2023

Luminate Midyear Music Report

LUMINATE

Introduction

In March of this year, Luminate's data revealed that the global music industry surpassed ONE TRILLION streams at the fastest pace yet from the start of a calendar year — taking only three months. That milestone was reached a full month earlier in 2023 than it was in 2022. Our data also revealed that physical sales were up across all formats in Q1 and that ISRCs (tracks) were being created and uploaded at higher volumes and pace than in previous years. In the following report, we explore these trends and how they are defining the state of the music industry in the first half of 2023.

As always, we hope our findings are both informative and enlightening. Luminate is committed to being a trusted, objective and accurate data source reflecting and serving the entertainment industry at-large, helping to bridge gaps in any business planning. The Charts included in this report are presented by Billboard, Luminate's exclusive chart partner for more than three decades.

ABOUT LUMINATE

Luminate is the preeminent entertainment data and insights company, unleashing access to the most essential, objective, and trustworthy information across music, film, television, gaming, short-form video and more. Luminate's databases house information compiled from over 500 verified sources, managing more than 20 trillion data points.

Bands, Brands & Super Fans

Locals, Lyrics & Language

The Impacts of New Tracks

Now more than ever, fans hold the power of influence — shaping the ways their favorite artists make, market and release music. And while our data shows that collectable-loving super fans are still a significant part of the years-long vinyl sales growth trend, it's significant to note that the growth in Direct-to-Consumer (D2C) sales of music from artists' stores are up +20% so far this year, with D2C vinyl sales up over +25%. This stat only highlights the ever-increasing power of the super fan.

What is a super fan? For the purposes of this report, Luminate's research methodology defines a "super fan" as a music listener aged 13+ who engages with an artist and their content in multiple ways, from streaming to social media to purchasing physical music or merch items to attending live shows. More specifically, the super fans who were identified in the studies referenced in this report were participants that self-reported engaging with their favorite artists in 5+ ways.

The findings of this report further dive into the behaviors of these super fans, who account for 15% of the general population of music listeners 13+ in the U.S., and how they are influencing the evolution of music and artists' relationships with their listeners. A few insights revealed by the report include the fact that physical music buyers, people who purchase CDs, cassettes, or vinyl, are more than 2x as likely (+128%) to be music super fans. They also spend more than 80% more money on music each month than the average music listener.

Understanding these consumer behaviors and evaluating them in the context of our engagement data fuels the useful insight of this report and hopefully, makes it a valuable tool for industry experts making a wide range of business decisions; from how to price vinyl to which artist/brand partnerships are most valuable and everything in between.

Bands, Brands & Super Fans

Locals, Lyrics & Language

The Impacts of New Tracks

It's no secret that non-English language music has grown in popularity, both in the U.S. and globally over the past ten years, especially within the Latin and K-Pop genres, both of which have both seen unprecedented sales and streaming growth. But how many music listeners are actually engaging with that content? According to Luminate's Music 360 research data from Q2 2023, 40% of U.S. listeners listen to music in a language other than English. Spanish, French, Korean, Japanese, Italian, German, and Arabic, in that order, are the most popular music languages among U.S. music listeners.

Boundaries continue to be broken across language and geography in this digitally-driven era. Another example is visible in Country. The Country genre has historically been consumed by English speaking Americans.

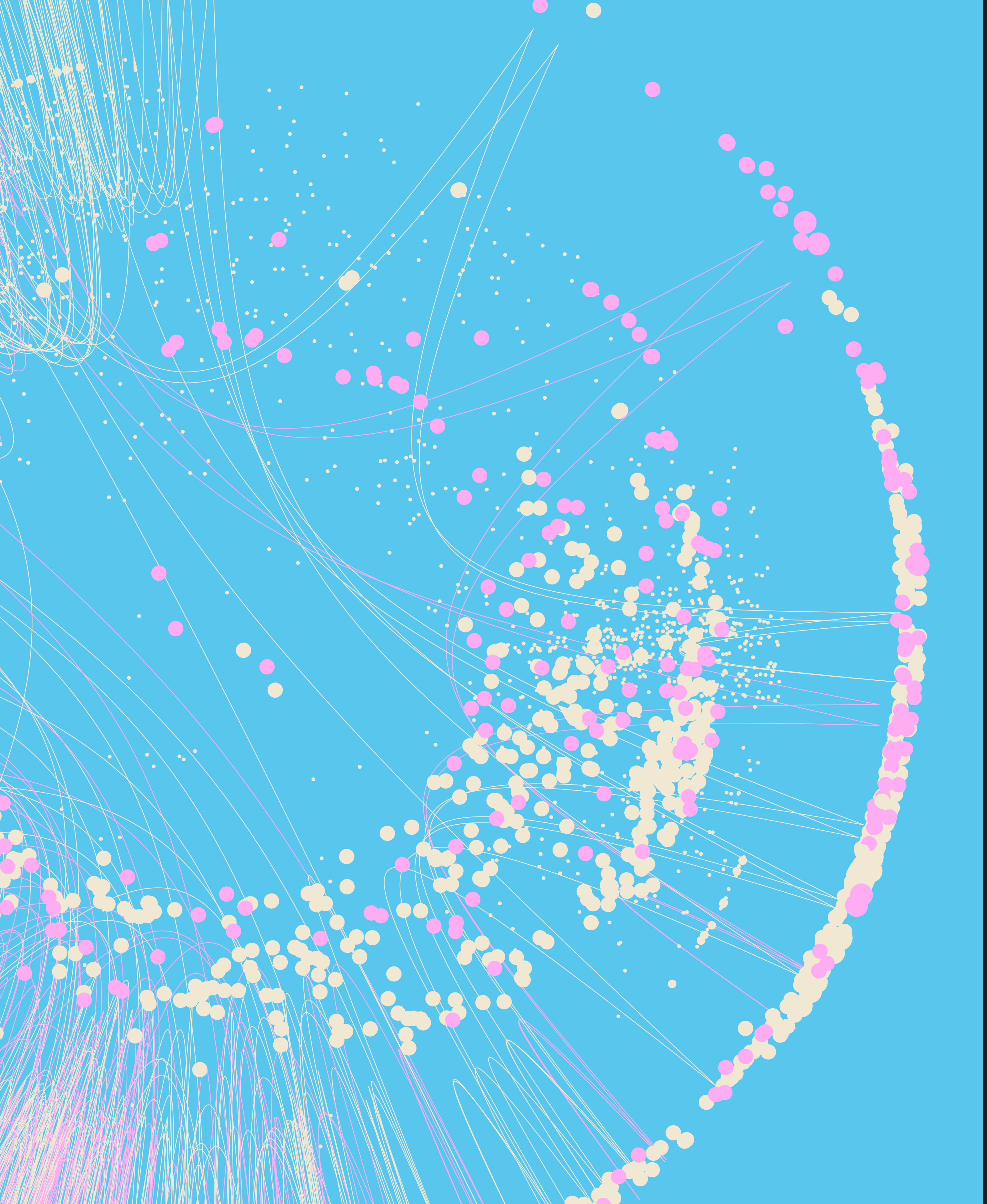
The first half of 2023 has seen Country go global. In March, Luminate reported that Country music had its biggest streaming week ever with 2.22 billion U.S. On-Demand audio (ODA) streams, partially due to the release of Morgan Wallen's *One Thing at a Time*, which delivered over 20% of the genre's streams during its release week. The genre reached a new high the week ending 6/1/23 with 2.26B U.S. ODA streams.

Simultaneously, we're seeing Country streaming boom across multiple international markets. Philippines, Indonesia, India, Brazil, Mexico, Germany, and Vietnam, none of which are primarily English-speaking territories, are all Top 10 markets for Country music consumption in the first half of 2023. This report breaks out these numbers and provides analysis on the demographics of listeners across the genres and the globe bringing these new trends into focus.

In May, Luminate revealed that in Q1 of 2023 an average of 120K ISRCs (new tracks registered to a unique number) were uploaded to the streaming platforms every day, representing a 28% increase over 2022's whole year average of 93.4K ISRC's per day. When we include the Q2 2023 activity, our daily average is now 112K songs.

In this report we breakdown how many of those ISRCs come from major label distribution vs. the rest of the industry. We also know this conversation needs to include the AI of it all, especially as intelligent tools increase the speed with which music can be made and released. One of this year's most infamous songs,"Heart on My Sleeve" by Ghostwriter, was produced with the use of AI, which generate soundalike vocals that emulated the artists Drake and The Weeknd. The song, which initially took off in the U.S., spread quickly to other markets and received more than 30K streams per day in a two-week period from Australia, Canada, Germany and the United Kingdom alone — forcing the music industry to consider AI's potential global impact.

Beyond the deep fake hits this report also examines the increasing demand for mood music, which creators using AI can produce more easily, and how audiences' behaviors tied to mood and music are changing.



Contents

JUMP TO A SECTION THAT INTERESTS YOU

DATE RANGE FOR CONSUMPTION DATA: 12/31/21-6/30/22 VS. 12/30/22 - 6/29/23

2023

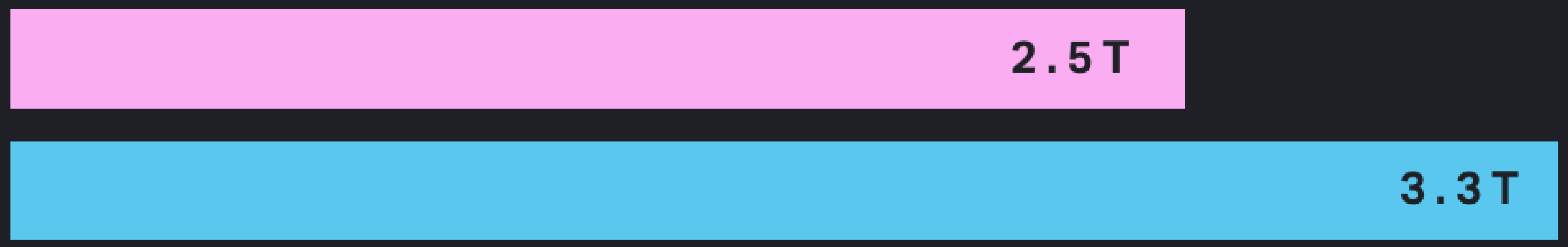
Midyear Metrics

12/30/22 - 6/29/23 (As Compared To 12/31/2021-6/30/2022)

Global Metrics

2022+ 2023+

Total On-Demand Song Streams (Audio + Video)



+30.8% Vol. Change

Total On-Demand Audio Song Streams

+22.9% Vol. Change

+ 12/30/22-6/29/23 (AS COMPARED TO 12/31/21-6/30/22)
* SEA (STREAM-EQUIVALENT ALBUMS): 1250 PREMIUM STREAMS = ONE ALBUM // 3750 AD-SUPPORTED STREAMS = ONE ALBUM; TEA (TRACK-EQUIVALENT ALBUMS): 10 DIGITAL TRACKS = ONE ALBUM
** CATALOG = 18 MONTHS OR OLDER AND HAVE FALLEN BELOW NO. 100 ON THE BILLBOARD 200 CHART AND DON'T HAVE A SINGLE FROM THE ALBUM THAT IS CURRENT ON ANY OF BILLBOARD'S RADIO AIRPLAY CHARTS
ON-DEMAND VIDEO SONG STREAMING INCLUDES OFFICIAL, SONG UGC AND NON-SONG UGC

U.S. Metrics

2022+ 2023+

Total Album Consumption
Album + TEA + On-Demand SEA*

2022+	2023+	Vol. Change
475.4M	538.9M	+13.4%

Total Digital Music Consumption
Digital Albums + TEA + On-Demand SEA*

2022+	2023+	Vol. Change
438.9M	497.5M	+13.4%

On-Demand Song Streaming
Audio + Video

2022+	2023+	Vol. Change
620.2B	713.5B	+15.0%

On-Demand Streaming: Audio

2022+	2023+	Vol. Change
543.2B	616.5B	+13.5%

Total Album Sales
Physical + Digital

2022+	2023+	Vol. Change
46.9M	50.6M	+7.9%

Physical Album Sales

2022+	2023+	Vol. Change
36.7M	41.6M	+13.3%

CD Album Sales

2022+	2023+	Vol. Change
16.9M	17.5M	+3.8%

Vinyl LP Sales

2022+	2023+	Vol. Change
19.4M	23.6M	+21.7%

Cassette Sales

2022+	2023+	Vol. Change
200.5K	212.1K	+5.8%

+ 12/30/22-6/29/23 (AS COMPARED TO 12/31/21-6/30/22)
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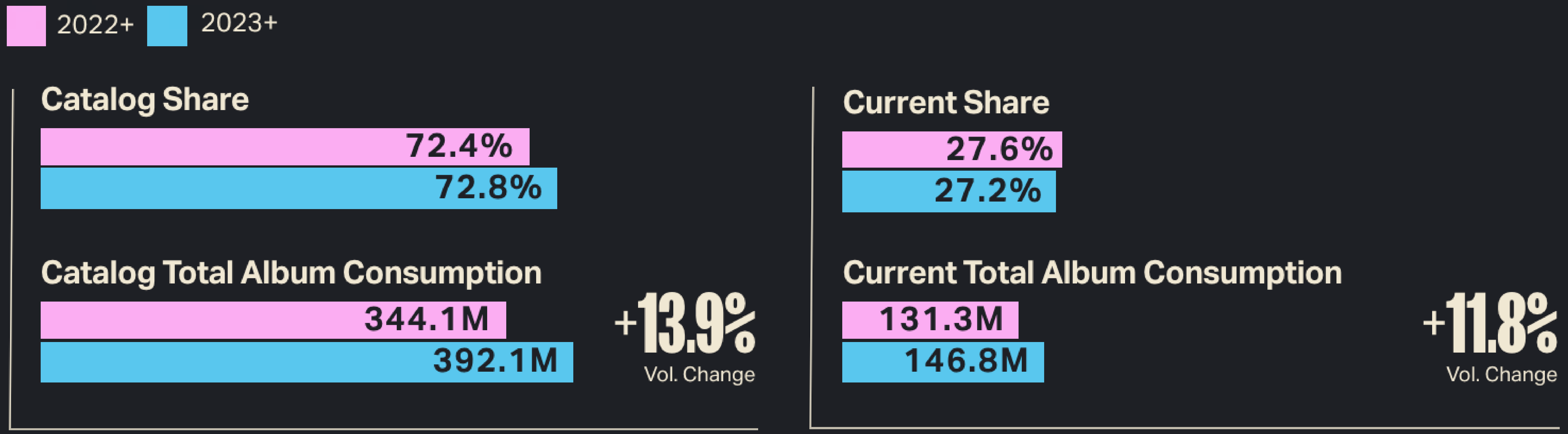
U.S. Catalog vs. Current Consumption



