

Q3 2023

THE STATE OF THE HOT 100 TOP 10

Songwriting and Production Trends for the
Billboard Hot 100 top 10

Select highlights from the full report.

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Used by songwriters, producers, music industry professionals, and leading universities around the world, it is the **only resource that unites Hot 100 top 10 analytics with deep analysis of the songwriting and production techniques behind today's hits.**

Published quarterly, **The State of the Hot 100 Top 10 takes an in-depth look at the trends shaping the Billboard Hot 100 top 10, helping you understand what's driving today's hits at the compositional level and providing invaluable insight into how the hit song landscape is evolving.**

What follows are a few highlights from the Q3 2023 report.



10

53

Hot 100

Top 10 Hits



During the first three quarters of 2023, 53 songs charted in the top 10 of the Billboard Hot 100, with 13 hitting the top spot.

There were 50 performing artists, 190 credited songwriters, 97 credited producers and 20 record labels behind Hot 100 top 10 hits during the first three quarters of 2023.

50

PERFORMING ARTISTS

190

CREDITED SONGWRITERS

97

CREDITED PRODUCERS

20

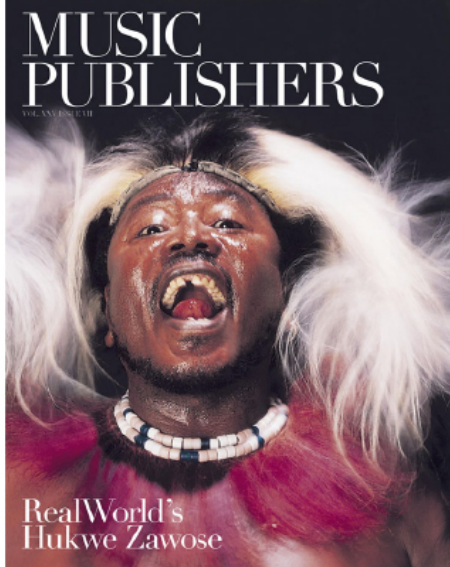
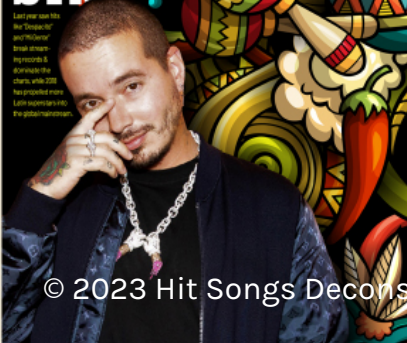
RECORD LABELS

FILM & TELEVISION MUSIC MONTHLY

It's no secret. Latin Artists are taking over!

LATIN MUSIC IN SYNC!

Last year saw the rise of Spanish and Mexican folk songs. Reggaeton & dembow hit charts, while jazz has provided more Latin crossover hits. For global musicians.



