



YEAR-END

REPORT

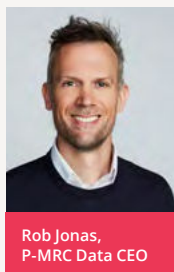
CANADA 2021



INTRODUCTION

WELCOME TO THE 2021 MRC DATA YEAR-END REPORT, presented in collaboration with *Billboard*.

You may notice a few things different about this year's report, starting with me. A few months after MRC and Penske Media Corporation joined forces in late 2020 to form P-MRC Data, I took the helm of the company as its first CEO in July of this year. It was an easy decision, as the music industry is in a period of continued transformation and it's a privilege to oversee the leading source for global music and entertainment consumption data during this time. Over the coming quarters, I am looking forward to building and



Rob Jonas,
P-MRC Data CEO

strengthening relationships with all of you as we articulate our vision for the company and how we will enable support during this transformation.

Speaking of 2022, we took a unique approach to this year's Year-End report. While we still recap all the most-consumed songs and albums of 2021 through our definitive charts (which you can dive into starting on page 27), we also zoomed out to showcase 10 big-picture trends that we think will continue to have a major impact on the ever-changing landscape of music consumption in the coming year.

In September, we celebrated the one-year anniversary of *Billboard*'s Global 200 and Global Excl. U.S. charts, which aggregate sales and streaming data from more than 200 countries every week. These charts will help us further illuminate the increasingly global nature of music and provide the definitive source of global music consumption data

to the industry.

We also drew from our extensive Music 360 research worldwide, as well as our 12 COVID-19: *Tracking The Impact On The Entertainment Landscape* studies in the U.S., which we've been conducting ever since the first lockdowns in spring 2020. This exclusive research provided the backbone for many of this year's trends, like The "3 Gs" of global music (generations, genres and geography) and the increased role of gaming and podcasts in many consumers' media diets.

The way people consumed music continued to change this year, too. On-demand streaming reached a new single-year high of 107.6 billion streams in 2021 (up 9.5% from 98.3 billion in 2019), which included a notable decline in yearly streams of Current music (which decreased 5.3%) for the first time since MRC Data began measuring streaming data, as music fans spent more time with Catalogue (which was up 19.5% this year). Physical music sales also rebounded in 2021, with vinyl posting its highest unit total for the first time since MRC Data started measuring music sales in 1995.

The increasingly influential TikTok helped further accelerate some of these trends, as younger consumers discovered songs both new and classic through popular memes and dance challenges. The app recently announced in its own 2021 report that over 175 songs that trended on TikTok ended up

charting on the Billboard Hot 100, more than twice the amount in 2020.

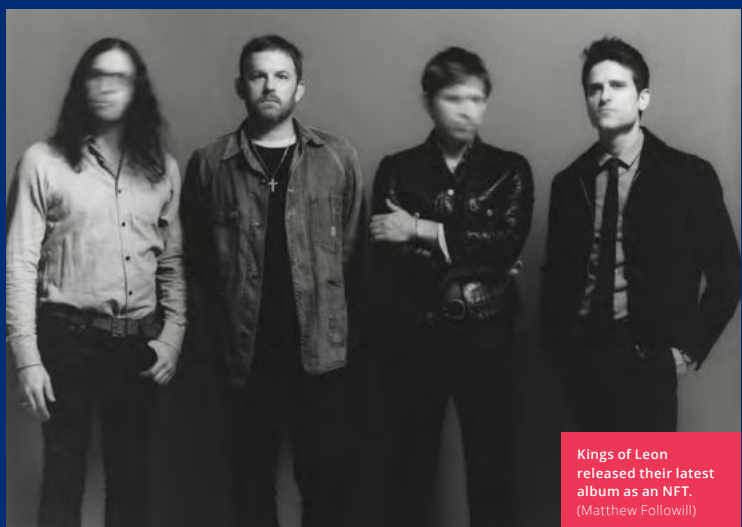
But even with all those changes, the music industry had lots of new releases to be excited about. The two most consumed albums were from new artists. Olivia Rodrigo's *SOUR* and Morgan Wallen's *Dangerous: The Double Album*, while the highly anticipated returns of Drake and Adele led to two of the year's biggest consumption weeks. And global genres like K-pop and Afro-Pop reached larger than ever audiences in Canada courtesy of blockbuster hits like BTS' "Butter" and Wizkid's "Essence," respectively.

Music has never been both more original and ubiquitous at the same time. For the price of a CD, you can have monthly access to an almost limitless catalogue of music spanning generations of artists and dozens of genres. At the same time, music enthusiasts can increasingly own a piece of their most cherished bands and artists through NFT offerings. In March, Kings of Leon were one of the first bands to release their new album as a NFT and collect over seven figures in revenue. Just weeks later, the music marketplace for NFTs quickly ramped up as other creators like 3LAU were soon collecting eight-figure revenue from a single auction. An MRC Data study conducted in Q2 of this year found that 27% of U.S. consumers were likely to purchase an NFT, with another 7% citing they already owned one. Fans can now also help spawn a new generation of musicians through community-led funding models based on DAOs and other models. Web3 technologies are already creating the next wave of disruption to the music industry and with data at its core, MRC Data's role is essential in navigating this change.

The next 44 pages are your guide to the biggest trends in music consumption from Jan. 1, 2021, through December 30, 2021 (as compared to Jan. 3, 2020 through December 31, 2020) and what we'll likely still be talking about a year from now.

Want to learn more? Let's connect. We'd love to hear from you and provide custom insights to help you navigate the constantly evolving music marketplace.

Email us at data.research@mrcentertainment.com



Kings of Leon released their latest album as an NFT. (Matthew Followill)



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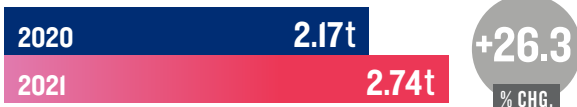
THE YEAR IN CHARTS 27

In this report, MRC Data is using a 52-week period running from Jan. 1, 2021, through Dec. 30, 2021 (as compared to Jan. 3, 2020, through Dec. 31, 2020).

THE YEAR IN METRICS

1/1/2021–12/30/2021 (AS COMPARED TO 1/3/2020–12/31/2020)

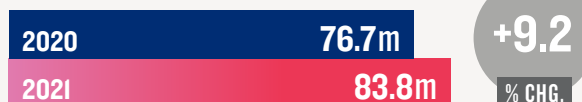
Global On-Demand Audio Song Streams



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

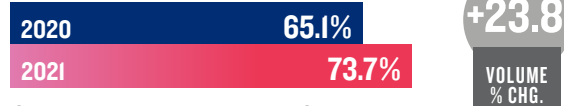


Canada Total Album Sales (PHYSICAL + DIGITAL)



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

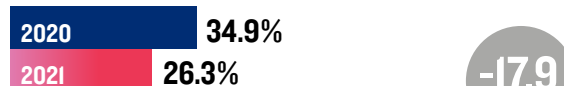
Catalogue Share



Catalogue Total Album Consumption



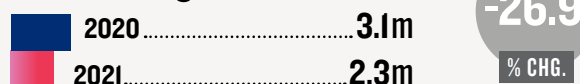
Current Share



Current Total Album Consumption



Canada Digital Album Sales



Canada Digital Track Sales



Canada Physical Album Sales (INCLUDES VINYL LPs)



Canada Vinyl LP Sales



Canada CD 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.

No.1

The 3 Gs of Music: Generations, Geography & Genres

GENERATIONAL STREAMING TRENDS

WHILE GEN Z MOSTLY LEADS all generations in weekly music listening on streaming services, millennial music listeners outpace them in a few notable territories — including the U.K. and Latin America. Among boomers, Mexico has the highest concentration of weekly music streamers, with 75% (among those with online access). Japan, where physical CD sales are still popular, has the lowest with 34%.

Who Is Using Streaming Services?

GLOBAL MUSIC LISTENERS WHO USE STREAMING SERVICES TO LISTEN TO MUSIC IN A TYPICAL WEEK, BY GENERATION

	GEN Z BORN 1998-2008 (Ages 13-23)	MILLENNIALS BORN 1982-1997 (Ages 24-39)	GEN X BORN 1966-1981 (Ages 40-55)	BOOMERS BORN 1947-1965 (Ages 56-74)
Brazil	87%	89%	73%	63%
Mexico	83%	87%	81%	75%
Colombia	84%	88%	76%	69%
Argentina	87%	89%	77%	58%
Chile	91%	92%	78%	72%
France	84%	68%	53%	37%
Spain	82%	78%	74%	57%
U.K.	77%	79%	67%	41%
Italy	77%	76%	59%	40%
Germany	83%	78%	59%	37%
Japan	89%	70%	51%	34%
U.S.*	99%	98%	96%	89%

MUSIC 360: BRAZIL, COLOMBIA, ARGENTINA, CHILE, MEXICO (AMONG AGES 13+ WITH INTERNET ACCESS); FRANCE, SPAIN, U.K., GERMANY, ITALY AND JAPAN (GENERAL POPULATION AGES 13+) * US: CURRENTLY USING STREAMING SERVICES

COUNTRIES WITH FASTEST GROWING AUDIO STREAMS

WHEN CONSIDERING the top 20 largest territories by streaming volume, the following experienced the most significant audio streaming growth rates:



WHEN CONSIDERING territories outside the top 20 largest by streaming volume, the following experienced the most significant audio streaming growth rates:





GEOGRAPHY

TOP GENRES BY LOCAL MARKET

MRC DATA RECENTLY added measurement of market specific streaming data in Canada, which includes insights into which genres perform the strongest across 72 Canadian markets. Here are some highlights:

Country

Country overperforms in 51 of the 72 markets. The strongest markets are in more rural areas in the Maritimes, Ontario as well as Saskatchewan and Alberta.