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TREND 1

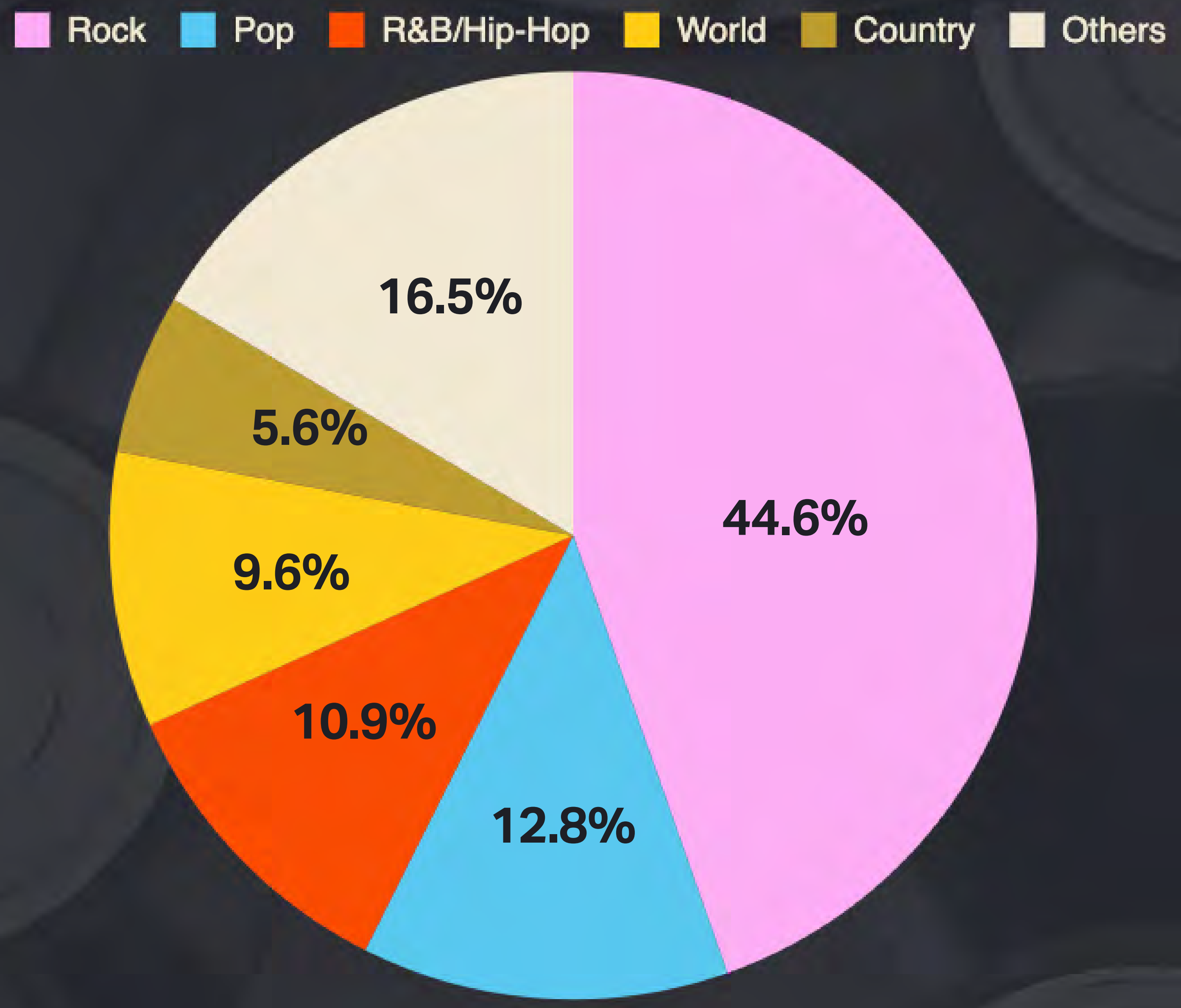
Bands, Brands & Super Fans

DIRECT TO CONSUMER (D2C)

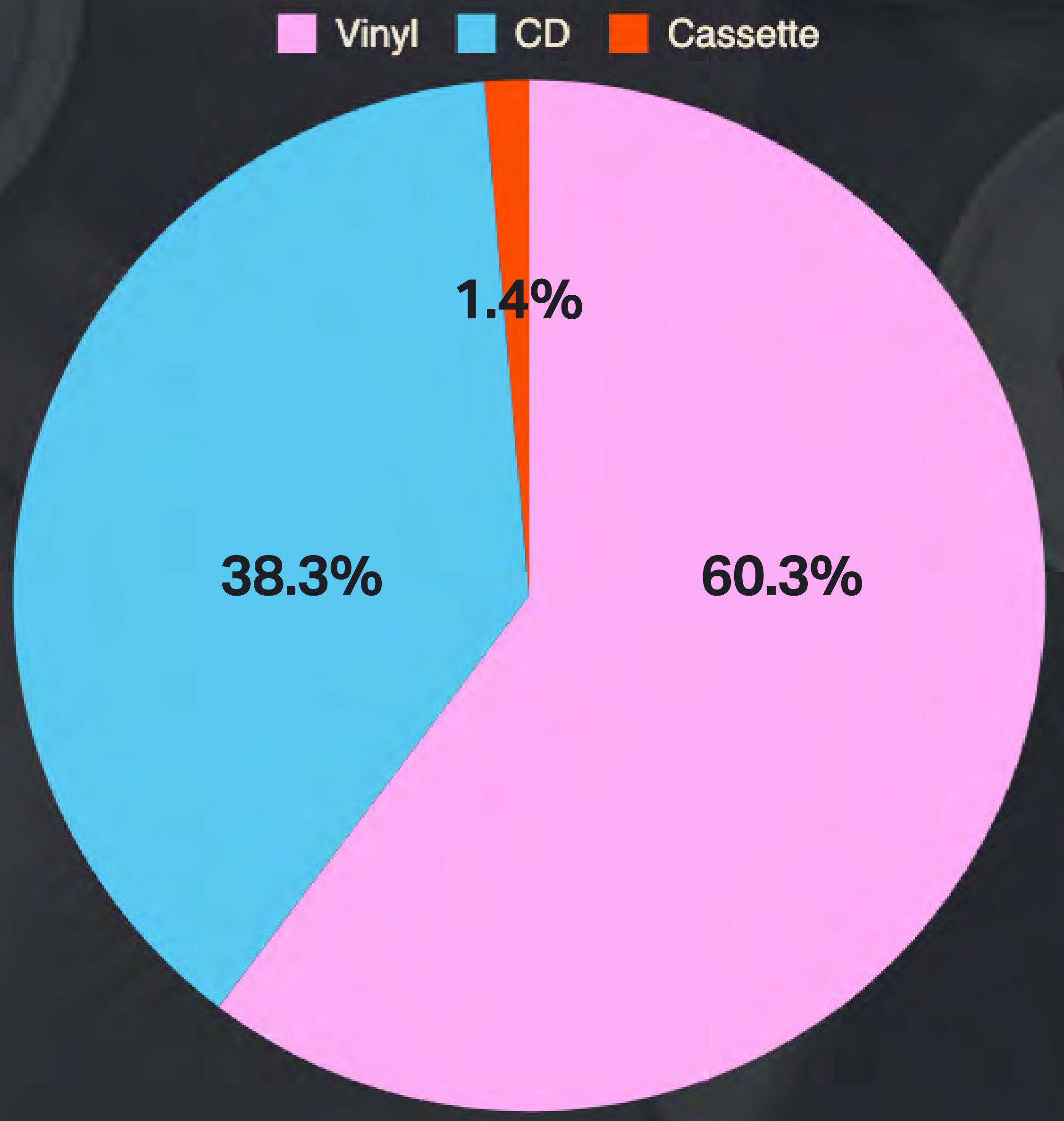
D2C Sales Up +20% Over 1H 2022 With D2C Vinyl Up 25%

TOTAL SALES	VINYL	CD	CASSETTE
4.4M	3.6M	1.7M	62K
+20%	+26%	+15%	-14.6%
YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE

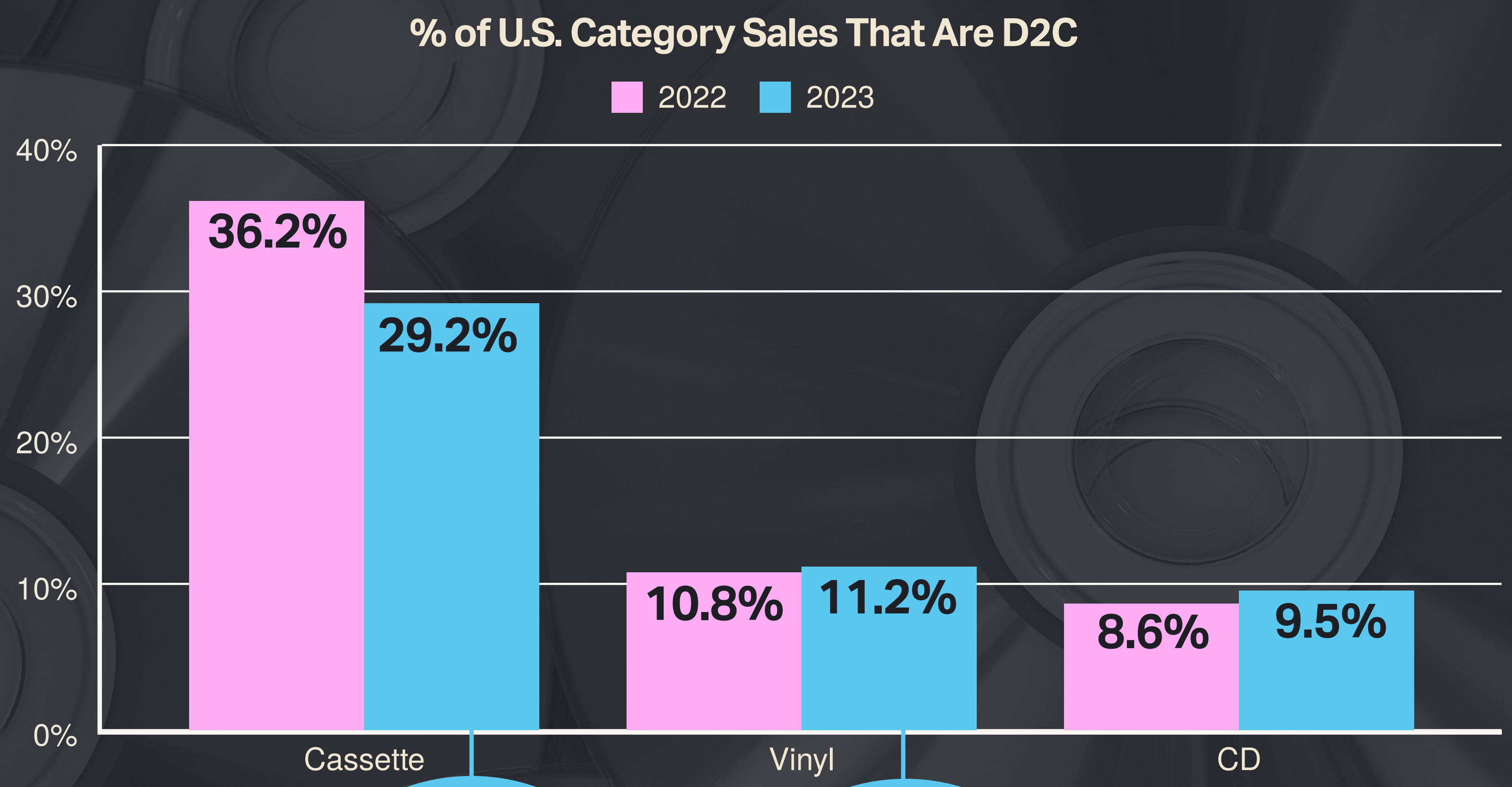
Genre Share of Total D2C Sales



D2C Product Splits H1 2023



D2C Vinyl and CD Share of Category Sales Grow Slightly Over This Period Last Year



Though category share is down since 2022, nearly **30% of U.S. cassette sales** are via D2C

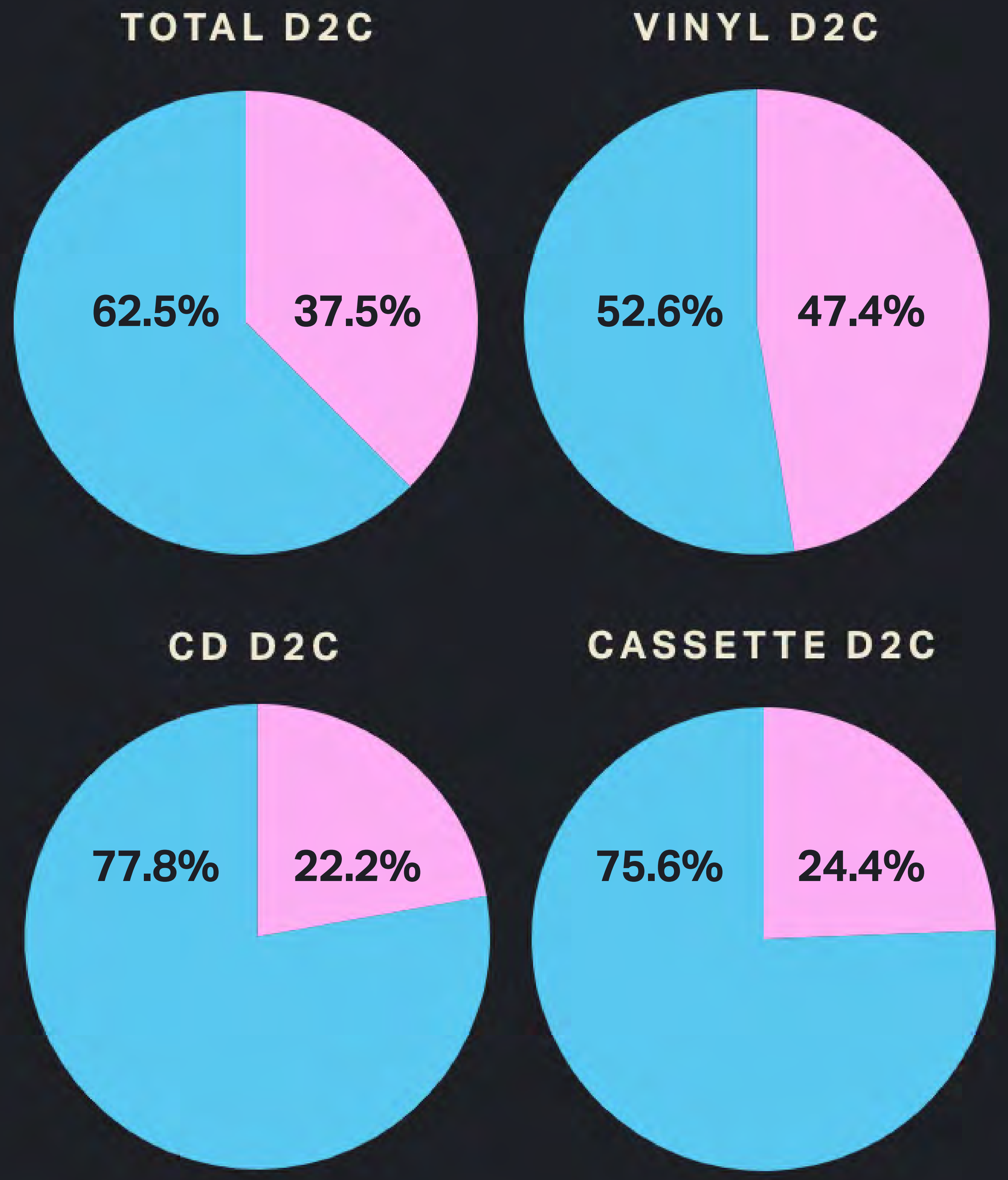
1 in 9 U.S. vinyl album sales are via Direct-to-Consumer (ex. Official artist webstore)

Taylor Swift

MICHAEL BUCKNER

Counter to Trends in Streaming Consumption, Over 60% of Total D2C Product Sales are Current Releases and +75% of Both CDs and Cassettes Are Current

Catalog Current



D2C, Merch & Where to Buy

42% of U.S. Gen Z agree that they "wish artists provided more merchandise options so that I can show my support for them and their work"

Gen Z are +33% more likely to plan on buying artist apparel in the next six months, and +32% more likely to plan on purchasing accessories compared to the US General Population (U.S. Gen Pop)

60% of the U.S. Gen Pop aged 13+ have purchased artist merchandise in the past

The most popular place of purchase among U.S. Gen Pop aged 13+ for merch is from an in-person live music event (at 37% of Gen Pop)

SOURCE: LUMINATE INSIGHTS ARTIST & GENRE TRACKER WAVE 8 6/23
LUMINATE INSIGHTS US MUSIC 360 WAVE 2 6/2023

SUPER FANS

Understanding Super Fans

#1 Social Signaling

Super fans are **+54% more likely** to be "the first among their friends to discover new music and artists"

#2 Expressions of Identity

Super fans are **+59% more likely** to say they "would like to connect with artists on a more personal level"

#3 The Community

Super fans are **+43% more likely** to say they "like to participate in the community or fandom" that specific artists provide

ALL FIGURES CITED ON THIS SLIDE ARE RELATIVE TO THE AVERAGE MUSIC LISTENER
*SUPER FANS ARE THOSE WHO ENGAGE W/ ARTISTS AND THEIR CONTENT IN 5+ DIFFERENT WAYS.

