



UNITED STATES 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 catalog streams to continued growth of vinyl sales, from Latin music's ever-growing influence to 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.

# Buying And Selling Music "As It Was"



There's no denying that on-demand streaming is dominating the music marketplace right now, but the increase in vinyl sales continues to be a major story, especially with the increasing number of high impacting new releases from the industry's biggest stars. That trend reached new heights during the first half of this year, as evident by Harry Styles's impressive record-breaking week for vinyl sales of his third studio album *Harry's House* in May, contributing to the vinyl format's slight increase in sales so far this year. **On the retailer end, Mass Merchant stores have doubled their share of the vinyl universe since 2019, from 6% up to 12% through the midyear of 2022.** While Independent stores and online retailers still dominate the market, responsible for 52% and 31% of all vinyl sales respectively, this can certainly be looked at as an indication of retailers like Target and Walmart more aggressively stocking and marketing vinyl products, especially with their own exclusive variants. It's yet another reflection of vinyl's increasing value within the consumption landscape.

## "Running Up" Those Catalog Streams



While Current releases are making a significant increase in their share of vinyl sales, **the overall consumption of Current\* music is down 1.4% 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 200. In Q2 of 2021, there were 126 high impacting releases. By the end of Q2 of 2022, there were only 102.

By contrast, **Catalog\*\* consumption continues to rise, with a 19% increase over this time last year.** One of the biggest cases of catalog'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 "Stranger Things." The song saw a 16,867% streaming increase between the season premiere on May 27, 2022 and the tracking week ending June 16, 2022, which led to it becoming the most audio streamed song, both within the U.S. and globally at the end of that week. It ranked No. 1 on the Billboard Global 200 and No. 4 on the Billboard 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 1/3 of Catalog streams so far in 2022 have been for songs released between 2017 and 2019.**

A reaction to the rise in catalog 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 catalogs. This year's most notable examples include the sale of Justin Timberlake's catalog to a fund backed by private-equity firm Blackstone, Inc., Universal Music's purchase of both Sting and Neil Diamond's catalogs, and Bob Dylan's catalog 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. 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.

## Bad Bunny Gives Latin A Very Good Year



The genre that has had the biggest victory so far in 2022 is Latin. The genre had its highest streaming week ever in May, largely driven by the release of Bad Bunny's album *Un Verano Sin Ti*. During the tracking week ending May 12, 2022, Latin music garnered 1.82 billion weekly on-demand audio streams, which surpassed Country for the first time, making Latin the 4th most popular genre in the U.S., behind pop, rock, and R&B/hip-hop that week. Those 1.82 billion audio streams also gave Latin a greater weekly total than any weekly total for the Country genre to date. **Bad Bunny's share of all U.S. Latin Streaming consumption is 5% so far in 2022 and his album *Un Verano Sin Ti* held 16% U.S. Latin Streaming consumption share during its release week in May.**

Latin and Country audio streaming growth have both been generally outpacing the larger industry over the last five years, but **Latin's growth has outpaced Country's growth so far in 2022, with Latin showing a 33% increase and Country a 9% increase.**

# Music Is Global, But Language Matters



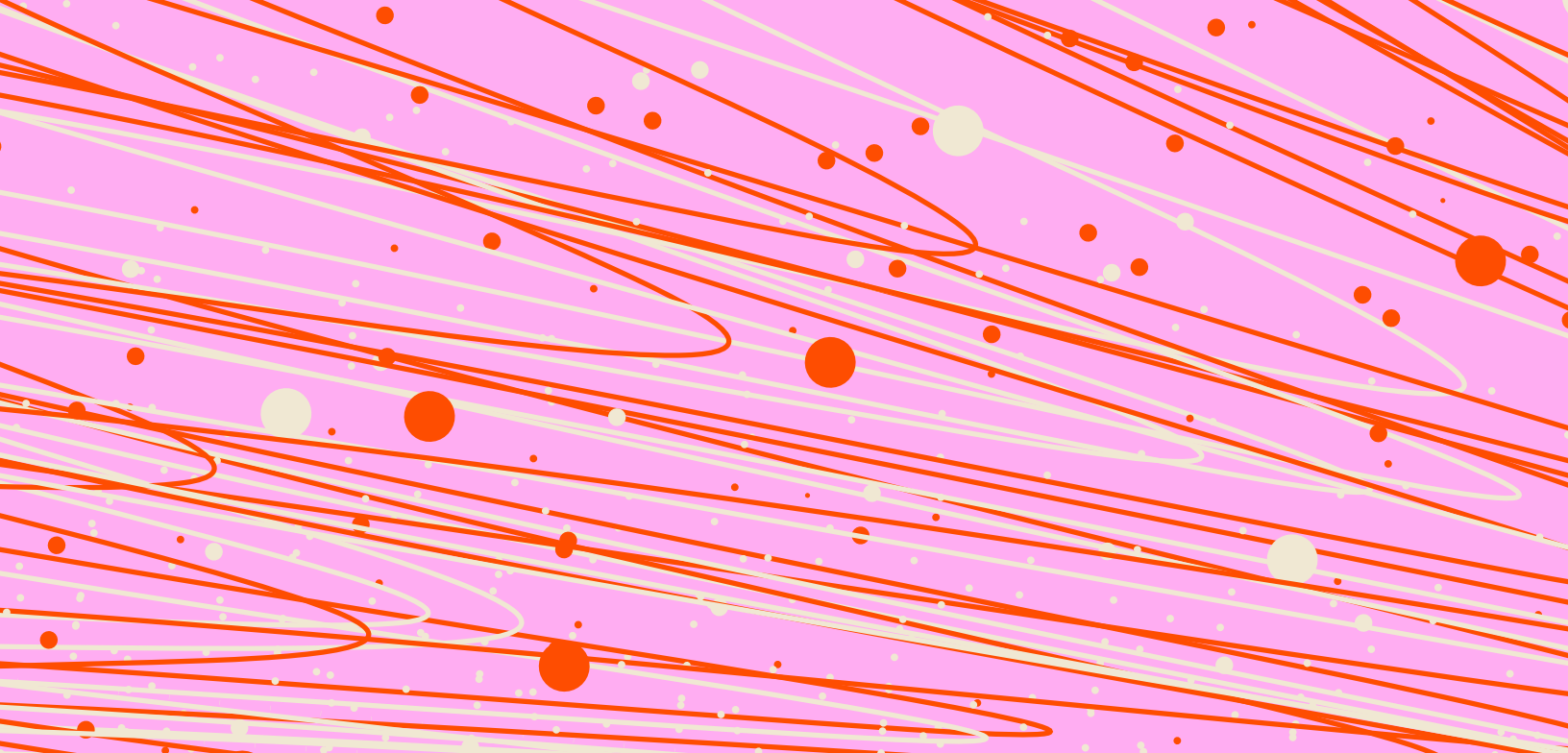
While many cultural and technological factors impact the way a song moves from one market to the next, our 2022 data shows a clear link between countries that share language and a bias towards local music. In order to make these complex factors visible, we have created the **Luminate Similarity Score**. 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.

For example, our current global data for the first half of 2022 shows that Canada had the most similarity with the U.S. streaming market, followed by Australia and New Zealand with both countries respectively seeing 61.8% and 60.9% of their respective Top 10,000 songs being the same as those in the U.S. Top 10,000. Other English-speaking countries followed closely with the UK having 54%, Ireland having 53% and South Africa having 50% similarity to the U.S. Top 10k. The key factor proves true with other languages during the same time frame, as the top seven countries with most similarity to Mexico's streaming market were all Spanish-speaking: Bolivia at 58%, Ecuador at 58%, Chile at 56%, Peru at 55%, Colombia at 54%, Argentina at 49%, Spain at 42%.

