



GMO SEMI-ANNUAL

Global Music Industry Data Report

JANUARY - JUNE 2019

Note From the Founder/CEO



SUNG CHO
FOUNDER/CEO

Dear reader,

What you're about to page through is a music industry report for the six-month period of **January to June 2019**. Consider it our view of today's music streaming and social landscape.

It's what our music analytics startup, **Chartmetric**, has been working toward since we started in 2016: providing a unique window into the artists, playlists, and music culture behind what you do every day. We've collected, cleaned, organized, and visualized data from more than **20 sources** for **1.7M+ artists** and **1.1M+ playlists** relevant to the global music scene — from YouTube to Instagram, Spotify to Shazam, Apple, and beyond. We do our best to communicate insights in a digestible way, because — let's admit it — music data can be confusing!

So, sit back and take a break from the inbox, or play hooky from your meetings for three minutes. I think you might find today's digital environment even more fascinating after browsing a bit. And when you want to learn more, all you have to do is say hi on our socials, listen to our podcast, or dig deeper with a free Chartmetric account.

Thanks for checking out our first semi-annual report, **6MO**. We'll be a click away, helping you make smarter and faster decisions with your music data.

Sung Cho



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CHARTMETRIC

Semi-Annual Awards 01

JANUARY - JUNE 2019

Across social and streaming platform data, we're recognizing the artists who have dominated each platform during the **January to June 2019** time period.

All data is sourced, cleaned, and organized by Chartmetric.

Cross-Platform Performance (CPP)

ON JUNE 30, 2019

A June 30 snapshot of Chartmetric's ranking system, geared toward streaming and social popularity, dynamically ranking 1.7M+ artists every day.

CPP Rank	Artist	Artist Country	Spotify Followers	YouTube Subscribers
01	Taylor Swift	US	20,728,745	34,704,944
02	J Balvin	Colombia	14,680,606	21,334,460
03	Shawn Mendes	Canada	17,578,736	20,549,998
04	Rihanna	US	32,439,439	32,294,533
05	Justin Bieber	Canada	28,271,086	33,560,456
06	Ariana Grande	US	31,427,317	36,431,175
07	Daddy Yankee	Puerto Rico	11,716,774	23,165,770
08	Drake	Canada	38,121,501	18,498,829
09	Chris Brown	US	8,892,637	16,660,360
10	Avicii	Sweden	13,881,579	16,259,429



CHARTMETRIC ANALYSIS:

Not that **T. Swift** (No.1) needs it, but the extra publicity on social media regarding her *Lover* album announcement (June 13), "You Need to Calm Down" music video release (June 17), and her public controversy with Scooter Braun's Ithaca Holdings (June 30) is probably what edged her out over her fellow A-list music superstars on this day.

J Balvin's (No. 2) and **Daddy Yankee's** (No. 7) constant presence in the upper CPP ranks demonstrates Latin's growth outside of Latin America itself.

The late **Avicii** hit No. 10, likely due to his strong catalog consistently driving 3M+ YouTube views daily, his April release of "SOS" with Aloe Blacc (April 10), and the full posthumous album release of *Tim* on June 6.

CPP SOURCES THESE STREAMING PLATFORMS:



CPP SOURCES THESE SOCIAL PLATFORMS:



Channel Views Gain

AS OF JUNE 25, 2019

A look at the biggest winners of Google's global video platform, which features more than 2B monthly logged-in users as of May 2019.



Rank	Artist	Artist Country	Channel Views (Jan. 1)	Channel Views (June 25)	Percentage Gain
01	Dalex	Puerto Rico	7,306,068	428,113,411	5,760%
02	Cynthia Luz	Brazil	2,003,254	56,580,546	2,724%
03	Myke Towers	Puerto Rico	14,417,959	343,914,009	2,285%
04	Don Patricio	Spain	4,137,245	77,265,641	1,768%
05	MC Leléto	Brazil	1,734,670	24,952,442	1,338%
06	Lunay	Puerto Rico	35,013,091	459,301,971	1,212%
07	Lil Gotit	US	1,126,516	12,153,309	979%
08	Ben Platt	US	1,578,303	14,237,182	802%
09	Drax Project	New Zealand	1,755,058	15,790,850	800%
10	Smith & Thell	Sweden	1,276,669	10,874,506	752%



CHARTMETRIC ANALYSIS:

Six of the Top 10 artists with the highest gains in Channel Views are primarily Spanish-speaking artists, showcasing the strength of both Latin content and also the popularity of the YouTube platform for Latin audiences.

Philadelphia-born, Puerto Rico-raised **Dalex** gained more than 5,700 percent of his original 7.3M YouTube Channel Views at the top of 2019, primarily with his massive, pan-Latin remix of "Pa Mí." Fellow Puertorriqueños **Myke Towers** (No. 3) and **Lunay** (No. 6) showed huge increases as well, with separate collaborations enlisting the talents of Farruko, Daddy Yankee, and Bad Bunny.

However, Spain's alternative rapper Don Patricio (No. 4) carves his own quirky space outside of Reggaeton's bubble, as do Brazilian artists **Cynthia Luz** (No. 2) and **MC Leléto** (No. 5). MC Leléto's 24M YouTube Channel Views at the end of June represent only a shadow of his true impact, since most of his videos are posted under the Canal KondZilla channel, Brazil's answer to India's T-Series.

American rapper **Lil Gotit** (No. 7) and American Broadway star **Ben Platt** (No. 8) make strong showings, while New Zealand's **Drax Project** powers off a Hailee Steinfeld and Liza Koshy assist in "Woke Up Late." Swedes **Smith & Thell** almost exclusively gained their No. 10 spot through an April 2019 acoustic re-release of "Forgive Me Friend."

*To include more popular artists, we filtered for Channel View counts of more than 1M on Jan. 1, 2019.

* Due to data limitations, time period here ends on June 25, 2019.



Monthly Listener Gain

AS OF JUNE 30, 2019

This award highlights Spotify's "Monthly Listeners" count*, which is updated every day and consists of "unique listeners who play your music during a 28-day period."

Rank	Artist	Artist Country	Monthly Listeners (Jan. 1)	Monthly Listeners (June 30)	Percentage Gain
01	Billy Ray Cyrus	US	1,027,589	32,187,927	3,032%
02	Jonas Brothers	US	1,464,277	29,239,781	1,896%
03	Lizzo	US	1,006,354	17,500,442	1,638%
04	Sech	Panama	1,502,500	18,210,007	1,111%
05	Sandro Cavazza	Sweden	1,328,067	11,102,929	736%
06	Lunay	Puerto Rico	2,467,639	16,216,284	557%
07	Jhay Cortez	Puerto Rico	1,603,966	9,975,543	521%
08	Zhavia Ward	US	1,582,888	9,465,143	497%
09	Blueface	US	1,548,885	8,834,907	470%
10	Mabel	UK	3,609,482	20,482,844	467%

CHARTMETRIC ANALYSIS:

Spotify's Monthly Listeners statistic celebrates listener diversity rather than sheer amount of plays. Everyone only counts once. In advertising terms, it is a "reach" metric.

For several artists, the first half of 2019 was their time to rise. **Lizzo's** (1,638 percent) April Coachella performance and Netflix spot finally sparked her inevitable stardom, and **Blueface's** February release of "Thotiana" triggered his newfound fame.

Here, we can also see the importance of collaborations, with **Lunay** (557 percent) and **Jhay Cortez** (521 percent) getting huge lifts from Bad Bunny co-signs, and **Billy Ray Cyrus'** (3,032 percent) April 2019 viral moment of the year (so far) with the "Old Town Road" remix of **Lil Nas X's** surprise hit.

*To include more popular artists, we filtered for Monthly Listener counts of more than 1M on Jan. 1, 2019.



Followers Gain

AS OF JUNE 30, 2019

This award highlights the biggest six-month gains* in Instagram Followers. The social platform is arguably where music fans go most to keep in touch with their favorite artists.

