

Select Highlights from the 2018 Mid-Year Trend Report

Compositional Trends for the Billboard Hot 100 Top 10

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TUESDAY, AUGUST 7TH, 12:30 PM EST

Hit Song Moneyball:

Using Compositional Data to Make Strategic Songwriting, Production and Business Decisions

During this webinar, we will review Billboard Hot 100 Top 10 compositional trends, look at the evolution of songwriting memes and how artists have capitalized on them, and conclude by benchmarking two singles to uncover potential reasons why one rose to the top of the charts while the other did not.

To learn more and register, visit: www.hitsongsdeconstructed.com/HitSongMoneyball

HIT SONGS DECONSTRUCTED

The #1 Source for Hit Songwriting Analysis and Trends

The Hit Songs Deconstructed *Mid-Year Trend Report* provides an in-depth look at the compositional trends for the Billboard Hot 100 Top 10 during the first half of 2018.

During the first half of 2018 44 songs, 45 credited performing artists, 154 credited songwriters, 66 credited producers, and 12 record labels landed in the Billboard Hot 100 Top 10.

Seven songs charted at #1. They include five Hip Hop songs - *God's Plan* (Drake), *Nice for What* (Drake), *Psycho* (Post Malone featuring Ty Dolla \$ign), *Sad!* (XXXTentacion) and *This is America* (Childish Gambino), and two Pop songs - *Havana* (Camila Cabello featuring Young Thug) and *Perfect* (Ed Sheeran featuring Beyoncé).

Drake was the top artist. He had the most #1 hits (2), spent the most time at #1 (18 weeks total: *God's Plan* - 11 weeks, *Nice For What* - 7 weeks), and was tied with Cardi B for most Top 10 hits (6). He also had the most credits as a songwriter (7).

The following 44 songs charted in the Hot 100 Top 10 during the first half of 2018:

- *All I Want For Christmas Is You* (Mariah Carey)
- *All The Stars* (Kendrick Lamar, SZA)
- *ATM* (J. Cole)
- *Bad At Love* (Halsey)
- *Better Now* (Post Malone)
- *Bodak Yellow* (Cardi B)
- *Boo'd Up* (Ella Mai)
- *Call Out My Name* (The Weeknd)
- *Chun-Li* (Nicki Minaj)
- *Diplomatic Immunity* (Drake)
- *Fake Love* (BTS)
- *Filthy* (Justin Timberlake)
- *Finesse* (Bruno Mars, Cardi B)
- *Freaky Friday* (Lil Dicky featuring Chris Brown)
- *Girls Like You* (Maroon 5 featuring Cardi B)
- *God's Plan* (Drake)
- *Gucci Gang* (Lil Pump)
- *Havana* (Camila Cabello featuring Young Thug)
- *I Like It* (Cardi B featuring Bad Bunny, J Balvin)
- *Kevin's Heart* (J. Cole)
- *KOD* (J. Cole)
- *Look Alive* (BlocBoy JB featuring Drake)
- *Lucid Dreams* (Juice WRLD)
- *Meant To Be* (Bebe Rexha featuring Florida Georgia Line)
- *MotorSport* (Cardi B, Nicki Minaj, Migos)
- *Never Be The Same* (Camila Cabello)
- *New Rules* (Dua Lipa)
- *Nice For What* (Drake)
- *No Limit* (G-Eazy featuring A\$AP Rocky, Cardi B)
- *No Tears Left To Cry* (Ariana Grande)
- *Perfect* (Ed Sheeran featuring Beyoncé)
- *Pray For Me* (Kendrick Lamar, The Weeknd)
- *Psycho* (Post Malone featuring Ty Dolla \$ign)
- *Rockstar* (Post Malone featuring 21 Savage)
- *Sad!* (XXXTentacion)
- *Say Something* (Justin Timberlake featuring Chris Stapleton)
- *Stir Fry* (Migos)
- *The Middle* (Maren Morris, Zedd, Grey)
- *This Is America* (Childish Gambino)
- *Thunder* (Imagine Dragons)
- *Too Good At Goodbyes* (Sam Smith)
- *Walk It Talk It* (Migos featuring Drake)
- *Yes Indeed* (Drake, Lil Baby)

What follows are select highlights pulled from our Mid-Year Trend Report.

Compositional trends are for songs that charted in the Billboard Hot 100 Top 10 during Q1 and Q2 of 2018. Data and analytics for all findings (and more) are available in the Hit Songs Deconstructed IMMERSION Searchable Database.