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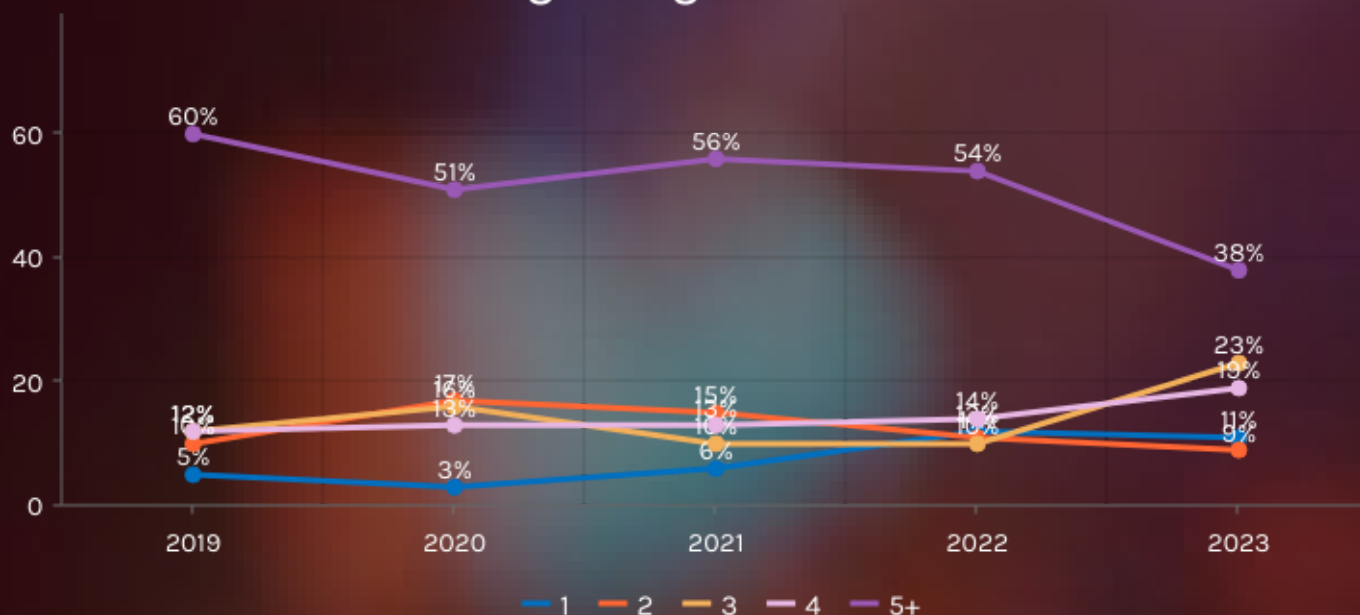
Republic scored 15 top 10 hits and four #1s, largely thanks to Drake, Morgan Wallen and Taylor Swift.



Smaller Songwriting Teams

While songwriting teams of five-plus writers are still most common, they've seen a significant drop so far in 2023. On the flip side, songwriting teams of three writers more than doubled over 2022, rising to nearly one quarter of songs.

Songwriting Team Size



Shaping the sound and vibe of top 10s during the first three quarters of 2023 are seven primary genres, 31 sub-genres and influences, 23 prominent instruments, and seven lyrical themes.