Rank	Artist	Artist Country	Followers (Jan. 1)	Followers (June 30)	Percentage Gain
01	Blueface	US	966,647	4,096,439	323%
02	Deive Leonardo	Brazil	1,022,607	3,071,374	200%
03	Alec Benjamin	US	367,599	932,724	153%
04	Angèle	Belgium	974,481	1,900,419	95%
05	Jeremy Zucker	US	144,795	282,323	94%
06	Leandro Borges	Brazil	240,553	465,101	93%
07	Tiago Brunet	Brazil	556,475	1,045,457	87%
08	Manila Luzon	US	679,279	1,266,087	86%
09	Yomel El Meloso	Dominican Republic	277,697	515,651	85%
10	Yahir	Mexico	326,439	603,035	84%



CHARTMETRIC ANALYSIS:

In our "Trigger Cities" blog series, we discovered how big of a social platform Instagram is for Brazilian citizens in São Paulo and Rio de Janeiro, but we didn't cover the importance of religion and music.

In the No. 2, No. 6, and No. 7 spots are two preachers (**Deive Leonardo** and **Tiago Brunet** — 200 and 88 percent, respectively) and one religious singer (**Leandro Borges** — 93 percent). All three have tracks streaming on Spotify, showcasing how the traditionally music-based platform has more applications than secular music — or even music at all!

Blueface (323 percent), **Alec Benjamin** (153 percent), and **Jeremy Zucker** (94 percent) represent American music, from viral strip club anthems to easy-going love songs, and Dominican rapper **Yomel El Meloso** (85 percent) continues to bubble up in the Latin rap scene with "Pomposo (Remix)," released in January 2019.

The power of TV in Mexico is evident for singer/actor **Yahir** (84 percent), who is one of the judges on the eighth season of the singing competition series "La Voz." His posts about the show performed particularly well for his own Instagram account.

Belgian artist **Angèle's** announcement of "Balance Ton Quoi" (April 13) performed very well, and her delightfully subversive YouTube music video provided a timely denunciation of sexism.

*To view more popular acts, we filtered for artists with Follower counts of more than 100K on Jan. 1, 2019



Follower Gain

AS OF JUNE 30, 2019

This award highlights the biggest gains in Twitter Follower count*, where music fans tweet, retweet, and comment on their favorite artists' latest 280-character updates.

Rank	Artist	Artist Country	Followers (Jan. 1)	Followers (June 30)	Percentage Gain
01	NCT DREAM	Korea	1,010,294	1,398,432	38.4%
02	Haluk Levent	Turkey	1,284,704	1,766,345	37.5%
03	Marshmello	US	1,361,953	1,867,361	37.1%
04	Khalid	US	2,538,637	3,450,334	35.9%
05	NBA YoungBoy	US	1,288,694	1,724,007	33.8%
06	Marília Mendonça	Brazil	2,297,206	3,058,343	33.1%
07	Burna Boy	Nigeria	1,092,161	1,429,973	30.93%
08	MC Kevinho	Brazil	1,658,536	2,170,637	30.88%
09	NCT	Korea	1,881,271	2,418,894	28.6%
10	EXO-SC	Korea	4,472,139	5,717,024	27.8%



CHARTMETRIC ANALYSIS:

It's quite a diverse roster for the biggest Twitter follower gains in the first half of 2019: three Korean groups, three Americans, two Brazilians, one Nigerian, and one Turkish rocker.

NCT DREAM (No. 1) are the teenage-level sub-unit of the K-Pop group **NCT** (No. 9), the latter of which serves as the main branding of the 15+ member group. K-Pop fans are notoriously heavy Twitter users, so it's of little surprise to see the new SM Entertainment sub-group lead this list. Another K-Pop group from the SM umbrella, EXO, places one of their own sub-units in the Top 10 as well, **EXO-SC** (No. 10).

Brazilian sertanejo superstar **Marília Mendonça** (No. 6) and Brazilian funk artist **MC Kevinho** (No. 8) continue their steady rise, while Nigeria's **Burna Boy** (No. 7) likely received increased attention from both his March feature on UK rapper Dave's "Location," and also his mid-June release, "Anybody," which landed on Spotify's New Music Friday.

Haluk Levent (No. 2) is doing his part to help revive Anatolian Rock, which is a fusion of Turkish Folk and Rock. Levent, known for his charitable reputation, donated concert proceeds to the Christchurch victims in March, after which his Twitter following began to show higher daily gains.

*To view more popular acts, we filtered for artists with Follower counts of more than 1M on Jan. 1, 2019.



Daily Chart Occurrences

AS OF JUNE 30, 2019

This award snapshots Shazam's daily chart at the city level*.

Here, we highlight the home of Hollywood's elite: **Los Angeles, USA**.

We store these public charts for 1.4K+ cities worldwide.

Rank	Artist	Artist Country	Chart Occurrences	Unique Tracks Shazam'd	Most Shazam'd Track	Chart Occurrences (Most Shazam'd Track)
01	Khalid	US	240	3	Better	97
02	Bad Bunny	Puerto Rico	211	8	MIA (feat. Drake)	101
03	Post Malone	US	202	3	Wow.	101
04	Halsey	US	194	5	Without Me	71
05	Ariana Grande	US	192	5	Break up with your girlfriend, i'm bored	70
06	Nipsey Hussle	US	187	14	Racks in the Middle (feat. Roddy Ricch and Hit-Boy)	53
07	Travis Scott	US	171	6	ZEZE (feat. Travis Scott & Offset)	53
08	Billie Eilish	US	164	3	When the party's over	62
09	Swae Lee	US	152	3	Sunflower (Spider-Man: Into the Spider-Verse)	100
10	Meek Mill	US	140	4	Going Bad (feat. Drake)	101



CHARTMETRIC ANALYSIS:

It should come as no surprise that South Los Angeles-native rapper **Nipsey Hussle** appears at the No. 6 position for most Shazam chart occurrences. His untimely death in March posthumously increased the visibility of his artist profile, presumably leading to more public play in the streets, bars, and clubs of Los Angeles and, consequently, an uptick in local Shazams from curious users in the area.

With 14 unique tracks during this six-month period, Hussle featured the widest spanning collection of Shazam'd music, likely due to his entire music catalog being re-played throughout the city to celebrate his legacy. That's in stark contrast to other Top 40 artists like **Post Malone** (No. 3) and **Meek Mill** (No. 10), who also placed high but only had three unique tracks.

Puerto Rican superstar **Bad Bunny** (No. 2) remains the only non-mainland USA artist in the Top 10 with 211 chart occurrences across eight unique tracks. Though his well-received "MIA" collaboration with Canada's Drake was released in October 2018, it still managed to receive 101 chart occurrences in Los Angeles during the first half of 2019.

Balancing out the predominance of Hip-Hop artists on Shazam in Los Angeles, Soul crooner **Khalid** (No. 1), Los Angeles singer **Halsey** (No. 4), occasional rapper **Ariana Grande** (No. 5), and Alternative Pop artist **Billie Eilish** (No. 8) represent the more Pop-oriented side of the equation.

*One daily chart occurrence signifies one artist's track appearing on the Top 200 Shazam chart for that city for one day. Either a different track and/or a different day will also count as an additional chart occurrence for that artist.



Artist Followers

ON JUNE 30, 2019

The most followed artists on Chartmetric is a measure of who the music industry is tracking.

Rank	Artist	Artist Country	Chartmetric Followers
01	BTS	Korea	106
02	Drake	Canada	66
03	Ariana Grande	US	61
04	Ed Sheeran	UK	54
05	Billie Eilish	US	51
06	Jorja Smith	UK	37
07	Post Malone	US	32
08	BLACKPINK	Korea	30
09	Mr Eazi	Nigeria	29
10	Lauv	US	27

CHARTMETRIC ANALYSIS:

While **Drake** (No. 2) and **Ariana Grande** (No. 3) are unsurprisingly popular stars to follow, non-US/UK/Canada artists such as Korea's **BLACKPINK** (No. 8), who performed at Coachella in April 2019, and Nigeria's **Mr. Eazi** (No. 9), who released "Como Un Beb e" with J Balvin and Bad Bunny on June 27, seem to be drawing more industry attention.