TOP 5 MARKETS BY INDEX

Newfoundland - Other
Prince Edward Island - Other
Nova Scotia - Other
Regina
New Brunswick - Other

Dance/Electronic

The top 14 markets that overperform for the genre are in Quebec, while major markets Calgary, Vancouver and Toronto also overperform.

TOP 5 MARKETS BY INDEX

Chicoutimi-Jonquiere
Trois-Rivieres
Quebec City
Montreal Metro
Eastern Quebec - Other

Rock

All but nine of the 72 markets overperform for the genre, with Northern Ontario and B.C. outperforming the other markets.

TOP 5 MARKETS BY INDEX

Sault Ste Marie
British Columbia - Other
Sarnia-Clearwater
Eastern Ontario - Other
Thunder Bay

R&B/Hip-Hop

Eight of the nine top markets that overperform for the genre are in Ontario, while major markets in the Prairies and B.C. fall slightly below the index line.

TOP 5 MARKETS BY INDEX

Toronto Suburbs
Toronto Metro
Guelph
Hamilton
Oshawa

GENRE TRENDS

K-POP CONSUMPTION CHARTS NEW MILESTONES

K-POP CONTINUED TO REACH new mainstream milestones, fueled by another strong year of Canadian Hot 100 hits for South Korea's BTS as well as solo hits from two members of girl group BLACKPINK and a breakthrough hit for TWICE.



BTS
(Theo Wargo/
Getty Images)

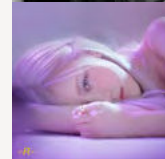
BTS 'BUTTER' UP TWO TOP 10s

BTS peaked at No. 2 on the Canadian Hot 100 with "Butter," tied for the band's all-time highest peak on the chart.

The group's most recently-debuting 2021 top 10 hit, "My Universe," a collab with Coldplay (No. 9 peak on the chart dated Oct. 9), also performed well at radio, finishing the year with 38 million in airplay audience.

BLACKPINK'S ROSÉ AND LISA SCORE WITH SOLO SINGLES

BLACKPINK member Rosé scored a Global 200 and Global Excl. U.S. No. 1 with her debut solo single, "On the Ground," on the charts dated March 27. The song debuted that same week at No. 35 on the Canadian Hot 100.



Solo projects by
Lisa and Rosé

Then, Rosé's groupmate LISA debuted at No. 2 on the Sept. 25-dated global charts with her own debut solo single, "Lalisa," which also broke the YouTube record for most video views in 24 hours by a soloist. The song debuted at No. 42 on the Canadian Hot 100 that same week, and was followed five weeks later by "Money," which hit the top 10 on both the Global 200 and Global Excl. U.S. charts and No. 37 on the Canadian Hot 100 in October-November.

TWICE LANDS A FIRST

The nine-piece girl group scored its highest-charting Canadian Hot 100 hit with "The Feels," which debuted at No. 56 on the chart dated Oct. 16. The song was an even bigger hit worldwide, debuting at No. 10 on the Global Excl. U.S. chart.

GENRE TRENDS

AFRO-POP HITS HEAT UP ON THE CANADIAN HOT 100

AFRO-POP HAS SEEN a continued rise in consumption that was accelerated this year by the genre's two biggest crossover hits to date by a lead African artist in Canada.

Wizkid, "Essence"
Feat. Justin Bieber & Tems

#30

Peak on the
Canadian Hot 100

15.4m

Canadian on-demand
streams in 2021

6.5m

Canadian Airplay
audience



CKay, "Love Nwantiti (Ah Ah Ah)"

#5

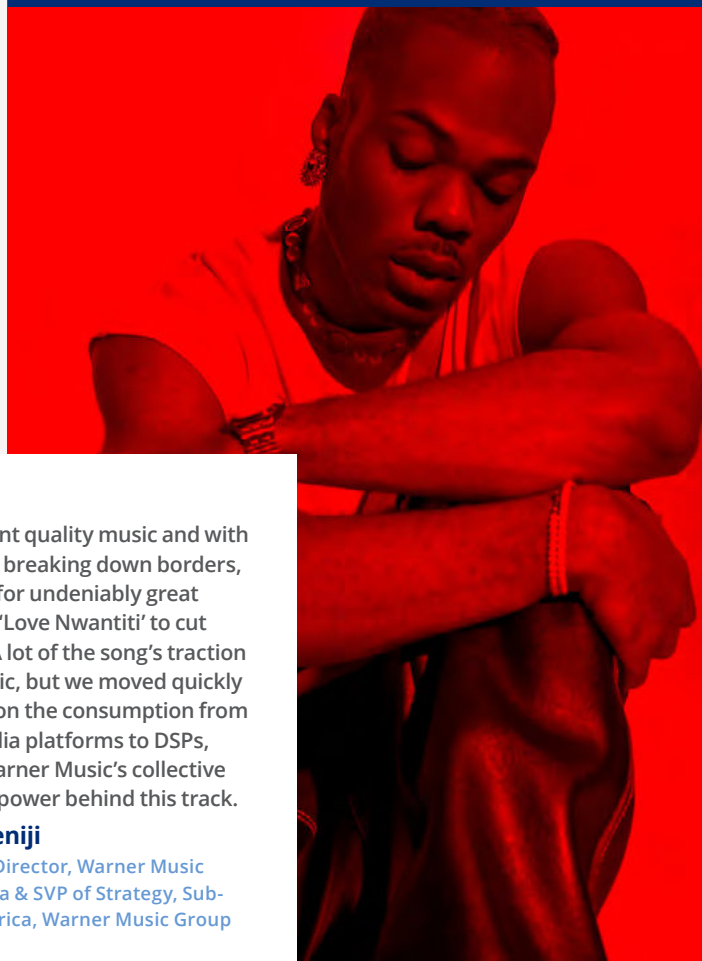
Peak on the
Canadian Hot 100

37.3m

Canadian on-demand
streams in 2021

4.5m

Canadian Airplay
audience



“

People want quality music and with streaming breaking down borders, it's easier for undeniably great songs like 'Love Nwantiti' to cut through. A lot of the song's traction was organic, but we moved quickly to transition the consumption from social media platforms to DSPs, putting Warner Music's collective global firepower behind this track.

Temí Adeniji

Managing Director, Warner Music
South Africa & SVP of Strategy, Sub-Saharan Africa, Warner Music Group

Top Afro-Pop Discovery Sources

10% OF MUSIC CONSUMERS HAVE LISTENED TO AFRO-POP IN THE PAST TWO WEEKS. THESE ARE THE TOP AFRO-POP DISCOVERY SOURCES:

51%

Video and/or audio
streaming services

44%

Social media
websites/apps

37%

Short video clips on
social video sites/apps

COVID-19: TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE - RELEASE 9

GENRE TRENDS

SPLICE: TRENDING SOUNDS FROM AROUND THE GLOBE

MUSIC CREATION PLATFORM SPLICE is a destination for more than 4 million users worldwide to download pre-cleared samples, beats and loops to help inspire their next track. Its sounds have been key elements for major hits from Dua Lipa ("Don't Start Now"), Doja Cat ("Say So"), Bad Bunny ("Dakiti") and dozens of others, so what's downloaded on Splice in 2021 will likely have a big impact on popular music next year.

Most-Downloaded Genres

HERE ARE SOME EXCLUSIVE HIGHLIGHTS OF SPLICE'S MOST-DOWNLOADED GENRES (BY CREDITS SPENT) IN DIFFERENT TERRITORIES TO GIVE YOU A GLIMPSE INTO WHAT THE NEXT WAVE OF GLOBAL HITS MIGHT SOUND LIKE.

COUNTRY	# 1	# 2	# 3
Brazil	Trap	Hip-Hop	House
Australia	Hip-Hop	Trap	EDM
China	Trap	Hip-Hop	R&B
India	Hip-Hop	Trap	EDM
Canada	Hip-Hop	Trap	EDM
Nigeria	Afrobeat	African	Hip-Hop
S. Korea	Hip-Hop	Trap	EDM
U.K.	Hip-Hop	Trap	House
U.S.	Trap	Hip-Hop	R&B

Doja Cat used Splice to create "Say So."
(David LaChapelle)



Splice data reflects the expanding curiosity of our users in global sounds. We're seeing many American users searching for K-pop, European users looking for Amapiano, search for Reggaeton coming out of Korea and generally we've seen an uptick in Search for global sounds. The genre mix speaks to an increasingly eclectic creator culture, branching out from our staples of Hip-Hop, Pop and EDM to a renewed interest in rock, house and emerging genres like hyperpop. We're excited for the year of music ahead.

Maria Egan

Chief Music Officer, Splice



No 2

Play It Again: Catalogue Music Takes The Lead

MUSIC FANS RECONNECT WITH OLD FAVES

FOR THE FIRST TIME SINCE MRC Data began tracking streaming data, streaming of Current music has declined in volume year-over-year.

Catalogue also gained a significant share of total listening in 2021,

+17.4%

Year-over-year increase in consumption of catalogue music (songs 18 months or older) in 2021

-5.3%

Decrease in consumption of Current music (songs less than 18 months old) in 2021

increasing 23.8% from 2020 to 73.7% of total album consumption. This is an acceleration of a trend that picked up steam during the first waves of COVID-19 lockdowns, as music fans turned to old favorites for nostalgia listening or became

introduced to them for the first time through playlists, TikTok and other discovery vehicles.