15%

of the General Population are Super Fans

*SUPER FANS ARE THOSE WHO ENGAGE W/ ARTISTS AND THEIR CONTENT IN 5+ DIFFERENT WAYS.
SOURCE: LUMINATE INSIGHTS US MUSIC 360 WAVE 2 6/2023

Super Fan Snapshots

+80%

Super fans spend +80% more money on music each month than the average U.S. music listener

+128%

Physical music buyers (Vinyl/CDs/Cassettes) are more than 2x as likely (+128%) to be music Super Fans

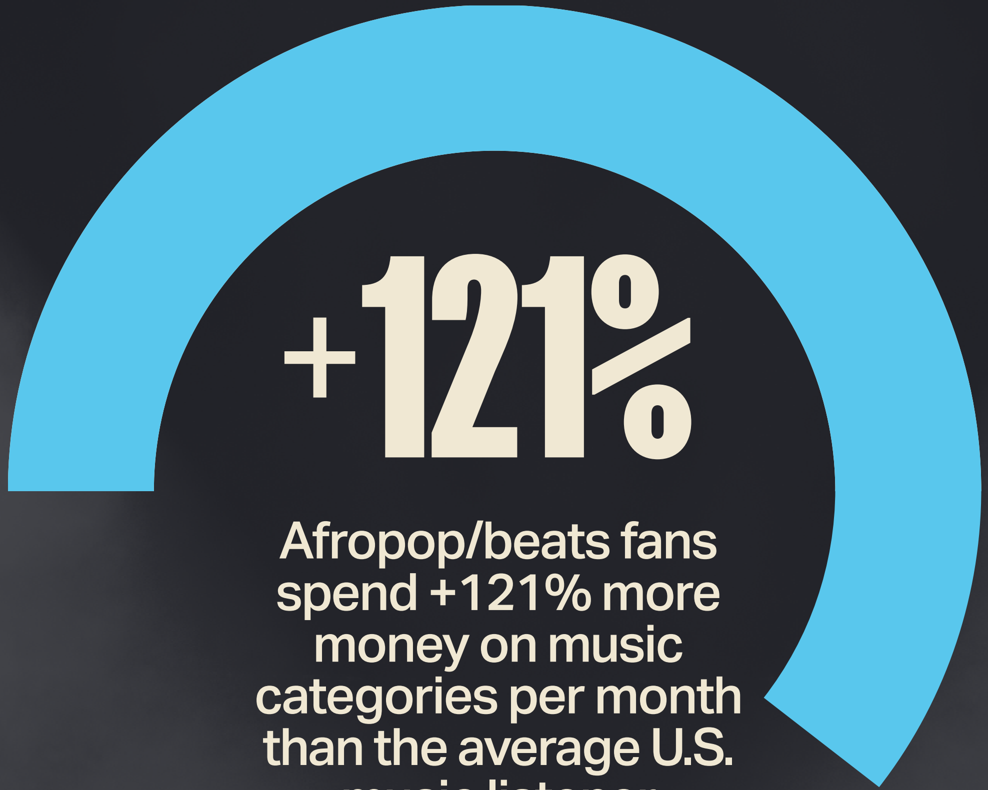
+22%

U.S. Millennial music listeners spend +22% more and Gen Z music listeners spend +13% more on monthly music categories compared to the average U.S. music listener

*SUPER FANS ARE THOSE WHO ENGAGE W/ ARTISTS AND THEIR CONTENT IN 5+ DIFFERENT WAYS.
SOURCE: LUMINATE INSIGHTS US MUSIC 360 WAVE 2 6/2023

Super Fan Snapshots

K-Pop fans spend +75% more money on music categories per month than the average U.S. music listener



Afropop/beats fans spend +121% more money on music categories per month than the average U.S. music listener

EDM fans spend +63% more money on music categories per month than the average U.S. music listener

*SUPER FANS ARE THOSE WHO ENGAGE W/ ARTISTS AND THEIR CONTENT IN 5+ DIFFERENT WAYS. SOURCE: LUMINATE INSIGHTS US MUSIC 360 WAVE 2 6/2023

Compared to Other Major Genre* Fans, K-Pop Fans ...

+69%

K-Pop fans are +69% more likely to purchase a vinyl record in the next 12 months

+67%

K-Pop fans are +67% more likely to be motivated to purchase music by a desire to "show support" for artists

+46%

K-Pop fans are +46% more likely to have purchased a CD record in the past 12 months

23%

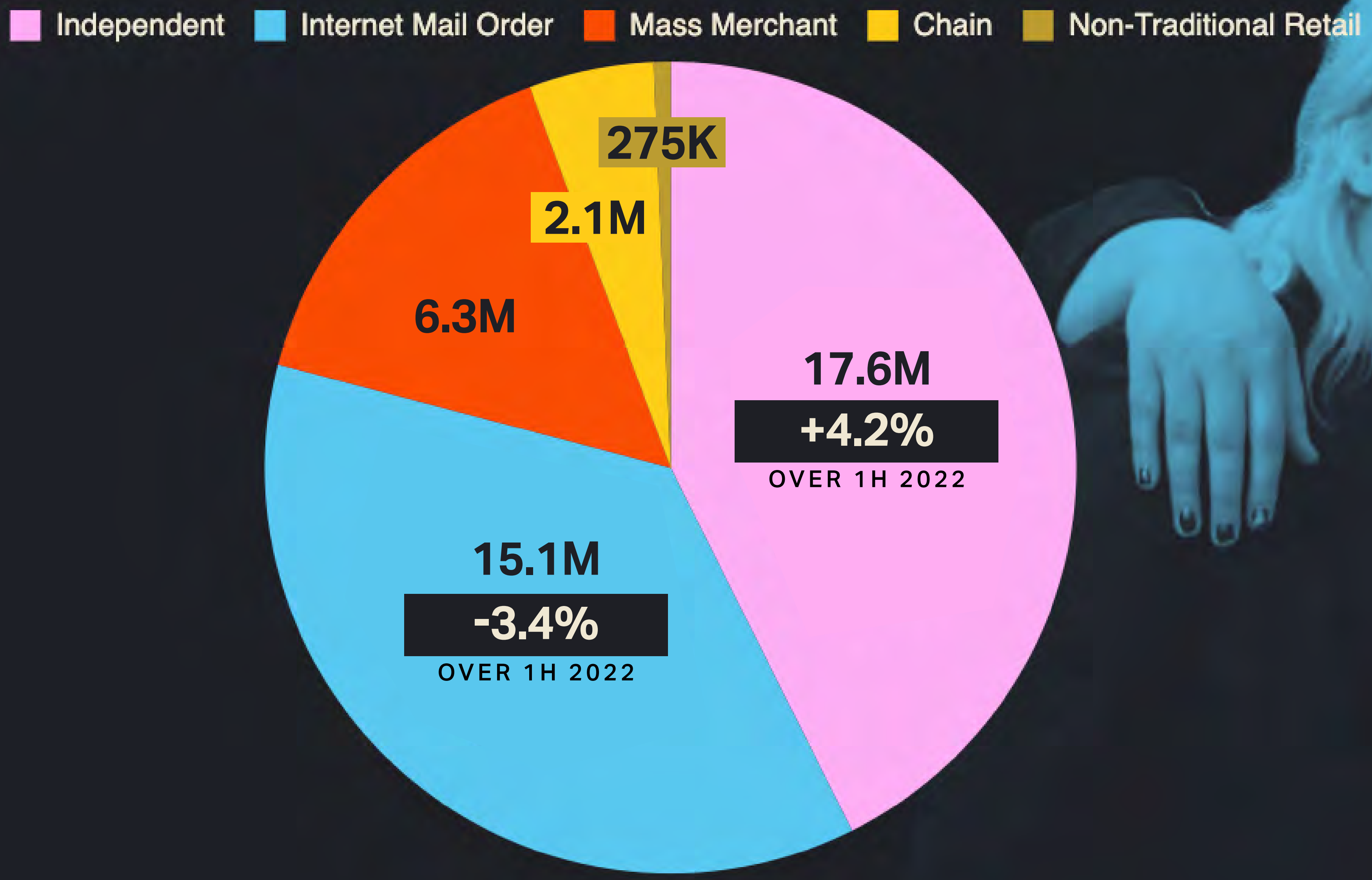
Almost 1 in 4 K-Pop fans have purchased a cassette in the past 12 months

*MAJOR GENRES INCLUDE POP, R&B, HIP-HOP/RAP, ROCK, COUNTRY, LATIN, EDM CHRISTIAN/GOSPELSOURCE: LUMINATE INSIGHTS US MUSIC 360 WAVE 2 6/2023

PHYSICAL

All Categories Up, But Who's Buying?

Physical Product U.S. Store Strata



BOYGENIUS: MIKAYLA LOBASSO
SOURCE: LUMINATE MUSIC CONNECT DATA

(INDICES) REFLECT COMPARISON TO THE US GEN POP

CD Buyers

- **Gen X** (104)
- **LGBTQ+** (112)
- **Urban** (110)
- **Spend** (181)*

Cassette Buyers

- **Gen Z** (138)
- **Male** (146)
- **Urban** (200)
- **Spend** (259)

Vinyl Buyers

- **Gen Z** (133)
- **LGBTQ+** (124)
- **Urban** (123)
- **Spend** (201)

Physical Music Buyers (Overall)

- **Gen X** (100)
- **LGBTQ+** (112)
- **Urban** (116)
- **Spend** (177)

*MUSIC SPEND INDICES REFLECT A COMPARISON TO MUSIC LISTENERS

SOURCE: LUMINATE INSIGHTS US MUSIC 360 WAVE 2 6/2023

The Price of Vinyl

Knowing your audience is a priority as different fan groups have different price points

