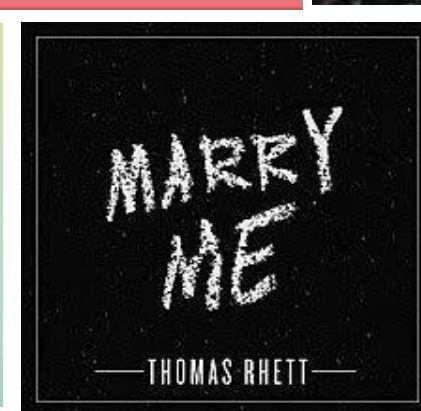
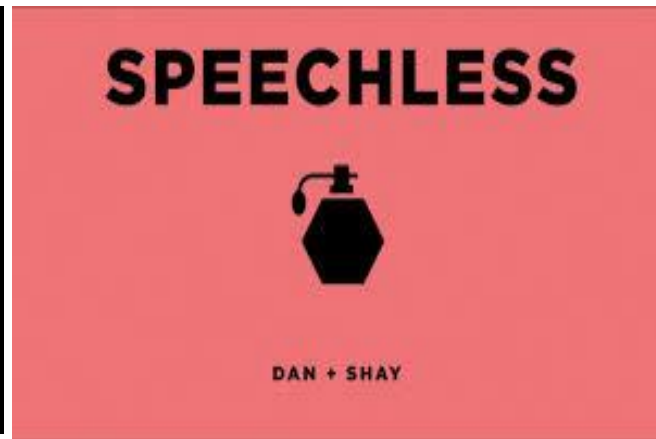
“Thumbs Up”/Pandora radio spins	Avg. peak	Pct. No. 1s
3.00% or higher	7	75%
median 1.54%	15	44%
0.00% - 0.99%	31	6%

271 singles; Country Aircheck/Mediabase, Sept. 26, 2016-February 10, 2020; second Mediabase chart week; average peak 15.1 (2+ chart weeks)

Stone Door Media Lab



Billboard Country Top 5 Hits for 2017-2019



BB's Hot Country's 5 top hits of 2017



Brett Young “In Case You Didn’t Know”



Avg.#1

1.35 million

Streams*

6.4 million

1,400

Streams/spin*

1,200

18

Consumption/spin*

19

10

Consumption/spin rank*

1

2.1

Most Added rank

1 (34 stations)

4.2

Consecutive MA weeks

8

7.2

Shazams per spin*

10.5

5.7 weeks

Pandora lead to Top 10

5 weeks

2.21%

Pandora Thumbs Ups*

4.52%

BB's Hot Country's 5 top hits of 2018



Kane Brown “Heaven”



<u>Avg.#1</u>		
1.35 million	Streams*	3.3 million
1,400	Streams/spin*	4,700
18	Consumption/spin*	38
10	Consumption/spin rank*	1
2.1	Most Added rank*	2 (33 stations)
4.2	Consecutive MA weeks	4
7.2	Shazams per spin*	9.3
5.7 weeks	Pandora lead to Top 10	10 weeks
2.21%	Pandora Thumbs Ups*	4.99%

*2nd airplay chart week; Stone Door Media Lab

Billboard Hot Country's 5 top hits of 2019



Luke Combs “Beautiful Crazy”



Avg.#1

1.35 million	Streams*	5.2 million
1,400	Streams/spin*	4,526
18	Consumption/spin*	27
10	Consumption/spin rank*	1
2.1	Most Added rank	1 (52 stations)
4.2	Consecutive MA weeks	4
7.2	Shazams per spin*	9.3
5.7 weeks	Pandora lead to Top 10	3 weeks
2.21%	Pandora Thumbs Ups*	2.90%

*2nd airplay chart week; Stone Door Media Lab

	<u>Avg. chart single</u>	<u>Average #1</u>	<u>2019 #1s</u>
Highest Most Added rank	2.1	1.7	1.7
Consec. Most Added weeks	2.8	4.2	4.4
Shazams/Spin*	5.65_(M)	8.07	6.92
Streams*	942,032	1,354,251	1,914,105
Streams per Spin*	1,091	1,394	1,945
Consumption per Spin*	13.3	18.5	15.9
Consumption/Spin rank*	16.0	10.2	10.4
Pandora lead to Top 10	6.5 wks	6.2 wks	6.9 wks
Pandora “Thumbs Up” ratio	1.58%_(M)	2.16%	1.72%

*Mediabase chart singles. (M): median. Non-#1s average 3.97 Shazams/Spin; *Second airplay chart week. Shazams/Spin exclude Bebe Rexha f/FGL and Dan + Shay & J. Bieber.*

Impressive Metrics on Current Singles

Riley Green
"I Wish Grandpas..."



