



NIelsen MUSIC

YEAR-END MUSIC REPORT

U.S. 2019

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INTRODUCTION

Welcome to the 2019 Nielsen Music/MRC Data Year-End Report, which provides an exclusive glimpse at the industry's leading trends, data and insights from the past 12 months.

A milestone year for streaming, 2019 marked the first time on-demand streams surpassed 1 trillion during a 12-month period in the United States. The year ended with 1.15 trillion on-demand streams, fueled by a big year for hitmakers Post Malone, Taylor Swift and Ariana Grande as well as breakthrough artists like Billie Eilish, Lizzo and Lil Nas X. Tech trends like TikTok helped usher in a new wave of viral hits, while K-Pop and Latin acts continued the globalization of music reaching U.S. fans.

Speaking of global, 2019 marked the first full year of Nielsen's global music measurement in 2019. Go to pages 20 -22 to find exclusive insights from this year's findings, including the dozen-plus songs in the elite 4 Billion+ Stream Clubs (led by "Old Town Road," the year's most-streamed song worldwide) as well as exclusive insights into how music fans' consumption behaviors vary in Japan, India, Germany and the UK.

In addition to exclusive data from 2019, this report includes charts ranking the most-consumed artists, songs and albums of the 2010s, with stats revealed her for the first time. The decade-based chart is topped by superstar artists Adele, Taylor Swift, Drake, Kenny Chesney and Tim McGraw.

All data cited in this report is compiled by Nielsen Music/MRC Data. This report covers music consumption for the 12-month period from January 4, 2019, through January 2, 2020 (as compared to January 5, 2018-January 3, 2019).

This year's report also marks the beginning of a new era for Nielsen Music, which on December 18 was acquired by Valence Media as the anchor unit for the company's newly established MRC Data division. The acquisition reunites the industry's leading music consumption platform with the preeminent Billboard charts, after a near-decade-long separation, to create the most comprehensive global provider of data and analytics to the music industry and consumers, servicing all digital service providers (DSPs), record labels, radio and music retailers. Other companies in the Valence Media portfolio include dick clark productions, Billboard-The Hollywood Reporter Media Group, MRC Film, MRC Television and MRC Non-Fiction.

Over the course of the next 40-plus pages, we hope you'll find lots of datapoints to help inform and empower your 2020 – and the rest of the coming decade. And as always, we welcome your feedback to inform how our measurement products can better serve you in music's ever-changing landscape. Email us at music@nielsen.com.

CONTENTS

2019 YEAR-END HIGHLIGHTS	4
2019 YEAR-END MOMENTS	6
IN MEMORIUM	14
2019 TIMELINE	16
HITS OF THE DECADE	18
2019 YEAR-END GLOBAL INSIGHTS	20
2019 YEAR-END CHARTS	23
THE DECADE IN REVIEW	37

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.

YEAR-END 2019

HIGHLIGHTS

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

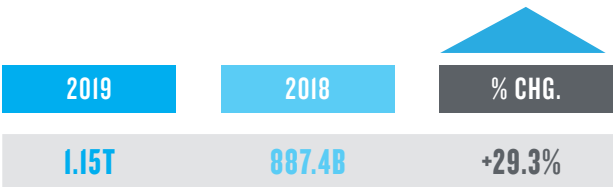


TOTAL ALBUM EQUIVALENT CONSUMPTION - AUDIO

(ALBUM + TEA + ON-DEMAND AUDIO SEA)



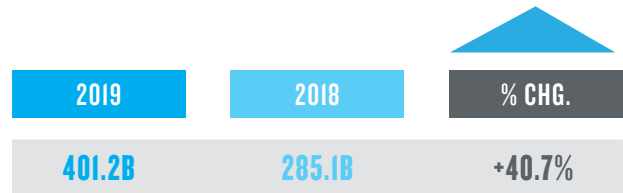
ON-DEMAND STREAMING (AUDIO + VIDEO)



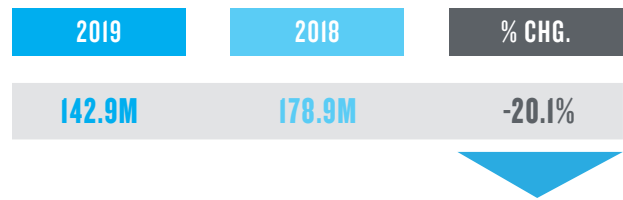
ON-DEMAND SONG STREAMING - AUDIO



ON-DEMAND SONG STREAMING - VIDEO

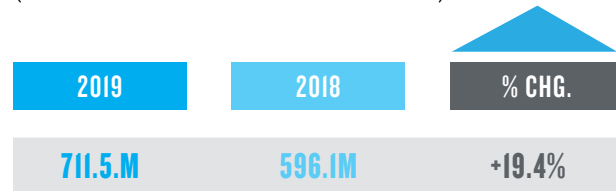


TOTAL ALBUM SALES + TEA

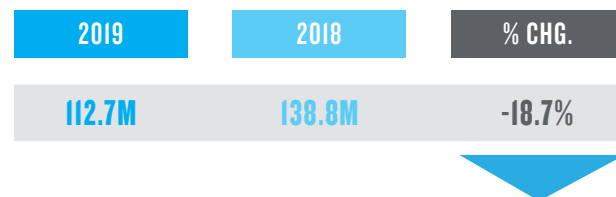


ALBUM EQUIVALENT CONSUMPTION - DIGITAL ONLY

(DIGITAL ALBUMS + TEA + ON-DEMAND SEA)



TOTAL ALBUM SALES (PHYSICAL + DIGITAL)



* Track Equivalent Albums (TEA) ratio of 10 tracks to 1 album
 Streaming Equivalent Albums (SEA) ratio of 1,250 premium streams to 1 album
 Streaming Equivalent Albums (SEA) ratio of 3750 ad-supported streams to 1 album

CATALOG VS. CURRENT SALES (CATALOG IS DEFINED AS OVER 18 MONTHS)

2019 SHARE OF TOTAL 2018 SHARE OF TOTAL YOY VOLUME % CHG.

TOTAL ALBUM EQUIVALENT CONSUMPTION

(Album+TEA+On-Demand Audio/Video SEA)

CURRENT	36%	37%	12.7%
CATALOG	64%	63%	16.3%

OVERALL ALBUMS

CURRENT	40%	43%	-24.5%
CATALOG	60%	57%	-14.4%

DIGITAL ALBUMS

CURRENT	42%	46%	-32.1%
CATALOG	58%	54%	-14.4%

PHYSICAL ALBUMS

CURRENT	39%	41%	-19.3%
CATALOG	61%	59%	-12.1%

VINYL LP ALBUMS

CURRENT	33%	34%	9.0%
CATALOG	67%	66%	17.3%

DIGITAL TRACKS

CURRENT	34%	37%	-30.5%
CATALOG	66%	63%	-21.8%

OVERALL ON-DEMAND STREAMS

CURRENT	35%	36%	28.8%
CATALOG	65%	64%	29.5%

OVERALL ON-DEMAND AUDIO STREAMS

CURRENT	37%	36%	27.1%
CATALOG	63%	64%	21.9%

OVERALL ON-DEMAND VIDEO STREAMS

CURRENT	32%	34%	32.5%
CATALOG	68%	66%	45.0%

DIGITAL ALBUM SALES

2019	2018	% CHG.
------	------	--------

39.3M 52.3M -23.5%

PHYSICAL ALBUM SALES (INCLUDES VINYL LP)

2019	2018	% CHG.
------	------	--------

73.5M 86.4M -15.0%

VINYL LP SALES

2019	2018	% CHG.
------	------	--------

18.8M 16.5M +14.5%

DIGITAL TRACK SALES

2019	2018	% CHG.
------	------	--------

301.1M 401.4M -25.0%

* Track Equivalent Albums (TEA) ratio of 10 tracks to 1 album
 Streaming Equivalent Albums (SEA) ratio of 1,250 premium streams to 1 album
 Streaming Equivalent Albums (SEA) ratio of 3750 ad-supported streams to 1 album

ARTISTS WHO BROKE THROUGH

POST MALONE

The rapper/singer ruled all year with two No. 1 singles and the year's top-streamed album

365.4 MILLION

FIRST-WEEK ON-DEMAND AUDIO STREAMS for songs from Post Malone's *Hollywood's Bleeding*, making it the year's biggest streaming week

278,000

EQUIVALENT UNITS EARNED

of *Hollywood's Bleeding* in its debut week

"Sunflower" - **6 million** on-demand streams

"Wow." - **5 million** on-demand streams

"Circles" - **3 million** on-demand streams

These were the three biggest hits from the album, and rank as the **2, 3** and **26** most-consumed songs of the year, respectively



Post Malone performs onstage during the 2019 American Music Awards on November 24, 2019. (Photo by Kevin Mazur/AMA2019/Getty Images for dcp)



BILLIE EILISH

Billie Eilish, who turned 18 in December, became the youngest-ever artist to be named Billboard's Woman of the Year as well as earn nominations in all of the Grammys' top four categories. She made her awards show debut with a standout performance at November's American Music Awards.

