

Do Metrics Prove The Music?

A Three-Year Trend Case Study

Special thanks to:



WARNER MUSIC
NASHVILLE



Data promoted to radio used to be very limited.

heart Core Rock And Roll



"Even It Up"
By
heart

Already on:

| | | | | | |
|-------------|-------------|-------------|-------------|-------------|-------------|
| 96KX on | WAEB on | WSKZ add | KRSP 27-19 | WISE on | WRBR add |
| KRBE on | Q106 add | WVIC deb 37 | KLUC deb 28 | WTMA add 15 | WGBF add |
| 94Q add | WHYN add | KOFM add | KENO deb 27 | WANS-FM on | KCBN deb 34 |
| WLS on | 14Q on | KZ93 on | KRUX 38-33 | WROV on | KYSN deb 34 |
| KDWB add 27 | WKEE deb 34 | WNAP 27-22 | KRQ 37-22 | CK101 38-33 | KDZA add |
| KSLQ 27-23 | WFMP on | WMEE on | KTKY 28-21 | KWIC deb 28 | KBDF on |
| WOKY deb 29 | KXX106 add | WOW on | WIGY 28-18 | KPUR add | KODI on |
| KJR 22-15 | Y95 add | KEBN add | WXL on | KQWB-FM add | KOOK add |
| KIMN on | Y183 add | KROY add | WAAY add | WAKK on | KFXD deb 30 |
| KUPD add 29 | 95SGF on | KJRB 28-22 | G100 38-27 | WRKR add 37 | KRLC 28-21 |
| WPST add | WBBQ on | KTAC deb 28 | WCGQ on | WSPT 29-24 | KBIM on |
| | 92Q on | KCPX add | WSEZ deb 39 | WNAM add | |

Produced by Mike Flicker, Connie, and Howie
Management and Direction, Ken Kinnear/Albatross Management Inc.

on Epic Records 

Today, new metrics are at your fingertips.



JORDAN DAVIS

TOP 15!

TOP 3 CURRENT IN
7 OF 9 DEMOS AT
MEDIABASE CALLOUT
(NET POSITIVE RANKINGS 12/06/19)

- #1 CORE ADULTS 35-44
- #1 ALL FEMALES
- #1 CORE FEMALES 35-44
- #2 ALL ADULTS
- #2 CORE MALES 35-44
- #3 FEMALES 25-34
- #3 ALL MALES

TOP 10 IN
RADIO TRAKS AT
THESE STATIONS:
KXLY, WPOR, WXCY, WSLC

3 MILLION
WEEKLY STREAMS

**SLOW DANCE IN
A PARKING LOT**

MCA
MUSIC

10 Free Early Predictive Factors for Hit Country Singles

1. A high Most Added rank
2. A big add week
3. Four or more consecutive Most Added weeks
4. High Shazams per Country radio spin*
5. Heavy streaming activity*
6. High streams per Country radio spin*
7. High consumption per spin*
8. High consumption-per-spin rank*
9. Pandora Country airplay rank reaching Top 5
10. A high Pandora “Thumbs Up” ratio*

1. High Most Added Rank:

The top 3 Most Added singles have delivered **96%** of the No. 1s.

53% were #1 Most Added (66 avg.)

