

CANADA 2022

Luminate Midyear Music Report

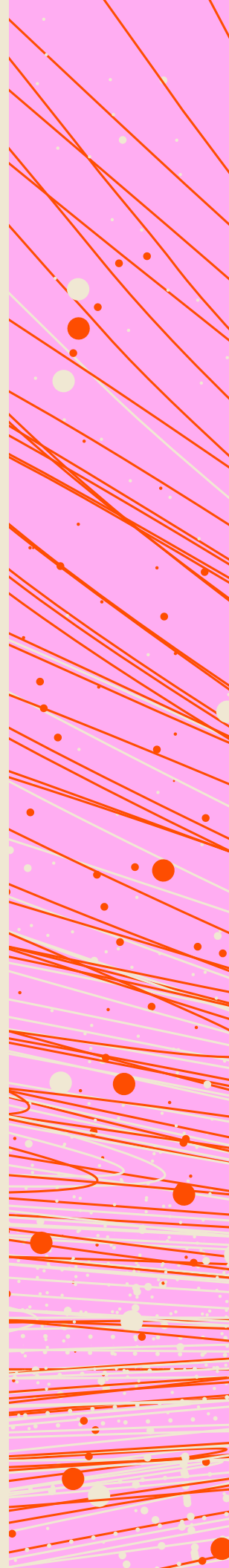
LUMINATE

Introduction

Luminate is pleased to share our **Midyear Report for 2022**, presenting the most noteworthy music industry trends and insights. We're especially excited to share this report for the first time ever under our new brand, which we revealed to the world in March. Having operated previously as MRC Data and before that Nielsen Music, we now cast our identity as Luminate, a name that reflects the innovation and energy of a new and capable perspective, steeped in experience and designed to serve the entertainment industry at the very moment virtually every question's answer depends on data.

The 2022 music story, so far, has been defined by the evolutions and continuations — both predictable and unexpected — of consumption trends that have dominated the industry's attention over the past few years.

The following report includes the latest updates on these topics, from the increase in Catalogue streams, the growth of artist collaborations, and the ways in which music is traveling and connecting across global markets, breaking down the data in a way that best reflects where the music industry stands, and where we think it is headed.



"Running Up" Those Catalogue Streams



In Canada, Catalogue music continues to outpace Current music's growth in overall consumption. **The overall consumption of Current* music is up only 0.7% over this point last year.** This trend is evident in the measurable decline in high impacting new releases overall, which are defined as an album that debuts on the Billboard Top 200. In Q2 of 2021, there were 109 high impacting releases in Canada. By the end of Q2 of 2022, there were only 95.

By contrast, Catalogue consumption continues to rise, with a 16.4% increase over this time last year in Canada.** One of the biggest cases of Catalogue's continued growth this year has been the massive Kate Bush resurgence thanks to the appearance of her song "Running Up That Hill (A Deal with God)" in season 4 of Netflix's hit series "Strangers Things." The song saw a 4,615%% streaming increase between the season premiere on May 27, 2022 and the tracking week ending June 9, 2022, which led to it becoming the most audio streamed song, both within Canada and the U.S., and globally at the end of that week. It ranked No. 1 on the Billboard Global 200 and No. 2 on the Billboard Canadian Hot 100, for the chart week dated June 18, 2022.

While songs from decades past are being discovered by younger audiences in the streaming era, it's also important to note that for reference in the U.S., 1/3 of Catalogue streams so far in 2022 have been for songs released between 2017 and 2019.

A reaction to the rise in Catalogue consumption that can't be ignored is the high amounts of money investment and management firms are paying to acquire A-list legacy and contemporary artist career Catalogues. This year's most notable examples include the sale of Justin Timberlake's catalogue to a fund backed by private-equity firm Blackstone, Inc, Universal Music's purchase of both Sting and Neil Diamond's catalogues, and Bob Dylan's catalogue sale to Sony Music.

Collaboration Generation



Another creative technique/artist marketing tool that has amped up since the start of the pandemic in 2020, and has been growing consistently overall since the streaming era of the last decade began, is artist collaborations. For reference, current U.S. data shows that the number of collabs amongst the top 10,000 most streamed songs has been gradually increasing across most genres each year, with Dance/Electronic and Latin leading the way. In fact, **nearly 1 in 4 Latin songs within the top 10,000 most streamed songs across the industry this year were collaborations.** Notably, Pop is the only genre that saw a decrease in collaborations released from the same time last year.

Cross-artist marketing has been utilized as an effective artist development tool for decades in the touring space. But, with live events taken away, and then scaled back, over the past two years, artists, managers and labels appear to have become more focused on using this tool in their release strategies as well.

