

NIELSEN MUSIC

MID-YEAR REPORT

CANADA 2019 



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**THE FIRST HALF
OF 2019 SAW A
SIX-MONTH
RECORD OF OVER
43 BILLION
ON-DEMAND
STREAMS**

INTRODUCTION

Welcome to the 2019 Nielsen Music Mid-Year Report, which provides an exclusive glimpse at the music industry's leading trends, data and insights from the past six months.

The first half of 2019 saw a six-month record of over 43 billion on-demand streams, an exciting new milestone led by singles and albums by Ariana Grande, Billie Eilish, Halsey, Khalid, Shawn Mendes, BTS and Bad Bunny that span a wide array of genres, moods and even languages.

All data cited in this story is compiled by Nielsen Music Canada. In this report, Nielsen is using a 24-week period for this year, running from Jan. 4 through June 20; while last year's corresponding period ran from Dec. 29, 2017, through June 14, 2018. Also, due to the fact that at mid-year 2018 Nielsen adapted different weighting for album consumption units for paid-audio streams (1,250 streams per unit), ad-supported streams and video streams (3,750 streams per unit), last year's album consumption unit numbers were updated to reflect the current ratios for this report, in order to present an apples-to-apples comparison.

Over the course of the next 30-plus pages, Nielsen Music Canada has compiled all the essential learnings you need to power the rest of your 2019. And as always, we'd love to hear from you to learn how we can provide more tools to prepare you for music's ever-changing landscape. Email us at music@nielsen.com



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Note: The term “total album equivalent consumption” describes the number of physical and digital albums that were sold and the total number of album equivalent songs from downloads and song streaming volume. For the sake of clarity, the definition of album equivalent consumption does not include listening to music on broadcast radio or digital radio broadcasts. Unless otherwise noted, all numbers are volume.

MID-YEAR 2019

HIGHLIGHTS

TOTAL ALBUM EQUIVALENT CONSUMPTION (ALBUM + TEA + ON-DEMAND AUDIO/VIDEO SEA)

2019	2018	% CHG.
33.3M	28.1M	+18.8%

TOTAL ALBUM EQUIVALENT CONSUMPTION - AUDIO

(ALBUM + TEA + ON-DEMAND AUDIO SEA)

2019	2018	% CHG.
30.7M	26.5M	+16.0%

ON-DEMAND STREAMING (AUDIO AND VIDEO)

2019	2018	% CHG.
42.9B	30.4B	+41.2%



ON-DEMAND SONG STREAMING - AUDIO

2019	2018	% CHG.
33.2B	24.5B	+35.3%

ON-DEMAND SONG STREAMING - VIDEO

2019	2018	% CHG.
9.7B	5.9B	+66.0%

TOTAL ALBUM SALES + TEA

2019	2018	% CHG.
6.3M	8.5M	-25.1%

*Track Equivalent Albums (TEA) ratio of 10 tracks to 1 album and Streaming Equivalent Albums (SEA) ratio of 1,250 streams to 1 album and 3,750 Ad Supported streams to 1 album.

PHYSICAL ALBUM SALES (INCLUDES VINYL LP)

2019	2018	% CHG.
2.8M	3.8M	-27.2%

TOTAL ALBUM SALES (PHYSICAL + DIGITAL)