At 106 followers, K-Pop boy band **BTS** far surpass all acts on Chartmetric, making them the No. 1 most followed act on our platform.

*Chartmetric Artist Followers sources from Chartmetric.



Playlist Followers

ON JUNE 30, 2019

The most followed playlists on Chartmetric is a measure of what the music industry is tracking.

Rank	Playlist	Curator	Chartmetric Followers
01	Today's Top Hits	Spotify	129
02	RapCaviar	Spotify	96
03	New Music Friday	Spotify	50
04	mint	Spotify	42
05	Best of the Week	Apple Music Pop	36
06	Are & Be	Spotify	33
07	Global Top 50	Spotify	30
08	Rap Life	Apple Music Hip-Hop	29
09	¡Viva Latino!	Spotify	27
10	Rock This	Spotify	26
...
15	Buzz Tracks - The 200	Ben Goodwin (Spotify)	17
15	#ThisWeekOnRepeat	Chris Patrick (Spotify)	17
15	La Belle Musique Best of The Week (Various Top Selections)	La Belle Musique	17



CHARTMETRIC ANALYSIS:

Spotify playlists continue to dominate the Chartmetric community's focus, taking eight of the Top 10 spots across the 1.1M+ Amazon Music, Apple Music, Deezer, and Spotify playlists we track.

Well-known playlists like **Today's Top Hits** (No. 1) and **RapCaviar** (No. 2) show the dominance of Hip-Hop & Rap and Pop, as do Apple's **Best of the Week** (No. 5) and **Rap Life** (No. 8).

As for independent curator lists, **Buzz Tracks'** Ben Goodwin, **Keep on Repeat's** Chris Patrick, and France-based **La Belle Musique** are all tied for No. 15.

*Chartmetric Playlist Followers sources from Chartmetric.



CHARTMETRIC

Platform-Playlist Analysis 02

ON JUNE 30, 2019

Looking at the Top 30 playlists (by follower count or display order) in a June 30 snapshot, we analyze the **artist genre** and **artist country** of Amazon Music, Apple Music, Deezer, and Spotify.

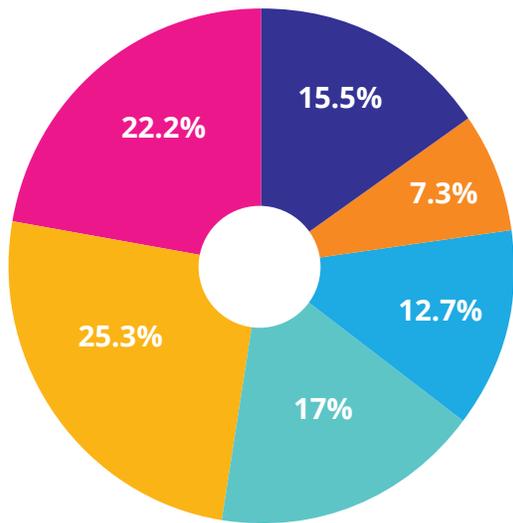
Chartmetric first segments **artist genre** into 20 self-defined larger categories (e.g., Country, Dance & Electronic), which then break down into 1.8K+ sub-genres (e.g., Bluegrass, Afrobeat) as defined by Spotify. Note that each track can be associated with more than one sub-genre.

Artist country is used here as the country that the artist most identifies with publicly (e.g., current hometown, place of origin). Note that each artist is only associated with one country.

For Deezer and Spotify, we've selected the Top 30 playlists according to follower count. For Amazon Music and Apple Music, we've selected according to display order, and our data is based on their USA storefronts. For all platforms, we've filtered out personalized, seasonal, and artist-centric playlists.

Artist Genre Market Share

TOP 30 PLAYLISTS



OTHER GENRES

4.38%	Blues, Jazz & Standards
3.11%	R&B, Funk & Soul
2.46%	Indie Artist
1.57%	Folk, Traditional, "World"
1.53%	Latin & Caribbean

Top Sub-Genres

POP

4.52%	pop rap
3.75%	dance pop
2.33%	post-teen pop
0.69%	canadian pop
0.63%	singer-songwriter

DANCE & ELECTRONIC

2.02%	edm
1.83%	tropical house
1.15%	electro house
0.73%	big room
0.71%	progressive electro house

HIP-HOP & RAP

4.14%	trap music
2.01%	southern hip-hop
0.82%	underground hip-hop
0.78%	reggaeton
0.56%	gangster rap

COUNTRY

2.26%	contemporary country
1.52%	country road
1.06%	modern country rock
0.33%	lift kit
0.18%	country dawn

ROCK

1.27%	modern rock
1.10%	mellow gold
1.08%	album rock
0.95%	classic rock
0.91%	soft rock

CHARTMETRIC ANALYSIS:

On Amazon Music's Top 30 playlists, Pop and Hip-Hop & Rap take the No. 1 and No. 2 spots, respectively. However, despite their combined market share of almost 50 percent, Rock, Punk & Metal; Dance & Electronic; and Country actually account for almost 40 percent of the platform's total market share. It's not an equitable spread, but it is a significant one.

Amazon's Top 5 genres generally align with the other three platforms, but Country's No. 5 spot signals some important differentiation.

At 7.3 percent on Amazon, the Country genre far surpasses its market share on any of the other three platforms.

The other winner? Rock, Punk & Metal, which also wins out on Amazon with a 17 percent genre market share.

Of the sub-genres competing for Amazon's real estate, Pop Rap (Pop) and Trap Music (Hip-Hop & Rap) come in first and second, respectively, with Dance Pop (Pop) right behind.

Contemporary Country, Modern Rock, and EDM are the winners of their respective genre categories.

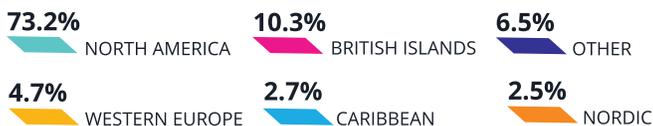
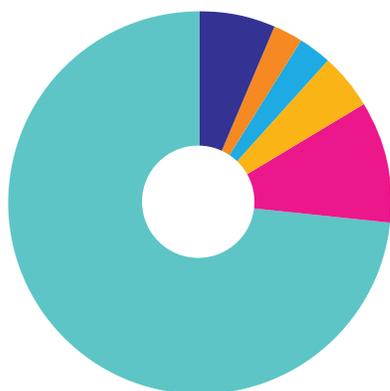
*Sub-genre percentages are based on total sub-genre market share and not on a subset of genre market share, and any genre/sub-genre redundancies are excluded.



Artist Country Market Share

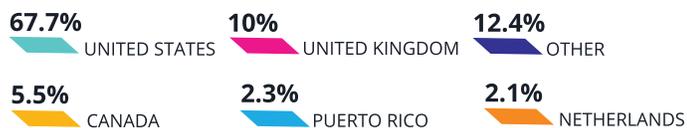
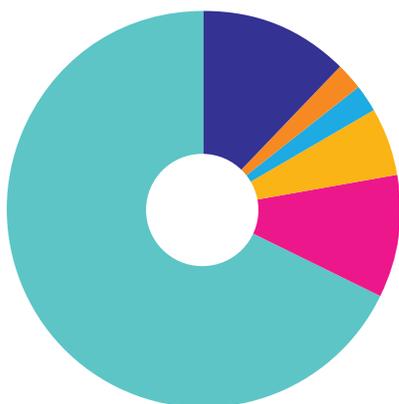
TOP 30 PLAYLISTS

ARTIST REGION MARKET SHARE



OTHER	
2.20%	South America
2.20%	Australia and New Zealand
0.46%	Southern Europe
0.46%	Northern Africa
0.40%	Eastern Europe
0.23%	Middle East
0.12%	Western Africa
0.12%	Southern Africa
0.12%	Southeast Asia
0.12%	Eastern Asia
0.12%	Central America

ARTIST COUNTRY MARKET SHARE



OTHER	
2.08%	Australia
1.50%	Colombia
1.21%	Sweden
1.10%	France
0.98%	Germany
0.52%	Norway
0.52%	Denmark
0.40%	Belgium
0.35%	Spain
0.35%	Morocco
0.12%	Central America

CHARTMETRIC ANALYSIS:

Amazon’s artist genre distribution maintains a strong Caribbean and European presence, but the most notable narrative here is North America’s total dominance — even more than on Spotify and Apple Music.