Music Is Global, But Language Matters

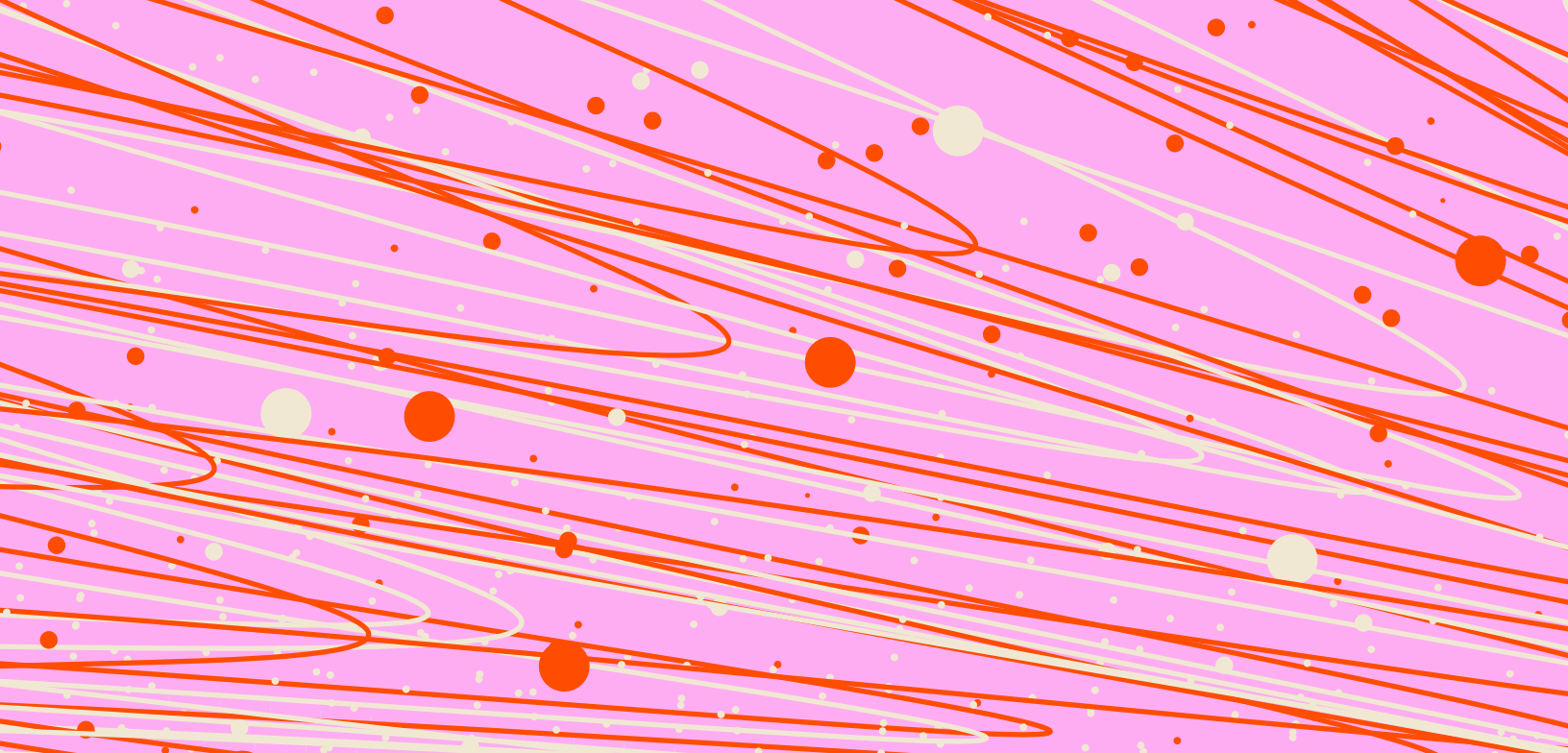


While many cultural and technological factors impact the way a song moves from one market to the next, our 2022 data shows a clear link between countries that share language and a bias towards local music. In order to make these complex factors visible, we have created the **Luminate Similarity Score**. The score, introduced in this report, is a measure of streaming similarity to help identify the crossover between the popular songs in one country to other countries around the world. Our goal in using the score is to more accurately illustrate the similarity or uniqueness of music markets.

Our current global data for 2022 shows that Australia and New Zealand had the most similarity with the Canada streaming market (outside of the U.S.), with both countries respectively having a 73% and 69% similarity in their Top 10K streaming songs compared with those in Canada. Other English-speaking countries followed closely with Ireland and the U.K. each having 63%, Iceland having 61%, and South Africa having 52% similarity to Canada. The key factor proves true with other countries during same time frame, as the top five countries with most similarity to Australia's streaming market were all English-speaking countries: New Zealand at 80%, Ireland at 70%, The U.K. at 68%, The U.S. at 62%, Canada at 55%.

Conclusion

In the following pages of this report, we offer a deeper look into the trends outlined above. This year, our aim was to showcase a fuller visual representation of our midyear music data and insights, so we created a number of infographics that we hope you'll find useful. These graphics are presented alongside the Midyear Music Charts, which you'll find at the end of the report. Should you have any questions, or need further clarifications on these findings, please don't hesitate to reach out to us. We are here to help you navigate this ever-evolving music marketplace.



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CANADA 2022

Midyear in Metrics

12/31/21-6/30/22 (As Compared To 1/1/2021-7/1/2021)

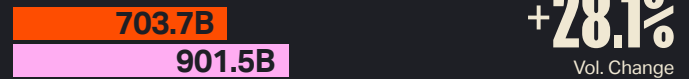
Midyear in Metrics

GLOBAL METRICS ■ 2021† ■ 2022†

On-Demand Audio Song Streams



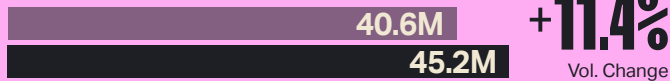
On-Demand Video Song Streams



CANADIAN METRICS ■ 2021 ■ 2022

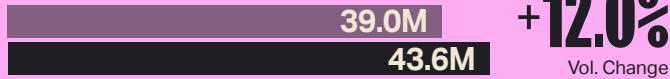
Total Album Consumption

Album + TEA + On-Demand SEA*



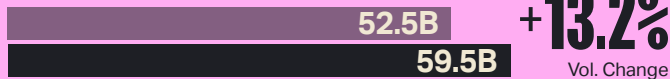
Total Digital Music Consumption

Digital Albums + TEA + On-Demand SEA*

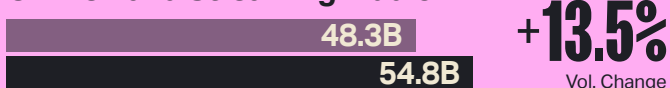


On-Demand Song Streaming

Audio + Video



On-Demand Streaming: Audio



On-Demand Streaming: Video



Total Album Sales

Physical + Digital



Digital Album Sales



Physical Album Sales



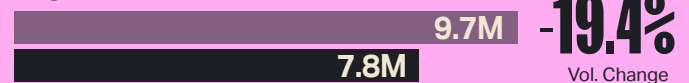
CD Album Sales



Vinyl LP Sales



Digital Track Sales



CANADIAN CATALOGUE** VS. CURRENT CONSUMPTION ■ 2021 ■ 2022

Catalogue Share



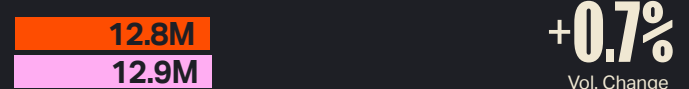
Catalogue Total Album Consumption



Current Share



Current Total Album Consumption



TREND 1

"Running Up" Those Catalogue Streams

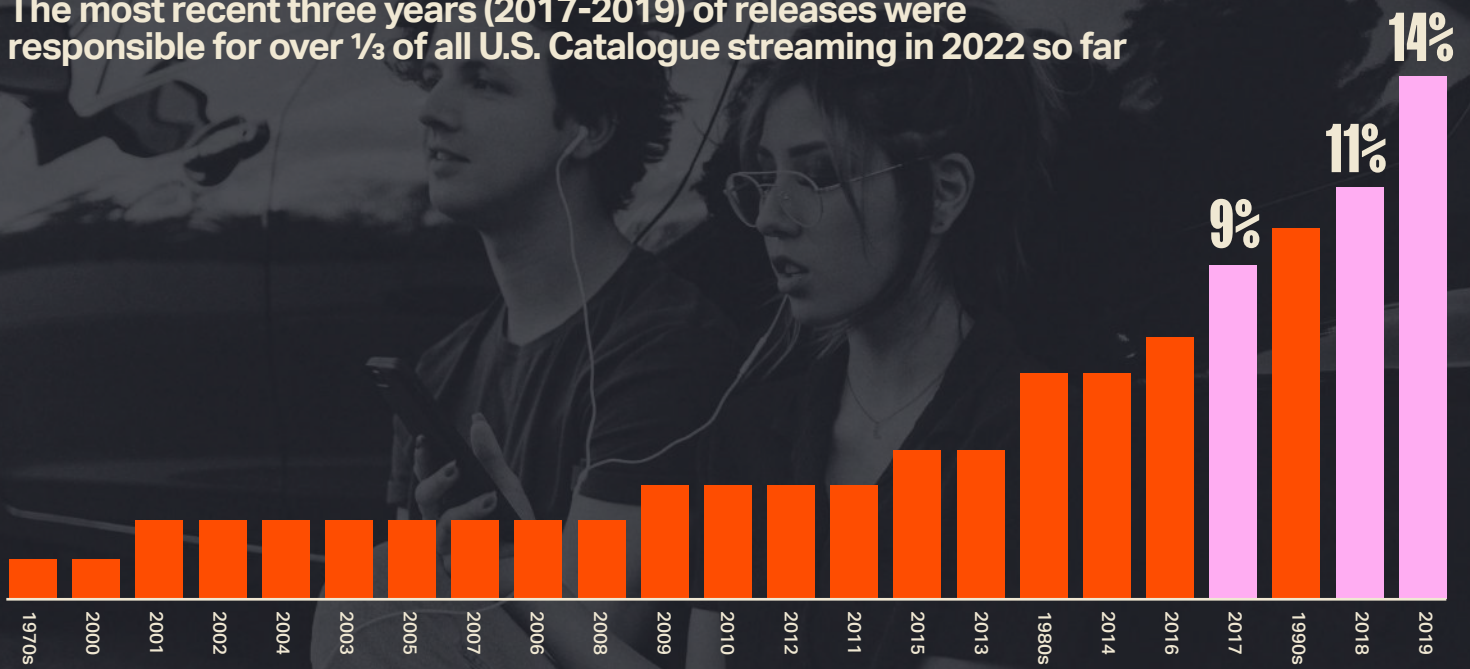
+19.0%



Canadian Catalogue streaming has increased 19.0% so far in 2022, compared with 0.6% increase in Current streaming