7

PRIMARY GENRES

31

SUB-GENRES & INFLUENCES

23

INSTRUMENTS

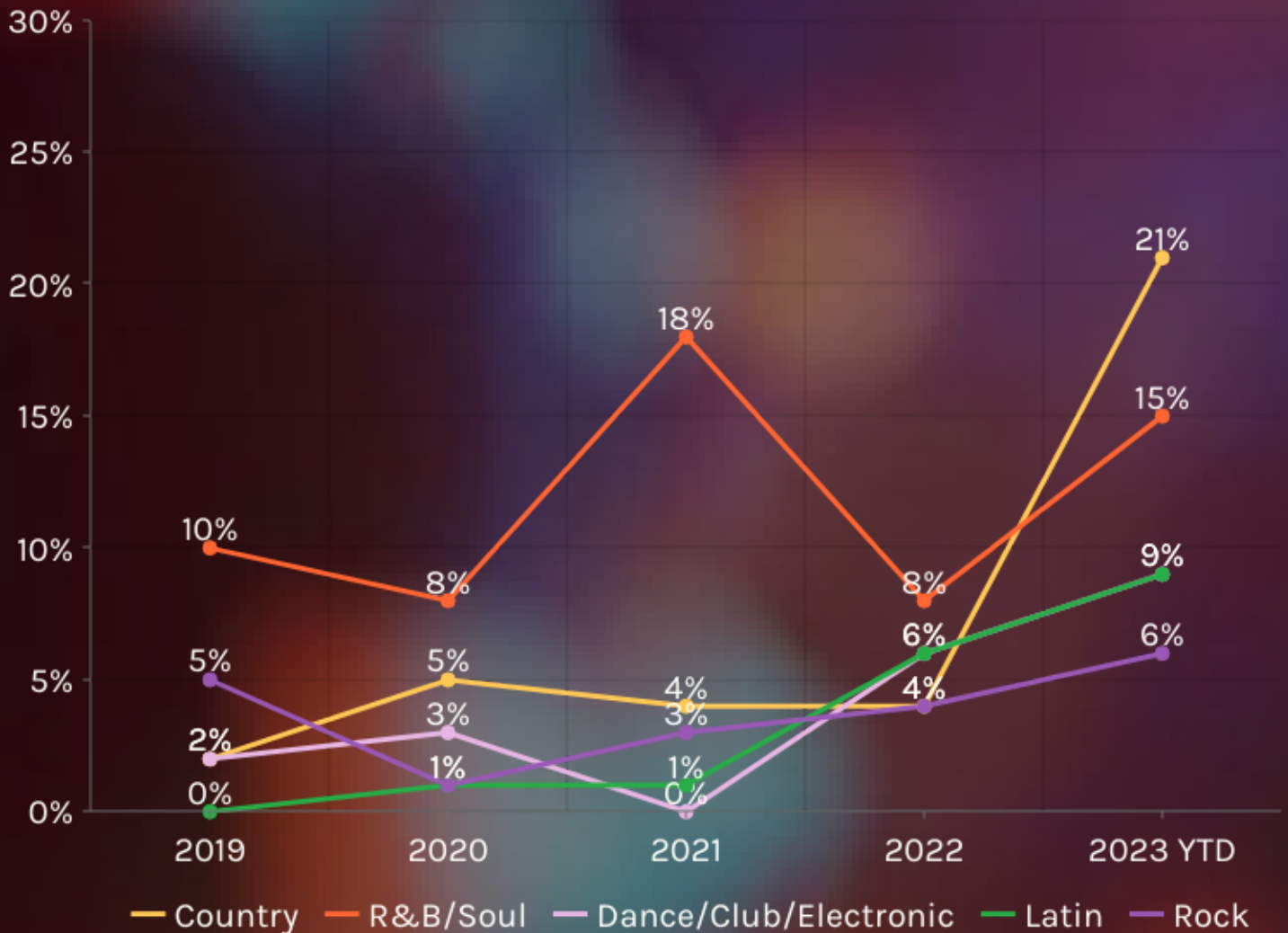
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LYRICAL THEMES

Genres on the Rise

Country, dance/club/electronic, R&B/soul, Latin and rock all increased in prominence in the first three quarters of the year.

Country was the big gainer, surging from just 4% of songs in 2022 to 21% YTD 2023, its highest level in over a decade. This is largely thanks to Morgan Wallen, who accounted for nearly half of the year's country hits.



A large background image of Taylor Swift performing on stage. She has long blonde hair and is wearing a shimmering, sequined dress. She is holding a microphone to her mouth and singing. The background is dark with some stage lights and a starry effect.

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Sub-Genres and Influences

Thirty-one sub-genres and influences shaped the sound and vibe of Hot 100 top 10 hits in the first three quarters of 2023. Of them, 20 were genre influences, six geographic, and five time-period.