Straddling both sides of the Catalogue & Current divide is Taylor



16m

First week on-demand Canada streams for *Fearless (Taylor's Version)* the week ending April 15, marking the largest streaming week ever for a Country album by a female artist at the time

34m

First week on-demand Canada streams for *Red (Taylor's Version)* the week ending Nov. 18, more than 110% the first-week streams for *Fearless (Taylor's Version)*

“

It's a testament to the power of Taylor's lyrics and songwriting. These records have not only held up over the years, but fans have become even more connected with them. She recognizes this passion and simply delivers like only she can — and the fans responded.

Jim Roppo

Co-President — Republic Records on the success of Taylor Swift's *Taylor's Versions* of *Red* and *Fearless*

Swift, who released two rerecorded *Taylor's Versions* of her 2008 album *Fearless* and 2012 LP *Red* in April and November 2021, respectively. Each album included faithful new renderings of the original songs, plus newly recorded versions of never-

+23.8%

Year-over-year increase in share of total album consumption for Catalogue songs in 2021

\$2b

Estimated total acquisitions made by Hipgnosis Songs Fund, a publicly traded music investment and management firm, between July 2018 and June 2021, according to company filings

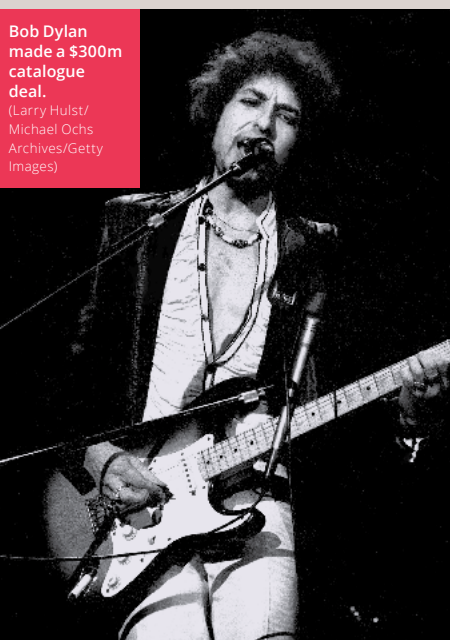
before-released songs. Most popular of these was "All Too Well (Taylor's Version)," which achieved first-week on-demand streams of 6.4 million and debuted at No. 1 on the Canadian Hot 100 chart dated Nov. 27.

The Catalogue craze has also extended to Wall Street, where

private equity firms have poured billions of dollars into buying up songwriting catalogues and/or master recordings from hitmakers both classic and current. Notable deals from the last year alone include Bruce Springsteen & Sony Music (an estimated all-time high of \$500 million), Bob Dylan & Universal Music Publishing Group (for a reported \$300 million), Neil Young & Hipgnosis (for a reported \$150 million) and Stevie Nicks & Primary Wave (\$100 million), among dozens of others.



Bruce Springsteen made a \$500m catalogue deal.



Bob Dylan made a \$300m catalogue deal. (Larry Hulst/Michael Ochs Archives/Getty Images)

Music Listeners Who Use Paid Streaming Services

Note: This includes music listeners who are using audio and/or video services (e.g., YouTube, Spotify, Apple Music, Amazon, etc.). Those who are using services would include those who are paying, using a free trial and/or using someone else's account)

AGE	2021
13-17	73%
18-24	72%
25-34	64%
35-44	64%
45-54	57%
55-64	44%
65+	38%

U.S. MUSIC 360 2021 (JULY 12-27)

No. 3

Dynamic Duo: Video Games & Music

MUSIC & VIDEO GAMES GO HAND-IN-HAND

ANOTHER BEHAVIOR THE PANDEMIC helped accelerate is the popularity of gaming as one of consumers' go-to activities, particularly when combined with music. In fact, more U.S. consumers have consistently said they've spent more time with both activities in MRC Data's

12 COVID-19 tracking studies (or "Waves") since spring 2020. Perhaps most interestingly, music soared to the No. 1 activity among consumers' time spent during Waves 7 through 9, which overlapped with two of the biggest spikes in U.S. COVID-19 cases (Waves 7-9, see dates below).

Popularity of Activities Throughout the Pandemic

WAVE (DATES)	#1 ENTERTAINMENT ACTIVITY	% OF CONSUMERS SAYING THEY SPEND MORE TIME WITH ACTIVITY OVER THE PAST 2 WEEKS	
		MUSIC	VIDEO GAMING
WAVE 1 (March 25-29, 2020)	News (71%)	46%	52%
WAVE 2 (April 7-11, 2020)	Crafting/DIY Projects (74%)	50%	56%
WAVE 3 (April 23-27, 2020)	Cooking/Baking (66%)	55%	63%
WAVE 4 (May 7-10, 2020)	Short-form Videos (67%)	52%	57%
WAVE 5 (June 10-14, 2020)	Social Media (53%)	46%	46%
WAVE 6 (July 8-13, 2020)	Social Media (56%)	51%	50%
WAVE 7 (Sept. 16-21, 2020)	Music (48%)	48%	46%
WAVE 8 (Nov. 16-23, 2020)	Music (46%)	46%	45%
WAVE 9 (Jan. 4-11, 2021)	Music (41%)	41%	35%
WAVE 10 (April 5-16, 2021)	Short-form Videos (43%)	37%	36%
WAVE 11 (July 6-16, 2021)	E-sports (41%)	38%	22%
WAVE 12 (Oct. 29-Nov. 10, 2021)	Music (37%)	37%	26%

COVID-19: TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE, WAVES 1-12

MUSIC & GAMING

INTEGRATIONS THAT DROVE CONSUMPTION

AFTER ARTISTS LIKE Travis Scott, J Balvin and Lil Nas X kicked off a virtual concert craze in 2020 with platforms Fortnite and Roblox, music and gaming integrations continued to pick up steam in 2021 and helped drive Canadian consumption of the artists' catalogues.



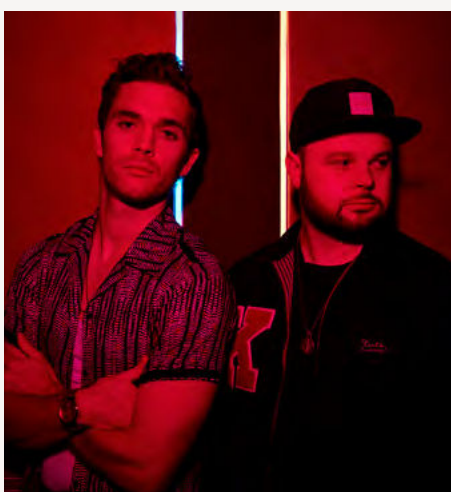
Zara Larsson: +13.1%

Weekly lift in On-Demand Streams (to 810,000) during the week ending May 27, following the Swedish pop singer's May 21 virtual concert on Roblox to celebrate the deluxe edition of her album *Poster Girl*



Kaskade +2.6%

Weekly lift in total On-Demand Streams (to 194 million) during the week ending April 1, following the March 26 and 27 premiere of the DJ-producer's virtual concerts inside Fortnite



Royal Blood: +22.9%

Weekly lift in total On-Demand Streams (to 377,000) during the week ending April 1, following the U.K. rock band's March 27 performance at the eighth annual Roblox Bloxy Awards



Ariana Grande: +9.8%

Weekly lift in total On-Demand Streams (to 4.7 million) during the week ending Aug. 12, following the pop superstar's Aug. 6 virtual concert in Fortnite

MUSIC & GAMING

HIGHLIGHTS FROM MRC DATA'S 2021 GAMING + MUSIC MINI-REPORT

CONSIDERING THAT over half of the U.S. general population plays video games in some capacity, gamers can't be pigeonholed into one cohesive group, nor culture. They are diverse and multifaceted, not just in terms of their engagement with video games, but more broadly in their interests, habits and lifestyles. Did you know that over one-fifth of all gamers are ages 55 and above? The original gamers, Gen X*, make up about a fourth of all gamers — roughly the same number as the latest new generation of gamers, Gen Z*.

While we know that a large majority of the U.S. general population engages

with music, video gamers are 13% more likely to do so. With a hankering for all things visual, streaming music videos is the No. 1 music touchpoint among

+13%

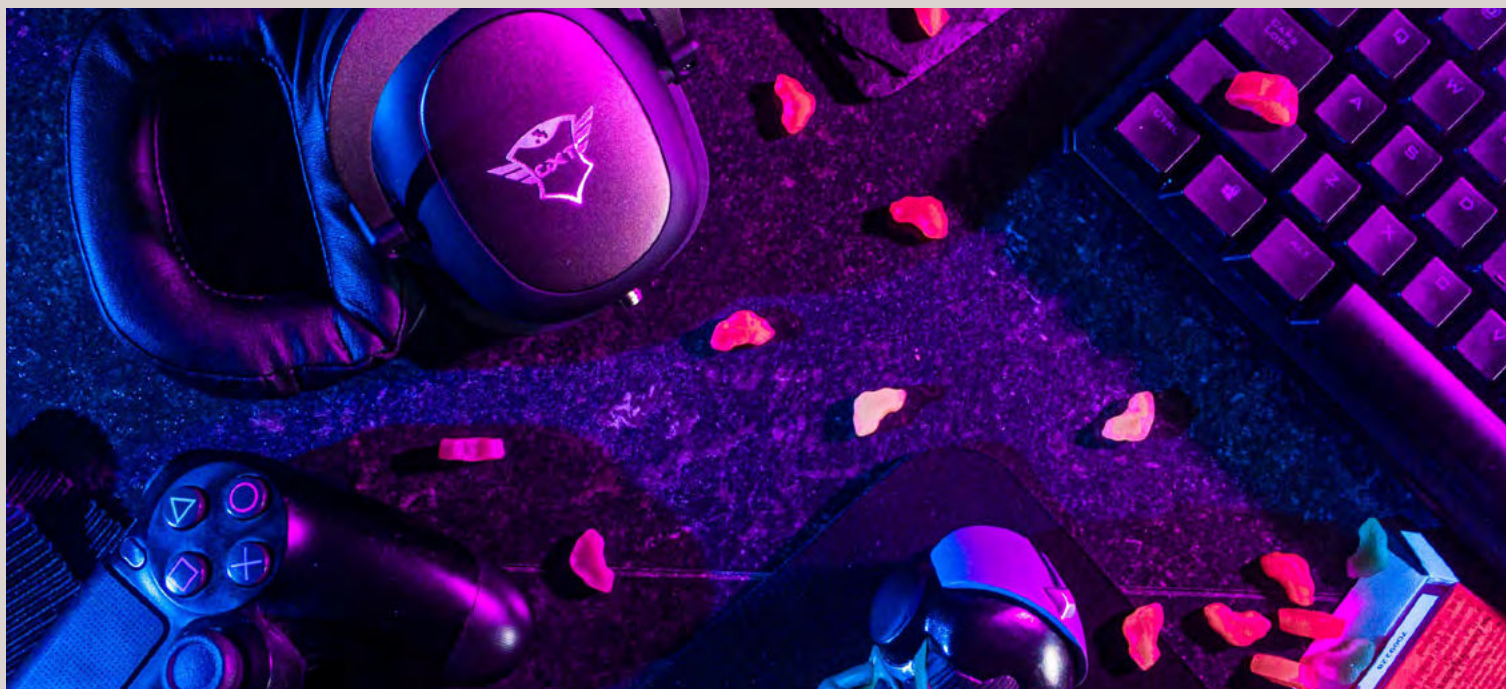
Video gamers are 13% more likely to engage with music than the general U.S. population