2022 CATALOGUE ON-DEMAND AUDIO STREAMS SO FAR (U.S.)

The most recent three years (2017-2019) of releases were responsible for over 1/3 of all U.S. Catalogue streaming in 2022 so far



How Canadian Catalogue Fans Listen to Music

63%



AM/FM
Radio

58%



Music Video
Streaming

32%



CDs (+5% more
than avg. listener)

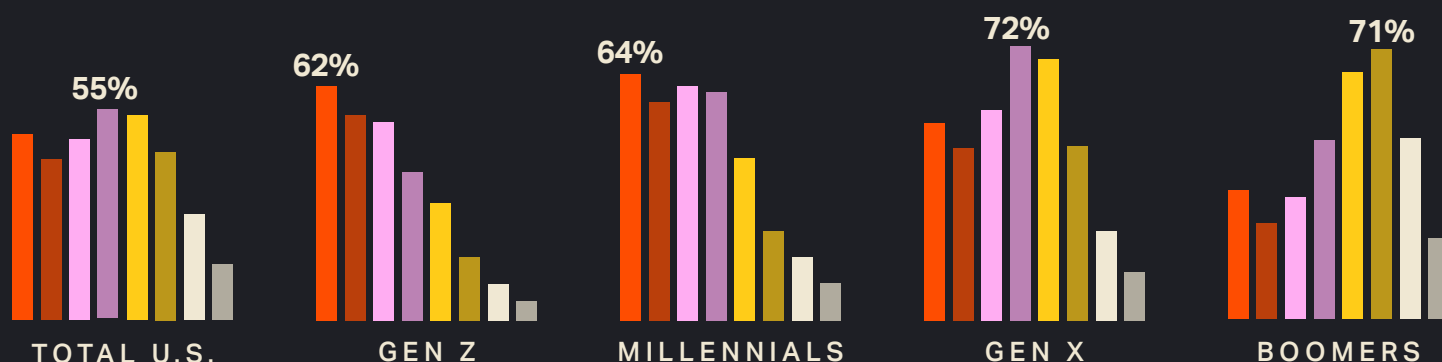
11%



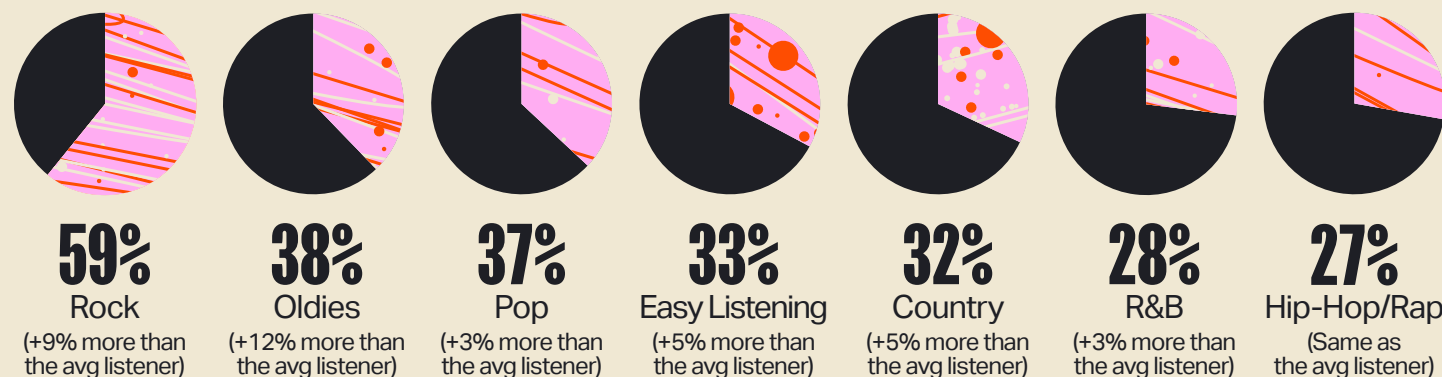
Vinyl (+11% more
than avg. listener)

Decade of Preference (Monthly Listenership)

2020s 2010s 2000s 1990s 1980s 1970s 1960s 1950s & Earlier

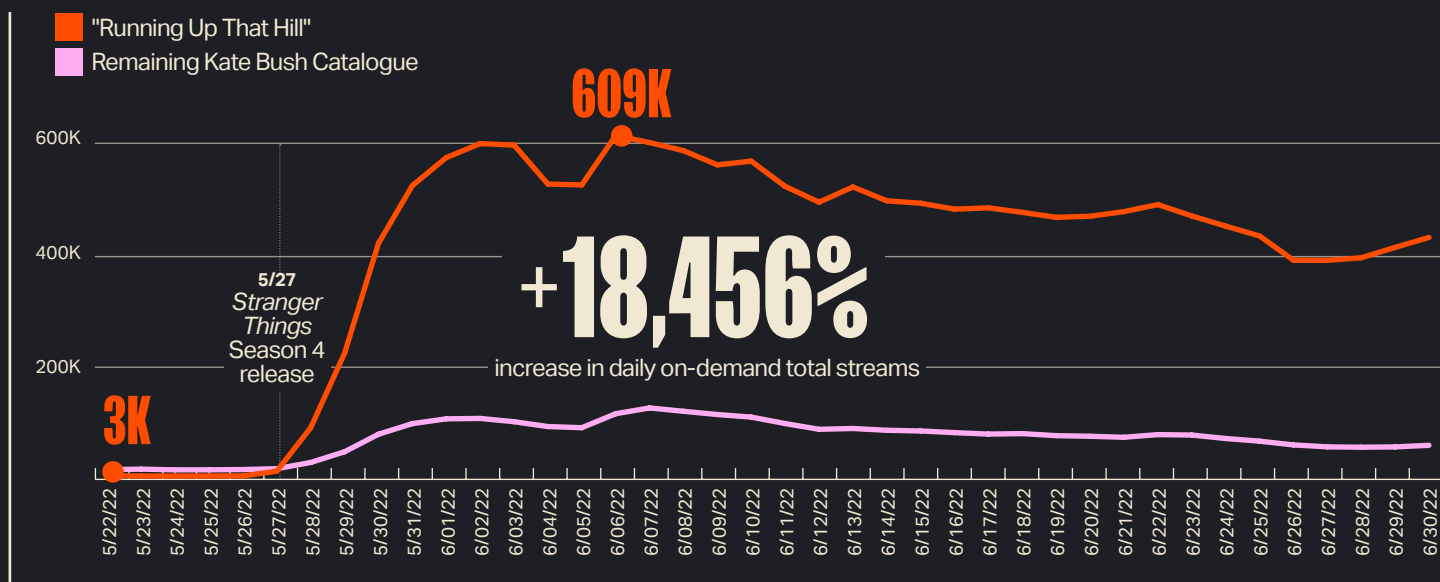


Catalogue Listeners' Top Genres (Monthly Listenership)



Stranger Things Season 4 Leads to Exponential Streaming Growth for Catalogue Song

Kate Bush "Running Up That Hill (A Deal with God)" Canadian On-Demand Daily Streaming Levels