$29.40

Jazz Fans
Optimum Vinyl Price

$25.80

'80s Decades Listeners
Optimum Vinyl Price

$19.60

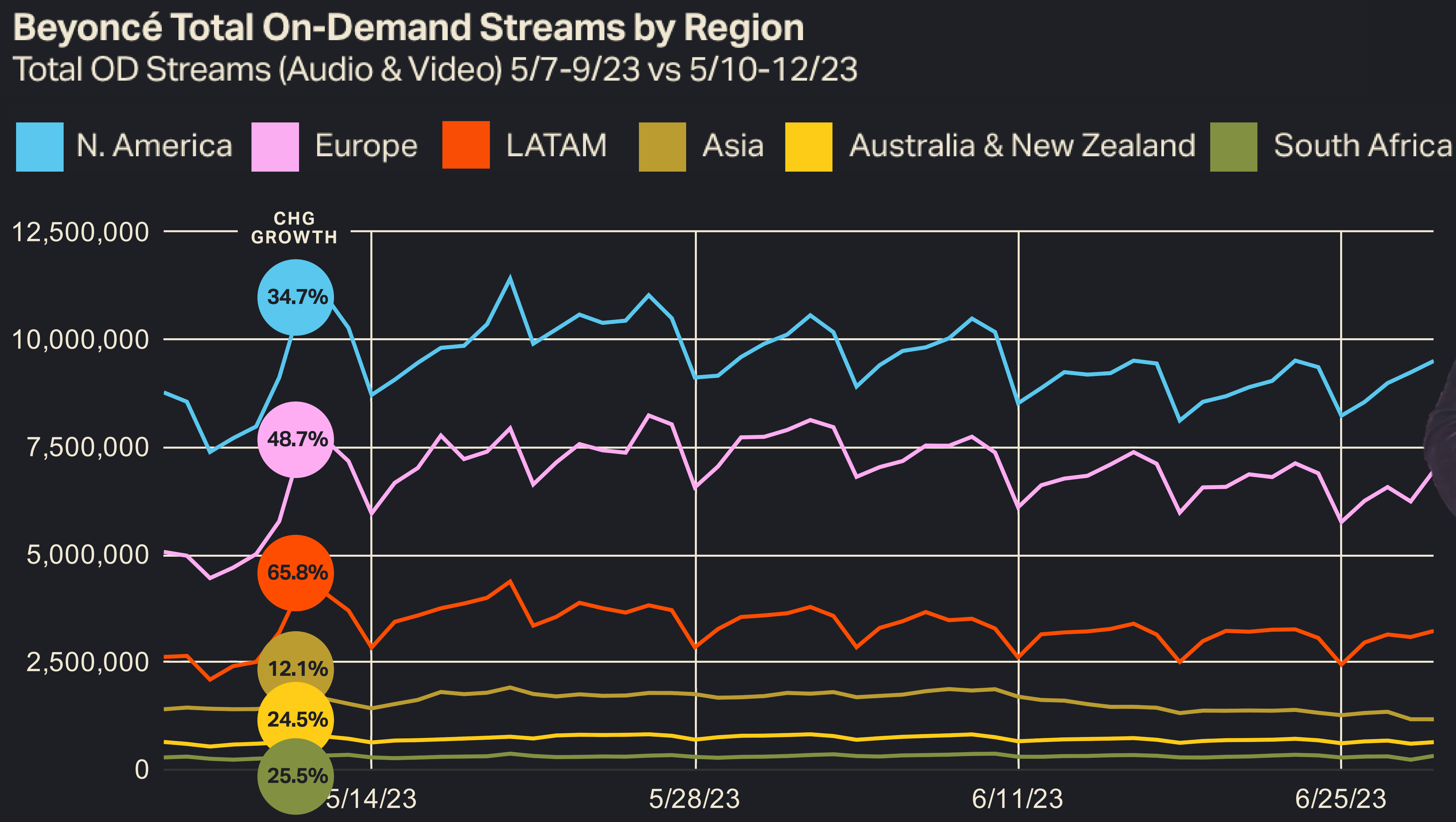
B

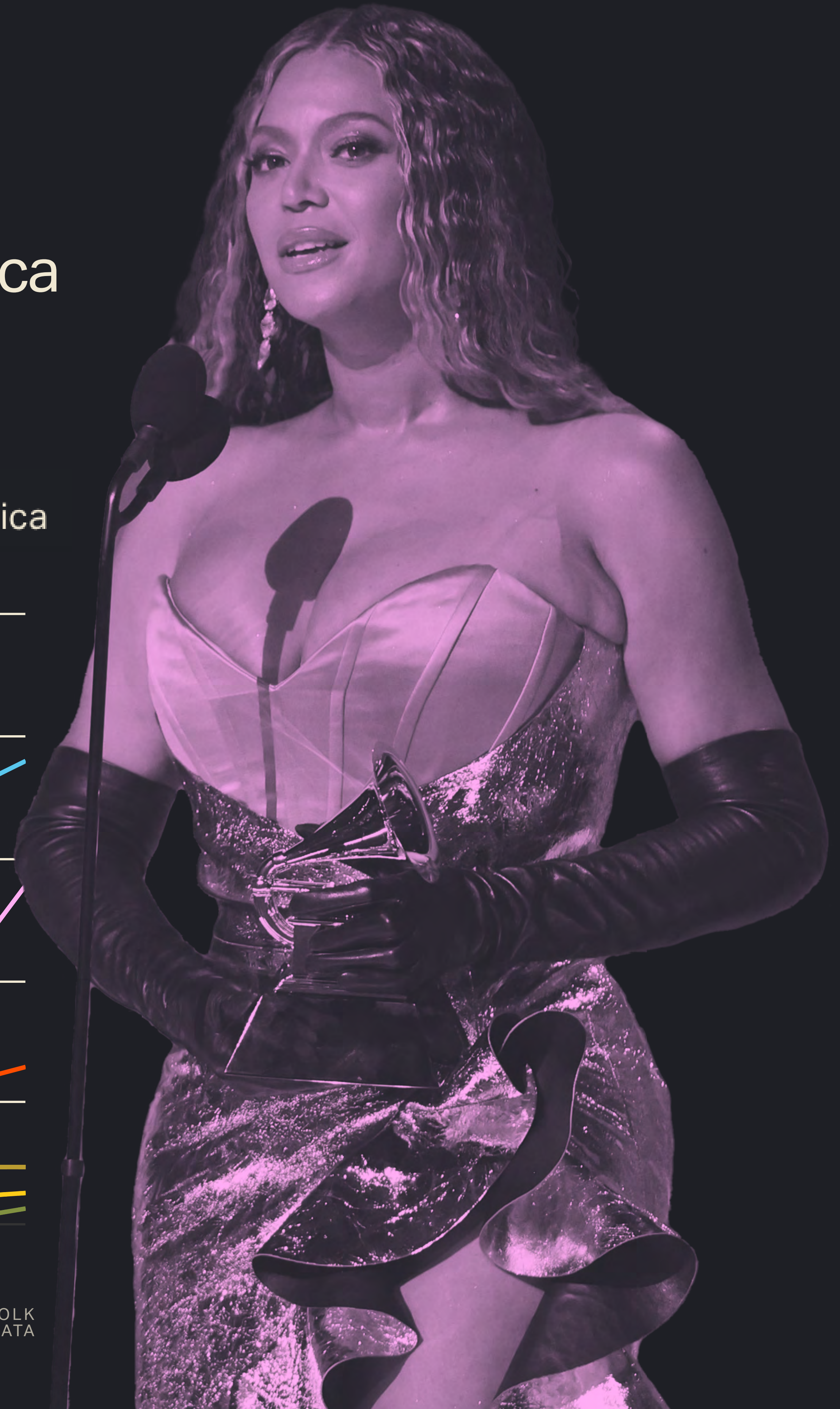
Boomers
Optimum Vinyl Price

SOURCE: LUMINATE INSIGHTS ARTIST & GENRE TRACKER WAVE 8 2023

Beyoncé's *Renaissance World Tour*

Kickoff in Stockholm on May 10 drove Global interest with the quickest streaming growth in S. America, Europe and N. America





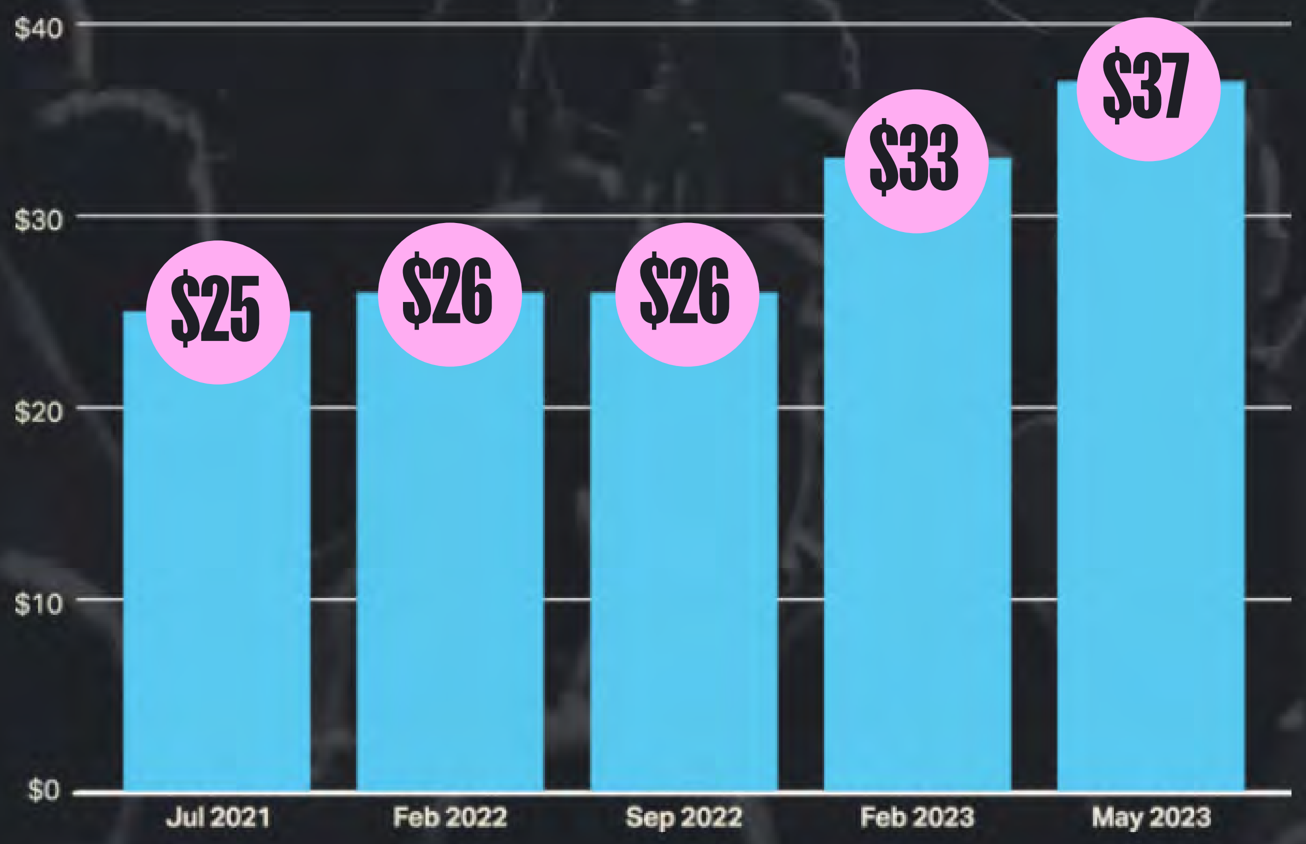
BEYONCÉ: CHRISTOPHER POLK
SOURCE: DAILY LUMINATE COUNTRY-LEVEL DATA

LIVE

Cost of Tickets Is Now the #1 Concern Over COVID

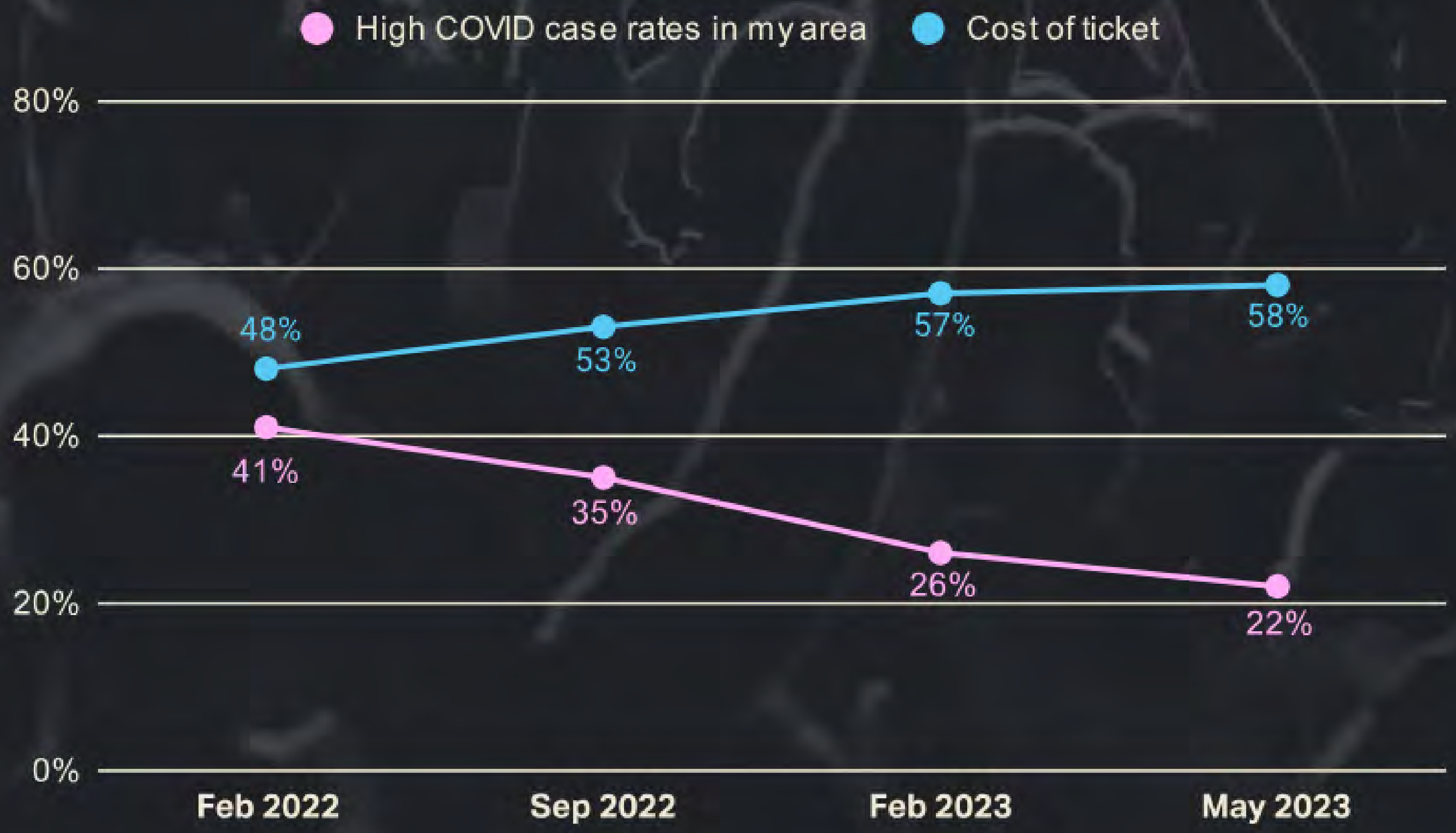
Average Concert-Goer Spends +40% More on Concerts in May 2023 than September 2022

Average Monthly Expenditures on Concerts



Barriers to Live Event Attendance

% who indicate this would keep them from attending a live in-person event



SOURCE: LUMINATE INSIGHTS US MUSIC 360 THROUGH WAVE 2 6/2023

Music Fans Make Great Audiences for Brand Partnerships

When compared to the General Population (Gen Pop) and other fan groups

	Pop Music Listeners	Sports Fans
To Shop Online	+49% more likely than Gen Pop	+27% more likely than Gen Pop
To Buy Cosmetics	+46% more likely than Gen Pop	+14% more likely than Gen Pop
To Use Food Delivery Services	+28% more likely than Gen Pop	+17% more likely than Gen Pop

SOURCE: LUMINATE INSIGHTS US ENTERTAINMENT 365 - WAVE 6 (2023)
B4. WHICH OF THE FOLLOWING PRODUCTS OR SERVICES, IF ANY, HAVE YOU PURCHASED IN THE PAST 3 MONTHS?
BASE: TOTAL RESPONDENTS (2000); POP GENRE MUSIC LISTENERS (577); SPORTS FANS (773)

TREND 2

Locals, Lyrics & Languages

U.S. Listeners Engaging with Foreign Content

69%

Of U.S. music listeners listen to music from artists originating from outside the U.S.

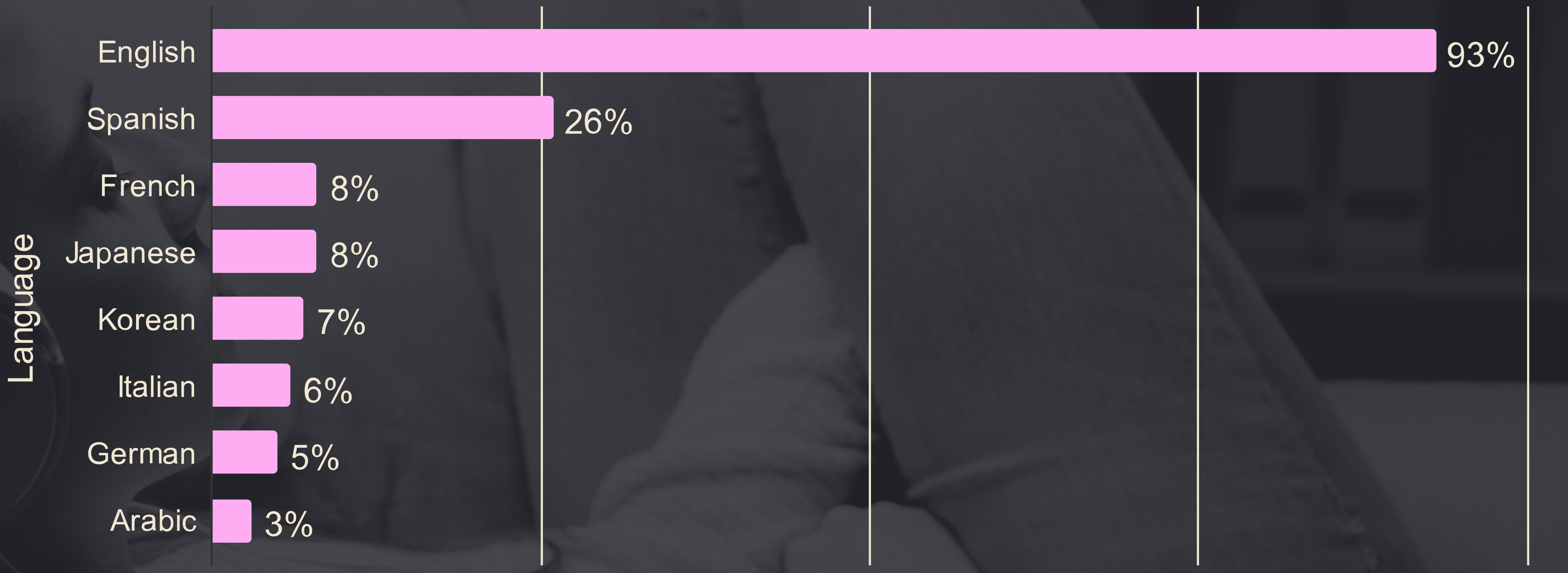
72%

Of Gen Z and Millennial music listeners listen to music from artists originating from outside the U.S.