Primary Genres

Hip Hop's prominence continues to reach new heights both as a primary genre and as an influence across genres. As a primary genre it accounted for 55% of the Top 10 during the first half of the year, which was up from 37% during the same time period in 2017.

In Q2 2018 Hip Hop accounted for 62% of the Top 10, while Pop accounted for only 24%.

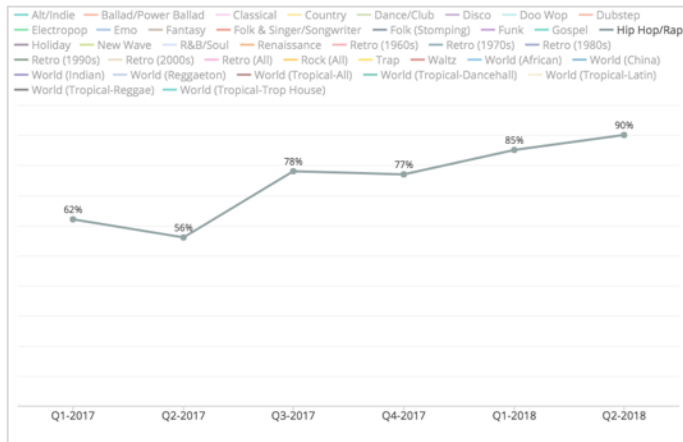


Influences

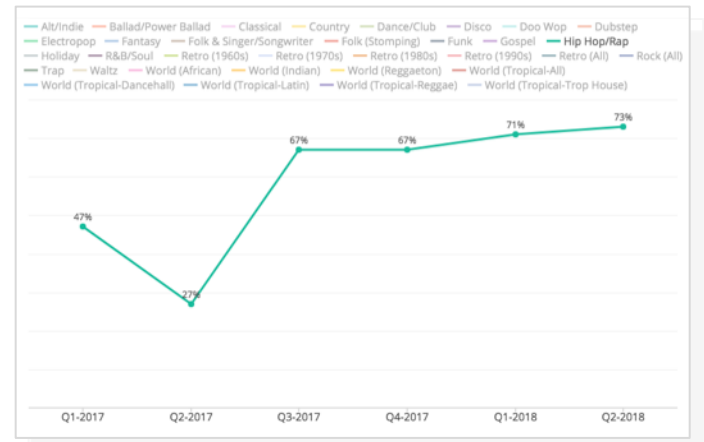
As an influence shaping the sound and vibe of songs, Hip Hop played a role in 89% of all Top 10 hits, up from 63% during the same time period in 2017.

When looking exclusively at songs outside the Hip Hop/Rap genre, Hip Hop's influence increased significantly as well. It played a role in 75% of those songs during the first half of 2018, which is up from 42% during the first half of 2017.

Top 10 (All Songs)