313,000

EQUIVALENT UNITS EARNED

of Eilish's debut full-length *When We All Fall Asleep Where Do We Go?* in its first week, 2019's sixth biggest week and third largest for a female artist

176,000

VINYL UNITS SOLD

of *When We All Fall Asleep...*, making it 2019's No. 2 best-selling vinyl release. The album was one of 2 non-catalog titles among 2019's top 10 best-selling vinyl albums

1.3 BILLION

ON-DEMAND STREAMS

for "bad guy," 2019's No. 3 most-consumed hit

Eilish, who turned 18 on December 18, became the youngest-ever artist to earn nominations in all of the Grammys' Big Four categories: **Album of the Year, Song of the Year, Record of the Year and Best New Artist**

Billie Eilish performs onstage during the 7th Annual We Can Survive, presented by AT&T, a RADIO.COM event, at The Hollywood Bowl on October 19, 2019. (Photo by Kevin Winter/Getty Images for RADIO.COM)



LIZZO

Surprise synch success and all-star remixes fuel underground star's mainstream breakthrough

769%

SPIKE IN CONSUMPTION of "Truth Hurts" the week ending April 25, following the premiere of Netflix's romantic comedy "Someone Great" on April 19

736 MILLION

YTD STREAMS of "Truth Hurts," which tied Iggy Azalea's record for most weeks (seven) spent at No. 1 on the Billboard Hot 100 for a song by a female rapper

79%

SPIKE IN CONSUMPTION of Lizzo's "Good As Hell" the week ending Oct. 31 following the premiere of remix with Ariana Grande on Oct. 25

Lizzo is the 2020 Grammys' most nominated artist, with nods in eight categories including all of the Big Four

K-POP WON'T STOP

Korean acts from BTS and beyond find success across multiple formats



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

236 MILLION ON-DEMAND STREAMS

for "Boy With Luv" (featuring Halsey), BTS' most-consumed song to date

981 MILLION ON-DEMAND STREAMS

for "Baby Shark" by Pinkfong, whose videos of the popular children's song have been viewed globally over 3 billion times

168,000 FIRST-WEEK CONSUMPTION UNITS

for SuperM's *The First Mini-Album*, which became the fourth Korean-language album to top the Billboard 200 in October



WHO IS THE U.S. K-POP FAN?

K-Pop fans skew **YOUNGER** and are more likely to be **TEENS** and **MILLENNIALS**

K-Pop fans are almost twice as likely to be **HISPANIC** as the general population

K-Pop fans skew **MALE** and are more likely to be **NONWHITE** than the general population



BIG SPENDERS: THE U.S. K-POP FAN

K-Pop fans are listening to more **MUSIC-RELATED PODCASTS** than the rest of the U.S. population

K-Pop fans are **OUTSPENDING** the general population on total music spend across digital, physical and live music

BUNDLED DEALS on albums with concert tickets or merchandise appeal strongly to K-Pop fans

K-Pop fans spend **MORE HOURS** per week listening to music than the average music listener"

Source: 2019 Nielsen Music/MRC Data U.S. Music 360

THE YEAR IN VIRAL HITS

TikTok's U.S. success mints crossover hits and overnight music sensations



LIL NAS X'S "OLD TOWN ROAD"*

2.5 BILLION
ON-DEMAND STREAMS

made this the year's No. 1 most-consumed song and the new record holder for most weeks spent at No. 1 on the Billboard Hot 100 (19)



ARIZONA ZERVAS' "ROXANNE"

17 MILLION
ON-DEMAND STREAMS

the week ending November 7, yielding the highest Hot 100 debut in years for a then-independent artist (Zervas has since signed with Columbia)



SAWEETIE'S "MY TYPE"**

8.56 MILLION
ON-DEMAND STREAMS

the week ending July 4, following the success of Saweetie's #MyTypeChallenge on TikTok

*Lil Nas X attends the 53rd annual CMA Awards, November 13, 2019, in Nashville, Tennessee. (Photo by Jason Kempin/Getty Images)

**Saweetie performs at the REVOLT X AT&T on October 27, 2019, in Los Angeles, California. (Photo by Phillip Faraone/Getty Images for REVOLT)

YEAR-END 2019

MUSIC 360 HIGHLIGHTS



U.S. 2019 MUSIC LANDSCAPE

Listening to music continues to be a popular way to spend leisure time, especially among Teens and Millennials. The average general population consumer is embracing more digital channels for its weekly music listening, and Teens are setting the pace for streaming engagement this year. Radio continues to be the top source of music discovery.

TEENS

Streaming accounts for **53%** of their weekly share of music time, compared to **41%** for the average music listener

31% of all Teens turn to social media for music discovery, while **54%** of Teen music listeners report that “new technologies (e.g., voice assistants, smart TV, specialized headphones, etc.) have made it easier for me to discover new musicians/songs that I like”

TikTok usage (past 12 months) is highest among **Teens (17%)** and **Millennials (13%)**



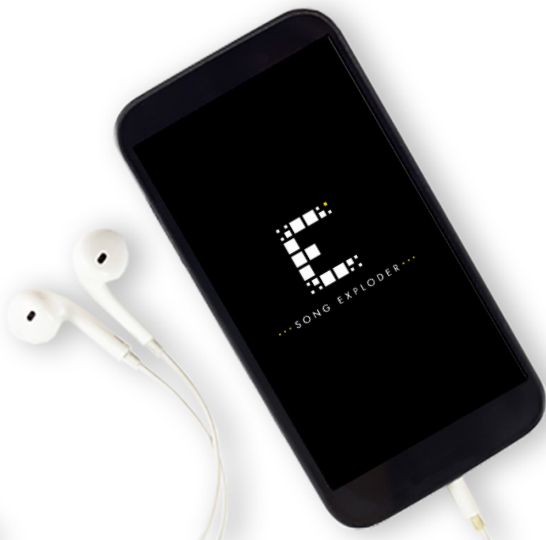
MUSIC PODCASTING CARVING OUT ITS OWN NICHE

Podcasts now have a broad reach, with **41%** of Gen Pop expressing an interest

Interest is even higher among those ages 35-44 (**60%**)

Music is the most listened to podcast genre among those interested in podcasts and is even more popular among **Teens (44%)** and **Hispanics (44%)**

Source: 2019 Nielsen Music/MRC Data U.S. Music 360





Luke Combs performs at the ATLIVE Concert 2019, November 17, 2019, in Atlanta, Georgia. (Photo by Carmen Mandato/Getty Images)

COUNTRY'S STREAMING COUP

New releases from Luke Combs, Blanco Brown and Thomas Rhett help genre reach new digital thresholds

74 MILLION

FIRST-WEEK AUDIO ON-DEMAND STREAMS

for songs from Luke Combs' November release *What You See Is What You Get*, the highest-ever single-week streaming activity for a country album

461 MILLION

ON-DEMAND STREAMS

for Blanco Brown's "The Git Up," a self-described "trailer trap" song that spent 12 weeks at No. 1 on Hot Country Songs

76,000

FIRST-WEEK EQUIVALENT ALBUM UNITS

for Thomas Rhett's *Center Point Road*, Rhett's second No. 1 album on the Billboard 200 and the year's 11th biggest country album

RADIO SPOTLIGHT:

TOP 40 MINTS NEW STARS



2.2 BILLION

TOTAL AUDIENCE IMPRESSIONS

LEWIS CAPALDI'S

"Someone You Loved," which spent 3 weeks at No. 1 on the Hot 100 on the strength of its high listenership at radio



765 MILLION

TOTAL AUDIENCE IMPRESSIONS

LIL NAS X'S

"Panini," which became the rapper's second top 10 hit after crossover at Top 40



3.1 BILLION

TOTAL AUDIENCE IMPRESSIONS

SAM SMITH & NORMANI'S

"Dancing With A Stranger" which topped Billboard's Radio Songs chart and became the Fifth Harmony alum's biggest solo hit to date with 478 million in on-demand streaming

Lewis Capaldi performs at TRNSMT Festival, July 14, 2019, in Glasgow, Scotland. (Photo by Jeff J Mitchell/Getty Images)

Lil Nas X performs at WILD 94.9's FM's Jingle Ball, December 8, 2019, in San Francisco, California. (Photo by Steve Jennings/Getty Images for iHeartMedia)

Normani performs at KIIS FM's Jingle Ball, December 6, 2019, in Inglewood, California. (Photo by Amy Sussman/Getty Images)

THE YEAR IN FEATURES:

HOW COLLABS IMPACTED CONSUMPTION

228% increase in consumption

of Lil Nas X's "Old Town Road" the week following the premiere of its official remix with Billy Ray Cyrus on April 5

469 MILLION AND 297 MILLION

YTD streams for Ed Sheeran's duets with Justin Bieber ("I Don't Care") and Khalid ("Beautiful People"), respectively, his two most-consumed hits from all-star duets album *No. 6 Collaborations Project*

771 MILLION STREAMS

for Shawn Mendes & Camila Cabello's "Senorita," Mendes' first No. 1 hit on the Hot 100 and Cabello's second



VINYL'S CONTINUED RESURGENCE

Record Store Day drives new sales milestones for the format.