gamers, followed closely by audio streaming. Not only are music-listening gamers engaged, they are willing to invest their money in music services. Compared to average music listeners, gamers are 14% more likely to be paying for music streaming services. And their spend doesn't just stop at the streaming providers. In a typical month,

these music enthusiasts are spending 19% more across music categories than the average music listener.

Considering that a very large majority of the U.S. population uses social media sites, such as Facebook and Instagram, it's remarkable that gamers are 14% more likely to use social sites monthly. Plus, gamers using social media are 34% more likely to turn specifically to TikTok compared to the average social media user. Their influence comes not only from their heightened interaction with social sites, but from the receptive eyes and ears of their social circles. If you win with the video gamer, you also win with their friends.

We know that video gamers are very much into the latest mainstream music. But what may come as a surprise is that that 40% of those gamers who listen to music tune into the Country genre. That translates into gamers being 174% more likely to listen to Country than EDM.



* Gen Z (born 1998-2008); Gen X (Born 1966-1981)

No 4

Brands & Bands:

Purchase Category Affinities Among Genre Fans



WHAT DOES YOUR TASTE in music say about your spending habits? Some

highlights from MRC Data's 2021 U.S. Music 360 Report shed some light on how consumers' genre affinity translates at the checkout counter.



EDM Fans

EDM fans are **twice as likely to have purchased bourbon** in the past 3 months than the average listener (15% vs 7%)



Bollywood Fans

80% of Bollywood music fans claim to have made a **luxury purchase** in the past 3 months



Broadway/World Music Fans

Broadway fans (58%) and World Music fans (57%) are most likely to have used an **e-commerce/online shopping platform** in the past 3 months



Children's Music Fans

Children's music fans are the most likely to have **purchased fashion/clothing** (74%) and **cosmetics** (50%) in the past 3 months



Rock Fans

2 in 3 Rock fans have **purchased a nonalcoholic beverage** in the past 3 months



Holiday Music Fans

1 in 3 Holiday music fans plan to **book an airline ticket** in the next 3 months. 29% are also likely to **book a vacation rental**

No 5

Spotlight On Indie Acts



Canadian composer
and pianist
Alexandra Streliski
(Raphael Ouellet)

“

Independents have always been first movers in embracing new platforms. Today, that means social, fitness, gaming, and NFTs. At Merlin, our members significantly overperform in all of these spaces because consumers crave a greater diversity in artists and genres—this is quintessentially what Merlin members and their artists represent.

Jeremy Sirota
CEO, Merlin

INDEPENDENT ARTISTS and labels are also seeing the ripple effect from the rise in Catalogue over Current music consumption. Of 2021's 10 most popular independent albums, all but one are pre-2020 releases — led by Adele's hit releases 21 and 25, both with over 40,000 equivalent album units earned.

Still, the streaming era of music distribution has made it even easier for new and established artists to find success outside of the major label ecosystem. Read on for a look at three indie acts who made an impact in Canada in 2021 across multiple genres.

Catalogue over Current

2021's 10 MOST POPULAR INDEPENDENT ALBUMS ARE NEARLY ALL PRE-2020 RELEASES.

ARTIST	TITLE	TOTAL
Adele	<i>21</i>	44,000
Adele	<i>25</i>	43,000
Frank Ocean	<i>Blonde</i>	38,000
The Lumineers	<i>Cleopatra</i>	33,000
AJR	<i>OK Orchestra</i>	28,000
Alexandra Streliski	<i>Inscape</i>	27,000
Harmonium Et L'Orchestre Symphonique de Montréal	<i>Histoires Sans Paroles</i>	25,000
Marshmello	<i>Marshmello Fortnite Extended Set</i>	23,000
Mother Mother	<i>O My Heart</i>	21,000
King Von	<i>Welcome To O'Block</i>	21,000

Note: The list is based on releases from Independent labels that may be distributed by major labels



Rap: bbno\$

Vancouver singer, songwriter and rapper bbno\$ has been recording since 2018 but scored his greatest solo success to date with the single “Edamame” from his self-released album *Eat Ya Veggies*. The song, released in July, has picked up 17 million audio streams to date and has reached No. 15 on the Billboard Canadian Hot 100. It is also his biggest airplay song to date, peaking at No. 6 CHR and No. 36 Hot AC.

Pop: Aja

The Toronto teenager scored a hit with her March single “Red Button” through Set Records. The song has picked up nearly 2 million audio streams to date and peaked at No. 83 on the Billboard Canadian Hot 100. At radio, the song reached No. 8 at Hot AC and No. 16 CHR.



Rock: Boy Golden

Winnipeg singer-songwriter Boy Golden released his debut single, “KD And Lunch Meat,” just before the midpoint of the year on Six Shooter Records. The song has garnered close to half a million audio streams and is a legitimate rock radio hit, peaking at No. 2 on the Modern Rock airplay chart.



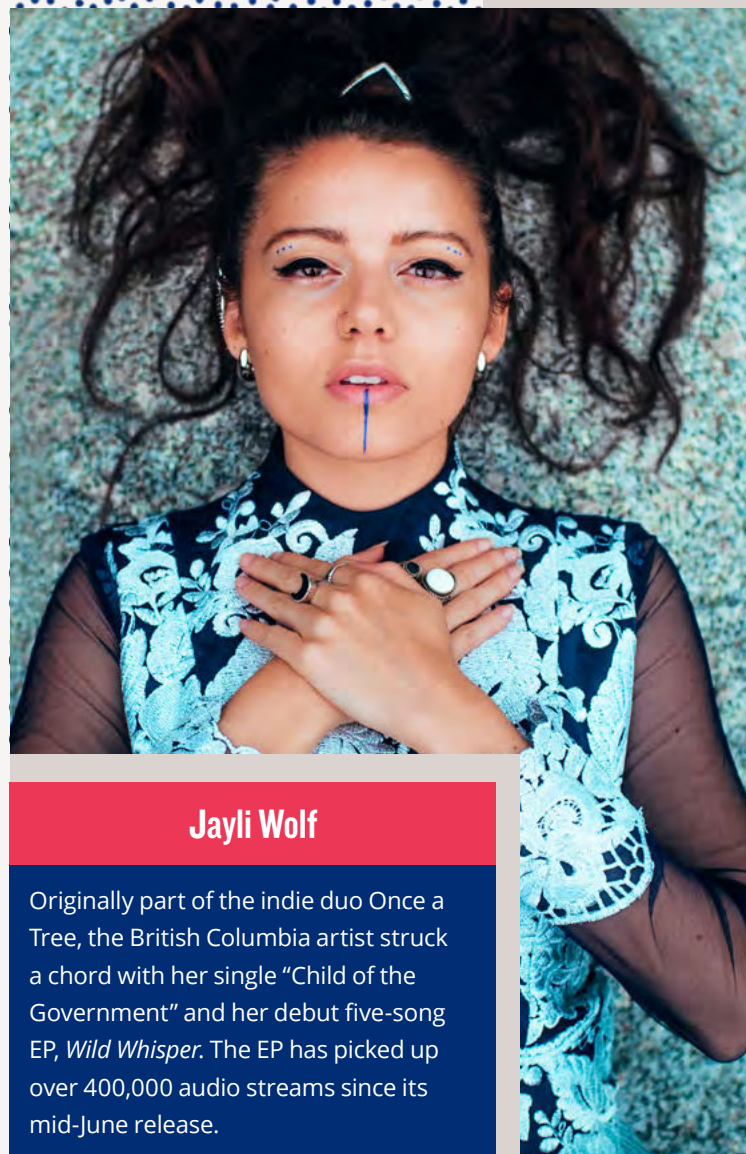
No 6

Indigenous Artists Take Center Stage

INDIGENOUS MUSICIANS have played a foundational role in the Canadian music scene, with a new crop of acts getting a bigger spotlight in 2021.

Snotty Nose Rez Kids

The Vancouver-based hip-hop duo have been releasing albums since 2017, including their Polaris Prize-shortlisted 2019 release, *Trapline*. In October, they released their latest album, *Life After*, which has picked up over 800,000 audio streams to date.