2019	2018	% CHG.
4.7M	6.2M	-24.2%

VINYL LP SALES

2019	2018	% CHG.
389,000	398,000	-2.3%

DIGITAL ALBUM SALES

2019	2018	% CHG.
1.9M	2.3M	-19.1%

DIGITAL TRACK SALES

2019	2018	% CHG.
16.7M	23.0M	-27.6%

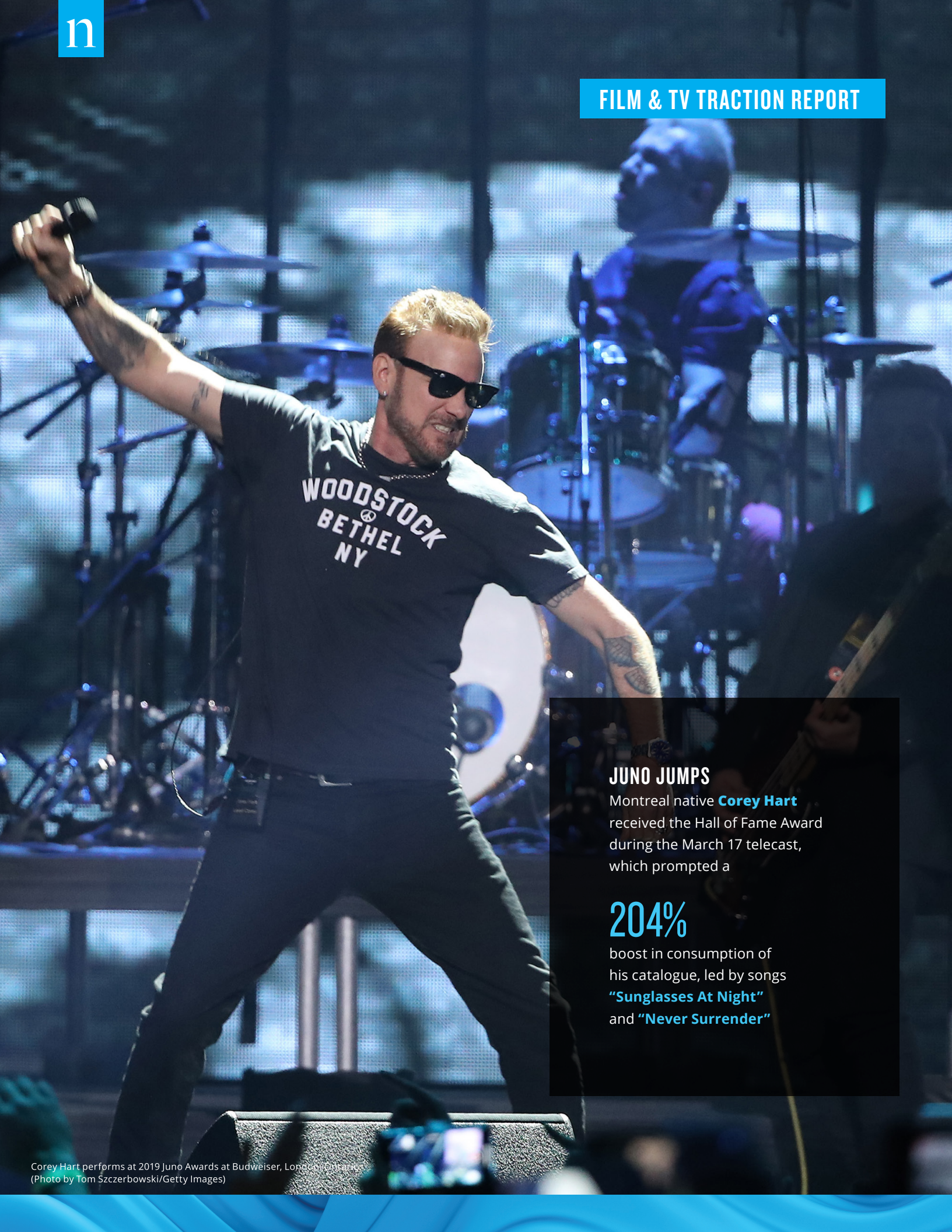
CATALOGUE VS. CURRENT CONSUMPTION (CATALOGUE IS DEFINED AS OVER 18 MONTHS)

2019	2018	% CHG.
CURRENT		
39.2%	42.7%	9.0%
CATALOGUE		
60.8%	57.0%	26.1%

ALBUM EQUIVALENT CONSUMPTION - DIGITAL (DIGITAL ALBUMS + TEA + ON-DEMAND AUDIO/VIDEO SEA)

2019	2018	% CHG.
30.5M	24.2M	+26.1%

*Track Equivalent Albums (TEA) ratio of 10 tracks to 1 album and Streaming Equivalent Albums (SEA) ratio of 1,250 streams to 1 album and 3,750 Ad Supported streams to 1 album.



JUNO JUMPS

Montreal native **Corey Hart** received the Hall of Fame Award during the March 17 telecast, which prompted a

204%

boost in consumption of his catalogue, led by songs **"Sunglasses At Night"** and **"Never Surrender"**



Jeremy Dutcher attends the 2019 Juno Awards, London, Canada. (Photo by Tom Szczerbowski/Getty Images)

Shawn Mendes, who hails from Pickering, Ontario, was the Junos' big winner, taking home five trophies. His performance of "In My Blood" led to an 11.4% bump in total consumption for the song, as well as a 5.5% streaming increase for his latest release, 2018's *Shawn Mendes*.

The Junos featured performances in five languages: English, French, Wolastoqey, Inuktitut and Spanish. Performers who saw big consumption gains from the telecast included Indigenous Music of the Year winner **Jeremy Dutcher**, who posted a 67.5% catalogue increase.

MANY OF THE YEAR'S BIGGEST MUSIC MOMENTS SO FAR HAVE BEEN AIDED BY EXPOSURE IN POPULAR FILMS, DOCUMENTARIES & AWARD SHOWS

"Shallow"'s Oscar bump

The ratings weren't the only metrics up after the 2019 Academy Awards aired on February 24. This year's Oscars gave a major bump to Lady Gaga & Bradley Cooper's "Shallow," which took home the trophy for Best Original Song and sent the anthemic *A Star Is Born* duet to No. 1 on the Canadian Hot 100 the week ending Feb. 28 on the strength of consumption peaks across the board.



13.7K
DIGITAL
DOWNLOADS,
up 225%

4.4
MILLION
ON-DEMAND SONG
STREAMS, up 79%

6.9
MILLION
AUDIENCE IMPRESSIONS
at radio, up 8%, the week
ending March 3

Bradley Cooper and Lady Gaga perform at the 91st Annual Academy Awards, Hollywood, California. (Photo by Matt Sayles - Handout/A.M.P.A.S. via Getty Images)

MUSIC FEATURED IN FILM & TV CONTINUED ITS UPWARD TREND FROM 2018

MANY OF THE YEAR'S MOST-CONSUMED SONGS AND ALBUMS HAD ROOTS ON SCREENS BIG AND SMALL

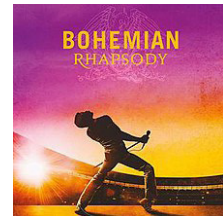


18% LIFT IN BOTH ON-DEMAND STREAMS (TO 4 MILLION) AND 19% LIFT IN RADIO AUDIENCE (TO 3 MILLION)

for **Post Malone & Swae Lee's "Sunflower,"** sending the song to No. 1 on the Canadian Hot 100 the week ending Jan. 10, thanks to the holiday box office success of "Spider Man: Into The Spider-Verse"

