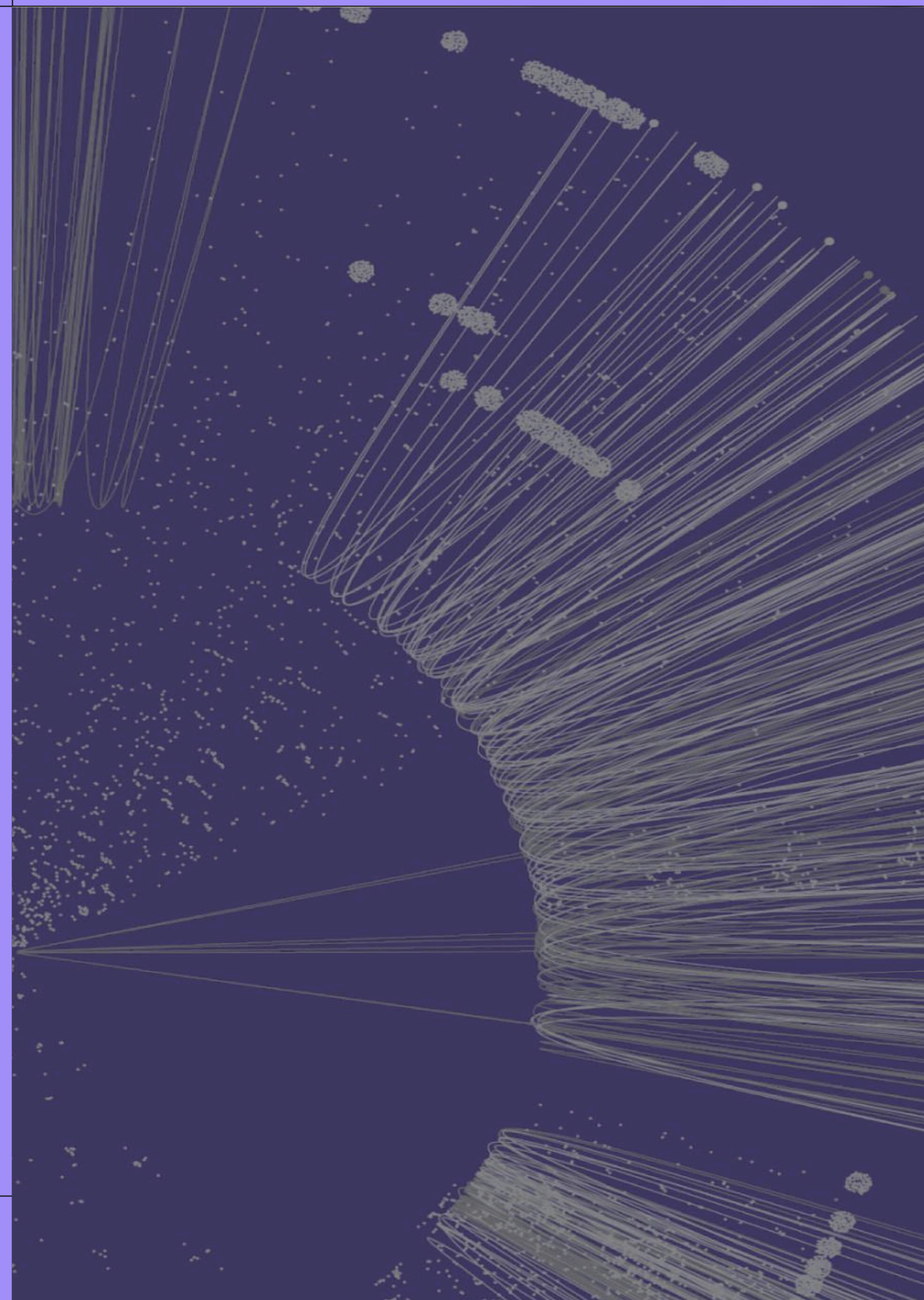


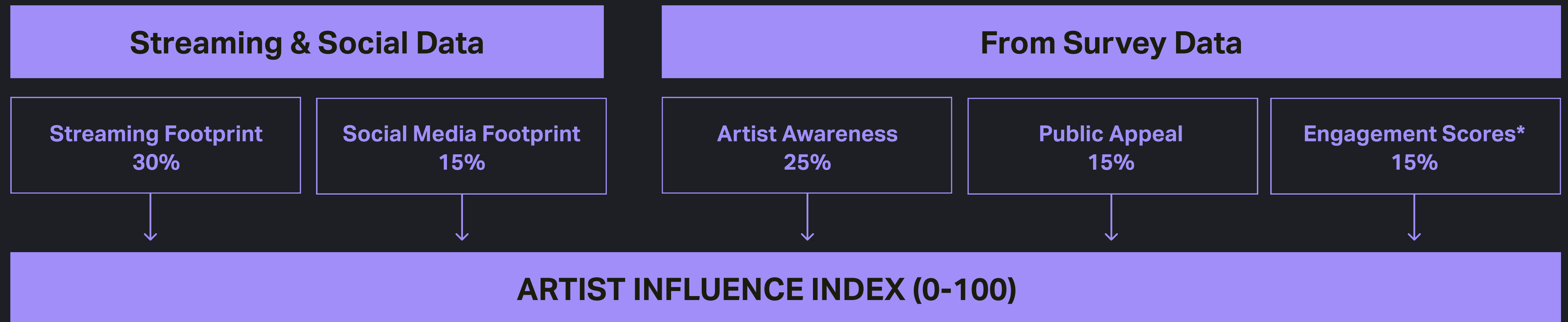
Q4 2025

LUMINATE INDEX



INTRODUCING THE LUMINATE INDEX METHODOLOGY

To provide an understanding of the depth, breadth and affinity of artists' fandoms among U.S. consumers



LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Bruno Mars	1	100	0
Lady Gaga	2	99	0
Elton John	3	98	1
Adele	4	97	1
Ariana Grande	5	96	3
Rihanna	6	95	1
Mariah Carey	7	95	-
Taylor Swift	8	95	3
The Weeknd	9	95	-1
Queen	10	94	0

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Shakira	11	94	0
Dolly Parton	12	94	1
Eminem	13	93	-1
Linkin Park	14	92	5
Ed Sheeran	15	91	0
Whitney Houston	16	91	2
Snoop Dogg	17	91	0
Kelly Clarkson	18	90	8
Sabrina Carpenter	19	89	2
Jennifer Lopez	20	89	1

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Alicia Keys	21	87	0
Jelly Roll	22	87	-3
Kehlani	23	86	26
Stevie Nicks	24	86	0
Coldplay	25	85	-1
Katy Perry	26	85	1
Usher	27	85	0
Luke Combs	28	85	-1
Beyonce	29	84	-1
SZA	30	84	0