## 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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U.S. 2022

# Midyear in Metrics

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

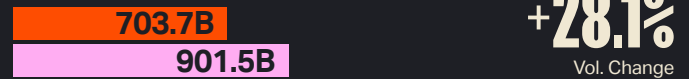
# Midyear in Metrics

## GLOBAL METRICS ■ 2021† ■ 2022†

### On-Demand Audio Song Streams



### On-Demand Video Song Streams



## U.S. METRICS ■ 2021 ■ 2022

### Total Album Consumption

Album + TEA + On-Demand SEA\*



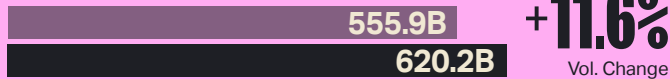
### Total Digital Music Consumption

Digital Albums + TEA + On-Demand SEA\*



### On-Demand Song Streaming

Audio + Video



### On-Demand Streaming: Audio

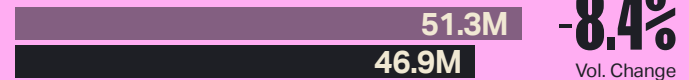


### On-Demand Streaming: Video



### Total Album Sales

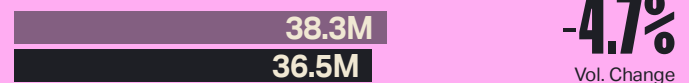
Physical + Digital



### Digital Album Sales



### Physical Album Sales



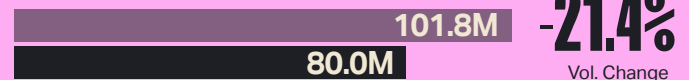
### CD Album Sales



### Vinyl LP Sales



### Digital Track Sales



## U.S. CATALOG\*\* VS. CURRENT CONSUMPTION ■ 2021 ■ 2022

### Catalog Share



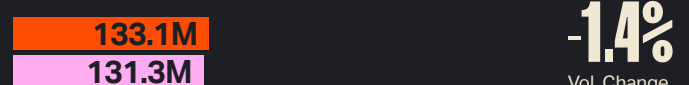
### Catalog Total Album Consumption



### Current Share



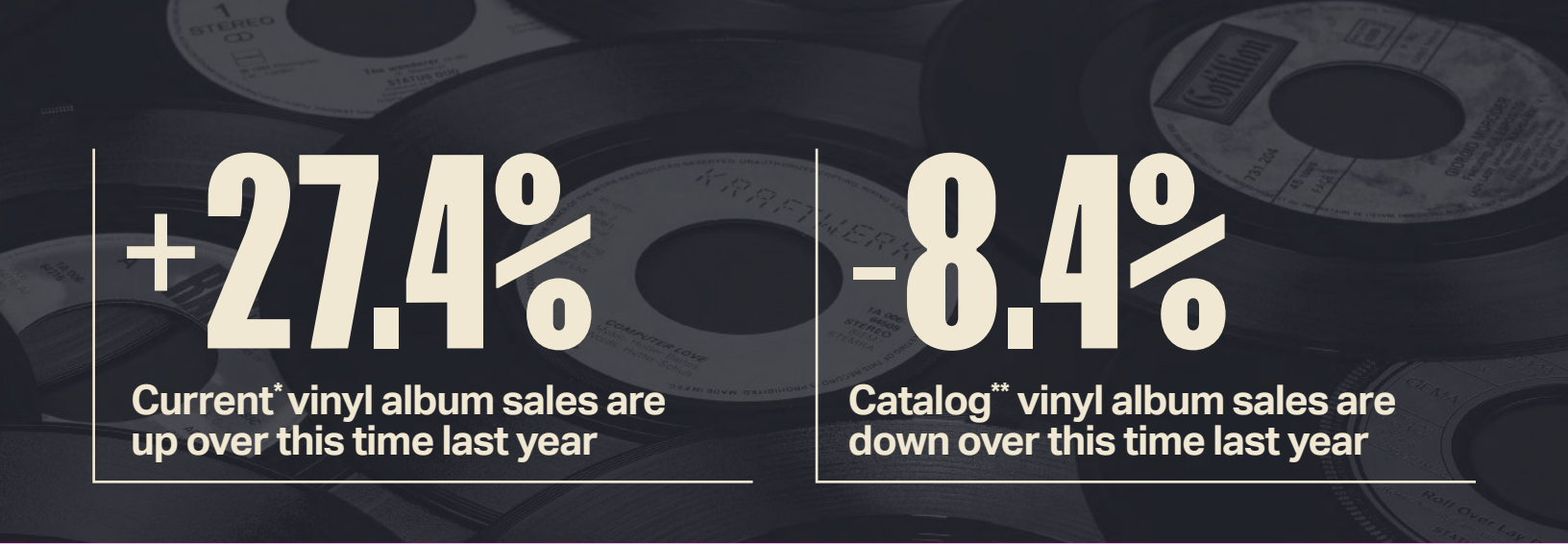
### Current Total Album Consumption





TREND 1

# **Buying and Selling Music "As It Was"**



# +27.4%

Current\* vinyl album sales are up over this time last year

# -8.4%

Catalog\*\* vinyl album sales are down over this time last year

# 182K

Harry Styles broke the modern-era<sup>1</sup> record for the most vinyl album sales in a single week with the release of his third studio album *Harry's House* in May



## +361%

Mass Merchant stores, like Target and Walmart, have doubled their share of the vinyl album universe since before the pandemic due to a 361% increase in vinyl sales since 2019.

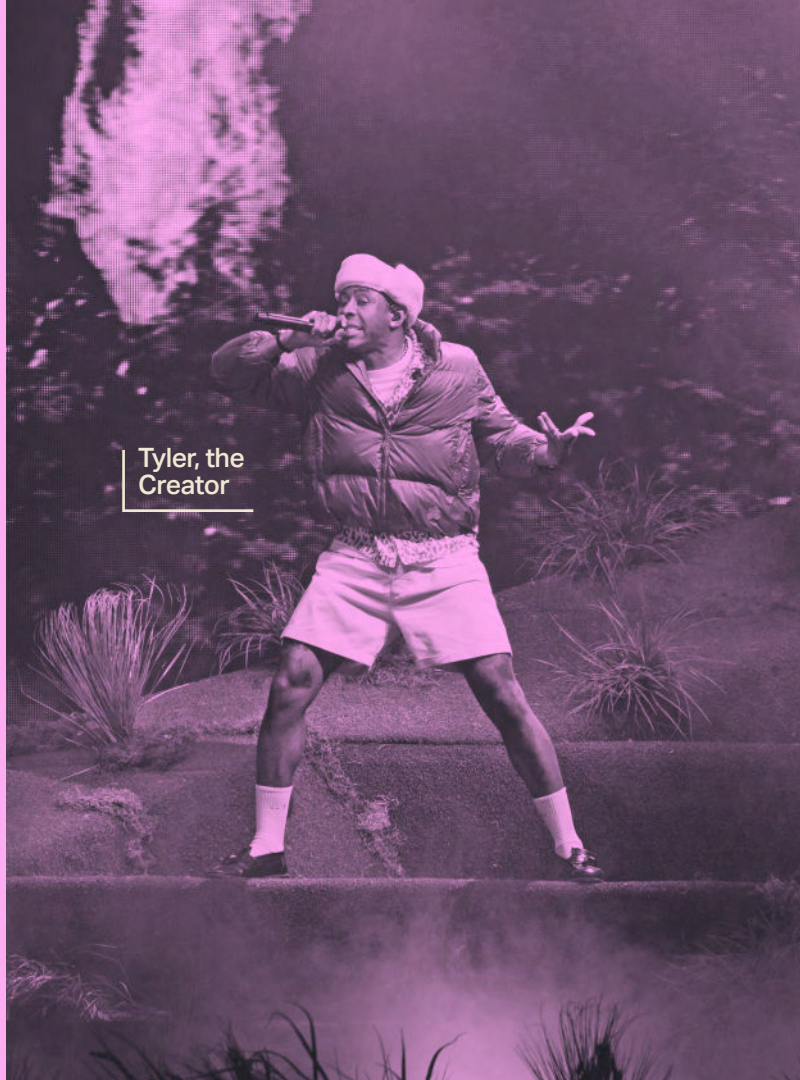


## 250K

BTS had the biggest single week of CD sales so far in 2022 with their album *Proof* in June.

# 50K

Tyler, the Creator released a vinyl version of *CALL ME IF YOU GET LOST* for the first time nearly 10 months after its initial release. The move resulted in 50K vinyl sales and a return to #1 on the Billboard 200 during week ending 4/21/22, indicating vinyl's increasing relevance, and newfound reach from a genre perspective.

