

MRC
DATA

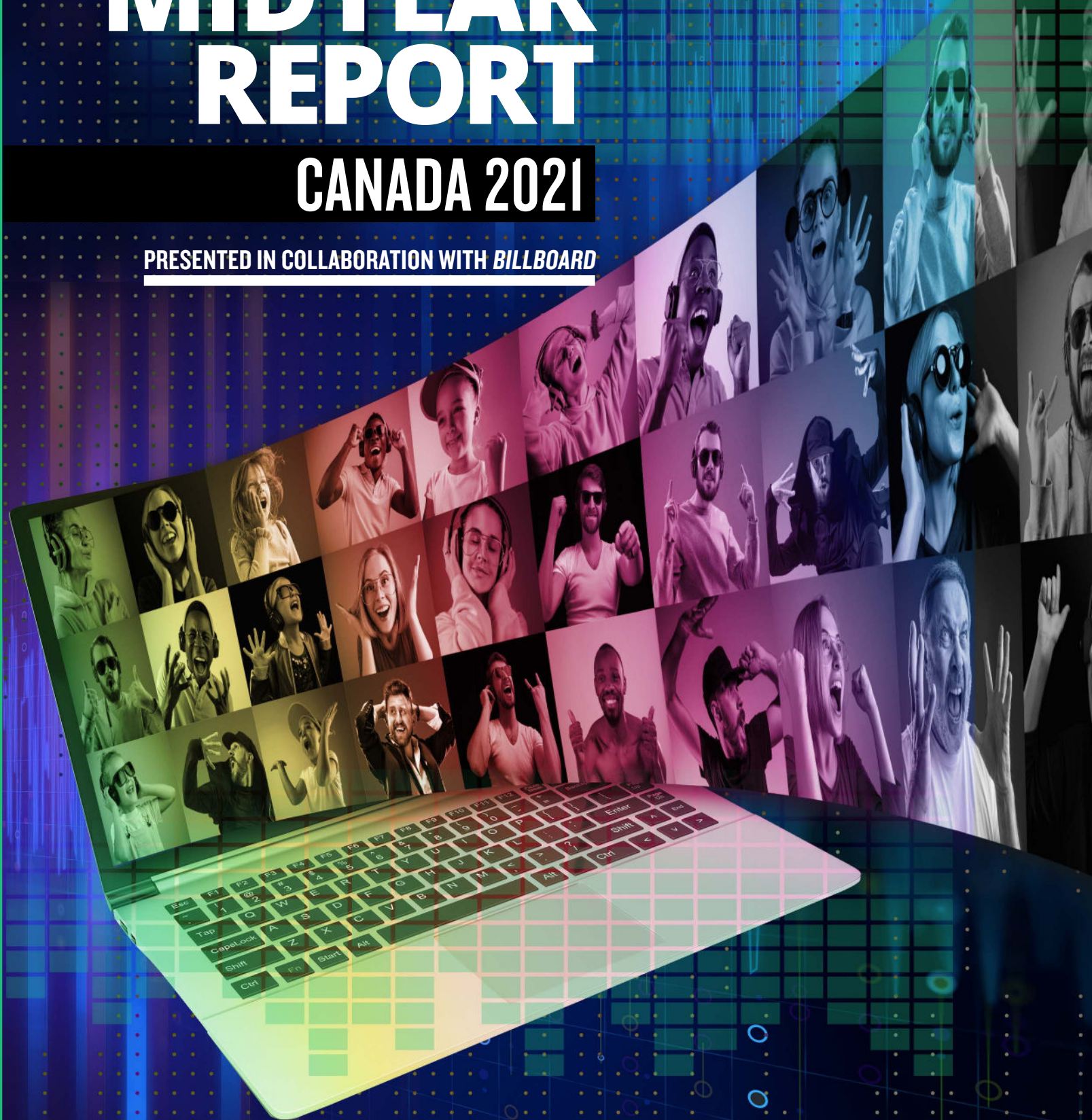
billboard

MRC DATA

MIDYEAR REPORT

CANADA 2021

PRESENTED IN COLLABORATION WITH *BILLBOARD*



Introduction

NEARLY 16 MONTHS AFTER THE COVID-19 PANDEMIC LED to global shutdowns, consumers are finally starting to return to the activities they love. And music remains at the top of that list, with tours and stadium gigs from Bad Bunny, Garth Brooks and Travis Scott shattering ticket sales records as fans eagerly anticipate the return to live.

But even before concerts come back at scale, music consumption continued to grow during the first half of 2021. New albums from Canadian stars Justin Bieber and Shawn Mendes helped tide fans over until their next tours, a new EP of unreleased material from The Tragically Hip brought closure for fans of late frontman Gord Downie, while The Weeknd sustained his chart dominance from 2020 with a high-profile appearance at the Super Bowl and wins at the Juno Awards.

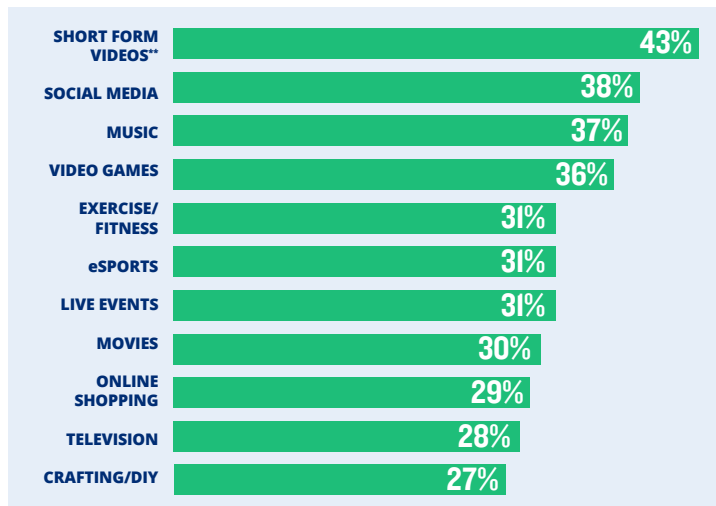
In total, overall consumption was up 10.6% year-over-year during the first six months of 2021, led by an 11.4% lift in on-demand streaming during the time period. Vinyl bounced back after a drop in 2020, posting a 53% sales lift over last year's first six months.

Globally, streaming's growth continued to heat up in territories like Japan, Poland, Turkey and the United Kingdom, which posted the highest growth in audio streaming year-over-year during the first two quarters. This was reflected in hits by Nathan Evans, NCT Dream and more [see pg. 6 *Consumer Trends Around the Globe* for more on popular excluding-U.S. hits on the Billboard Global charts during the measured time period].

Consumers are relying on musical optimism to get them through the aftermath of a stressful year, with 55% of music-listening

Music Maintains Leading Role in Weekly Activities

EVEN AS THE U.S. OPENS BACK UP, MUSIC CONTINUES TO BE AT THE TOP FOR % OF CONSUMERS WHO SAY THEY SPEND MORE TIME WITH ACTIVITY*



COVID-19: TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE (U.S.) - RELEASE 10
*AMONG CONSUMERS WHO ENGAGE WITH EACH ACTIVITY **TIKTOK, YOUTUBE, ETC.

survey respondents in an April study citing “Uplifting/happy music” as the number one most important thing the music industry can offer during the COVID-19 outbreak. This was reflected in the consumption of some of the first half of 2021’s most popular songs, like Dua Lipa’s “Levitating” (No. 2) and The Weeknd’s “Save Your Tears” (No. 3).

Expect to see that optimism translate to the live stage, with 59% of survey respondents of our latest COVID-19 Entertainment Tracker study saying they miss socializing and meeting people at live events. Of that same survey, 38% of live event goers said they’d be willing to attend a live event one month or less after a treatment/vaccine is available to the public. That’s why music has remained a steady part of consumers’ weekly media diet, with growth in consumers who say they spend more time with music (37%) on par with short-form videos (43%) and social media (38%) among those who engage with each activity [see graphic on page 2].

The first half of 2021 also marked a major milestone for us at MRC Data. It has been 30 years since we launched the precursor to our present system, SoundScan. First employed on the Billboard 200 and Top Country Albums charts dated May 25, 1991, SoundScan data was later incorporated into the rest of *Billboard*’s weekly sales charts. SoundScan revolutionized the way music sales were measured and forever changed how artists were promoted, discovered and playlisted (first at radio, and eventually streaming services).