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Kendrick Lamar	31	84	-1
Selena	32	84	4
Carrie Underwood	33	83	2
Post Malone	34	83	-1
Led Zeppelin	35	83	0
Fuerza Regida	36	83	-4
P!NK	37	83	0
Prince	38	83	0
Pink Floyd	39	83	1
50 Cent	40	82	1

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Luke Bryan	41	82	-1
Eagles	42	82	2
Chris Stapleton	43	82	-1
Selena Gomez	44	82	0
Green Day	45	82	0
Madonna	46	81	5
Metallica	47	81	0
Journey	48	81	-1
2Pac	49	81	-
BigXthaPlug	50	81	0

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Drake	51	81	0
Maroon 5	52	81	1
Fleetwood Mac	53	81	2
Justin Bieber	54	81	-2
Rod Wave	55	80	1
Ella Langley	56	80	-
Morgan Wallen	57	80	-3
Teddy Swims	58	80	0
John Legend	59	80	4
Celine Dion	60	80	4

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
AC/DC	61	80	-1
Justin Timberlake	62	80	0
Rolling Stones	63	80	0
Juice WRLD	64	80	0
Billie Eilish	65	80	1
Gwen Stefani	66	79	6
Bon Jovi	67	79	0
Laufey	68	79	11
Bad Bunny	69	79	9
Creedence Clearwater Revival	70	79	0

