



2019 in Review

THE STATE OF THE HOT 100 TOP 10



HIGHLIGHTS

*Compositional and Industry Trends
for the Billboard Hot 100 Top 10*

HIT SONGS DECONSTRUCTED

The #1 Source for Hit Songwriting Analysis and Trends

The State of the Hot 100 Top 10 takes an in-depth look at 2019's compositional and industry-related trends for the Billboard Hot 100 Top 10. *What follows are select highlights from the report.*

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- This report looks exclusively at the Billboard Hot 100 Top 10.
- Data related to compositional characteristics are proprietary to Hit Songs Deconstructed.
- Artist, songwriter, producer, label and charting information are aggregated from the PRO's, Billboard, and streaming platforms.
- All credits are from the date songs were released.
- Data in this report excludes holiday songs.
- At times percentages may not add to 100% due to numbers being rounded up or down.
- Production teams (i.e. Stargate) are counted as a single producer.

2019 Credits

10

58

Hot 100
Top 10 Songs



Listen to Playlist



15

Hot 100
#1 Hits



Listen to Playlist



57

PERFORMING
ARTISTS



236

CREDITED
SONGWRITERS



90

CREDITED
PRODUCERS



14

RECORD
LABELS

Top Performing Artists 2019

50
PRIMARY
ARTISTS

There were 50 primary artists and 11 featured artists in the Hot 100 Top 10 in 2019.

17 of them charted at #1 and only two scored two #1 hits - Ariana Grande and Post Malone.

11
FEATURED
ARTISTS

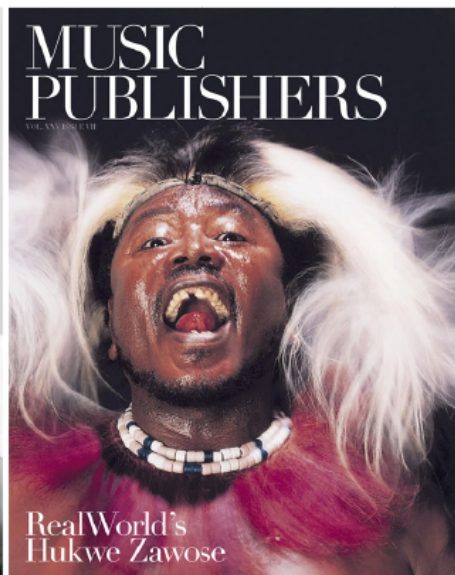
17 Artists Charted at #1



#1 HITS

- Ariana Grande (2)
- Post Malone (2)
- Billie Eilish (1)
- Billy Ray Cyrus (1)
- Bradley Cooper (1)
- Camila Cabello (1)
- Halsey (1)
- Jonas Brothers (1)
- Lady Gaga (1)
- Lewis Capaldi (1)
- Lil Nas X (1)
- Lizzo (1)
- Selena Gomez (1)
- Shawn Mendes (1)
- Swae Lee (1)
- The Weeknd (1)
- Travis Scott (1)

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Top Performing Primary Artists 2019

Post Malone replaced 2018's champ, Drake, as top performing artist of the year, scoring six Top 10 hits and two #1 hits. Equally impressive is that he had at least one song in the Top 10 for almost the entire year (51 weeks). Ariana Grande landed four Top 10 hits and two #1 hits and was followed by Khalid and Taylor Swift, both with three Top 10 hits.



Post Malone

- Better Now
- Circles
- Goodbyes
- Sunflower (Spider-Man: Into The Spider-Verse)
- Take What You Want
- Wow.

10
6

TOP 10 HITS



#1 HITS



Ariana Grande

- 7 Rings
- Boyfriend
- Break Up With Your Girlfriend, I'm Bored
- Thank U, Next

10
4

TOP 10 HITS



#1 HITS



Khalid

- Better
- Eastside
- Talk

10

3
TOP 10 HITS



Taylor Swift

- Lover
- ME!
- You Need To Calm Down

10

3
TOP 10 HITS

Top Performing Artists 2019

Songs with a single artist continued to rise in popularity for the second straight year, led mostly by Hip Hop where single-artist songs rose to nearly two-thirds of all songs.