Jayli Wolf

Originally part of the indie duo Once a Tree, the British Columbia artist struck a chord with her single "Child of the Government" and her debut five-song EP, *Wild Whisper*. The EP has picked up over 400,000 audio streams since its mid-June release.

Laura Niquay

The Quebec-Atikamekw artist released *Waska Matisiwin*, her second album and first since 2015, in April and it was included on the Polaris Prize long list. The album has picked up over 130,000 audio streams to date.



The Halluci Nation

The Ottawa-based duo, previously known as A Tribe Called Red, released their debut album in 2012, combining traditional sounds with electronic dance music. Their latest, *One More Saturday Night*, released in late July, has picked up over 2.5 million streams in Canada to date.

Ruby Waters

The Central Ontario singer released her debut album, *Almost Naked*, in 2019 and scored the No. 5 Modern Rock airplay hit "Supernatural." She has since released the 2020 album *If It Comes Down to It* and her latest single, "Blow," released in April, reached No. 7 on the Modern Rock chart and has compiled over 660,000 audio streams to date.



No. 7

Streaming's Long Tail: Why Top Hits Are Reaching Less Total Audience

S STREAMING CONTINUES TO reach new levels of maturity in user adoption, with Canadian on-demand audio streams surpassing the 2 billion weekly milestone for the first time this year. But with more users comes more distinct musical tastes, which may help explain why 2021's and 2020's most-consumed songs are being streamed less than other chart-toppers of recent years.



Top Hits By Year

2021

"Levitating" by Dua Lipa

84.7m

on-demand audio streams

2020

"Dance Monkey" by Tones & I

86.2m

on-demand audio streams

2019

"Old Town Road" by Lil Nas X

128.6m

on-demand audio streams

2018

"God's Plan" by Drake

98.2m

on-demand audio streams

No. 8

Guitar-Fueled Hits Lead Rock's Resurgence

ASIDE FROM THE occasional acoustic troubadour like Ed Sheeran, the guitar has largely taken a backseat to other genre trends on top-charting hits of recent years — so much so that *The Washington Post* declared the electric guitar “dead” as recently as 2017. But unlike the past decade, multiple 2021 Canadian Hot 100 hits featured prominent use of guitars, particularly electric — fueled by a mainstream revival of late-’90s rock and early-2000s pop-punk as many Gen Z listeners began discovering the era for the first time.

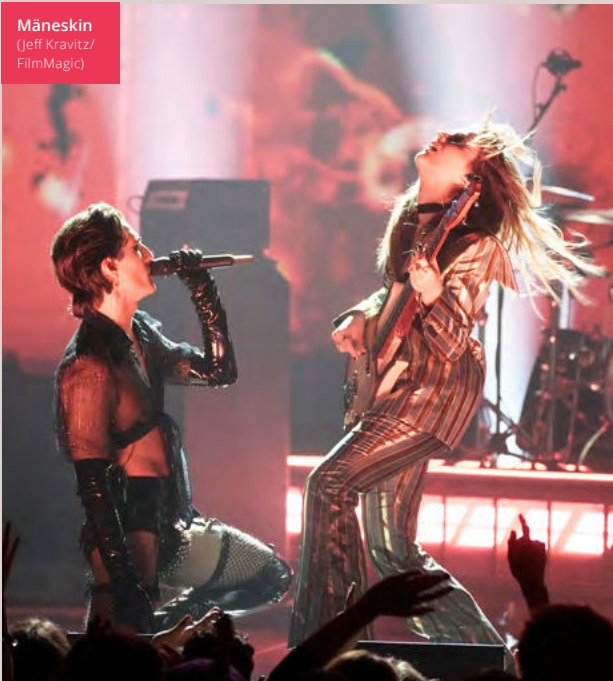
Leading this trend was Olivia Rodrigo, whose hits “Good 4 U” (No. 1 peak) and “Brutal” (No. 13 peak) bore a plugged-in sound that harkens back to MTV’s heyday.

Other notable hits to feature prominent use of guitar on the Canadian Hot 100 this year: The Kid LAROI’s “Without You” (No. 7 peak), Billie Eilish’s “Happier Than Ever” (No. 6 peak) and THE ANXIETY: Willow & Tyler Cole’s “Meet Me at Our Spot” (No. 22 peak) and Willow’s “transparentsoul” featuring Travis Barker (No. 54 peak).



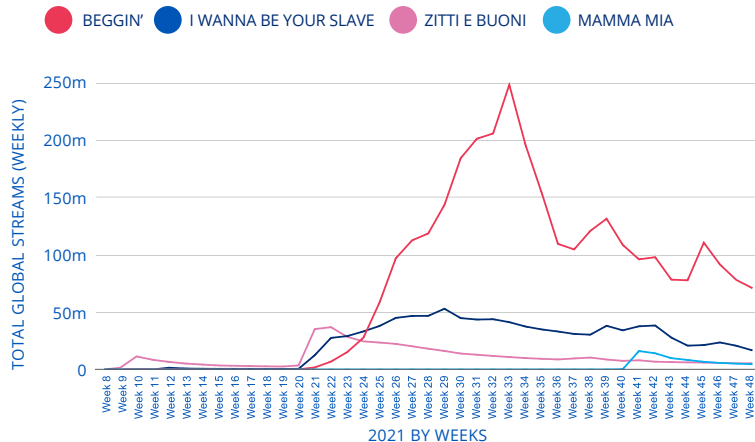
Rodrigo's hit songs are introducing guitar to Gen Z. (Erica Hernandez)

Måneskin
(Jeff Kravitz/
FilmMagic)



Måneskin Global Streams

TOTAL AUDIO + VIDEO STREAMS WEEKLY IN 2021



SOURCE: MRC DATA

And then there's Italy's Måneskin, who turned a standout performance at the 2021 Eurovision Song Contest into a global breakthrough with their cover of The Four Seasons' "Beggin'." The song, originally released in 2017, quickly surpassed the band's current singles on the heels of a viral TikTok meme that

helped send it to Nos. 2 and 3 on the Global Excl. U.S. chart and Global 200, respectively, and No. 9 on the Canadian Hot 100.

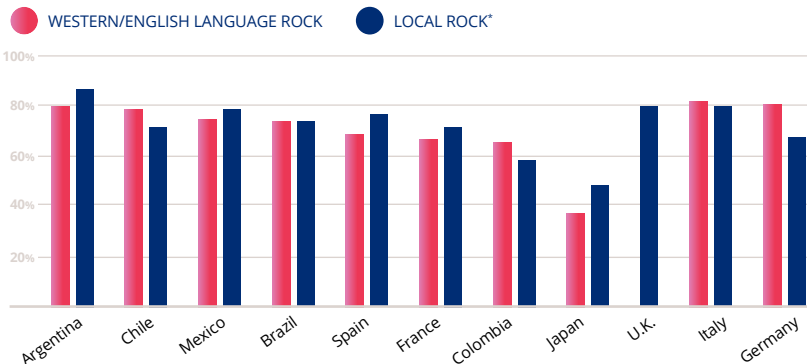
The influx of new Rock songs, coupled with the continued popularity of the catalogues of Fleetwood Mac, Queen, Journey and other classic bands on

streaming, helped Rock finish the year with a 5.5% increase in total consumption — including a 8.5% lift in on-demand streams.

Rock also overperforms heavily as a favorite genre in Latin America as well as Spain and France, where Western/English-Language Rock is often just as popular as Local Rock — and sometimes even moreso, like in Colombia (65% vs. 58%) and Chile (78% vs. 71%).

Where Are the Rock Fans?

% OF MUSIC LISTENERS PER COUNTRY THAT LISTEN TO ROCK MUSIC



SOURCE: MUSIC 360s IN RESPECTIVE COUNTRIES (AGES 13+)

*WESTERN/ENGLISH LANGUAGE ROCK AND LOCAL ROCK ARE CONSIDERED THE SAME IN THE U.K.

“

The early success of 'Beggin' came through a combination of the song spreading globally across multiple digital platforms and the fact that the music has resonated so profoundly. Their sound is different from anything today's teens have experienced. With Måneskin, we're building the next generation of rock 'n' roll fans.

Brian Vinikoor

Senior VP of Marketing, Arista Records

No. 9

Hot Wax:

The Vinyl Revival Hits More Sales Streaks



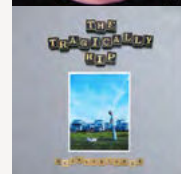
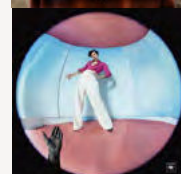
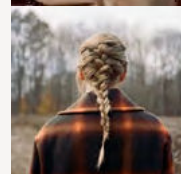
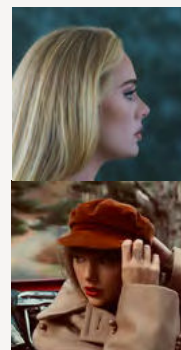
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In recent years, I notice customers preferring to physically own music, other than streaming, usually in its best form (vinyl). Many are also having vinyl parties and creating online content as businesses or hobbies. Likewise, the inclusion of record players in movies/show scenes spotlights the resurgence of records in today's music culture. But most importantly, I see the love of customers digging for a particular vinyl that bring back wonderful memories. We are still selling quite a bit of CDs as well.

Tobago Benito

Owner, DBS Sounds

TEN YEARS AGO, vinyl was on the verge of becoming obsolete. The format accounted for less than 2% of physical albums, as the CD enjoyed its last few years in the sun before giving way to streaming. With more stores opening up following the first year of the pandemic, vinyl sales rebounded, setting a new record with 1.1 million units, topping 2019's record of 1.034 million units. In fact, vinyl's bounceback this year was so rapid that sales surpassed 2020's full-year volume at the end of November, finishing 2021 with a 21.8% increase in total sales.