The two Record Store Day events of 2019 helped yield vinyl's third-, fourth- and fifth-largest best-selling weeks as of Dec. 23, respectively, since Nielsen Music/MRC Data began measuring the format in 1991.

The first Record Store Day on April 13 saw **827,000** vinyl albums sold industry-wide during the week ending April 18, up 12.8% from Record Store Day 2018, when 773,000 vinyl albums were sold the week ending April 26, 2018. The second event, Record Store Day Black Friday on Nov. 29, drew an even larger **855,000** vinyl albums sales during the week of Nov. 28 through 25, making it the **best-selling Record Store Day event** of all time and the biggest album sales week of 2019, with **2.8 million albums sold** across all formats (vinyl, CD, cassette, download, etc.). Week ending Dec. 26, vinyl sales hit an all time record of 1.2 million.

Vinyl now represents 26% of all physical sales in 2019, with 18.8 million units sold throughout the year, compared to 54.8 million units of CDs.



DABABY VS. LIL BABY

Two of hip-hop's biggest breakouts also happen to share very similar stage names. Here's how their equally impressive consumption stats stack up.

779,000 VS. 576,000 YTD equivalent units earned of DaBaby's latest album *KIRK* vs. Lil Baby's late 2018 release *Street Gossip*

820 MILLION VS. 394 MILLION on-demand streams for DaBaby's "Suge," his most-consumed track of 2019, vs. Lil Baby's "Baby," his most-consumed track of 2019

3.8 BILLION VS 3.4 BILLION on-demand streams for DaBaby's catalog vs. Lil Baby's catalog in 2019

394 MILLION on-demand streams for "Baby," by Lil Baby feat. DaBaby

A photograph of Juice WRLD performing on stage. He is wearing a black jacket with white piping, sunglasses, and has his signature dreadlocks. He is holding a microphone to his mouth. The background is a blurred stage setting with blue and white lights.

R.I.P. JUICE WRLD

The rapper/singer was already one of the year's most-consumed artists prior to his death on December 8. In March, his debut album *Death Race For Love* achieved a first-week of 165,000 equivalent units, and it debuted at No. 1 on the Billboard 200.

215 MILLION

spike in total streams

for Juice WRLD's catalog the week ending December 12

235%

increase in on-demand streams for

"Lucid Dreams," his 2018 breakthrough single, the week ending December 12

7

Number of songs

that entered or re-entered the Billboard Hot 100 the week ending December 12, with combined streams of 1.6 billion

2019

IN MEMORIAM



1985-2019

NIPSEY HUSSLE

The murder of 33-year-old rapper and community activist Nipsey Hussle (born Ermias Asghedom) sparked a 2,776% spike in consumption of his catalog on March 31, the day of his death. *Victory Lap*, his most recent album at time of death, earned 747,000 equivalent units YTD, led by 167 million on-demand streams for “**Double Up**” featuring Belly and DOM KENNEDY, Nipsey Hussle’s most-consumed song of 2019.



1939-2019

GINGER BAKER

The drummer/co-founder of Cream and Blind Faith saw a 154% in those bands’ catalog consumption during the week of Oct. 6, the day of the musician’s death.



1944-2019

RIC OCASEK

The Cars saw a 580% lift in catalog consumption during the week of Sept. 19, following the Sept. 15 passing of longtime frontman Ocasek. The group’s hits “**Drive**” (5,000) and “**Just What I Needed**” (2,000) were the biggest-selling downloads on Sept. 16, the first full day following his passing.



1949-2019

EDDIE MONEY

The classic rock singer’s catalog saw a 1,095% lift in consumption following his passing on Sept. 13. “**Take Me Home Tonight**,” his 1986 hit single, was streamed 3.1 million times in the U.S. in the first three days following the singer’s death, while his songs “**Two Tickets To Paradise**,” “**Shakin**” and “**Baby Hold On**” all entered the top 12 of Billboard’s Rock Digital Songs chart.

1994-2019



SULLI, F(X)

The K-Pop singer and actress' passing on Oct. 14 led to a 137% increase in catalog consumption for her band f(x) the week ending Oct. 17.



1958-2019

MARIE FREDRIKSSON, ROXETTE

Streaming consumption of Roxette's catalog increased 770% on Dec. 10 and 11, following the Dec. 10 announcement of lead singer Fredriksson's passing. The streaming activity was led by three of the band's four No. 1 hits on the Billboard Hot 100: "It Must Have Been Love" (1.4 million, up 560%), "Listen To Your Heart" (700,000) and "The Look" (464,000, up 606%).

1937-2019



ART NEVILLE

The Neville Brothers saw a 353% lift in catalog consumption the week ending July 25, following the July 22 passing of co-founder Art Neville.



1952-2019

JAMES INGRAM

The R&B singer's catalog saw a 681% increase in consumption the week ending Jan. 31, following his passing on Jan. 29. The lift was led by a 6,500% surge in song sales during the three-day time period, including 6,000 copies sold of a 1999 re-recording of his 1981 hit with Quincy Jones, "Just Once."



1955-2019

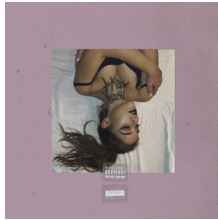
MARK HOLLIS (TALK TALK)

Influential '80s alt-pop group Talk Talk saw a 629% increase in catalog consumption the week ending Feb. 27, following the Feb. 25 announcement of frontman Mark Hollis' passing.

TIMELINE



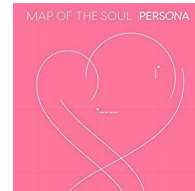
Lady Gaga & Bradley Cooper perform "Shallow" at the 2019 Academy Awards, where it takes home the award for Best Original Song. The buzzy performance prompts a 115% increase in on-demand streams and sends the song to No. 1 on the Hot 100 the following week.



Ariana Grande releases *thank u, next*, the year's 4th most consumed album and sets a temporary record for biggest streaming week for both a pop album and an album by a female artist with 307 million audio streams

FEBRUARY 8

FEBRUARY 24



BTS' Map of the Soul: Persona is released to first-week consumption of 230,000 equivalent units a career best for the K-Pop group.

APRIL 12



The **2019 CMT Awards** air, triggering a 28% lift in sales for the collective songs featured during the telecast for the week ending June 6. **Zac Brown Band's "Short Skirt Weather"** (up 723%) & **"Someone I Used To Know"** (up 277%) and **Tanya Tucker's "Delta Dawn"** (up 245%) see the biggest gains.

JUNE 5

2019

FEBRUARY 3

Maroon 5 headlines the 2019 Super Bowl Halftime Show and sees downloads of the band's catalog spike 434% from the day prior.



FEBRUARY 10

Kacey Musgraves' Golden Hour wins Album of the Year at the 2019 Grammy Awards. The exposure helped the album accumulate 436 million on-demand streams in 2019, a 254 million increase from 2018.



MARCH 1

Jonas Brothers reunite for their first single in six years, "Sucker." The song instantly becomes the band's biggest hit to date, debuting at No. 1 on the Hot 100 with 42.8 million first-week on-demand streams.

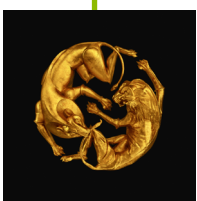
MAY 31

Elton John biopic "Rocketman" is released in theaters, sparking an 84% increase in consumption of the musician's catalog the week ending June 6.



Beyoncé's
The Lion King: The Gift,
the R&B superstar's
second surprise release
of 2019 following April's
live album *Homecoming*,
sells 54,000 equivalent
units in its first week.

JULY 28



The Beatles' *Abbey Road*
celebrates its 50th anniversary
with a Super Deluxe edition
that features unreleased demos
and outtakes. The set has sold
246,000 vinyl units to become
the year's No. 1 best-selling
title in the format.

SEPTEMBER 26

SEPTEMBER 1

Taylor Swift's *Lover*
achieves the biggest
consumption week for any
album since her previous
release, 2017's *Reputation*.
The album earned 867,000
equivalent units the
week ending August 29,
accounting for 27% of
all the country's total album
volume that week.



JULY 21

Ed Sheeran's
No. 6 Collaborations
Project becomes the
singer-songwriter's
third No. 1 on the
Billboard 200,
with first week
consumption
of 173,000.



Tones & I's
"Dance Monkey"
debuts at No. 96 on
the Billboard Hot 100
with 7.3 million streams
(up 26%), following the
song's global success at
No. 1 in Australia and
the UK, among many
other territories.