In songs with multiple artists within the Hip Hop genre, rappers continued to mainly collaborate with rappers, while outside of Hip Hop it was more of a mixed bag.

Songs with solo and male-fronted leads were in the majority across the Top 10 in 2019. However, songs with a female lead have been slowly but steadily gaining in popularity in genres outside of Hip Hop over the past few years.

60%
Single
Artists

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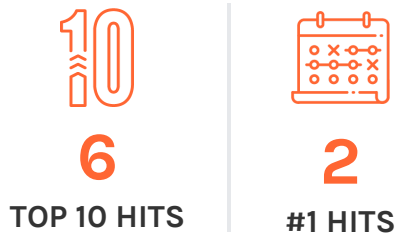
RICKBARKER

Top Performing Songwriters 2019

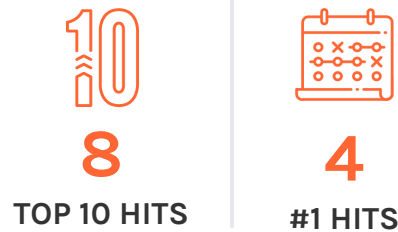
Louis Bell was the top behind-the-scenes writer for the second year in a row, scoring eight Top 10 hits and four #1 hits. This was largely due to the success of hits co-writes with Post Malone, who, in addition to being the top performing artist of 2019, was also the top performing artist songwriter with six Top 10's. Together, they belonged to an exclusive club, with only 18% of the year's credited songwriters scoring more than one Top 10 hit.



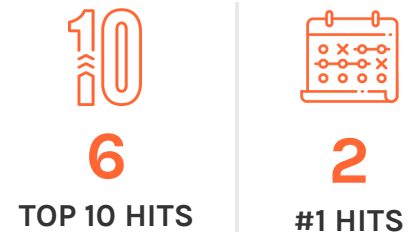
Post Malone



Louis Bell



Billy Walsh

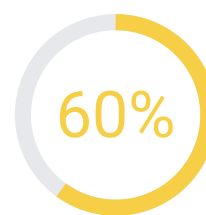
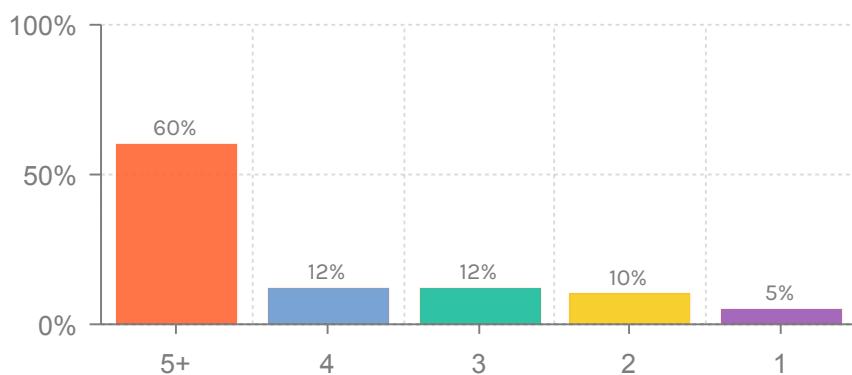


236
Songwriters

Top Performing Songwriters 2019

Songwriting teams of five or more continued to dominate, with only a few writers deciding to go it alone. Among them were Taylor Swift, J.Cole, and Toni Watson (Tones and I), the latter having her hit *Dance Monkey* top the charts in over thirty countries throughout the world, with the notable exception being the United States.

Songwriter Team Size



5+ Songwriters

In 2019, 60% of songs had five or more credited songwriters.

12 songwriters have a credit on two or more #1 hits.



#1 HITS

- Louis Bell (4)
- Kim Krysiuk (2)
- Njomza Vitia (2)
- Victoria Monet (2)
- Charles Anderson (2)
- Michael Foster (2)
- Tayla Parx (2)
- Tommy Brown (2)
- Ariana Grande (2)
- Frank Dukes (2)
- Billy Walsh (2)
- Post Malone (2)

Top Performing Producers 2019

90 Producers

Louis Bell, in addition to being the top songwriter of 2019, was also the top producer for the second year in a row with seven Top 10 hits and three number ones.