41,000

NUMBER OF COPIES SOLD OF QUEEN'S *BOHEMIAN RHAPSODY* SOUNDTRACK during the first six months of 2019, after the film took home Best Actor at the Academy Awards



1,700

ALBUM-EQUIVALENT SALES OF BEYONCÉ'S *HOMECOMING*, the surprise soundtrack to her Netflix documentary, during its abbreviated release week ending April 27, including over 600 in traditional album units. In its second week, and first full week of release, *Homecoming* posted an 85% consumption gain

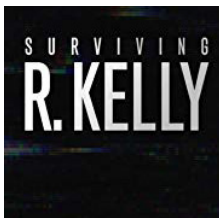


774%

SPIKE IN CONSUMPTION OF MÖTLEY CRÜE'S catalogue during the week ending March 28, following the March 22 premiere of Netflix biopic "The Dirt," including 4.8 million on-demand song streams

48%

SPIKE IN ON-DEMAND STREAMS of rapper **Ja Rule's** songs during the first half of 2019, after his appearance in two documentaries on the fallout from the 2017 Fyre Festival



56% + 10%

YTD increases in on-demand streams for the catalogues of **Michael Jackson** and **R. Kelly**, respectively, whose controversial documentaries (HBO's "Leaving Neverland," Lifetime's "Surviving R. Kelly") prompted fans to revisit the music of both artists

20%

Increase in consumption of **Aretha Franklin's** *Gospel Greats* compilation, following the wide theatrical release of the singer's concert documentary "Amazing Grace" on April 12



TRAP AND MUMBLE RAP'S INFLUENCE CONTINUES

2018's most popular music trend continued to gain ground in 2019's first half. R&B-infused **Trap & Mumble Rap** was still the preferred musical style at a high margin over the second favorite, **Contemporary Rhythmic Pop**, thanks in part to popular songs from **Post Malone**, **Lil Nas X** and **DaBaby**, among many others. Other leading styles this year include **Contemporary Pop Power Ballad**, **Pop Reggaeton** and **Urban Contemporary**.



Ariana Grande at Billboard Women In Music, New York City. (Photo by Mike Coppola/Getty Images for Billboard)

ARIANA GRANDE & BILLIE EILISH: STYLISH REBELS

Ariana Grande and **Billie Eilish**, two of 2019's top 10 most-consumed artists, have found huge success by bucking the Mumble Rap trend with their own diverse styles of rhythmic and moody pop music.

Grande's "**7 Rings**," the year's second most-consumed song

84 MILLION

ON-DEMAND STREAMS YTD

has a unique musical DNA with its melodic interpolation of "**My Favorite Things**" from "The Sound of Music" as well as "**Spend It**" by 2 Chainz, who appears on the song's official remix.

The song is also an outlier in its musical mood and style. Its intimate mood, punctuated with **Neo-Soul** stylings, stood out against other trap-informed R&B and hip-hop in the Top 5.

Billie Eilish's songs, ten of which are among the 200 most-consumed songs of 2019 YTD, registered the most unique mood and style pivots of any other major pop catalogue.

Her striking juxtaposition of "**Intimate with Attitude**" delivery with **Dark**, **Melancholy** and sometimes even **Grim** moods activated an immediate and deep connection with young fans across the country. This contrasted with the mix of the more **Sensual**, **Energetic** and **Defiant** moods otherwise populating the Top 200.

Further, Eilish's unique **Art Pop** style, often incorporating extensive electronic processing, stood out in contrast to the trap, contemporary pop and R&B trap crossover styles otherwise dominating in the Top 200.



Billie Eilish performs at Coachella Indio, California. (Photo by Frazer Harrison/Getty Images)

GLOBAL POP EXPANDS



BTS performs at the 2019 Billboard Music Awards at MGM Grand Garden Arena, Las Vegas, Nevada. (Photo by Ethan Miller/Getty Images)

K-POP'S GLOBAL DOMINATION

After achieving record consumption in 2018, K-Pop reached a new critical mass this year thanks to new releases from supergroups **BTS** and **BLACKPINK**.

18,000

**EQUIVALENT ALBUM
UNITS SOLD** for **BTS'**

Map of the Soul: Persona
during the week ending
April 12, a career best for
the K-pop group

7.3%

SPIKE IN VIDEO STREAMS

for **BTS** and **Halsey's**
"Boy With Luv," following
the artists' performance
during the Billboard Music
Awards on May 1

3 MILLION

**FIRST-WEEK ON-DEMAND
STREAMS** for **BLACKPINK's**

"Kill This Love," which broke the
band's own record for highest-charting
single by a K-Pop girl group on the
Billboard Canadian Hot 100, during
the week ending April 20

CANADIANS' COUNTRY COUP

Though 2019 is only halfway over, Canadian artists have already tallied more No. 1s on the Country Airplay chart than any other year in the Nielsen BDS era. Of the 10 artists, eight have achieved the milestone for the first time.