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Olivia Dean	71	79	-
Metro Boomin	72	78	0
Imagine Dragons	73	78	0
Red Hot Chili Peppers	74	78	1
Cardi B	75	78	3
Lil Wayne	76	78	0
Riley Green	77	78	-2
Romeo Santos	78	78	1
Shania Twain	79	78	1
LE SSERAFIM	80	78	3

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Pitbull	81	77	0
Miley Cyrus	82	77	0
Michael Buble	83	77	10
Zach Bryan	84	77	2
Rauw Alejandro	85	77	0
Kevin Gates	86	77	-1
Tim McGraw	87	77	0
Feid	88	76	0
Dua Lipa	89	76	-1
Olivia Rodrigo	90	76	0

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Nickelback	91	76	0
Mary J. Blige	92	76	1
Cody Johnson	93	76	1
Jhene Aiko	94	76	0
Diana Ross	95	75	3
Karol G	96	75	-2
Foo Fighters	97	75	11
Kali Uchis	98	75	0
Blake Shelton	99	75	0
Jason Aldean	100	75	0

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Ayra Starr	101	75	5
Guns N' Roses	102	74	0
Daddy Yankee	103	74	2
Earth, Wind & Fire	104	74	1
J Balvin	105	74	0
David Bowie	106	74	2
Outkast	107	73	2
The Notorious B.I.G.	108	73	1
21 Savage	109	73	3
Pop Smoke	110	73	1

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Summer Walker	111	73	3
Alex Warren	112	73	-1
Lionel Richie	113	73	1
Zach Top	114	73	-
Evanescence	115	73	2
Aretha Franklin	116	72	2
Kane Brown	117	72	-2
Avril Lavigne	118	72	1
Aespa	119	72	16
Lana Del Rey	120	71	1

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Christina Aguilera	121	71	3
Blink-182	122	71	1
Bailey Zimmerman	123	71	-1
Jessie Murph	124	71	-1
The Marias	125	71	1
Future	126	71	20
Keyshia Cole	127	71	1
Dr. Dre	128	71	3
YoungBoy Never Broke Again	129	71	2
Tems	130	71	2

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Kanye West	131	71	11
Tate McRae	132	71	2
Leon Thomas	133	70	2
Boyz II Men	134	70	4
J. Cole	135	70	3
Tito Double P	136	70	-14
Brent Faiyaz	137	70	1
Bruce Springsteen	138	70	8
Pentatonix	139	70	17
Wisn Y Yandel	140	70	3

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Sombr	141	70	0
Bryson Tiller	142	70	1
Young Miko	143	70	2
JENNIE	144	70	0
Kenny Chesney	145	70	-1
Christian Nodal	146	70	0
BLACKPINK	147	70	3
Davido	148	70	0
New Jeans	149	70	2
Halsey	150	69	1

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Gorillaz	151	69	2
ABBA	152	69	2
Harry Styles	153	69	0
Katseye	154	69	-
Twenty One Pilots	155	69	2
Black Eyed Peas	156	69	1
Benson Boone	157	69	-2
Lil Tecca	158	69	-1
U2	159	69	2
Bob Marley	160	69	0

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Shenseea	161	69	9
Bizarrap	162	68	2
Moneybagg Yo	163	68	0
Warren Zeiders	164	68	-1
Vicente Fernandez	165	68	-7
TOMORROW X TOGETHER	166	68	0
Rosalia	167	68	-2
Jhay Cortez	168	68	2
Lil Baby	169	68	1
Doechii	170	68	1

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Sebastian Yatra	171	68	1
Garth Brooks	172	68	2
Daniel Caesar	173	68	4
Tyler Childers	174	68	-1
Cyndi Lauper	175	68	1
Ava Max	176	68	1
Mitski	177	67	0
Paramore	178	67	2
Lainey Wilson	179	67	-1
Central Cee	180	67	13

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Eslabon Armado	181	67	1
Tame Impala	182	67	6
Banda Sinaloense	183	67	1
Lady A	184	67	4
Latto	185	67	1
Luther Vandross	186	67	2
Thomas Rhett	187	67	-1
Megan Moroney	188	66	0
Foreigner	189	66	1
Tainy	190	66	4