Louis Bell



Frank Dukes



Tommy Brown



FINNEAS

10

7

TOP 10 HITS



3

#1 HITS

10

4

TOP 10 HITS



2

#1 HITS

10

3

TOP 10 HITS



2

#1 HITS

10

3

TOP 10 HITS



2

#1 HITS



#1 HITS

26 producers were credited on #1 hits:

- Louis Bell (3)
- Charles Anderson (2)
- FINNEAS (2)
- Frank Dukes (2)
- Michael Foster (2)
- Tommy Brown (2)
- Andrew Watt (1)
- Atticus Ross (1)
- Benjamin Rice (1)
- Benny Blanco (1)
- Carter Lang (1)
- Cashmere Cat (1)
- Dre Moon (1)
- Illangelo (1)
- Lady Gaga (1)
- Mattman & Robin (1)
- Metro Boomin (1)
- Nik D (1)
- OZ (1)
- Post Malone(1)
- Ricky Reed (1)
- Ryan Tedder (1)
- TMS (Ghosted) (1)
- The Weeknd (1)
- Trent Reznor (1)
- YoungKio (1)

Top Performing Producers 2019

Only 19% of the year's credited producers were credited on more than one Top 10 hit. Songs with a single producer slightly edged out those with two for the first time since 2016 with 41% of songs.

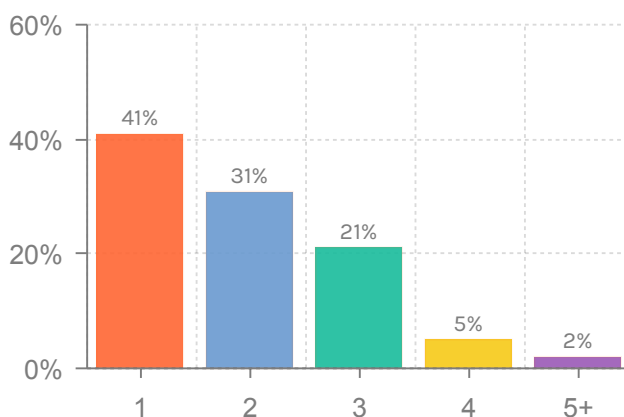


2+ Producers

In 2019, 59% of songs were produced by teams of two or more producers.

Producer Team Size

2019



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Top Performing Record Labels 2019

Republic was the top record label for the sixth straight year, scoring 19 Top 10 hits. The majority were Pop hits, which is the opposite of the preceding year when most were Hip Hop. Post Malone was the top Republic artist of 2019, dethroning Drake, who reigned from 2016 to 2018. Interscope and Atlantic rounded out the top three with 11 and seven hits, respectively, and were tied for most Hip Hop hits with four apiece. Republic dominated outside of Hip Hop with 16 Top 10's, followed far behind by Interscope with seven.

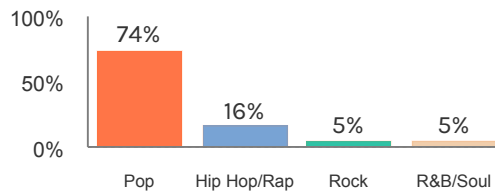
14
Record Labels

- Atlantic
- Capitol
- Columbia
- Def Jam
- EMG
- eOne
- Epic
- Fueled by Ramen
- Interscope
- RCA
- Republic
- Vertigo
- Warner Music Nashville
- 300