These 36 pages cover all the biggest trends to date in music consumption for the six-month period from Jan. 1, 2021, through July 1, 2021 (as compared to Jan. 3, 2020, through July 2, 2020). We hope these insights are useful for you as we continue to ease back into in-person gatherings in the months ahead. Want to learn more? Let’s connect. We’d love to hear from you and provide custom insights to help you navigate the constantly fluctuating music marketplace.

Email us at data.research@mrcentertainment.com.



SoundScan was at the forefront of electronic measurement and its adoption prompted a revolutionary change for the *Billboard* charts and the music industry. It translated into a super-heightened level of accuracy and accountability for all involved in the data chain, establishing the template and setting the standard for other industries to follow.

Silvio Pietroluongo

Senior vp charts and data development, *Billboard*



Contents

MIDYEAR IN METRICS	5
AROUND THE GLOBE	6
2021: HOW IT'S GOING	9
ARTIST SPOTLIGHTS	11
MIDYEAR HIGHLIGHTS	14
MIDYEAR CHARTS	16

In this report, MRC Data is using a 26-week period running from Jan. 1, 2021, through July 1, 2021 (as compared to Jan. 3, 2020, through July 2, 2020).

MIDYEAR IN METRICS

1/1/2021-7/1/2021 (AS COMPARED TO 1/3/2020-7/2/2020)

Global On-Demand Audio Song Streams



Global Digital Song Sales



Canada Total Album Consumption (ALBUM + TEA + ON-DEMAND SEA)*



Canada On-Demand Song Streaming (AUDIO + VIDEO)



Canada Total Album Sales & TEA

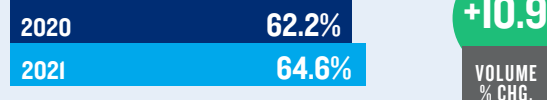


Canada Total Digital Music Consumption (DIGITAL ALBUMS + TEA + ON-DEMAND SEA)*



Canada Catalogue vs. Current Consumption (CATALOGUE = OVER 18 MONTHS)

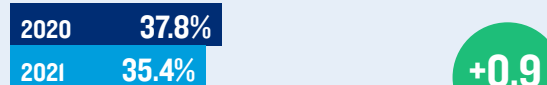
Catalogue Share



Catalogue Total Album Consumption



Current Share

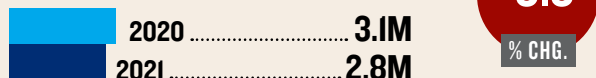


Current Total Album Consumption

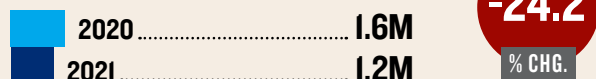


Canada Total Album Sales

(PHYSICAL + DIGITAL)



Canada Digital Album Sales

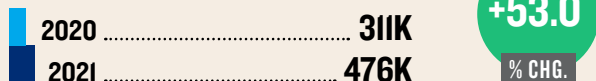


Canada Physical Album Sales

(INCLUDES VINYL LPs)



Canada Vinyl LP Sales



Canada Digital Track Sales



The term "total album equivalent consumption" describes the number of physical and digital albums that were sold and the total number of album-equivalent songs from downloads and song streaming volume. For the sake of clarity, the definition of total album equivalent consumption does not include listening to music on broadcast radio or digital radio broadcasts.

* SEA (stream-equivalent albums): 1,250 premium streams = one album // 3,750 ad-supported streams = one album; TEA (track-equivalent albums): 10 digital tracks = one album.

CONSUMER TRENDS

Around
The GlobeFASTEST GROWING GLOBAL STREAMING
MARKETS YEAR TO DATE 2021*(Among Top 20 Countries by
Audio Streaming Volume)(Beyond the Top 20 Countries by
Audio Streaming Volume)POPULAR GLOBAL SONGS
THAT HAVE YET TO
CHART ON THE
U.S.-BASED HOT 100**"Wellerman" by Nathan Evans (U.K.)**

After an initial burst of TikTok virality, Scottish singer Nathan Evans' take on "Wellerman," a centuries-old sea shanty, achieved sustained success, scoring at least 30 million on-demand streams for 11 consecutive weeks.

"Lut Gaye" by Jubin Nautiyal, featuring Emraan Hashmi (India)

Accompanied by a Bollywood-inspired music video, "Lut Gaye" scaled the top 40 of the *Billboard* Global Excl. U.S. chart on its way to becoming one of only two songs with more than a billion video streams in 2021 so far.

"Hot Sauce" by NCT Dream (S. Korea)

The third group under the greater NCT umbrella to hit the *Billboard* global charts, NCT Dream debuted with the charts' first song to mix Korean and Spanish vocals. With English lyrics interspersed, it's only the second trilingual song to appear on the surveys.

"Ton" by Sprite X Guygeegee (Vietnam)

15-year-old Thai rapper Sprite paired up with fellow countryman Guygeegee for the first Thai-language track (or a song by artists from Thailand) to hit the *Billboard* global charts.

"La Curiosidad" by DJ Nelson Presenta Jay Wheeler & Myke Towers (Puerto Rico)

This collaboration by a trio of Puerto Rican superstars has logged 38 weeks on both *Billboard* global rankings, never missing a week since its launch in September 2020.



GLOBAL TRENDS FOR 2021

The two R's which capture what I've seen in the first half of the year are "replenish" and "resume." As lockdown eased, streaming volumes picked up strongly as consumers replenished their listening hours to make up for lost time, and now we're seeing volumes resume their long-term growth pattern.

Will Page

Music industry analyst/author, *Tarzan Economics: Eight Principles for Pivoting Through Disruption*

SPOTLIGHT ON: AFRO-POP & JAPAN

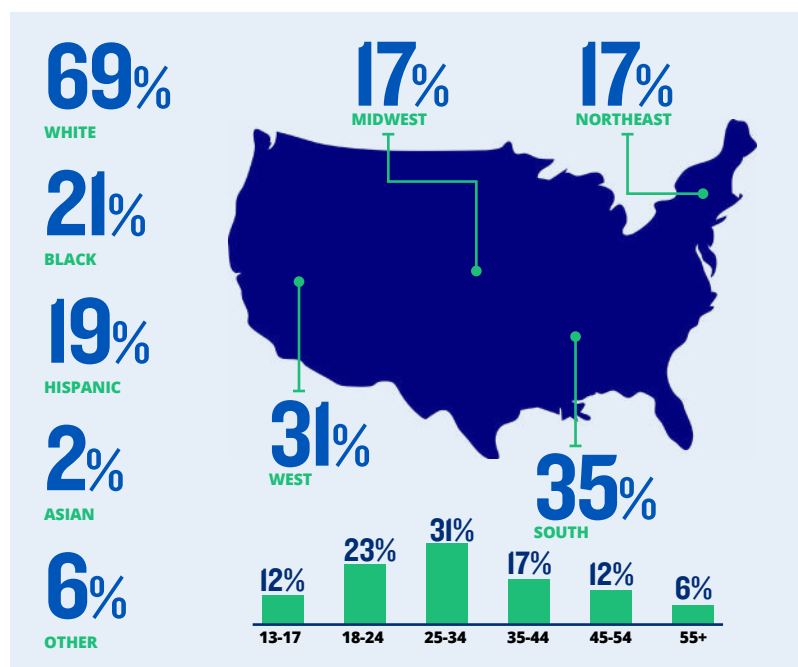


AFRO-POP

AFRO-POP IS POISED FOR A GLOBAL MUSIC BREAKTHROUGH that could soon mirror K-Pop in its widespread reach. Crossover songs like Master KG's "Jerusalema" (featuring Burna Boy and Nomcebo Zikode), which has accumulated 20.6 million Canadian on-demand streams, and popular African artists like Davido and Wizkid, as well as Burna Boy, collaborating with Western pop stars are at the helm of this trend. Here's a look at how U.S. music consumers are engaging with the genre currently.

Who Is the Afro-Pop Fan?

U.S. DEMOGRAPHICS OF THE AFRO-POP FAN. FANS ARE DEFINED AS THOSE WHO HAVE LISTENED TO AFRO-POP IN THE PAST TWO WEEKS.