31

SUB-GENRES & INFLUENCES

20

GENRE INFLUENCES

6

GEOGRAPHIC INFLUENCES

5

TIME-PERIOD INFLUENCES

Sub-Genres and Influences

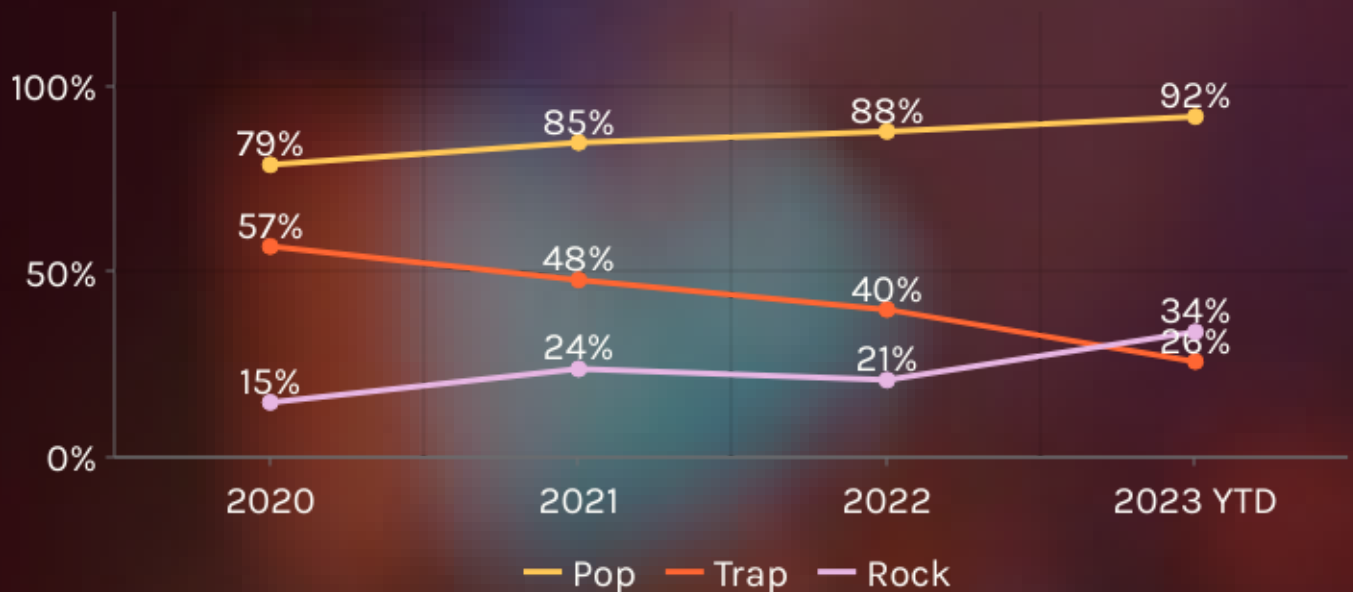
Pop as an influence across genres has been steadily rising since 2021 and was present in almost every Hot 100 top 10 hit in the first three quarters of 2023. Its reach spanned each primary genre, including dance/club ("Dance The Night"), country ("One Thing At A Time"), hip hop ("Paint The Town Red"), R&B/soul ("Kill Bill"), and rock ("bad idea right?").

Rock's influence has generally been on the rise since 2020, more than doubling to just over one-third of songs. In addition to playing a role in 2023's country hits, other notables with varying degrees of a rock influence include "Bad Habit," "bad idea right?" and "I Can See You (Taylor's Version)."

On the flip side, trap is in decline, dropping to its lowest level of prominence since way back in 2015. However, it continue to play a role in an array of hits outside the hip hop primary genre, such as Morgan Wallen's megahit "You Proof," Kim Petras and Sam Smith's chart-topper "Unholy," and Bizarrap and Shakira's "Bzrp Music Sessions, Vol. 53," among others.