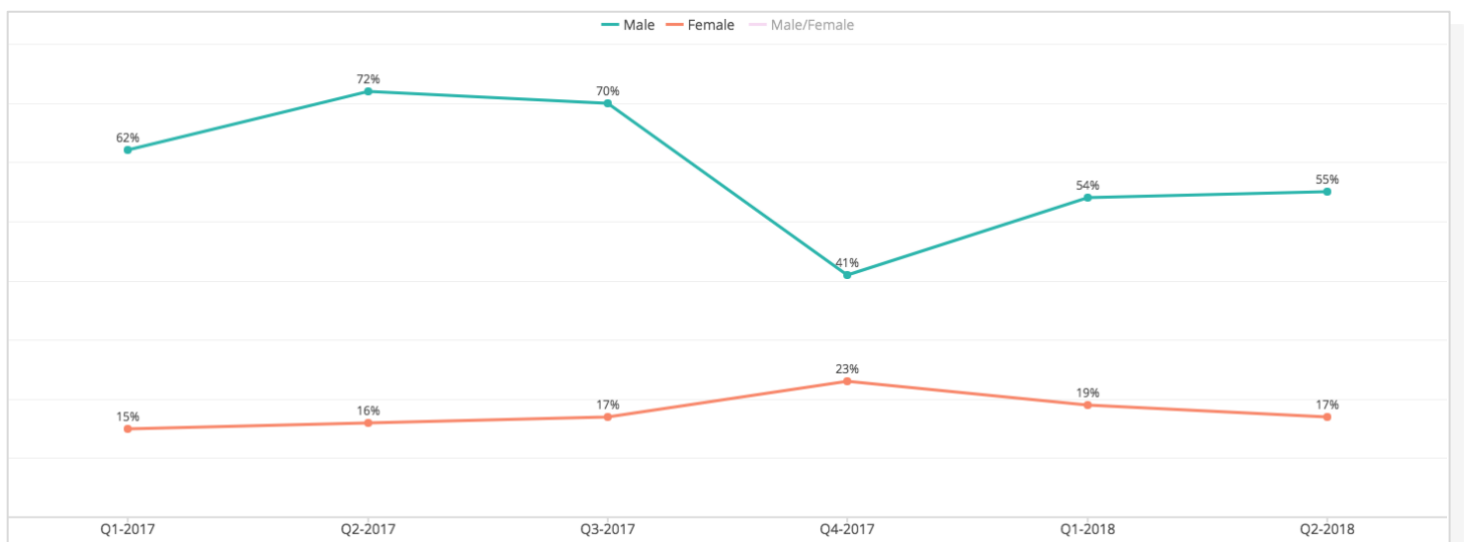


Top 10 (Excluding the Hip Hop Genre)



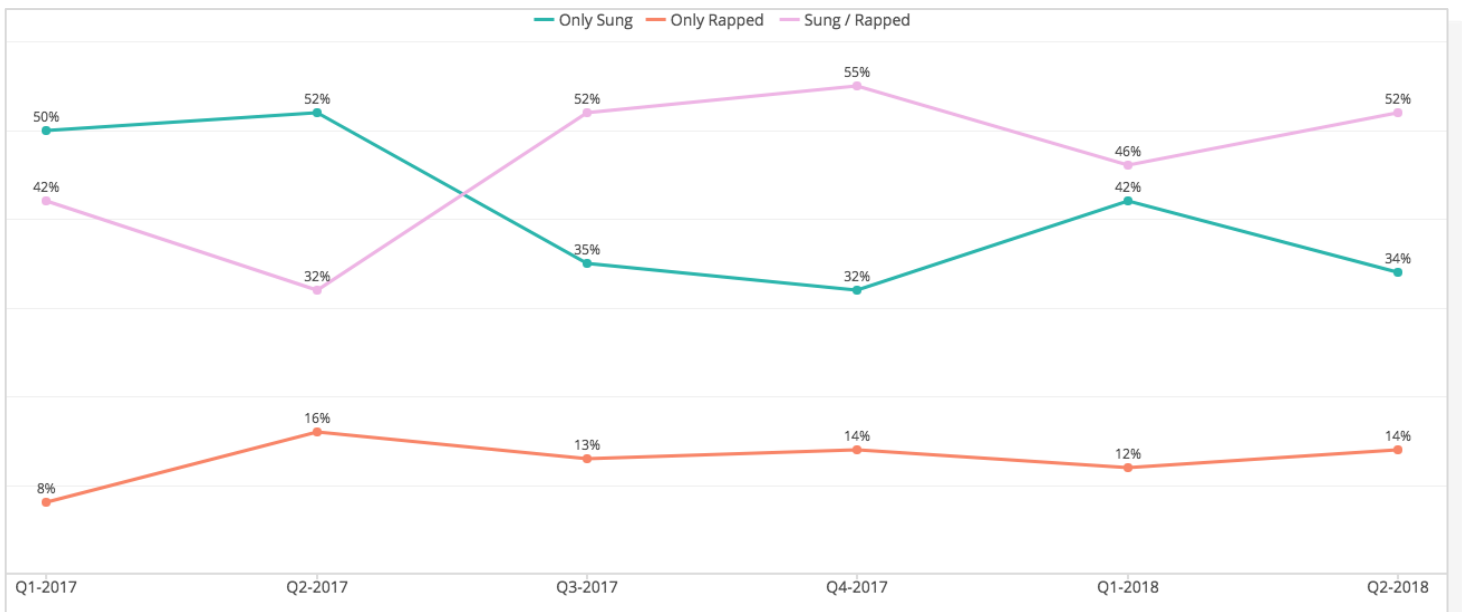
Lead Vocal Gender

Men continue to dominate the Top 10. 55% of songs that landed in the Top 10 during the first half of this year feature exclusively male lead vocals. Just 20% feature exclusively female vocals.