COVID-19: TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE - RELEASE 10

AFRO-POP IS MORE POPULAR IN SOME COUNTRIES THAN IN OTHERS*

30%

French listen to Afro-Pop often/occasionally

29%

Spanish listen to Afro-Pop often/occasionally

7%

Japanese listen to Afro-Pop often/occasionally

MRC DATA SPAIN MUSIC 360 2021; MRC DATA FRANCE MUSIC 360 2021; MRC DATA JAPAN MUSIC 360 2021
*AMONG MUSIC LISTENERS



JAPAN

MUSIC'S NO. 2 market by revenue is finally making

a meaningful transition into the streaming era, with physical sales down 9% from 2019 to 2020 and streaming revenue up 27% during the same time period, according to the Recording Industry Association of Japan.

And that streaming revenue still has plenty of room to grow. In April 2021 a study of Japanese music fans conducted by MRC Data found that 64% of music listeners in Japan are using free music streaming services, offering up a huge opportunity to trade up and convert listeners to more premium streaming subscriptions (such as YouTube Music Premium, Apple Music, Spotify Premium or Amazon Music Unlimited). In the U.S. this figure is 88%.

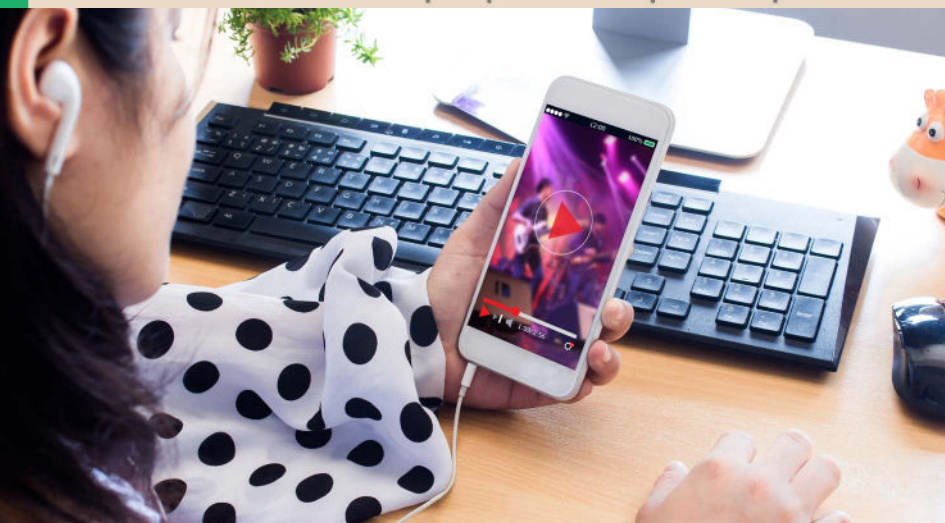
Local genres and languages tend to perform best, with 81% of Japanese music listeners tuning into J-Pop. Kenshi Yonezu, Aimeyon and King Gnu, three of the most popular J-Pop artists currently, all achieved over 1 billion audio + video global streams in 2020, according to Music Connect.



One important factor is that more Japanese artists are releasing their music on streaming platforms, including both front-line and catalogues. And two, Japanese consumers are becoming more familiar with subscription services, such as video streaming and gaming. Needless to say, the great effort from the DSPs in expanding their user base is also a key factor.

Manabu Tsujino

President, Sony Music Labels Inc.



SPOTLIGHT ON: FRANCE & SPAIN 360



FRANCE

HOW ARE TWO OF Europe's most influential territories experiencing

music in 2021? A pair of MRC Data's most recent Music 360 surveys took a deep

dive into the latest consumer trends in France and Spain. Of the two countries, France is less musically inclined, with 75% of the general population engaging with music (compared to 86% in Spain).

French music fans are still slowly embracing streaming services, with 29% of music listeners discovering songs through audio streaming and only 10% currently paying for a streaming service. While the rate of livestreaming music performances and digital events is similar in France and Spain (France 33% and Spain 35% of general population), consumers in France are more engaged than their Spanish counterparts — with 34% of French livestreamers paying for a digital concert or event (compared to 27% in Spain) and 52% reporting they'd still be interested in livestreamed music once in-person events return (vs. 43% in Spain).

FRANCE: MUSIC & SOCIAL MEDIA

20%

of music listeners in France discover music on social media sites

14%

of music listeners in France discover music on short video clip sites

TOP MUSIC ACTIVITIES ON SOCIAL SITES

1

Listen to music your friends post

2

Watch videos about music artists

3

Follow music artists or fan pages

MRC DATA FRANCE MUSIC 360 2021



SPAIN

MUSIC IS A MUCH more steady part of a Spanish

consumer's media diet, with 62% of consumers citing music as an important/extremely important part of their life (compared to 51% in France), and high marks for music videos (33%) and live-streamed/virtual music events (30%) as well.

Spanish music listeners also embrace new technology for different listening experiences, including smart TVs (28%) and smart speakers (19%).

Paid streaming services have potential to grow in Spain, too: 11% of music listeners are currently paying for a service, and 32% of music listeners say they are likely to subscribe to one in the next six months.

The return to live concerts is top of mind, too: 67% of Spain's general population reports they're planning to attend an in-person music event within the next year.

SPAIN: MUSIC & SOCIAL MEDIA

26%

of music listeners in Spain discover music on social media sites

19%

of music listeners in Spain discover music on short video clip sites

TOP MUSIC ACTIVITIES ON SOCIAL SITES

1

Listen to music your friends post

2

Watch videos about music artists

3

Broadcast your music habits/ follow fan pages

MRC DATA SPAIN MUSIC 360 2021

2021 CALENDAR

How It's Going

JAN. 8

MORGAN WALLEN's

Dangerous: The Double Album debuts, and subsequently enters the Billboard Canadian Albums Chart at No. 1 on the Jan. 23-dated chart. *Dangerous* also lands the largest streaming week ever for a Country album

with 23.8 million on-demand streams, more than doubling the



Wallen

previous record held by Luke Combs with 9.2 million streams. Wallen is later caught on-camera by TMZ using a derogatory racial slur, which prompts radio groups to pull his music from airplay and label Big Loud to shelve their relationship indefinitely. Despite these controversies, *Dangerous* remains at No. 1 on the Billboard Canadian Albums chart for eight nonconsecutive weeks (the longest run for a Country album since Shania Twain's *Up!* in 2002) and finishes the first half of 2021 as the No. 1 most-consumed album.

The Weeknd
(Kevin Maazou/Getty Images)

FEB. 7

The Weeknd headlines the **PEPSI HALFTIME SHOW AT SUPER BOWL LV** in Houston, which sends streams for his songs surging 54% in Canada on Feb. 7 and 8 to a combined 4.9 million on-demand streams, up from 3.2 million during the two days prior to the telecast, on Feb. 5 and 6.

MARCH 5

Toronto native **DRAKE** releases new three-song *Scary Hours 2* project, a teaser to help tide fans over until the release of his long-awaited full-length *Certified Lover Boy*. All three of the set's songs debut at the top of the Billboard Canadian Hot 100 chart dated March 20: lead single "What's

Next" at No. 1 (with 4.7 million on-demand streams), "Wants and Needs" (3.9 million streams) at No. 2 and "Lemon Pepper Freestyle" at No. 3 (3.1 million streams). Drake became the first artist in the Canadian Hot 100's 14-year history to simultaneously hold the top three positions in a single week.

Drake
(Jerritt Clark/Getty Images)

Trevor Noah hosts
the Grammys.
(Kevin Winter/
Getty Images)



MARCH 14

The **63RD ANNUAL GRAMMY AWARDS** are the highest-profile example of the new consumption pattern for major awards shows: Though initial ratings plunged to record lows (1.1 million total viewers in same-day ratings, down from 1.9 million in 2020, according to Numeris), delayed and on-demand viewing of performance clips can still drive long-term spikes in music streams and sales.

MAY 21

Kingston, Ontario, rock band **THE TRAGICALLY HIP** releases *Saskadelphia*, a six-track EP comprised of unreleased songs from 1990 sessions. Released four years

after the death of frontman Gord Downie, the collection debuts at No. 2 on the Billboard Canadian Albums Chart (dated June 5) with over 12,000 equivalent units earned and with nearly 11,000 album sales — the highest one-week sales

total since AC/DC's *Power Up* sold 17,000 units in November 2020. In addition, the Hip's best-of collection *Yer Favourites* jumped back to No. 13 on the albums chart, achieving its highest position since July 2020.