TOP-SELLING VINYL ALBUMS

1. Adele, 30
2. Taylor Swift, *Red (Taylor's Version)*
3. Taylor Swift, *evermore*
4. Harry Styles, *Fine Line*
5. The Tragically Hip, *Sassa-paradise*

No 10

Adele's 30:

What The Year's Top-Selling Album Says About A Post-25 Music Industry

ADELE'S *30*, the British superstar's first album in six years, arrived on Nov. 19 with impossibly high expectations. Its predecessor, 2015's *25*, still holds the MRC Data record for most albums sold in a single week in Canada, with 306,000 copies — a feat made more notable by the fact that the album was withheld from streaming services upon its initial release. While *30*'s initial consumption figures haven't broken any all-time records, they're still a fascinating glimpse at what a blockbuster album launch looks like in the golden age of streaming. Here's three insights from *30*'s launch.

Highest album sales debut in four years. *30* debuted at No. 1 on the Dec. 4-dated Canadian Billboard 200 chart with 70,000 first-week equivalent album units during the week ending Nov. 25. That figure includes album sales of 53,000 copies, making it the biggest-selling album debut since Taylor Swift's *Reputation* in 2017. Given that *30* was released in full on all streaming



Adele
(Cliff Lipson/CBS/
Getty Images)

services upon release, unlike both *Reputation* and *25*, this sales figure is a notably high first-week frame for an album also widely available to stream.

Retail — even the CD! — still

matters. Retail exclusives helped

play a big part in Adele's first-week achievement. *30* was also one of the first major albums of 2021 to secure a day-and-date release on vinyl, after Adele turned in the album's masters six months prior to release to accommodate

supply-chain delays. In addition to wide availability at all vinyl retailers, a white-colored LP was made exclusive for Amazon, and Walmart sold a clear-colored LP. Of *30*'s first-week sales, CDs accounted for 31,000 copies, while vinyl LPs sold 4,700 copies.

"Easy on Me" scores big streams, audience at radio. *30*'s lead single "Easy on Me" topped three pop formats at Canadian radio (CHR, Hot AC and Mainstream AC) shortly after its debut. It also came close to topping Olivia Rodrigo's record for the biggest one-week streaming total, with 7.35 million streams the week ending Oct. 21 compared to 7.53 million streams for "Drivers License" the week ending Jan. 14.

“

Adele's long awaited return was a remarkable global success. 'Easy On Me' shattered worldwide streaming records upon its release, setting up one of the largest and fastest selling album campaigns of recent years. In every territory, *30* has maintained incredible momentum across streaming services and within traditional physical formats. It's exciting to watch Adele continue to set records, sustain dominance in the digital marketplace, while prioritizing the importance of a true album proposition.

Joe Gallo

Senior Vice President,
Columbia Records

#1

"Easy on Me" topped three pop formats at Canadian radio (CHR, Hot AC and Mainstream AC) shortly after its debut

7.35m

One-week streaming total Oct. 21 for Adele's "Easy on Me"



Adele
(Cliff Lipson/CBS/
Getty Images)

The Weeknd
(Rich Fury/Getty
Images)



CANADIAN ARTISTS

JUSTIN BIEBER, DRAKE AND THE WEEKND own the three biggest albums of 2021 among Canadian artists, as *Justice*, *Certified Lover Boy* and *After Hours* finish at Nos. 1-3 on the year-end top albums recap. *Justice* is the 3rd-most popular album overall, trailing American artists Olivia Rodrigo and Morgan Wallen.

Shawn Mendes and Bieber's teaming on "Monster" proved to be a, well, monster-sized hit, as it's the No. 3 biggest song by a Canadian act in 2021 at radio. The Weeknd's "Save Your Tears," boosted by a remix with Ariana Grande, is the year's biggest song at radio by a Canadian. The latter is also the most-consumed song overall by a Canadian artist in 2021, topping the year-end top songs tally.

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>	230,000
2	DRAKE	<i>Certified Lover Boy</i>	177,000
3	THE WEEKND	<i>After Hours</i>	163,000
4	THE WEEKND	<i>The Highlights</i>	104,000
5	CHARLOTTE CARDIN	<i>Phoenix</i>	87,000

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 & ARIANA GRANDE	"Save Your Tears"	640,000
2	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	546,000
3	THE WEEKND	"Blinding Lights"	429,000
4	DRAKE	"Wants and Needs"	275,000
5	TATE MCRAE	"You Broke Me First."	261,000

TOP RADIO SONGS

Top Radio Songs: Ranked by Airplay Spins across all monitored radio formats.

	ARTIST	SONG	SPINS
1	THE WEEKND & ARIANA GRANDE	"Save Your Tears"	128,000
2	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	85,000
3	SHAWN MENDES & JUSTIN BIEBER	"Monster"	80,000
4	THE WEEKND	"Blinding Lights"	74,000
5	TATE MCRAE	"You Broke Me First."	64,000

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

The Kid LAROI
(Timothy Norris/
WireImage)



RAP

THE KID LAROI'S 2020 album *F*ck Love* closes out 2021 as the year's most popular rap album in Canada, with 202,000 equivalent album units earned during the year.

The Australian artist saw the set debut at No. 8 on the Billboard Canadian Albums chart and eventually climb to No. 1 in August 2021, following the set's deluxe reissue that included his runaway hit single with Canadian Justin Bieber, "Stay." Drake's 2021 album *Certified Lover Boy* is the No. 2 most popular rap album of 2021, while Pop Smoke's 2020 release *Shoot for the Stars Aim for the Moon* is the No. 3 rap set of the year.

Masked Wolf's "Astronaut in the Ocean" is the most-consumed rap song of 2021 while 24kGoldn's "Mood," featuring Iann Dior, also finishes with high marks on the genre's top songs roundup. "Mood" closes out the year as the biggest rap song across radio as well.

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	THE KID LAROI	<i>F*ck Love</i>	202,000
2	DRAKE	<i>Certified Lover Boy</i>	177,000
3	POP SMOKE	<i>Shoot for the Stars Aim for the Moon</i>	168,000
4	POST MALONE	<i>Hollywood's Bleeding</i>	110,000
5	JUICE WRLD	<i>Legends Never Die</i>	99,000

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"	567,000
2	24KGOLDN FEAT. IANN DIOR	"Mood"	472,000
3	LIL NAS X & JACK HARLOW	"INDUSTRY BABY"	447,000
4	POLO G	"Rapstar"	338,000
5	DRAKE	"Wants And Needs"	275,000

TOP RADIO SONGS

Top Radio Songs: Ranked by Airplay Spins across all monitored radio formats.

	ARTIST	SONG	SPINS
1	24KGOLDN FEAT. IANN DIOR	"Mood"	76,000
2	LIL NAS X & JACK HARLOW	"INDUSTRY BABY"	30,000
3	MASKED WOLF	"Astronaut In The Ocean"	25,000
4	DRAKE	"Laugh Now Cry Later"	19,000
5	BBNO\$ FEAT. RICH BRIAN	"Edamame"	17,000

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

Morgan
Wallen
(John Shearer/
Getty Images)



COUNTRY

MORGAN WALLEN'S *DANGEROUS: THE DOUBLE ALBUM* is easily the most popular country album of 2021 in Canada, with 235,000 equivalent album units earned in the year. The sprawling 30-track set spent eight weeks at No. 1 on the Billboard Canadian Albums chart and was preceded by the No. 1 Canada Country chart hit, "More Than My Hometown."

Luke Combs' "Forever After All" and Walker Hayes' gone-viral "Fancy Like" are the two most-consumed country songs of 2021. Gabby Barrett's enduring hit "I Hope," which crossed over from country airwaves to pop in 2020, is the No. 1 most popular country tune across all radio formats, while Keith Urban's "One Too Many," a duet with P!nk, is the No. 2 country song at radio.

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>	235,000
2	LUKE COMBS	<i>What You See Is What You Get</i>	128,000
3	LUKE COMBS	<i>This One's For You</i>	83,400
4	TAYLOR SWIFT	<i>Red (Taylor's Version)</i>	82,900
5	TAYLOR SWIFT	<i>Fearless (Taylor's Version)</i>	74,000

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"	269,000
2	WALKER HAYES	"Fancy Like"	248,000
3	NELLY & FLORIDA GEORGIA LINE	"Lil Bit"	215,000
4	GABBY BARRETT	"I Hope"	214,000
5	CHRIS STAPLETON	"Starting Over"	196,000

TOP RADIO SONGS

Top Radio Songs: Ranked by Airplay Spins across all monitored radio formats.

	ARTIST	SONG	SPINS
1	GABBY BARRETT	"I Hope"	68,000
2	KEITH URBAN DUET WITH P!NK	"One Too Many"	54,000
3	MACKENZIE PORTER	"These Days"	50,000
4	CHRIS YOUNG & KANE BROWN	"Famous Friends"	47,000
5	CARLY PEARCE	"Next Girl"	40,000

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

Justin Bieber



R&B

JUSTIN BIEBER'S "PEACHES," featuring Daniel Caesar and Giveon, rules as the most-consumed R&B song of 2021 in Canada, as well as the most popular R&B song across all formats of radio. Meanwhile, The Weeknd's "Blinding Lights," which was the biggest R&B song of 2020, continued to be embraced by fans, as the song ranks at No. 2 on the 2021 year-end ranking and trails "Peaches" on the year-end radio roundup as well.

The Weeknd has two of the top 3 albums at the top of the most consumed R&B albums list with *After Hours* at No. 1 and *The Highlights* at No. 3.