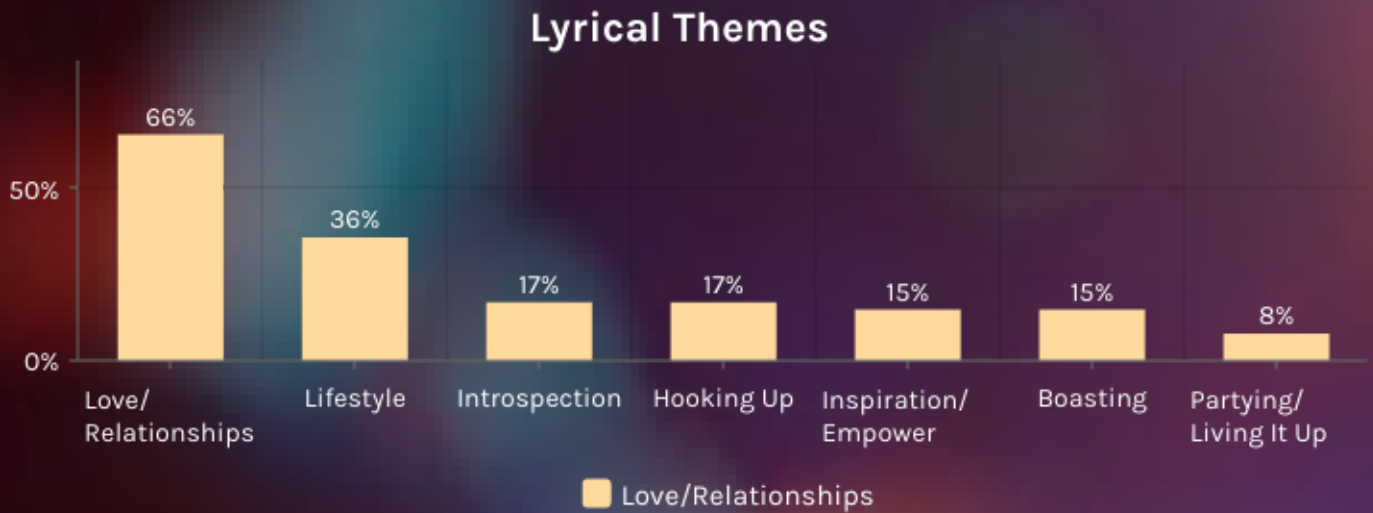
Sub-Genres & Influences

Hot 100 Top 10



Lyrical Themes

Love/relationships continued to reign as the most popular theme, increasing to just under two-thirds of songs in the first three quarters of 2023.



Instruments

While synths - both bass and non-bass - were present in the majority of top 10s, their use is in decline. Both dropped to their lowest levels since 2015 and 2014, respectively.





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SONG ANALYTICS: THE MISSING LINK



BUSINESS METRICS

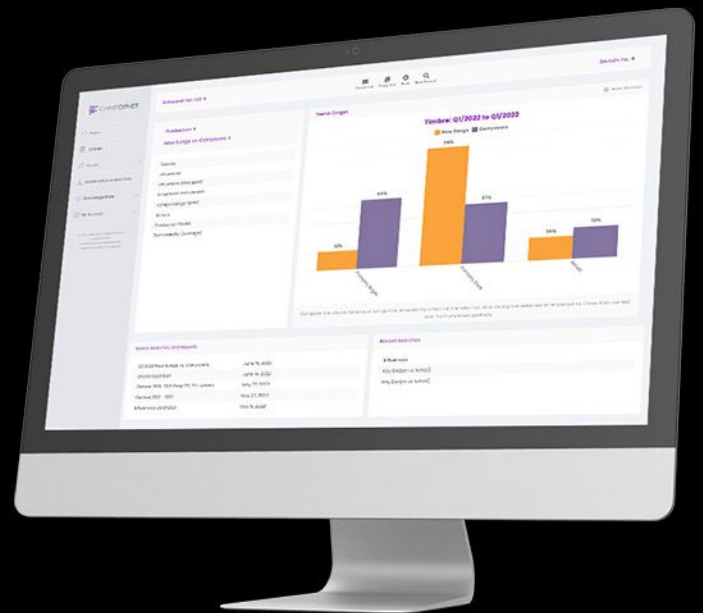
Only tell part of the story...