APRIL 9

DMX dies of a heart attack triggered by a drug overdose at the age of 50. Streams of the multiplatinum rapper's catalogue soar 1,080% on April 9 and 10, to 4.5 million on-demand streams — up from 378,000 the two days prior, April 7 and 8.



DMX
(Taylor Hill/
WireImage)

JUNE 6

The **50TH JUNO AWARDS**, Canada's most-watched music awards show, was produced remotely for the second year in a row. The Weeknd took home five awards, including artist, album and single of the year. Justin Bieber, who scored pop album of the year, saw a 99% stream increase for his song "Somebody" in the two days following the broadcast, from 22,000 to 43,000, compared to the two days prior. Other songs that saw notable streaming increases during the same time period include Humanitarian Award winners The Tragically Hip's "It's a Good Life if You Don't Weaken" (83%) as well as performers William Prince's "The Spark" (49%) and Hall Of Fame recipient Jann Arden's "Good Mother" (43%).

ARTIST SPOTLIGHT

Olivia Rodrigo

64.2m

Year-to-date on-demand streams for “drivers license,” the debut solo single from the 18-year-old *High School Musical: The Musical: The Series* star, helping make it the most-streamed and most-consumed song of 2021 to date.

25k

First-week equivalent units earned for Rodrigo’s debut album, *SOUR*, making it the year’s No. 1 biggest week for any album to date (buoyed by 30.3 million on-demand streams of the album’s 11 tracks).

7.5m

Number of first-week streams for “drivers license,” helping it debut at No. 1 on the Jan. 23-dated Canadian Hot 100, where it spent a total of seven weeks at the summit.



There is an emotional resonance with all great art, and it is no different with “drivers license,” as Olivia captured a feeling shared by millions of music fans across the globe. The DSPs help propel the song via aggressive playlisting. In addition, Gen Z helped spread the song to a wider audience via social platforms, which exploded in popularity while people were in lockdown.

Gary Kelly

Chief revenue officer/global head of streaming & strategy, Interscope Records

ARTIST SPOTLIGHT

Taylor Swift

19k

First-week equivalent album units earned for *Fearless (Taylor's Version)*, making it Swift's third No. 1 debut on the Billboard Canadian Albums chart in 10 months.

16m

First-week on-demand streams for *Fearless (Taylor's Version)*.

1.2k

First-week vinyl sales for *evermore*, which was released on May 28 and buoyed by five months of preorders. The vinyl sales helped *evermore* jump from No. 19 to No. 14 on the Billboard Canadian Albums chart for the week ending June 17, scoring the highest sales of any album that week.



Francis Specker/CBS/Getty Images

ARTIST SPOTLIGHT

Justin Bieber

26.2m

First-week streams for *Justice*, the sixth studio album from Stratford, Ontario, native Justin Bieber, which entered the Billboard Canadian Albums chart at No. 1 on the chart dated April 3.

5.2m

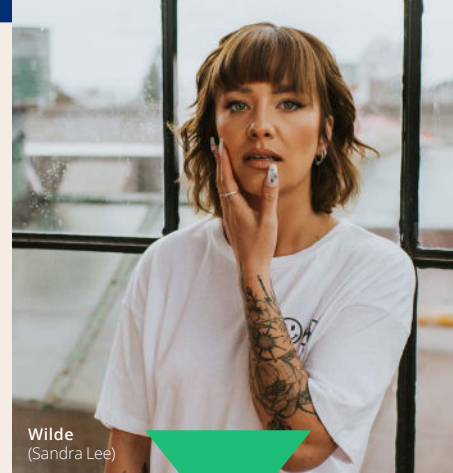
First-week streams for *Justice* hit "Peaches" (featuring Daniel Caesar and Giveon), which debuted at No. 1 on the Canadian Hot 100 chart dated April 3. The single also marks the first No. 1 for Toronto native Daniel Caesar, who previously peaked as high as No. 86 on the Canadian Hot 100 in 2018 with "Who Hurt You?"

664k

First week on-demand streams earned for gospel EP *Freedom.*, released just two weeks after *Justice*. The project debuted at No. 2 on the Christian Albums chart dated April 13, Bieber's first entry on that tally.



SPOTLIGHT ON: RADIO

Wilde
(Sandra Lee)

ROCK STANDOUTS

A number of Canadian rockers scored No. 1 hits at the modern rock format in the first six months of the year. Juno winner **JJ WILDE** picked up her second chart-topper with "Mercy" (283 spins, March 6), Grandson garnered his first No. 1 with "Dirty" (292 spins, March 20), Mother Mother's "I Got Love" spent six weeks at No. 1 beginning on May 1 (298 spins), replaced by the Arkells' "You Can Get It" (294 spins, June 12), their first chart-topper since 2017.



McRae

CANADIAN FEMALES MAKE WAVES

Following the top five CHR success of Calgary's **TATE MCRAE** with her single "You Broke Me First" in December 2020, two more first-time charting Canadian female artists scored strong radio success in the first half of 2021. Vancouver's **Jessia** reached No. 5 Hot AC (799 spins, May 22) and No. 7 CHR (1031 spins, May 8) with "I'm Not Pretty," and Toronto's **AJA** peaked at No. 8 Hot AC (705 spins, June 12) with "Red Button." In addition, Toronto's **Delaney Jane** scored her biggest radio hit to date, reaching No. 13 CHR (823 spins, May 15) with "Just as Much."

Radio Is Here To Stay

18%

of radio listeners
report spending more
time with radio
(vs. prior two weeks)



COVID-19: TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE (U.S.) - RELEASE 10

HOMEGROWN COUNTRY STARS TOP THE CHARTS

Canadian country stars continue to score top-charting hits at the radio format.

BRETT KISSEL scored two chart-toppers, "A Few Good Stories" (1820 spins, Jan. 23) and "Make a Life, Not a Living" (1771 spins, July 5). Dallas



Kissel

Smith's "Some Things Never Change" (1728 spins, Feb. 6), Dean Brody's "Boys" (1825 spins, April 3), High Valley's "River's Still Running" (1689 spins, April 17) and Jade Eagleson's "All Night To Figure It Out" (1780 spins, June 28) all reached No. 1 in the first half of the year.



LIVESTREAMS AND ZOOM FATIGUE

AT THE BEGINNING OF 2020, livestreams were an afterthought or a potential add-on for a promotional event. By April, artists of all genres and sizes were scrambling to figure out how to maximize the digital experience as a cornerstone of an album campaign or to keep fans engaged between cycles. And now, by the middle of 2021, the future of livestreaming is taking shape, just as live concerts prep their return.

According to Bandsintown data, 26,045 livestreams have been listed on its site since the beginning of the year, an average of 164 each day. This is a healthy number, but down 28% from the daily average throughout 2020. After the initial

boom in March and April 2020, there was a slow decline that settled into a soft up-and-down bounce from month to month. But in 2021, the drop-off has been more significant, with consecutive dips of 14%, 21% and 7%, respectively, in March, April and May.

Though down from the mid-2020 peak, an average of 129 new livestreams were announced every day in May 2021. This is an indication that although live concerts are returning, which will inevitably cut into the urgency of livestream events, at least initially, they remain part of the music industry's forward-thinking approach, one that may combine the in-person and the virtual well into 2022.

CATALOGUE ACQUISITION BOOM AND NFTS LEAD LATEST MUSIC MONETIZATION TRENDS

Streams, sales and concerts aren't the only positive trendlines for music right now. Music catalogue acquisitions are heating up the private-equity marketplace, with legacy artists like Bob Dylan, Paul Simon and Stevie Nicks selling stakes in their master and/or publishing rights for hundreds of millions of dollars based on valuations fueled by consumption stats like MRC Data's — and in recent weeks, even newer artists like Jonas Brothers, **WIZ KHALIFA** and Julia Michaels are cashing in on the trend.



NFTs, or non-fungible tokens, have also become a new revenue stream for artists to distribute music and artwork: From February 25 to April 25, 2021, alone, musicians made an estimated \$55.7 million from NFT sales, based on a report from Water & Music.



FITNESS TECH'S MUSIC BOOM

One of the fastest growing sectors for music monetization is fitness tech, where UMG has licensed more music to subscription exercise services and health and wellness apps than any other music company. More and more people say they enjoy the convenience of digital fitness apps and the engagement of subscription services that optimize their workouts by creatively integrating music. Fit Tech is currently a predominantly U.S.-centric phenomenon, so there is an exciting opportunity for further expansion as more and more services launch internationally.