North American artists represent almost ¾ of the distribution on Amazon’s Top 30 playlists, and the USA accounts for almost 68 percent.

Considering Amazon’s Country bias in terms of genre market share, this geographic distribution lines up, with the majority of Country artists coming from the USA.

Amazon’s playlists, as a result, should be a key target for Country labels and artists.

If artist region and country distribution is any indication of listener distribution (or even slight geographic bias), **Amazon’s smart speaker penetration could quietly propel it into even tighter competition with Apple Music and Spotify** — at least in the American market.

UNITED STATES

Now You Know
 By **Jon Langston** No. 1 on Country Heat near June 30, 2019

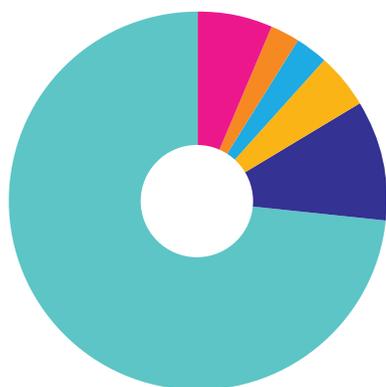
bad guy
 By **Billie Eilish** No. 1 on All Hits near June 30, 2019



Artist Country Market Share

TOP 30 PLAYLISTS

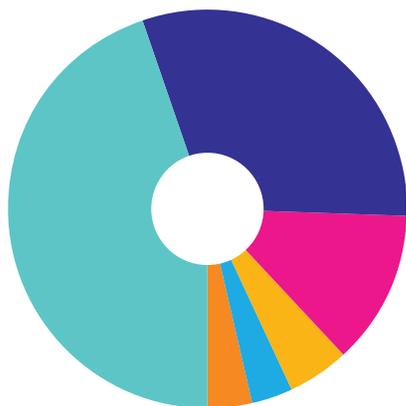
ARTIST REGION MARKET SHARE



49.7%	9.2%
NORTH AMERICA	WESTERN EUROPE
18.1%	5.9%
OTHER	NORDIC
12.8%	4.3%
BRITISH ISLANDS	SOUTH AMERICA

OTHER	
4.14%	Caribbean
3.84%	Australia & New Zealand
3.02%	Southern Europe
1.99%	Eastern Asia
1.60%	Eastern Europe
0.96%	Western Africa
0.78%	Middle East
0.46%	Central America
0.39%	Southeast Asia
0.36%	Northern Africa
0.26%	Southern Africa
0.16%	Southern & Central Asia
0.05%	Eastern Africa
0.03%	Baltic Countries

ARTIST COUNTRY MARKET SHARE



44.8%	31%	12.4%
UNITED STATES	OTHER	UNITED KINGDOM
4.9%	3.5%	3.4%
CANADA	PUERTO RICO	AUSTRALIA

OTHER	
3.32%	France
2.84%	Sweden
2.62%	Netherlands
1.99%	Brazil
1.96%	Germany
1.86%	Colombia
1.59%	Norway
1.34%	Italy
1.29%	Spain
1.06%	Denmark

CHARTMETRIC ANALYSIS:

On Apple Music, North American artists dominate with a 49.7 percent market share, and the proportion of USA artists comprising that share is significant. That said, Apple's USA share is smaller than it is on Spotify and Amazon.

Interestingly, Apple Music's "Other" regions make up some 18 percent of the total artist region market share — collectively putting those regions at No. 2 — on the platform's Top 30 playlists.

The British Islands, Western Europe, Nordic Countries, and South America claim top individual spots with a combined market share of a bit more than 32 percent.

At a country level, Australia holds a promising 3.4 percent share as well — closing in on Puerto Rico's 3.5 percent. Meanwhile, French artists follow closely at No. 6.

Similar to artist region market share, "Other" countries collectively account for the second biggest slice of artist country market share on Apple Music — and by a significant margin (31 percent vs. United Kingdom's 12.4 percent).

Though USA-centric, Apple Music's artist country distribution indicates a surprising degree of globally minded curation.

UNITED STATES/CANADA



Girls Need Love (Remix) By Summer Walker, Drake

No. 4 on The A-List: R&B near June 30, 2019

PUERTO RICO/COLOMBIA



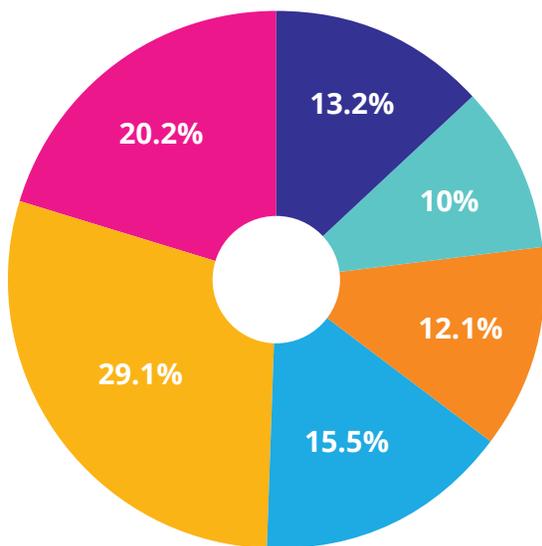
QUÉ PRETENDES By J Balvin, Bad Bunny

No. 1 on Today's Hits near June 30, 2019



Artist Genre Market Share

TOP 30 PLAYLISTS



OTHER GENRES

3.68%	Folk, Traditional, "World"
3.00%	Indie Artist
2.49%	R&B, Funk & Soul
1.59%	Reggae
0.78%	Blues, Jazz & Standards

Top Sub-Genres

POP

5.84%	dance pop
3.46%	post-teen pop
2.51%	pop rap
0.65%	romanian pop
0.56%	canadian pop

DANCE & ELECTRONIC

2.82%	tropical house
2.36%	edm
1.68%	funk carioca
0.69%	electro house
0.63%	house

HIP-HOP & RAP

3.18%	reggaeton
1.79%	trap latino
1.67%	trap music
1.28%	latin hip-hop
0.76%	french hip-hop

LATIN & CARIBBEAN

2.24%	sertanejo universitario
1.61%	tropical
1.23%	baile pop
1.01%	sertanejo
0.71%	latin pop

ROCK

1.28%	modern rock
0.67%	classic rock
0.58%	album rock
0.45%	garage rock
0.44%	permanent wave

CHARTMETRIC ANALYSIS:

On Deezer's Top 30 playlists, Pop and Hip-Hop & Rap claim the top two spots while the No. 3 spot goes to Dance & Electronic. **At No. 4, however, Latin & Caribbean beats out Rock, Punk & Metal, indicating Deezer's genre bent.**

Although not technically a part of the Latin & Caribbean genre here, Reggaeton and Tropical House's significant sub-genre market shares further indicate Deezer's playlist bias, considering those Hip-Hop and Electronic & Dance sub-genres, respectively, are clearly related to the Latin & Caribbean genre.

That said, Dance Pop still wins out with almost 6 percent of the total sub-genre market share.