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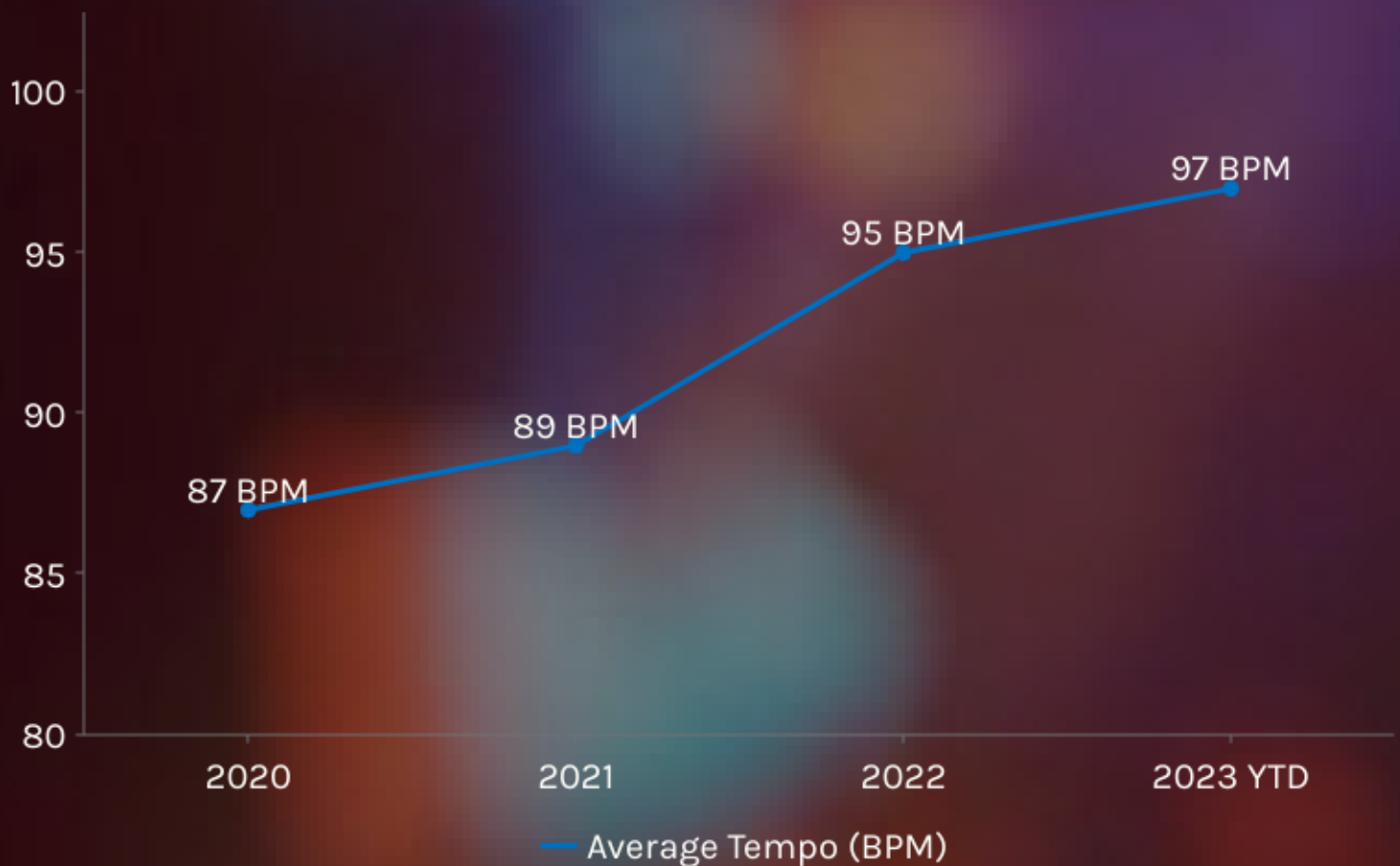
It all begins with the song.

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Tempo

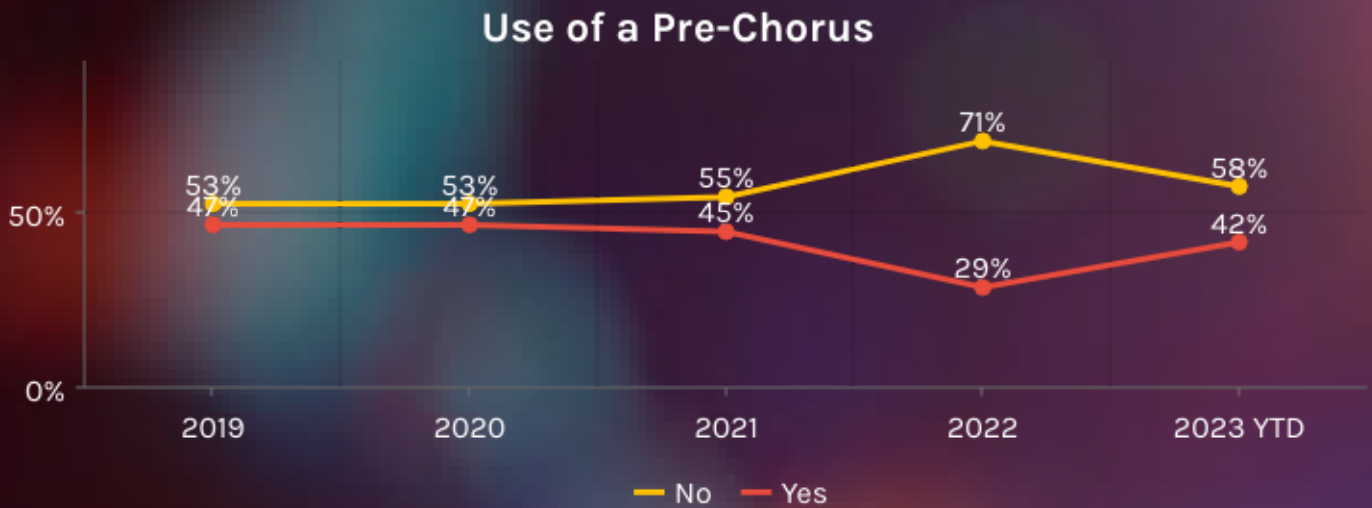
Average tempo in the Hot 100 top 10 continued to speed up in the first three quarters of the year, rising to 97 BPM. Outside the hip hop genre, average tempo trended slightly faster at 101 BPM. Within hip hop, the average landed at 82 BPM.