Michael Nash

Executive vp digital strategy,
Universal Music Group

Cardin



CANADIAN ARTISTS

TWO OF CANADA'S BIGGEST ARTISTS, JUSTIN BIEBER and The Weeknd, dominate the top of the midyear album and song charts. Bieber's *Justice* is the most-consumed album for the first six months of 2021 by a Canadian artist, while the singles "Peaches" and "Anyone" sit at No. 2 and No. 4 respectively on the most-consumed song list from a Canadian artist. The Weeknd's *After Hours* and *The Highlights* are at No. 2 and No. 3 on the top Canadian albums list, and the singles "Save Your Tears" and "Blinding Lights" are No. 1 and No. 3 respectively on the Canadian songs list. Thanks to strong sales and streams, **CHARLOTTE CARDIN**'s *Phoenix* is the No. 4 most-consumed album by a Canadian artist and Tate McRae's breakthrough single, "You Broke Me First," lands as the No. 5 most-consumed song by a Canadian artist.

CANADIAN ARTISTS

TOP ALBUMS

Top Albums: Ranked by equivalent album units, comprising album sales, track equivalent albums (TEA) and streaming equivalent albums (SEA). Each unit = one album sale, or 10 tracks sold from an album, or 1,250 premium on-demand streams // 3,750 ad-supported on-demand streams by songs from an album.

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND SEA
1	JUSTIN BIEBER	<i>Justice</i>	148,000
2	THE WEEKND	<i>After Hours</i>	98,000
3	THE WEEKND	<i>The Highlights</i>	55,000
4	CHARLOTTE CARDIN	<i>Phoenix</i>	51,000
5	THE TRAGICALLY HIP	<i>Yer Favourites</i>	42,000

TOP SONGS

Top Songs: Ranked by traditional digital song sales + SES units, where 125 premium streams = one song // 375 ad-supported streams = one song.

	ARTIST	TITLE	SONG SALES + SES ON-DEMAND STREAMS
1	THE WEEKND	"Save Your Tears"	381,000
2	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	336,000
3	THE WEEKND	"Blinding Lights"	257,000
4	JUSTIN BIEBER	"Anyone"	197,000
5	TATE MCRAE	"You Broke Me First"	170,000

TOP RADIO SONGS

Top Radio Songs: Ranked by spins across all monitored formats of radio.

	ARTIST	SONG	SPINS
1	THE WEEKND	"Save Your Tears"	85,000
2	SHAWN MENDES & JUSTIN BIEBER	"Monster"	80,000
3	JUSTIN BIEBER FEAT. CHANCE THE RAPPER	"HOLY"	44,000
4	TATE MCRAE	"You Broke Me First"	44,000
5	THE WEEKND	"Blinding Lights"	43,000

*Audience totals are derived, in part, using certain Nielsen Audio-copyrighted Persons 12+ audience estimates (under license [c] 2020, Nielsen Audio).

Masked Wolf



RAP

POP SMOKE'S *SHOOT FOR THE STARS AIM FOR THE MOON* continues to do brisk business in 2021, as the set stands as the most popular Rap album at the midyear point (101,000 equivalent album units earned). After debuting at No. 1 on the weekly Billboard Canadian Albums chart dated July 18, 2020, the set has left the top 10 for only one week.

MASKED WOLF's "Astronaut in the Ocean," 24kGoldn's "Mood," featuring Iann Dior, and Polo G's "Rapstar" were among the most-consumed Rap tracks of 2021 at midyear. "Mood" also stands as the most-played Rap track at radio.

RAP

TOP ALBUMS

Top Albums: Ranked by equivalent album units, comprising album sales, track equivalent albums (TEA) and streaming equivalent albums (SEA). Each unit = one album sale, or 10 tracks sold from an album, or 1,250 premium on-demand streams // 3,750 ad-supported on-demand streams by songs from an album.

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND SEA
1	POP SMOKE	<i>Shoot for the Stars Aim for the Moon</i>	101,000
2	THE KID LAROI	<i>F*ck Love</i>	76,000
3	POST MALONE	<i>Hollywood's Bleeding</i>	60,000
4	JUICE WRLD	<i>Legends Never Die</i>	59,000
5	EMINEM	<i>Music to Be Murdered By</i>	55,000

TOP SONGS

Top Songs: Ranked by traditional digital song sales + SES units, where 125 premium streams = one song // 375 ad-supported streams = one song.

	ARTIST	TITLE	SONG SALES + SES ON-DEMAND STREAMS
1	MASKED WOLF	"Astronaut in the Ocean"	344,000
2	24KGOLDN FEAT. IANN DIOR	"Mood"	306,000
3	POLO G	"Rapstar"	199,000
4	LIL TJAY FEAT. 6LACK	"Calling My Phone"	196,000
5	CARDI B	"Up"	188,000

TOP RADIO SONGS

Top Radio Songs: Ranked by spins across all monitored formats of radio.

	ARTIST	SONG	SPINS
1	24KGOLDN FEAT. IANN DIOR	"Mood"	52,000
2	MASKED WOLF	"Astronaut in the Ocean"	17,000
3	DRAKE FEAT. LIL DURK	"Laugh Now Cry Later"	14,000
4	CURTIS WATERS FEAT. HARM FRANKLIN	"Stunnin"	8,000
5	POP SMOKE	"What You Know Bout Love"	8,000

*Audience totals are derived, in part, using certain Nielsen Audio-copyrighted Persons 12+ audience estimates (under license [c] 2020, Nielsen Audio).



Combs
(Zack Massey)

COUNTRY

MORGAN WALLEN'S BLOCKBUSTER *DANGEROUS: The Double Album* — which spent eight weeks atop the all-genre Billboard Canadian Albums chart — is the Country genre's most popular album at midyear, with 157,000 equivalent album units earned. Taylor Swift's *Fearless (Taylor's Version)* — a rerecording of her 2008 album *Fearless* — is 2021's No. 3 biggest Country set, with 47,000 units earned. Though a rerecording, the effort marked Swift's first Country album since 2012's *Red*.

LUKE COMBS, who also has the No. 2 Country album at midyear, has the No. 1 most-consumed Country song so far in 2021, with "Forever After All." The song reached No. 3 on the all-genre Billboard Canadian Hot 100 last November and spent five weeks at No. 1 on the Canada Country tally.

COUNTRY

TOP ALBUMS

Top Albums: Ranked by equivalent album units, comprising album sales, track equivalent albums (TEA) and streaming equivalent albums (SEA). Each unit = one album sale, or 10 tracks sold from an album, or 1,250 premium on-demand streams // 3,750 ad-supported on-demand streams by songs from an album.

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND SEA
1	MORGAN WALLEN	<i>Dangerous: The Double Album</i>	157,000
2	LUKE COMBS	<i>What You See Is What You Get</i>	69,000
3	TAYLOR SWIFT	<i>Fearless (Taylor's Version)</i>	47,000
4	LUKE COMBS	<i>This One's For You</i>	43,000
5	CHRIS STAPLETON	<i>Starting Over</i>	34,000

TOP SONGS

Top Songs: Ranked by traditional digital song sales + SES units, where 125 premium streams = one song // 375 ad-supported streams = one song.

	ARTIST	TITLE	SONG SALES + SES ON-DEMAND STREAMS
1	LUKE COMBS	"Forever After All"	156,000
2	GABBY BARRETT	"Hope"	135,000
3	CHRIS STAPLETON	"Starting Over"	128,000
4	MORGAN WALLEN	"Wasted on You"	122,000
5	KEITH URBAN DUET WITH P!NK	"One Too Many"	113,000

TOP RADIO SONGS

Top Radio Songs: Ranked by spins across all monitored formats of radio.

	ARTIST	SONG	SPINS
1	GABBY BARRETT	"I Hope"	50,000
2	KEITH URBAN DUET WITH P!NK	"One Too Many"	39,000
3	MIRANDA LAMBERT	"Settling Down"	30,000
4	THOMAS RHETT	"What's Your Country Song"	30,000
5	ERIC CHURCH	"Hell of a View"	30,000

*Audience totals are derived, in part, using certain Nielsen Audio-copyrighted Persons 12+ audience estimates (under license [c] 2020, Nielsen Audio).