The Reklaws, "Feels Like That"

71M AUDIENCE IMPRESSIONS ATD

Tenille Townes, "Somebody's Daughter"

72M AUDIENCE IMPRESSIONS ATD

Aaron Goodvin, "You Are"

80M AUDIENCE IMPRESSIONS ATD

Dallas Smith, "Rhinestone World"

71M AUDIENCE IMPRESSIONS ATD

Aaron Pritchett, "Better When I Do"

60M AUDIENCE IMPRESSIONS ATD

Hunter Brothers, "Lost"

72M AUDIENCE IMPRESSIONS ATD

Chad Brownlee, "Forever's Gotta Start Somewhere"

55M AUDIENCE IMPRESSIONS ATD

MacKenzie Porter, "About You"

50M AUDIENCE IMPRESSIONS ATD

James Barker Band, "Keep It Simple"

57M AUDIENCE IMPRESSIONS ATD

Tim Hicks, "What A Song Should Do"

48M AUDIENCE IMPRESSIONS ATD





“BABY SHARK” TAKES A BITE OUT OF VIDEO STREAMS

“**Baby Shark,**” a nursery rhyme whose origins date back decades, charted for the first time in January, after a video by South Korean educational brand **Pinkfong** sparked a viral dance challenge. Views for the clip on YouTube helped the song debut at No. 44 on the Canadian Hot 100, where it’s spent 20 weeks with 23 million on-demand video streams YTD.

GAMING GAINS

MARSMELLO X FORTNITE BY THE NUMBERS

The DJ/producer’s Feb. 2 in-game concert on popular live-streamed game “Fortnite” led to major gains in the artist’s catalogue.

1.8 MILLION

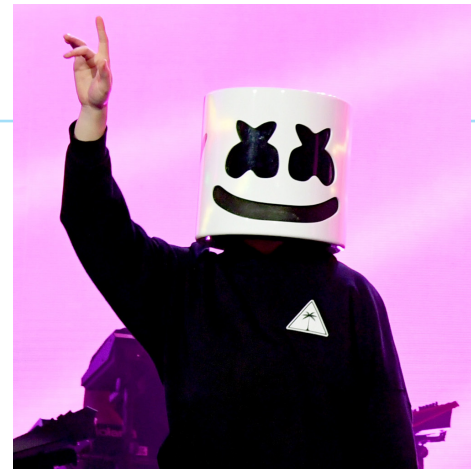
EQUIVALENT UNITS SOLD of *Marshmello: Fortnite Extended Set* in its debut week, during the week ending Feb. 7, Marshmello’s largest sales week to date

608%

SALES INCREASE for Marshmello’s album *Joytime II* in the week following his “Fortnite” appearance

60 MILLION

YTD ON-DEMAND STREAMS for “Happier,” Marshmello’s career-biggest hit, featuring Bastille



Marshmello performs onstage at Coachella (Photo by Kevin Winter/Getty Images for Coachella)

TIKTOK: MUSIC'S NEW HITMAKER

No emerging app helped break more songs in 2019 than TikTok (formerly Musical.ly), with a global reach of 500 million users tuning into its short-form video clips.



Lil Nas X and Billy Ray Cyrus 2019 Stagecoach Festival at Empire Polo Field
(Photo by Frazer Harrison/Getty Images)

“OLD TOWN ROAD”: BY THE NUMBERS

674,000

CANADIAN ON-DEMAND STREAMS for the song the week ending March 7, when “Old Town Road” debuted at No. 86 on the Canadian Hot 100 fueled by a TikTok viral challenge

121 MILLION

TOTAL ON-DEMAND STREAMS YTD for “Old Town Road,” making it the year’s No. 1 most-consumed song

OTHER TIKTOK HITS:

Ava Max, “Sweet But Psycho”
TikTok’s Sweet But Psycho Challenge

41 MILLION

on-demand streams YTD

103 MILLION

total airplay audience

Joji, “Slow Dancing In The Dark”
TikTok’s “Microwave Challenge”

7 MILLION

on-demand audio streams YTD

6 MILLION

on-demand video streams YTD



Drake at the 2019 NBA Finals between the Golden State Warriors and the Toronto Raptors at Scotiabank Arena, Toronto, Canada. (Photo by Vaughn Ridley/Getty Images)

IMPACT OF SPORTS ON MUSIC

DRAKE, LAURA BRANIGAN SCORE BIG GAINS FROM NBA, STANLEY CUP FINALS

Toronto native **Drake** was front and center during broadcast coverage of the 2019 NBA Finals, where his hometown team the Toronto Raptors defeated California's Golden State Warriors. The exposure helped *Scorpion* return to the top 10 on the Billboard Canadian Albums chart for the week ending May 30, for the first time since the week of March 15, with an audio consumption increase of 11%, selling 3,000 equivalent units.

To reward his team for the victory, Drake released *The Best In The World Pack* on June 15, featuring two brand-new songs "Money In The Grave," featuring Rick Ross and "Omertà. The tracks saw on-demand streams of 6 million and 2.8 million, respectively, during the week ending June 20.

Laura Branigan's "Gloria" saw a 61% increase in consumption the week ending June 13 following its use during the St. Louis Blues' victory at the Stanley Cup finals, including 246,000 on-demand streams (+64%).