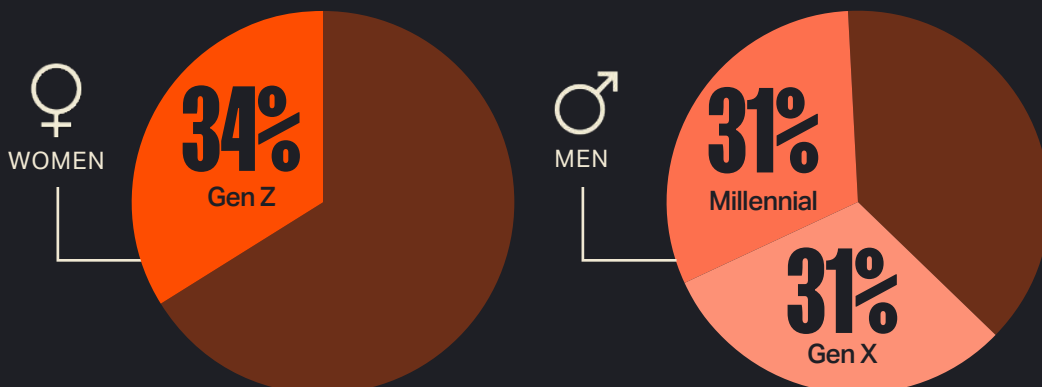


Tyler, the Creator



## WHO IS BUYING VINYL, BY GENERATION

Profiling U.S. Vinyl Buyers: Younger Women and Older Men



TREND 2

# **"Running Up" Those Catalog Streams**

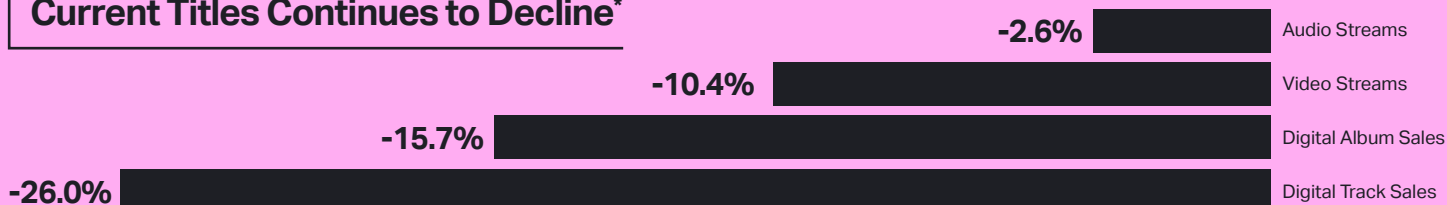


# +19%



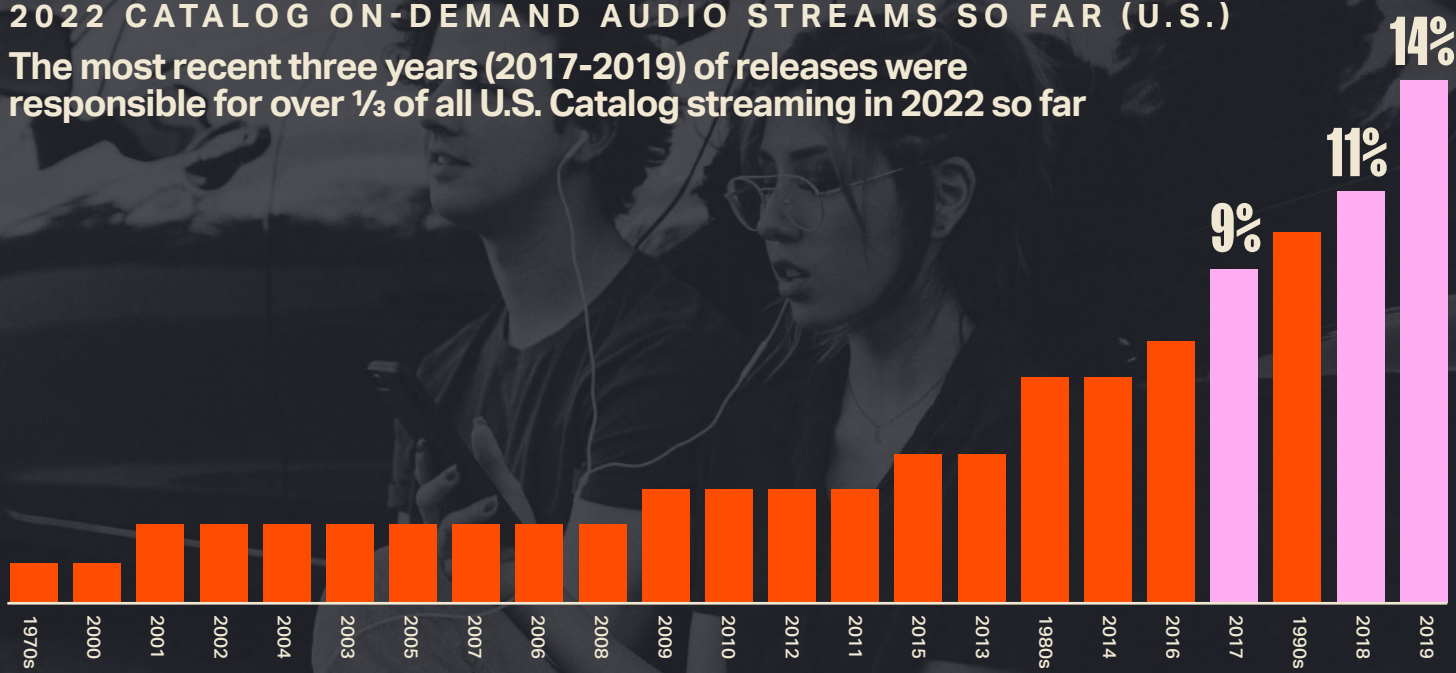
Increase  
in Catalog  
streaming  
so far in 2022

## Meanwhile, Digital Consumption of Current Titles Continues to Decline\*



## 2022 CATALOG 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. Catalog streaming in 2022 so far



## How Catalog Fans Listen to Music

**56%**



Music Video Streaming

**55%**



AM/FM Radio

**27%**



CDs (+17% more than avg. listener)

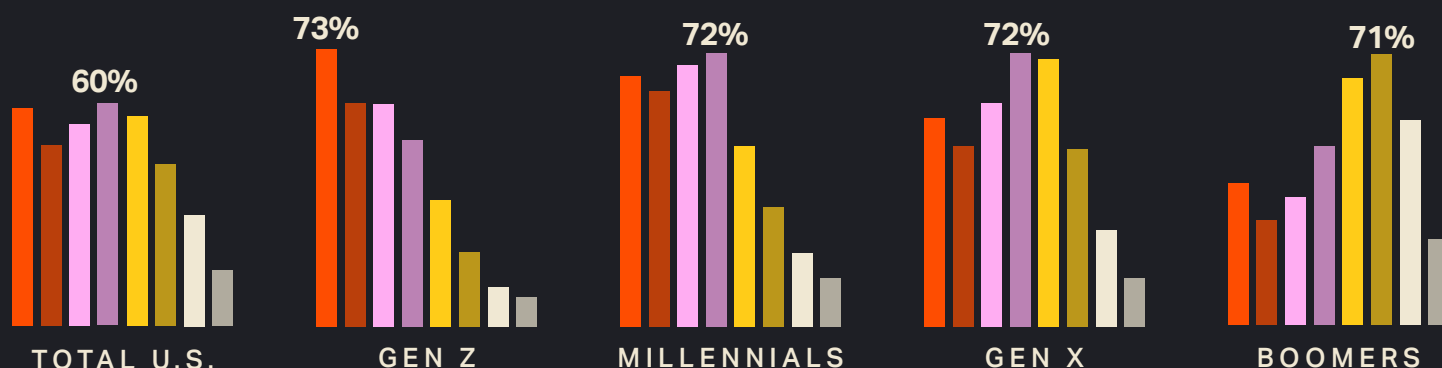
**10%**



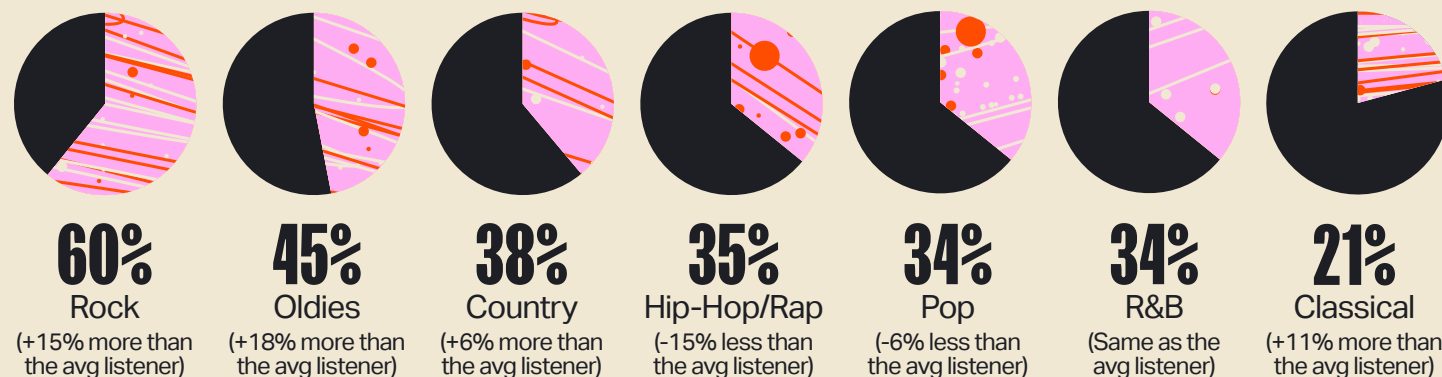
Vinyl (+25% more than avg. listener)