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 WEEKND	<i>After Hours</i>	163,000
2	DOJA CAT	<i>Planet Her</i>	148,000
3	THE WEEKND	<i>The Highlights</i>	104,000
4	BRUNO MARS	<i>Doo-Wops & Hooligans</i>	49,000
5	GIVEON	<i>When It's All Said And Done ... Take Time</i>	49,000

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	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	546,000
2	THE WEEKND	"Blinding Lights"	429,000
3	SILK SONIC (BRUNO MARS & ANDERSON .PAAK)	"Leave the Door Open"	270,000
4	SZA	"Good Days"	235,000
5	DOJA CAT	"Streets"	233,000

TOP RADIO SONGS

Top Radio Songs: Ranked by Airplay Spins across all monitored radio formats.

	ARTIST	SONG	SPINS
1	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	85,000
2	THE WEEKND	"Blinding Lights"	74,000
3	MAJID JORDAN	"Waves of Blue"	48,000
4	SILK SONIC (BRUNO MARS & ANDERSON .PAAK)	"Leave the Door Open"	47,000
5	DOJA CAT FEAT. NICKI MINAJ	"Say So"	24,000

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

Travis Scott
(Erika Goldring/
WireImage)



DANCE/ELECTRONIC

TRAVIS SCOTT AND HVME'S unlikely pairing, "Goosebumps," made for the most-consumed dance/electronic song of 2021, ranking at No. 1 on the genre's top songs list. The track began its life in 2016 as a Scott track featuring Kendrick Lamar, and it was later reworked into a deep house cut by HVME in 2020. Scott lent his vocals to the song in January 2021.

Lady Gaga's ever-popular debut album, *The Fame*, is the year's most popular dance/electronic album of the year in Canada, while David Guetta scores two albums in the top 5. Three of the top 5 songs on the genre's top airplay list belong to Canadian artists, led by Felix Cartal & Sophie Simmons' "Mine."

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	LADY GAGA	<i>The Fame</i>	42,000
2	DAVID GUETTA	<i>Nothing But the Beat</i>	26,900
3	CHAINSMOKERS	<i>Collage</i>	26,600
4	DAVID GUETTA	<i>One More Love</i>	25,000
5	MARSHMELLO	<i>Marshmello Fortnite Extended Set</i>	23,000

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"	392,000
2	TIESTO	"The Business"	372,000
3	ELTON JOHN & DUA LIPA	"Cold Heart (PNAU Remix)"	257,000
4	RITON x NIGHTCRAWLERS FEAT. MUFASA & HYPEMAN	"Friday"	230,000
5	JOEL CORRY x MNEK	"Head & Heart"	194,000

TOP RADIO SONGS

Top Radio Songs: Ranked by Airplay Spins across all monitored radio formats.

	ARTIST	SONG	SPINS
1	FELIX CARTAL & SOPHIE SIMMONS	"Mine"	43,000
2	LADY GAGA & ARIANA GRANDE	"Rain On Me"	41,000
3	LOUD LUXURY & FRANK WALKER FEAT. STEPHEN PUTH	"Like Gold"	34,000
4	ELTON JOHN & DUA LIPA	"Cold Heart (PNAU Remix)"	33,000
5	DVBBS FEAT. QUINN XCII	"West Coast"	32,000

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

Glass Animals
(Meredith Truax)



ROCK

GLASS ANIMALS' BREAKTHROUGH MAINSTREAM HIT "Heat Waves" was red hot in 2021, finishing as the year's most-consumed rock track. The British band's tune was released in the summer of 2020 and became the act's first hit on the Canadian Hot 100 chart, reaching No. 5 in October 2021.

A trio of hits collections reign on the rock genre's top albums tally, led by Elton John's *Diamonds* and Queen's *Greatest Hits*.

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	ELTON JOHN	<i>Diamonds</i>	100,000
2	QUEEN	<i>Greatest Hits</i>	96,000
3	MACHINE GUN KELLY	<i>Tickets To My Downfall</i>	80,000
4	FLEETWOOD MAC	<i>Rumours</i>	75,000
5	CREEDENCE CLEARWATER REVIVAL	<i>Chronicle The 20 Greatest Hits</i>	71,000

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"	567,000
2	MÄNESKIN	"Beggin'"	337,000
3	FLEETWOOD MAC	"Dreams"	256,000
4	MACHINE GUN KELLY x BLACKBEAR	"My Ex's Best Friend"	238,000
5	JOURNEY	"Don't Stop Believin'"	207,000

TOP RADIO SONGS

Top Radio Songs: Ranked by Airplay Spins across all monitored radio formats.

	ARTIST	SONG	SPINS
1	BANNERS	"Someone To You"	39,000
2	AJR	"Bang!"	33,000
3	MACHINE GUN KELLY x BLACKBEAR	"My Ex's Best Friend"	32,000
4	GLASS ANIMALS	"Heat Waves"	31,000
5	JOURNEY	"Don't Stop Believin'"	30,000

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

MRC DATA 2021 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	OLIVIA RODRIGO	<i>SOUR</i>	262,000	16,000	70,000	334.4 million	20.7 million
2	MORGAN WALLEN	<i>Dangerous: The Double Album</i>	235,000	9,000	34,000	280.0 million	13.5 million
3	JUSTIN BIEBER	<i>Justice</i>	230,000	12,000	69,000	271.2 million	16.4 million
4	THE KID LAROI	<i>F*ck Love</i>	202,000	1,000	52,000	261.0 million	17.4 million
5	DUA LIPA	<i>Future Nostalgia</i>	185,000	8,000	86,000	230.0 million	17.0 million
6	DRAKE	<i>Certified Lover Boy</i>	177,000	4,000	10,000	222.9 million	7.2 million
7	ADELE	<i>30</i>	172,000	114,000	37,000	68.9 million	4.9 million
8	POP SMOKE	<i>Shoot For the Stars Aim For the Moon</i>	168,000	2,000	12,000	221.0 million	15.5 million
9	THE WEEKND	<i>After Hours</i>	163,000	11,000	73,000	184.3 million	21.5 million
10	DOJA CAT	<i>Planet Her</i>	148,000	2,000	28,000	185.1 million	16.9 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 official streams // 3,750 ad-supported on-demand official streams by songs from an album.

TOP ALBUMS (Total sales)

	ARTIST	TITLE	SALES
1	ADELE	30	114,000
2	CHARLOTTE CARDIN	Phoenix	31,000
3	HARMONIUM ET L'ORCHESTRE SYMPHONIQUE DE MONTREAL	Histoires Sans Paroles	25,000
4	ED SHEERAN	=	24,000
5	TAYLOR SWIFT	Red (Taylor's Version)	24,000
6	THE TRAGICALLY HIP	Saskadelphia	21,000
7	TAYLOR SWIFT	evermore	20,000
8	ABBA	Voyage	19,000
9	BILLIE EILISH	Happier Than Ever	18,000
10	TAYLOR SWIFT	Fearless (Taylor's Version)	18,000

TOP DIGITAL ALBUM SALES

	ARTIST	TITLE	SALES
1	ADELE	30	23,000
2	CHARLOTTE CARDIN	Phoenix	13,000
3	ALEX HENRY FOSTER	Standing Under Bright Lights	9,000
4	ED SHEERAN	=	8,000
5	THE TRAGICALLY HIP	Saskadelphia	7,000
6	TAYLOR SWIFT	Red (Taylor's Version)	7,000
7	OLIVIA RODRIGO	SOUR	7,000
8	MORGAN WALLEN	Dangerous: The Double Album	6,000
9	TAYLOR SWIFT	Fearless (Taylor's Version)	6,000
10	JUSTIN BIEBER	Justice	5,000

TOP 10 PHYSICAL CDs

	ARTIST	TITLE	SALES
1	ADELE	30	81,000
2	HARMONIUM ET L'ORCHESTRE SYMPHONIQUE DE MONTREAL	Histoires Sans Paroles	24,000
3	CHARLOTTE CARDIN	Phoenix	16,000
4	ED SHEERAN	=	13,000
5	ABBA	Voyage	13,000
6	TAYLOR SWIFT	evermore	11,000
7	IRON MAIDEN	Senjutsu	10,000
8	BILLIE EILISH	Happier Than Ever	10,000
9	TAYLOR SWIFT	Red (Taylor's Version)	10,000
10	MARIO PELCHAT	Comme Au Premier Rendez-Vous	10,000

TOP VINYL ALBUMS

	ARTIST	TITLE	SALES
1	ADELE	30	10,000
2	TAYLOR SWIFT	Red (Taylor's Version)	8,000
3	TAYLOR SWIFT	evermore	6,000
4	HARRY STYLES	Fine Line	6,000
5	THE TRAGICALLY HIP	Saskadelphia	5,000
6	BEATLES	Abbey Road	5,000
7	OLIVIA RODRIGO	SOUR	5,000
8	VINCE GUARALDI TRIO	A Charlie Brown Christmas	4,000
9	SOUNDTRACK	Guardians of the Galaxy: Awesome Mix Vol. 1	4,000
10	BILLIE EILISH	Happier Than Ever	4,000