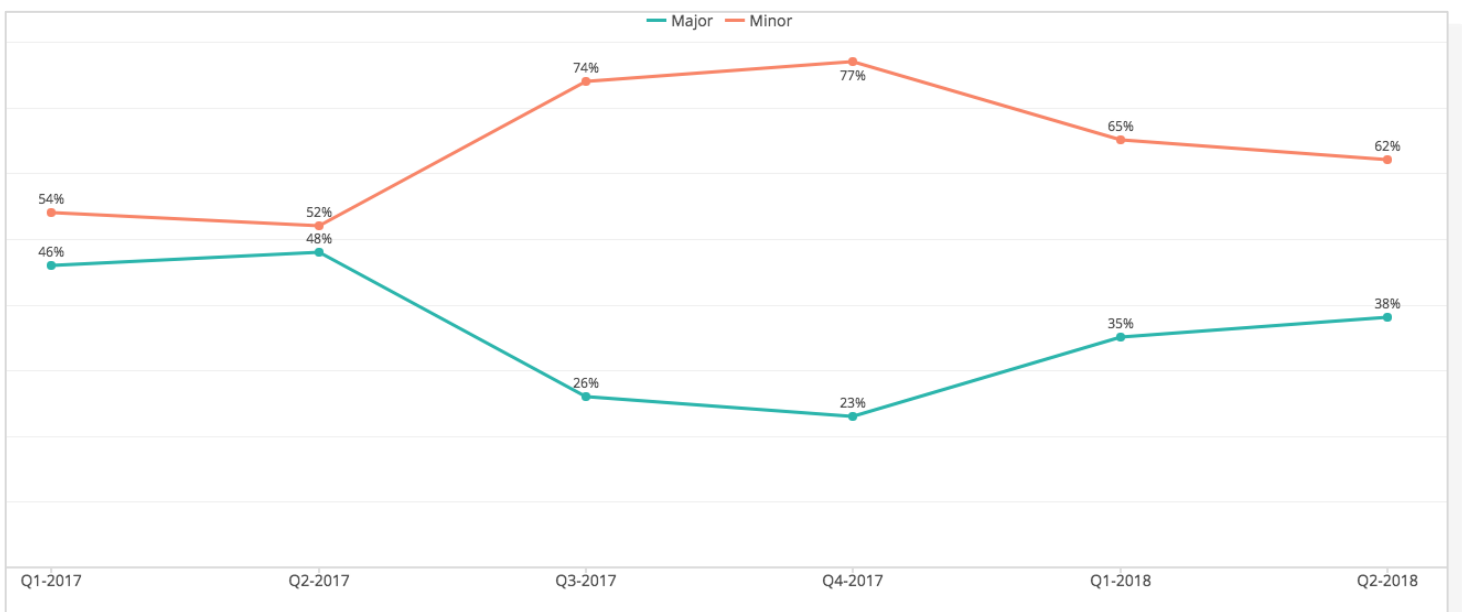
Lead Vocal Delivery

Songs that feature a combination of sung and rapped vocals continue to be the most popular, accounting for around half of the Top 10 in Q1 and Q2. When looking exclusively at songs outside the Hip Hop genre, 40% feature a combination of sung and rapped vocals.