OCTOBER 19



Mariah Carey's
*"All I Want for Christmas
Is You"* finally tops the Bill-
board Hot 100 25 years after
its initial release. The new
milestone is driven by 45.6
million U.S. streams (up 30%
from the week prior).

DECEMBER 16

NOVEMBER 24

The 2019 American Music Awards
air on ABC, inspiring a 95% boost in
downloads for the songs performed
during the telecast that night.
Tracks from **Post Malone**, **Selena
Gomez**, **Halsey** and others sells
a collective 27,000 downloads -
up from 14,000 on Nov. 23.



OCTOBER 2

President Donald Trump
shares a tweet of a meme
featuring **Nickelback's**
2005 hit "Photograph"
that is later removed due
to copyright violation.
The buzz around the
clip sparks a 4.7% lift in
consumption of the track
during the week
ending Oct. 3.

2020

YEAR-END 2019

HITS OF THE DECADE

DECADE IN REVIEW

*January 1, 2010—January 2, 2019



TOP ALBUM ARTISTS OF THE 2010S

Adele is the top Album Artist of the 2010s, as her albums *21* and *25* are the decade's No. 1 and No.2 best-sellers, respectively. They are also the only two titles to have sold over 9 million copies each during the time period, with *21* coming in at 12 million in sales. Adele finishes the decade with over 23 million total albums sold, nearly 1 million more than the runner-up, **Taylor Swift**.

Taylor Swift is the only artist to have three titles in the top 10 selling Albums of the 2010s: *1989* (6.2 million), *Speak Now* (4.7 million) and *Red* (4.5 million.)

Frozen led the 2010s movie-music revival as the top-selling soundtrack of the decade, and No. 8 best-selling title overall with 4.3 million sold.

Rounding out the top 10 Album Artists of the 2010s are rappers **Eminem** (No. 3) and **Drake** (No. 5), pop star **Justin Bieber** (No. 4), catalog acts **The Beatles** (No. 6) and **Elvis Presley** (No. 10), country stars **Luke Bryan** (No. 7) and **Lady Antebellum** (No. 8) and crooner **Michael Bublé** (No. 9.)



TOP DIGITAL SONGS OF THE 2010S

Pop stars dominate the top 10 Digital Songs Artists of the 2010s, with **Taylor Swift** at No. 1, **Rihanna** at No. 3, **Katy Perry** at No. 4, **Maroon 5** at No. 6, **Bruno Mars** at No. 7, the **Glee Cast** at No. 8, **Justin Bieber** at No. 9 and **Adele** at No. 10. Rappers **Eminem** (No. 2) and **Drake** (No. 5) comprise the rest of the top 10.

Mark Ronson feat. Bruno Mars' "Uptown Funk" is the No. 1 Digital Song of the 2010s, with 8.1 million copies sold, followed by **Pharrell Williams' "Happy"** (7.7 million), **John Legend's "All of Me"** (5.99 million) and **Ed Sheeran's "Thinking Out Loud"** (5.96 million.) **Meghan Trainor's "All About That Bass"** (5.8 million) is the 2010s' highest-selling digital song by a female artist.

TOP STREAMING SONGS OF THE 2010s

Drake dominated on-demand streaming in the 2010s, racking up a combined 36.3 billion on-demand streams for his catalog during the decade. Drake's total is nearly double that of the No. 2 On-Demand Streaming Artist, **Post Malone** (18.9 billion), and indicative of the streaming trend that includes fellow hip-hop acts **Eminem** (No. 3, 17.8 billion), **Future** (No. 5, 13.9 billion), **The Weeknd** (No. 6, 13.6 billion) and **XXXTentacion** (No. 8, 13.1 billion.)

Just one year after its release, **Lil Nas X's "Old Town Road"** totaled enough streaming activity in 2019 to become the No. 1 Streaming Song of the 2010s, with 2.5 billion streams. "Road" was followed by **Luis Fonsi & Daddy Yankee's "Despacito"** (2.4 billion streams), **Post Malone feat. 21 Savage's "Rockstar"** (2.1 billion), **Drake's "God's Plan"** (2.0 billion) and **Mark Ronson feat. Bruno Mars' "Uptown Funk"** (1.9 billion.)



TOP AIRPLAY SPINS OF THE 2010s

Six of the most-played artists at radio in the decade are Country acts, including **Kenny Chesney** at No. 1 (15.75 million spins), **Tim McGraw** at No. 2 (15.74 million spins), **George Strait** at No. 5 (13.3 million spins), **Toby Keith** at No. 8 (11.8 million spins), **Alan Jackson** at No. 9 (11.7 million spins) and **Keith Urban** at No. 10 (11.6 million spins.) **Maroon 5** is the top pop act (No. 3 overall, 15.6 million spins) and **Taylor Swift** is the top female act (No. 4 overall, 14.5 million spins.)

Songs released pre-2010 comprise half of the Top Airplay Spins Songs of the 2010s, led by **Carrie Underwood's** 2005 hit **"Before He Cheats"** (No. 3 overall, 1.5 million spins), **Green Day's** 1997 hit **"Good Riddance (Time Of Your Life)"** (No. 4, 1.47 million spins), **Kid Rock's** 2007 single **"All Summer Long"** (No. 8, 1.4 million spins), **Red Hot Chili Peppers' 1991 hit single "Under The Bridge"** (No. 9, 1.4 million spins) and **Goo Goo Dolls' 1998 single "Iris"** (No. 10, 1.4 million spins).



THE YEAR IN GLOBAL INSIGHTS

2019 marked Nielsen's first year of measuring streaming and digital song sales globally.

THE 4+ BILLION STREAMS CLUB (AUDIO & VIDEO)

A snapshot of the most-consumed songs across the globe

Lil Nas X's "Old Town Road's" stateside breakthrough fueled billions of streams in other territories, enough to make it the year's most globally streamed song on audio platforms by a considerable margin. One of the year's most-streamed songs on video platforms? "Baby Shark," by Pinkfong, whose cover of the decades-old nursery rhyme made the song a massive viral hit in 2019.

Other top songs this year span a wide variety of genres (Latin, K-Pop, even Bollywood), languages and release years.

SEE BELOW FOR HIGHLIGHTS:



Lil Nas X
Old Town Road



Daddy Yankee
& Katy Perry
Feat. Snow
Con Calma



Dr. Dre
Feat. Snoop Dogg
The Next Episode



Billie Eilish
bad guy



Alan Walker
Faded



Ariana Grande
7 Rings



Pinkfong
Baby Shark



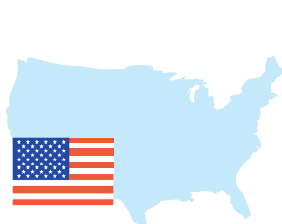
Shawn Mendes &
Camila Cabello
Senorita

Source: 2019 Nielsen Music/MRC Data Music 360 Reports (UK, Germany, Japan)

GLOBAL GROWTH AREAS

While the U.S., UK, Japan and Germany may be some of the world's biggest music markets, their music tastes are also remarkably diverse. Preferred genres and listening behaviors vary significantly by country.

TOP GENRES INCLUDE VARIATIONS OF POP AS WELL AS MORE LOCAL GENRES.



UNITED STATES

1. Classic Rock
2. Oldies
3. Pop/Top 40
4. Holiday
5. R&B



CANADA

1. Classic Rock
2. Oldies
3. Pop/Top 40
4. Contemporary Rock
5. Easy Listening



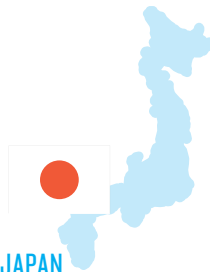
UNITED KINGDOM

1. Pop
2. Rock
3. Oldies
4. Easy Listening
5. Singer-Songwriter



GERMANY

1. Pop
2. Oldies
3. Rock
4. Weihnachtsmusik (Holiday)
5. Deutschpop



JAPAN

1. J-Pop
2. Soundtrack
3. Classical
4. Kayokyoku
5. Western Pop

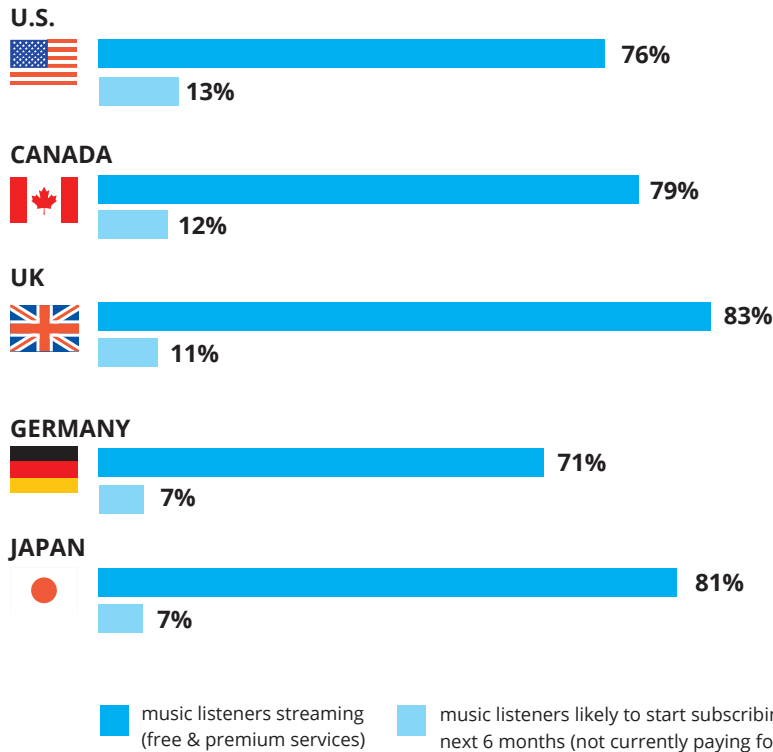
Germany boasts **94%** listening to German music genres, with **38%** listening in standard German and **63%** listening to music in a German dialect or local language.