TIKTOK DISCOVERY / AMPLIFICATION OF POP CULTURE MOMENTS

59%

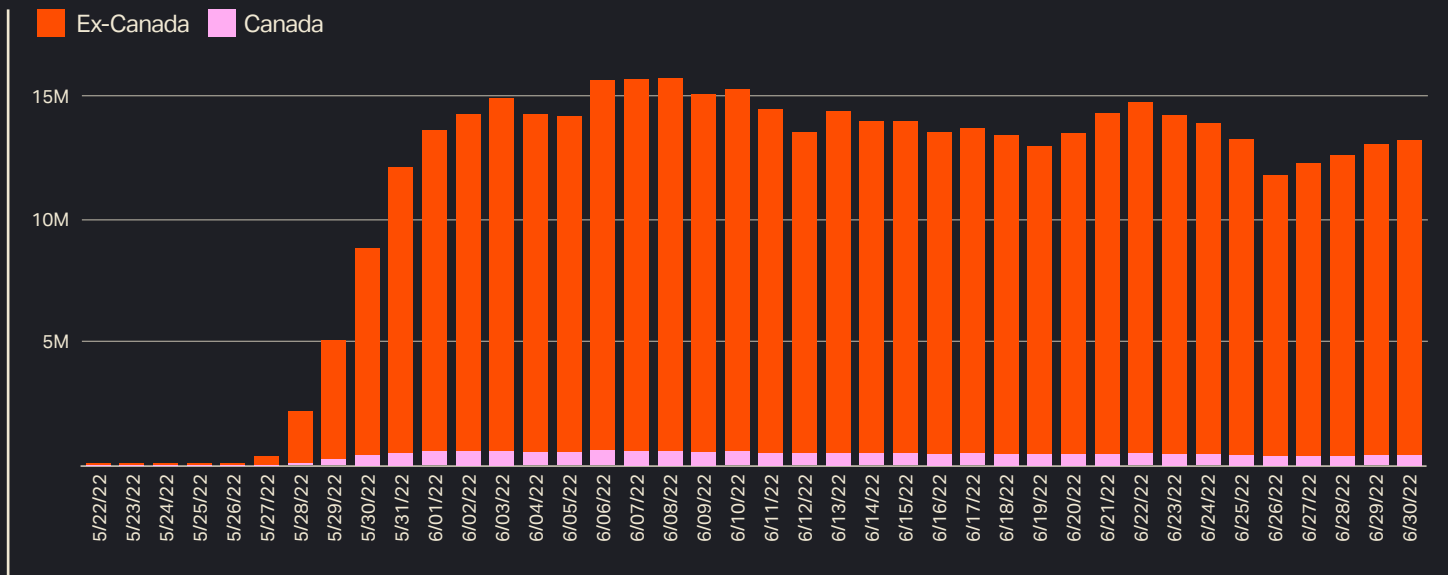
Gen Z TikTok users in Canada discover new music via Short Video Clips

2.3M+

Number of fan creations using official "Running Up That Hill" sounds on TikTok

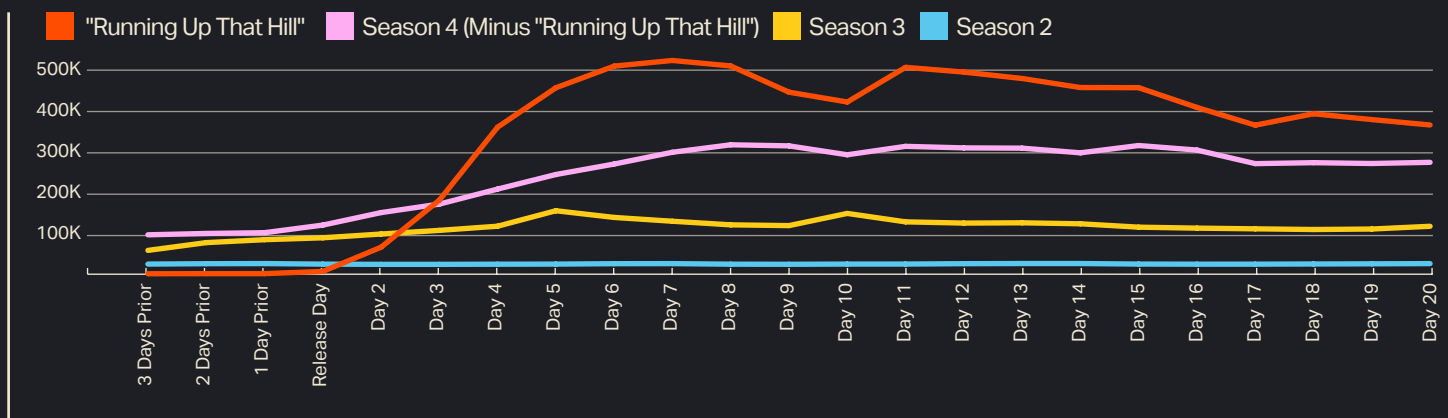
Kate Bush Streaming Levels Explode Globally, As Well

Kate Bush "Running Up That Hill" On-Demand Daily Streaming Levels, Ex-Canada vs. Canada



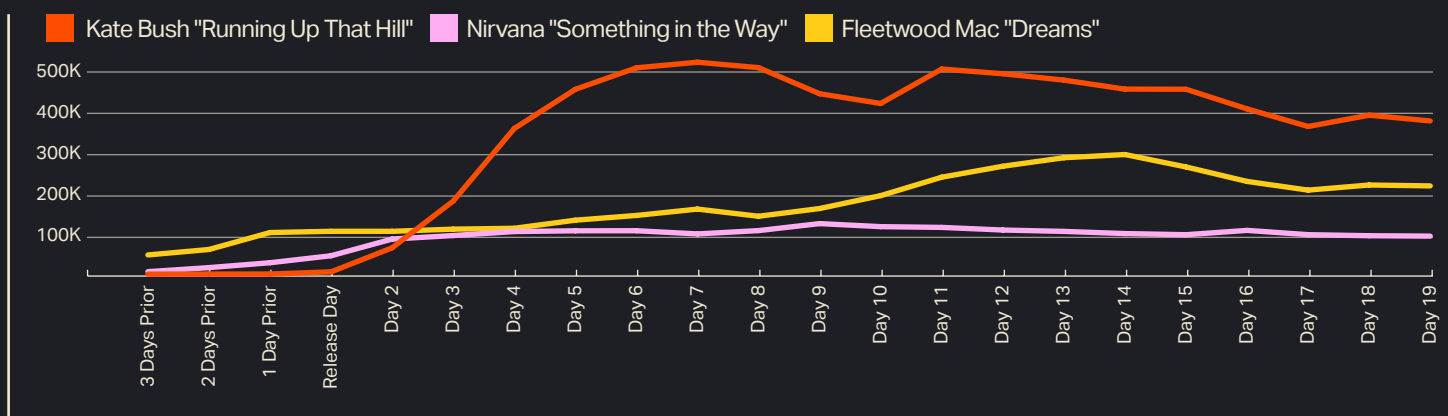
No Impacts From Previous *Stranger Things* Season Syncs Compare