While Pop and Hip-Hop & Rap's combined market share of around 50 percent might not seem out of the ordinary, it's important to note the almost 9-point differential between these top two genres on Deezer.

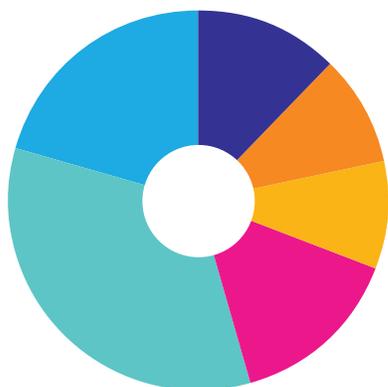
*Sub-genre percentages are based on total sub-genre market share and not on a subset of genre market share, and any genre/sub-genre redundancies are excluded.



Artist Country Market Share

TOP 30 PLAYLISTS

ARTIST REGION MARKET SHARE



OTHER

3.54%	Southern Europe
3.03%	Nordic Countries
1.73%	Eastern Europe
1.22%	Australia & New Zealand
1.16%	Central America
0.68%	Middle East
0.65%	Eastern Asia
0.17%	Western Africa
0.17%	Northern Africa
0.06%	Southern Africa
0.06%	Southeast Asia
0.03%	Baltic Countries

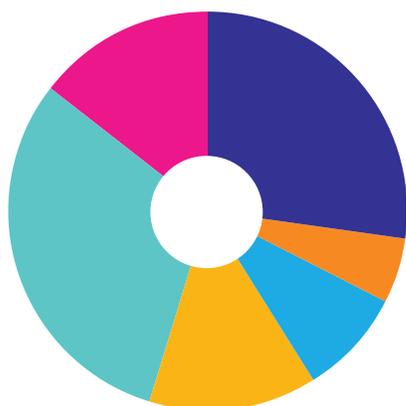
CHARTMETRIC ANALYSIS:

As might be expected on the French streaming platform, North American artists vie for supremacy with European (British Islands, Western Europe, Eastern Europe, Southern Europe, and Nordic Countries) artists, collectively, on its Top 30 playlists. Nonetheless, North America still appears to win out. Both regions boast just above 30 percent of the real estate, while the Caribbean and South America once again round out the top spots.

At the country level, USA is No. 1 and by quite a large margin. Both UK and also Brazil-based artists have healthy market share on Deezer's top playlists, and Puerto Rico and Colombia, at No. 4 and No. 5, respectively, are in the mix as well.

While the top countries and regions might be similar to other platforms, from a distribution perspective, **Deezer's top playlists appear to maintain the strongest sense of global equity, offering international artists a better shot at breaking big on the platform.**

ARTIST COUNTRY MARKET SHARE



OTHER

4.82%	France
3.00%	Canada
2.12%	Italy
1.90%	Germany
1.73%	Netherlands
1.39%	Spain
1.36%	Romania
1.30%	Sweden
1.19%	Australia
1.13%	Mexico

UNITED STATES/CANADA



No. 3 on Les Titres Du Moment near June 30, 2019

BRAZIL

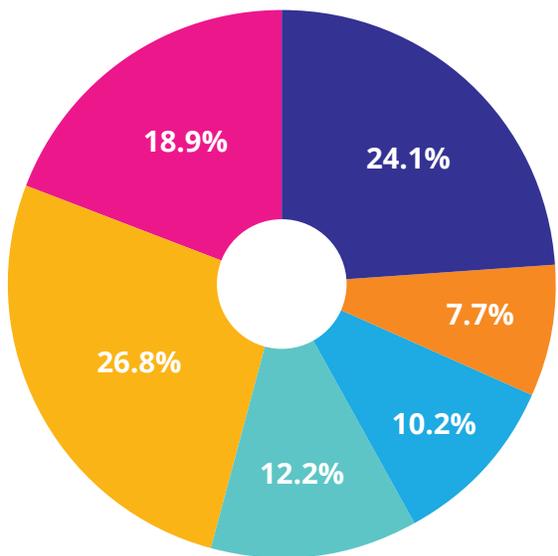


No. 2 on Explosão Brasil near June 30, 2019



Artist Genre Market Share

TOP 30 PLAYLISTS



OTHER GENRES

6.56%	Latin & Caribbean
5.96%	Ambient, Relaxation & Experimental
2.94%	Indie Artist
2.75%	R&B, Funk & Soul
2.57%	Country

Top Sub-Genres

POP

3.84%	dance pop
3.33%	pop rap
2.58%	post-teen pop
1.11%	chamber pop
1.07%	viral pop

DANCE & ELECTRONIC

1.66%	edm
1.52%	tropical house
0.80%	electro house
0.65%	big room
0.64%	funk carioca

HIP-HOP & RAP

2.79%	trap music
2.09%	reggaeton
1.87%	hip-hop
1.37%	southern hip-hop
1.07%	trap latino

FOLK, TRADITIONAL, WORLD

1.68%	indie folk
1.64%	folk-pop
0.88%	stomp and holler
0.85%	new americana
0.65%	indie anthem-folk

ROCK

1.47%	pop rock
1.26%	modern rock
1.08%	alternative rock
1.06%	post-grunge
0.72%	permanent wave

CHARTMETRIC ANALYSIS:

On Spotify's Top 30 playlists, Pop and Hip-Hop & Rap are the clear winners at 26.8 and 18.9 percent, respectively, but they don't quite manage to reach 50 percent combined market share.

Still, when it comes to sub-genre breakdown, Dance Pop, Pop Rap, and Trap Music boast the highest percentages — all of which fall under the genres of Pop and Hip-Hop & Rap.

Beyond the consistent Top 5 placements of Pop; Hip-Hop & Rap; Rock, Punk & Metal; and Dance & Electronic across all platforms, Folk, Traditional & World lands at No. 5 on Spotify's Top 30 playlists.

For Amazon Music, the Top 5 genre differentiator is Country; for Apple Music, it's R&B, Funk & Soul; for Deezer, it's Latin & Caribbean; and for Spotify, it's Folk, Traditional & World.

While only No. 8 on Spotify, the Indie Artist manages to beat out R&B, Funk & Soul and Country on the platform. At 2.5 percent market share on Amazon (No. 8), 3 percent on Deezer (No. 7), 4.1 percent on Apple Music (No. 6), and 2.9 percent on Spotify (No. 8), Indie might not have huge market share percentages, but it's still a Top 10 contender.

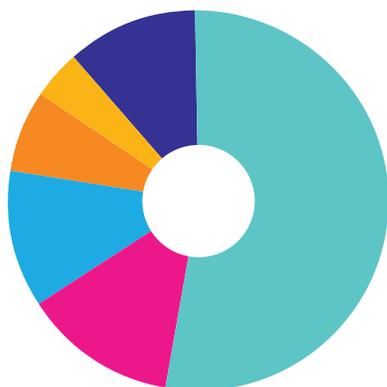
*Sub-genre percentages are based on total sub-genre market share and not on a subset of genre market share, and any genre/sub-genre redundancies are excluded.



Artist Country Market Share

TOP 30 PLAYLISTS

ARTIST REGION MARKET SHARE



Region	Market Share
OTHER	11.4%
Nordic Countries	3.42%
Central America	2.20%
Australia & New Zealand	2.02%
Southern Europe	1.32%
Southeast Asia	0.70%
Eastern Europe	0.66%
Eastern Asia	0.55%
Northern Africa	0.26%
Western Africa	0.11%
Middle East	0.07%
Southern & Central Asia	0.04%

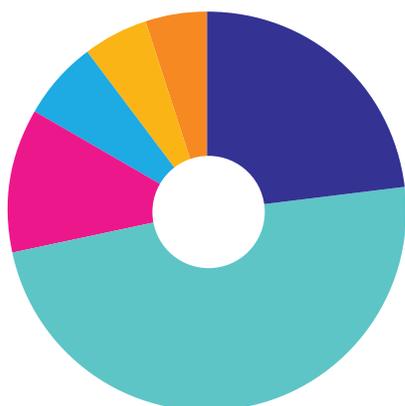
CHARTMETRIC ANALYSIS:

North American artists (53 percent), the majority of whom come from the USA (48.5 percent), dominate the Top 30 playlists on Spotify. The British Islands follow at almost 13 percent, and, thanks in part to the rise of Latin Trap and Reggaeton, streaming's Latin explosion has launched the Caribbean and South America into top spots as well.