THE YEAR SO FAR FOR CANADIAN ARTISTS (JANUARY 4, 2019-JUNE 20, 2019)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Drake	204,000
2	Shawn Mendes	88,000
3	Bryan Adams	82,000
4	The Weeknd	65,000
5	NAV	64,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Drake	Scorpion	77,000
2	Bryan Adams	Shine A Light	58,000
3	NAV	Bad Habits	44,000
4	Shawn Mendes	Shawn Mendes	38,000
5	Tory Lanez	Love Me Now	34,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Loud Luxury feat. Brando	Body	139,000
2	Drake	Nonstop	133,000
3	Shawn Mendes	If I Can't Have You	131,000
4	Drake	In My Feelings	124,000
5	Shawn Mendes & Zedd	Lost In Japan	100,000

TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS
1	Tyler Shaw	With You	46,000
2	Scott Helman	Hang Ups	40,000
3	Loud Luxury x Anders	Love No More	39,000
4	Loud Luxury feat. Brando	Body	36,000
5	Bulow	Two Punks In Love	36,000

THE YEAR SO FAR IN POP (JANUARY 4, 2019-JUNE 20, 2019)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Billie Eilish	258,000
2	Ariana Grande	236,000
3	Ed Sheeran	117,000
4	Lady Gaga & Bradley Cooper	95,000
5	Backstreet Boys	94,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Billie Eilish	When We All Fall Asleep, Where Do We Go?	174,000
2	Ariana Grande	Thank U, Next	159,000
3	Lady Gaga & Bradley Cooper	A Star Is Born Soundtrack	123,000
4	Backstreet Boys	Dna	66,000
5	Jonas Brothers	Happiness Begins	64,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Ariana Grande	7 Rings	505,000
2	Lady Gaga & Bradley Cooper	Shallow	414,000
3	Halsey	Without Me	374,000
4	Billie Eilish	Bad Guy	326,000
5	Sam Smith & Normani	Dancing With A Stranger	261,000

TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS
1	Halsey	Without Me	70,000
2	Ellie Goulding x Diplo feat. Swae Lee	Close To Me	51,000
3	Sam Smith & Normani	Dancing With A Stranger	51,000
4	Maroon 5	Girls Like You	46,000
5	benny blanco, Halsey & Khalid	Eastside	46,000

THE YEAR SO FAR IN **ROCK** (JANUARY 4, 2019-JUNE 20, 2019)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Queen	183,000
2	Imagine Dragons	95,000
3	Bryan Adams	82,000
4	The Beatles	76,000
5	Panic! At The Disco	60,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Queen	Bohemian Rhapsody (The Original Soundtrack)	78,000
2	Bryan Adams	Shine A Light	58,000
3	Queen	Greatest Hits	36,000
4	Imagine Dragons	Origins	36,000
5	Elton John	Diamonds	34,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Marshmello & Bastille	Happier	332,000
2	Billie Eilish	Bad Guy	326,000
3	Panic! At The Disco	High Hopes	249,000
4	Billie Eilish	Bury A Friend	249,000
5	Billie Eilish	When The Party's Over	189,000

TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS
1	Panic! At The Disco	High Hopes	63,000
2	Marshmello & Bastille	Happier	63,000
3	lovelytheband	Broken	47,000
4	Portugal. The Man	Feel It Still	20,000
5	The Strumbellas	Salvation	17,000

THE YEAR SO FAR IN R&B/HIP-HOP (JANUARY 4, 2019-JUNE 20, 2019)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Drake	204,000
2	Post Malone	202,000
3	Khalid	164,000
4	Eminem	163,000
5	A Boogie Wit Da Hoodie	121,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Khalid	Free Spirit	113,000
2	A Boogie Wit Da Hoodie	Hoodie Szn	98,000
3	Post Malone	Beerbongs & Bentleys	79,000
4	Drake	Scorpion	77,000
5	Various Artists	Spider-Man: Into The Spider-Verse	71,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Lil Nas X	Old Town Road	772,000
2	Post Malone & Swae Lee	Sunflower	490,000
3	Post Malone	Wow.	471,000
4	Travis Scott	Sicko Mode	319,000
5	Meek Mill feat. Drake	Going Bad	314,000

TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS
1	Post Malone	Wow.	30,000
2	Post Malone & Swae Lee	Sunflower	28,000
3	Gesaffelstein & The Weeknd	Lost In The Fire	25,000
4	Lil Nas X	Old Town Road	18,000
5	Khalid	Better	16,000

THE YEAR SO FAR IN COUNTRY (JANUARY 4, 2019-JUNE 20, 2019)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Florida Georgia Line	65,000
2	Luke Combs	62,000
3	Thomas Rhett	61,000
4	Luke Bryan	51,000
5	Dan + Shay	43,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Luke Combs	This One's For You	50,000
2	Florida Georgia Line	Can't Say I Ain't Country	34,000
3	Dan + Shay	Dan + Shay	33,000
4	Thomas Rhett	Life Changes	22,000
5	Thomas Rhett	Center Point Road	21,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Dan + Shay	Tequila	135,000
2	Bebe Rexha & Florida Georgia Line	Meant To Be	130,000
3	Luke Combs	Beautiful Crazy	128,000
4	Morgan Wallen	Whiskey Glasses	102,000
5	Dan + Shay	Speechless	101,000

TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS
1	Old Dominion	Make It Sweet	26,000
2	Luke Combs	Beautiful Crazy	25,000
3	Riley Green	There Was This Girl	23,000
4	Morgan Wallen	Whiskey Glasses	23,000
5	Kelsea Ballerini	Miss Me More	23,000

2019 BILLBOARD MID-YEAR CHARTS

POWERED BY NIELSEN MUSIC

TOP 10 ARTISTS

Rank	Artist	Total Album Equivalent Consumption	Album Sales	Digital Songs	On-Demand Audio Streaming
1	Billie Eilish	258,000	54,000	153,000	259,607,000
2	Ariana Grande	236,000	29,000	128,000	265,164,000
3	Drake	204,000	7,000	49,000	255,152,000
4	Post Malone	202,000	8,000	142,000	245,020,000
5	Queen	183,000	78,000	167,000	119,635,000
6	Khalid	164,000	23,000	51,000	182,846,000
7	Eminem	163,000	24,000	78,000	177,544,000
8	A Boogie Wit Da Hoodie	121,000	1,000	23,000	159,252,000
9	Ed Sheeran	117,000	8,000	106,000	134,102,000
10	Juice WRLD	117,000	2,000	29,000	154,874,000