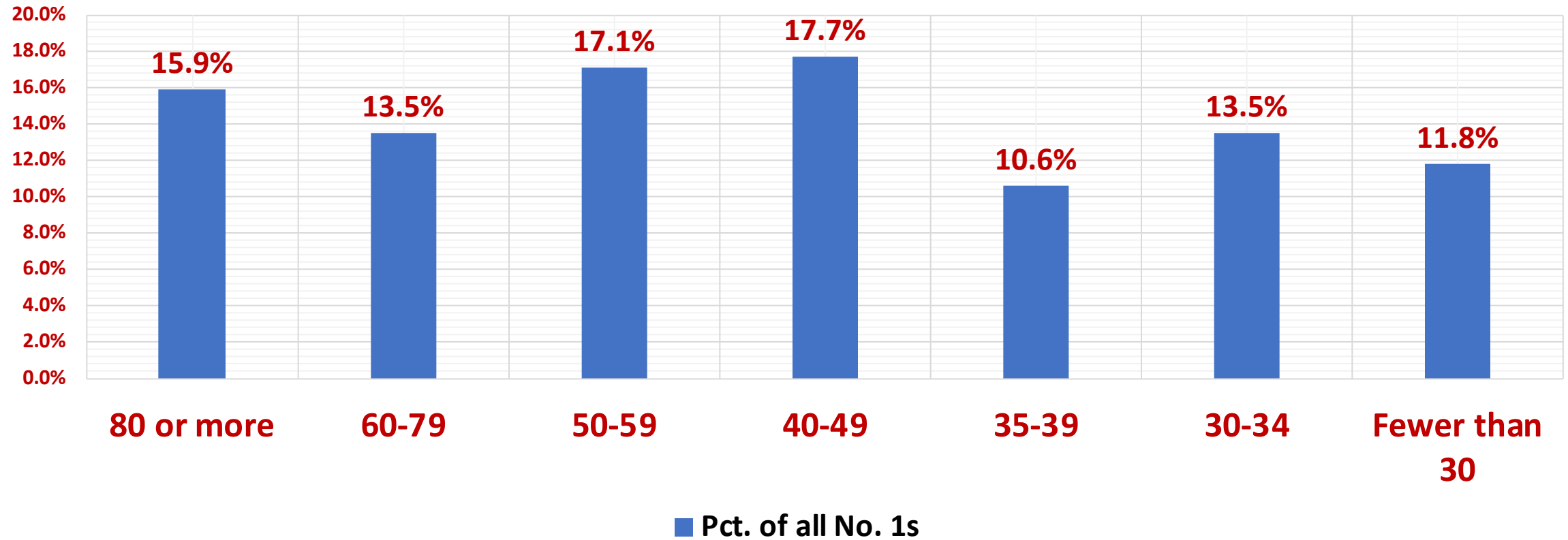
33% were #2 Most Added (44 avg.)

11% were #3 Most Added (32 avg.)

170 No. 1 singles, Country Aircheck/Mediabase, Aug. 3, 2015-February 10, 2020

Averages in parentheses were among those No. 1s that were #1, 2 or 3 Most Added

Singles that reach No. 1 average 54 adds during one week



Adds vary based on available product, as well as the speed of and space available on the current airplay charts and playlists.

170 unique No. 1 singles, Country Aircheck/Mediabase, Aug. 3, 2015-February 10, 2020

Stone Door Media Lab



3. Four or More Consecutive Most Added Weeks:

The power of steady, collective early radio momentum

Top 10 Most Added

5+ consecutive weeks

Avg. Peak*

4

pct. charting

100%

Pct. #1s

71%

4 consecutive weeks

12.5

100%

48%

3 consecutive weeks

14

94%

40%

2 consecutive weeks

23

71%

16%

once

32

24%

4%

*Among charting singles; October 3, 2016 through February 10, 2020; Stone Door Media Lab



4. High Shazams Per Country Radio Spin:

Big early Shazams is correlated to big results

When peaked
at ...

#1

2-10

21-40

41-50

Had an avg. Shazams/spin
in 2nd chart week

8.1

6.3

5.2

3.6

383 singles; Country Aircheck/Mediabase, Aug. 3, 2015-February 10, 2020

Excluded Bebe Rexha f/FGL (181.08) and Dan + Shay & J. Bieber (78.74); Non-#1s average 5.14

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Airplay rank and streaming rank appear to be correlated

| Average Airplay rank | Average streaming rank |
|-------------------------|---------------------------|
| No. 1s | 8 |
| Top 10 | 13 |
| 11-20 | 21 |
| 21-30 | 30 |
| 31-40 | 42 |
| 41-50 | 55 |



Average streams per week

BDS Country Airplay **chart rank***

Country singles **stream rank**†

| | | |
|--------------|--------------------|--------------------|
| No. 1 | 6.3 million | 9.6 million |
| 2-10 | 4.6 million | 5.3 million |
| 11-20 | 3.1 million | 3.1 million |
| 21-30 | 2.0 million | 2.0 million |
| 31-40 | 1.4 million | 1.4 million |
| 41-50 | 992,000 | 957,000 |

*Country streams by Nielsen Music/BDS chart position, Jan. 7, 2019- through Feb. 10, 2020; Excludes pop crossovers Dan + Shay w/Justin Bieber, Blanco Brown

†Excludes pop hits and pop crossovers that ranked among the top 50 streaming Country singles