## Decade of Preference (Monthly Listenership)

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



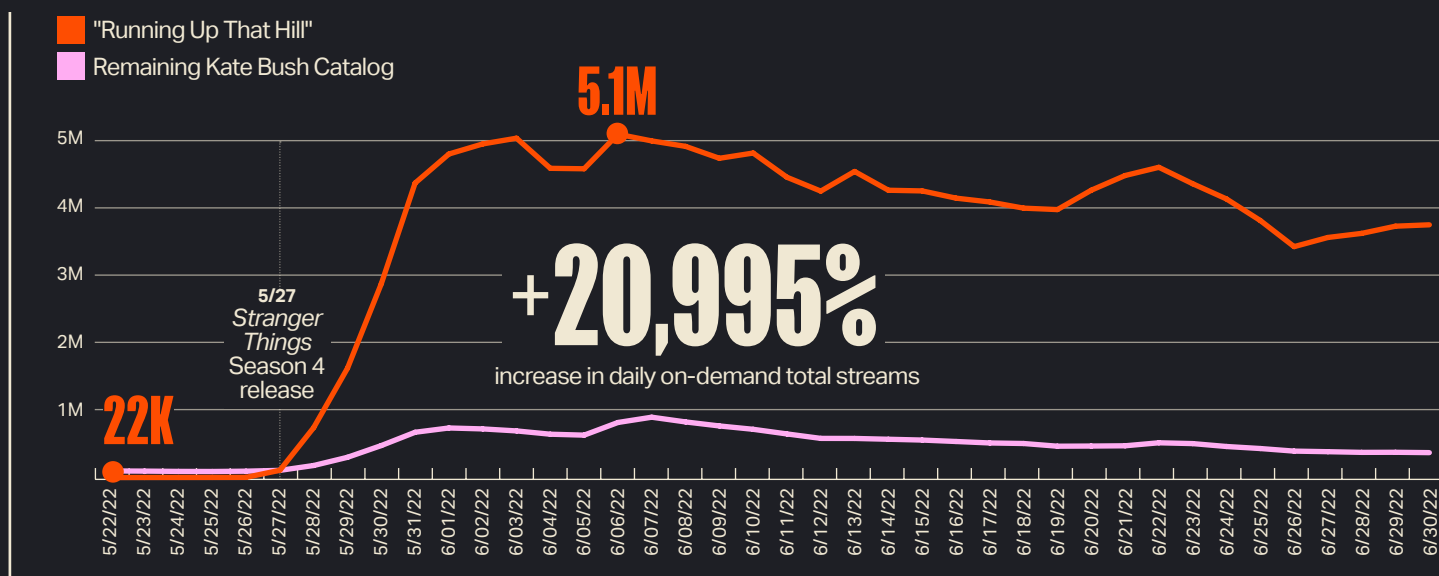
## Catalog Listeners' Top Genres (Monthly Listenership)





## Stranger Things Season 4 Leads to Exponential Streaming Growth for Catalog Song

### Kate Bush "Running Up That Hill (A Deal with God)" U.S. On-Demand Daily Streaming Levels



## TIKTOK DISCOVERY / AMPLIFICATION OF POP CULTURE MOMENTS

# 66%

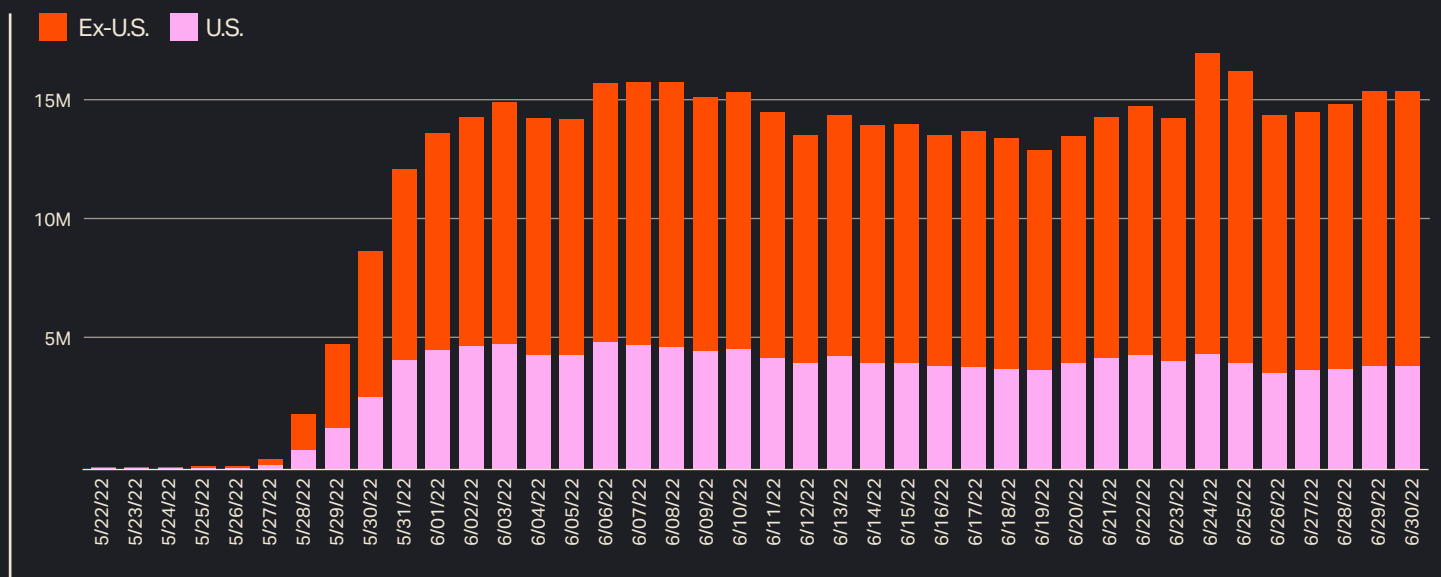
Gen Z TikTok users discover new music via Short Video Clips, making it the #1 source for this group overall

# 2.3M+

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

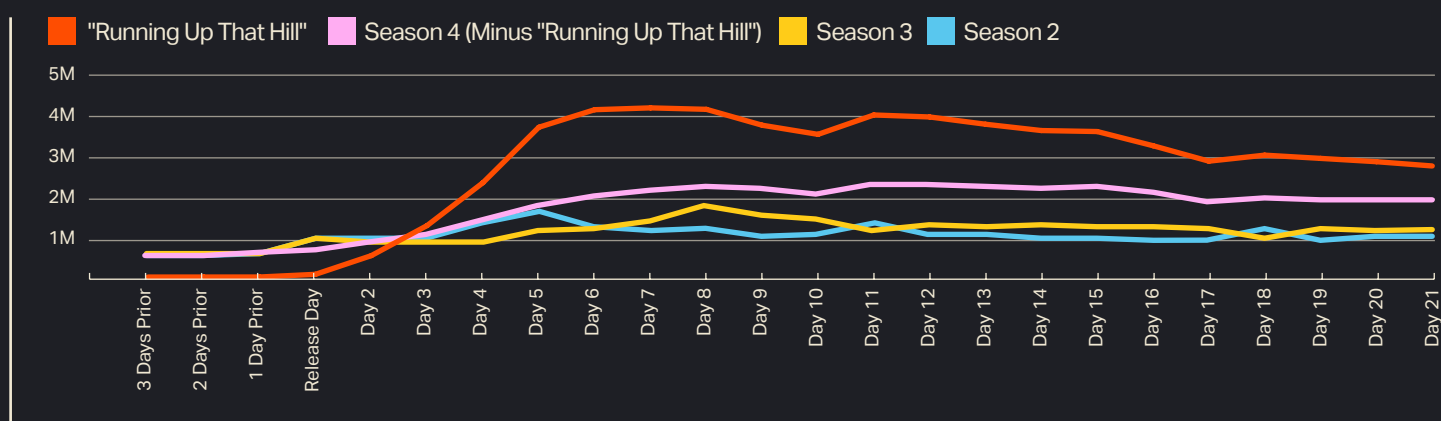
## Kate Bush Streaming Levels Explode Globally, As Well

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



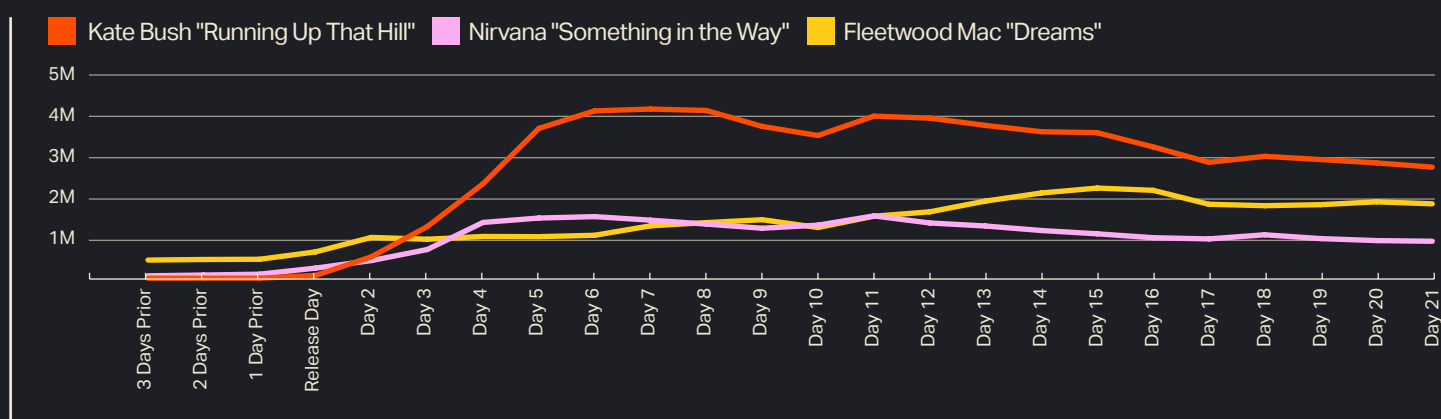
## No Impacts From Previous *Stranger Things* Season Syncs Compare