SOURCE: 2023 US MUSIC 360 WAVE 2 6/2023

40% of U.S. listeners listen to music in a non-English language

Top Languages for U.S. Music Listening



SOURCE: LUMINATE INSIGHTS US MUSIC 360 WAVE 2 6/2023

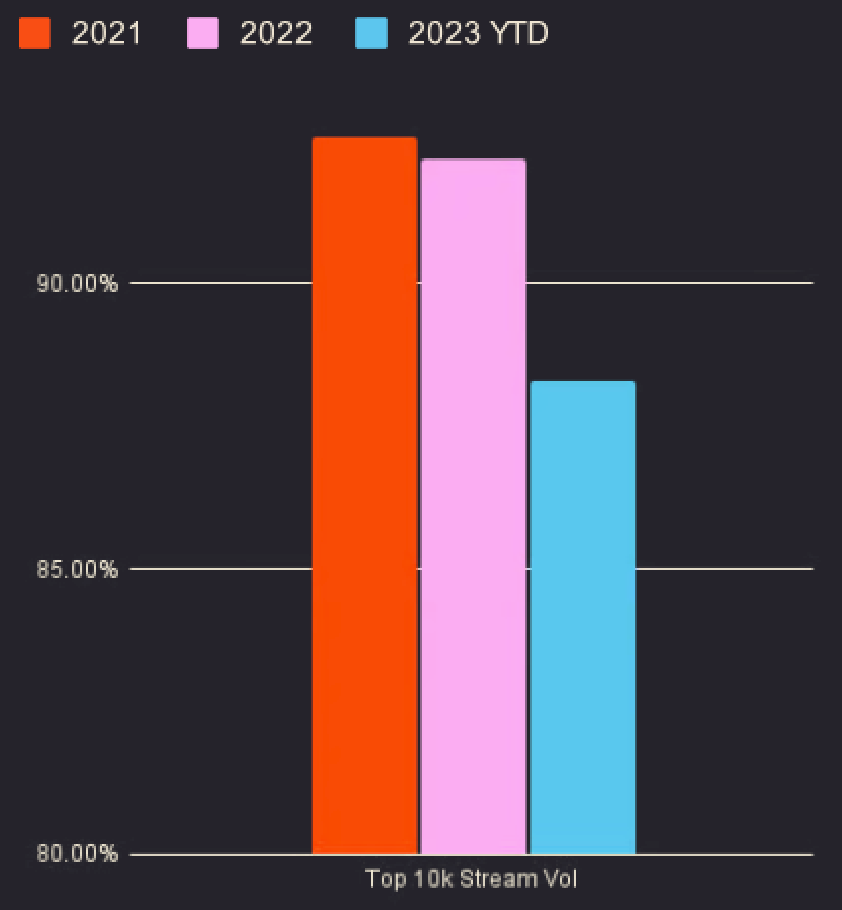
U.S. Listeners Engaging With Non-English Content

Streaming share of English language content in Top 10k US Total On-Demand (Audio & Video) tracks down 4.2% since 2021; Spanish grows 3.6%

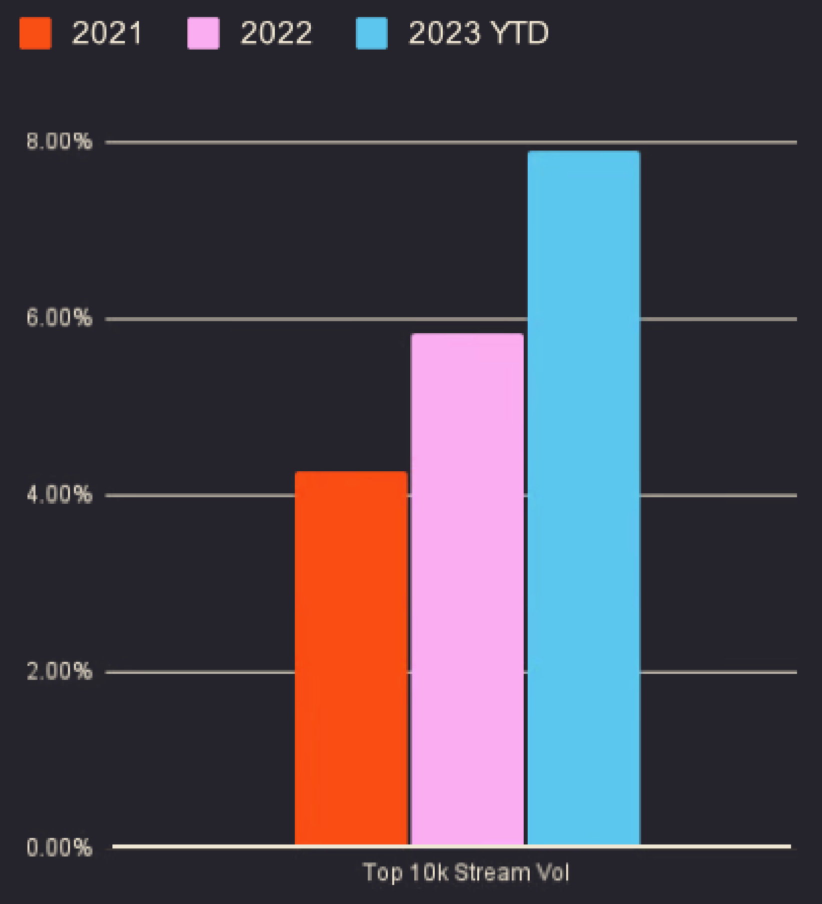
Top 3 Languages in US H1 2023 Consumption*

1. English — 88.3%
2. Spanish — 7.9%
3. Korean — 0.9%

English Language Share of Streaming in U.S.



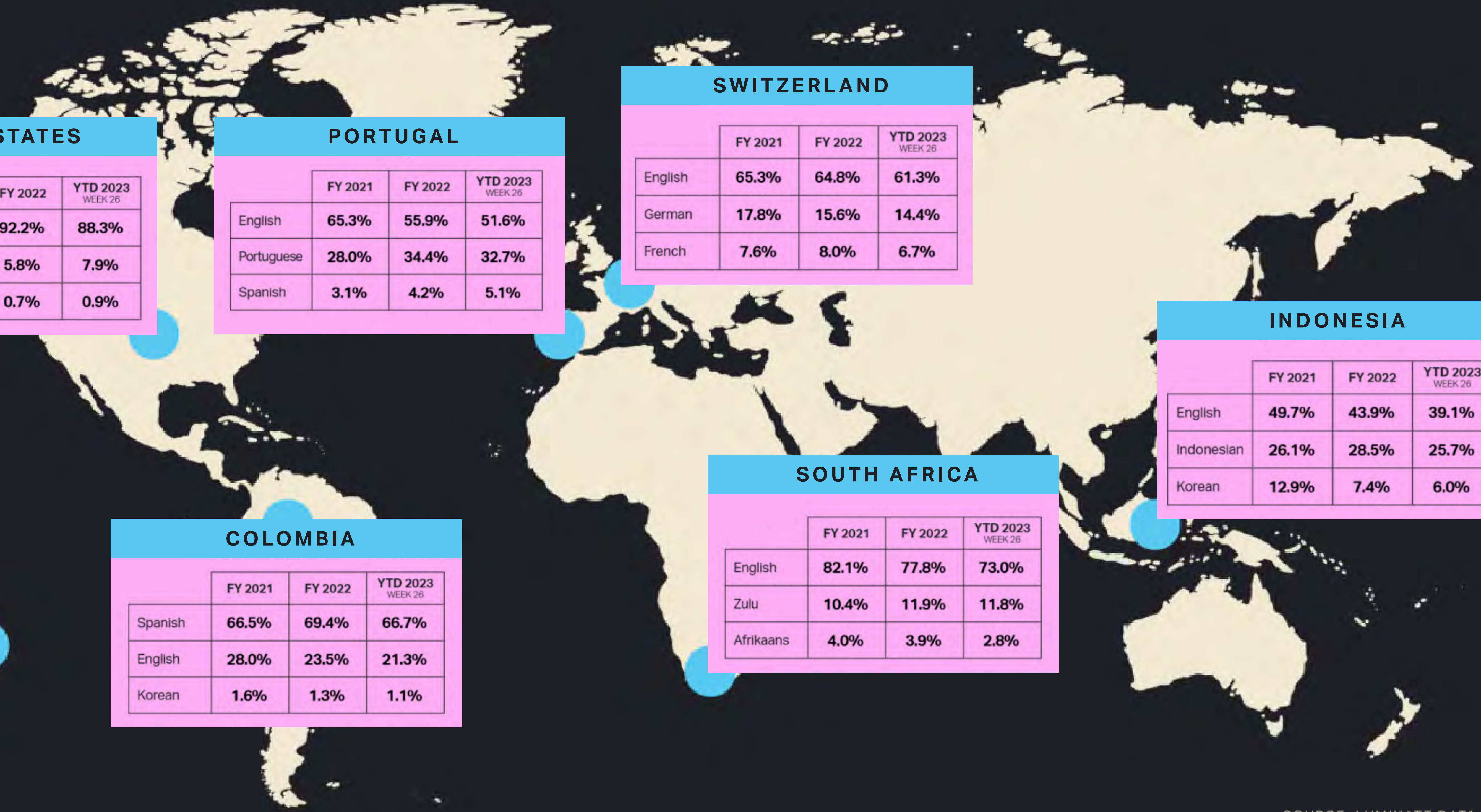
Spanish Language Share of Streaming in U.S.



*STREAMING SHARE OF TOP 10K TOTAL ON-DEMAND (AUDIO & VIDEO) TRACKS

Top Languages Around the World

Share of English Language in Top 10K Tracks Declining



UNITED STATES

	FY 2021	FY 2022	YTD 2023 WEEK 26
English	92.6%	92.2%	88.3%
Spanish	4.3%	5.8%	7.9%
Korean	0.5%	0.7%	0.9%

PORTUGAL

	FY 2021	FY 2022	YTD 2023 WEEK 26
English	65.3%	55.9%	51.6%
Portuguese	28.0%	34.4%	32.7%
Spanish	3.1%	4.2%	5.1%

SWITZERLAND

	FY 2021	FY 2022	YTD 2023 WEEK 26
English	65.3%	64.8%	61.3%
German	17.8%	15.6%	14.4%
French	7.6%	8.0%	6.7%

GLOBAL

	FY 2021	FY 2022	YTD 2023 WEEK 26
English	67.2%	62.1%	56.4%
Spanish	12.2%	11.6%	10.6%
Hindi	3.7%	6.1%	8.7%
Korean	3.5%	3.2%	3.1%
Portuguese	1.8%	1.6%	1.6%

INDONESIA

	FY 2021	FY 2022	YTD 2023 WEEK 26
English	49.7%	43.9%	39.1%
Indonesian	26.1%	28.5%	25.7%
Korean	12.9%	7.4%	6.0%

COLOMBIA

	FY 2021	FY 2022	YTD 2023 WEEK 26
Spanish	66.5%	69.4%	66.7%
English	28.0%	23.5%	21.3%
Korean	1.6%	1.3%	1.1%

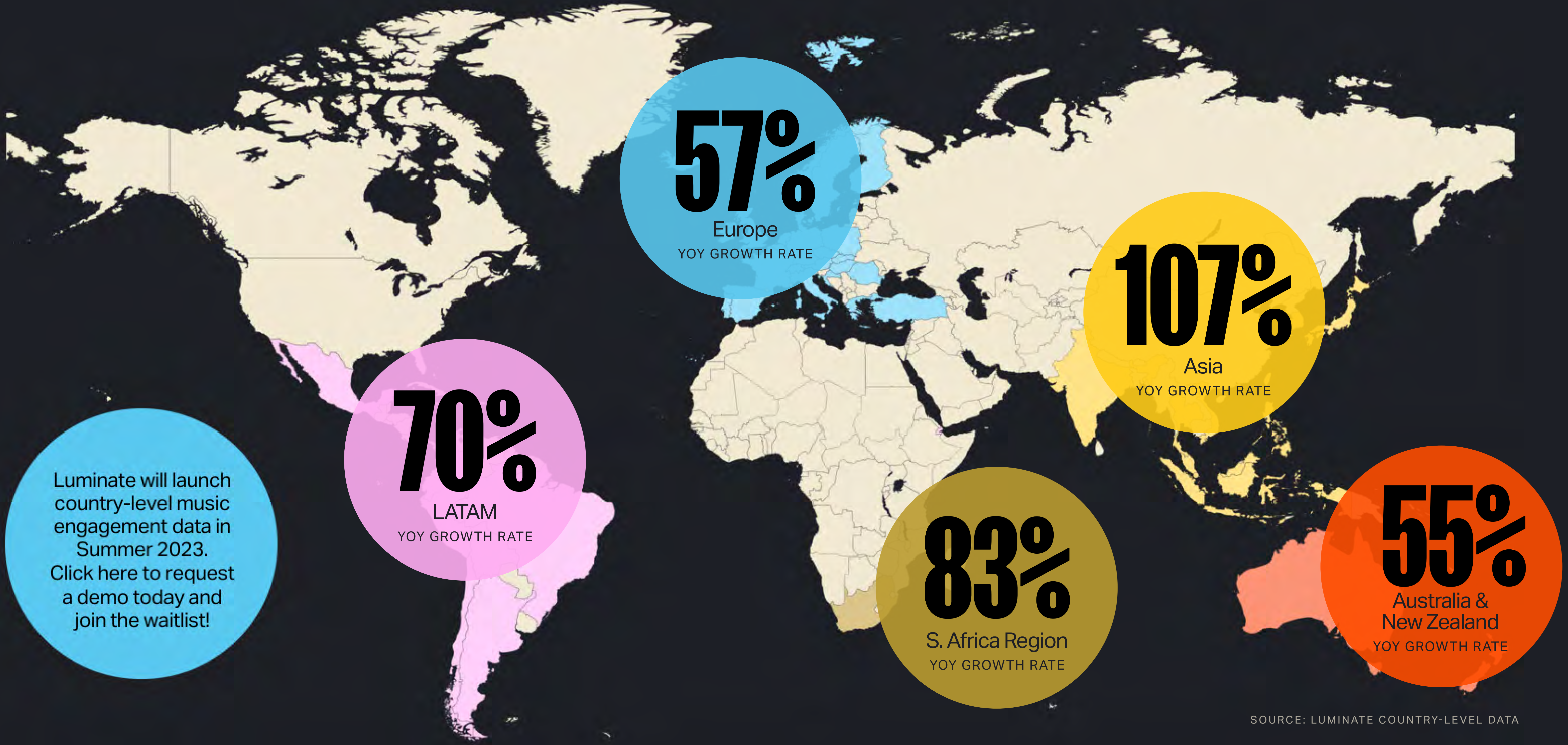
SOUTH AFRICA

	FY 2021	FY 2022	YTD 2023 WEEK 26
English	82.1%	77.8%	73.0%
Zulu	10.4%	11.9%	11.8%
Afrikaans	4.0%	3.9%	2.8%

SOURCE: LUMINATE DATA
BASED ON TOTAL ON-DEMAND (AUDIO + VIDEO) STREAMING IN EACH COUNTRY

Streaming Growth Rate by Regions Outside of U.S. and Canada

Asia +107% in Total On-Demand (Audio + Video) Streams Over This Period Last Year



Luminate will launch country-level music engagement data in Summer 2023. Click here to request a demo today and join the waitlist!