TOP CANADIAN ARTISTS BY CONSUMPTION

Rank	Artist	Total Album Equivalent Consumption	Album Sales	Digital Songs	On-Demand Audio Streaming
1	Drake	204,000	7,000	49,000	255,152,000
2	Shawn Mendes	88,000	12,000	63,000	97,626,000
3	Bryan Adams	82,000	64,000	26,000	20,657,000
4	The Weeknd	65,000	3,000	16,000	80,504,000
5	NAV	64,000	1,000	5,000	85,031,000
6	The Tragically Hip	47,000	12,000	20,000	43,068,000
7	Tory Lanez	43,000	1,000	6,000	54,969,000
8	Michael Buble	39,000	22,000	14,000	21,047,000
9	Avril Lavigne	34,000	11,000	32,000	26,526,000
10	Nickelback	29,000	5,000	20,000	29,675,000

TOP 10 ARTIST RANKED BY ON-DEMAND AUDIO STREAMS

Rank	Artist	STREAMING ON-DEMAND AUDIO
1	Ariana Grande	265,164,000
2	Billie Eilish	259,607,000
3	Drake	255,152,000
4	Post Malone	245,020,000
5	Khalid	182,846,000
6	Eminem	177,544,000
7	A Boogie Wit Da Hoodie	159,252,000
8	Juice WRLD	154,874,000
9	Travis Scott	144,276,000
10	Xxxtentacion	140,883,000

TOP 10 ALBUMS

(ALBUM SALES + TEA + ON-DEMAND AUDIO SEA)

Rank	Artist	Title	Total Album Equivalent Consumption	Album Sales	Song Sales	On-Demand Audio Streams
1	Billie Eilish	When We All Fall Asleep, Where Do We Go	174,000	47,000	97,000	159,321,000
2	Ariana Grande	Thank U, Next	159,000	21,000	95,000	174,370,000
3	Lady Gaga & Bradley Cooper	A Star Is Born Soundtrack	123,000	50,000	177,000	74,428,000
4	Khalid	Free Spirit	113,000	21,000	40,000	117,649,000
5	A Boogie Wit Da Hoodie	Hoodie Szn	98,000	1,000	20,000	128,303,000
6	Post Malone	Beerbongs & Bentleys	79,000	4,000	33,000	96,133,000
7	Queen	Bohemian Rhapsody (The Original Soundtrack)	78,000	26,000	85,000	60,070,000
8	Drake	Scorpion	77,000	4,000	22,000	95,164,000
9	Various Artists	Spider-Man: Into The Spider-Verse	71,000	11,000	66,000	73,108,000
10	Travis Scott	Astroworld	68,000	3,000	22,000	85,377,000

TOP 10 ALBUMS (TOTAL SALES)

Rank	Artist	Title	Sales
1	Bryan Adams	Shine A Light	57,000
2	Backstreet Boys	Dna	56,000
3	Lady Gaga & Bradley Cooper	A Star Is Born Soundtrack	50,000
4	Billie Eilish	When We All Fall Asleep, Where Do We Go?	47,000
5	Jonas Brothers	Happiness Begins	32,000
6	BTS	Map Of The Soul: Persona	26,000
7	Queen	Bohemian Rhapsody (The Original Soundtrack)	26,000
8	Passe-Partout	Coucou Passe-Partout	23,000
9	Ariana Grande	Thank U, Next	21,000
10	Khalid	Free Spirit	21,000

TOP 10 DIGITAL ALBUMS

Rank	Artist	Title	Sales
1	Lady Gaga & Bradley Cooper	A Star Is Born Soundtrack	15,000
2	Billie Eilish	When We All Fall Asleep, Where Do We Go?	15,000
3	Corey Hart	Dreaming Time Again	10,000
4	Ariana Grande	Thank U, Next	10,000
5	P!nk	Hurts 2b Human	9,000
6	Queen	Greatest Hits	9,000
7	Weezer	Weezer (Teal Album)	7,000
8	Paul Brandt	The Journey Bna: Vol. 2	6,000
9	Queen	Bohemian Rhapsody (The Original Soundtrack)	6,000
10	Various Artists	The Greatest Showman: Original Soundtrack	5,000

TOP 10 PHYSICAL CD ALBUMS

Rank	Artist	Title	Sales
1	Bryan Adams	Shine A Light	55,000
2	Backstreet Boys	Dna	51,000
3	Lady Gaga & Bradley Cooper	A Star Is Born Soundtrack	33,000
4	Jonas Brothers	Happiness Begins	29,000
5	Billie Eilish	When We All Fall Asleep, Where Do We Go?	28,000
6	BTS	Map Of The Soul: Persona	23,000
7	Passe-Partout	Coucou Passe-Partout	20,000
8	Khalid	Free Spirit	18,000
9	Queen	Bohemian Rhapsody (The Original Soundtrack)	17,000
10	Michael Buble	Love	17,000