The Weeknd
(Christopher Polk/
NBC/Getty Images)



R&B

THE WEEKND'S 2020 RELEASE *AFTER HOURS* rules as the top R&B album at midyear 2021, with 98,000 equivalent album units earned so far this year. The set's recent hit single "Save Your Tears," boosted by a remix with Ariana Grande, reached No. 1 on the weekly Billboard Canadian Hot 100 chart. It also stands as the No. 2 most-played song on radio, among all genres, at the midyear point.

A song that has been inescapable since its ascent up the charts in 2020, **THE WEEKND**'s "Blinding Lights" is the No. 3 top R&B song of 2021 thus far, by total consumption.

R&B

TOP ALBUMS

Top Albums: Ranked by equivalent album units, comprising album sales, track equivalent albums (TEA) and streaming equivalent albums (SEA). Each unit = one album sale, or 10 tracks sold from an album, or 1,250 premium on-demand streams // 3,750 ad-supported on-demand streams by songs from an album.

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND SEA
1	THE WEEKEND	<i>After Hours</i>	98,000
2	THE WEEKND	<i>The Highlights</i>	55,000
3	DOJA CAT	<i>Hot Pink</i>	37,000
4	GIVEON	<i>When It's All Said and Done ... Take Time</i>	31,000
5	DOJA CAT	<i>Planet Her</i>	30,000

TOP SONGS

Top Songs: Ranked by traditional digital song sales + SES units, where 125 premium streams = one song // 375 ad-supported streams = one song.

	ARTIST	TITLE	SONG SALES + SES ON-DEMAND STREAMS
1	THE WEEKND	"Save Your Tears"	381,000
2	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	336,000
3	THE WEEKND	"Blinding Lights"	257,000
4	SZA	"Good Days"	174,000
5	SILK SONIC (BRUNO MARS & ANDERSON .PAAK)	"Leave the Door Open"	163,000

TOP RADIO SONGS

Top Radio Songs: Ranked by spins across all monitored formats of radio.

	ARTIST	SONG	SPINS
1	THE WEEKND	"Save Your Tears"	80,000
2	THE WEEKND	"Blinding Lights"	43,000
3	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	34,000
4	SILK SONIC (BRUNO MARS & ANDERSON .PAAK)	"Leave the Door Open"	31,000
5	THE WEEKND	"In Your Eyes"	18,000

*Audience totals are derived, in part, using certain Nielsen Audio-copyrighted Persons 12+ audience estimates (under license [c] 2020, Nielsen Audio).



DANCE/ELECTRONIC

THE MOST-CONSUMED DANCE/ELECTRONIC TRACK of 2021 so far is **TRAVIS SCOTT** and HVME's "Goosebumps," a tune that started its life back in 2016 as a Scott track featuring Kendrick Lamar. It was later reworked into a deep house cut by HVME in 2020, and Scott lent his vocals to the cut in January. The track reached No. 10 on the all-genre Billboard Canadian Hot 100 chart in May.

DANCE/ELECTRONIC

TOP ALBUMS

Top Albums: Ranked by equivalent album units, comprising album sales, track equivalent albums (TEA) and streaming equivalent albums (SEA). Each unit = one album sale, or 10 tracks sold from an album, or 1,250 premium on-demand streams // 3,750 ad-supported on-demand streams by songs from an album.

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND SEA
1	KYGO	<i>Golden Hour</i>	23,000
2	LADY GAGA	<i>The Fame</i>	21,000
3	LADY GAGA	<i>Chromatica</i>	19,000
4	MARSHMELLO	<i>Marshmello Fortnite Extended Set</i>	16,000
5	DAVID GUETTA	<i>Nothing But the Beat</i>	12,000

TOP SONGS

Top Songs: Ranked by traditional digital song sales + SES units, where 125 premium streams = one song // 375 ad-supported streams = one song.

	ARTIST	TITLE	SONG SALES + SES ON-DEMAND STREAMS
1	TRAVIS SCOTT & HVME	"Goosebumps"	253,000
2	TIESTO	"The Business"	226,000
3	JOEL CURRY x MNEK	"Head & Heart"	117,000
4	MEDUZA & DERMOT KENNEDY	"Paradise"	115,000
5	TOPIC & A7S	"Breaking Me"	102,000

TOP RADIO SONGS

Top Radio Songs: Ranked by spins across all monitored formats of radio.

	ARTIST	SONG	SPINS
1	LOUD LUXURY, FRANK WALKER	"Like Gold"	25,000
2	FELIX CARTAL	"Mine"	25,000
3	TRAVIS SCOTT & HVME	"Goosebumps"	23,000
4	DVBBS FEAT. QUINN XCII	"West Coast"	22,000
5	LOUD LUXURY FEAT. BRANDO	"Body"	15,000

*Audience totals are derived, in part, using certain Nielsen Audio-copyrighted Persons 12+ audience estimates (under license [c] 2020, Nielsen Audio).

Machine Gun Kelly
(Scott Dudelson/Getty Images)



ROCK

MACHINE GUN KELLY'S 2020 RELEASE

Tickets to My Downfall is the top Rock album of 2021 thus far, with 49,000 equivalent album units earned. The set was largely produced and written with Blink-182's Travis Barker and debuted at No. 1 on the Billboard Canadian Albums chart.

Familiar favorites crowd the remainder of the top five rock albums of 2021, including Elton John's *Diamonds*, The Tragically Hip's *Yer Favourites* and Fleetwood Mac's *Rumours*.

Glass Animals' mainstream smash "Heat Waves" is among the most-consumed rock tracks of 2021 in Canada (No. 1 at the midyear point), after having reached No. 21 on the Canadian Hot 100 chart — the band's first entry on the all-genre tally.

ROCK

TOP ALBUMS

Top Albums: Ranked by equivalent album units, comprising album sales, track equivalent albums (TEA) and streaming equivalent albums (SEA). Each unit = one album sale, or 10 tracks sold from an album, or 1,250 premium on-demand streams // 3,750 ad-supported on-demand streams by songs from an album.

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND SEA
1	MACHINE GUN KELLY	<i>Tickets to My Downfall</i>	49,000
2	ELTON JOHN	<i>Diamonds</i>	47,000
3	THE TRAGICALLY HIP	<i>Yer Favourites</i>	42,000
4	FLEETWOOD MAC	<i>Rumours</i>	39,000
5	QUEEN	<i>Bohemian Rhapsody (Soundtrack)</i>	36,000

TOP SONGS

Top Songs: Ranked by traditional digital song sales + SES units, where 125 premium streams = one song // 375 ad-supported streams = one song.

	ARTIST	TITLE	SONG SALES + SES ON-DEMAND STREAMS
1	GLASS ANIMALS	"Heat Waves"	183,000
2	FLEETWOOD MAC	"Dreams"	137,000
3	AJR	"Bang!"	123,000
4	JOURNEY	"Don't Stop Believin' "	104,000
5	THE NEIGHBOURHOOD	"Sweater Weather"	99,000

TOP RADIO SONGS

Top Radio Songs: Ranked by spins across all monitored formats of radio.

	ARTIST	SONG	SPINS
1	AJR	"Bang!"	26,000
2	BANNERS	"Someone to You"	26,000
3	MACHINE GUN KELLY X BLACKBEAR	"My Ex's Best Friend"	23,000
4	FOO FIGHTERS	"Waiting on a War"	18,000
5	GLASS ANIMALS	"Heat Waves"	17,000

*Audience totals are derived, in part, using certain Nielsen Audio-copyrighted Persons 12+ audience estimates (under license [c] 2020, Nielsen Audio).