SOURCE: LUMINATE COUNTRY-LEVEL DATA

Country Music Reaches New Streaming Peak

2.26B

Highest weekly total ever for Country U.S. On-Demand Audio streaming the week ending 6/1/23

Morgan Wallen's *One Thing at a Time* accounts for 9.6% of all Country On-Demand Audio streaming since its 3/3/23 release

Morgan Wallen

The New Country Consumer

Younger Fans Are Powering Country Artists To New Streaming Heights

Bailey Zimmerman

	#1 LISTENING FORMAT	BIGGEST FAN COHORT
Bailey Zimmerman	Music Streaming	Z Gen Z
Luke Combs	Music Streaming	Z M Gen Z/ Millennial
Zach Bryan	Music Streaming	Z Gen Z
Morgan Wallen	Music Streaming	M Millennial
Average Country Fan	AM/FM Radio	B Boomers

ZIMMERMAN: SEBRON SNYDER FOR PMC
SOURCE: LUMINATE INSIGHTS ARTIST & GENRE TRACKER WAVE 8 6/23

U.S. Gen Z Country Music Fans

+32%

Gen Z Country Listeners are +32% more likely to discover new music through video and/or audio streaming services than the avg U.S. consumer **and** +11% more than other Gen Z music listeners

+39%

Gen Z Country Listeners avg monthly spend on physical purchases (merch, music, gift cards) ($32) is +39% more than the avg U.S. music listener ($23)

+92%

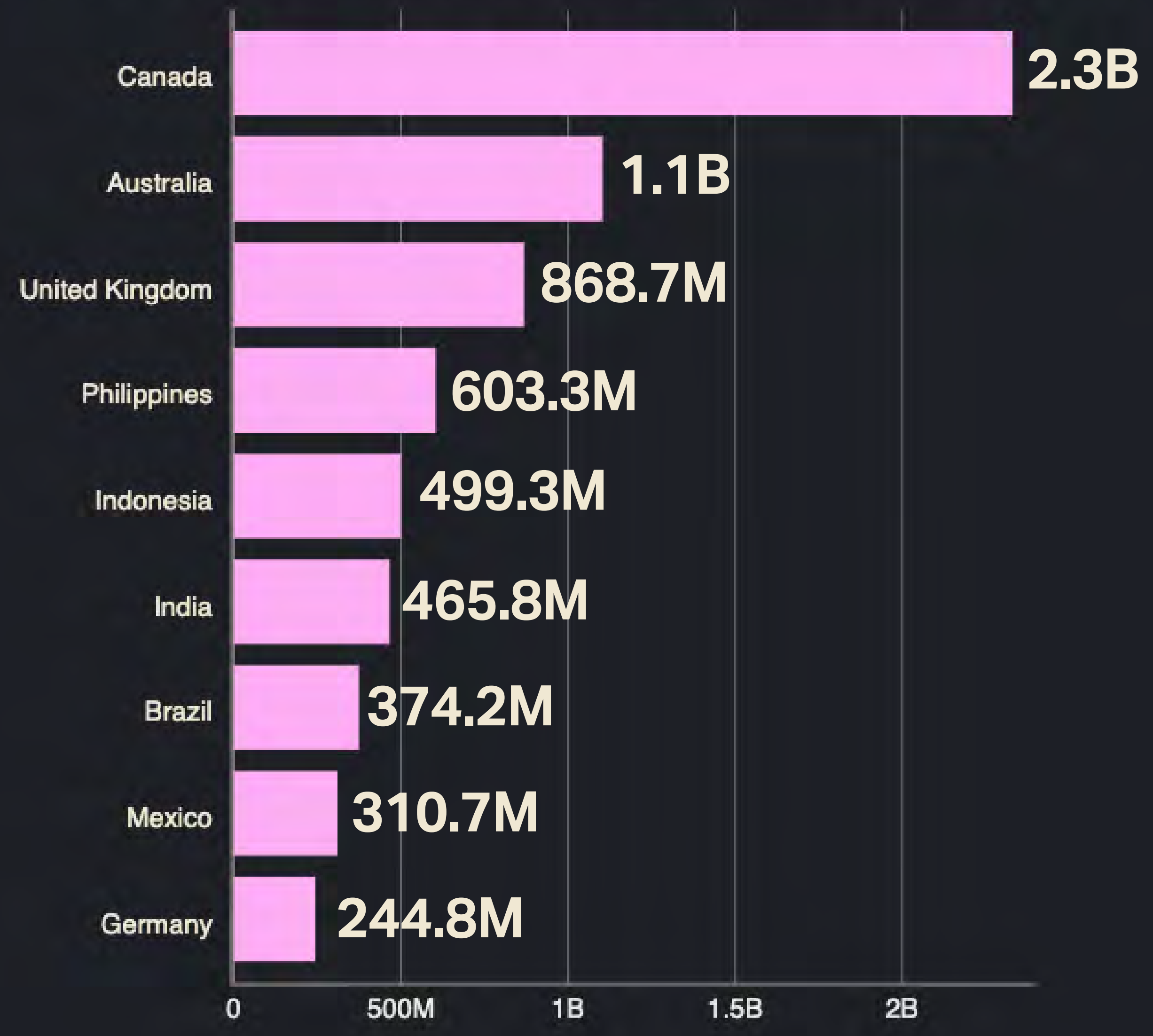
Gen Z Country Listeners are +92% more likely to listen to playlists shared by family and friends than the avg U.S. consumer **and** +37% more likely than other Gen Z music listeners

SOURCE: LUMINATE INSIGHTS ARTIST & GENRE TRACKER WAVE 8 6/2023
LUMINATE INSIGHTS US MUSIC 360 WAVE 2 6/2023

Country Music in Other Markets

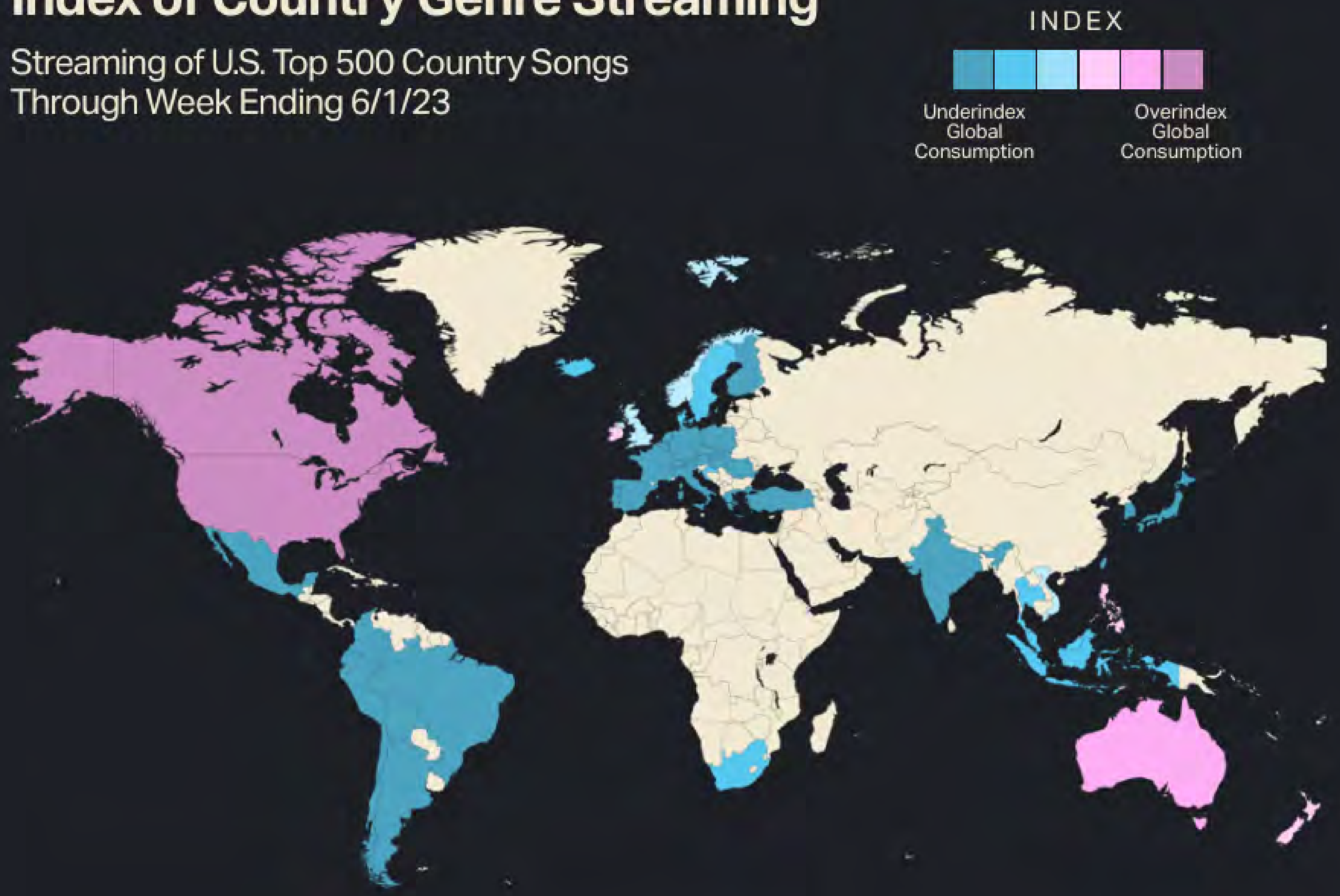
Top 500 U.S. Country Songs

Total OD Streams in Ex-U.S. Country YTD Week Ending 6/29/23



Index of Country Genre Streaming

Streaming of U.S. Top 500 Country Songs
Through Week Ending 6/1/23

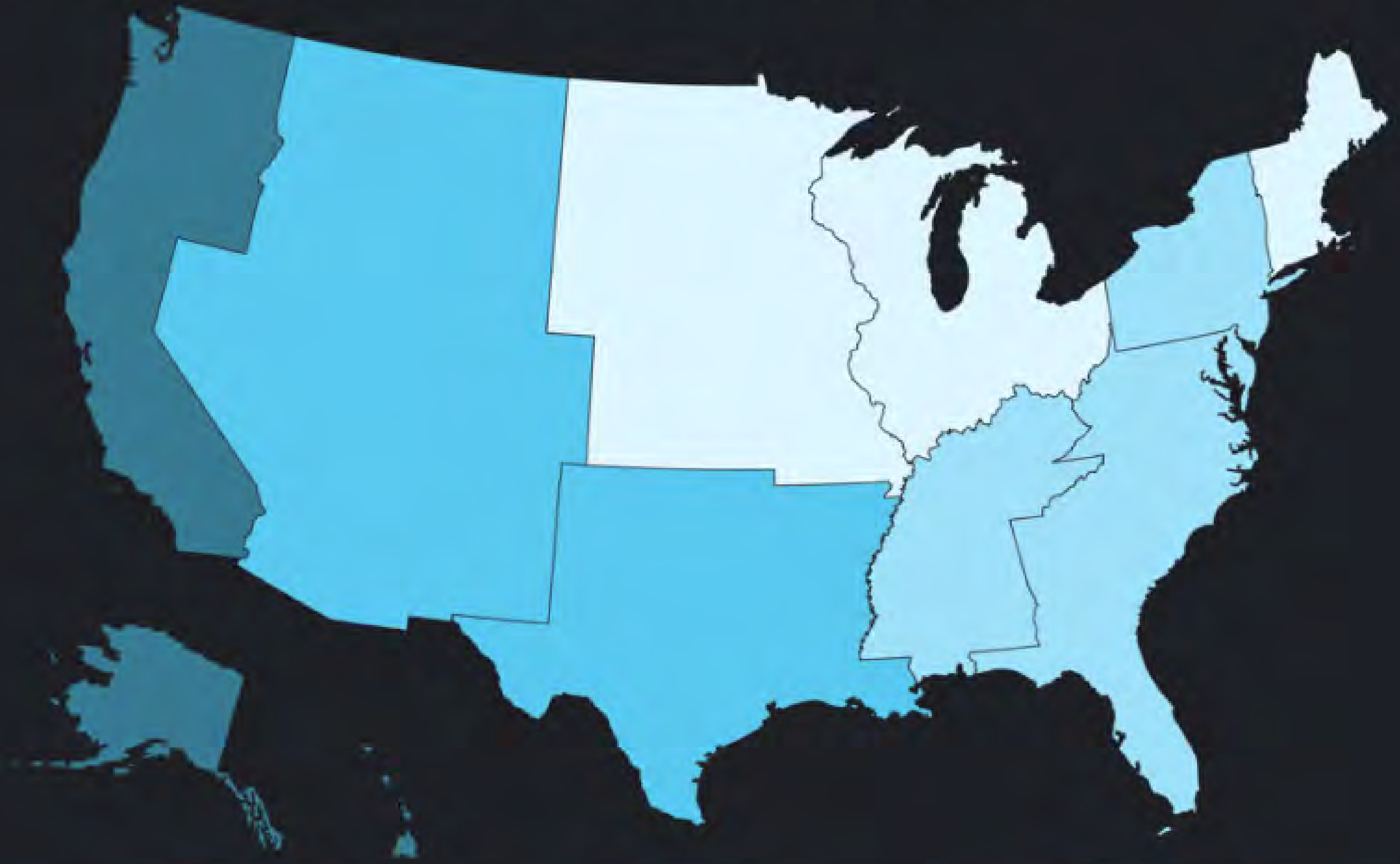


SOURCE: LUMINATE COUNTRY-LEVEL DATA

SNAPSHOT OF GENRES AROUND THE WORLD

Regional Mexican

Distribution of Listeners in the U.S.
(Darker Colors Indicate Greater Listener Proportions)



17% non Hispanic

13% non-Hispanic White

+34% more likely to be Millennials*

*COMPARED TO GEN POP 13+
SOURCE: LUMINATE MUSIC CONNECT
LUMINATE INSIGHTS ARTIST & GENRE TRACKER WAVE 8 6/2023

Eslabon Armado
NOLWEN CIFUENTES FOR BILLBOARD

10.4B US On-Demand Audio (ODA) streaming YTD of Regional Mexican music (+50% over 2022)

	U.S. ODA STREAMS YTD	GLOBAL ODA STREAMS YTD
Eslabon Armado	766.0M	1.6B
Junior H	391.8M	1.3B
Ivan Cornejo	384.9M	482.8M

RANKED BY TOP REGIONAL MEXICAN ARTISTS IN THE US BY ODA

Afrobeats*

Distribution of Listeners in the U.S.

