



UNITED STATES 2022

Luminate Year-End Music Report

LUMINATE

Introduction

In early 2022, we reintroduced ourselves to the world as Luminate. Embodying this new brand identity best reflects our values for objectivity and transparency, and it also aligns with our mission to continue our role as the authoritative and most trusted source for entertainment data in this ever-evolving creative economy.

As we round out our first calendar year with that in mind, we are pleased to present our **2022 Year-End Music Report**, which provides an in-depth look at consumption trends and audience research insights with our unique expertise. As boundaries continue to be pushed both by artists and industry professionals, so has the scope of our analysis, bridging together music's expanding role as it pertains to other areas like film, TV, gaming, finance, Web3, social media and elsewhere.

Included in this report, you'll see six trend areas we identified as worth further exploration from this past year from multiple angles, and especially as they relate to future business planning. We are also pleased to present year-end Charts from our partners at Billboard, fueled by our data, to close out this year's report.

The Consumption Renaissance



While streaming continued to grow in 2022, with U.S. on-demand audio streams hitting the trillion mark for the first time ever in a single year in late November, that is only part of the year's music consumption story. Looking at the landscape over the past year, specifically how different artists across different genres

engaged with audiences to launch successful album campaigns, there's a bigger picture to take into account when it comes to consumption methods.

The year saw new albums from Taylor Swift, Beyoncé and Bad Bunny earn No. 1 positions on the Billboard 200 upon their debuts, but each artist achieved the No.1 spot through a different mix of consumption means. While Bad Bunny did it with 100% digital offerings (streaming and digital albums) for his album *Un Verano Sin Ti*, only 55% of the first-week consumption numbers for Beyoncé's *Renaissance* were digital and only 38% the first-week consumption numbers for Taylor Swift's *Midnights* were digital. Notably, Swift's physical product offerings made up 62% through multiple vinyl and CD offerings for fans, and *Midnights* sold 575K vinyl products in its first week, breaking a record previously set by Harry Styles in May. Swift also achieved 1.58 million equivalent albums upon the first seven days of release, marking it the biggest release week in seven years.



Fanalytics



In Luminate's Fall 2022 Music 360 Research Report, we introduced the U.S. Music Listeners Market Segmentation. It is a first of its kind for this audience, acting as an analytical tool that groups like-minded consumers into distinct groups and enables us to gain richer insights into each group's behaviors, thoughts, and opinions. We've identified five different types of music listeners in the U.S. based on broad behaviors and attitudes, and they are as follows: The Enthusiast, The Devotee, The Radio Rocker, The Cool Kid, and The Ghost Listener.

In the following report, we share some insights into how these five types of music listeners behave, and how they engage with some of 2022's most popular album releases. For example, The Enthusiast, who is more likely to be male and Gen X, listened to Beyoncé's new album as much as they listened to Taylor Swift's new album this year.

Gen Z, Music, and Money



As Gen Z becomes more and more powerful, influencing the market with their consumption habits, all eyes were on their behaviors this past year. According to Luminate's Fall 2022 Music 360 Research Report, Gen Z music listeners in the U.S. spend +21% more time weekly with music than listeners from any other generation. Much of that time is spent discovering music on streaming services like Spotify, Apple, and YouTube and on short-form video platforms and apps like TikTok. In fact, Gen Z is more likely to discover music on both sources than the average listener by 13% and 19%, respectively.

Gen Z's consumption behaviors are only just a part of their story. They are also willing to spend money to support their favorite artists, especially when it comes to merch as they expressed a desire for their favorite artists to offer more merch as an opportunity to show support by +30% more than the average music listener in the U.S. And overall, they spend +18% more money on music monthly than the average U.S. music listener, fueling sales for vinyl record-breaking weeks by Harry Styles and Taylor Swift this year.

In the following report, we dive deeper into Gen Z's other music-related behaviors, what causes are important to them, and what their favorite genres are.

From Sync on Screen to Growth in Streams



The Kate Bush – *Stranger Things* story earned major headlines this past summer, when streams for Bush's music grew by over 20,000% after her song "Running Up That Hill (A Deal With God)" appeared in an episode of the Netflix series. But that's just a very notable example of a building trend in the discovery or re-discovery of music on streaming platforms.

Other scripted shows like *Euphoria* have contributed to major consumption increases to music from newer artists, while catalog artists saw increases from creative on-screen partnerships. For example, when *Elton John Live: Farewell From Dodger Stadium* streamed on Disney+, during the tracking week ending November 24, 2022, Elton John's music showed significant week-over-week gains in his primary artist streaming catalog and radio airplay in the U.S. In fact, on-demand streams (audio and video combined) for his *Diamonds* album were up 15% during that week, while his physical album sales were up 160%.

In the following report, we unpack how 2022 unveiled the power of the right on-screen syncs and partnerships.

Sweet Caroline, Sweet Catalog Sale! Unpacking The Valuation Behind Those Big-Figure Music Deals



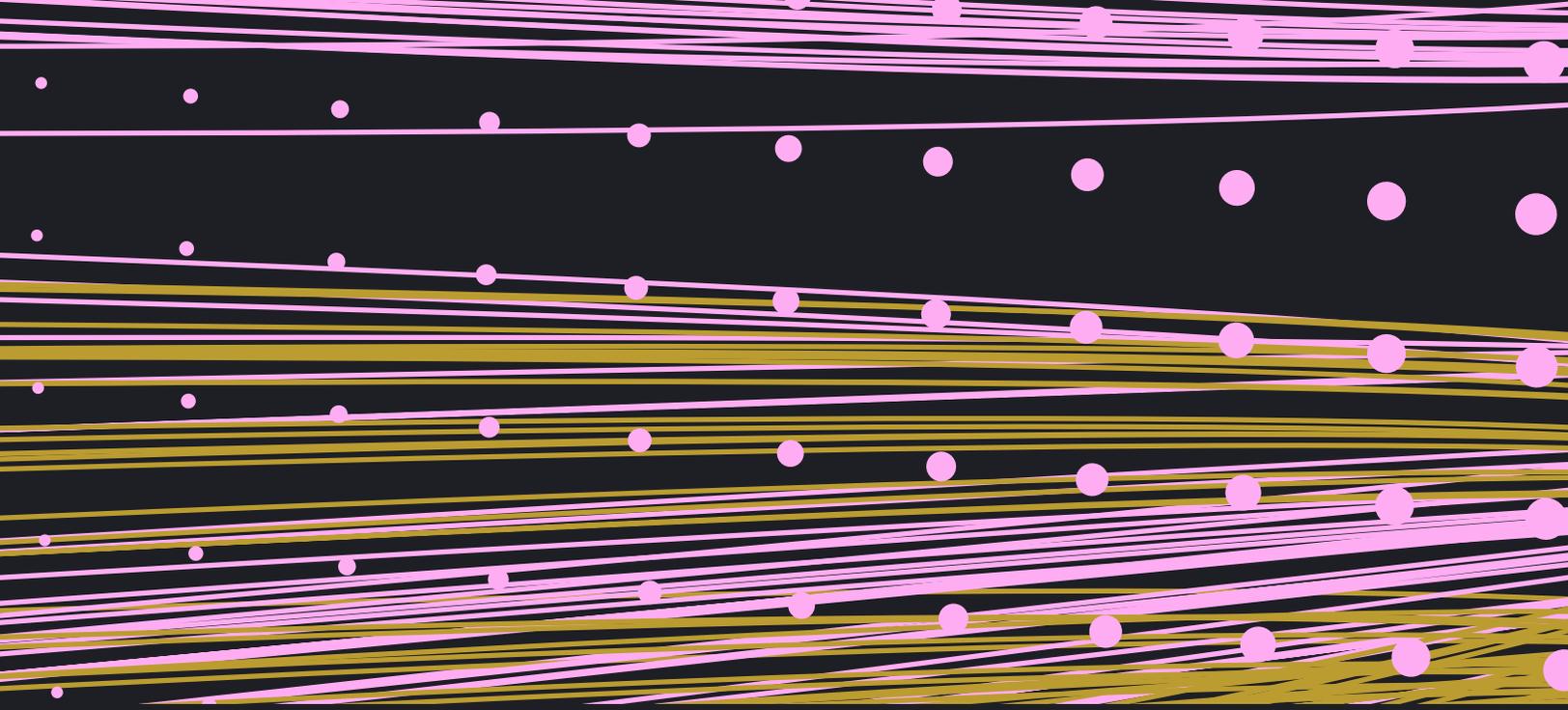
The multi-million dollar sales of high-profile catalogs continued to make the news in 2022, with contemporary pop stars like Justin Timberlake, and music legends like Phil Collins and Neil Diamond earning high figures for their repertoires. But what do financial analysts look at to determine the value of that music?

In the following report, we take a look at how interest rates, streaming performance, and more, affect those price tags, and how the marketplace can change accordingly.

Global Outlook



This past year saw music's continued global growth, with worldwide overall streaming consumption growing by 25.6% over 2021. And while we know that Coldplay's "Hymn for the Weekend" had the most total combined audio and video streams globally in 2022, was that a hit song in the most countries? In this report we are pleased to introduce Luminate's new Global Hit Score, which highlights songs which have achieved top popularity on a multi-country level. Read on to check out the top-scoring global songs of 2022, along with an explanation of our methodology.