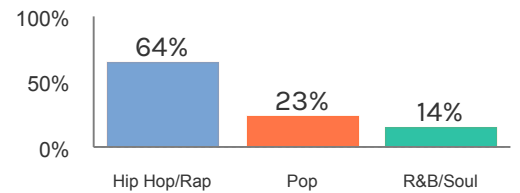
19
SONGS



Republic 2019
Genre Breakdown



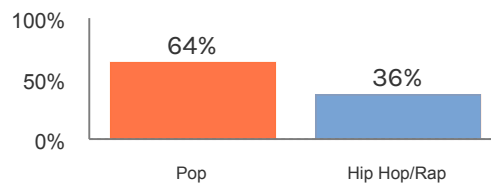
Republic 2018
Genre Breakdown



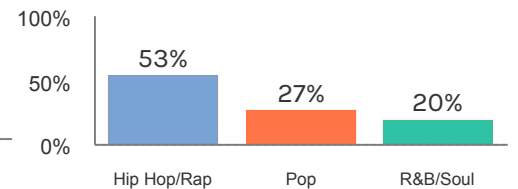
11
SONGS



Interscope 2019
Genre Breakdown



Interscope 2018
Genre Breakdown



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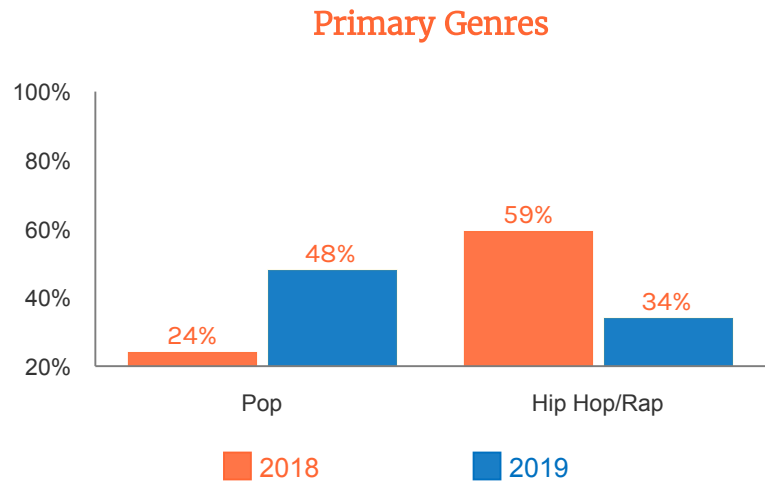
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2018 vs. 2019

How did 2019 shape up when compared to 2018?

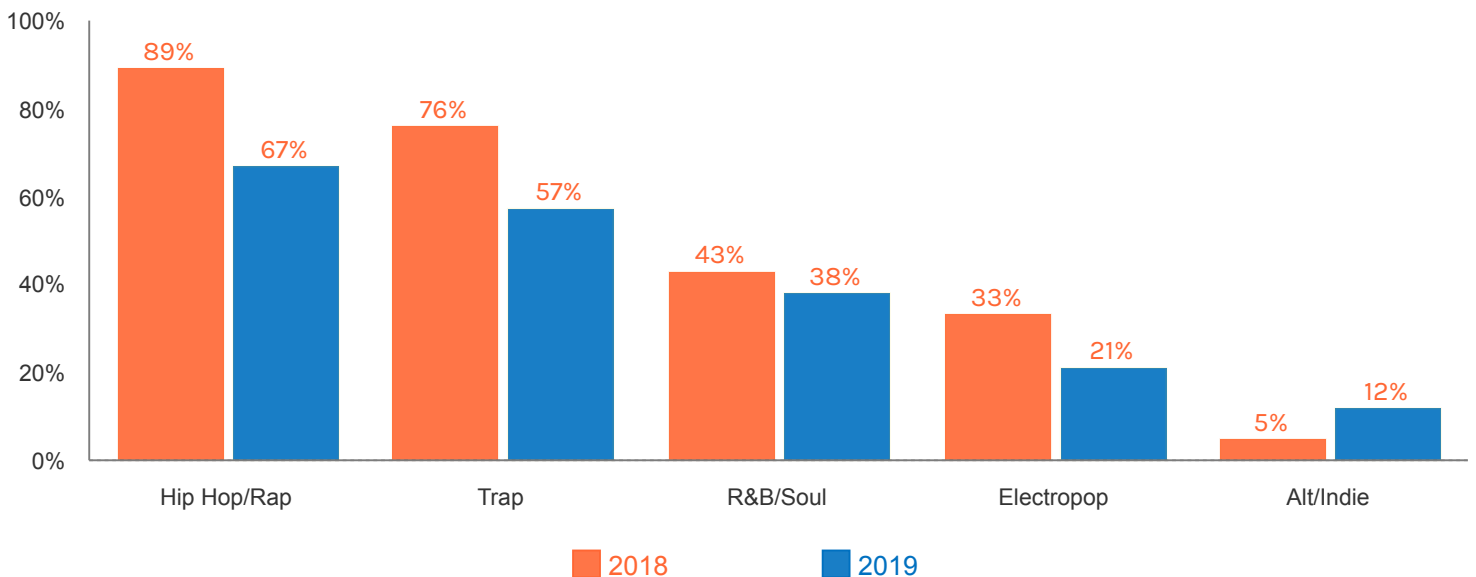
Below are some notable trend shifts when comparing 2019 to 2018.