High early “streams per spin” indicates hit potential

Streams per spin
(2nd chart week)

| | Avg. peak | Pct. #1 | BB Top 5 of 2017-2019 |
|--------------------|-----------|------------|-----------------------|
| 3,000+ | 5 | 84% | 3,752.8 |
| 1,500-2,999 | 9 | 55% | |
| 1,200-1,499 | 11 | 57% | |
| 500-1,199 | 16 | 42% | |
| 200-499 | 18 | 33% | |
| 0-199 | 26 | 21% | |

Excl. Blanco Brown “The Git Up”, which peaked at 48 and had 21.5 million 2nd week streams; and Taylor Swift “New Year’s Day” (seasonal)

BDS streams per Country Aircheck/Mediabase spin (2nd chart week); Jan. 8, 2017-Feb. 10, 2020



Consumptions/spin for future No. 1s are above average

CPS avg. for
future No. 1s

CPS avg. for
all charting singles

18.5*

13.3*

12.5

10.4

12.0

9.7

8.6

7.0

6.4

5.8

4.7

na



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2nd chart week

at Top 40

at Top 30

at Top 20

at Top 10

at No. 1

*excludes "The Git Up" (48) and "Tennessee Whiskey" (48 & 49) Country streams by Nielsen Music/BDS chart rank, Aug. 7, 2017-Nov. 25, 2019; Chart rank

**Future No. 1s rank, on average, among
the top 10 in consumption/spin very early.**

2nd chart week

CPS avg. rank
for future #1s

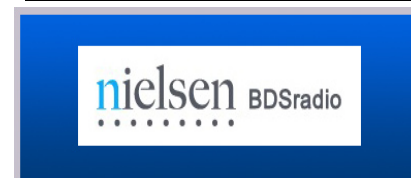
10.2*

CPS avg. rank
for all charting singles

16.0*



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**excludes "The Git Up" (48) and "Tennessee Whiskey" (48) Country streams by Nielsen Music/BDS chart position, Aug. 7, 2017-Nov. 25, 2019*

Chart rank thresholds cover charting singles from 3/1/18 to 12/9/19

Most Pandora Top 5s reach No. 1 at Country radio, and usually lead on Top 10s.



Pandora first to Top 10 Country: 91% (6.5 wks)

Pandora Top 5s reaching No. 1 at radio: 85%

Percentages apply when Pandora and Mediabase agree on Top 10s

Aug. 8, 2016-Feb. 10, 2020: Pandora Top Spins chart, CA/MB; Stone Door Media Lab





A high early “Thumbs Up” ratio is correlated to hit outcomes

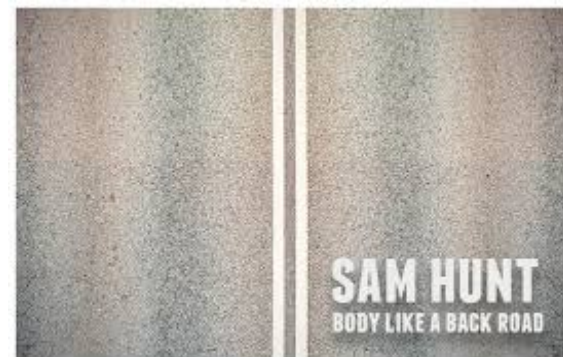
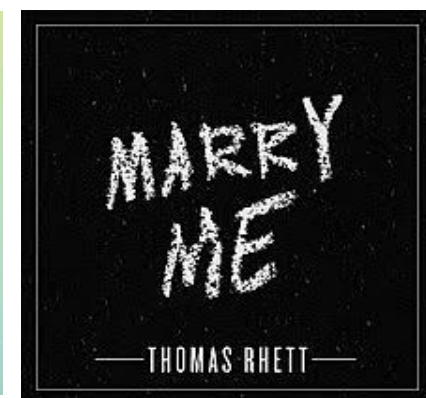
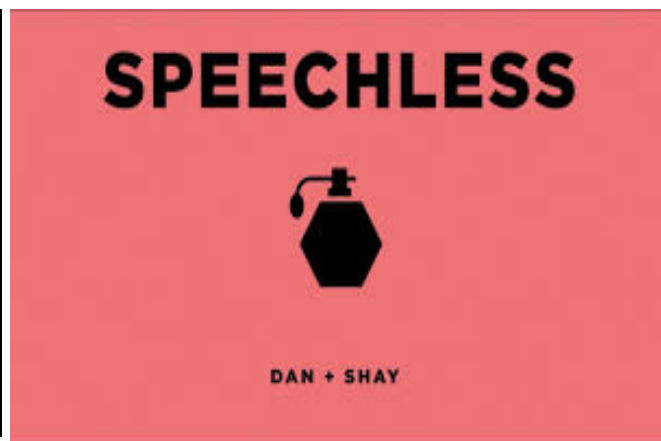
| “Thumbs Up”/Pandora radio spins | Avg. peak | Pct. No. 1s |
|---------------------------------|-----------|-------------|
| 3.00% or higher | 7 | 75% |
| median 1.54% | 15 | 44% |
| 0.00% - 0.99% | 31 | 6% |