With Western Europe at 4 percent, this Top 5 distribution is borne out in the upper echelon of our CPP data, where nine of the Top 10 performing artists on June 30 were either North American, South American, or from the Caribbean region. The late Swedish DJ Avicii claims the 10th spot.

At the country level, the UK and Puerto Rico (technically a USA territory but categorized here as its own country in the Caribbean region) come in second and third, respectively. Brazil, Colombia, and Canada are also neck and neck at around 5 percent. So, if there was any doubt before, there should be none now: **Western Hemisphere artists have a commanding control over Spotify's Top 30 playlists.**

ARTIST COUNTRY MARKET SHARE



Country	Market Share
OTHER	23.3%
Canada	4.48%
Mexico	2.20%
Sweden	1.95%
Australia	1.73%
Germany	1.32%
Netherlands	1.29%
Ireland	1.18%
Argentina	0.99%
Spain	0.96%
France	0.96%

UNITED KINGDOM/IRELAND



Thousand (feat. Lisa Hannigan)
By Rosie Carney, Lisa Hannigan

No. 3 on Your Favorite Coffeehouse near June 30, 2019

UNITED STATES



Ransom
By Lil Tecca

No. 1 on RapCaviar near June 30, 2019



Strategic Business Insights 03

JANUARY - JUNE 2019

Summaries of our **big-picture blog articles** and **current event-based podcast episodes** from the first half of 2019.

All data is sourced, cleaned, and organized by Chartmetric.

Music ‘Trigger Cities’

LATIN AMERICA
+ SOUTH/SOUTHEAST ASIA



Mexico City (No. 1), **Bogotá** (No. 3), and **Santiago** (No. 5) comprised a pack of Latin American “trigger cities” sparking hits all over the globe during one week of Chartmetric YouTube data in May 2019. (Photo by Filip Gielda)

In May 2019, we wrote Part 1 about how interconnected the world is as a result of one of digital streaming platforms’ more interesting dynamics: how digitally-voracious cities in the Latin American, South Asian, and Southeast Asian regions are logging music streaming consumption numbers that compete with — and frequently dwarf — those of American and Western European cities.

Across our May 2019 database of 1.5M artists, we found that in only one week of music data, **Mexico City accumulated 51.3M total YouTube Views of artist content**. This was by far the leading global city by consumption, and more than twice that of New York City (23.9M), Los Angeles (18.7M), or London (18.6M). Additionally, **eight of the Top 10 cities by YouTube Maximum Daily Views for one artist were all from Indian cities**, led by Lucknow at 2.8M daily views for a single artist.

So, on arguably the world’s most ubiquitous music streaming platform (by both aggregate and single artist support), a Latin American and South Asian city led the world for that week’s dataset.

The 2017 pop track “I Like Me Better,” by American singer-songwriter **Lauv** (who had no obvious connection to the Southeast Asian region), demonstrated an interesting climb up the streaming charts. The song’s ascent included features on Malaysia’s It’s A Hit, Top Hits Philippines, and Indonesia’s Hits Banget playlists, which ultimately culminated, a year later, with its inclusion in the sixth most followed Spotify playlist, Songs to Sing in the Car.

With geography in mind, we spent the first part of the three-part “Trigger Cities” blog series exploring the new global streaming environment — both at the large aggregate data level and also with a simple track-level case study.

Rank	City	Max Daily Views in Past Week (any artist)	Summed Views in Past Week
01	Mexico City, CDMX, Mexico	601,096	51,366,824
02	Bangkok, Thailand	1,649,821	38,177,818
03	Bogotá, Bogota, Colombia	812,101	36,899,737
04	Lucknow, Uttar Pradesh, India	2,816,997	35,920,847
05	Santiago, Chile	874,356	34,055,155
06	Patna, Bihar, India	2,113,965	30,219,046
07	Lima, Peru	321,882	29,418,333
08	Pune, Maharashtra, India	2,116,408	29,417,176
09	São Paulo, State of São Paulo, Brazil	639,735	28,487,746
10	Indore, Madhya Pradesh, India	2,179,870	28,151,299
11	Delhi, India	1,696,964	26,249,525
12	Jakarta, Indonesia	1,241,629	24,927,607
13	New York, NY, USA	258,705	23,909,289
14	Istanbul, Turkey	502,585	23,607,715
15	Paris, France	552,972	23,517,747
16	Jaipur, Rajasthan, India	1,320,675	20,317,403
17	Ahmedabad, Gujarat, India	1,174,082	19,786,683
18	Chicago, IL, USA	186,271	19,267,293
19	Los Angeles, CA, USA	222,651	18,715,988
20	London, UK	168,636	18,651,695

Bangkok (No. 2), **Lucknow** (No. 4), and **Jakarta** (No. 12) were just a few Asian “trigger cities” that dwarfed some Western cities during the same week of Chartmetric YouTube data in May 2019.

Read it in full at: blog.chartmetric.io

Music ‘Trigger Cities’

LATIN AMERICA
+ SOUTH/SOUTHEAST ASIA



Southeast Asian cities loved Pop music, as they Shazam’d Pop genre-tagged music 2-4x as much as the next most common genre in one month’s data collection. (Photo by Florian Wehde)

In June 2019, we wrote Part 2 of this “trigger cities” concept, demonstrating how **Southeast Asian cities in particular are logging millions of streams** on YouTube, Spotify, and other platforms, bolstering the careers of Western artists that may have never even visited these regions, let alone performed there.

In 2014, the Southeast Asian region included 622M people with more than half of the population under the age of 30 (likely a huge driver of today’s streaming consumption). By analyzing a month’s worth of **Shazam genre tag data**, we found a huge **Southeast Asian interest (2-4x as much) in Pop music**, while the US had a strong Hip-Hop & Rap preference, and Western Europe had a mild preference for Pop with a relatively diverse mix of tastes.

Western stars (Lauv, Shawn Mendes, Halsey) **dominated the Spotify platform** according to Monthly Listeners in the region, but **on Instagram, Southeast Asians showed a preference for domestic or regional acts** like Filipino actor/singer Anne Curtis.

On YouTube, a mix of **K-Pop, Western, and domestic talent dominated the top artist lists** in each of the six

cities (Bangkok, Jakarta, Kuala Lumpur, Quezon City, Singapore, and Ho Chi Minh City) we explored.

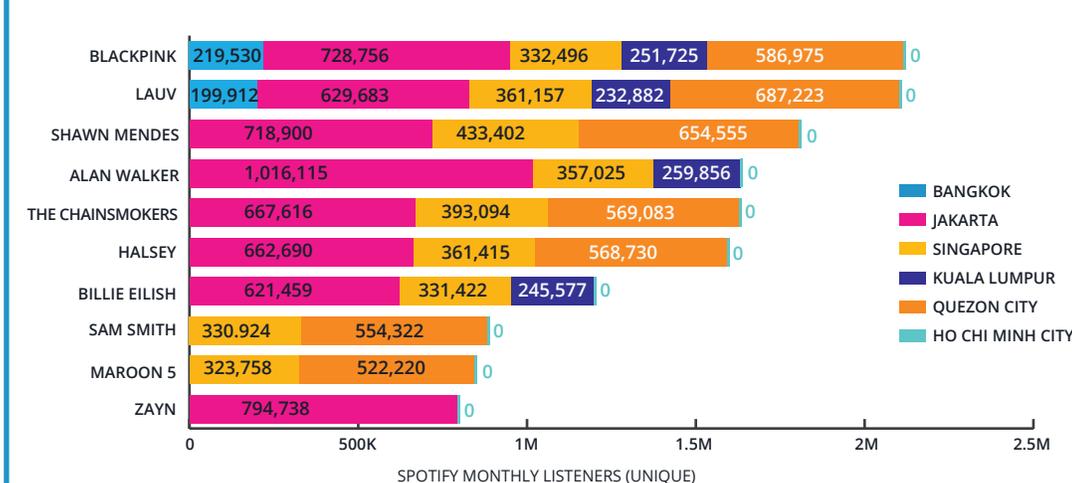
Interestingly, **on YouTube in Southeast Asia, lyric and karaoke videos performed extremely well** for United Kingdom/Norwegian EDM artists Alan Walker and K-391, hinting at a population that loves to sing along to Western hits, including Disney’s “A Whole New World” (from *Aladdin*)!