2019 was the year of Pop. As a primary genre, its popularity doubled from just 24% of the Top 10 in 2018 to 48% in 2019, surpassing Hip Hop/Rap for the first time since 2016.



While Hip Hop as a sub-genre influence across primary genres was also down, it remained the most popular for the third straight year, shaping the sound of 50% of songs outside the Hip Hop/Rap primary genre. A notable influence on the rise has been Alt/Indie, which nearly tripled in prominence in the second-half of 2019. While not a major factor in the Top 10, it was featured in a couple of notable megahits including *Bad Guy* and *Dance Monkey*.

Sub-Genres & Influences



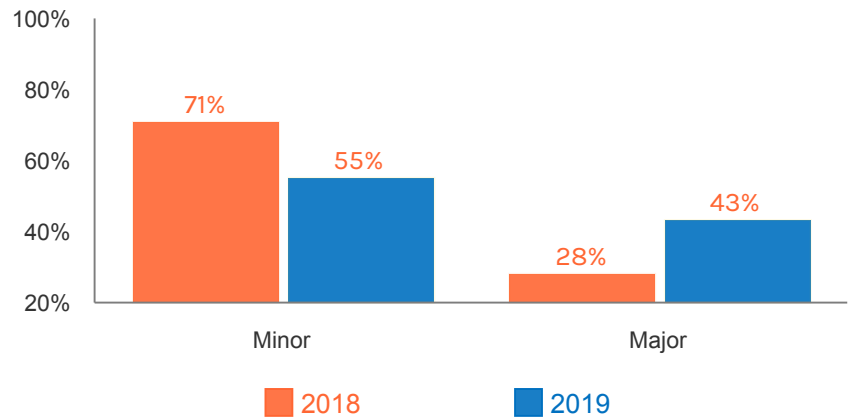
2018 vs. 2019

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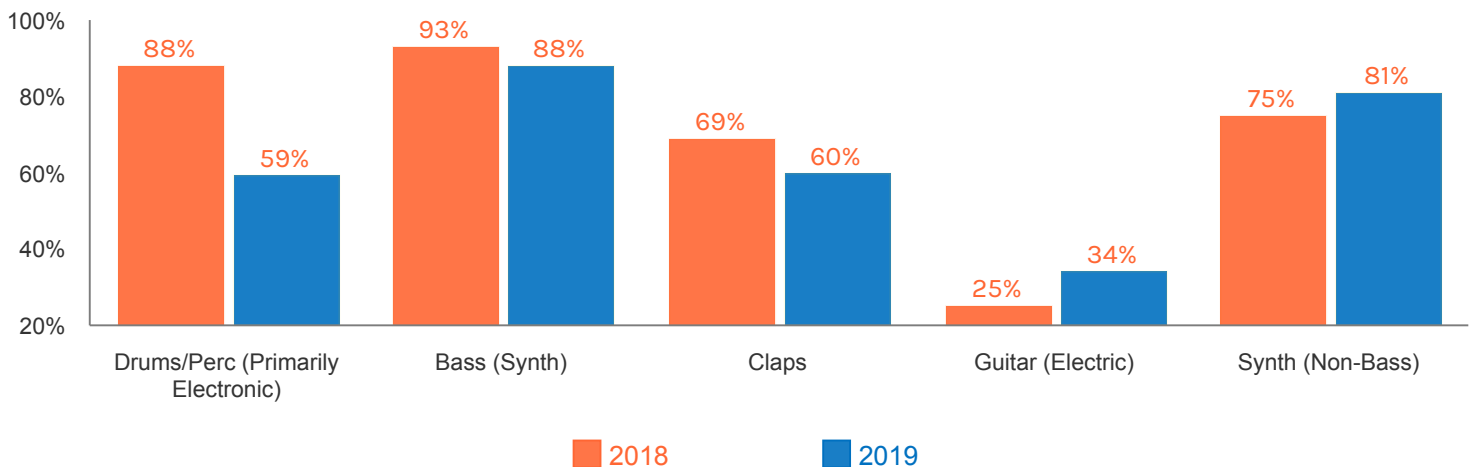
After steadily decreasing year-over-year since 2015, Hot 100 Top 10 hits in a major key rebounded in 2019 to 43% of songs, largely led by the return of Pop. However, songs in a minor key remained most popular for the fifth straight year, accounting for 55% of Top 10 hits.