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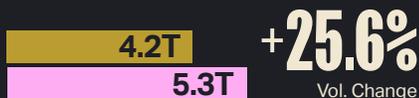
U.S. 2022

The Year in Metrics

12/31/21-12/29/22 (As Compared To 1/1/21-12/30/21)

GLOBAL METRICS ■ 2021† ■ 2022†

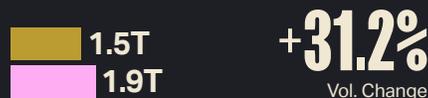
Total On-Demand Song Streams (Audio + Video)



On-Demand Audio Song Streams



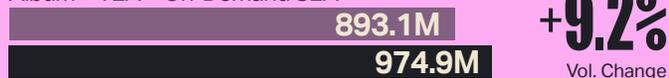
On-Demand Video Song Streams



U.S. METRICS ■ 2021 ■ 2022

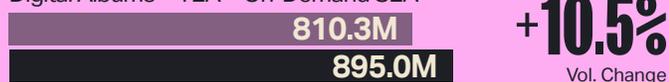
Total Album Consumption

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

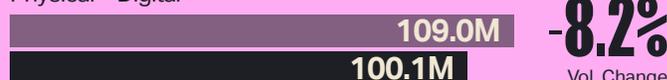


Digital Track Sales



Total Album Sales

Physical + Digital



Digital Album Sales



Physical Album Sales



CD Album Sales



Vinyl LP Sales



Cassette Sales

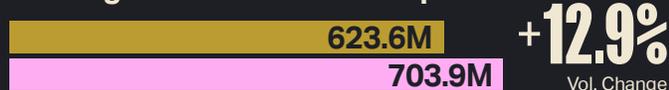


U.S. CATALOG** VS. CURRENT CONSUMPTION ■ 2021 ■ 2022

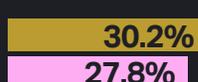
Catalog Share



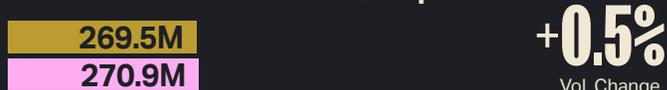
Catalog Total Album Consumption



Current Share



Current Total Album Consumption



TREND 1

The Consumption Renaissance

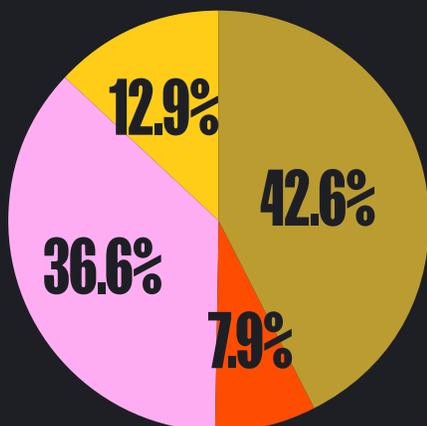
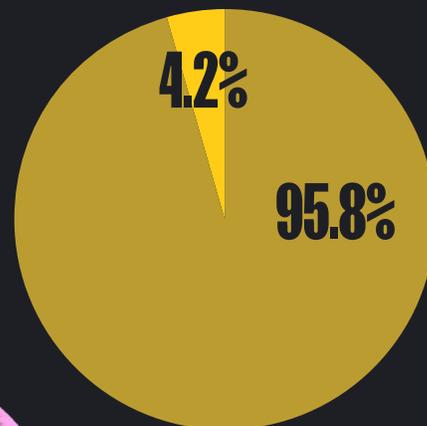
CONSUMPTION MIX FIRST WEEK OF RELEASE

■ Streaming Equivalents ■ Digital Albums ■ CDs ■ Vinyl ■ Cassettes

273K

Total First Week Equivalents

Bad Bunny scores No. 1 Billboard 200 album purely from digital consumption offerings – streaming and digital album sales



332K

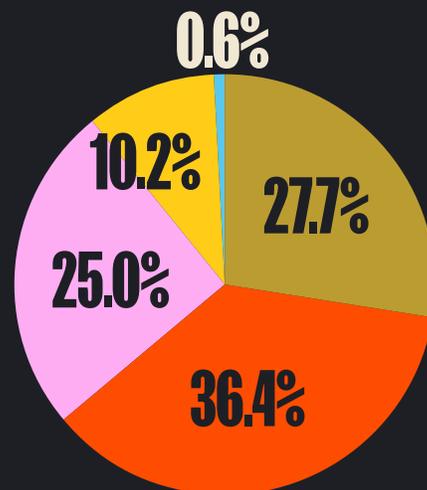
Total First Week Equivalents

Beyoncé sells over 190k albums (vinyl, CD, digital) in first week for 57% album share

1.58M

Total First Week Equivalents

Taylor Swift breaks single-week vinyl sales record with 575k units on way to 1.58m equivalent units and biggest album release in 7 years in the U.S.



How Genre Listeners are Consuming Music Content

Consumption Methods More Likely To Be Used By Genre Listeners



Listening To CDs



Listening to AM/FM Radio



Listening to Vinyl Records/LPs



Streaming Audio Songs Online



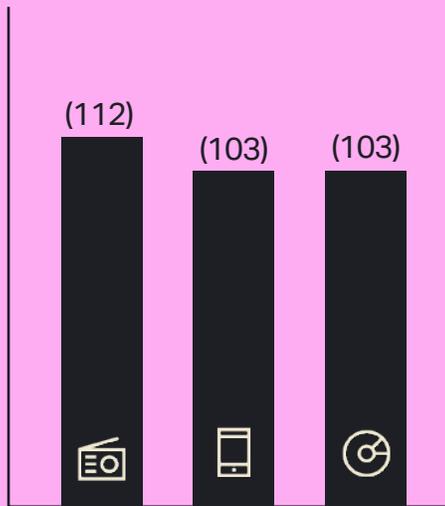
Streaming Music Videos Online



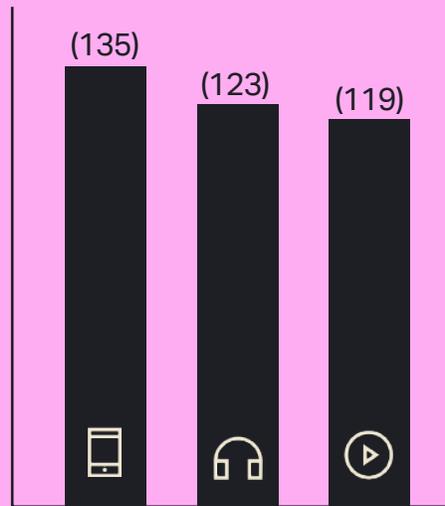
Watching Short Music Video Clips On Social Sites

READ AS: HIP-HOP/RAP LISTENERS ARE 35% MORE LIKELY TO WATCH SHORT MUSIC VIDEO CLIPS ON SOCIAL SITES COMPARED TO THE AVERAGE MUSIC LISTENER

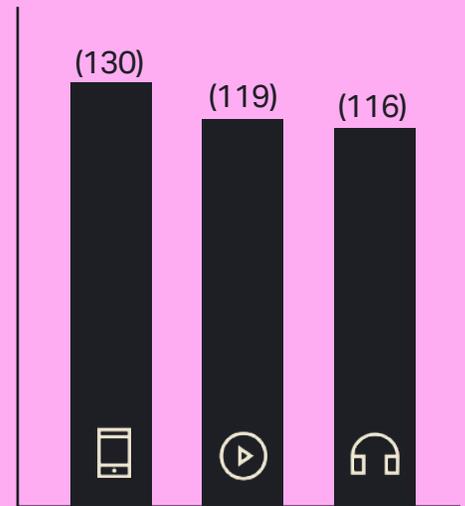
COUNTRY



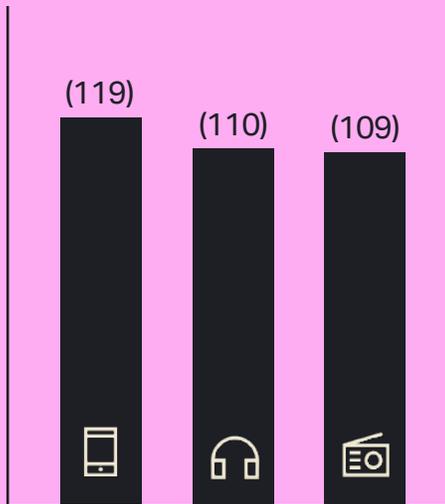
HIP-HOP/RAP



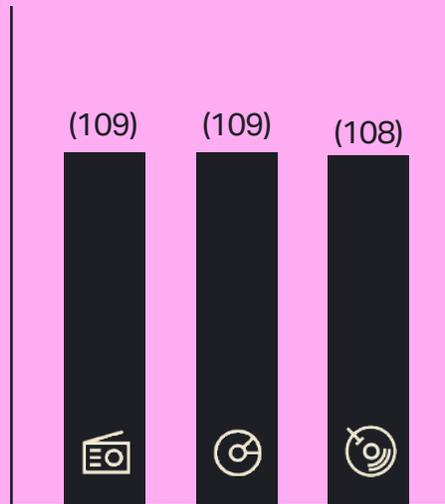
LATIN



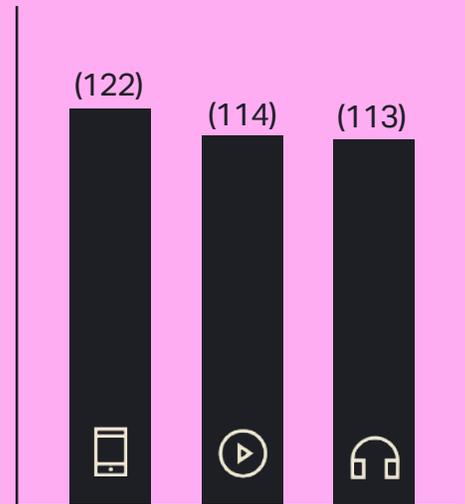
POP



ROCK



R & B

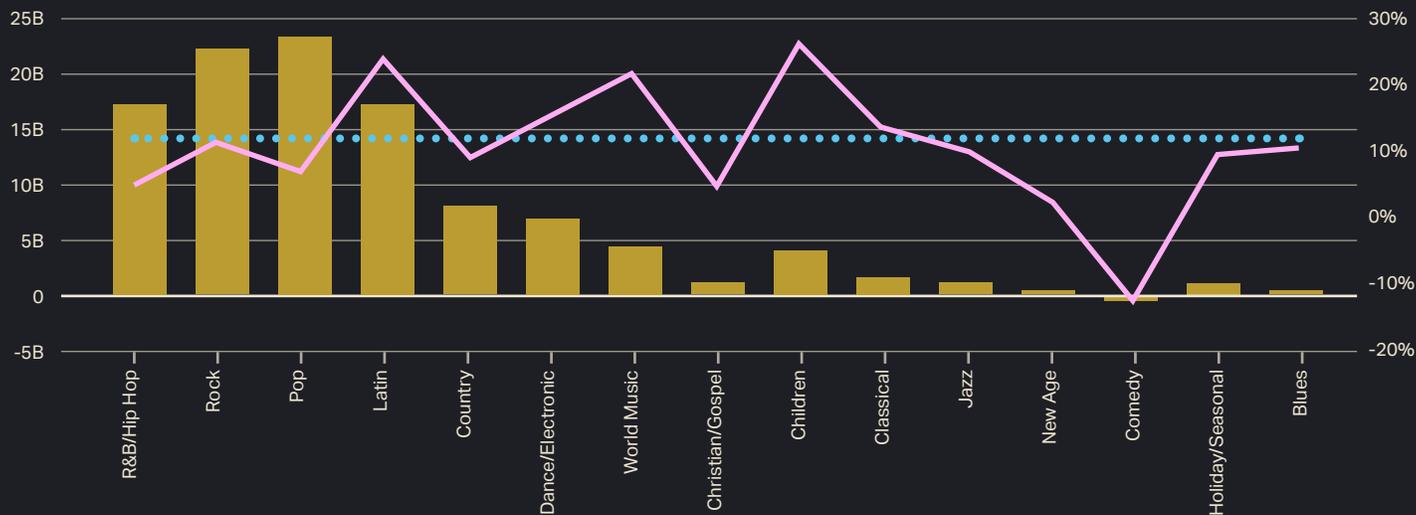




Latin, Children, World, Dance/Electronic, Classical Genres Grow Faster Than the Pace of the Industry