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Khalid	191	66	1
Keith Urban	192	66	1
TWICE	193	66	-4
Stray Kids	194	66	1
GloRilla	195	66	-1
A Boogie Wit Da Hoodie	196	66	4
Camilo	197	66	0
Melanie Martinez	198	66	2
Prince Royce	199	66	4
Juan Luis Guerra	200	66	-

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Brad Paisley	201	66	2
Nelly	202	66	1
Doja Cat	203	66	3
Rosalia	204	66	10
The Doors	205	66	1
Nicki Minaj	206	66	-12
Lewis Capaldi	207	66	2
Shaboozey	208	65	16
NF	209	65	5
Goo Goo Dolls	210	65	1

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Deftones	211	65	1
Gavin Adcock	212	65	0
The Killers	213	65	3
Britney Spears	214	65	-9
A\$AP Rocky	215	65	1
Bob Dylan	216	65	2
Lauren Daigle	217	65	2
Joan Sebastian	218	65	1
Kid Cudi	219	65	3
David Guetta	220	65	1

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Don Toliver	221	65	1
Lola Young	222	65	0
Zac Brown Band	223	65	-1
Giveon	224	65	0
Anitta	225	64	1
Grupo Firme	226	64	1
HER	227	64	1
Maluma	228	64	0
Miguel	229	64	3
Jon Pardi	230	64	1

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Charli XCX	231	64	1
Five Finger Death Punch	232	64	6
Hardy	233	64	0
XG	234	64	4
Camila Cabello	235	64	1
Young Thug	236	64	2
Sam Smith	237	64	1
Peso Pluma	238	64	0
Def Leppard	239	64	0
My Chemical Romance	240	64	3

LUMINATE INDEX TOP 250

U.S. Q4 2025

ARTIST	RANK	SCORE	SHIFT IN SCORE Q3 2025 VS. Q4 2025
Van Halen	241	64	2
Miranda Lambert	242	64	0
Tyla	243	64	14
J-Hope	244	64	-1
Cole Swindell	245	64	-1
Martin Garrix	246	64	1
Young Dolph	247	64	2
Lil Durk	248	63	1
Dirty Heads	249	63	18
Meghan Trainor	250	63	3

LUMINATE ENTERTAINMENT INSIDER ACCESS

Music data suite

Music Connect

Direct access to the exclusive Luminate data that powers the Billboard charts. Real-time and historical artist data on actual audience, geo and consumption.

Music 360

Navigable annual landscape music insights studies in 30 countries (U.S.; quarterly)

Artist + Genre Tracker

A dynamic library of quarterly consumer audio preference and perception tracker with hundreds of artists across key genres

Entertainment 365

A quarterly tracker covering time, spend and preferences. Dive into Music, Sports, Gaming, eSports, TV, Movies, Podcasts, Live Events and more in an online dashboard.

LUMINATE ENTERTAINMENT INSIDER ACCESS

Film & TV data suite

Film & TV Data

The preferred platform for verified data on people, projects, companies, productions and talent across film, streaming and TV. Detailed box office data.

DEA&I

Searchable database of talent with comprehensive DEI factors detailed

ScreenScore

The trusted familiarity and appeal metric for over 45K actors with deep intel and actor profiles

Streaming Viewership (M)

Viewership data for all original series and films across the major U.S. streaming platforms

Entertainment 365

A quarterly tracker covering time, spend and preferences. Dive into Music, Sports, Gaming, eSports, TV, Movies, Podcasts, Live Events and more in an online dashboard.

LUMINATE ENTERTAINMENT INSIDER ACCESS

Intelligence concierge

Audience Solutions

- Audience development + targeting
- Experiential tracking
- Fan engagement + acquisition
- DEI issue-based research
- Artist development

Product Solutions

- Product development + testing
- Blue sky testing
- Market needs assessment
- New market launch support

Revenue Solutions

- Pricing analytics
- Monetization strategy (merch, ads)
- Market sizing
- Sponsorship pitches
- Decay curves + consumption forecasting

Content Solutions

- Content + ad testing
- Creator strategy
- Cross-entertainment activation strategy
- Programming analytics
- PR strategy + market-facing narratives

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