(Darker Colors Indicate Greater Listener Proportions)

+27% more likely to be Gen Z

+63% more likely to identify LGBTQ+**

62% non-Black

*PROFILE REFLECTIVE OF U.S. CONSUMERS IDENTIFYING AS AFROPOP LISTENERS
**COMPARED TO GEN POP 13+
LUMINATE INSIGHTS ARTIST & GENRE TRACKER WAVE 8 6/2023

Burna Boy

BRIAN FRIEDMAN FOR BILLBOARD

2.5B US On-Demand Audio (ODA) streaming YTD of Afrobeats (+34% over 2022)

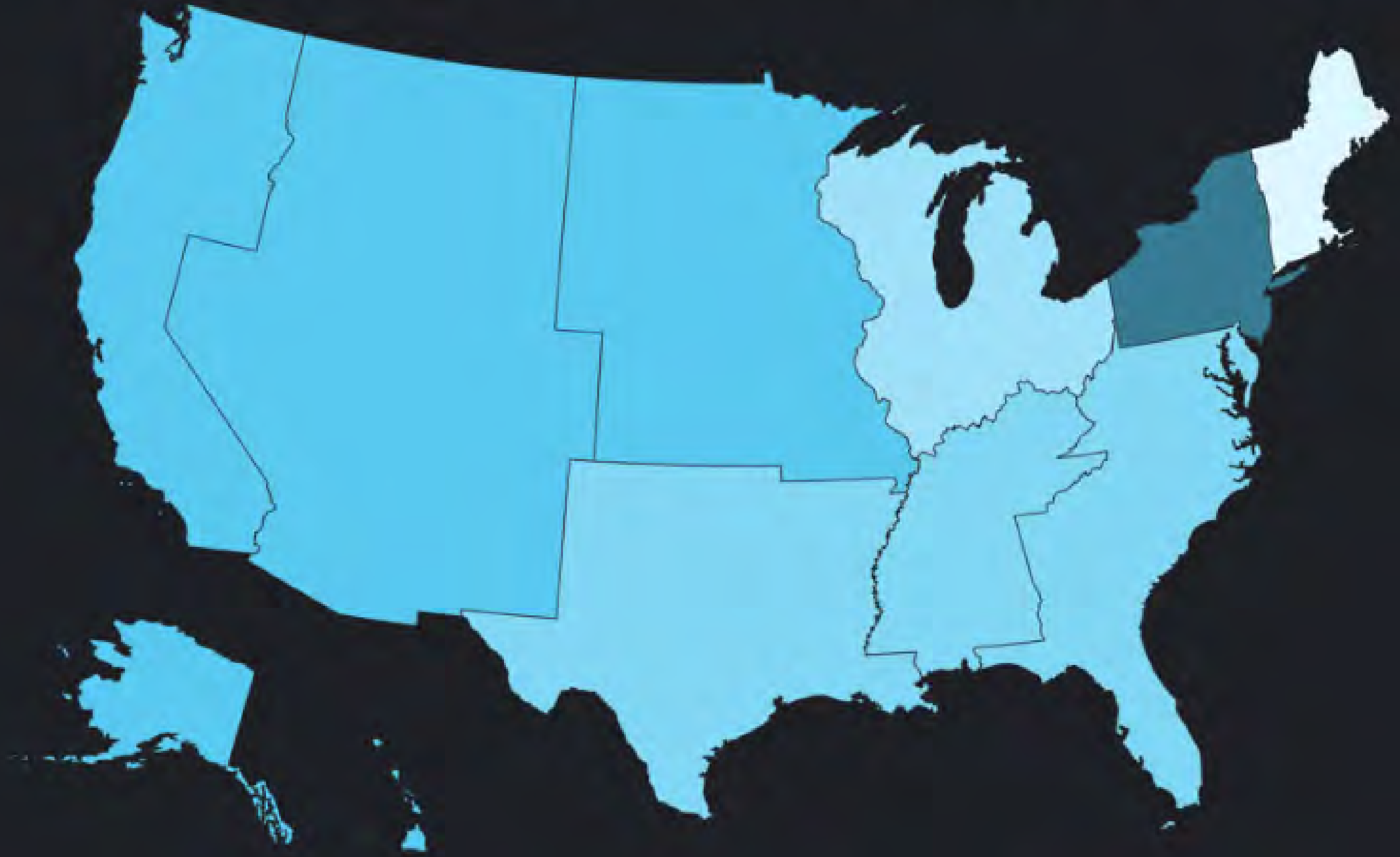
	U.S. ODA STREAMS YTD	GLOBAL ODA STREAMS YTD
Burna Boy	255.8M	1.1B
Tems	183.4M	303.3M
Wizkid	181.2M	532.9M

RANKED BY TOP AFROBEATS ARTISTS IN THE US BY ODA

J-Pop

Distribution of Listeners in the U.S.

(Darker Colors Indicate Greater Listener Proportions)



+72% more likely to be Millennials

+88% more likely to identify LGBTQ+*

+12% more likely to be male (56% male)

* COMPARED TO GEN POP 13+
SOURCE: LUMINATE INSIGHTS ARTIST & GENRE TRACKER WAVE 7 3/2023 & WAVE 8 6/2023

YOASOBI

662.4M US On-Demand Audio (ODA) streaming YTD of J-Pop artists ranked in US Top 10k artist list (+29.6% over 2022)

	U.S. ODA STREAMS YTD	GLOBAL ODA STREAMS YTD
Yoasobi	69.2M	1.4B
Fujii Kaze	61.9M	704.8M
Ado	45.6M	755.2M

RANKED BY TOP J-POP ARTISTS IN THE US BY ODA

TREND 3

The Impacts of New Tracks

Analyzing the Effects of the Ever-Growing Number of ISRCs on Streaming Platforms

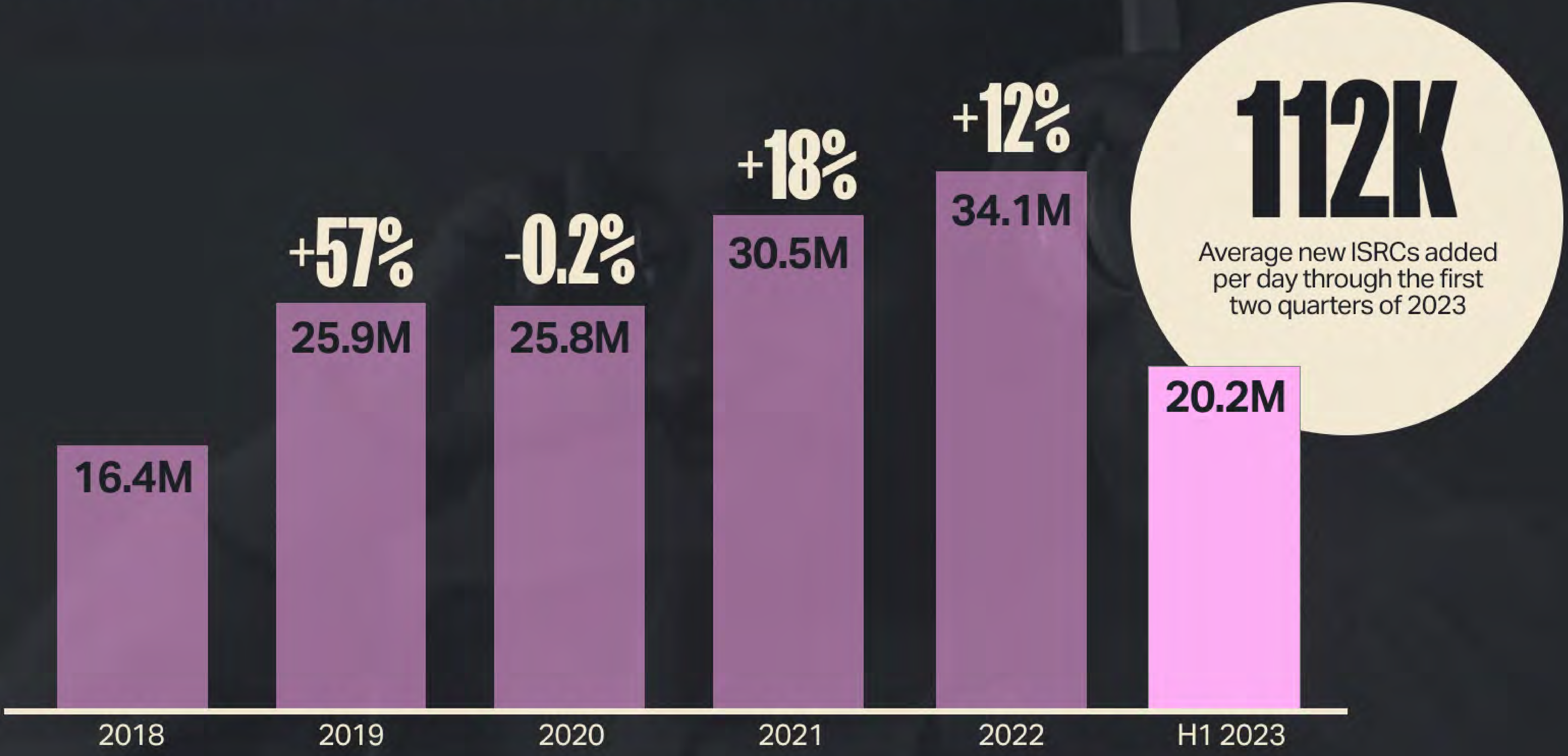
93.4K

Average new ISRCs added per day in 2022

112K

Average of new ISRCs added daily to DSPs in the first half of 2023

New Audio and Video ISRCs Created Each Year



LUMINATE GLOBAL ISRC INGESTION BEGINNING WEEK 40 2018

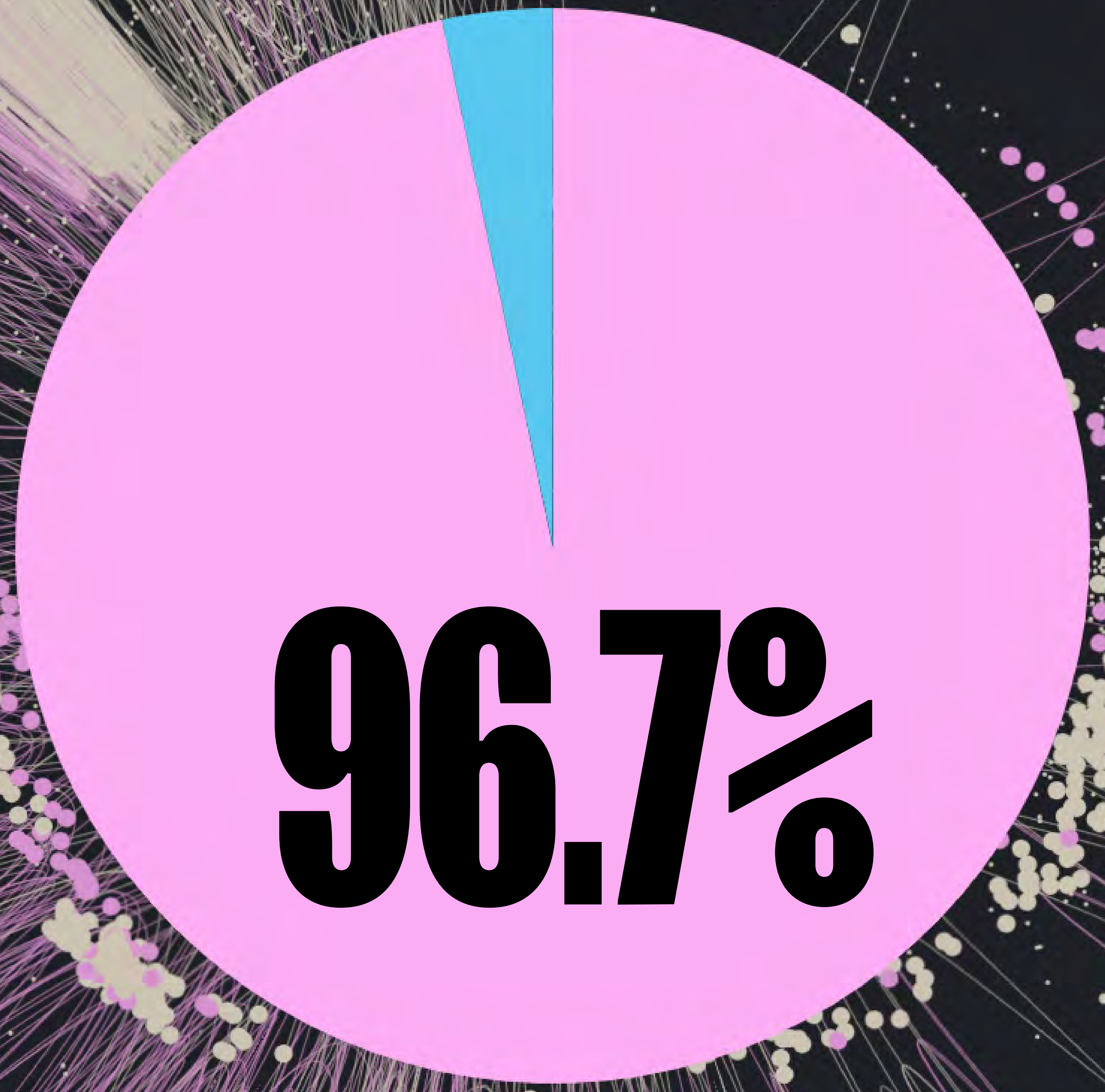
Average Daily ISRC Delivery to DSPs

Average of 112k new ISRCs delivered to DSPs each day through the first half of 2023

Major Distribution

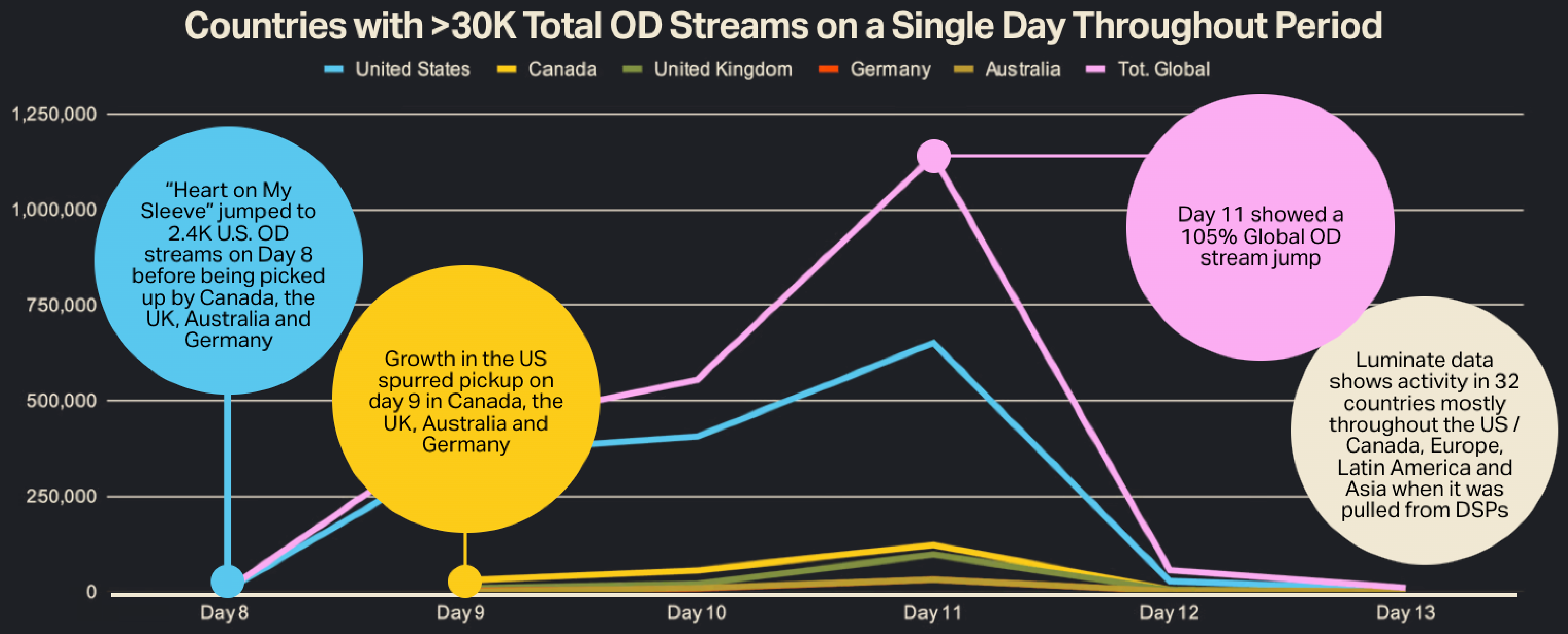
Rest of Industry*

*INCLUSIVE OF INDEPENDENT DISTRIBUTION AND DSPS THAT CATER TO CREATOR NETWORK



AI Music Spread in Today's Marketplace

How Ghostwriter "Heart On My Sleeve" Spread to 30+ Countries in April 2023



2023

Midyear Charts

LUMINATE | billboard

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	**Morgan Wallen**	*One Thing at a Time*	**3.312 million**	242,000	456,000	3.857 billion	166.5 million
2	**SZA**	*SOS*	**1.982 million**	77,000	103,000	2.489 billion	124.6 million
3	**Taylor Swift**	*Midnights*	**1.876 million**	607,000	265,000	1.614 billion	51.1 million
4	**Morgan Wallen**	*Dangerous: The Double Album*	**1.173 million**	37,000	123,000	1.461 million	97.2 million
5	**Metro Boomin**	*Heroes & Villains*	**1.038 million**	39,000	64,000	1.323 billion	39.7 million
6	**Bad Bunny**	*Un Verano Sin Ti*	**0.967 million**	21,000	41,000	1.240 billion	89.1 million
7	**Drake, 21 Savage**	*Her Loss*	**0.898 million**	16,000	32,000	1.158 billion	50.4 million
8	**Zach Bryan**	*American Heartbreak*	**0.769 million**	54,000	110,000	0.916 billion	33.3 million
9	**Karol G**	*Manana Sera Bonito*	**0.716 million**	19,000	48,000	0.867 billion	136.8 million
10	**Taylor Swift**	*Lover*	**0.711 million**	131,000	76,000	0.751 billion	20.3 million

* TOP 10 ALBUMS (ALBUM SALES + TEA + ON-DEMAND SEA): RANKED BY EQUIVALENT ALBUM UNITS, COMPRISING ALBUM SALES, TRACK EQUIVALENT ALBUMS (TEA) AND STREAMING EQUIVALENT ALBUMS (SEA). EACH UNIT = ONE ALBUM SALE, OR 10 TRACKS SOLD FROM AN ALBUM, OR 1,250 PREMIUM ON-DEMAND OFFICIAL STREAMS // 3,750 AD-SUPPORTED ON-DEMAND OFFICIAL STREAMS BY SONGS FROM AN ALBUM. (USER GENERATED CONTENT [UGC] ON-DEMAND STREAMS ARE NOT INCLUDED.)