Audio On-Demand Daily Streaming Levels



## Also More Significant Than The Batman Sync and TikTok Virality Impacts

Audio On-Demand Daily Streaming Levels



TREND 3

# Collaboration Generation

THE APPEAL AND EFFECTIVENESS OF COLLABORATIONS

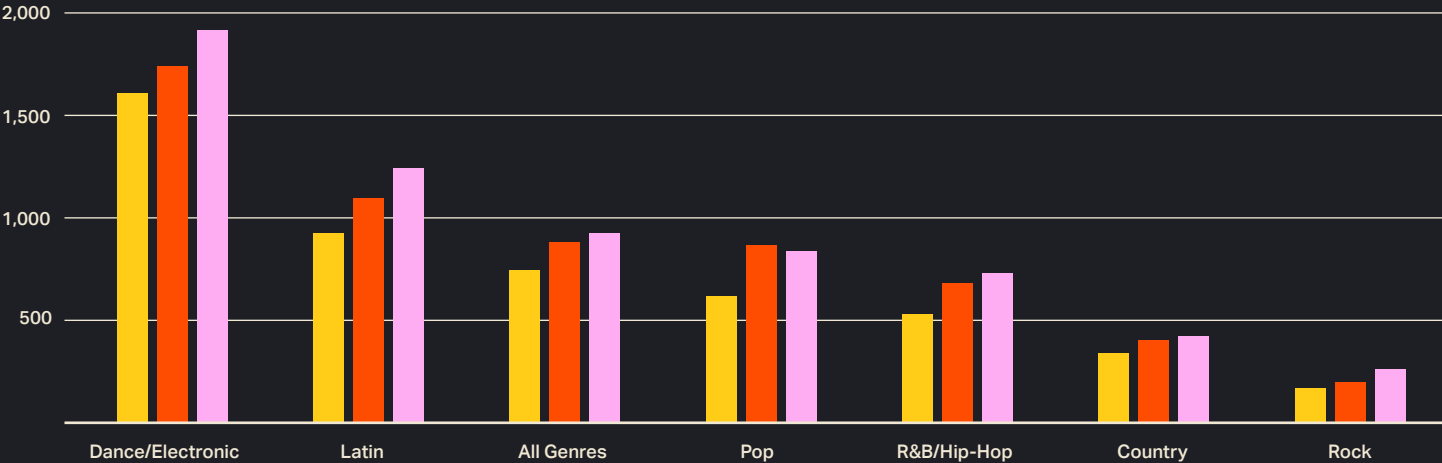
71% of music listeners like it when their favorite artists release new music or collaborate with others

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 2020 2021 2022





Jack Harlow  
& Lil Nas X

## TOP U.S. COLLABORATIONS

# 508.3M

Total Streams so far this year of  
"Industry Baby" by Lil Nas X &  
Jack Harlow

# 286M

Total Streaming of song released  
in 2022: "Pushin P" by Gunna &  
Future, feat. Young Thug



Gunna  
& Future

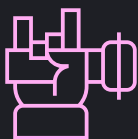
## Top Streamed Collabs (U.S.) for Each Genre

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

"MAMIII" by  
Karol G &  
Becky G



### Country

"Buy Dirt" by  
Jordan Davis  
feat. Luke Bryan



### Dance/Electronic

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

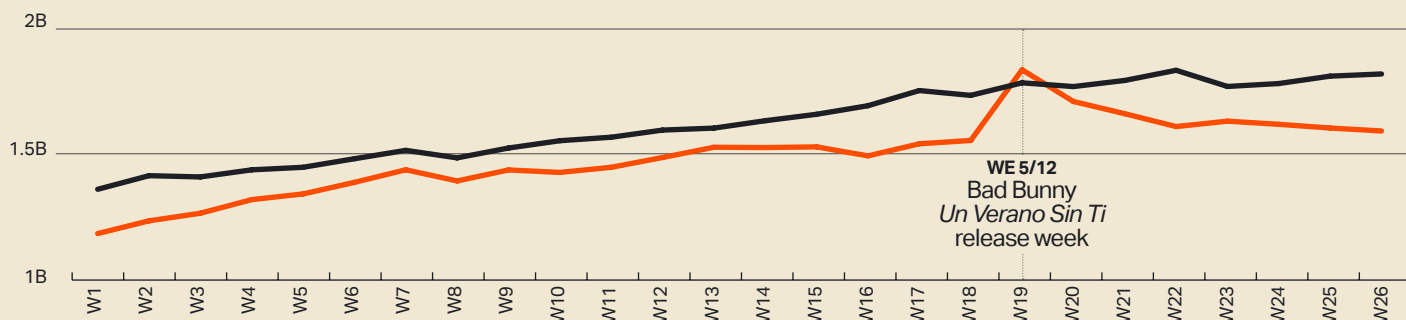
TREND 4

# **Bad Bunny Gives Latin a Very Good Year**



## Latin Weekly Audio Streaming Levels Approaching Country Genre in 2022

Bad Bunny Drives Highest Weekly Audio Streaming to Date Between the Genres



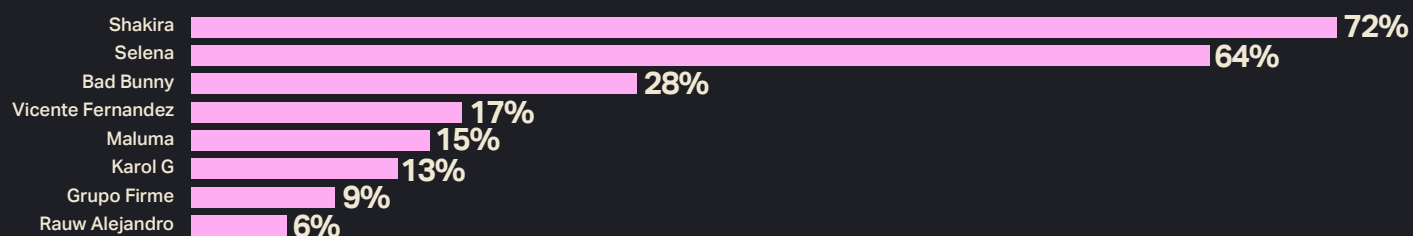
# 38%

of those who know Bad Bunny consider him to be influential and 39% say he's a trendsetter

Bad Bunny's share of all U.S. Latin Streaming consumption is **5%** so far in 2022 and his album *Un Verano Sin Ti* held **16%** U.S. Latin Streaming consumption share during its release week in May.



## Awareness of Latin Artists Among the General Population



## LATIN MUSIC LISTENER INSIGHTS FOR THE U.S.

# 40%

of Latin Music Listeners are not Hispanic/Hispanic origin

# 69

Latin Music Listeners spend 69 hrs a month with music (+25% more than the average)

### Latin Listeners by Age

# 25%



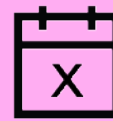
Gen Z

# 30%



Millennials

# 23%



Gen X

Latin Music Listeners enjoy live events. In a typical month, they spend \$84 on live events (+25% more than average)