Regionally, we highlighted Thai Trap Music rapper **YOUNGOHM** (No. 4), Indonesian singer **Nella Kharisma** (No. 7), and Bangkok Rock band **Labanoon** (No. 9) — all of whom landed on YouTube’s Top 10 most viewed.

All in all, a multi-platform, city and regional-level exploration of Southeast Asia helped explain some of the more interesting trends of 2019 for future tour, marketing, and digital strategy.

SOUTHEAST ASIA: TOP 10 ARTISTS BY SPOTIFY MONTHLY LISTENERS

PAST MONTH (AS OF 2019-06-11)



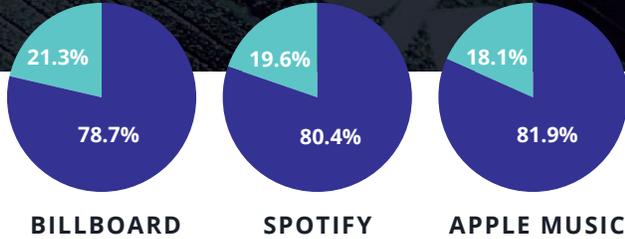
In a month’s time (May-June 2019), K-Pop’s **BLACKPINK**, American solo artist **Lauv**, and Canadian **Shawn Mendes** led the Southeast Asian region’s top cities by Spotify Monthly Listeners.

Read it in full at: blog.chartmetric.io

The Gender Play Gap

MUSIC CHART DIVERSITY OR DISPARITY?

GENDER RATIOS ON TOP CHARTS AUGUST 2017-APRIL 2019



In April 2019, Chartmetric Data Scientist Josh Hayes delved into the gender gap amongst artists on the streaming and Billboard charts.

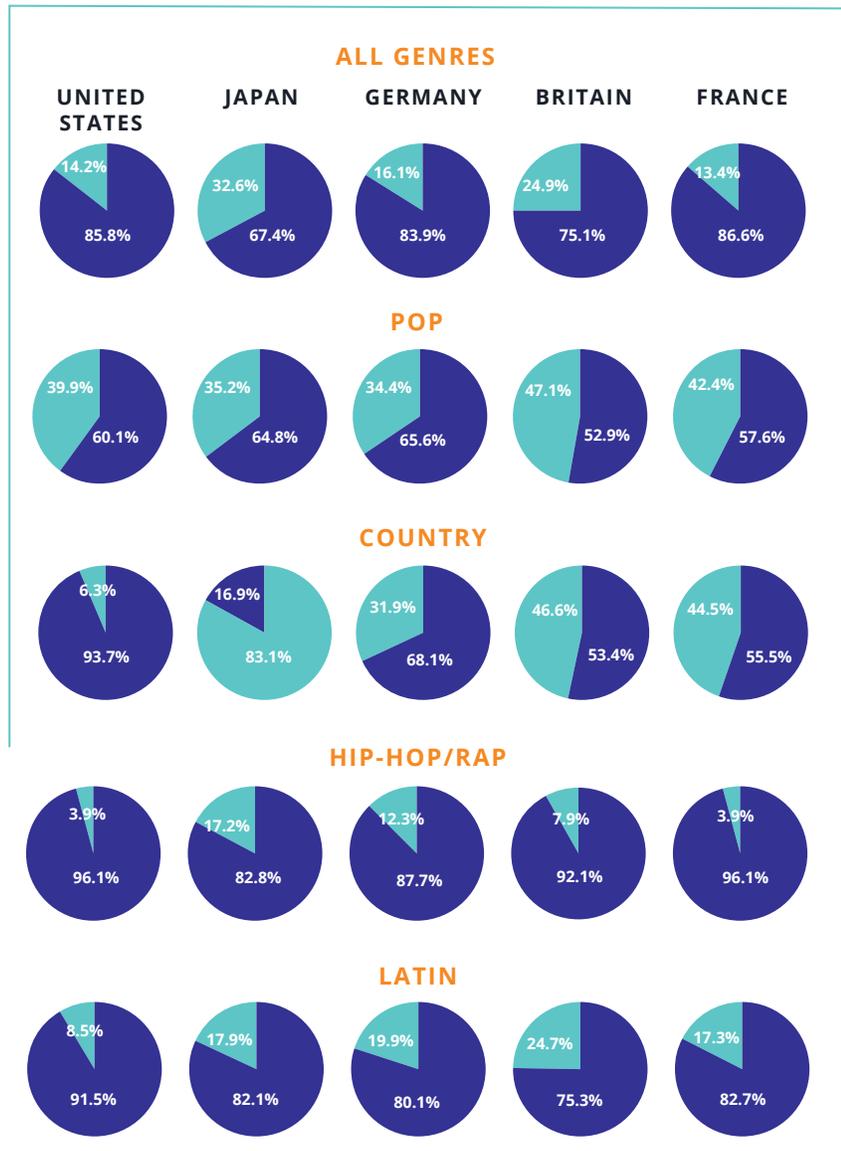
According to his article, "The Gender Play Gap," for the period of August 2017 to April 2019, Billboard, Spotify, and Apple Music's top charts saw gender disparities that came close to an 80-20 split of men to women across the board.

However, for that period, he found that female-identifying artists were still growing their market share. From November 2018 to April 2019, for instance, the weekly average of Spotify female performers on the charts saw growth of about 110 percent, and on Apple Music, the number was closer to 145 percent.

As of June 30, the ratio seemed to be holding true on Spotify, where only 23 of Spotify's Top 100 tracks were performed by female artists. For Apple Music, the number was a bit more bleak, with only 15 of the Daily Top 100 having a female-forward focus.

For the week ending on June 29, Billboard's Hot 100 also maintained the disparity. Non-binary artists, meanwhile, effectively lacked any representation whatsoever.

Part of the broader artist gender market share disparity might have its origins in genre- and geo-specific disparities writ large. Of these five countries on Apple Music, Japan tends to have the higher rate of gender equity, while USA has the least. The effect magnifies with genres like Country and Hip-Hop but becomes much less severe in the Pop realm.



APPLE MUSIC COUNTRY & GENRE RANKINGS FROM 2017-07-17 TO 2019-04-11



The Gender Play Gap

MUSIC CHART DIVERSITY OR DISPARITY?

Looking at Apple Music’s charts, Josh found that female performance tends to oscillate relative to male performance, while men’s averages hold fairly steady because they hold so much of the chart real estate already.