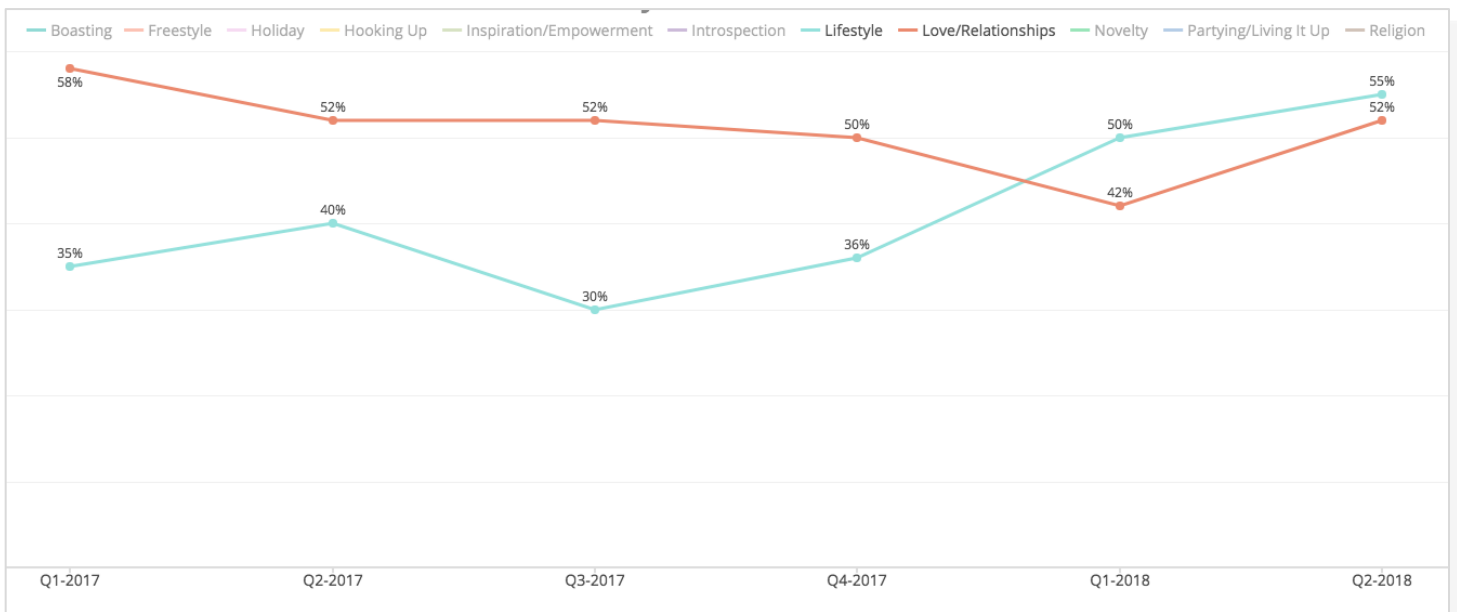
Key

Minor keys continued to shape the vibe of the majority of songs in the Top 10 during the first half of 2018 (68%). However, five of the seven #1 hits from Q1 and Q2 are in a major key.



Lyrical Themes

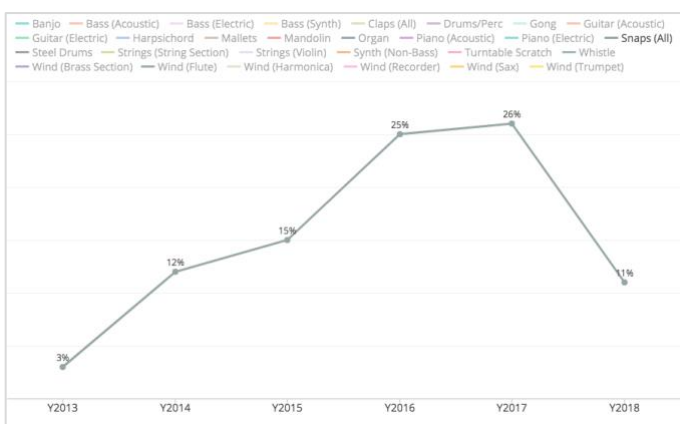
Lifestyle surpassed Love/Relationships as the most popular lyrical theme during the first half of 2018, playing a role in 55% of Top 10 hits. However, when looking exclusively at songs outside the Hip Hop genre, Love/Relationships continues to be the most popular, playing a role in 75%.



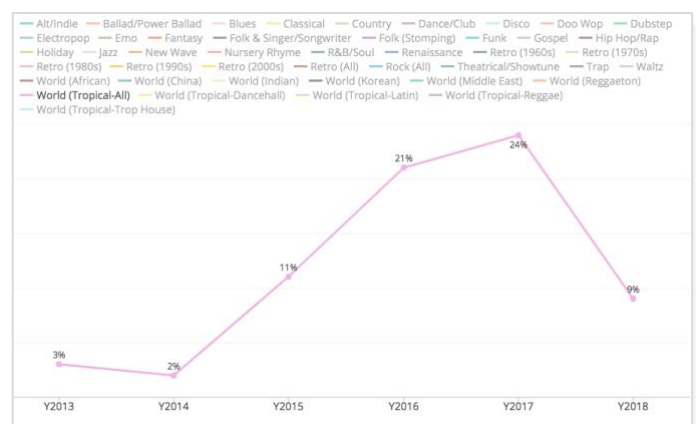
Memes

A couple of memes that have decreased in prominence during the first half of 2018 are Snaps and Tropical (our blanket category for Reggae, Reggaeton, Dancehall, Trop House and Latin). In 2016 and 2017, approximately one quarter of the Top 10 featured Snaps or a Tropical influence. During the first half of 2018, they were featured in just 11% and 9% of songs, respectively.