Total On-Demand (Audio + Video) Genre Growth vs. Industry

■ 2022 Volume Change ■ 2022 % Change ■ 12.2% Total On-Demand Industry Growth Rate



AFROBEATS & K-POP LISTENERS HELP DRIVE WORLD GENRE GROWTH

+554%

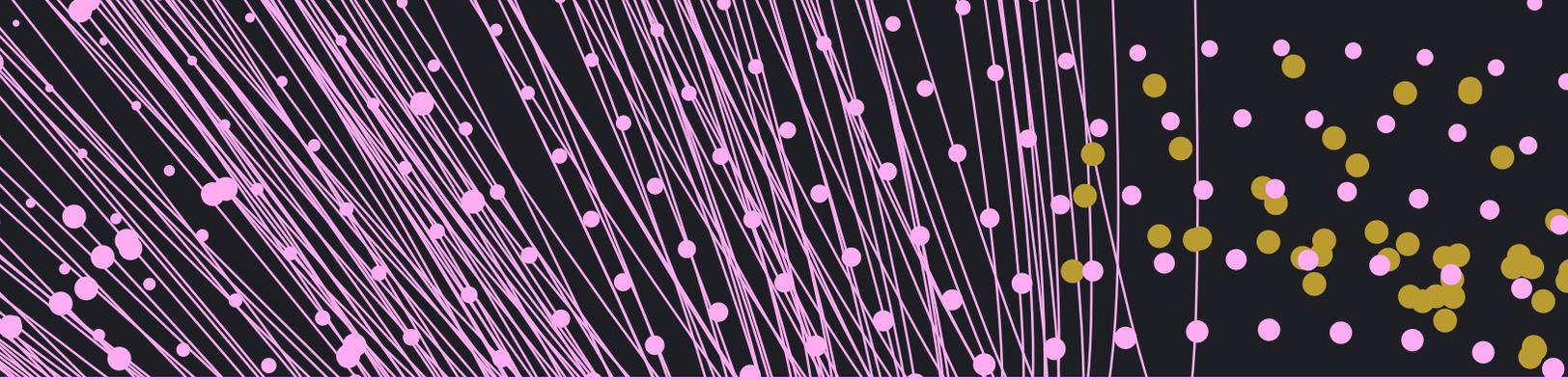


Afrobeats Listeners in the US are 554% more likely than the average US Music Listener to use Bandcamp

+227%



K-Pop Listeners in the US are 227% more likely than the average US Music Listener to listen to EDM



1/14



Nearly 1 in every 14 Latin audio / video streams since its release is a song from

Bad Bunny's *Un Verano Sin Ti* album (7% of total Latin on-demand streams in the U.S. since 5/6/22)



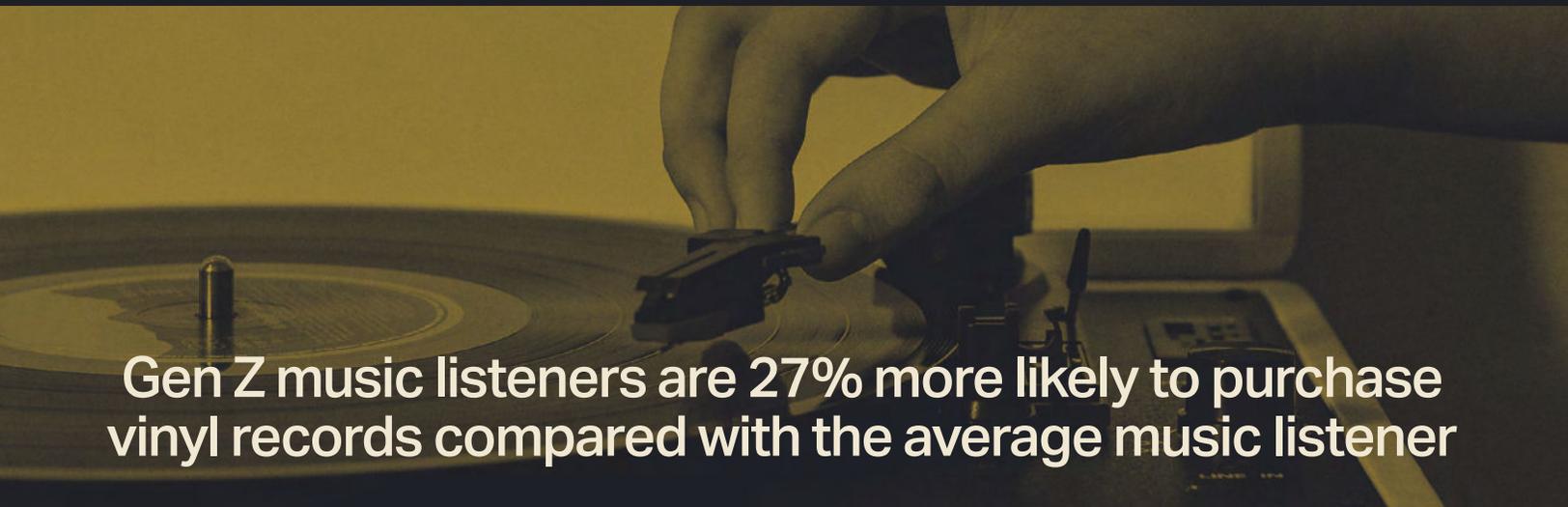
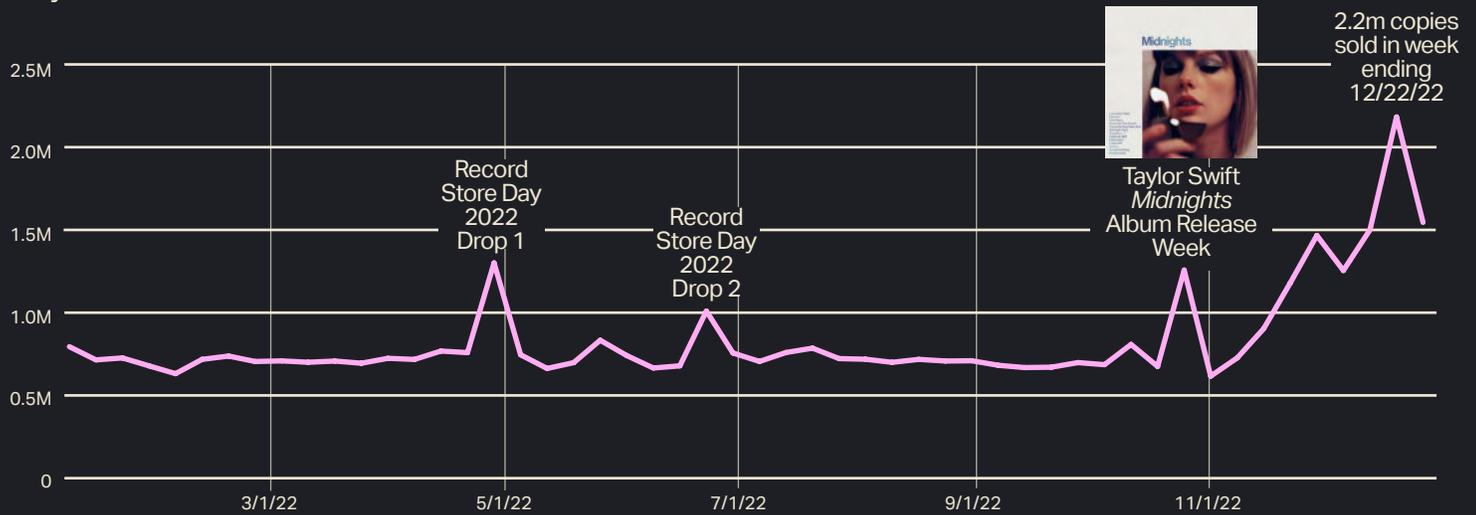
1/7

More than 1 in 7 Children's audio / video streams in 2022 is a song from *Encanto* (15% of total Children's on-demand streams in 2022)

VINYL IN 2022

Record Store Days, Taylor Swift Album Launch and Holiday Period Drive Biggest Sales Weeks

Vinyl Week Over Week



Gen Z music listeners are 27% more likely to purchase vinyl records compared with the average music listener

50%

(+194% higher likelihood than average music listeners)



Vinyl buyers own a record player

+109%



Vinyl buyers spend more money on music monthly

+26%



Hip-Hop/Rap fans are 26% more likely to buy merch online from a separate retail brand

+31%



Country fans are 31% more likely to buy merch at an in-person music event



Rock fans are 38% more likely to buy merch at an in-person music event *and* 30% more likely to buy online from a separate retail brand



Music is an emotional art. Knowing what moods drive fans to listen and the causes they care about can help artists form deeper bonds with their fanbase.