Key (Major vs. Minor)



A few notable instruments that gained in popularity in 2019 compared to 2018 were acoustic guitar, electric guitar, electric bass and drums/percussion that feature a combination of acoustic and electronic elements. On the flip side, the use of purely electronic drums and claps dropped to their lowest levels since 2016.

Prominent Instruments



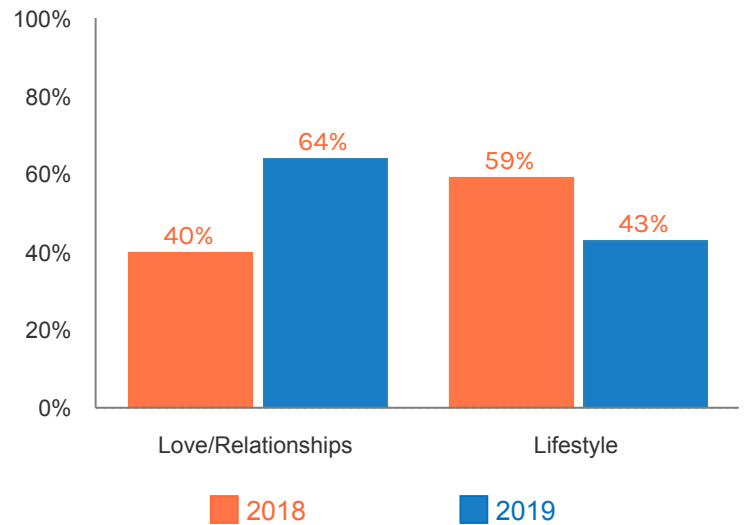
2018 vs. 2019

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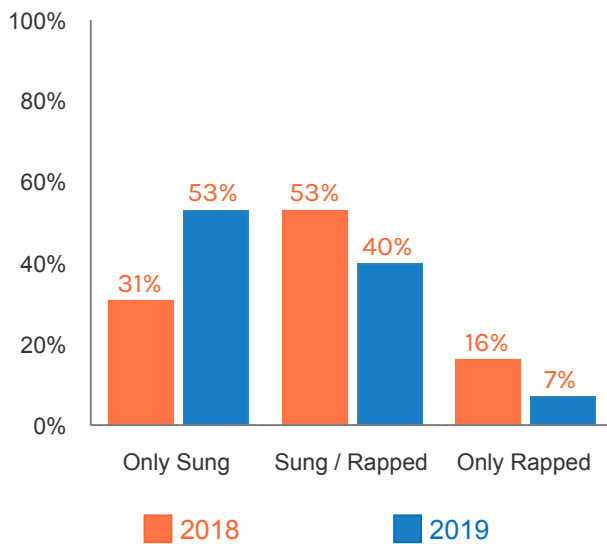
Below are some notable trend shifts when comparing 2019 to 2018.

Love/relationships was once again the most popular lyrical theme following a three-year decline, which correlates with Pop's comeback. On the flip side, the lifestyle theme, which is most popular in the Hip Hop genre, decreased for the first time in three years due to the fewer number of Hip Hop songs in the Top 10.