### Top Latin Subgenres among Non-Hispanic Latin Music Listeners

# 41%

Salsa

# 36%

Reggaeton

# 31%

Latin Rock

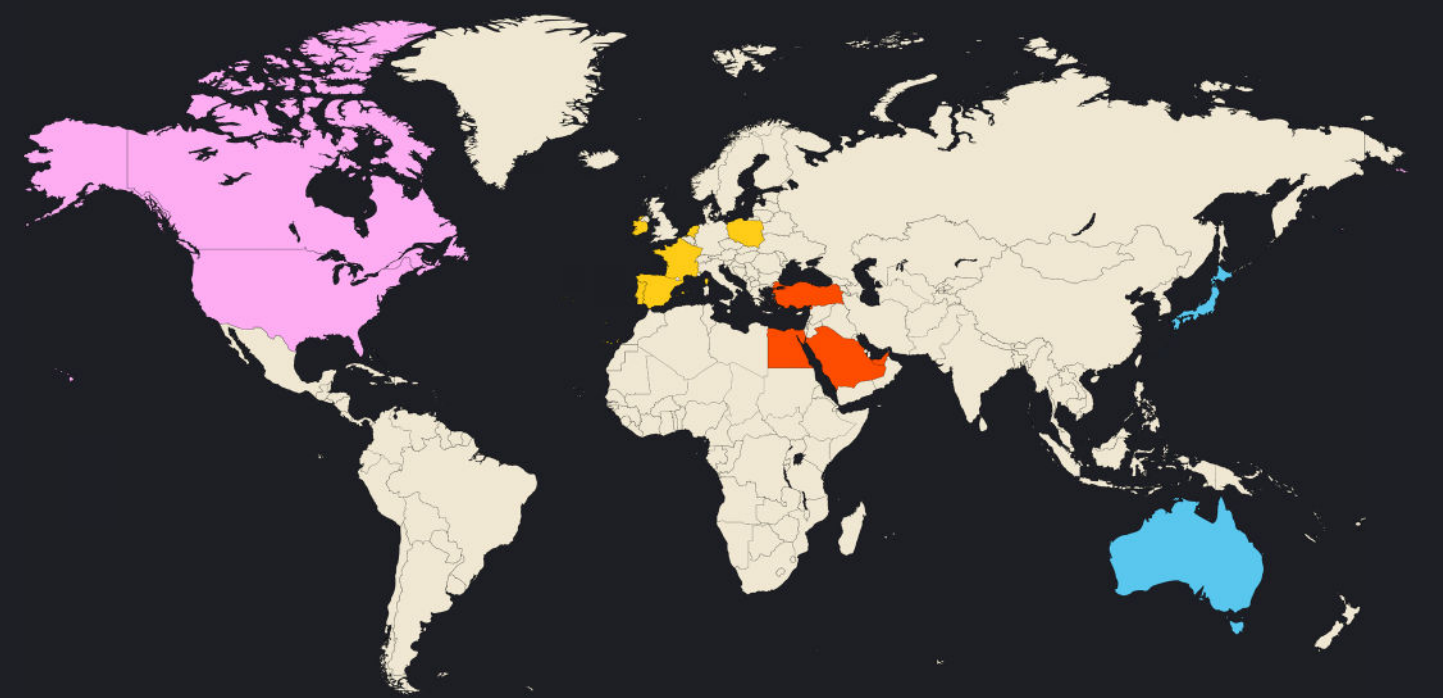
# 30%

Latin Urban

TREND 5

# 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.

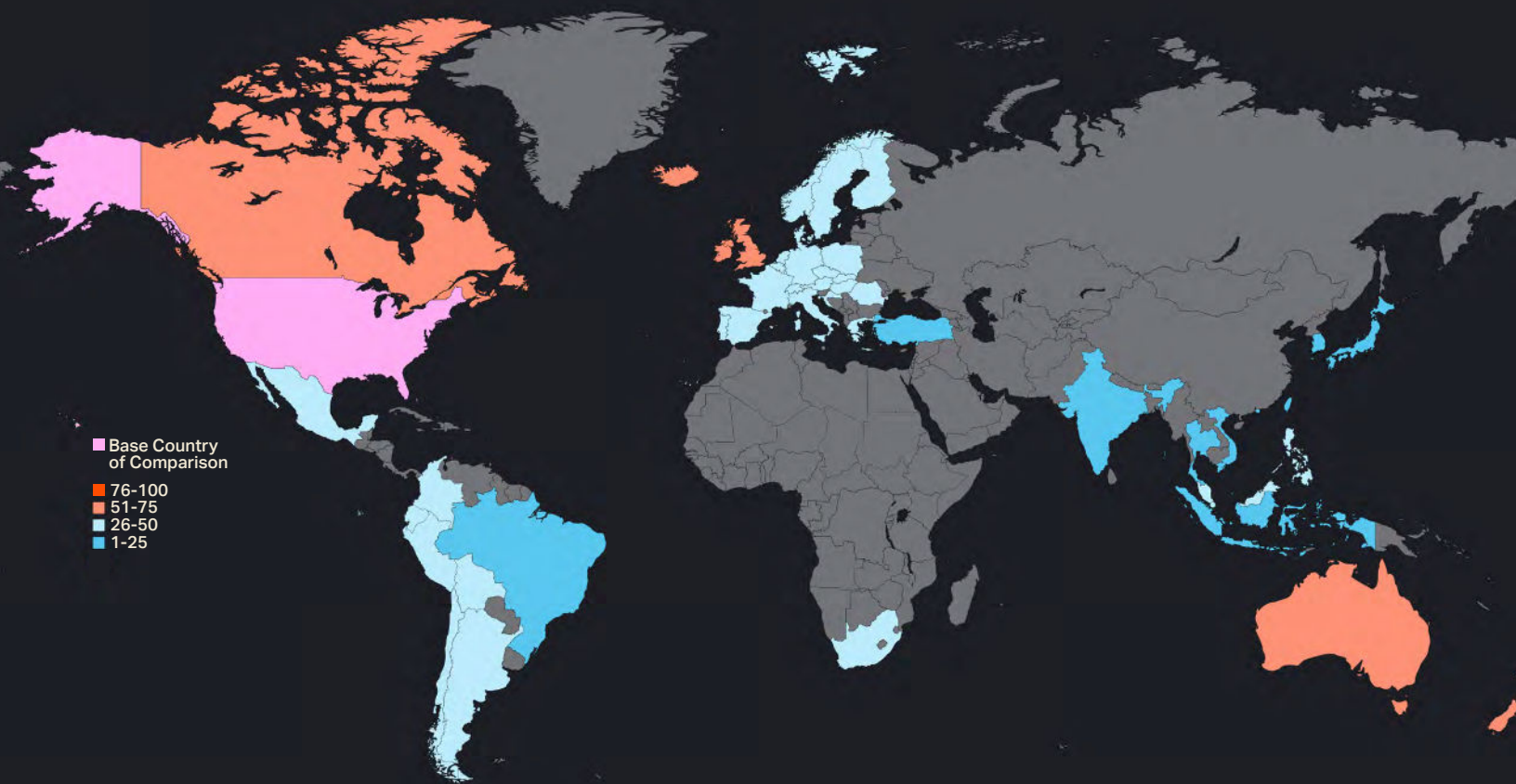
	North America		Europe						APAC		Middle East & North Africa			
	U.S.	Canada	Spain	Portugal	Ireland	Poland	Nether-lands	France	Australia	Japan	Turkey	Egypt	UAE	Saudi Arabia
Music Streaming	94%	87%	95%	94%	92%	92%	90%	85%	88%	81%	99%	95%	94%	94%
Free Streaming	82%	75%	88%	90%	80%	84%	77%	78%	74%	73%	87%	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

# United States Similarity Scores

Canada, Australia & New Zealand Have the Largest Similarity With Popular Songs in the U.S.

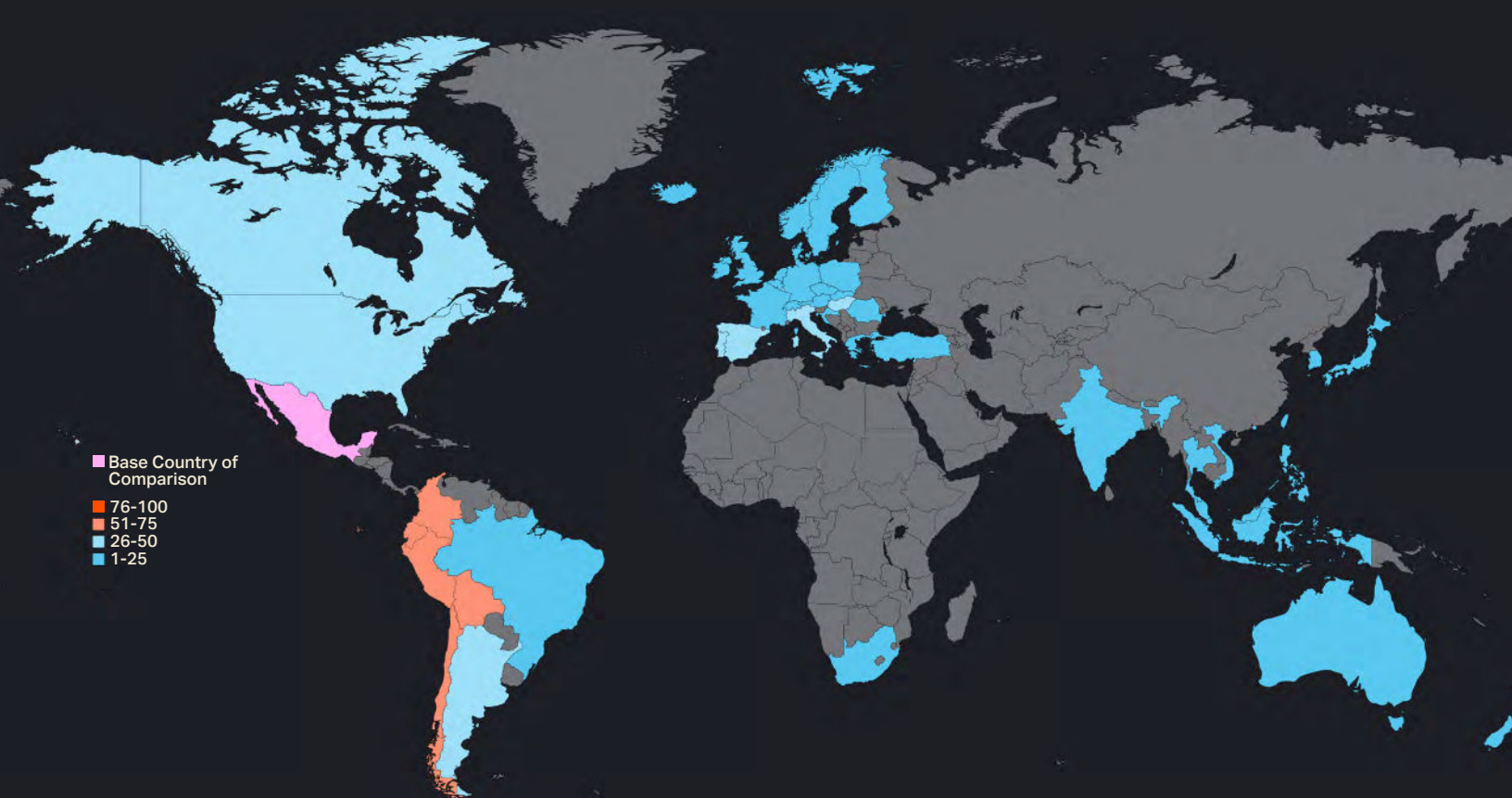


Canada	75%	Belgium	41%	Philippines	35%	Colombia	27%
Australia	62%	Sweden	40%	Romania	35%	Ecuador	27%
New Zealand	61%	Slovakia	40%	Poland	33%	Hong Kong	25%
United Kingdom	54%	Switzerland	40%	Italy	33%	Brazil	25%
Ireland	53%	Austria	39%	Chile	32%	Indonesia	22%
Iceland	52%	Finland	38%	Spain	31%	Turkey	19%
South Africa	50%	Hungary	37%	France	30%	Korea	19%
Luxembourg	45%	Singapore	37%	Mexico	30%	Thailand	19%
Norway	44%	Czech Republic	37%	Malaysia	28%	Vietnam	18%
Denmark	44%	Croatia	36%	Argentina	28%	Taiwan	18%
Portugal	43%	Greece	36%	Peru	27%	Japan	14%
Netherlands	43%	Germany	36%	Bolivia	27%	India	12%