Audio On-Demand Daily Streaming Levels



Also More Significant Than The Batman Sync and TikTok Virality Impacts

Audio On-Demand Daily Streaming Levels



TREND 2

Collaboration Generation

THE APPEAL AND EFFECTIVENESS OF COLLABORATIONS

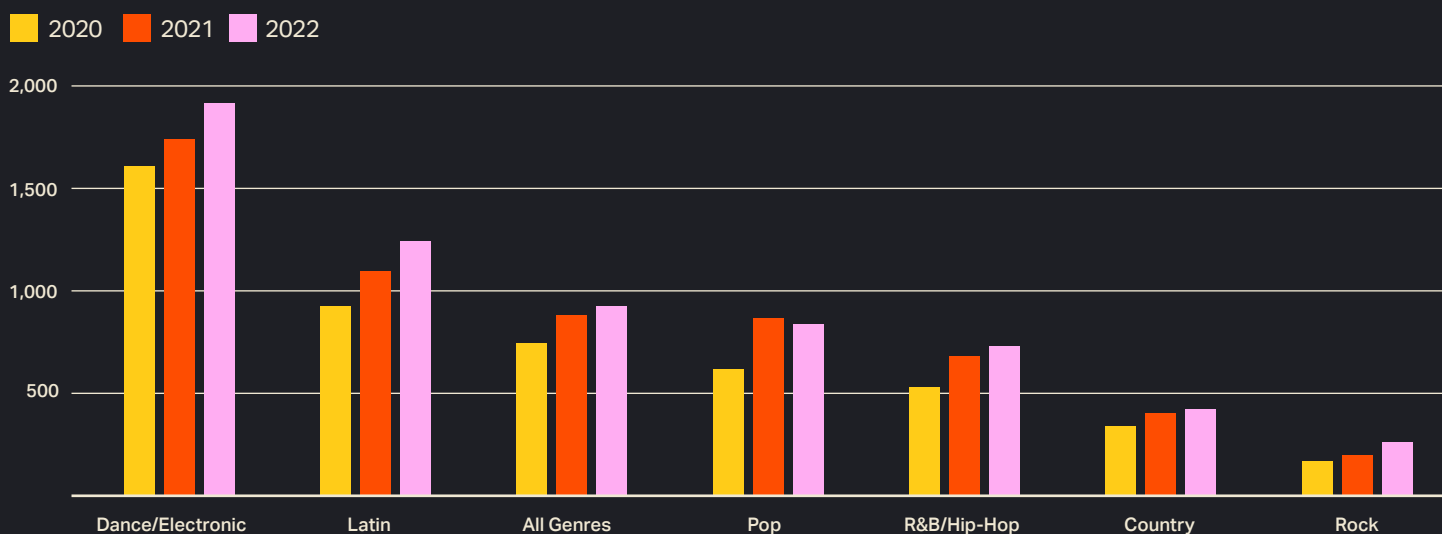
71% of U.S. music listeners like it when their favorite artists release new music or collaborate with others

Top Music Listener Groups That Like When Their Favorite Artists Release New Music or Collaborate



With the Exception of Pop, Collaborations are Growing More and More Prevalent

Count of Collaborations by Major Genre by Year, Based on the Top 10,000 Songs in the U.S.





Dua Lipa & Elton John

TOP COLLABORATION

44M

Total Streaming song in Canada so far this year: "Cold Heart" (PNAU Remix) by Elton John & Dua Lipa

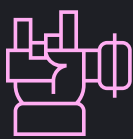
Top Streamed Collabs (Canada) for Each Genre

For YTD 2022



Hip-Hop/Rap

"Industry Baby" by Lil Nas X & Jack Harlow



Rock/Alternative

"Enemy" by Imagine Dragons x JID



Pop

"Stay" by The Kid LAROI & Justin Bieber



Latin

"Despacito" by Luis Fonsi & Daddy Yankee feat. Justin Bieber



Country

"Buy Dirt" by Jordan Davis feat. Luke Bryan



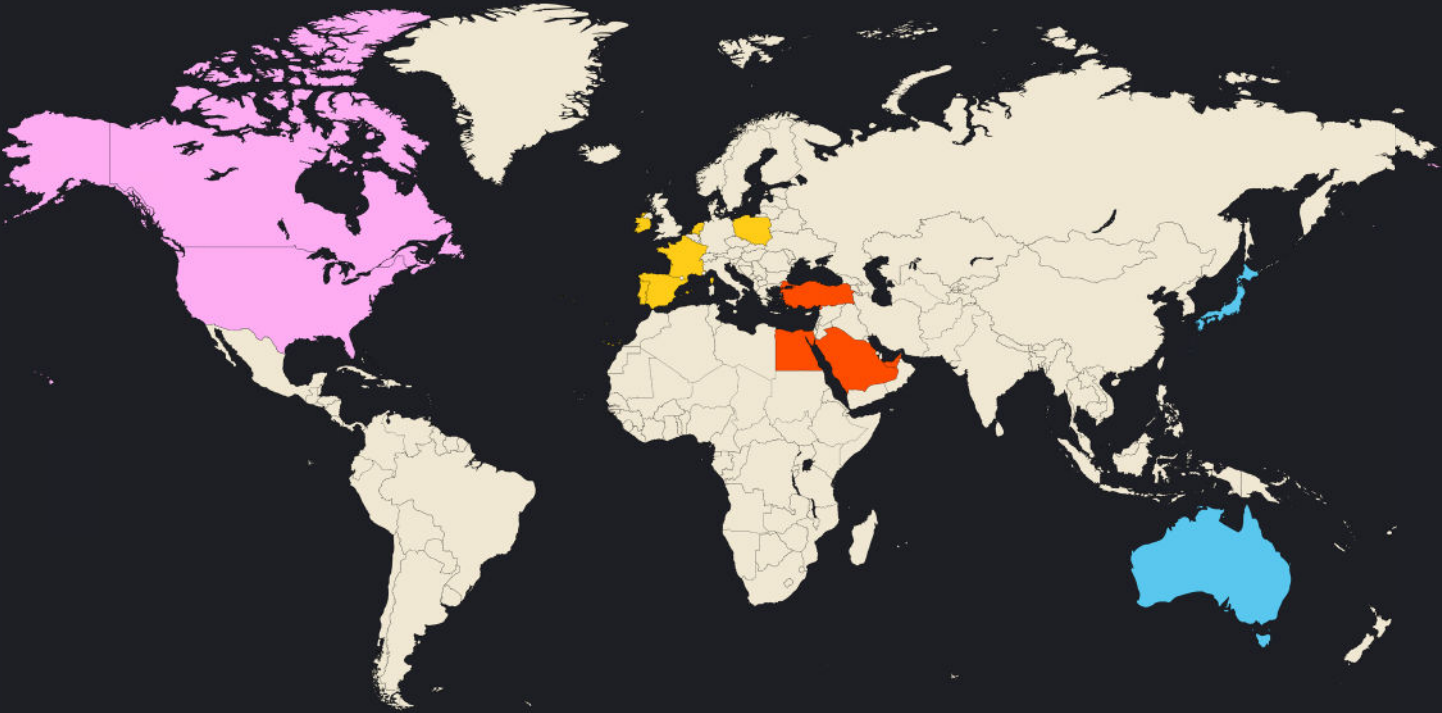
Dance/Electronic

"Cold Heart" (PNAU Remix) by Elton John & Dua Lipa

TREND 3

Music Is Global, But Language Matters

In our Global Music 360 research survey, which now covers 30 unique markets around the world, we asked a sample of the General Population from each of the below countries to answer questions about their streaming usage, across premium music streaming services that have a cost or fee associated, as well as those that are free to use. The below chart reflects the responses from each country, providing a current snapshot of overall global streaming usage.



TRENDS BY REGION (AMONG MUSIC LISTENERS)

Streaming has eclipsed physical and other forms of digital music in all markets surveyed and continues to outperform both physical and digital music sales in all markets surveyed.