TOP 10 LP VINYL ALBUMS

Rank	Artist	Title	Sales
1	Various Artists	Guardians Of The Galaxy: Awesome Mix Vol. 1	5,000
2	Billie Eilish	When We All Fall Asleep, Where Do We Go	4,000
3	Queen	Greatest Hits	3,000
4	Single Mothers	Our Pleasure	3,000
5	Billie Eilish	dont smile at me	2,000
6	Single Mothers	Through A Wall	2,000
7	Queen	Bohemian Rhapsody (The Original Soundtrack)	2,000
8	Queen	Night At The Opera	2,000
9	Bob Marley	Legend	2,000
10	Greta Van Fleet	Anthem Of The Peaceful Army	1,000

TOP 10 DIGITAL SONG CONSUMPTION

CONSUMPTION (SONG SALES+ON-DEMAND AUDIO SES)

Rank	Artist	Song	Song Sales w/ SES On-Demand Audio	Song Sales	Streaming On-Demand Audio
1	Lil Nas X	Old Town Road	636,000	113,000	70,139,000
2	Post Malone	Wow.	428,000	44,000	52,373,000
3	Ariana Grande	7 Rings	412,000	49,000	49,141,000
4	Post Malone & Swae Lee	Sunflower	401,000	55,000	47,728,000
5	Lady Gaga & Bradley Cooper	Shallow	347,000	108,000	31,800,000
6	Halsey	Without Me	307,000	47,000	35,492,000
7	Meek Mill feat. Drake	Going Bad	287,000	12,000	37,472,000
8	J. Cole	Middle Child	277,000	11,000	35,916,000
9	Billie Eilish	Bad Guy	272,000	39,000	31,570,000
10	Marshmello & Bastille	Happier	249,000	40,000	29,210,000

TOP 10 SONGS ON-DEMAND STREAMS

(AUDIO + VIDEO)

Rank	Artist	Song	On-Demand Streams
1	Lil Nas X	Old Town Road	121,114,000
2	Ariana Grande	7 Rings	84,008,000
3	Post Malone & Swae Lee	Sunflower	81,044,000
4	Post Malone	Wow.	68,372,000
5	Halsey	Without Me	60,829,000
6	Marshmello & Bastille	Happier	60,305,000
7	Travis Scott	Sicko Mode	59,992,000
8	Lady Gaga & Bradley Cooper	Shallow	56,911,000
9	Billie Eilish	Bad Guy	51,787,000
10	Meek Mill feat. Drake	Going Bad	47,644,000

TOP 10 SONGS ON-DEMAND AUDIO STREAMS

Rank	Artist	Song	On-Demand Audio Streams
1	Lil Nas X	Old Town Road	70,117,000
2	Post Malone	Wow.	52,360,000
3	Ariana Grande	7 Rings	49,115,000
4	Post Malone & Swae Lee	Sunflower	47,717,000
5	Meek Mill feat. Drake	Going Bad	37,467,000
6	J. Cole	Middle Child	35,910,000
7	Halsey	Without Me	35,476,000
8	A Boogie Wit Da Hoodie feat. 6ix9ine	Swervin	32,363,000
9	Lady Gaga & Bradley Cooper	Shallow	31,775,000
10	Billie Eilish	Bad Guy	31,555,000

TOP 10 SONGS ON-DEMAND VIDEO STREAMS

Rank	Artist	Song	On-Demand Audio Streams
1	Lil Nas X	Old Town Road	50,997,000
2	Ariana Grande	7 Rings	34,894,000
3	Post Malone & Swae Lee	Sunflower	33,328,000
4	Marshmello & Bastille	Happier	31,115,000
5	Travis Scott	Sicko Mode	29,249,000
6	Maroon 5	Girls Like You	28,067,000
7	Dr. Dre feat. Snoop Dogg	The Next Episode	25,858,000
8	Halsey	Without Me	25,352,000
9	Lady Gaga & Bradley Cooper	Shallow	25,136,000
10	Pinkfong	Baby Shark	23,310,000

TOP 10 DIGITAL SONG SALES

Rank	Artist	Song	Sales
1	Lil Nas X	Old Town Road	113,000
2	Lady Gaga & Bradley Cooper	Shallow	108,000
3	Post Malone & Swae Lee	Sunflower	55,000
4	Ariana Grande	7 Rings	49,000
5	Halsey	Without Me	47,000
6	Panic! At The Disco	High Hopes	45,000
7	Ed Sheeran & Justin Bieber	I Don't Care	44,000
8	Post Malone	Wow.	44,000
9	Ava Max	Sweet But Psycho	42,000
10	Jonas Brothers	Sucker	101,000

TOP 10 RADIO SONGS BASED ON AIRPLAY

Rank	Artist	Song	Plays
1	Halsey	Without Me	70,000
2	Panic! At The Disco	High Hopes	63,000
3	Marshmello & Bastille	Happier	63,000
4	Ellie Goulding x Diplo feat. Swae Lee	Close To Me	51,000
5	Sam Smith & Normani	Dancing With A Stranger	51,000
6	lovelytheband	Broken	47,000
7	Maroon 5	Girls Like You	46,000
8	benny blanco, Halsey & Khalid	Eastside	46,000
9	Tyler Shaw	With You	46,000
10	5 Seconds Of Summer	Youngblood	43,000