Local genres are well established in Japan and Germany. In Japan, **90%** listen to local genres, with J-Pop being most popular. Kayokyoku, an earlier, more traditional form of Japanese pop that gained popularity from the 1950s-1980s, remains popular among music fans.

Source: 2019 Nielsen Music/MRC Data Music 360 Reports (UK, Germany, Japan)

STREAMING

Music listeners are streaming in large numbers across these key global markets - the UK ahead of the U.S., Canada, Germany and Japan, with 83% of music listeners streaming music content in the past year. However, it is in the U.S. that the percentage of music fans likely to start paying for a streaming service in the next 6 months is greatest. Alongside streaming, in Germany and Japan physical music purchasing remains a very popular means of consumption.



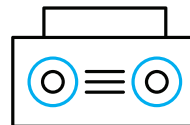
PHYSICAL

music remains more popular in Germany, with **35%** intending to purchase physical music in the next 6 months vs. **28%** digital, and Japan, with **47%** intending to purchase physical music vs. **27%** digital.



YOUTUBE

is the top-used streaming service globally, with Spotify in second for most markets, (among those aware of each service.) But attention should be paid to Amazon Music, which has edged ahead of Spotify in Japan for preferred usage and ranks close behind Spotify in the UK and Germany.



OVER-THE-AIR

AM/FM radio is the go-to format for listening in a typical week among Music Listeners in most countries.

Radio is the top-used format in

Germany (58%)

Canada (51%)

UK (51%)

U.S. (44%)

The exception is **Japan**, where **music video websites (46%)** and **CDs (45%)** reign supreme.

Source: 2019 Nielsen Music/MRC Data Music 360 Reports (UK, Germany, Japan)

THE YEAR IN POP (January 4, 2019 - January 2, 2020)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Billie Eilish	3,936,000
2	Taylor Swift	3,810,000
3	Ariana Grande	3,412,000
4	Ed Sheeran	2,115,000
5	Jonas Brothers	1,420,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Billie Eilish	When We All Fall Asleep, Where Do We Go?	2,518,000
2	Taylor Swift	Lover	2,191,000
3	Ariana Grande	thank u, next	2,056,000
4	Lady Gaga & Bradley Cooper	A Star Is Born Soundtrack	1,213,000
5	Jonas Brothers	Happiness Begins	1,157,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Billie Eilish	bad guy	4,847,000
2	Ariana Grande	7 Rings	4,681,000
3	Halsey	Without Me	3,898,000
4	Shawn Mendes & Camila Cabello	Senorita	3,285,000
5	Lewis Capaldi	Someone You Loved	3,222,000

TOP 5 RADIO SONGS (Ranked by Airplay Audience)

	ARTIST	SONG	AUDIENCE	SPINS
1	Jonas Brothers	Sucker	3,486,467,000	849,000
2	Sam Smith & Normani	Dancing With a Stranger	3,134,451,000	772,000
3	Halsey	Without Me	3,009,267,000	751,000
4	Ed Sheeran & Justin Bieber	I Don't Care	2,898,665,000	731,000
5	benny blanco, Halsey & Khalid	Eastside	2,655,414,000	648,000

THE YEAR IN **ROCK** (January 4, 2019 - January 2, 2020)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Queen	2,717,000
2	Beatles	2,262,000
3	Imagine Dragons	1,557,000
4	Panic! At the Disco	1,415,000
5	Twenty One Pilots	1,085,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Queen	Bohemian Rhapsody Soundtrack	1,162,000
2	Elton John	Diamonds	787,000
3	Queen	Greatest Hits Vol 1	732,000
4	Panic! At the Disco	Pray For the Wicked	620,000
5	Beatles	Abbey Road	611,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Panic! At The Disco	High Hopes	2,380,000
2	Queen	Bohemian Rhapsody	1,773,000
3	Imagine Dragons	Believer	1,550,000
4	Imagine Dragons	Natural	1,474,000
5	Imagine Dragons	Thunder	1,403,000

TOP 5 RADIO SONGS (Ranked by Airplay Audience)

	ARTIST	SONG	AUDIENCE	SPINS
1	Panic! At the Disco	High Hopes	3,268,351,300	798,000
2	Panic! At the Disco	Hey Look Ma, I Made It	1,638,511,900	470,000
3	LovelyTheBand	Broken	954,965,000	275,000
4	Portugal. the Man	Feel It Still	933,330,300	262,000
5	Journey	Don't Stop Believin	853,903,300	132,000

THE YEAR IN R&B/HIP-HOP (January 4, 2019 - January 2, 2020)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Post Malone	4,583,000
2	Drake	4,532,000
3	YoungBoy Never Broke Again	2,557,000
4	Khalid	2,502,000
5	Juice WRLD	2,443,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Post Malone	Hollywood's Bleeding	3,001,000
2	Khalid	Free Spirit	1,587,000
3	Post Malone	beerbongs & bentleys	1,380,000
4	Lil Nas X	7 - EP	1,306,000
5	Drake	Scorpion	1,249,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Lil Nas X	Old Town Road	8,735,000
2	Post Malone & Swae Lee	Sunflower	6,327,000
3	Post Malone	Wow.	5,015,000
4	Lizzo	Truth Hurts	4,504,000
5	J. Cole	Middle Child	4,162,000

TOP 5 RADIO SONGS (Ranked by Airplay Audience)

	ARTIST	SONG	AUDIENCE	SPINS
1	Khalid	Talk	3,321,442,100	821,000
2	Lizzo	Truth Hurts	2,482,047,200	674,000
3	Post Malone	Wow.	2,377,942,300	651,000
4	Post Malone & Swae Lee	Sunflower	2,123,653,300	539,000
5	Chris Brown	No Guidance	1,586,631,300	351,000

THE YEAR IN COUNTRY (January 4, 2019 - January 2, 2020)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Luke Combs	2,048,000
2	Jason Aldean	1,315,000
3	Thomas Rhett	1,144,000
4	Chris Stapleton	1,057,000
5	Luke Bryan	1,051,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Luke Combs	This One's For You	1,163,000
2	Dan + Shay	Dan + Shay	759,000
3	Luke Combs	What You See Is What You Get	741,000
4	Chris Stapleton	Traveller	586,000
5	Morgan Wallen	If I Know Me	535,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Luke Combs	Beautiful Crazy	2,427,000
2	Morgan Wallen	Whiskey Glasses	2,338,000
3	Dan + Shay	Speechless	2,288,000
4	Blake Shelton	God's Country	2,096,000
5	Dan + Shay	Tequila	2,095,000

TOP 5 RADIO SONGS (Ranked by Airplay Audience)

	ARTIST	SONG	AUDIENCE	SPINS
1	Dan + Shay	Speechless	1,616,879,600	445,000
2	Luke Combs	Beautiful Crazy	1,358,801,100	342,000
3	Morgan Wallen	Whiskey Glasses	1,350,819,300	356,000
4	Dan + Shay	Tequila	1,185,098,500	303,000
5	Chase Rice	Eyes On You	1,113,948,400	302,000

THE YEAR IN LATIN (January 4, 2019 - January 2, 2020)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Bad Bunny	1,020,000
2	Ozuna	868,000
3	Maluma	382,000
4	Romeo Santos	351,000
5	Banda Sinaloense MS De Sergio Lizarraga	310,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Bad Bunny	X 100PRE	699,000
2	Ozuna	Aura	283,000
3	J Balvin & Bad Bunny	Oasis	268,000
4	Ozuna	Odisea	261,000
5	Farruko	Gangalee	220,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Bad Bunny	Mia	1,570,000
2	Daddy Yankee & Katy Perry feat. Snow	Con Calma	1,509,000
3	Bad Bunny	Callaita	1,203,000
4	Sech	Otro Trago	1,170,000
5	Luis Fonsi & Daddy Yankee feat. Justin Bieber	Despacito	1,078,000