Morgan Wallen
"Chasin' You"



Gabby Barrett
"I Hope"



Current MB chart	14*	19*	17*
Most Added rank	1	1	2-tie
Strong Add Week	24	36	23
Consec. Wks Most Added	5	4	7
Streams (2 nd wk)	1.5m	3.0m	4.2m
Streams/Spin (2 nd wk)	1,581	4,785	4,724
CPS (2 nd wk)	14.0	33.2	35.8
CPS rank (2 nd wk)	6	3	2
Pandora peak	5	tbd	4*
Thumbs Up ratio (2 nd wk)	2.39%	1.95%	2.51%
Strong metrics	78%	88%	89%

	Dustin Lynch "Ridin' Roads"	Lady Antebellum "What If I Never..."	Dan + Shay & J. Bieber "10,000 Hours"
(avg. #1)			
Most Added rank (2.1)	1	1	1
Big Add week (54)	40	115	112
Consec. Weeks Most Added (4.2)	4	2	4
Shazams/Spin* (8.1)	5.21	11.8	78.7
Streams* (1.35m)	1.1m	3.7m	31.8m
Streams/Spin* (1,394)	1,647	3,631	20,583
Consumption/Spin* (18.4)	24.9	44.3	167.7
Consump./Spin rank (10.4)	2	1	1
Pandora peak (5.7 weeks ahead)	3 (15)	5 (15)	1 (6)
Pandora Thumbs Up* (2.16%)	1.45%	1.14%	2.21%
Strong metrics	60%	80%	100%

Pandora weeks (in parens) refers to weeks ahead to Top 10. Median Shazams per spin on singles charting 2+ weeks from 8/3/15-2/10/20: 5.65. *2nd airplay chart week.

	Jon Pardi "Heartache Medication"	Maren Morris "The Bones"	Sam Hunt "Kinfolks"
(avg. #1)			
Most Added rank (2.1)	2-tie	1	1
Big Add week (54)	42	44	125
Consec. Weeks Most Added (4.2)	3	4	3
Shazams/Spin* (8.1)	7.32	na	na
Streams* (1.35m)	1.7m	4.6m	5.6m
Streams/Spin* (1,394)	2,171	7,480	3,029
Consumption/Spin* (18.4)	17.8	58.4	29.5
Consump./Spin rank (10.4)	4	3	4
Pandora peak (5.7 weeks ahead)	5 (6)	2 (0)	1 (4)
Pandora Thumbs Up* (2.16%)	1.30%	1.31%	1.61%
Strong metrics	70%	78%	78%

Pandora weeks (in parens) refers to weeks ahead to Top 10. Median Shazams per spin on singles charting 2+ weeks from 8/3/15-2/210/20: 5.65. *2nd airplay chart week.

Look for 5+ early key metrics for future No. 1s

2019 No. 1s had an average of 5.1 of these 10 metrics <small>*second MB airplay chart week</small>	Average for a No. 1 Country radio single	
Highest Most Added rank	1st or 2nd	
Big Add week	54 or more	
Consecutive Top 10 Most Added weeks	4 or more	
Shazams per spin*	8.1 or higher	
Streams*	1.35 million or more	
Streams per spin*	1,400 or more	
Consumption per radio spin*	19 or more	
Consumption per radio spin by rank*	10th or higher	
Pandora radio peak (and Top 10 ahead of Country radio)	Top 5 or higher	
Pandora Thumbs Up-to-Pandora spins ratio*	2.2% or higher	

Thank you!

To receive your copy of this deck:

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