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	DUA LIPA	"Levitating"	716,000	40,000	84.7 million	17.4 million
2	THE WEEKND & ARIANA GRANDE	"Save Your Tears"	640,000	43,000	74.2 million	14.5 million
3	THE KID LAROI & JUSTIN BIEBER	"Stay"	603,000	21,000	71.0 million	18.1 million
4	OLIVIA RODRIGO	"Drivers License"	589,000	29,000	70.3 million	13.5 million
5	OLIVIA RODRIGO	"Good 4 U"	577,000	19,000	70.2 million	11.8 million
6	LIL NAS X	"Montero (Call Me By Your Name)"	569,000	18,000	68.3 million	18.1 million
7	MASKED WOLF	"Astronaut In The Ocean"	567,000	36,000	65.9 million	14.2 million
8	GLASS ANIMALS	"Heat Waves"	567,000	18,000	71.8 million	6.3 million
9	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	546,000	23,000	65.6 million	8.3 million
10	ED SHEERAN	"Bad Habits"	534,000	60,000	59.8 million	7.7 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	DUA LIPA	"Levitating"	102.1 million
2	THE KID LAROI & JUSTIN BIEBER	"Stay"	89.0 million
3	THE WEEKND & ARIANA GRANDE	"Save Your Tears"	88.7 million
4	LIL NAS X	"Montero (Call Me By Your Name)"	86.4 million
5	OLIVIA RODRIGO	"Drivers License"	83.9 million
6	OLIVIA RODRIGO	"Good 4 U"	82.0 million
7	MASKED WOLF	"Astronaut In The Ocean"	80.1 million
8	GLASS ANIMALS	"Heat Waves"	78.1 million
9	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	73.9 million
10	LIL NAS X & JACK HARLOW	"INDUSTRY BABY"	70.0 million

TOP SONGS: AUDIO ON-DEMAND STREAMS

	ARTIST	SONG	ON-DEMAND AUDIO STREAMS
1	DUA LIPA	"Levitating"	84.7 million
2	THE WEEKND & ARIANA GRANDE	"Save Your Tears"	74.2 million
3	GLASS ANIMALS	"Heat Waves"	71.8 million
4	THE KID LAROI & JUSTIN BIEBER	"Stay"	70.9 million
5	OLIVIA RODRIGO	"Drivers License"	70.3 million
6	OLIVIA RODRIGO	"Good 4 U"	70.2 million
7	LIL NAS	"Montero (Call Me By Your Name)"	68.3 million
8	MASKED WOLF	"Astronaut In The Ocean"	65.9 million
9	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	65.6 million
10	24KGOLDN FEAT. IANN DIOR	"Mood"	60.5 million

TOP SONGS: ON-DEMAND VIDEO STREAMS

	ARTIST	SONG	ON-DEMAND VIDEO STREAMS
1	DUNCAN LAURENCE	"Arcade"	18.7 million
2	LIL NAS X	"Montero (Call Me By Your Name)"	18.1 million
3	THE KID LAROI & JUSTIN BIEBER	"Stay"	18.1 million
4	DUA LIPA	"Levitating"	17.4 million
5	LIL NAS X & JACK HARLOW	"INDUSTRY BABY"	16.8 million
6	MÄNESKIN	"Beggin'"	15.3 million
7	THE WEEKND & ARIANA GRANDE	"Save Your Tears"	14.5 million
8	MASKED WOLF	"Astronaut In The Ocean"	14.2 million
9	OLIVIA RODRIGO	"Drivers License"	13.5 million
10	OLIVIA RODRIGO	"Good 4 U"	11.8 million

TOP DIGITAL SONG SALES

	ARTIST	SONG	SALES
1	ED SHEERAN	"Bad Habits"	60,000
2	THE WEEKND & ARIANA GRANDE	"Save Your Tears"	43,000
3	WALKER HAYES	"Fancy Like"	41,000
4	ELTON JOHN & DUA LIPA	"Cold Heart (PNAU Remix)"	41,000
5	DUA LIPA	"Levitating"	40,000
6	MASKED WOLF	"Astronaut In The Ocean"	36,000
7	ADELE	"Easy On Me"	31,000
8	OLIVIA RODRIGO	"Drivers License"	29,000
9	ED SHEERAN	"Shivers"	25,000
10	THE WEEKND	"Blinding Lights"	24,000

* Programmed streams are those from DMCA-compliant services.

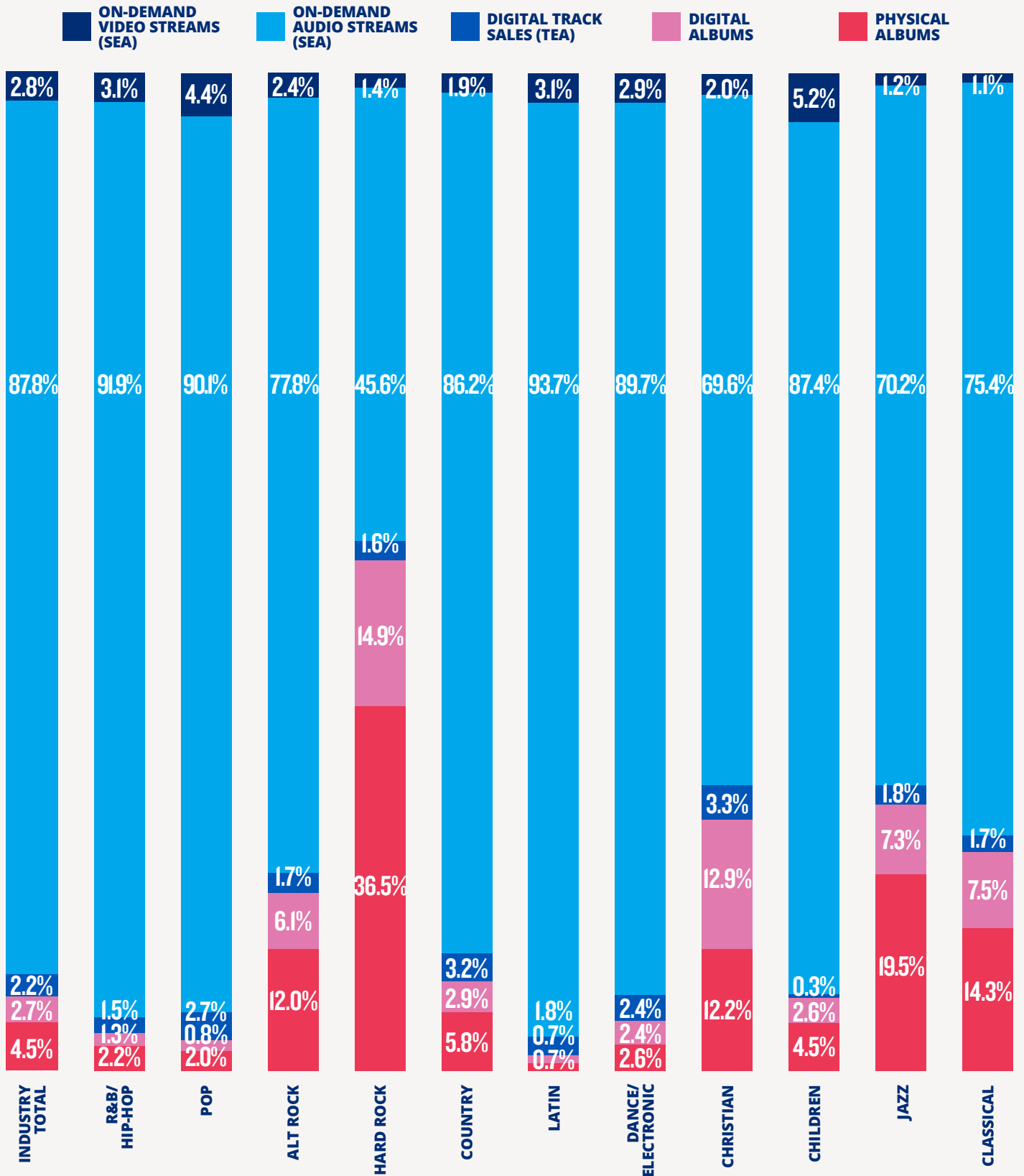
TOP RADIO SONGS (Based On Airplay Spins)

	ARTIST	SONG	SPINS
1	DUA LIPA	"Levitating"	134,000
2	THE WEEKND & ARIANA GRANDE	"Save Your Tears"	128,000
3	MAROON 5 FEAT. MEGAN THEE STALLION	"Beautiful Mistakes"	98,000
4	ED SHEERAN	"Bad Habits"	94,000
5	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON	"Peaches"	85,000
6	SHAWN MENDES & JUSTIN BIEBER	"Monster"	80,000
7	24KGOLDN FEAT. IANN DIOR	"Mood"	76,000
8	AVA MAX	"Kings & Queens"	75,000
9	THE WEEKND	"Blinding Lights"	74,000
10	DOJA CAT FEAT. SZA	"Kiss Me More"	68,000

SHARE OF TOTAL VOLUME BY FORMAT AND GENRE (Selected top genres)

	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%	12.4%	14.5%	9.1%	40.2%	33.4%	40.4%
2	R&B/HIP-HOP	13.2%	6.3%	6.4%	6.3%	9.4%	13.8%	14.2%
3	ALT. ROCK	7.4%	18.4%	19.6%	16.5%	5.9%	6.5%	6.0%
4	COUNTRY	7.0%	8.4%	9.0%	7.4%	10.2%	6.70%	4.9%
5	ELECTRONIC/DANCE	3.7%	2.50%	2.1%	3.2%	4.1%	3.7%	3.9%
6	HARD ROCK	1.9%	12.2%	15.0%	10.1%	1.3%	0.9%	0.9%
7	LATIN	0.1%	0.2%	0.2%	0.3%	1.0%	1.3%	1.4%
8	CLASSICAL	1.0%	3.0%	3.2%	2.8%	0.8%	0.9%	0.4%
9	JAZZ	0.9%	3.00%	3.50%	2.20%	0.7%	0.6%	0.4%
10	CHILDREN	0.6%	0.6%	0.6%	0.6%	0.4%	0.6%	0.9%
11	CHRISTIAN	0.4%	1.5%	1.1%	2.0%	0.6%	0.3%	0.3%

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 with the acquisition of Nielsen's music data analytics business, MRC Data services digital service providers (DSPs), labels, airplay, and music retailers. MRC Data's data powers the *Billboard* charts, the industry's most complete and well-respected database of charts across all music genres. MRC Data products include Music Connect, BDSradio 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).