TOP 5 RADIO SONGS (Ranked by Airplay Audience)

	ARTIST	SONG	AUDIENCE	SPINS
1	Bad Bunny	Mia	1,278,281,600	264,000
2	Daddy Yankee & Katy Perry feat. Snow	Con Calma	818,586,600	194,000
3	Pedro Capo x Farruko	Calma Remix	471,801,300	108,000
4	Ozuna	Baila Baila Baila	441,213,300	87,000
5	Daniel Caesar	Ella Quiere Beber	362,420,700	78,000

2019 YEAR-END CHARTS

POWERED BY NIELSEN MUSIC/MRC DATA

TOP 10 ARTISTS

Rank	Artist	Total Album Equivalent Consumption	Album Sales	Digital Songs	Streaming On-Demand Audio
1	Post Malone	4,582,700	476,000	1,936,000	5,796,643,000
2	Drake	4,532,100	141,000	893,000	5,440,194,000
3	Billie Eilish	3,935,600	856,000	1,908,000	4,213,612,000
4	Taylor Swift	3,810,200	1,302,000	1,681,000	3,998,001,000
5	Ariana Grande	3,411,600	379,000	1,368,000	3,791,673,000
6	Queen	2,716,500	1,210,000	1,951,000	3,689,636,000
7	YoungBoy Never Broke Again	2,556,700	33,000	268,000	3,117,472,000
8	Khalid	2,501,600	317,000	927,000	2,934,469,000
9	Juice WRLD	2,443,400	80,000	449,000	2,892,550,000
10	Beatles	2,262,400	881,000	962,000	2,615,019,000

TOP 10 ARTISTS - ON-DEMAND AUDIO STREAMS

Rank	Artist	Streaming On-Demand Audio
1	Drake	5,796,643,100
2	Post Malone	5,440,193,700
3	Billie Eilish	4,213,612,200
4	Ariana Grande	3,998,001,300
5	YoungBoy Never Broke Again	3,791,672,800
6	Juice WRLD	3,689,636,500
7	Taylor Swift	3,117,471,700
8	XXXTentacion	2,934,469,000
9	Khalid	2,892,549,700
10	Travis Scott	2,615,018,900

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	Post Malone	Hollywood's Bleeding	3,001,000	357,000	1,918,000	3,370,755,000
2	Billie Eilish	When We All Fall Asleep, Where Do We Go?	2,518,000	676,000	1,226,000	2,459,589,000
3	Taylor Swift	Lover	2,191,000	1,085,000	1,028,000	1,314,964,000
4	Ariana Grande	thank u, next	2,056,000	279,000	959,000	2,306,333,000
5	Khalid	Free Spirit	1,587,000	226,000	737,000	1,762,922,000
6	Post Malone	beerbongs & bentleys	1,380,000	85,000	486,000	1,759,607,000
7	Lil Nas X	7 - EP	1,306,000	12,000	1,695,000	1,593,043,000
8	Drake	Scorpion	1,249,000	51,000	269,000	1,595,807,000
9	Lady Gaga & Bradley Cooper	A Star Is Born Soundtrack	1,213,000	486,000	1,517,000	757,692,000
10	Travis Scott	Astroworld	1,201,000	54,000	297,000	1,544,909,000

TOP 10 ALBUMS

(TOTAL SALES)

Rank	Artist	Title	Sales
1	Taylor Swift	Lover	1,085,000
2	Billie Eilish	When We All Fall Asleep, Where Do We Go?	676,000
3	Lady Gaga & Bradley Cooper	A Star Is Born Soundtrack	486,000
4	Jonas Brothers	Happiness Begins	469,000
5	Harry Styles	Fine Line	458,000
6	BTS	Map of the Soul: Persona	454,000
7	Tool	Fear Inoculum	388,000
8	Queen	Bohemian Rhapsody (The Original Soundtrack)	366,000
9	Post Malone	Hollywood's Bleeding	357,000
10	Beatles	Abbey Road	333,000

TOP 10 DIGITAL ALBUMS

Rank	Artist	Title	Sales
1	Taylor Swift	Lover	386,000
2	Billie Eilish	When We All Fall Asleep, Where Do We Go?	281,000
3	Tool	Fear Inoculum	224,000
4	Lady Gaga & Bradley Cooper	A Star Is Born Soundtrack	192,000
5	Ariana Grande	thank u, next	160,000
6	Kanye West	Jesus is King	149,000
7	Post Malone	Hollywood's Bleeding	147,000
8	Lizzo	Cuz I Love You	141,000
9	Soundtrack	The Greatest Showman	120,000
10	Harry Styles	Fine Line	104,000

TOP 10 PHYSICAL ALBUMS

Rank	Artist	Title	Sales
1	Taylor Swift	Lover	699,000
2	Billie Eilish	When We All Fall Asleep, Where Do We Go?	395,000
3	Jonas Brothers	Happiness Begins	379,000
4	Lady Gaga & Bradley Cooper	A Star Is Born Soundtrack	294,000
5	Queen	Bohemian Rhapsody (The Original Soundtrack)	293,000
6	Queen	Greatest Hits 1	227,000
7	Post Malone	Hollywood's Bleeding	210,000
8	Khalid	Free Spirit	181,000
9	Queen	Platinum Collection	135,000
10	Elton John	Diamonds	124,000

TOP 10 LP VINYL ALBUMS

Rank	Artist	Title	Sales
1	Beatles	Abbey Road	246,000
2	Billie Eilish	When We All Fall Asleep, Where Do We Go?	176,000
3	Queen	Greatest Hits 1	139,000
4	Soundtrack	Guardians Of The Galaxy: Awesome Mix Vol. 1	123,000
5	Queen	Bohemian Rhapsody (The Original Soundtrack)	108,000
6	Beach Boys	Sounds Of Summer: Very Best Of	107,000
7	Pink Floyd	Dark Side Of The Moon	92,000
8	Michael Jackson	Thriller	88,000
9	Bob Marley & The Wailers	Legend	84,000
10	Fleetwood Mac	Rumours	78,000

TOP 10 DIGITAL SONG 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	8,735,000	1,536,000	1,001,658,000
2	Post Malone & Swae Lee	Sunflower	6,327,000	668,000	800,726,000
3	Post Malone	Wow.	5,015,000	469,000	644,384,000
4	Billie Eilish	bad guy	4,847,000	577,000	595,891,000
5	Ariana Grande	7 Rings	4,681,000	476,000	575,880,000
6	Lizzo	Truth Hurts	4,504,000	686,000	511,930,000
7	J. Cole	Middle Child	4,162,000	197,000	578,272,000
8	Halsey	Without Me	3,898,000	470,000	478,006,000
9	Khalid	Talk	3,685,000	311,000	465,914,000
10	Meek Mill	Going Bad	3,586,000	158,000	495,391,000

TOP 10 SONGS ON-DEMAND STREAMS (AUDIO + VIDEO)

Rank	Artist	Song	On-Demand Streams
1	Lil Nas X	Old Town Road	2,499,608,000
2	Post Malone & Swae Lee	Sunflower	1,474,828,000
3	Billie Eilish	bad guy	1,294,072,000
4	Ariana Grande	7 Rings	1,129,767,000
5	Pinkfong	Baby Shark	980,514,000
6	Travis Scott	Sicko Mode	962,144,000
7	Lil Tecca	Ransom	959,093,000
8	Halsey	Without Me	939,993,000
9	Post Malone	Wow.	918,382,000
10	J. Cole	Middle Child	859,521,000

TOP 10 SONGS ON-DEMAND AUDIO STREAMS

Rank	Artist	Song	On-Demand Audio Streams
1	Lil Nas X	Old Town Road	1,001,658,000
2	Post Malone & Swae Lee	Sunflower	800,726,000
3	Post Malone	Wow.	644,384,000
4	Billie Eilish	bad guy	595,891,000
5	J. Cole	Middle Child	578,272,000
6	Ariana Grande	7 Rings	575,880,000
7	Lil Tecca	Ransom	536,291,000
8	Lizzo	Truth Hurts	511,930,000
9	Meek Mill Feat. Drake	Going Bad	495,391,000
10	Halsey	Without Me	478,006,000

TOP 10 SONGS ON-DEMAND VIDEO STREAMS

Rank	Artist	Song	On-Demand Video Streams
1	Lil Nas X	Old Town Road	1,497,950,000
2	Pinkfong	Baby Shark	783,943,000
3	Billie Eilish	bad guy	698,181,000
4	Post Malone & Swae Lee	Sunflower	674,102,000
5	Ariana Grande	7 Rings	553,887,000
6	Travis Scott	Sicko Mode	532,728,000
7	Marshmello & Bastille	Happier	498,511,000
8	Dr. Dre Feat. Snoop Dogg	The Next Episode	484,782,000
9	Halsey	Without Me	461,987,000
10	Blueface	Thotiana	442,395,000