Top Albums

Total Sales (Physical & Digital)

	Artist	Title	Sales
1	**Taylor Swift**	*Midnights*	**607,000**
2	**TOMORROW X TOGETHER**	*The Name Chapter: TEMPTATION*	**399,000**
3	**Stray Kids**	*5-Star*	**327,000**
4	**TWICE**	*Ready to Be*	**286,000**
5	**Morgan Wallen**	*One Thing at a Time*	**242,000**
6	**Seventeen**	*Seventeen 10th Mini Album "FML"*	**236,000**
7	**Metallica**	*72 Seasons*	**215,000**
8	**Agust D (Suga of BTS)**	*D-Day*	**200,000**
9	**Jimin (BTS)**	*FACE*	**196,000**
10	**Melanie Martinez**	*PORTALS*	**194,000**

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	**Morgan Wallen**	"Last Night"	**4.861 million**	588.7 million	54.1 million	210,000
2	**Miley Cyrus**	"Flowers"	**4.816 million**	464.6 million	286.1 million	376,000
3	**SZA**	"Kill Bill"	**4.529 million**	567.6 million	133.5 million	50,000
4	**PinkPantheress**	"Boy's A Liar, Pt. 2"	**3.200 million**	370.4 million	210.3 million	21,000
5	**Rema & Selena Gomez**	"Calm Down"	**2.799 million**	266.6 million	219.8 million	106,000
6	**The Weeknd**	"Die For You"	**2.650 million**	349.8 million	49.6 million	40,000
7	**Zach Bryan**	"Something In The Orange"	**2.624 million**	331.2 million	24.5 million	63,000
8	**Taylor Swift**	"Anti-Hero"	**2.511 million**	302.8 million	40.6 million	95,000
9	**Eslabon Armado**	"Ella Baila Sola"	**2.450 million**	307.4 million	84.6 million	25,000
10	**Metro Boomin, The Weeknd, 21 Savage**	"Creepin'"	**2.361 million**	308.3 million	22.6 million	37,000

* TOP 10 DIGITAL SONG CONSUMPTION: RANKED BY TRADITIONAL DIGITAL SONG SALES + SES UNITS, WHERE 125 PREMIUM STREAMS = ONE SONG // 375 AD-SUPPORTED STREAMS = ONE SONG. ON-DEMAND VIDEO SONG STREAMING INCLUDES OFFICIAL, SONG UGC AND NON-SONG UGC

Top CD Album Sales

	Artist	Title	Sales
1	**TOMORROW X TOGETHER**	*The Name Chapter: TEMPTATION*	**395,000**
2	**Stray Kids**	*5-Star*	**322,000**
3	**TWICE**	*Ready to Be*	**258,000**
4	**Seventeen**	*Seventeen 10th Mini Album "FML"*	**233,000**
5	**Agust D (Suga of BTS)**	*D-Day*	**186,000**
6	**Taylor Swift**	*Midnights*	**176,000**
7	**Jimin (BTS)**	*FACE*	**168,000**
8	**Ateez**	*The World EP.2: Outlaw*	**129,000**
9	**ENHYPEN**	*Dark Blood*	**127,000**
10	**Stray Kids**	*Maxident*	**114,000**

Top Vinyl Album Sales

	Artist	Title	Sales
1	**Taylor Swift**	*Midnights*	**251,000**
2	**Lana Del Rey**	*Did You Know That There's a Tunnel Under Ocean Blvd*	**132,000**
3	**Taylor Swift**	*folklore*	**107,000**
4	**Tyler, The Creator**	*IGOR*	**104,000**
5	**Fleetwood Mac**	*Rumours*	**103,000**
6	**boygenius**	*The Record*	**100,000**
7	**Melanie Martinez**	*PORTALS*	**93,000**
8	**Michael Jackson**	*Thriller*	**85,000**
9	**Pink Floyd**	*Dark Side of the Moon*	**85,000**
10	**Lana Del Rey**	*Born to Die*	**84,000**

Top Songs: On-Demand Streaming
Audio

	Artist	Song	Audio Streams
1	**Morgan Wallen**	"Last Night"	**588.7 million**
2	**SZA**	"Kill Bill"	**567.6 million**
3	**Miley Cyrus**	"Flowers"	**464.6 million**
4	**Pinkpantheress**	"Boy's a Liar"	**370.4 million**
5	**The Weeknd**	"Die for You"	**349.8 million**
6	**Zach Bryan**	"Something in the Orange"	**331.2 million**
7	**Metro Boomin, The Weeknd & 21 Savage**	"Creepin'"	**308.3 million**
8	**Eslabon Armado**	"Ella Baila Sola"	**307.4 million**
9	**Morgan Wallen**	"You Proof"	**303.3 million**
10	**Taylor Swift**	"Anti-Hero"	**302.8 million**

Top Songs: On-Demand Streaming
Video**

	Artistw	Song	Video Streams
1	**Lady Gaga**	"Bloody Mary"	**444.8 million**
2	**TWISTED**	"Worth Nothing"	**435.3 million**
3	**J. Cole feat. Amber Coffman**	"She Knows"	**410.5 million**
4	**Hans Zimmer**	"First Step"	**380.9 million**
5	**Miley Cyrus**	"Flowers"	**286.1 million**
6	**Lil Nas X & Jack Harlow**	"Industry Baby"	**282.6 million**
7	**Fifty Fifty**	"Cupid"	**254.2 million**
8	**Crystal Castles**	"Transgender"	**244.5 million**
9	**AJR**	"World's Smallest Violin"	**233.5 million**
10	**Cavendish Music**	"Funny Song"	**225.8 million**

Top Radio Songs
Based on Audience Impressions*

	Artist	Song	Audience
1	**Miley Cyrus**	"Flowers"	**2.409 billion**
2	**Metro Boomin, The Weeknd, 21 Savage**	"Creepin'"	**2.359 billion**
3	**SZA**	"Kill Bill"	**1.909 billion**
4	**The Weeknd**	"Die for You"	**1.877 billion**
5	**Taylor Swift**	"Anti-Hero"	**1.730 billion**
6	**David Guetta & Bebe Rexha**	"I'm Good (Blue)"	**1.691 billion**
7	**Rema & Selena Gomez**	"Calm Down"	**1.580 billion**
8	**Harry Styles**	"As It Was"	**1.362 billion**
9	**Sam Smith & Kim Petras**	"Unholy"	**1.275 billion**
10	**Chris Brown**	"Under the Influence"	**1.142 billion**

Top Songs: Programmed Audio Streams***

	Artist	Song	Programmed Audio Streams
1	**Morgan Wallen**	"Last Night"	**85.6 million**
2	**Miley Cyrus**	"Flowers"	**79.2 million**
3	**Bailey Zimmerman**	"Rock and a Hard Place"	**72.7 million**
4	**Morgan Wallen**	"Wasted On You"	**68.6 million**
5	**Morgan Wallen**	"You Proof"	**65.1 million**
6	**Chris Stapleton**	"Tennessee Whiskey"	**63.1 million**
7	**Chris Stapleton**	"You Should Probably Leave"	**57.9 million**
8	**Rema & Selena Gomez**	"Calm Down"	**49.8 million**
9	**Morgan Wallen**	"Thought You Should Know"	**49.7 million**
10	**Luke Combs**	"Going, Going, Gone"	**49.5 million**

* RANKED BY AUDIENCE IMPRESSIONS ACROSS ALL MONITORED FORMATS OF RADIO, ARRIVED AT BY CROSS-REFERENCING MRC DATA SONG RADIO PLAYS WITH LISTENER INFORMATION COMPILED BY THE NIELSEN AUDIO RATINGS SYSTEM TO DETERMINE THE APPROXIMATE NUMBER OF AUDIENCE IMPRESSIONS MADE FOR EACH PLAY. AUDIENCE TOTALS ARE DERIVED, IN PART, USING CERTAIN NIELSEN AUDIO-COPYRIGHTED PERSONS 12+ AUDIENCE ESTIMATES (UNDER LICENSE [C] 2020, NIELSEN AUDIO).

** ON-DEMAND VIDEO SONG STREAMING INCLUDES OFFICIAL, SONG UGC AND NON-SONG UGC

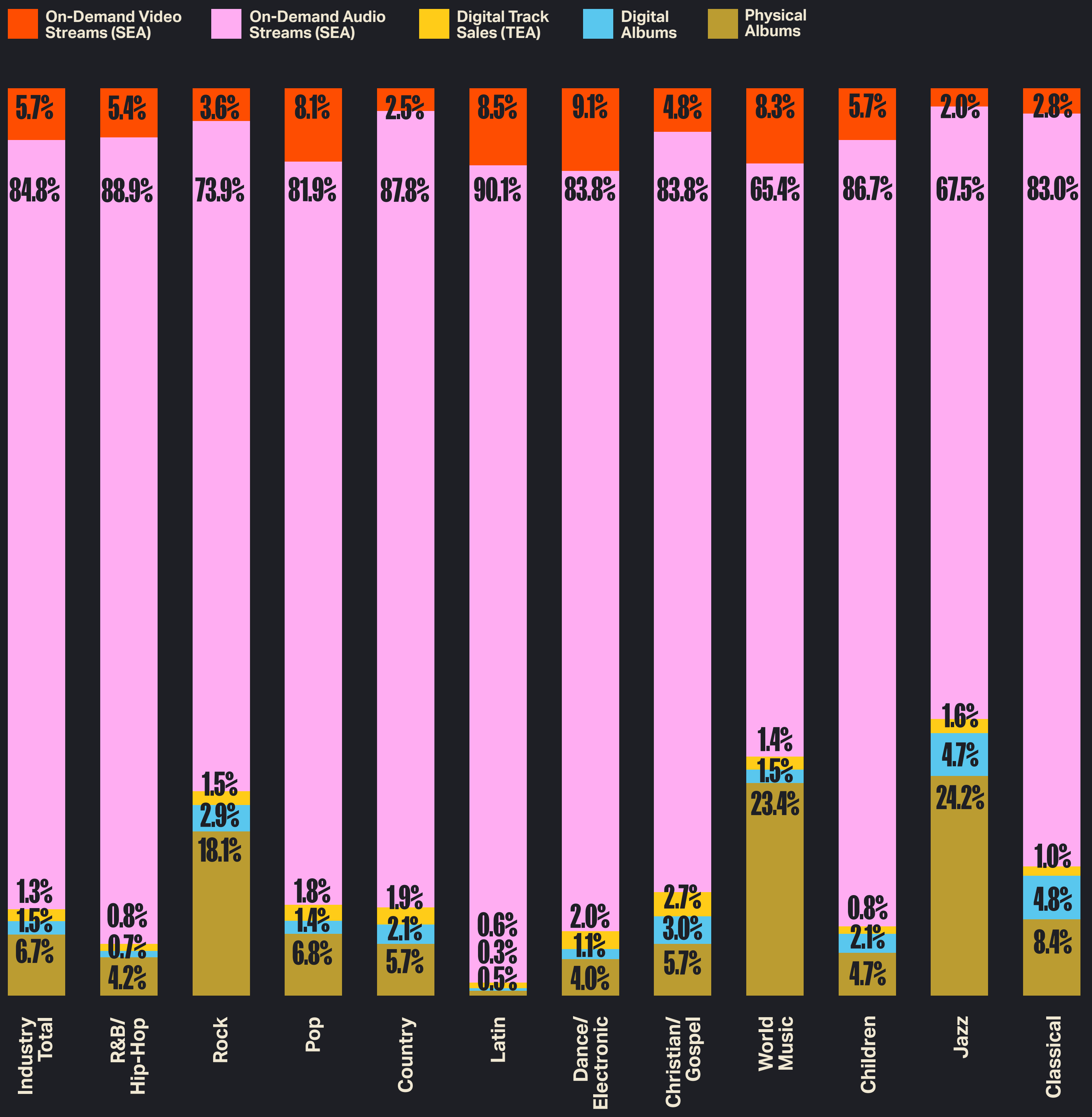
*** PROGRAMMED STREAMS ARE THOSE FROM DMCA-COMPLIANT SERVICES.

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**	**25.9%**	27.3%	27.6%	25.4%	13.3%	14.1%	9.9%	15.6%
2	**Rock**	**19.8%**	16.5%	17.1%	12.5%	44.2%	46.6%	33.5%	23.2%
3	**Pop**	**12.3%**	12.8%	12.0%	17.9%	10.7%	10.8%	9.9%	17.4%
4	**Country**	**8.4%**	7.9%	8.5%	3.7%	7.0%	6.2%	10.4%	12.5%
5	**Latin**	**6.7%**	8.1%	7.8%	14.0%	0.6%	0.4%	1.1%	3.0%
6	**Dance / Electronic**	**3.5%**	3.7%	3.4%	5.5%	1.9%	1.8%	2.2%	5.4%
7	**World Music**	**2.8%**	2.5%	2.2%	4.1%	7.3%	8.4%	2.4%	2.9%
8	**Christian / Gospel**	**1.8%**	1.7%	1.8%	1.5%	1.7%	1.3%	3.1%	3.8%
9	**Children**	**1.2%**	1.1%	1.1%	1.1%	0.8%	0.7%	1.4%	0.7%
10	**Jazz**	**1.0%**	0.7%	0.7%	0.4%	3.0%	3.0%	2.6%	1.2%
11	**Classical**	**1.0%**	0.8%	0.9%	0.1%	1.4%	1.1%	2.7%	0.8%

Share of Total Album-Equivalent Consumption by Format



LUMINATE

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