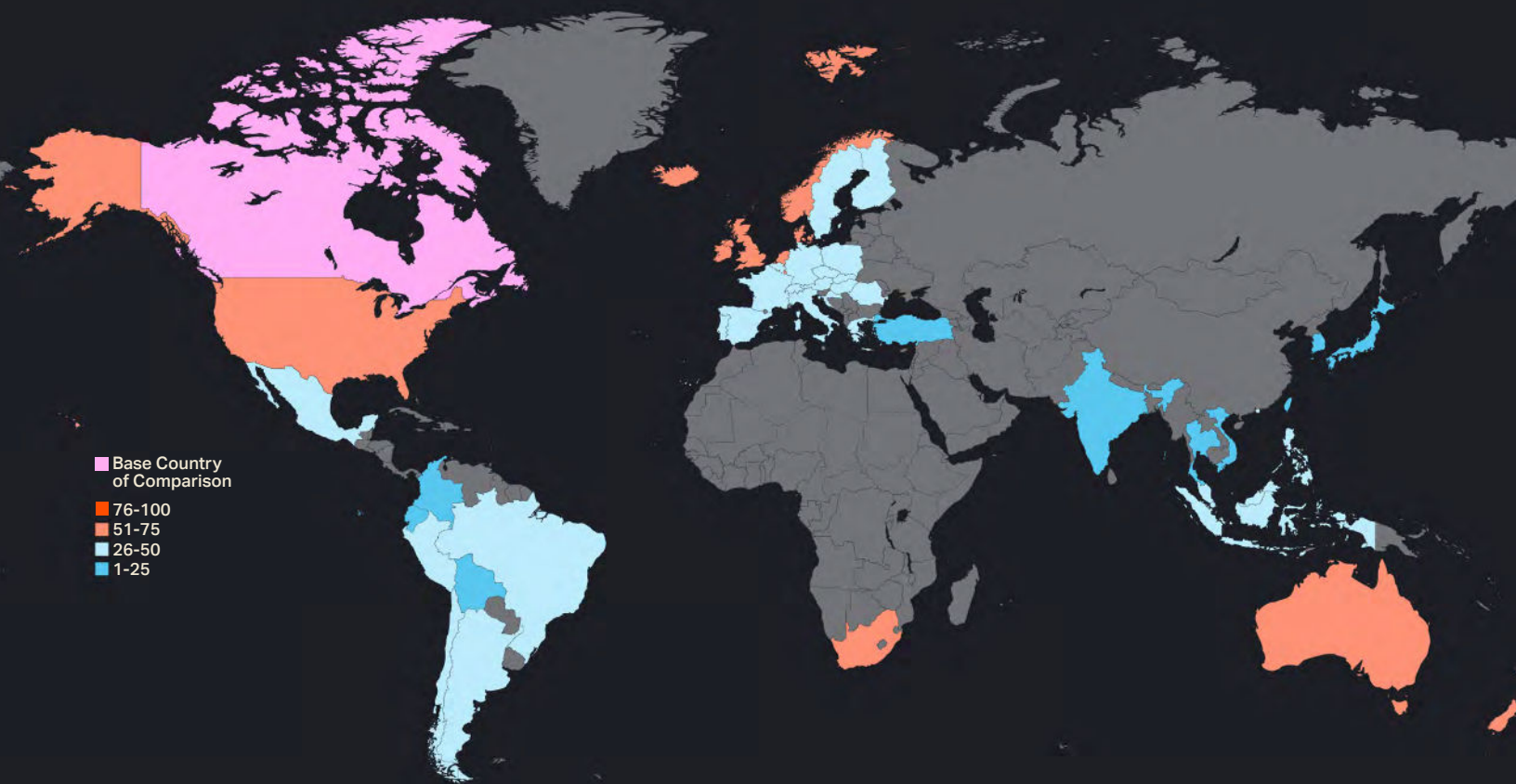
	North America		Europe						APAC		Middle East & North Africa			
	U.S.	Canada	Spain	Portugal	Ireland	Poland	Nether-lands	France	Australia	Japan	Turkey	Egypt	UAE	Saudi Arabia
Music Streaming	94%	87%	95%	94%	92%	92%	90%	85%	88%	81%	99%	95%	94%	94%
Free Streaming	82%	75%	88%	90%	80%	84%	77%	78%	74%	73%	87%	91%	88%	88%
Paid Streaming	57%	44%	45%	23%	54%	40%	49%	34%	47%	30%	57%	47%	48%	56%

INTRODUCING THE LUMINATE SIMILARITY SCORE

A measure of streaming similarity to help identify the cross over between popular songs in one country and different countries around the world

Canada Similarity Scores

Australia & New Zealand Are Most Similar to Canada Streaming Market (Outside of the U.S.)



United States	75%	Belgium	49%	Romania	39%	Indonesia	26%
Australia	73%	Sweden	48%	Philippines	39%	Mexico	26%
New Zealand	69%	Austria	47%	Poland	39%	Bolivia	25%
Ireland	63%	Slovakia	47%	Italy	37%	Ecuador	25%
United Kingdom	63%	Switzerland	47%	France	35%	Colombia	25%
Iceland	61%	Finland	45%	Malaysia	32%	Korea	21%
Luxembourg	54%	Czech Republic	45%	Spain	32%	Taiwan	21%
Norway	53%	Hungary	45%	Chile	31%	Turkey	21%
South Africa	52%	Singapore	44%	Hong Kong	30%	Thailand	21%
Denmark	52%	Germany	42%	Argentina	27%	Vietnam	20%
Netherlands	51%	Greece	41%	Brazil	27%	Japan	16%
Portugal	49%	Croatia	41%	Peru	26%	India	15%

CANADA 2022

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	Soundtrack	<i>Encanto</i>	108,000	9,000	27,000	113.9 million	27.6 million
2	Ed Sheeran	=	104,000	7,000	41,000	121.8 million	8.3 million
3	Harry Styles	<i>Harry's House</i>	103,000	20,000	18,000	103.5 million	4.0 million
4	The Weeknd	<i>Dawn FM</i>	94,000	10,000	13,000	106.3 million	5.1 million
5	Morgan Wallen	<i>Dangerous: The Double Album</i>	81,000	2,000	114,000	98.7 million	5.6 million
6	Olivia Rodrigo	<i>SOUR</i>	76,000	5,000	8,000	94.2 million	4.7 million
7	Doja Cat	<i>Planet Her</i>	74,000	2,000	10,000	93.0 million	8.4 million
8	Drake	<i>Certified Lover Boy</i>	71,000	100	2,000	93.5 million	3.0 million
9	Justin Bieber	<i>Justice</i>	68,000	2,000	12,000	84.9 million	4.1 million
10	Adele	<i>30</i>	62,000	15,000	16,000	59.1 million	4.3 million

Top Canadian 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	The Weeknd	<i>Dawn FM</i>	94,000	20,000	18,000	103.5 million	4.0 million
2	Drake	<i>Certified Lover Boy</i>	71,000	100	2,000	93.5 million	3.0 million
3	Justin Bieber	<i>Justice</i>	68,000	2,000	12,000	84.9 million	4.1 million
4	The Weeknd	<i>The Highlights</i>	54,000	2,000	7,000	67.3 million	6.6 million
5	The Weeknd	<i>After Hours</i>	53,000	2,000	9,000	64.9 million	6.2 million
6	Drake	<i>Honestly, Nevermind</i>	35,000	1,000	2,000	42.6 million	1.2 million
7	Tate McRae	<i>I Used to Think I Could Fly</i>	31,000	1,000	6,000	39.0 million	2.0 million
8	Drake	<i>Scorpion</i>	31,000	500	1,000	39.6 million	1.7 million
9	The Tragically Hip	<i>Yer Favourites</i>	31,000	1,000	6,000	37.6 million	1.4 million
10	Drake	<i>Views</i>	27,000	200	1,000	35.1 million	0.6 million