TOP 10 SONGS PROGRAMMED AUDIO STREAMS

Rank	Artist	Song	Programmed Audio Streams
1	Halsey	Without Me	162,437,000
2	Ed Sheeran	Perfect	131,409,000
3	Chris Stapleton	Tennessee Whiskey	119,378,000
4	Post Malone	Wow.	117,222,000
5	Marshmello & Bastille	Happier	113,370,000
6	Lynyrd Skynyrd	Sweet Home Alabama	111,199,000
7	Journey	Don't Stop Believin'	108,995,000
8	benny blanco, Halsey & Khalid	Eastside	108,501,000
9	Khalid	Talk	108,404,000
10	Eagles	Hotel California	99,487,000

TOP 10 DIGITAL SONG SALES

Rank	Artist	Song	Sales
1	Lil Nas X	Old Town Road	1,536,000
2	Lady Gaga & Bradley Cooper	Shallow	832,000
3	Lizzo	Truth Hurts	686,000
4	Post Malone & Swae Lee	Sunflower	668,000
5	Billie Eilish	bad guy	577,000
6	Blake Shelton	God's Country	513,000
7	Jonas Brothers	Sucker	511,000
8	Lewis Capaldi	Someone You Loved	501,000
9	Ariana Grande	7 Rings	476,000
10	Halsey	Without Me	471,000

TOP 10 RADIO SONGS - SPINS

Rank	Artist	Song	Spins
1	Jonas Brothers	Sucker	849,000
2	Khalid	Talk	821,000
3	Panic! At The Disco	High Hopes	798,000
4	Sam Smith & Normani	Dancing With A Stranger	772,000
5	Halsey	Without Me	751,000
6	Ed Sheeran & Justin Bieber	I Don't Care	731,000
7	Lizzo	Truth Hurts	674,000
8	Post Malone	Wow.	651,000
9	benny blanco, Halsey & Khalid	Eastside	648,000
10	Marshmello & Bastille	Happier	634,000

TOP 10 RADIO FORMATS

Rank	Genre	2019	2018	2017
1	News/Talk	9.5%	10.0%	9.9%
2	AC	8.1%	8.0%	7.7%
3	Country	6.7%	7.3%	7.6%
4	Pop CHR	6.5%	6.9%	7.6%
5	Classic Hits	5.8%	5.6%	5.3%
6	Classic Rock	5.1%	4.9%	5.4%
7	Hot AC	5.0%	5.5%	5.9%
8	Urban AC	4.7%	4.8%	4.8%
9	All Sports	4.3%	4.4%	4.3%
10	Urban Contemporary	3.6%	3.6%	3.8%

Source: Nielsen Audio PPM Markets Radio Format Trends; January-November 2017, 2018 and 2019

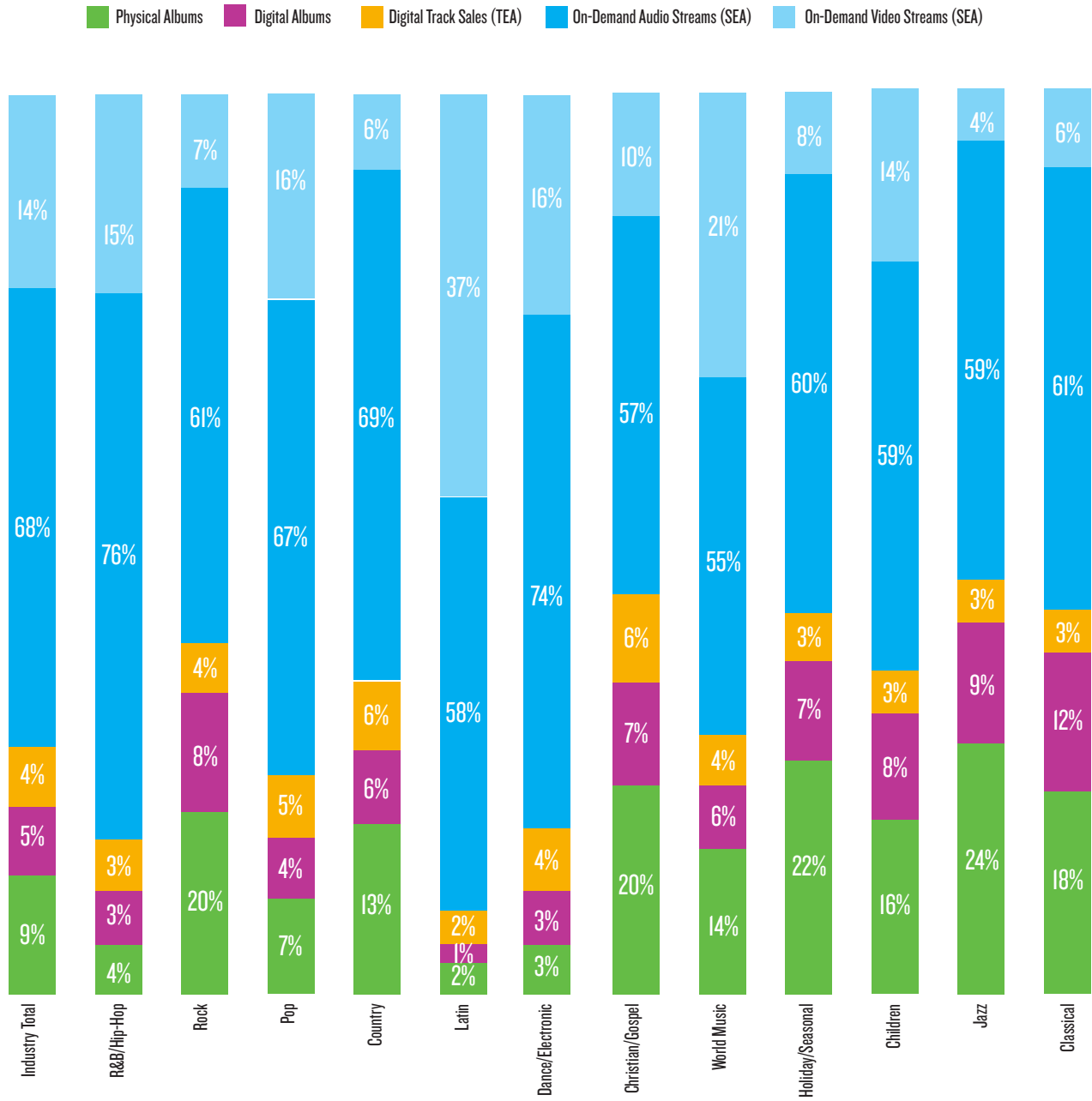
SHARE OF TOTAL VOLUME BY FORMAT AND GENRE

(SELECTED TOP GENRES)

Genre	Total Volume*	Physical Album Sales	Digital Album Sales	Digital Song Sales	Total On-Demand Streams	On-Demand Audio Streams	On-Demand Video Streams
R&B / Hip-Hop	27.7%	10.5%	15.9%	20.5%	30.7%	31.2%	29.6%
Rock	19.8%	42.2%	32.4%	22.3%	14.7%	17.1%	10.2%
Pop	14.0%	11.0%	11.0%	18.8%	14.7%	13.7%	16.5%
Country	7.4%	10.4%	8.1%	11.7%	5.9%	7.2%	3.5%
Latin	5.3%	1.0%	1.0%	2.8%	8.2%	4.8%	14.5%
Dance / Electronic	3.6%	1.0%	2.2%	4.0%	3.9%	3.8%	4.1%
Christian / Gospel	2.3%	4.8%	3.2%	3.7%	1.8%	1.9%	1.6%
World Music	1.5%	2.3%	1.7%	1.5%	1.6%	1.3%	2.3%
Holiday/Seasonal	1.4%	3.3%	1.8%	1.0%	1.0%	1.1%	0.8%
Children	1.2%	2.1%	1.9%	0.9%	1.1%	1.0%	1.3%
Jazz	1.1%	2.7%	2.0%	0.9%	0.7%	0.9%	0.3%
Classical	1.0%	2.0%	2.5%	0.7%	0.7%	0.9%	0.5%

Read as: 27.2 of Total Album Sales come from R&B/Hip-Hop genre *Total Volume = Albums + TEA + On-Demand Audio/Video SEA

SHARE OF TOTAL ALBUM EQUIVALENT CONSUMPTION BY FORMAT



2019 DECADE CHARTS

POWERED BY NIELSEN MUSIC/MRC DATA

TOP 10 ARTISTS - ALBUM SALES

Rank	Artist	Album Sales
1	Adele	23,924,000
2	Taylor Swift	22,972,000
3	Eminem	13,862,000
4	Justin Bieber	12,098,000
5	Drake	10,526,000
6	Beatles	10,309,000
7	Luke Bryan	9,572,000
8	Lady Antebellum	9,452,000
9	Michael Buble	9,444,000
10	Elvis Presley	9,278,000