2021 MRC DATA MIDYEAR CHARTS

TOP ALBUMS (Album sales + TEA + on-demand SEA)*

	ARTIST	TITLE	TOTAL ALBUM-EQUIVALENT CONSUMPTION	ALBUM SALES	SONG SALES	ON-DEMAND AUDIO STREAMS	ON-DEMAND VIDEO STREAMS
1	MORGAN WALLEN	<i>Dangerous: The Double Album</i>	157,000	8,000	25,000	184.6 million	8.7 million
2	JUSTIN BIEBER	<i>Justice</i>	148,000	8,000	49,000	173.1 million	11.4 million
3	OLIVIA RODRIGO	<i>SOUR</i>	139,000	6,000	44,000	166.5 million	12.3 million
4	DUA LIPA	<i>Future Nostalgia</i>	104,000	4,000	50,000	124.3 million	10.6 million
5	POP SMOKE	<i>Shoot for the Stars Aim for the Moon</i>	101,000	1,000	8,000	133.0 million	10.4 million
6	THE WEEKND	<i>After Hours</i>	98,000	7,000	55,000	107.9 million	14.1 million
7	THE KID LAROI	<i>F*ck Love</i>	76,000	500	22,000	99.7 million	6.8 million
8	TAYLOR SWIFT	<i>evermore</i>	70,000	14,000	12,000	70.5 million	2.5 million
9	LUKE COMBS	<i>What You See Is What You Get</i>	69,000	3,000	23,000	81.6 million	5.6 million
10	POST MALONE	<i>Hollywood's Bleeding</i>	60,000	2,000	9,000	73.8 million	6.3 million

* Top 10 Albums (Album Sales + TEA + on-demand SEA): Ranked by equivalent album units, comprising album sales, track equivalent albums (TEA) and streaming equivalent albums (SEA). Each unit = one album sale, or 10 tracks sold from an album, or 1,250 premium on-demand streams // 3,750 ad-supported on-demand streams by songs from an album.

TOP ALBUMS (Total sales)

	ARTIST	TITLE	SALES
1	HARMONIUM ET L'ORCHESTRE SYMPHONIQUE DE MONTREAL	<i>Histoires Sans Paroles</i>	25,000
2	CHARLOTTE CARDIN	<i>Phoenix</i>	20,000
3	THE TRAGICALLY HIP	<i>Saskadelphia</i>	17,000
4	TAYLOR SWIFT	<i>evermore</i>	14,000
5	ALEX HENRY FOSTER	<i>Standing Under Bright Lights</i>	12,000
6	TAYLOR SWIFT	<i>Fearless (Taylor's Version)</i>	10,000
7	FOO FIGHTERS	<i>Medicine At Midnight</i>	10,000
8	ANGELE DUBEAU	<i>Immersion</i>	8,000
9	JUSTIN BIEBER	<i>Justice</i>	8,000
10	MORGAN WALLEN	<i>Dangerous: The Double Album</i>	8,000

TOP DIGITAL ALBUM SALES

	ARTIST	TITLE	SALES
1	CHARLOTTE CARDIN	<i>Phoenix</i>	10,000
2	ALEX HENRY FOSTER	<i>Standing Under Bright Lights</i>	8,000
3	THE TRAGICALLY HIP	<i>Saskadelphia</i>	7,000
4	TAYLOR SWIFT	<i>Fearless (Taylor's Version)</i>	5,000
5	MORGAN WALLEN	<i>Dangerous: The Double Album</i>	5,000
6	JUSTIN BIEBER	<i>Justice</i>	4,000
7	OLIVIA RODRIGO	<i>SOUR</i>	4,000
8	FOO FIGHTERS	<i>Medicine At Midnight</i>	3,000
9	TAYLOR SWIFT	<i>evermore</i>	3,000
10	JUNK & YOUNG STITCH	<i>Lions Eat Goats</i>	3,000

TOP PHYSICAL ALBUMS

	ARTIST	TITLE	SALES
1	HARMONIUM ET L'ORCHESTRE SYMPHONIQUE DE MONTREAL	<i>Histoires Sans Paroles</i>	24,000
2	CHARLOTTE CARDIN	<i>Phoenix</i>	9,000
3	TAYLOR SWIFT	<i>evermore</i>	8,000
4	ANGELE DUBEAU	<i>Immersion</i>	7,000
5	CLAUDE DUBOIS	<i>Dubois Solide</i>	6,000
6	EMINEM	<i>Music to Be Murdered By</i>	6,000
7	IRVIN BLAIS	<i>Leda</i>	5,000
8	THE TRAGICALLY HIP	<i>Saskadelphia</i>	5,000
9	THE WEEKND	<i>After Hours</i>	5,000
10	TAYLOR SWIFT	<i>Fearless (Taylor's Version)</i>	5,000

TOP VINYL ALBUMS

	ARTIST	TITLE	SALES
1	THE TRAGICALLY HIP	<i>Saskadelphia</i>	4,000
2	HARRY STYLES	<i>Fine Line</i>	3,000
3	TAYLOR SWIFT	<i>evermore</i>	3,000
4	SOUNDTRACK	<i>Guardians of the Galaxy: Awesome Mix, Vol. 1</i>	2,000
5	FOO FIGHTERS	<i>Medicine At Midnight</i>	2,000
6	BILLIE EILISH	<i>WHEN WE ALL FALL ASLEEP, WHERE DO WE GO</i>	2,000
7	SEATBELTS	<i>Cowboy Bebop (Soundtrack)</i>	2,000
8	SEF LEMELIN	<i>Modulation</i>	2,000
9	KENDRICK LAMAR	<i>good kid, m.A.A.d city</i>	2,000
10	NIRVANA	<i>MTV Unplugged in New York</i>	2,000

TOP DIGITAL SONG CONSUMPTION (Song sales + on-demand SES)*

	ARTIST	SONG	SONG SALES + SES ON- DEMAND STREAMS	SONG SALES	ON-DEMAND AUDIO STREAMS	ON-DEMAND VIDEO STREAMS
1	OLIVIA RODRIGO	"drivers license"	455,000	25,000	54.0 million	10.2 million
2	DUA LIPA FEAT. DABABY	"Levitating"	411,000	27,000	48.7 million	8.0 million
3	THE WEEKND	"Save Your Tears"	381,000	33,000	42.8 million	9.1 million
4	MASKED WOLF	"Astronaut in the Ocean"	344,000	26,000	40.2 million	6.7 million
5	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	336,000	16,000	40.0 million	6.7 million
6	LIL NAS X	"Montero (Call Me By Your Name)"	309,000	12,000	36.6 million	9.8 million
7	24KGOLDN FEAT. IANN DIOR	"Mood"	306,000	11,000	39.0 million	4.0 million
8	THE KID LAROI	"Without You"	280,000	17,000	34.5 million	3.2 million
9	THE WEEKND	"Blinding Lights"	257,000	18,000	30.0 million	5.7 million
10	TRAVIS SCOTT & HVME	"Goosebumps"	253,000	16,000	31.4 million	1.4 million

* Top 10 Digital Song Consumption: Ranked by traditional digital song sales + SES units, where 125 premium streams = one song // 375 ad-supported streams = one song.

TOP SONGS: ON-DEMAND STREAMING (Audio + Video)

	ARTIST	SONG	ON-DEMAND STREAMS
1	OLIVIA RODRIGO	"drivers license"	64.1 million
2	DUA LIPA FEAT. DABABY	"Levitating"	56.7 million
3	THE WEEKND	"Save Your Tears"	52.0 million
4	MASKED WOLF	"Astronaut in the Ocean"	46.9 million
5	LIL NAS X	"Montero (Call Me By Your Name)"	46.4 million
6	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	45.2 million
7	24KGOLDN FEAT. IANN DIOR	"Mood"	43.0 million
8	THE KID LAROI	"Without You"	37.7 million
9	THE WEEKND	"Blinding Lights"	35.7 million
10	OLIVIA RODRIGO	"good 4 u"	35.4 million

TOP SONGS: AUDIO ON-DEMAND STREAMS

	ARTIST	SONG	ON-DEMAND AUDIO STREAMS
1	OLIVIA RODRIGO	"drivers license"	54.0 million
2	DUA LIPA FEAT. DABABY	"Levitating"	48.7 million
3	THE WEEKND	"Save Your Tears"	42.8 million
4	MASKED WOLF	"Astronaut in the Ocean"	40.2 million
5	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	39.8 million
6	24KGOLDN FEAT. IANN DIOR	"Mood"	39.0 million
7	LIL NAS X	"Montero (Call Me By Your Name)"	36.6 million
8	THE KID LAROI	"Without You"	34.5 million
9	TRAVIS SCOTT & HVME	"Goosebumps"	31.4 million
10	OLIVIA RODRIGO	"good 4 u"	30.6 million

TOP SONGS: ON-DEMAND VIDEO STREAMS

	ARTIST	SONG	ON-DEMAND VIDEO STREAMS
1	OLIVIA RODRIGO	"drivers license"	10.2 million
2	LIL NAS X	"Montero (Call Me By Your Name)"	9.8 million
3	THE WEEKND	"Save Your Tears"	9.1 million
4	DUA LIPA FEAT. DABABY	"Levitating"	8.0 million
5	FUTURE FEAT. DRAKE	"Life Is Good"	6.7 million
6	MASKED WOLF	"Astronaut in the Ocean"	6.6 million
7	DUNCAN LAURENCE	"Arcade"	6.5 million
8	THE WEEKND	"Blinding Lights"	5.7 million
9	PINKFONG	"Baby Shark"	5.6 million
10	BTS	"Butter"	5.4 million

TOP DIGITAL SONG SALES

	ARTIST	SONG	SALES
1	THE WEEKND	"Save Your Tears"	33,000
2	DUA LIPA FEAT. DABABY	"Levitating"	27,000
3	MASKED WOLF	"Astronaut in the Ocean"	26,000
4	OLIVIA RODRIGO	"drivers license"	25,000
5	ED SHEERAN	"Afterglow"	21,000
6	THE WEEKND	"Blinding Lights"	18,000
7	THE KID LAROI	"Without You"	17,000
8	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	16,000
9	TIESTO	"The Business"	16,000
10	TRAVIS SCOTT & HVME	"Goosebumps"	16,000

* Programmed streams are those from DMCA-compliant services.