Top U.S. Music Listening Moods



Causes That Fans Care About

Hip-Hop/Rap Fans Care Most About

1	Mental Health
2	Racial Justice
3	Homelessness/Poverty

Rock and Country Fans Both Care Most About

1	Mental Health
2	Animal Welfare
3	Homelessness/Poverty

Latin Fans Care Most About

1	Mental Health
2	Homelessness/Poverty
3	Climate Change

TREND 2

Fanalytics

LUMINATE MUSIC FANALYTICS

In the first of its kind, Luminate introduces Music Fanalytics, a segmentation of the U.S. Music Listener Market. The entire U.S music-listening market is broadly divided into five key segments and each of them represents unique groups of music listeners:



The Enthusiast



The Devotee



The Radio
Rocker



The Cool Kid

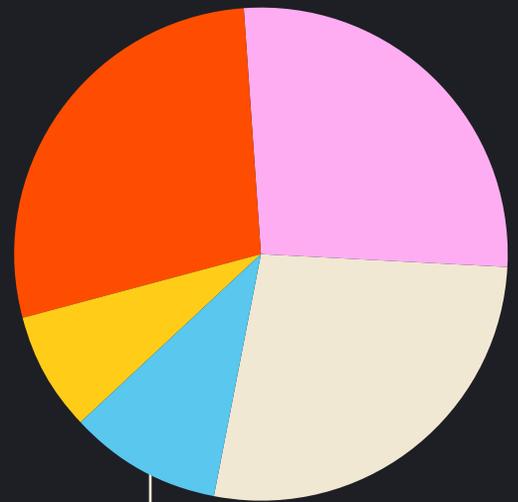


The Ghost
Listener



Meet The Enthusiast

Compared with Listeners in Other Segments the Enthusiast is more likely to ...



10%

The Enthusiast represents 10% of music listeners

Be male
Belong to Gen X
Be higher income, \$75,000+
Spend more money on music monthly*
Be planning to attend live music this year*
Engage with video music content, physical music* monthly
Pay for music streaming (audio/video)
Engage with sports* , play video games* , & engage in esports



Meet The Devotee

Compared with Listeners in Other Segments
the Devotee is more likely to ...

Be male*

Belong to **Gen X***

Be **LGBTQ+**

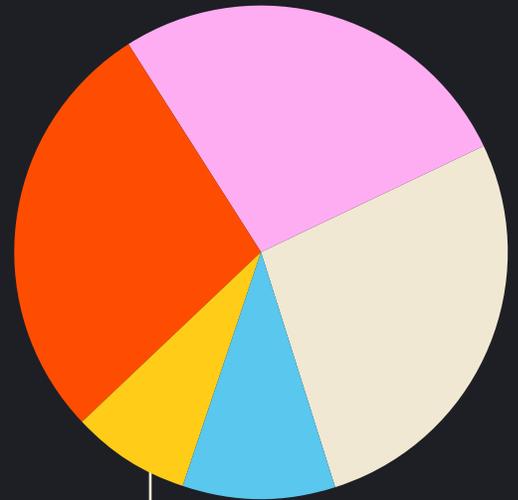
Spend the **most time with music** weekly

Engage with **video music content, physical music*** monthly

Stream music for free (audio/video)

Listen to **24 of 25 top genres**

Attend **live events, watch movies, listen to podcasts,**
& use **short vid clips***



8%

The Devotee
represents
8% of music
listeners



Meet The Radio Rocker

Compared with Listeners in Other Segments
the Radio Rocker is more likely to ...

Be female*

Belong to the **Boomer** or **Silent** generations

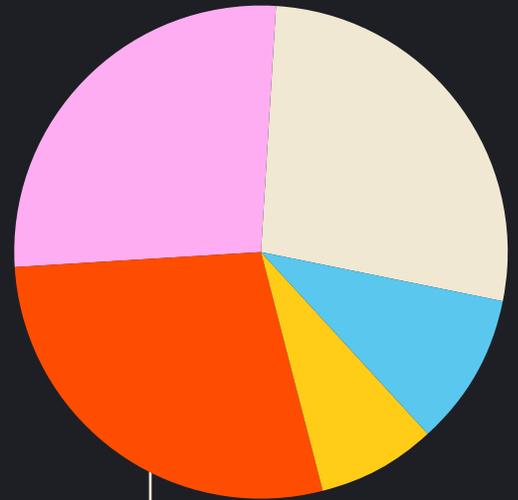
Be **Caucasian/White**

Live in the **Midwest***

Listen to **AM/FM radio**

Cook food for leisure & **watch television***

Stream music only for free (audio/video)



28%

The Radio Rocker
represents
28% of music
listeners



Meet The Cool Kid

Compared with Listeners in Other Segments
the Cool Kid is more likely to ...

Be female*

Belong to **Gen Z** or **Millennials**

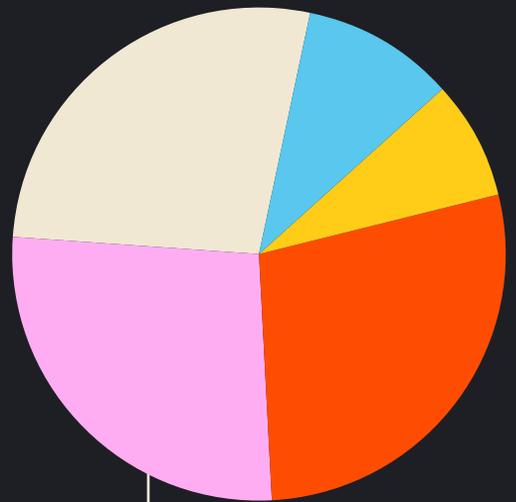
Live in the **South**

Be **African American/Black**

Listen to **Hip-Hop/Rap, R&B** monthly

Stream music for free (audio/video)

Use **Snapchat** monthly*



27%

The Cool Kid
represents
27% of music
listeners



Meet The Ghost Listener

Compared with Listeners in Other Segments the Ghost Listener is more likely to ...

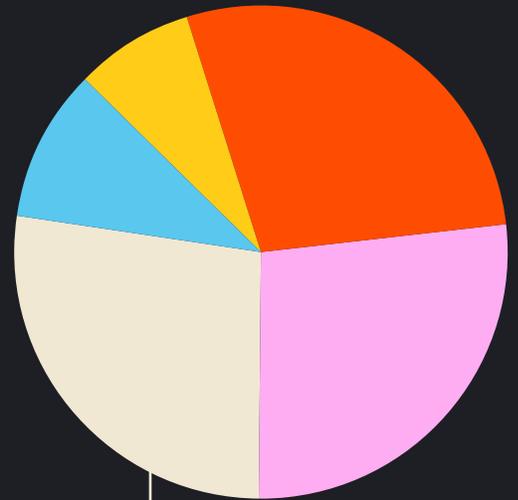
Be less demographically differentiated

Speak **more than one language** (in addition to English)

Not plan to attend live music in the coming year*

Stream music only via **premium services**

Have **less defined & engaged patterns** in music listening behaviors



27%

The Ghost Listener represents 27% of music listeners

FANALYTICS BEHAVIORS

Each Luminate Music Fanalytics group / segment tends to have unique listening characteristics and behaviors that are specific to them. Here is a brief summary of those behaviors — along with a handful of songs that these superfans might enjoy.



While **Enthusiasts** tend to listen to a wide variety of genres, they are significantly more likely to listen to “classic” genres like Americana, Holiday and Jazz music. While these genres aren’t

their favorite / top genres, listen carefully to these songs / artists that demonstrate how these sub-preferences influence Enthusiasts’ finer music behaviors:

- BoyWithUke, “Two Moons”
- MUNA, “Silk Chiffon” (feat. Phoebe Bridgers)
- Breland, “Praise the Lord”
- MIKA, “Lollipop”
- Nessa Barrett, “La di die”



Devotees, like the Enthusiasts, also listen to a number of genres, while still having unique interests that set them apart. Devotees tend to be at the forefront of “what’s next” — tuning into emerging genres like Afropop, EDM &

World Music at significantly higher rates. See how these preferences translate into songs and artists they listen to (Björk’s inclusion is broadly indicative of their avant-garde preferences):

- Rosalía, “Despechá”
- Fireboy DML, “All Of Us (Ashawo)”
- Disclosure, “Omen” (feat. Sam Smith)
- Björk, “Human Behaviour”
- Amaarae, “SAD GIRLS LUV MONEY (remix)” (feat. Moliy)



Pistol Annies

Bruce Springsteen



Radio Rockers enjoy Classic Rock, Country and other genres that established themselves decades ago — but that doesn't mean they're averse to new releases. We've found that Radio Rockers still tune in to new artists, so long as they embody the same Classic Rock ethos (with modern Country / Rock / Pop fusion acts being an example, which they tend to gravitate towards):

- Bruce Springsteen, "Born to Run"
- Guns 'n Roses, "Welcome to the Jungle"
- Little Big Town, "Boondocks"
- Foreigner, "Urgent"
- Pistol Annies, "Hell on Heels"



Ghost Listeners – by nature of being under the radar – tend to listen to fewer genres (and at lower rates) than other audience segments. That said, they tend to listen to K-pop, Latin and other World genres at similar rates to listeners overall. These trends are evident when we asked these listeners which artists they like. A few examples of songs / artists that Ghost Listeners might enjoy include:

- LE SSERAFIM, "Fearless"
- Rauw Alejandro, "Todo de Ti"
- Galantis & JVKE, "Dandelion"
- Mark Tuan, "Last Breath"
- Kygo & Whitney Houston, "Higher Love"



Galantis

Kygo



Nirvana

Doja Cat



The Cool Kids are responsible for many of the top-charting artists of the last decade, as they were more likely to adopt streaming services and other digital tech that influenced top hits from the last decade. They're much more engaged with Hip-Hop and R&B than any other audience, but will still tune into other artists or genres as long as it strikes the same chords:

- Kendrick Lamar, "m.A.A.d city"
- Doja Cat, "Say So"
- Summer Walker, "Playing Games" (feat. Bryson Tiller)
- Future, "Life Is Good" (feat. Drake)
- Nirvana, "Smells Like Teen Spirit"

TREND 3

Gen Z, Music, and Money

GEN Z MUSIC BEHAVIORS & PREFERENCES*

+19%

More time with music weekly

+10%

More money on music monthly



+31% of Gen Z wish artists provided more merch options so they can show their support

Gen Z is More Likely to Discover Music Via:

+61%



Short Video Clips on Social Video Websites / Apps

+30%



Video / Audio Music Streaming Services

+25%



Social Media Websites / Apps

Gen Z Is More Likely To Use These Social Networks In A Typical Month

+105%



Snapchat

+67%



TikTok

+37%



Instagram



Compared to the general population, Gen Z is more interested in playing video games (+35%) and watching short-form video (+26%). On the other hand, Gen Z is less interested in listening to the radio (-21%).