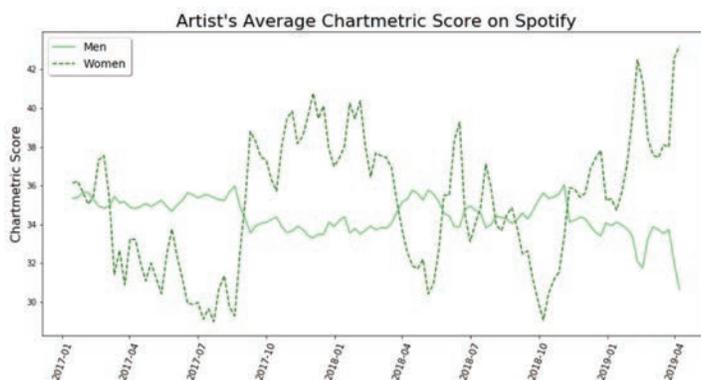
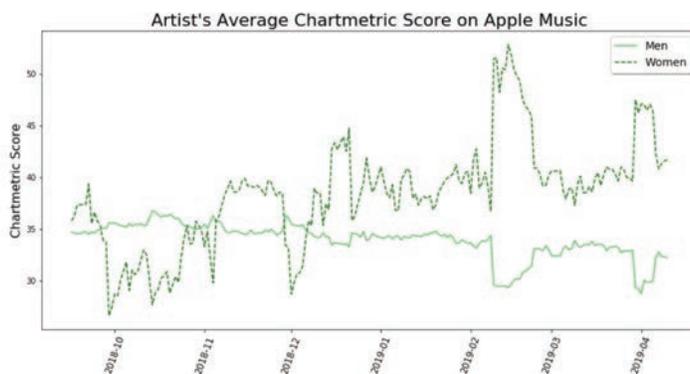
In February 2019, however, the release of Ariana Grande’s *Thank U, Next* gave women a definitive bump, triggering a flurry of great female-led tracks that climbed the charts. Once women held those top chart positions, it ultimately impacted the male average.

When Josh looked at Spotify’s Global Top 100, he found a similar phenomenon: When a huge female star drops an album, women leap ahead; however, when that spotlight wanes, women’s relative success tapers off.

As the saying goes, a rising tide lifts all boats. However, in the case of artist gender market share at the top of the charts, female artists are marooned once that tide goes back out.

It remains to be seen whether streaming growth will continue to disrupt — or fall back and preserve — old patterns.

Read it in full at: blog.chartmetric.io



CHARTMETRIC ANALYSIS:

$$Chartmetric\ Score\ (CMS) = (100 - \alpha \ln(rank)) \times \beta \sqrt{country\ digital\ revenue}$$

If we look solely at chart inclusion as a measure of artist performance, we risk not being able to see the forest for the trees. Using our Chartmetric Score (CMS), we can track how successful the average male and female artist have been across streaming platforms.

Highlights

FROM THE CHARTMETRIC "DAILY DATA DUMP" PODCAST

Three-minute mini-stories based off of music data collected from social and streaming platforms on more than 1.7M artists, 1.1M playlists, and beyond.

In our first 15 weeks of the podcast (March-June 2019), listeners downloaded our episodes more than 8.4K times across Apple Podcasts, Spotify, and several other podcast listening platforms.... Thanks for listening!

Launched
MARCH 14, 2019

71
EPISODES

8.4K+
DOWNLOADS

Most Lifetime Downloads

April 18: "Amazon Music Top 100 Songs Chart, Post Malone and Swae Lee's 'Sunflower'"

- Country ruled the previous day's Amazon Music Top Songs chart with 26 Country genre tags. Pop came in second place with 23 tags, and Hip-Hop & Rap came in third with 16.
- Billie Eilish continued her chart domination, boasting eight charting tracks that ranged in position from No. 12 to No. 90.
- Lil Nas X's "Old Town Road" led in the No. 1 spot, while the Billy Ray Cyrus-assisted remix landed at No. 3.
- Amazon categorized both tracks as Country, which differed from Billboard's initial categorization.

Most 30-Day Downloads

May 3: "Billboard Music Awards 2019: Ozuna and Lauren Daigle"

- Puerto Rico's Ozuna and Louisiana-native Lauren Daigle were major BBMA winners. Ozuna is now one of Latin's biggest Reggaeton artists, and Daigle has become a Contemporary Christian Music (CCM) star.
- Ozuna's Top 5 Spotify Monthly Listener cities were Mexico City, Santiago, Madrid, Buenos Aires, and Lima.
- Daigle played best stateside, but a strong trend in Paris during the last few months saw her unique Monthly Listener count grow more than 400 percent to 105K. Her other four top cities in the USA grew less than 30 percent.
- Evidence of Daigle's success in France's capital was her add to Deezer's No. 1 playlist, Les Titres Du Moment, on April 6, recognizing that her popularity was cross-platform and not limited to Spotify.

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About Us

Chartmetric is a Silicon Valley-based music data analytics startup serving progressive entertainment industry professionals throughout the world.

Since 2016, Chartmetric has collected music intelligence from more than 20 data sources, optimizing that data for ease of use with innovative engineering and data science techniques.

Through deep-dive blog articles, current event podcasts, and our trademark web-based Chartmetric interface, we help the industry make smarter business decisions in less time.

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PLAYLISTS REFERENCED:

Amazon	Apple	Deezer	Spotify
All Hits	Today's Hits	Les Titres Du Moment (France)	Today's Top Hits
Country Heat	Rap Life	Selección Editorial (Mexico)	Rap Caviar
Pop Hits	The A-List: Country	Brand New UK	Global Top 50
Rap Rotation	The A-List: R&B	Neue Hits (Germany)	Viva Latino!
Today's Country Hits	The A-List: Pop	Top Brazil (Deezer charts)	Baila Reggaeton (Argentina)
Alternative Hits	Dale Play!	Explosão Brasil	Hot Country
Fresh Country	#OnRepeat	Orange Select (Orange musique)	Get Turnt
Hot Singles	Best of the Week	Selección Editorial (Andean Region)	Mint
Pop Culture	It's Lit!!!	Top France (Deezer Charts)	Are & Be
I Miss the '90s	Gymflow	Hits Del Momento (Italy)	Rock This
Mellow '70s Gold	Country Hits: 2018	Top Germany	Peaceful Piano
Hype Music	Disney Hits	Top UK	Top Brasil
Relaxing Modern Country	ALT CTRL	Éxitos Totales Chile	Esquenta Sertanejo
Hip-Hop Hits	Today's Chill	Top Turkey	Teen Party
Iconic '80s Party	Rain Sounds	Top Colombia	Soft Pop Hits
Fuego Latino	La Fórmula	Vem pro Sertanejo	Relax & Unwind
Chill House	danceXL	Hits of the Moment	Your Favorite Coffeehouse
Best Hip-Hop of 2018	Pure Workout	Funkadão	Acoustic Covers
EDM Bangers	In My Room	Best Rock of All Time	Sleep
Classic Rock Hits	Me and Bae	Top Mexico	Top Hits Philippines
Dance Hits	Today's Christian	Rap Bangers	90s Rock Anthems
Office Alt-Metal	Mood.	Deezer Hits	New Music Friday
Control Alt Repeat	Feeling Happy	Top Italy	Éxitos México
Laid Back Jazz	Office DJ	Sertanejo Apaixonado	United States Top 50
Fresh Pop	Piano Chill	Selectia Deezer	Deep Focus
Fresh Hip-Hop	Feeling Good	Festa Sertaneja	Pop Up
Brand New Music	Playlist by ME!	Só Hits	La Brava - Banda & Norteño Hits
Fresh R&B	Sleep Sounds	#HITOU	Funk Hits
Relaxing Classical	FEELS	Acoustic Pop	Disney Hits
Happy Modern Pop	'80s Hits Essentials	BRAND NEW USA	Hot Hits UK

DATA SOURCES

Sourced from: Amazon Music, Apple Music, Deezer, Facebook, Instagram, Shazam, SoundCloud, Spotify, Twitter, Wikipedia, YouTube

Time Range: Jan.1-June 30, 2019

2019
ANNUAL
- I M E S



Global Music Industry Data Report

JANUARY - JUNE 2019



CHARTMETRIC

GMO SEMI-ANNUAL

Global Music Industry Data Report

JANUARY - JUNE 2019



GMO SEMI-
ANNUAL

Global Music Industry Data Report

JANUARY - JUNE 2019