# Mexico Similarity Scores

Mexico Has a Language Connection with Latin America —But U.S. Also Shares Hits



Bolivia  
Ecuador  
Chile  
Peru  
Colombia  
Argentina  
Spain  
United States  
Portugal  
Italy  
Luxembourg  
Hungary

58%  
58%  
56%  
55%  
54%  
49%  
43%  
30%  
29%  
27%  
26%  
26%

Canada  
Slovakia  
Switzerland  
Belgium  
Greece  
Romania  
Czech Republic  
Poland  
Croatia  
Ireland  
Netherlands  
Austria

26%  
25%  
25%  
25%  
25%  
25%  
25%  
25%  
24%  
24%  
24%  
24%

United Kingdom  
Australia  
Finland  
New Zealand  
France  
Singapore  
Iceland  
Brazil  
Philippines  
Norway  
Germany  
Sweden

24%  
24%  
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23%  
23%  
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23%  
23%  
23%  
23%

Denmark  
Malaysia  
South Africa  
Indonesia  
Hong Kong  
Turkey  
Vietnam  
Thailand  
Korea  
Taiwan  
Japan  
India

23%  
22%  
22%  
20%  
19%  
18%  
17%  
17%  
17%  
15%  
13%  
12%



U.S. 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>	<b>1.516 million</b>	202,000	344,000	1.509 billion	366.6 million
2	Bad Bunny	<i>Un Verano Sin Ti</i>	<b>1.287 million</b>	19,000	46,000	1.599 billion	155.0 million
3	Morgan Wallen	<i>Dangerous: The Double Album</i>	<b>1.216 million</b>	41,000	218,000	1.478 billion	111.7 million
4	Harry Styles	<i>Harry's House</i>	<b>1.180 million</b>	484,000	147,000	871.7 million	35.9 million
5	Gunna	<i>DS4Ever</i>	<b>0.926 million</b>	8,000	23,000	1.193 billion	64.0 million
6	The Weeknd	<i>The Highlights</i>	<b>0.873 million</b>	34,000	131,000	1.077 billion	116.5 million
7	Olivia Rodrigo	<i>SOUR</i>	<b>0.866 million</b>	217,000	73,000	877.5 million	51.5 million
8	Lil Durk	<i>7220</i>	<b>0.831 million</b>	5,000	65,000	1.042 billion	153.4 million
9	Future	<i>I Never Liked You</i>	<b>0.810 million</b>	12,000	45,000	1.014 billion	69.1 million
10	Drake	<i>Certified Lover Boy</i>	<b>0.790 million</b>	2,000	36,000	1.033 billion	55.4 million

# Top Albums

## Total Sales

	Artist	Title	Sales
1	Harry Styles	<i>Harry's House</i>	484,000
2	BTS	<i>Proof</i>	335,000
3	Olivia Rodrigo	<i>SOUR</i>	217,000
4	Adele	<i>30</i>	203,000
5	Soundtrack	<i>Encanto</i>	202,000
6	Stray Kids	<i>Oddinary</i>	173,000
7	The Weeknd	<i>Dawn FM</i>	156,000
8	Red Hot Chili Peppers	<i>Unlimited Love</i>	153,000
9	Fleetwood Mac	<i>Rumours</i>	152,000
10	TOMORROW X TOGETHER	<i>Minisode 2: Thursday's Child</i>	152,000

# Top Digital Album Sales

	Artist	Title	Sales
1	Soundtrack	<i>Encanto</i>	122,000
2	Kendrick Lamar	<i>Mr. Morale &amp; The Big Steppers</i>	43,000
3	Harry Styles	<i>Harry's House</i>	35,000
4	Soundtrack	<i>Sing 2</i>	30,000
5	The Weeknd	<i>Dawn FM</i>	25,000
6	Morgan Wallen	<i>Dangerous: The Double Album</i>	23,000
7	Adele	<i>30</i>	23,000
8	Tom MacDonald & Adam Calhoun	<i>The Brave</i>	22,000
9	Walker Hayes	<i>Country Stuff: The Album</i>	22,000
10	Red Hot Chili Peppers	<i>Unlimited Love</i>	21,000

# Top CD Album Sales

	Artist	Title	Sales
1	BTS	<i>Proof</i>	328,000
2	Stray Kids	<i>Oddinary</i>	171,000
3	Harry Styles	<i>Harry's House</i>	159,000
4	TOMORROW X TOGETHER	<i>Minisode 2: Thursday's Child</i>	150,000
5	Adele	<i>30</i>	115,000
6	Soundtrack	<i>Encanto</i>	80,000
7	The Weeknd	<i>Dawn FM</i>	77,000
8	Seventeen	<i>SEVENTEEN 4th Album: Face the Sun</i>	74,000
9	NCT 127	<i>Sticker: The 3rd Album</i>	66,000
10	ENHYPEN	<i>DIMENSION: ANSWER</i>	57,000

# Top Vinyl Album Sales

	Artist	Title	Sales
1	Harry Styles	<i>Harry's House</i>	279,000
2	Olivia Rodrigo	<i>SOUR</i>	155,000
3	Kendrick Lamar	<i>good kid, m.A.A.d city</i>	121,000
4	Fleetwood Mac	<i>Rumours</i>	121,000
5	Nirvana	<i>Nevermind</i>	84,000
6	Tyler, The Creator	<i>Call Me If You Get Lost</i>	76,000
7	Prince and The Revolution	<i>Purple Rain (Soundtrack)</i>	76,000
8	Red Hot Chili Peppers	<i>Unlimited Love</i>	75,000
9	Childish Gambino	<i>Awaken, My Love!</i>	75,000
10	Taylor Swift	<i>folklore</i>	74,000

# 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	<b>Encanto Cast<sup>1</sup></b>	"We Don't Talk About Bruno"	<b>3.616 million</b>	342.5 million	285.7 million	126,000
2	<b>Glass Animals</b>	"Heat Waves"	<b>2.780 million</b>	326.0 million	119.5 million	75,000
3	<b>Kodak Black</b>	"Super Gremlin"	<b>2.742 million</b>	338.4 million	105.7 million	27,000
4	<b>Harry Styles</b>	"As It Was"	<b>2.735 million</b>	315.7 million	78.8 million	106,000
5	<b>Lil Nas X &amp; Jack Harlow</b>	"Industry Baby"	<b>2.449 million</b>	211.5 million	296.8 million	39,000
6	<b>Jack Harlow</b>	"First Class"	<b>2.291 million</b>	273.3 million	47.1 million	85,000
7	<b>Imagine Dragons X JID</b>	"Enemy"	<b>2.146 million</b>	213.5 million	192.8 million	69,000
8	<b>The Kid LAROI &amp; Justin Bieber</b>	"Stay"	<b>2.126 million</b>	229.9 million	132.8 million	43,000
9	<b>Jessica Darrow</b>	"Surface Pressure"	<b>2.097 million</b>	216.3 million	116.4 million	74,000
10	<b>GAYLE</b>	"abcdefu"	<b>1.998 million</b>	222.4 million	83.9 million	117,000

# Top Songs: On-Demand Streaming

Audio + Video

	Artist	Song	Audio + Video Streams
1	Encanto Cast <sup>1</sup>	"We Don't Talk About Bruno"	628.2 million
2	Lil Nas X & Jack Harlow	"Industry Baby"	508.3 million
3	Glass Animals	"Heat Waves"	445.5 million
4	Kodak Black	"Super Gremlin"	444.1 million
5	Imagine Dragons X JID	"Enemy"	406.4 million
6	Harry Styles	"As It Was"	394.5 million
7	The Kid LAROI & Justin Bieber	"Stay"	362.7 million
8	Jessica Darrow	"Surface Pressure"	332.7 million
9	Jack Harlow	"First Class"	320.4 million
10	GAYLE	"abcdefu"	306.3 million