Causes Gen Z Cares Most About

1

Mental Health

2

Animal Welfare

3

Homelessness/
Poverty

4

Climate Change

5

Racial Justice



WEB3 / GAMING

59%

of Gen Z aware of the Metaverse are interested in it

+42%

Gen Z is +42% more likely to be gamers compared to the general population

Gen Z is +30% more interested in Memes as NFTs when compared to the total NFT interested population

Nearly 90% of Gen Z gamers use a gaming console

+50%

Gen Z gamers are more likely to use a **VR headset for gaming** compared to the total gaming population

+69%

Gen Z gamers are more likely to be interested in **Sandbox games** compared to the total gaming population



TREND 4

From Sync on Screen to Growth in Streams

Why Are Syncs Driving Music Discovery?

Music Discovery (Index to General Population)



Hip-Hop Listeners

Movies	30% (120)
TV	28% (97)



Country Listeners

TV	31% (103)
Movies	28% (112)

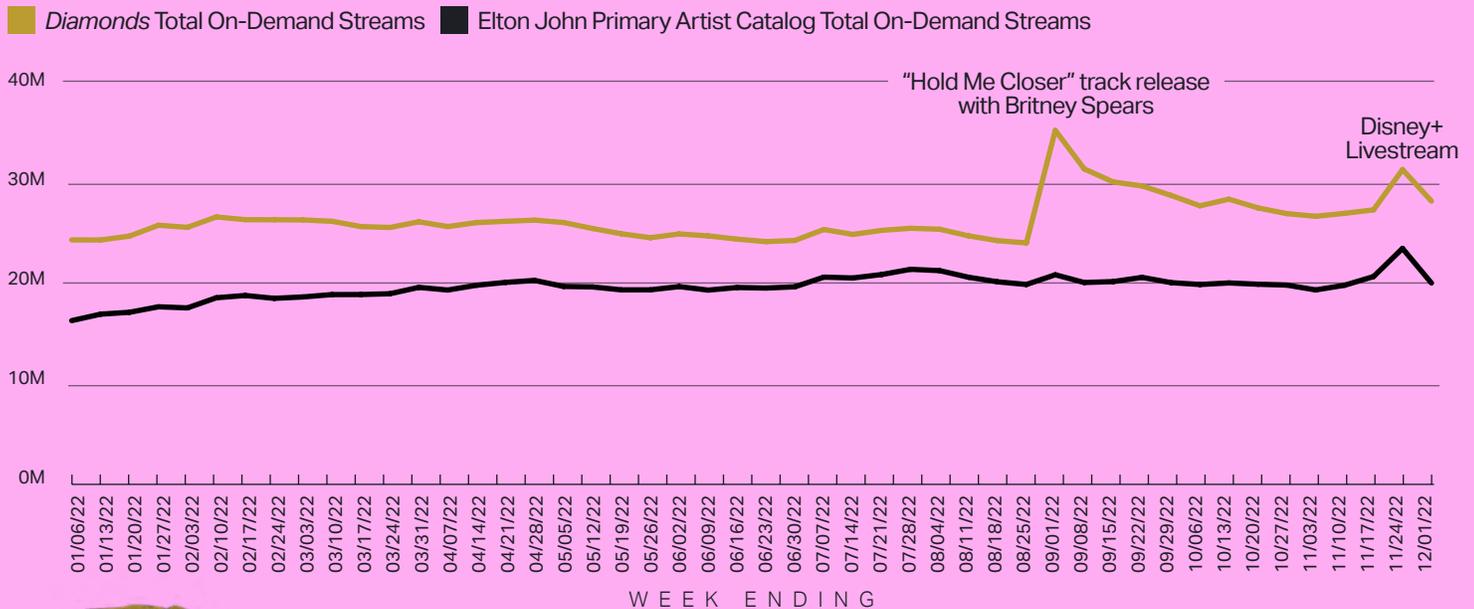


Rock Listeners

Movies	31% (124)
TV	31% (103)

Elton John Livestream with Disney+

Elton John Live: Farewell From Dodger Stadium on Disney+ livestream on 11/20/22 drove total on-demand streaming gains of *Diamonds* album (+4.1m streams WOW) and the Elton John catalog (+2.9m streams WOW)



Elton John and Disney+ make a great partnership because Rock is the #1 genre for Disney+ users and is either the #1 or #2 genre for all generations

	#1 Genre	#2 Genre
Gen Z	Hip-Hop/Rap	Rock
Millennials	Hip-Hop/Rap	Rock
Gen X	Rock	Hip-Hop/Rap
Boomers	Rock	Oldies

Euphoria On-Demand Streaming Syncs: Labrinth

■ Labrinth Catalog Total On-Demand Streams



Labrinth

+37%

In the week ending 12/29/22, Labrinth's primary artist catalog continues to stream 37% more than it did the week before the *Euphoria* show premiere on 1/9/22

Labrinth On-Demand Comparison with 2021



#1

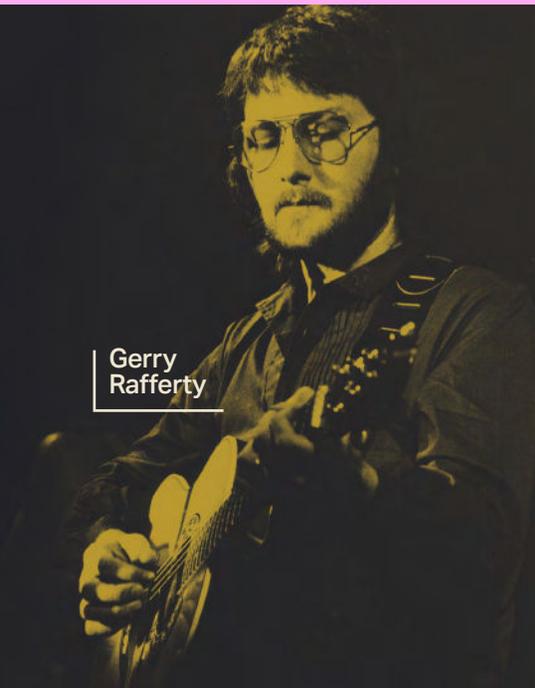
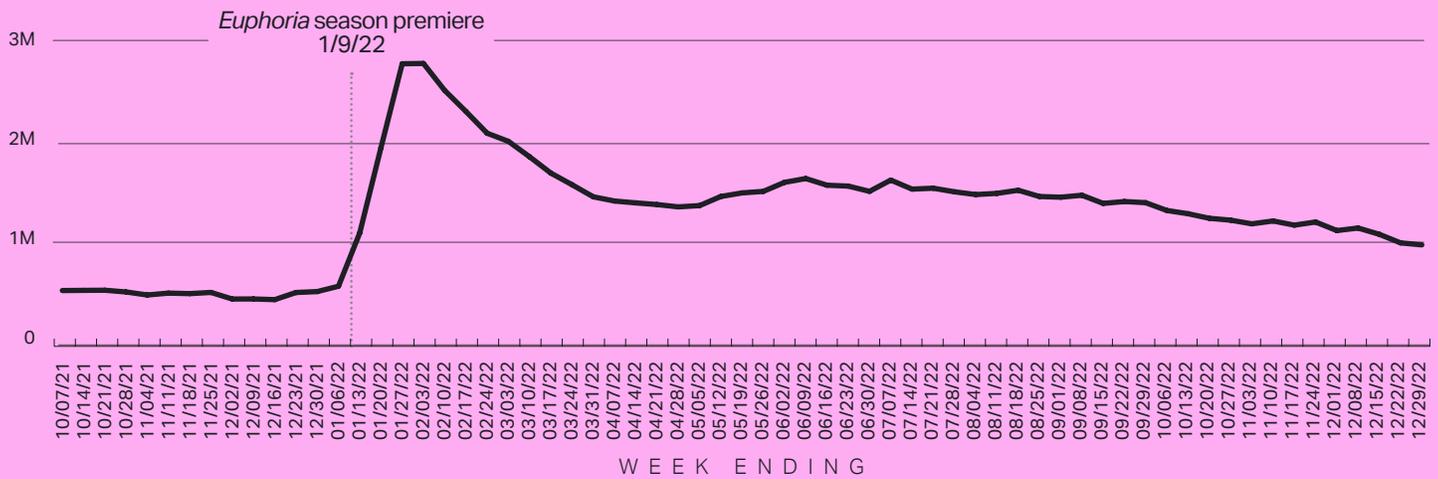


Rock is the #1 genre for HBO Max users

	#1 Genre	#2 Genre
Gen Z	Hip-Hop/Rap	Rock
Millennials	Hip-Hop/Rap	Rock
Gen X	Rock	Hip-Hop/Rap/Top 40/Pop/R&B
Boomers	Rock	Oldies

Euphoria On-Demand Streaming Syncs: Gerry Rafferty

Gerry Rafferty's "Right Down the Line" Total On-Demand Streams



Gerry Rafferty

+68%

In the week ending 12/29/22 Gerry Rafferty's 1978 hit "Right Down the Line" continues to stream 68% more than it did the week before the *Euphoria*

51.7m

The *Euphoria* sync has driven 51.7m more streams of "Right Down the Line" in 2022 than 2021

"Right Down the Line" On-Demand Comparison with 2021



TREND 5

Sweet Caroline Sweet Catalog Sale!

Unpacking The
Valuation Behind Those
Big-Figure Music Deals

CATALOG VALUATION

What Makes Music Such An Attractive Investment?

1

Music royalties generate cash flow on the first day of ownership

2

Because royalties are a cash-flow generating asset, they can be leveraged by the owner to acquire more assets

3

New global opportunities arise as streaming expands into emerging markets

THE BIGGEST CATALOG DEALS TO DATE



EST. UP TO
\$600M

Bob Dylan (2021)

Est. \$500-600m through two separate deals with Universal Music Publishing and Sony Music for publishing and master recordings

EST.