271 singles; Country Aircheck/Mediabase, Sept. 26, 2016-February 10, 2020; second Mediabase chart week; average peak 15.1 (2+ chart weeks)

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Billboard Country Top 5 Hits for 2017-2019



BB's Hot Country's 5 top hits of 2017



Brett Young “In Case You Didn’t Know”



Avg.#1

| | | |
|--------------|------------------------|-----------------|
| 1.35 million | Streams* | 6.4 million |
| 1,400 | Streams/spin* | 1,200 |
| 18 | Consumption/spin* | 19 |
| 10 | Consumption/spin rank* | 1 |
| 2.1 | Most Added rank | 1 (34 stations) |
| 4.2 | Consecutive MA weeks | 8 |
| 7.2 | Shazams per spin* | 10.5 |
| 5.7 weeks | Pandora lead to Top 10 | 5 weeks |
| 2.21% | Pandora Thumbs Ups* | 4.52% |

BB's Hot Country's 5 top hits of 2018



Kane Brown “Heaven”



| <u>Avg.#1</u> | | |
|---------------|------------------------|-----------------|
| 1.35 million | Streams* | 3.3 million |
| 1,400 | Streams/spin* | 4,700 |
| 18 | Consumption/spin* | 38 |
| 10 | Consumption/spin rank* | 1 |
| 2.1 | Most Added rank* | 2 (33 stations) |
| 4.2 | Consecutive MA weeks | 4 |
| 7.2 | Shazams per spin* | 9.3 |
| 5.7 weeks | Pandora lead to Top 10 | 10 weeks |
| 2.21% | Pandora Thumbs Ups* | 4.99% |

*2nd airplay chart week; Stone Door Media Lab

Billboard Hot Country's 5 top hits of 2019



Luke Combs “Beautiful Crazy”



Avg.#1

| | | |
|--------------|------------------------|-----------------|
| 1.35 million | Streams* | 5.2 million |
| 1,400 | Streams/spin* | 4,526 |
| 18 | Consumption/spin* | 27 |
| 10 | Consumption/spin rank* | 1 |
| 2.1 | Most Added rank | 1 (52 stations) |
| 4.2 | Consecutive MA weeks | 4 |
| 7.2 | Shazams per spin* | 9.3 |
| 5.7 weeks | Pandora lead to Top 10 | 3 weeks |
| 2.21% | Pandora Thumbs Ups* | 2.90% |

*2nd airplay chart week; Stone Door Media Lab

| | <u>Avg. chart single</u> | <u>Average #1</u> | <u>2019 #1s</u> |
|---------------------------|--------------------------|-------------------|-----------------|
| Highest Most Added rank | 2.1 | 1.7 | 1.7 |
| Consec. Most Added weeks | 2.8 | 4.2 | 4.4 |
| Shazams/Spin* | 5.65(M) | 8.07 | 6.92 |
| Streams* | 942,032 | 1,354,251 | 1,914,105 |
| Streams per Spin* | 1,091 | 1,394 | 1,945 |
| Consumption per Spin* | 13.3 | 18.5 | 15.9 |
| Consumption/Spin rank* | 16.0 | 10.2 | 10.4 |
| Pandora lead to Top 10 | 6.5 wks | 6.2 wks | 6.9 wks |
| Pandora “Thumbs Up” ratio | 1.58%(M) | 2.16% | 1.72% |

*Mediabase chart singles. (M): median. Non-#1s average 3.97 Shazams/Spin; *Second airplay chart week. Shazams/Spin exclude Bebe Rexha f/FGL and Dan + Shay & J. Bieber.*

Impressive Metrics on Current Singles

Riley Green
"I Wish Grandpas..."