TOP RADIO SONGS (Based on Spins)*

	ARTIST	SONG	SPINS
1	DUA LIPA FEAT. DABABY	"Levitating"	85,000
2	THE WEEKND	"Save Your Tears"	80,000
3	SHAWN MENDES & JUSTIN BIEBER	"Monster"	55,000
4	24KGOLDN FEAT. IANN DIOR	"Mood"	52,000
5	GABBY BARRETT FEAT. CHARLIE PUTH	"I Hope"	50,000
6	OLIVIA RODRIGO	"drivers license"	48,000
7	AVA MAX	"Kings & Queens"	48,000
8	MAROON 5 FEAT. MEGAN THEE STALLION	"Beautiful Mistakes"	46,000
9	JUSTIN BIEBER FEAT. CHANCE THE RAPPER	"HOLY"	44,000
10	TATE MCRAE	"You Broke Me First"	44,000

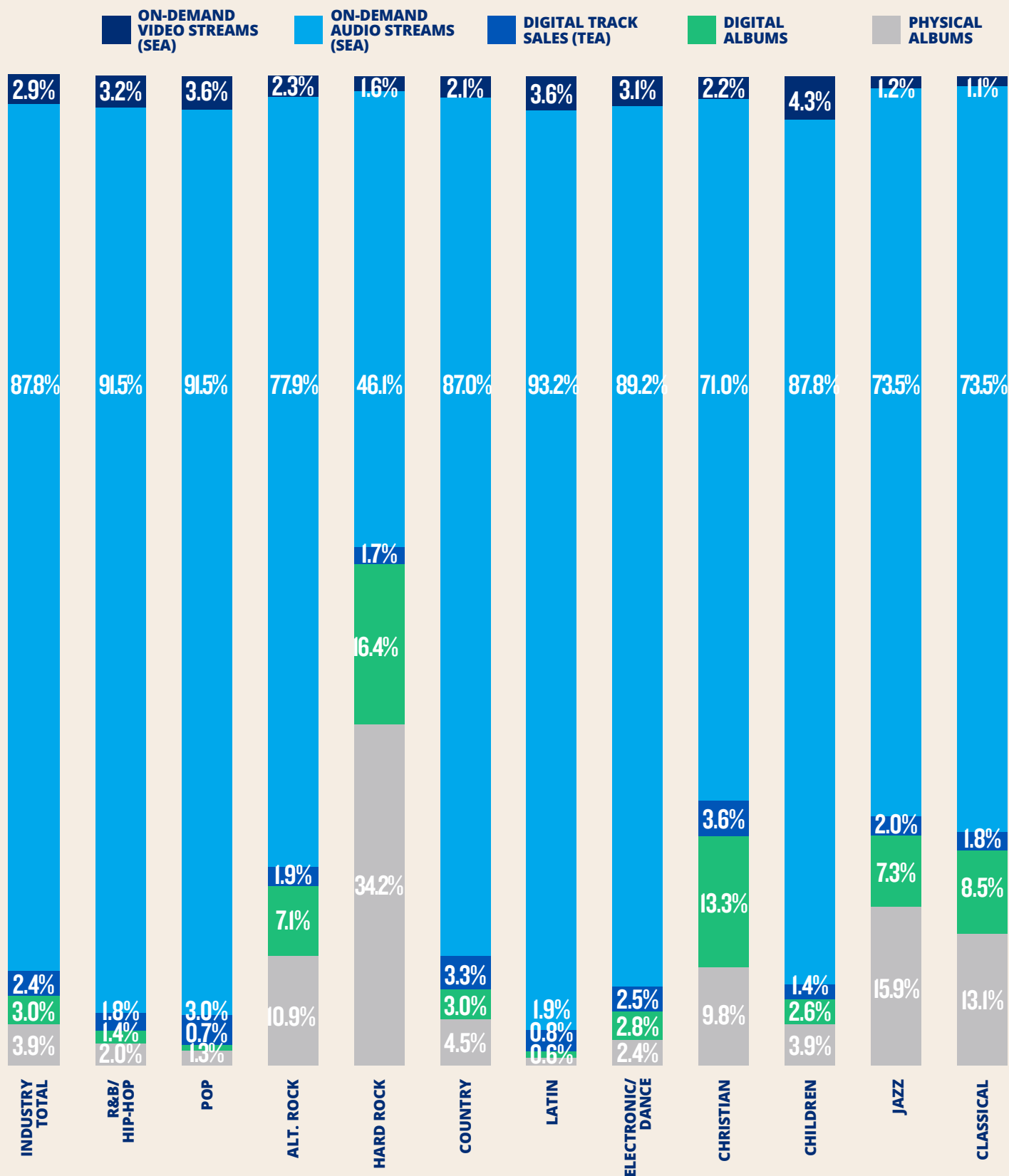
SHARE OF TOTAL VOLUME BY FORMAT AND GENRE

Total volume = Albums + TEA +
on-demand audio/video SEA

	GENRE	TOTAL VOLUME*	TOTAL ALBUM SALES	PHYSICAL ALBUM SALES	DIGITAL ALBUM SALES	DIGITAL SONG SALES	ON-DEMAND AUDIO STREAMS	ON-DEMAND VIDEO STREAMS
1	POP	32.2%	9.1%	10.4%	7.2%	40.6%	33.5%	39.1%
2	R&B/ HIP-HOP	13.3%	6.7%	6.8%	6.4%	9.8%	13.8%	14.2%
3	ALT. ROCK	7.4%	19.2%	20.4%	17.6%	5.9%	6.5%	5.8%
4	COUNTRY	7.2%	7.8%	8.3%	7.3%	10.0%	6.9%	5.1%
5	ELECTRONIC/ DANCE	3.9%	2.90%	2.3%	3.7%	4.0%	3.9%	4.0%
6	HARD ROCK	1.8%	13.4%	15.9%	10.1%	1.3%	1.0%	1.0%
7	LATIN	1.2%	0.2%	0.2%	0.3%	1.0%	1.3%	1.5%
8	CLASSICAL	1.0%	3.2%	3.4%	2.9%	0.8%	0.9%	0.4%
9	JAZZ	0.8%	2.5%	3.0%	1.9%	0.6%	0.6%	0.3%
10	CHILDREN	0.6%	0.6%	0.6%	0.5%	0.4%	0.6%	0.9%
11	CHRISTIAN	0.4%	1.4%	1.1%	1.9%	0.6%	0.4%	0.3%

* Ranked by spins across all monitored formats of radio.

SHARE OF TOTAL ALBUM-EQUIVALENT CONSUMPTION BY FORMAT



ABOUT MRC DATA

MRC Data is the most comprehensive global provider of data and analytics to the entertainment and music industry and consumers. Established in 2019, MRC Data services all digital service providers (DSPs), labels, airplay and music retailers. MRC Data includes the industry's definitive *Billboard* charts, encompassing the most complete and well-respected database of charts across all music genres. MRC Data products include Music Connect, Broadcast Data Systems and Music360, which collectively capture and represent the most robust dataset related to music sales, performance, artist activity and consumer engagement. MRC Data is part of P-MRC Data, a joint venture between MRC and Penske Media Corporation (PMC).