\$500M

Bruce Springsteen (2021)

Est. \$500m through two deals with Sony Music for publishing and master recordings

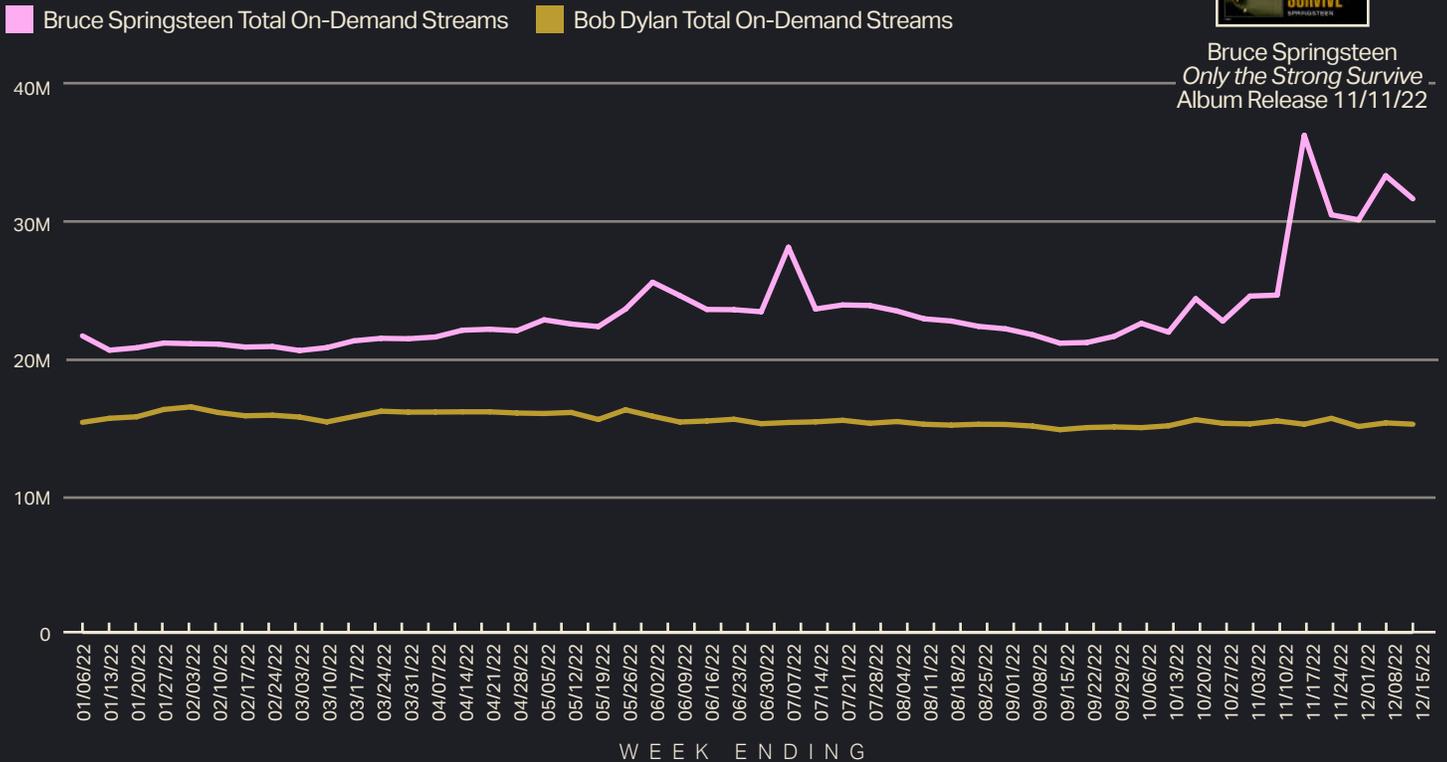


Bruce Springsteen vs. Bob Dylan in 2022

Bruce Springsteen's week-over-week streaming shows the opportunities brought to investors with a new album release, while Bob Dylan's streaming demonstrates the consistency and predictability investors look for in a catalog, as it showed <1% in period change through 2022



Bruce Springsteen
Only the Strong Survive
Album Release 11/11/22



Additional Deal Points to Consider

In addition to streaming activity, investors are also paying attention to other factors like:

RIGHTS

- Future Recording Project Royalties
- Name, Image and Likeness
- Song Publishing

POTENTIAL FUTURE MARKETING TENTPOLES

- Brand Partnerships
- Sync Opportunities
- Biopic
- Biography / Autobiography
- Museum Exhibit

EFFECT OF INTEREST RATES

- Macroeconomic conditions are increasing interest rates after a period of lower interest, creating an environment where financing is now more expensive to secure than it has been in recent years. This change in rising interest rates will test investors in this space and there are likely to be fewer exorbitant offers

TREND 6

Global Outlook

Global Hit Score: What Is It?

A song's total global stream volume is one measure of popularity, but this single figure does not illustrate global reach. Luminate has calculated a song's Global Hit Score — a metric by which to measure a song's popularity by both streaming volume and geographic breadth. Luminate's Global Hit Score is a mix of 1) volume of streams 2) rank of the song in each country 3) and the streaming size of the country. The maximum possible score is 100, which would be achieved if a song was ranked #1 in every country. The higher the number, the more widespread the success of the song.



Lil Nas X
and Jack
Harlow

Songs with the Highest Global Hit Score in 2022

65.3

Lil Nas X and
Jack Harlow,
"Industry
Baby"

54.0

Coldplay,
"Hymn for the
Weekend"

53.5

Harry Styles,
"As It Was"

53.4

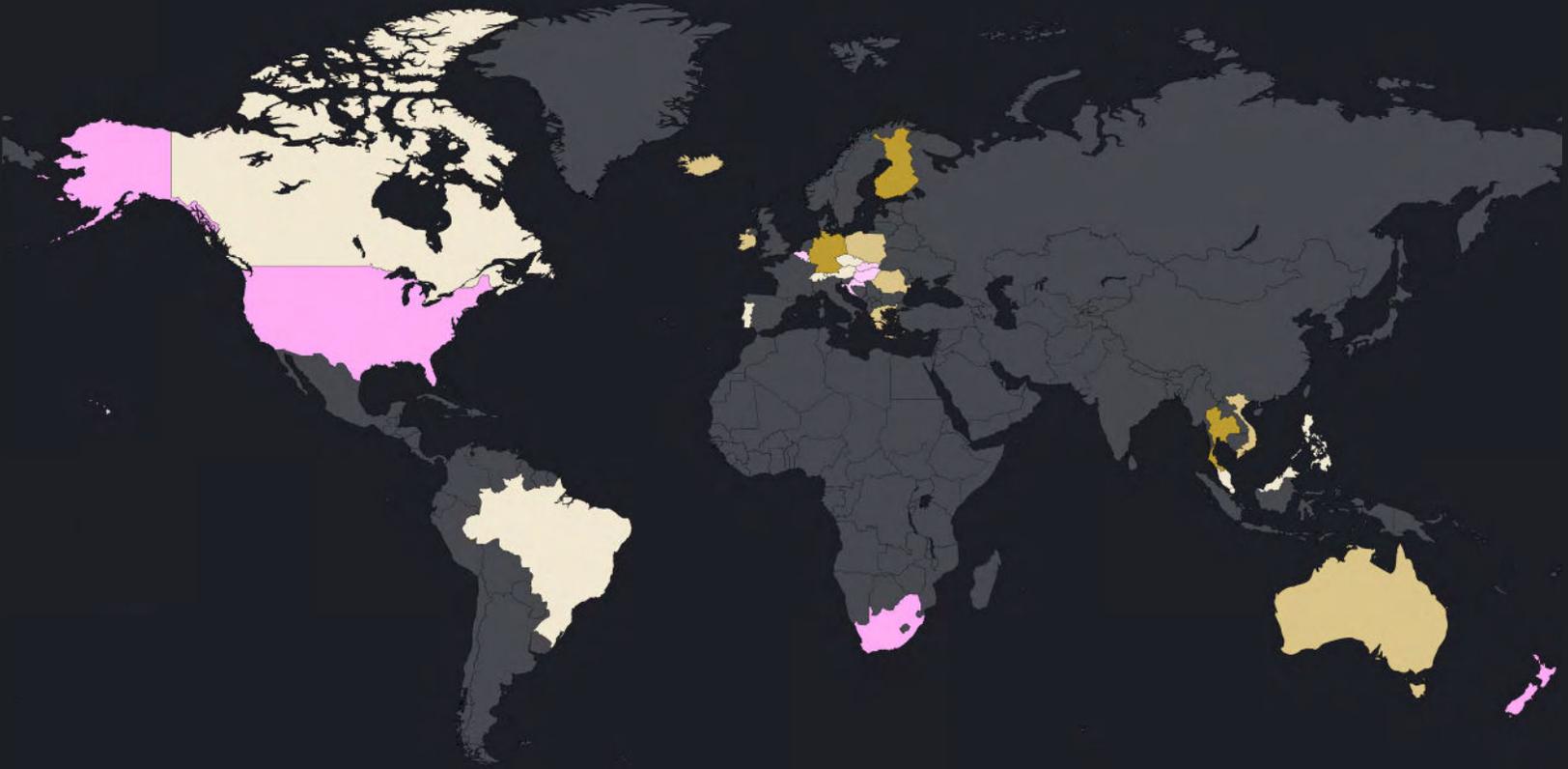
Glass Animals,
"Heat Waves"

47.0

Imagine Dragons
x JID, "Enemy"

GLOBAL HIT SCORE

Lil Nas X & Jack Harlow, "Industry Baby"



2022 Song Rank Per Country

(Rank by Total On-Demand Streaming, 2022)

#1.

New Zealand
South Africa
United States

#2.

Belgium
Croatia
Hungary
Slovakia

#3.

Austria
Brazil
Canada
Czech Republic
Luxembourg
Malaysia
Philippines
Portugal
Singapore
Switzerland

#4.