Morgan Wallen
"Chasin' You"



Gabby Barrett
"I Hope"



| | | | |
|--------------------------------------|------------|------------|------------|
| Current MB chart | 14* | 19* | 17* |
| Most Added rank | 1 | 1 | 2-tie |
| Strong Add Week | 24 | 36 | 23 |
| Consec. Wks Most Added | 5 | 4 | 7 |
| Streams (2 nd wk) | 1.5m | 3.0m | 4.2m |
| Streams/Spin (2 nd wk) | 1,581 | 4,785 | 4,724 |
| CPS (2 nd wk) | 14.0 | 33.2 | 35.8 |
| CPS rank (2 nd wk) | 6 | 3 | 2 |
| Pandora peak | 5 | tbd | 4* |
| Thumbs Up ratio (2 nd wk) | 2.39% | 1.95% | 2.51% |
| Strong metrics | 78% | 88% | 89% |

| | Dustin Lynch "Ridin' Roads" | Lady Antebellum "What If I Never..." | Dan + Shay & J. Bieber "10,000 Hours" |
|---------------------------------------|--------------------------------|---|--|
| (avg. #1) | | | |
| Most Added rank (2.1) | 1 | 1 | 1 |
| Big Add week (54) | 40 | 115 | 112 |
| Consec. Weeks Most Added (4.2) | 4 | 2 | 4 |
| Shazams/Spin* (8.1) | 5.21 | 11.8 | 78.7 |
| Streams* (1.35m) | 1.1m | 3.7m | 31.8m |
| Streams/Spin* (1,394) | 1,647 | 3,631 | 20,583 |
| Consumption/Spin* (18.4) | 24.9 | 44.3 | 167.7 |
| Consump./Spin rank (10.4) | 2 | 1 | 1 |
| Pandora peak (5.7 weeks ahead) | 3 (15) | 5 (15) | 1 (6) |
| Pandora Thumbs Up* (2.16%) | 1.45% | 1.14% | 2.21% |
| Strong metrics | 60% | 80% | 100% |

Pandora weeks (in parens) refers to weeks ahead to Top 10. Median Shazams per spin on singles charting 2+ weeks from 8/3/15-2/10/20: 5.65. *2nd airplay chart week.

| | Jon Pardi "Heartache Medication" | Maren Morris "The Bones" | Sam Hunt "Kinfolks" |
|---------------------------------------|-------------------------------------|-----------------------------|------------------------|
| (avg. #1) | | | |
| Most Added rank (2.1) | 2-tie | 1 | 1 |
| Big Add week (54) | 42 | 44 | 125 |
| Consec. Weeks Most Added (4.2) | 3 | 4 | 3 |
| Shazams/Spin* (8.1) | 7.32 | na | na |
| Streams* (1.35m) | 1.7m | 4.6m | 5.6m |
| Streams/Spin* (1,394) | 2,171 | 7,480 | 3,029 |
| Consumption/Spin* (18.4) | 17.8 | 58.4 | 29.5 |
| Consump./Spin rank (10.4) | 4 | 3 | 4 |
| Pandora peak (5.7 weeks ahead) | 5 (6) | 2 (0) | 1 (4) |
| Pandora Thumbs Up* (2.16%) | 1.30% | 1.31% | 1.61% |
| Strong metrics | 70% | 78% | 78% |

Pandora weeks (in parens) refers to weeks ahead to Top 10. Median Shazams per spin on singles charting 2+ weeks from 8/3/15-2/210/20: 5.65. *2nd airplay chart week.

Look for 5+ early key metrics for future No. 1s

| 2019 No. 1s had an average of 5.1 of these 10 metrics <small>*second MB airplay chart week</small> | Average for a No. 1 Country radio single | |
|--|---|--|
| Highest Most Added rank | 1st or 2nd | |
| Big Add week | 54 or more | |
| Consecutive Top 10 Most Added weeks | 4 or more | |
| Shazams per spin* | 8.1 or higher | |
| Streams* | 1.35 million or more | |
| Streams per spin* | 1,400 or more | |
| Consumption per radio spin* | 19 or more | |
| Consumption per radio spin by rank* | 10th or higher | |
| Pandora radio peak (and Top 10 ahead of Country radio) | Top 5 or higher | |
| Pandora Thumbs Up-to-Pandora spins ratio* | 2.2% or higher | |

Thank you!

To receive your copy of this deck:

Jeff@StoneDoorMediaLab.com

text/call 615-406-4567