Snaps

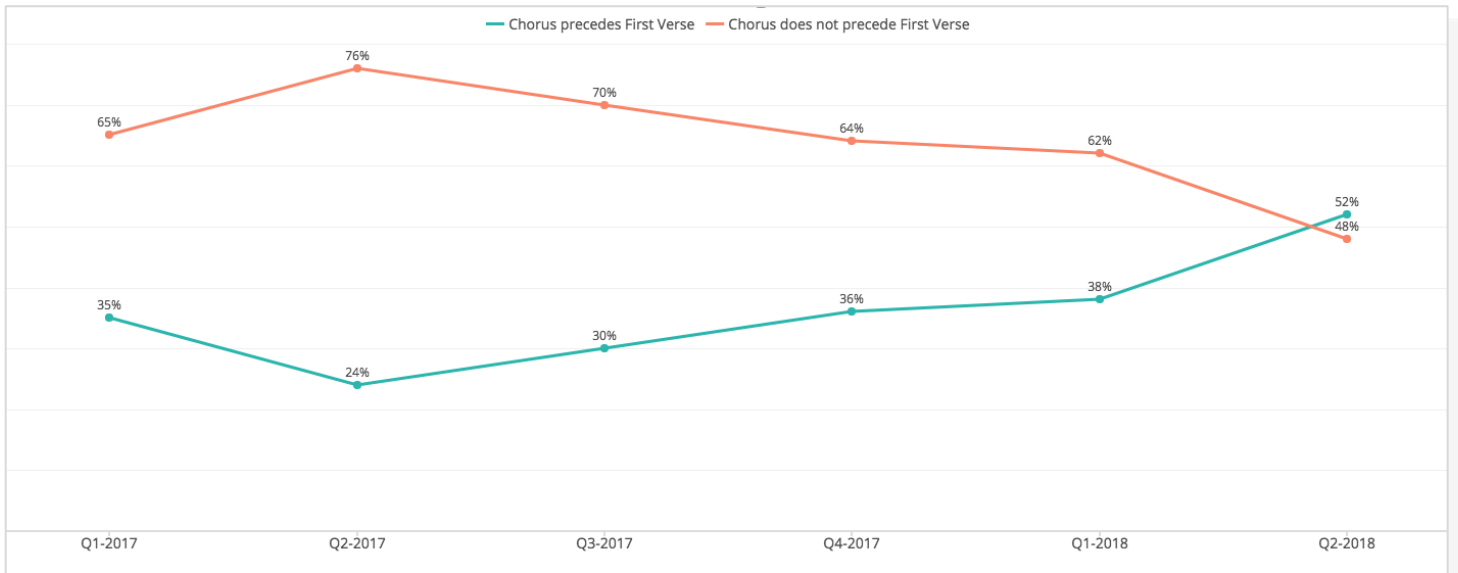


Tropical



Song Structure

The number of songs that have the chorus preceding the first verse surpassed those that don't in Q2 2018. This is largely due to the increased prominence of Hip Hop in the Top 10.



Hit Songs Deconstructed subscribers can access the full Hit Songs Deconstructed Mid-Year Report at www.HitSongsDeconstructed.com July 23rd.

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Hit Songs Deconstructed empowers music industry professionals around the world by providing unparalleled insight into the craft and trends behind the songs that land in the Billboard Hot 100 Top 10.



The Hit Songs Deconstructed platform includes:

- **The IMMERSION Searchable Database: *Analytics You Won't Find Anywhere Else***
Updated weekly as songs enter the Billboard Hot 100 Top 10, this robust, fully interactive database houses proprietary data for the compositional characteristics of these songs, as well as related industry data for songwriters, artists, producers and record labels.
- **The Quarterly Trend Report: *A snapshot of Billboard Hot 100 Top 10 Trends***
Published quarterly, this report provides a concise, data-driven snapshot of Billboard Hot 100 Top 10 compositional and industry trends.
- **The Hit Song Deconstructed Report: *The Inner-Workings of Hit Songs***
Leaving no stone unturned, this in-depth report provides unparalleled insight into the songwriting and production techniques used to craft a current chart-topping hit.
- **Hit Song Deconstructed Videos: *A Section-by-Section Walkthrough of Hit Songs***
Narrated and visualized in Logic Pro X, these videos take you on a section-by-section walkthrough – from intro to outro – of the songwriting and production techniques used to craft a chart-topping hit.

Start making strategic songwriting, production and business decisions armed with songwriting analytics! Use discount code HSD10 to save 10%.