Top Albums

Total Sales

	Artist	Title	Sales
1	Harry Styles	<i>Harry's House</i>	20,000
2	BTS	<i>Proof</i>	16,000
3	Adele	<i>30</i>	15,000
4	The Weeknd	<i>Dawn FM</i>	10,000
5	Michael Bublé	<i>Higher</i>	9,000
6	Soundtrack	<i>Encanto</i>	9,000
7	Red Hot Chili Peppers	<i>Unlimited Love</i>	9,000
8	Guylaine Tanguay	<i>Ginette à Ma Façon</i>	8,000
9	Taylor Swift	<i>Red (Taylor's Version)</i>	8,000
10	Jean-Michel Blais	<i>Aubades</i>	7,000

Top Digital Album Sales

	Artist	Title	Sales
1	Soundtrack	<i>Encanto</i>	7,000
2	Harry Styles	<i>Harry's House</i>	3,000
3	The Weeknd	<i>Dawn FM</i>	3,000
4	Adele	<i>30</i>	3,000
5	Peter Jackson	<i>23 & A Half</i>	3,000
6	Arcade Fire	<i>We</i>	2,000
7	Michael Bublé	<i>Higher</i>	2,000
8	Jean-Michel Blais	<i>Aubades</i>	2,000
9	Peter Jackson	<i>Canadian Boy</i>	2,000
10	Various Artists	<i>Country Heat 2022</i>	2,000

Top CD Album Sales

	Artist	Title	Sales
1	BTS	<i>Proof</i>	15,000
2	Adele	<i>30</i>	10,000
3	Harry Styles	<i>Harry's House</i>	8,000
4	Guylaine Tanguay	<i>Ginette à Ma Façon</i>	7,000
5	Michael Bublé	<i>Higher</i>	7,000
6	The Weeknd	<i>Dawn FM</i>	5,000
7	2Frères	<i>Sous le Même Toît</i>	5,000
8	Jean-Michel Blais	<i>Aubades</i>	4,000
9	Salebarbes	<i>Gin à L'eau Salée</i>	4,000
10	Red Hot Chili Peppers	<i>Unlimited Love</i>	4,000

Top Vinyl Album Sales

	Artist	Title	Sales
1	Harry Styles	<i>Harry's House</i>	8,000
2	Taylor Swift	<i>Red (Taylor's Version)</i>	4,000
3	Olivia Rodrigo	<i>SOUR</i>	3,000
4	Red Hot Chili Peppers	<i>Unlimited Love</i>	3,000
5	Alexisonfire	<i>Otherness</i>	2,000
6	Harry Styles	<i>Fine Line</i>	2,000
7	Nirvana	<i>Nevermind</i>	2,000
8	Adele	<i>30</i>	2,000
9	Arcade Fire	<i>We</i>	2,000
10	The Beatles	<i>Abbey Road</i>	2,000

Top Digital Song Consumption

Song Sales + On-Demand SES*

	Artist	Song	Song Sales + SES On-Demand Streams	On-Demand Audio Streams	On-Demand Video Streams	Song Sales
1	Glass Animals	"Heat Waves"	402,000	48.9 million	12.0 million	11,000
2	Elton John & Dua Lipa	"Cold Heart" (PNAU Remix)	340,000	39.7 million	4.4 million	27,000
3	Harry Styles	"As It Was"	337,000	39.7 million	7.3 million	14,000
4	GAYLE	"abcdefu"	304,000	35.1 million	7.6 million	21,000
5	The Kid LAROI & Justin Bieber	"Stay"	290,000	34.1 million	11.6 million	5,000
6	Lil Nas X & Jack Harlow	"Industry Baby"	286,000	29.0 million	23.6 million	4,000
7	Ed Sheeran	"Shivers"	283,000	34.5 million	3.6 million	16,000
8	Imagine Dragons X JID	"Enemy"	278,000	30.3 million	17.5 million	10,000
9	Encanto Cast¹	"We Don't Talk About Bruno"	275,000	26.8 million	20.5 million	10,000
10	Jack Harlow	"First Class"	255,000	31.3 million	3.5 million	6,000

Top Canada Digital Song Consumption

Song Sales + On-Demand SES*

	Artist	Song	Song Sales + SES On-Demand Streams	On-Demand Audio Streams	On-Demand Video Streams	Song Sales
1	Justin Bieber	"Ghost"	210,000	26.4 million	2.4 million	7,000
2	The Weeknd	"Save Your Tears"	189,000	23.4 million	4.7 million	4,000
3	Lauren Spencer-Smith	"Fingers Crossed"	165,000	20.5 million	1.1 million	9,000
4	bbno\$	"Edamame"	158,000	19.0 million	1.3 million	10,000
5	The Weeknd	"Blinding Lights"	154,000	19.0 million	3.0 million	4,000
6	Drake	"Knife Talk"	142,000	18.6 million	1.4 million	1,000
7	Tate McRae	"She's All I Wanna Be"	136,000	17.4 million	1.3 million	4,000
8	Ruth B.	"Dandelions"	119,000	14.8 million	5.0 million	2,000
9	Justin Bieber feat. Daniel Caesar & Giveon	"Peaches"	115,000	14.2 million	1.8 million	2,000
10	The Weeknd	"Sacrifice"	110,000	13.8 million	1.2 million	2,000

Top Songs: On-Demand Streaming

Audio + Video

	Artist	Song	Audio + Video Streams
1	Glass Animals	"Heat Waves"	60.9 million
2	Lil Nas X & Jack Harlow	"Industry Baby"	52.6 million
3	Imagine Dragons X JID	"Enemy"	47.8 million
4	Encanto Cast ¹	"We Don't Talk About Bruno"	47.3 million
5	Harry Styles	"As It Was"	47.0 million
6	The Kid LAROI & Justin Bieber	"Stay"	45.7 million
7	Elton John & Dua Lipa	"Cold Heart" (PNAU Remix)	44.0 million
8	GAYLE	"abcdefu"	42.7 million
9	Ed Sheeran	"Shivers"	38.1 million
10	Ed Sheeran	"Bad Habits"	35.3 million

Top Songs: On-Demand Streaming

Audio

	Artist	Song	Audio Streams
1	Glass Animals	"Heat Waves"	48.9 million
2	Elton John & Dua Lipa	"Cold Heart" (PNAU Remix)	39.7 million
3	Harry Styles	"As It Was"	39.7 million
4	GAYLE	"abcdefu"	35.1 million
5	Ed Sheeran	"Shivers"	34.5 million
6	The Kid LAROI & Justin Bieber	"Stay"	34.1 million
7	Ed Sheeran	"Bad Habits"	31.6 million
8	Jack Harlow	"First Class"	31.3 million
9	Imagine Dragons X JID	"Enemy"	30.3 million
10	Lil Nas X & Jack Harlow	"Industry Baby"	29.0 million

Top Songs: On-Demand Streaming Video

	Artistw	Song	Video Streams
1	Lil Nas X & Jack Harlow	"Industry Baby"	23.6 million
2	Encanto Cast ¹	"We Don't Talk About Bruno"	20.5 million
3	Coldplay	"Hymn For the Weekend"	20.4 million
4	Imagine Dragons X JID	"Enemy"	17.5 million
5	Witt Lowry feat. Ava Max	"Into Your Arms"	14.4 million
6	Glass Animals	"Heat Waves"	12.0 million
7	CKay	"Love Nwantiti (Ah Ah Ah)"	11.9 million
8	The Kid LAROI & Justin Bieber	"Stay"	11.6 million
9	Maneskin	"Beggin"	11.0 million
10	Sia	"Unstoppable"	10.6 million