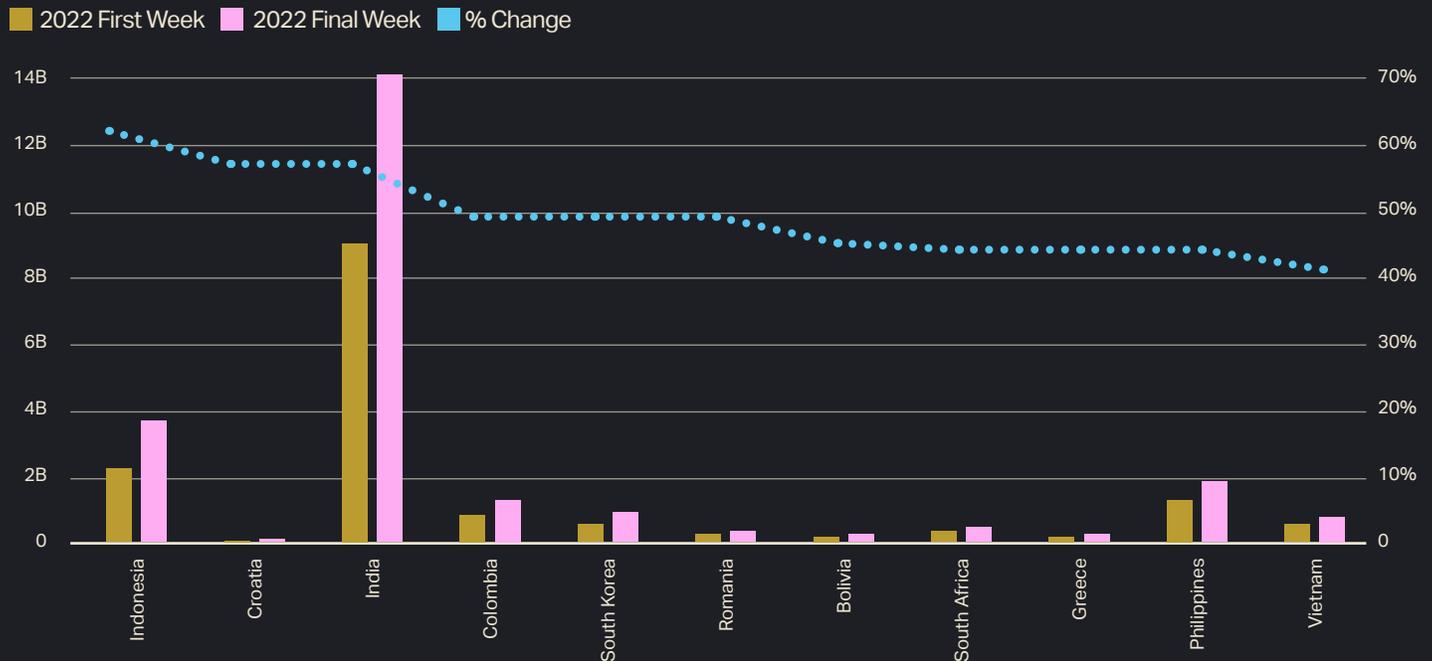
Australia
Greece
Iceland
Ireland
Poland
Romania
Vietnam

#5.

Finland
Germany
Thailand

Fastest-Growing International Markets

Volume and % Change of Total On-Demand Streams



90%

of Music Listeners in **Indonesia**¹ consume music via **video streaming** platforms in a typical month

69%

of Music Listeners in the **Philippines**¹ consume music via **short video clip** platforms in a typical month

How Fans in Different Regions Consume Music

MUSIC CONSUMPTION METHODS	NORTH AMERICAN AVERAGE (U.S., Canada)	MIDDLE EAST & AFRICA AVERAGE (S. Africa, Saudi Arabia, UAE, Turkey)	EUROPE AVERAGE (Netherlands, Poland, Spain, France, Ireland, Portugal, UK, Germany, Italy)	ASIA-PACIFIC AVERAGE (Australia, Japan, S. Korea, Indonesia, Malaysia, Vietnam, Thailand, Philippines, India)	LATIN AMERICA AVERAGE (Mexico, Brazil, Colombia, Chile, Argentina)
Streaming Music Videos Online	61%	80%	66%	76%	83%
Listening to AM/FM Radio	61%	57%	65%	51%	63%
Streaming Audio Songs Online	57%	69%	62%	64%	76%
Watching Short Music Video Clips on Social Sites	32%	65%	38%	50%	53%
Listening to CDs	31%	43%	45%	33%	40%
Listening to Vinyl Records/LPs	12%	17%	13%	10%	10%

U.S. 2022

Year-End 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	Bad Bunny	<i>Un Verano Sin Ti</i>	3.400 million	70,000	148,000	4.266 billion	383.8 million
2	Taylor Swift	<i>Midnights</i>	3.294 million	1.8 million	680,000	1.791 billion	63.1 million
3	Morgan Wallen	<i>Dangerous: The Double Album</i>	2.405 million	92,000	398,000	2.915 billion	220.3 million
4	Harry Styles	<i>Harry's House</i>	2.204 million	757,000	294,000	1.836 billion	73.6 million
5	The Weeknd	<i>The Highlights</i>	1.879 million	64,000	229,000	2.366 billion	229.1 million
6	Soundtrack	<i>Encanto</i>	1.839 million	226,000	381,000	1.870 billion	415.9 million
7	Future	<i>I Never Liked You</i>	1.460 million	23,000	71,000	1.829 billion	175.9 million
8	Olivia Rodrigo	<i>SOUR</i>	1.438 million	354,000	100,000	1.478 billion	82.3 million
9	Lil Durk	<i>7220</i>	1.357 million	6,000	85,000	1.710 billion	257.0 million
10	Drake	<i>Certified Lover Boy</i>	1.317 million	3,000	50,000	1.730 billion	86.1 million

Top Albums

Total Sales (Physical + Digital)

	Artist	Title	Sales
1	Taylor Swift	<i>Midnights</i>	1,818,000
2	Harry Styles	<i>Harry's House</i>	757,000
3	BTS	<i>Proof</i>	422,000
4	Olivia Rodrigo	<i>SOUR</i>	354,000
5	Beyoncé	<i>Renaissance</i>	335,000
6	Fleetwood Mac	<i>Rumours</i>	310,000
7	Adele	<i>30</i>	296,000
8	Kendrick Lamar	<i>good kid, m.A.A.d city</i>	278,000
9	Michael Jackson	<i>Thriller</i>	236,000
10	TOMORROW X TOGETHER	<i>Minisode 2: Thursday's Child</i>	229,000

Top Digital Album Sales

	Artist	Title	Sales
1	Taylor Swift	<i>Midnights</i>	219,000
2	Soundtrack	<i>Encanto</i>	131,000
3	Beyoncé	<i>Renaissance</i>	63,000
4	Kendrick Lamar	<i>Mr. Morale & The Big Steppers</i>	47,000
5	Harry Styles	<i>Harry's House</i>	47,000
6	Morgan Wallen	<i>Dangerous: The Double Album</i>	46,000
7	Soundtrack	<i>Sing 2</i>	43,000
8	Bad Bunny	<i>Un Verano Sin Ti</i>	32,000
9	Luke Combs	<i>Growin' Up</i>	31,000
10	The Weeknd	<i>Dawn FM</i>	28,000

Top CD Album Sales

	Artist	Title	Sales
1	Taylor Swift	<i>Midnights</i>	640,000
2	BTS	<i>Proof</i>	413,000
3	TOMORROW X TOGETHER	<i>Minisode 2: Thursday's Child</i>	227,000
4	Harry Styles	<i>Harry's House</i>	219,000
5	Stray Kids	<i>Oddinary</i>	204,000
6	TWICE	<i>Between 1&2: 11th Mini Album</i>	199,000
7	Stray Kids	<i>Maxident</i>	177,000
8	ENHYPEN	<i>Manifesto: Day 1</i>	173,000
9	Beyoncé	<i>Renaissance</i>	163,000
10	NCT 127	<i>2 Baddies</i>	148,000

Top Vinyl Album Sales

	Artist	Title	Sales
1	Taylor Swift	<i>Midnights</i>	945,000
2	Harry Styles	<i>Harry's House</i>	480,000
3	Olivia Rodrigo	<i>SOUR</i>	263,000
4	Kendrick Lamar	<i>good kid, m.A.A.d city</i>	254,000
5	Fleetwood Mac	<i>Rumours</i>	243,000
6	Tyler The Creator	<i>Call Me If You Get Lost</i>	211,000
7	Taylor Swift	<i>folklore</i>	174,000
8	Tyler The Creator	<i>IGOR</i>	172,000
9	Michael Jackson	<i>Thriller</i>	169,000
10	The Beatles	<i>Abbey Road</i>	160,000

Top Cassette Sales

	Artist	Title	Sales
1	Soundtrack	<i>Vol. 2 Guardians of the Galaxy</i>	17,000
2	Taylor Swift	<i>Midnights</i>	14,000
3	Soundtrack	<i>Guardians of the Galaxy: Awesome Mix Vol 1</i>	13,000
4	Harry Styles	<i>Harry's House</i>	11,000
5	Billie Eilish	<i>Happier Than Ever</i>	8,000
6	Soundtrack	<i>Marvel's Guardians of the Galaxy: Cosmic Mix Vol. 1</i>	8,000
7	Nirvana	<i>Bleach</i>	7,000
8	Bo Burnham	<i>Inside (The Songs)</i>	5,000
9	Bad Bunny	<i>YHLQMDLG</i>	5,000
10	Ghost	<i>Impera</i>	5,000

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	Harry Styles	"As It Was"	5.199 million	609.7 million	153.8 million	183,000
2	Glass Animals	"Heat Waves"	4.592 million	528.7 million	229.3 million	99,000
3	Encanto Cast ¹	"We Don't Talk About Bruno"	4.362 million	421.8 million	325.5 million	139,000
4	Future feat. Drake & Tems	"Wait for U"	4.080 million	507.9 million	94.8 million	39,000
5	Lil Nas X & Jack Harlow	"Industry Baby"	4.023 million	315.6 million	561.7 million	52,000
6	Bad Bunny & Chencho Corleone	"Me Porto Bonito"	3.816 million	471.4 million	94.0 million	30,000
7	Kodak Black	"Super Gremlin"	3.784 million	471.2 million	138.7 million	33,000
8	Bad Bunny	"Titi Me Pregunto"	3.684 million	451.1 million	100.4 million	40,000
9	Jack Harlow	"First Class"	3.646 million	433.9 million	91.3 million	118,000
10	The Kid LAROI & Justin Bieber	"Stay"	3.492 million	362.2 million	260.2 million	55,000