97 BPM Average Tempo



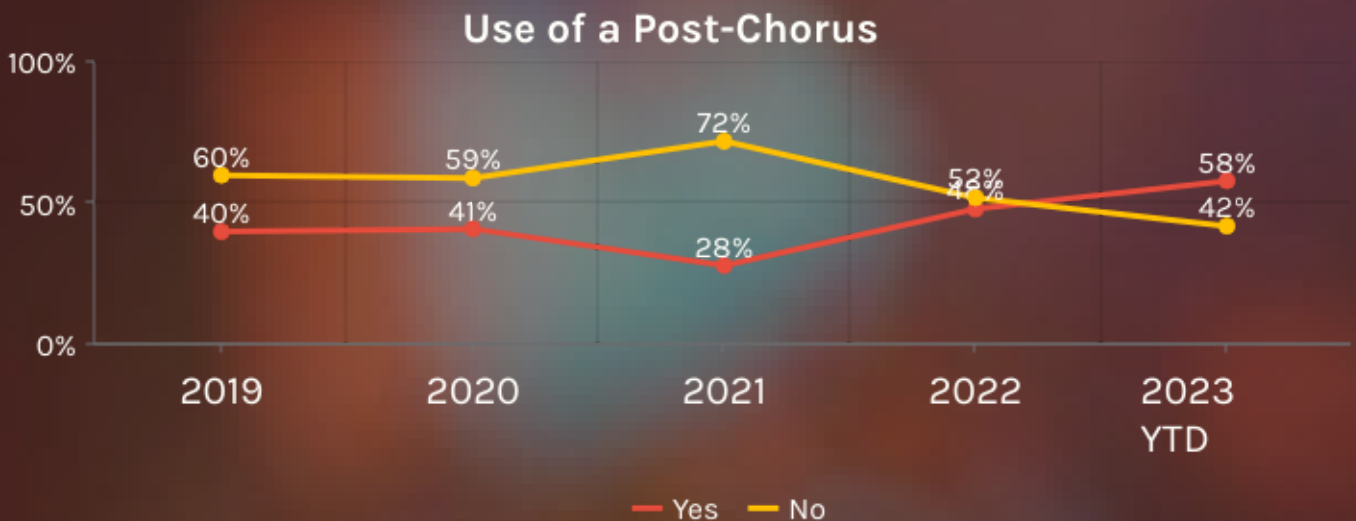
Pre-Chorus

The use of a pre-chorus has been in the minority since 2018, accounting for 42% of top 10s in the first three-quarters of 2023.



Post-Chorus

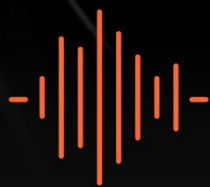
Post-chorus popularity in the Hot 100 top 10 has more than doubled since 2021, rising to 58% of songs in the first three-quarters of 2023. It was used in hits from every primary genre, including country ("Last Night"), hip hop ("Paint The Town Red") and pop ("Flowers"), among others.



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