TOP 10 CANADIAN ARTISTS BY AIRPLAY

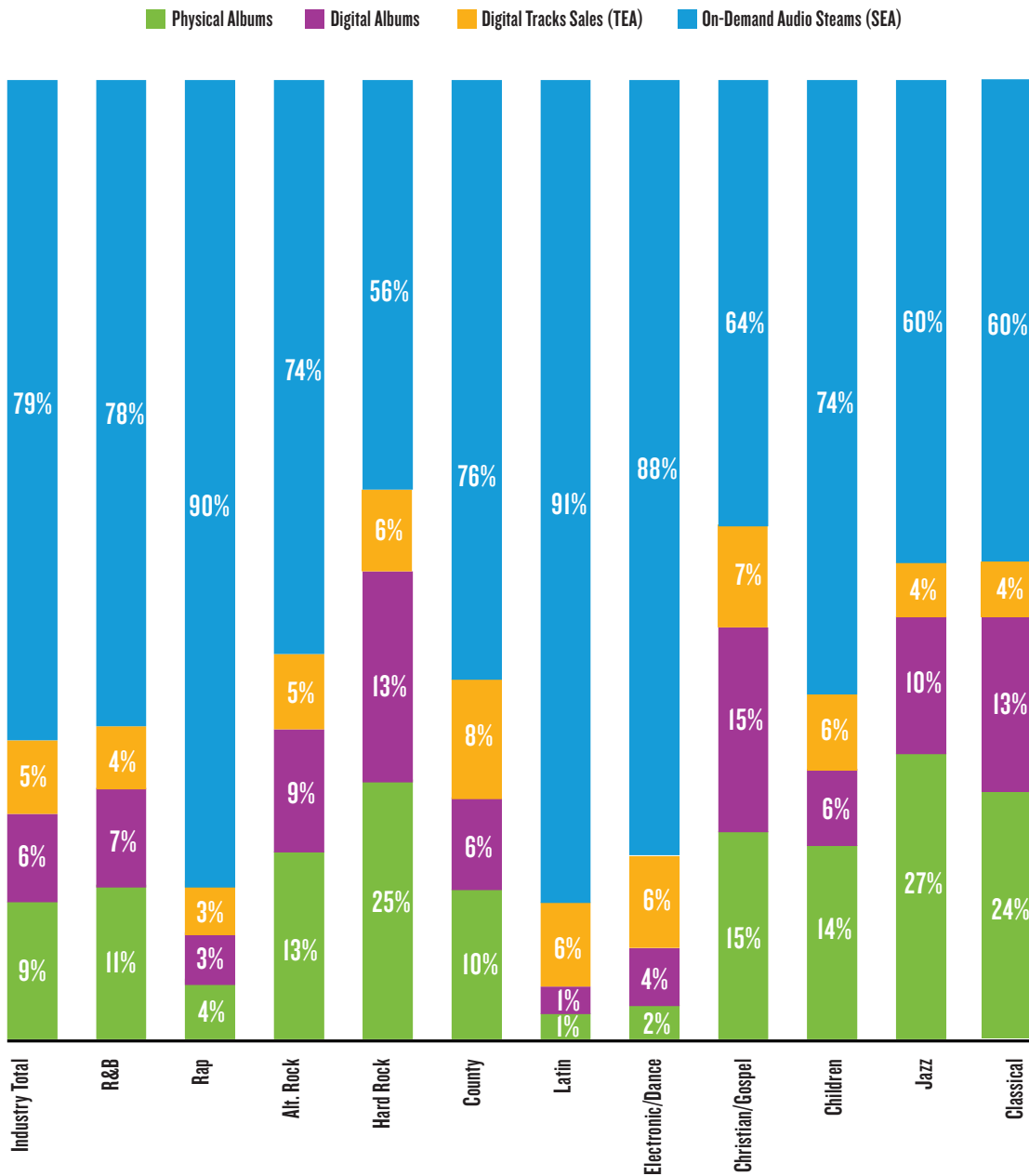
Rank	Artist	Song	Play
1	Tyler Shaw	With You	46,000
2	Scott Helman	Hang Ups	40,000
3	Loud Luxury x Anders	Love No More	39,000
4	Loud Luxury feat. Brando	Body	36,000
5	Bulow	Two Punks In Love	36,000
6	Alessia Cara	Trust My Lonely	32,000
7	Famba feat. Trove	Wish You Well	24,000
8	Felix Cartal & Lights	Love Me	24,000
9	Elijah Woods x Jamie Fine	Ain't Easy	22,000
10	Hunter Brothers	Lost	20,000

SHARE OF TOTAL VOLUME BY FORMAT & GENRE

Genre	Total Volume*	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales	On-Demand Audio Streams
R&B	5.4%	6.5%	6.7%	6.4%	3.9%	5.2%
Rap	15.7%	6.4%	5.4%	7.9%	9.6%	17.7%
Alt. Rock	12.2%	17.0%	16.8%	17.2%	12.1%	11.2%
Hard Rock	5.4%	13.4%	14.8%	11.4%	5.8%	3.8%
Country	7.0%	7.5%	8.0%	6.8%	10.6%	6.6%
Latin	1.7%	0.3%	0.2%	0.3%	2.3%	2.0%
Electronic / Dance	5.6%	2.30%	1.4%	3.3%	6.3%	6.1%
Christian	0.9%	1.7%	1.4%	1.4%	1.1%	0.7%
Children	0.9%	1.2%	1.4%	0.9%	0.9%	0.8%
Jazz	0.9%	2.2%	2.6%	1.50%	0.6%	0.7%
Classical	1.1%	2.6%	2.9%	2.3%	0.8%	0.8%

* Total Volume = Albums + TEA + On-Demand Audio SEA

SHARE OF TOTAL AUDIO ALBUM EQUIVALENT CONSUMPTION BY FORMAT



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