# Top Songs: On-Demand Streaming

Audio

	Artist	Song	Audio Streams
1	Encanto Cast <sup>1</sup>	"We Don't Talk About Bruno"	342.5 million
2	Kodak Black	"Super Gremlin"	338.4 million
3	Glass Animals	"Heat Waves"	326.0 million
4	Harry Styles	"As It Was"	315.7 million
5	Jack Harlow	"First Class"	273.3 million
6	Gunna & Future feat. Young Thug	"Pushin P"	246.0 million
7	The Kid LAROI & Justin Bieber	"Stay"	229.9 million
8	Future feat. Drake & Tems	"Wait For U"	227.2 million
9	GAYLE	"abcdefu"	222.5 million
10	Jessica Darrow	"Surface Pressure"	216.3 million



# Top Songs: On-Demand Streaming Video

	Artistw	Song	Video Streams
1	Lil Nas X & Jack Harlow	"Industry Baby"	296.8 million
2	Encanto Cast <sup>1</sup>	"We Don't Talk About Bruno"	285.7 million
3	Coldplay	"Hymn For the Weekend"	260.5 million
4	Imagine Dragons X JID	"Enemy"	192.8 million
5	Witt Lowry feat. Ava Max	"Into Your Arms"	184.0 million
6	Maneskin	"Beggin"	137.8 million
7	Duncan Laurence	"Arcade"	135.0 million
8	The Kid LAROI & Justin Bieber	"Stay"	132.8 million
9	Ckay	"Love Nwantiti (Ah Ah Ah)"	129.8 million
10	Glass Animals	"Heat Waves"	119.5 million

# Top Songs: Programmed Audio Streams\*

	Artist	Song	Programmed Audio Streams
1	Chris Stapleton	"Tennessee Whiskey"	83.8 million
2	Chris Stapleton	"You Should Probably Leave"	65.1 million
3	Ed Sheeran	"Shivers"	54.6 million
4	Lynyrd Skynyrd	"Sweet Home Alabama"	54.0 million
5	Creedence Clearwater Revival	"Have You Ever Seen the Rain?"	51.4 million
6	Fleetwood Mac	"Dreams"	49.8 million
7	Walker Hayes	"Fancy Like"	49.2 million
8	GAYLE	"abcdefu"	48.8 million
9	Elton John & Dua Lipa	"Cold Heart" (PNAU Remix)	48.8 million
10	Ryan Hurd w/Maren Morris	"Chasing After You"	48.6 million

# Top Digital Song Sales

	Artist	Song	Sales
1	Latto	"Big Energy"	161,000
2	Elton John & Dua Lipa	"Cold Heart" (PNAU Remix)	152,000
3	Encanto Cast <sup>1</sup>	"We Don't Talk About Bruno"	126,000
4	Walker Hayes	"AA"	118,000
5	GAYLE	"abcdefu"	117,000
6	Lizzo	"About Damn Time"	114,000
7	Harry Styles	"As It Was"	106,000
8	Cody Johnson	"Til You Can't"	106,000
9	Ed Sheeran	"Shivers"	94,000
10	Walker Hayes	"Fancy Like"	91,000

# Top Radio Songs

Based on Audience Impressions\*

	Artist	Song	Audience
1	Glass Animals	"Heat Waves"	1.676 billion
2	The Kid LAROI & Justin Bieber	"Stay"	1.668 billion
3	Adele	"Easy On Me"	1.456 billion
4	Justin Bieber	"Ghost"	1.440 billion
5	Lil Nas X	"That's What I Want"	1.378 billion
6	Latto	"Big Energy"	1.339 billion
7	Ed Sheeran	"Bad Habits"	1.244 billion
8	Ed Sheeran	"Shivers"	1.144 billion
9	Doja Cat	"Woman"	1.062 billion
10	Doja Cat	"Need to Know"	1.055 billion

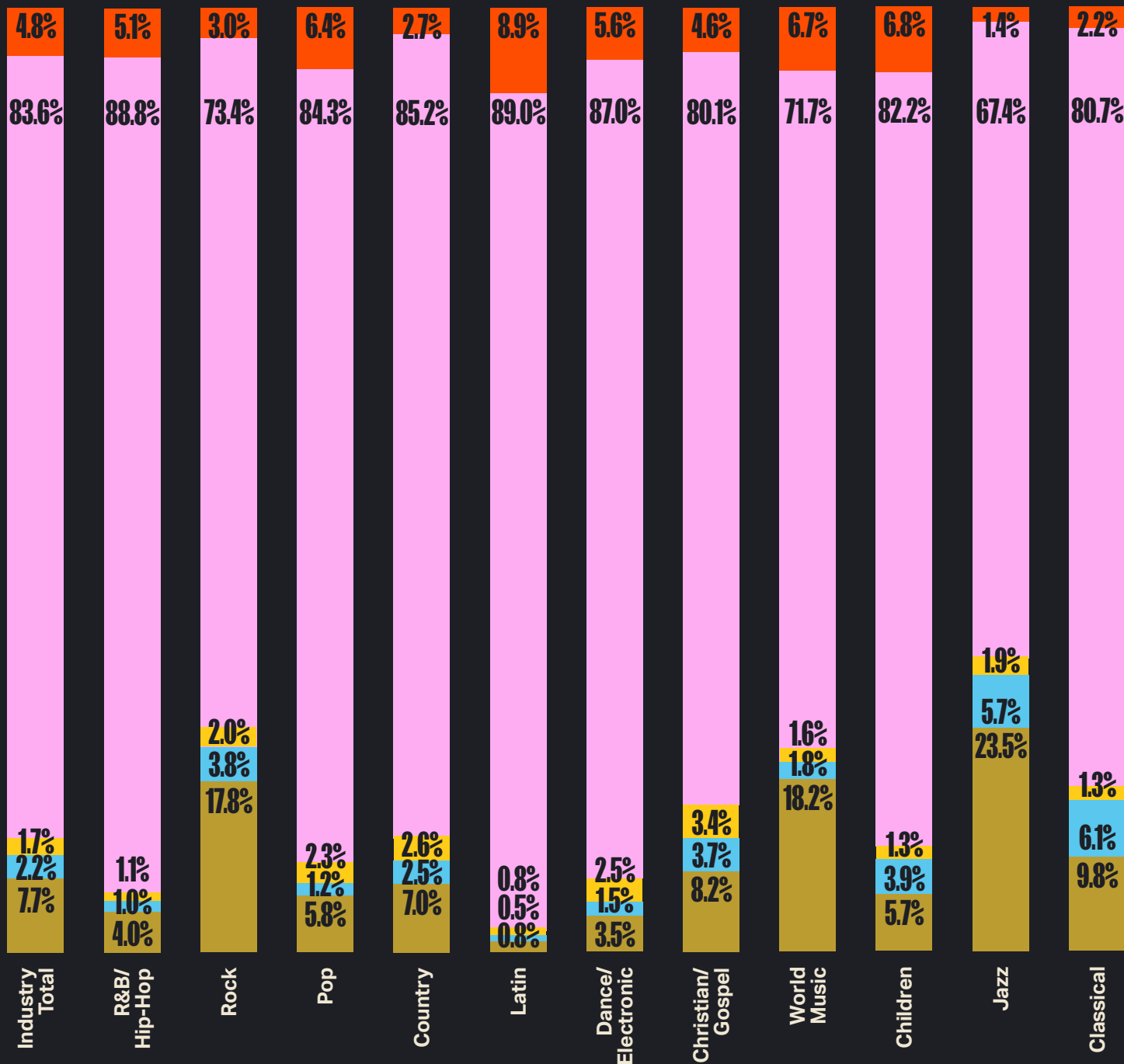
# Share of Total Volume by Format and Genre

Selected Top Genres

	Genre	Albums + TEA + SEA On-Demand	Total On-Demand Streams	On-Demand Audio Streams	On-Demand Video Streams	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales
1	R&B / Hip-Hop	27.6%	29.4%	29.5%	28.9%	14.2%	14.8%	12.1%	17.3%
2	Rock	20.0%	16.7%	17.3%	12.2%	44.0%	46.8%	34.3%	23.6%
3	Pop	12.8%	13.3%	12.8%	16.9%	9.1%	9.7%	6.7%	17.3%
4	Country	7.8%	7.3%	7.8%	4.3%	7.5%	7.0%	9.1%	12.3%
5	Latin	6.3%	7.7%	7.1%	11.7%	0.8%	0.6%	1.3%	3.0%
6	Dance / Electronic	3.4%	3.5%	3.4%	3.9%	1.7%	1.5%	2.3%	5.0%
7	World Music	2.2%	2.1%	1.9%	2.9%	4.6%	5.4%	1.8%	2.1%
8	Christian / Gospel	1.8%	1.7%	1.7%	1.7%	2.1%	1.90%	3.0%	3.6%
9	Children	1.5%	1.5%	1.5%	2.1%	1.5%	1.1%	2.8%	1.2%
10	Jazz	1.0%	0.7%	0.8%	0.3%	3.1%	3.2%	2.7%	1.2%
11	Classical	1.0%	0.9%	1.0%	0.5%	1.7%	1.3%	2.8%	0.8%

# 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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For media inquiries, please contact [press@luminatedata.com](mailto:press@luminatedata.com)