Top Digital Song Sales

	Artist	Song	Sales
1	Elton John & Dua Lipa	"Cold Heart" (PNAU Remix)	27,000
2	GAYLE	"abcdefu"	21,000
3	Latto	"Big Energy"	17,000
4	Tiesto & Ava Max	"The Motto"	16,000
5	Ed Sheeran	"Shivers"	16,000
6	Camila Cabello feat. Ed Sheeran	"Bam Bam"	15,000
7	Harry Styles	"As It Was"	14,000
8	Lizzo	"About Damn Time"	13,000
9	Glass Animals	"Heat Waves"	11,000
10	Lady Gaga	"Hold My Hand"	10,000

Top Radio Songs

Based on Plays

	Artist	Song	Plays
1	Justin Bieber	"Ghost"	77,000
2	Elton John & Dua Lipa	"Cold Heart" (PNAU Remix)	73,000
3	Ed Sheeran	"Shivers"	72,000
4	Lil Nas X	"Thats What I Want"	69,000
5	The Kid LAROI & Justin Bieber	"Stay"	62,000
6	Ed Sheeran	"Bad Habits"	55,000
7	GAYLE	"abcdefu"	52,000
8	Latto	"Big Energy"	47,000
9	Adele	"Easy On Me"	47,000
10	The Weeknd	"Sacrifice"	46,000

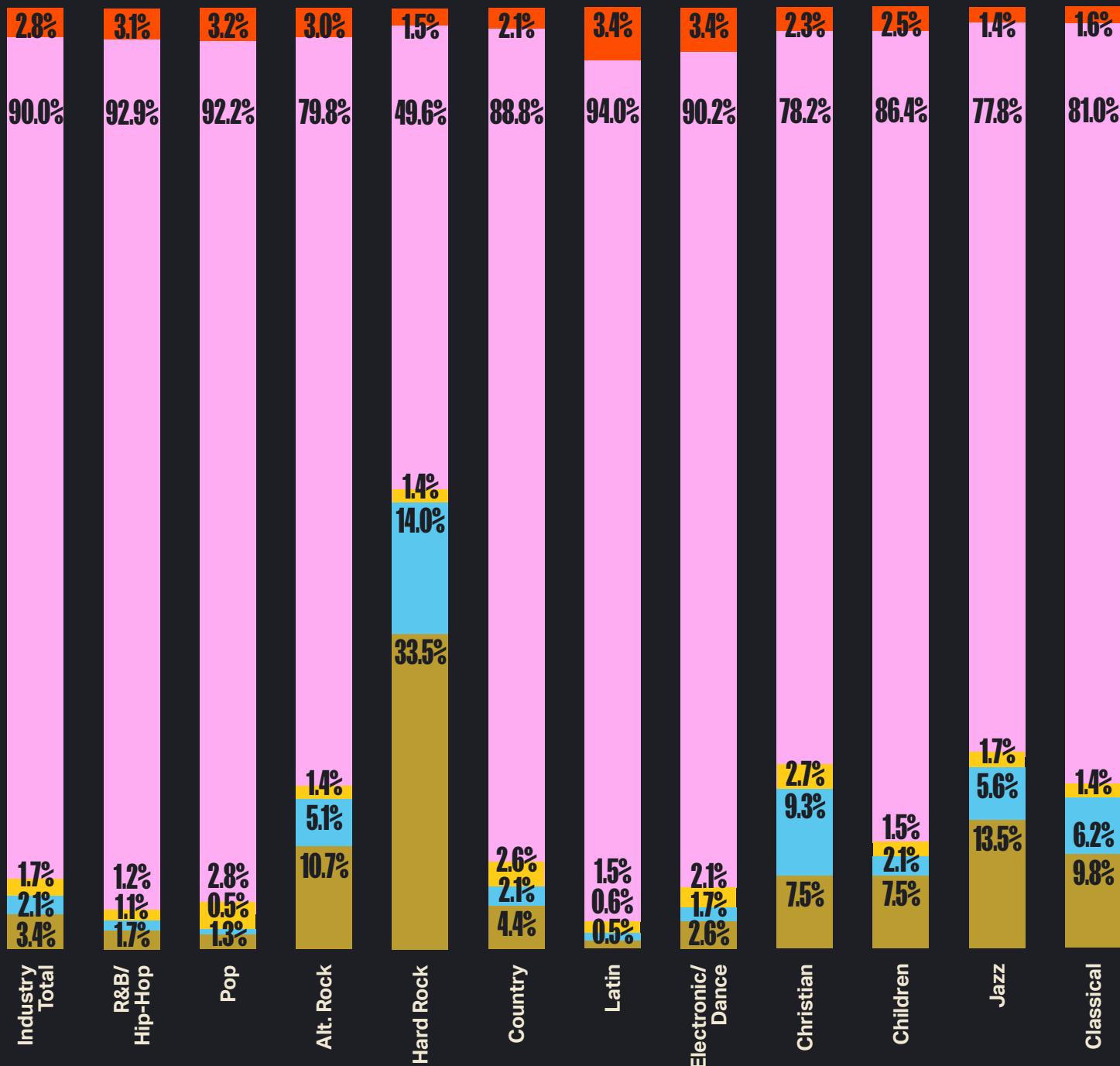
Share of Total Volume

By Format and Selected Top Genres

	Genre	Albums + TEA + SEA On-Demand	On-Demand Audio Streams	On-Demand Video Streams	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales
1	Pop	31.1%	31.9%	40.50%	9.9%	11.7%	7.0%	39.3%
2	R&B/Hip-Hop	12.9%	13.3%	13.20%	6.7%	6.6%	6.7%	9.0%
3	Alt. Rock	7.3%	6.4%	7.00%	20.6%	22.5%	17.7%	6.0%
4	Country	6.5%	6.20%	4.40%	7.6%	8.3%	6.6%	9.8%
5	Electronic/Dance	3.7%	3.7%	4.20%	2.90%	2.8%	3.1%	4.6%
6	Hard Rock	1.7%	0.9%	0.80%	14.3%	16.2%	11.1%	1.30%
7	Latin	1.2%	1.3%	1.40%	0.2%	0.2%	0.3%	1.0%
8	Classical	1.0%	0.9%	0.50%	2.8%	2.8%	2.8%	0.8%
9	Jazz	0.7%	0.6%	0.30%	2.40%	2.70%	1.90%	0.7%
10	Children	0.9%	0.8%	1.90%	0.8%	0.7%	0.9%	0.8%
11	Christian	0.4%	0.3%	0.30%	1.2%	0.8%	1.7%	0.6%

Share of Total Album-Equivalent Consumption by Format

■ On-Demand Video Streams (SEA)
 ■ On-Demand Audio Streams (SEA)
 ■ Digital Track Sales (TEA)
 ■ Digital Albums
 ■ Physical Albums



About Luminate

Luminate is the preeminent entertainment data and insights company, unleashing access to the most essential, objective, and trustworthy information across music, film and television, with data compiled from hundreds of verified sources. Today, the company maintains its more than 30-year legacy of accurate storytelling by powering the iconic Billboard music charts, while also acting as the premiere database for the television and film industries. Working closely with record labels, artists, studios, production companies, networks, tech companies, and more, Luminate offers the most valued source of comprehensive, independent, and foundational entertainment data that drives industry forward. Operating independently, Luminate is owned through a joint venture between Penske Media Corporation and MRC.

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