Top Songs: On-Demand Streaming

Audio + Video

	Artist	Song	Audio + Video Streams
1	Lil Nas X & Jack Harlow	"Industry Baby"	877.3 million
2	Harry Styles	"As It Was"	763.4 million
3	Glass Animals	"Heat Waves"	758.1 million
4	<i>Encanto</i> Cast ¹	"We Don't Talk About Bruno"	747.3 million
5	Imagine Dragons X JID	"Enemy"	627.6 million
6	The Kid LAROI & Justin Bieber	"Stay"	622.4 million
7	Kodak Black	"Super Gremlin"	609.9 million
8	Future feat. Drake & Tems	"Wait for U"	602.7 million
9	Bad Bunny & Chencho Corleone	"Me Porto Bonito"	565.4 million
10	Bad Bunny	"Titi Me Pregunto"	551.6 million

Top Songs: On-Demand Streaming

Audio

	Artist	Song	Audio Streams
1	Harry Styles	"As It Was"	609.7 million
2	Glass Animals	"Heat Waves"	528.7 million
3	Future feat. Drake & Tems	"Wait for U"	507.9 million
4	Bad Bunny & Chencho Corleone	"Me Porto Bonito"	471.4 million
5	Kodak Black	"Super Gremlin"	471.2 million
6	Bad Bunny	"Tito Me Pregunto"	451.1 million
7	Jack Harlow	"First Class"	433.9 million
8	<i>Encanto</i> Cast ¹	"We Don't Talk About Bruno"	421.8 million
9	Steve Lacy	"Bad Habit"	421.1 million
10	Zach Bryan	"Something in the Orange"	406.8 million

Top Songs: On-Demand Streaming

Video

	Artistw	Song	Video Streams
1	Lil Nas X & Jack Harlow	"Industry Baby"	561.7 million
2	Coldplay	"Hymn For the Weekend"	434.5 million
3	J. Cole feat. Amber Coffman	"She Knows"	353.3 million
4	<i>Encanto</i> Cast ¹	"We Don't Talk About Bruno"	325.5 million
5	AJR	"World's Smallest Violin"	321.0 million
6	Imagine Dragons X JID	"Enemy"	307.6 million
7	Witt Lowry feat. Ava Max	"Into Your Arms"	304.5 million
8	Duncan Laurence	"Arcade"	282.2 million
9	The Kid LAROI & Justin Bieber	"Stay"	260.2 million
10	Panic! At The Disco	"House of Memories"	242.3 million

Top Songs: Programmed Audio Streams*

	Artist	Song	Programmed Audio Streams
1	Chris Stapleton	"Tennessee Whiskey"	144.3 million
2	Chris Stapleton	"You Should Probably Leave"	121.4 million
3	Morgan Wallen	"Wasted On You"	121.0 million
4	Ed Sheeran	"Shivers"	98.0 million
5	Fleetwood Mac	"Dreams"	93.5 million
6	Lynyrd Skynyrd	"Sweet Home Alabama"	93.5 million
7	Creedence Clearwater Revival	"Have You Ever Seen the Rain?"	93.0 million
8	Chris Stapleton	"Joy Of My Life"	92.0 million
9	Journey	"Don't Stop Believin'"	86.4 million
10	Ryan Hurd w/Maren Morris	"Chasing After You"	86.3 million

Top Digital Song Sales

	Artist	Song	Sales
1	Taylor Swift	"Anti-Hero"	436,000
2	Lizzo	"About Damn Time"	217,000
3	Latto	"Big Energy"	206,000
4	Elton John & Dua Lipa	"Cold Heart (Pnau Remix)"	202,000
5	Kate Bush	"Running Up That Hill (A Deal With God)"	188,000
6	Harry Styles	"As It Was"	183,000
7	Nicki Minaj	"Super Freaky Girl"	172,000
8	Cody Johnson	"Til You Can't"	145,000
9	Walker Hayes	"AA"	144,000
10	Sia	"Unstoppable"	143,000

Top Radio Songs

Based on Audience Impressions*

	Artist	Song	Audience
1	Harry Styles	"As It Was"	3.001 billion
2	Glass Animals	"Heat Waves"	2.789 billion
3	The Kid LAROI & Justin Bieber	"Stay"	2.779 billion
4	Lizzo	"About Damn Time"	2.344 billion
5	Justin Bieber	"Ghost"	2.325 billion
6	Latto	"Big Energy"	2.205 billion
7	Lil Nas X	"Thats What I Want"	2.064 billion
8	Ed Sheeran	"Bad Habits"	2.060 billion
9	Adele	"Easy On Me"	1.963 billion
10	Jack Harlow	"First Class"	1.859 billion

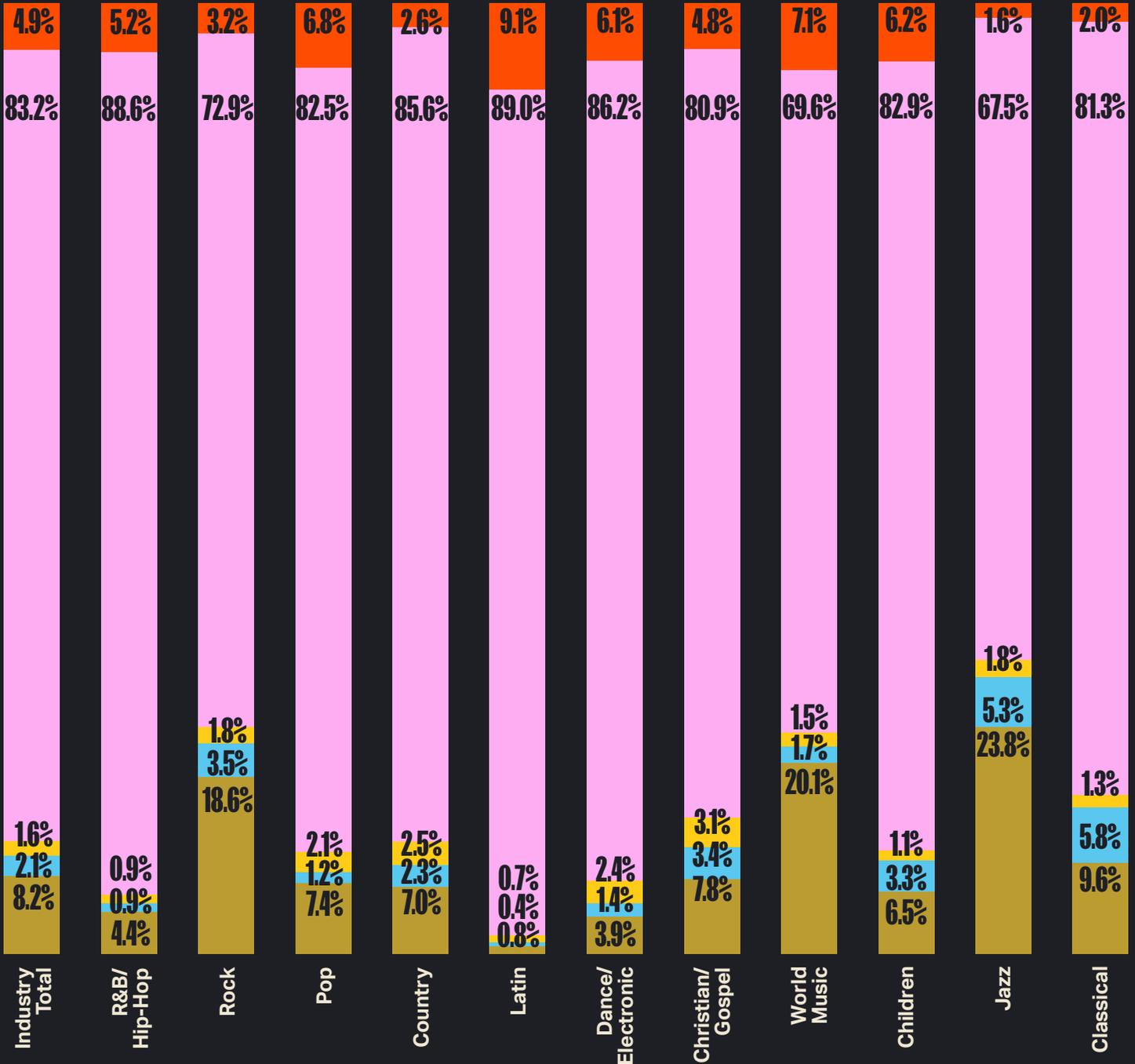
Share of Total Volume by Format and Genre

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	26.8%	28.6%	28.7%	28.0%	13.7%	14.3%	11.2%	16.2%
2	Rock	20.0%	16.6%	17.2%	12.5%	43.0%	45.4%	33.7%	23.5%
3	Pop	12.7%	13.1%	12.5%	17.3%	10.6%	11.4%	7.6%	17.3%
4	Country	7.7%	7.3%	7.8%	4.1%	7.0%	6.6%	8.9%	12.4%
5	Latin	6.3%	7.8%	7.3%	11.7%	0.7%	0.6%	1.2%	3.0%
6	Dance / Electronic	3.3%	3.5%	3.4%	4.1%	1.7%	1.6%	2.3%	5.1%
7	World Music	2.3%	2.2%	2.0%	3.2%	4.9%	5.6%	1.9%	2.2%
8	Christian / Gospel	1.7%	1.6%	1.6%	1.7%	1.9%	1.6%	2.9%	3.4%
9	Children	1.4%	1.3%	1.3%	1.6%	1.3%	1.1%	2.2%	1.0%
10	Jazz	1.0%	0.7%	0.8%	0.3%	2.8%	2.9%	2.6%	1.2%
11	Classical	1.0%	0.9%	0.9%	0.5%	1.5%	1.2%	2.7%	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



Top Global Songs: On-Demand Audio Streaming

	Artist	Song	On-Demand Audio Streaming
1	Harry Styles	"As It Was"	2.312 billion
2	Glass Animals	"Heat Waves"	1.871 billion
3	The Kid LAROI & Justin Bieber	"Stay"	1.520 billion
4	Bad Bunny & Chencho Corleone	"Me Porto Bonito"	1.476 billion
5	Bad Bunny	"Titi Me Pregunto"	1.360 billion
6	Imagine Dragons X JID	"Enemy"	1.341 billion
7	Elton John & Dua Lipa	"Cold Heart"	1.337 billion
8	The Weeknd	"Save Your Tears"	1.282 billion
9	Gayle	"abcdefu"	1.245 billion
10	Ed Sheeran	"Shivers"	1.232 billion

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 receives investment and support from Penske Media Corporation and Eldridge. For more information, visit: luminatedata.com