Lyrical Themes



Lead Vocal Delivery



Top 10 hits with exclusively sung vocals were the most popular for the first time since 2016.

When looking specifically at non-Hip Hop hits, songs that feature a combination of sung and rapped deliveries were half of what they were back in 2017, accounting for 21% of songs.

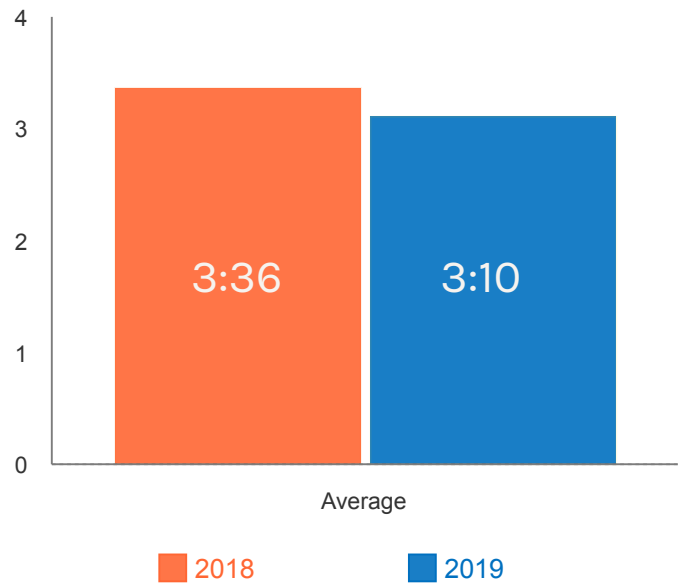
2018 vs. 2019

How did 2019 shape up when compared to 2018?

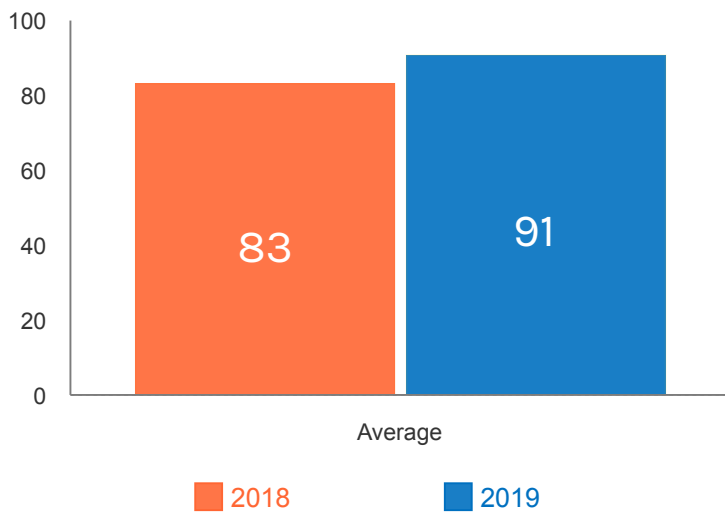
Below are some notable trend shifts when comparing 2019 to 2018.

The average length of a Top 10 hit dropped by 26 seconds from 2018 to 2019, landing at just 3:10 – the shortest that it’s been in years. This was largely due to the influx of songs that land under 3:00 in length, which skyrocketed from just 13% of the Top 10 in 2018 up to 36% in 2019.

Average Song Length



Average Tempo (BPM)



The average tempo of a Top 10 hit rose to 91 BPM in 2019, the fastest it’s been since 2016.



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#1 Hit Spotlight

15

#1 HITS

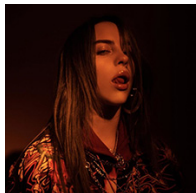
2019's #1 hits were an eclectic bunch. The pack was led by Lil Nas X's megahit *Old Town Road*, which features an infectious blend of Country and Hip Hop influences, meme-ready lyrics and a superstar featured artist that helped the song gallop to the top spot, where it remained for a record-setting 19 weeks.

 Listen to Playlist



7 Rings

Ariana Grande



Bad Guy

Billie Eilish



Circles

Post Malone



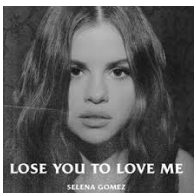
Heartless

The Weeknd



Highest In The Room

Travis Scott



Lose You to Love Me

Selena Gomez



Old Town Road

Lil Nas X



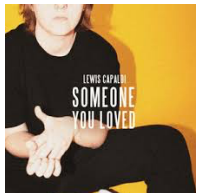
Senorita

Shawn Mendes,
Camila Cabello



Shallow

Bradley Cooper,
Lady Gaga



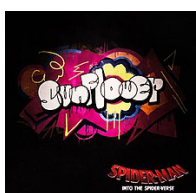
Someone You Loved

Lewis Capaldi



Sucker

Jonas Brothers



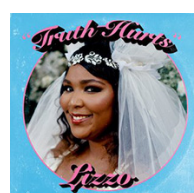
Sunflower

Post Malone,
Swae Lee



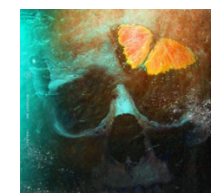
Thank U, Next

Ariana Grande



Truth Hurts

Lizzo



Without Me

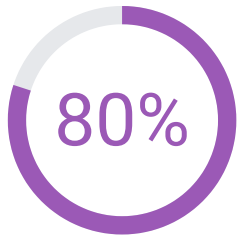
Halsey

#1 Hit Spotlight

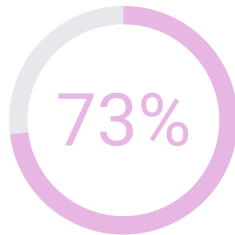
73%

POP

PRIMARY GENRE



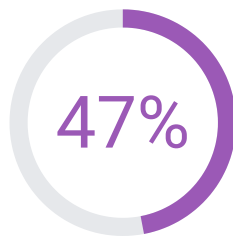
5+
SONGWRITER
TEAM SIZE



2+
PRODUCER
TEAM SIZE

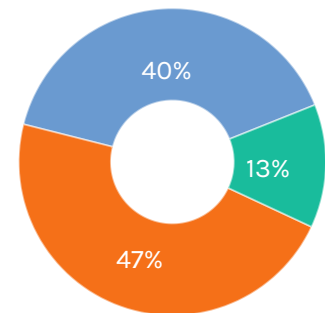


AVERAGE
TEMPO



UNDER 3:00
SONG LENGTH

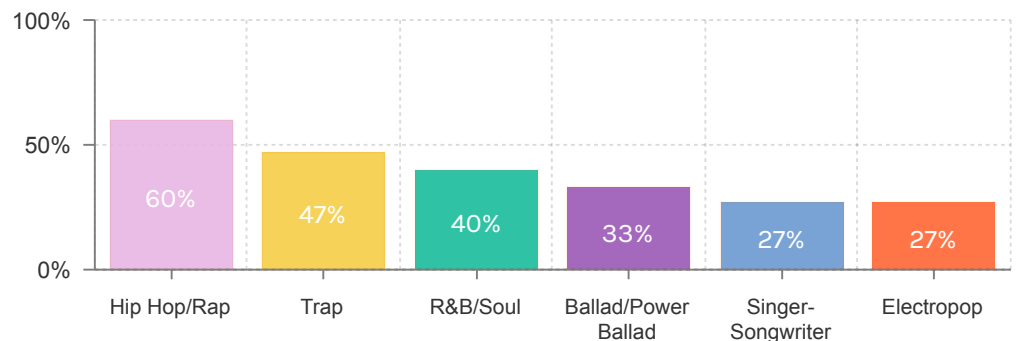
Lead Vocal Gender
47% Feature Exclusively Male Vocalists



● Male 47%
● Female 40%
● Male/Female 13%

Sub-Genres & Influences Across All Primary Genres

Featured in 25% of Songs or More



67%

SOLO

LEAD VOCALIST

2019 in Review

THE STATE OF THE HOT 100 TOP 10



*Compositional & Industry Trends
for the Hot 100 Top 10*

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the tip of the iceberg!**

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