TOP 10 ARTISTS - SONG SALES

Rank	Artist	Song Sales
1	Taylor Swift	75,893,000
2	Eminem	63,501,000
3	Rihanna	62,022,000
4	Katy Perry	61,532,000
5	Drake	59,674,000
6	Maroon 5	50,535,000
7	Bruno Mars	49,722,000
8	Glee Cast	43,827,000
9	Justin Bieber	42,188,000
10	Adele	41,813,000



TOP 10 ARTISTS - ON-DEMAND STREAMS (AUDIO + VIDEO)

Rank	Artist	Streaming On-Demand
1	Drake	36,335,298,000
2	Post Malone	18,933,472,000
3	Eminem	17,811,631,000
4	Ariana Grande	13,903,444,000
5	Future	13,894,227,000
6	The Weeknd	13,571,641,000
7	Taylor Swift	13,302,199,000
8	XXXTentacion	13,074,155,000
9	Ed Sheeran	12,876,563,000
10	Rihanna	12,826,340,000

TOP 10 ARTISTS - AIRPLAY SPINS

Rank	Artist	Airplay Spins
1	Kenny Chesney	15,752,000
2	Tim McGraw	15,740,000
3	Maroon 5	15,581,000
4	Taylor Swift	14,505,000
5	George Strait	13,304,000
6	Rihanna	13,002,000
7	P!nk	11,891,000
8	Toby Keith	11,838,000
9	Alan Jackson	11,740,000
10	Keith Urban	11,593,000

DECADE

TOP 10 ARTISTS - AIRPLAY AUDIENCE

Rank	Artist	Airplay Audience
1	Tim McGraw	104,230,100,000
2	George Strait	102,530,834,000
3	Kenny Chesney	95,240,851,000
4	Alan Jackson	91,377,806,000
5	Maroon 5	85,280,711,000
6	Garth Brooks	83,987,606,000
7	Toby Keith	83,057,360,000
8	Rihanna	79,545,135,000
9	Mariah Carey	77,015,819,000
10	Usher	76,655,411,000

TOP 10 SONGS - SONG SALES

Rank	Artist	Song	Audience
1	Mark Ronson Feat. Bruno Mars	Uptown Funk!	8,126,000
2	Pharrell Williams	Happy	7,688,000
3	John Legend	All Of Me	5,993,000
4	Ed Sheeran	Thinking Out Loud	5,959,000
5	Meghan Trainor	All About That Bass	5,752,000
6	Taylor Swift	Shake It Off	5,428,000
7	Katy Perry	Dark Horse	5,088,000
8	Adele	Hello	5,037,000
9	Hozier	Take Me to Church	4,757,000
10	Sam Smith	Stay with Me	4,632,000

TOP 10 SONGS - ON-DEMAND STREAMS (AUDIO + VIDEO)

Rank	Artist	Song	On-Demand Streams
1	Lil Nas X	Old Town Road	2,500,160,000
2	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	2,438,876,000
3	Post Malone Feat. 21 Savage	Rockstar	2,089,916,000
4	Drake	God's Plan	2,008,085,000
5	Mark Ronson Feat. Bruno Mars	Uptown Funk!	1,850,033,000
6	Juice WRLD	Lucid Dreams (Forget Me)	1,823,514,000
7	Post Malone	Congratulations	1,784,724,000
8	Ed Sheeran	Shape Of You	1,765,833,000
9	Post Malone & Swae Lee	Sunflower	1,733,157,000
10	Imagine Dragons	Believer	1,719,218,000

TOP 10 SONGS - AIRPLAY SPINS

Rank	Artist	Song	Airplay Spins
1	Ed Sheeran	Shape Of You	1,689,000
2	Mark Ronson Feat. Bruno Mars	Uptown Funk!	1,582,000
3	Carrie Underwood	Before He Cheats	1,516,000
4	Green Day	Good Riddance (Time Of Your Life)	1,473,000
5	Lady Antebellum	Need You Now	1,464,000
6	Walk The Moon	Shut Up and Dance	1,460,000
7	Bruno Mars	Just The Way You Are	1,444,000
8	Kid Rock	All Summer Long	1,405,000
9	Red Hot Chili Peppers	Under The Bridge	1,400,000
10	Goo Goo Dolls	Iris	1,399,000

DECADE

TOP 10 SONGS - AIRPLAY AUDIENCE

	Artist	Song	Airplay Audience
1	Police	Every Breath You Take	11,545,047,000
2	Santana Feat. Rob Thomas	Smooth	11,145,352,000
3	Goo Goo Dolls	Iris	10,926,634,000
4	Faith Hill	Breathe	9,753,529,000
5	Natalie Imbruglia	Torn	9,744,210,000
6	Green Day	Good Riddance (Time Of Your Life)	9,540,862,000
7	Carrie Underwood	Before He Cheats	9,520,306,000
8	No Doubt	Don't Speak	9,488,999,000
9	Usher	Yeah!	9,436,653,000
10	Journey	Don't Stop Believin'	9,435,064,000

TOP 10 ALBUMS - ALBUM SALES

	Artist	Album	Album Sales
1	Adele	21	12,009,000
2	Adele	25	9,517,000
3	Taylor Swift	1989	6,215,000
4	Eminem	Recovery	4,867,000
5	Taylor Swift	Speak Now	4,694,000
6	Taylor Swift	Red	4,465,000
7	Michael Buble	Christmas	4,379,000
8	Frozen	Frozen	4,314,000
9	Lady Antebellum	Need You Now	4,221,000
10	Justin Timberlake	20/20 Experience	3,743,000

TOP 10 LP VINYL - SALES

Rank	Artist	Album	Sales
1	Beatles	Abbey Road	558,000
2	Pink Floyd	Dark Side Of The Moon	376,000
3	Soundtrack-Guardians Of The Ga	Guardians Of The Galaxy: Aweso	367,000
4	Bob Marley & The Wailers	Legend	364,000
5	Amy Winehouse	Back To Black	351,000
6	Michael Jackson	Thriller	334,000
7	Beatles	Sgt. Pepper's Lonely Hearts Cl	313,000
8	Fleetwood Mac	Rumours	304,000
9	Davis, Miles	Kind Of Blue	286,000
10	Lana Del Rey	Born To Die	283,000

TOP 10 TOP 40 RADIO SONGS - SPINS

Rank	Artist	Song	Spins
1	Ed Sheeran	Shape Of You	640,000
2	Dua Lipa	New Rules	614,000
3	Chainsmokers Feat. Halsey	Closer	581,000
4	Pitbull Feat. Ne-Yo, Afrojack & Nayer	Give Me Everything	574,000
5	Bruno Mars	That's What I Like	544,000
6	benny blanco, Halsey & Khalid	Eastside	525,000
7	Khalid & Normani	Love Lies	525,000
8	Mark Ronson Feat. Bruno Mars	Uptown Funk!	525,000
9	Halsey	Without Me	523,000
10	Charlie Puth	Attention	522,000

* January 1, 2010 - December 5, 2019

TOP 10 RHYTHMIC RADIO SONGS - SPINS

Rank	Artist	Song	Spins
1	Jeremih Feat. YG	Don't Tell 'Em	169,000
2	Jay Z & Kanye West	Ni**as in Paris	166,000
3	French Montana Feat. Swae Lee	Unforgettable	160,000
4	J. Cole	Work Out	159,000
5	Travis Scott	Sicko Mode	158,000
6	Jeremih Feat. 50 Cent	Down On Me	153,000
7	Drake Feat. Majid Jordan	Hold On, We're Going Home	151,000
8	Kendrick Lamar	HUMBLE.	144,000
9	Drake Feat. WizKid & Kyla	One Dance	142,000
10	Fetty Wap Feat. Remy Boyz	679	140,000

TOP 10 LATIN RADIO SONGS - SPINS

Rank	Artist	Song	Spins
1	Marc Anthony	Vivir Mi Vida	158,000
2	Banda Los Recoditos	Ando Bien Pedo	158,000
3	Fidel Rueda	Me Encantaria	152,000
4	Don Omar & Lucenzo	Danza Kuduro	151,000
5	Banda Los Recoditos	Mi Ultimo Deseo	150,000
6	Voz De Mando	Y Ahora Resulta	146,000
7	Enrique Iglesias Feat. Descemer Bueno, Sean Paul & Gente De Zona	Bailando	145,000
8	Banda El Recodo	Dime Que Me Quieres	145,000
9	Banda Sinaloense MS De Sergio Lizarraga	Hermosa Experiencia	140,000
10	La Original Banda El Limon	Al Menos	137,000

* January 1, 2010 - December 5, 2019

TOP 10 MAINSTREAM R&B/HIP HOP RADIO SONGS- SPINS

Rank	Artist	Song	Spins
1	Miguel	Adorn	214,000
2	Bryson Tiller	Don't	174,000
3	Waka Flocka Flame Feat. Roscoe Dash & Wale	No Hands	172,000
4	GoldLink Feat. Brent Faiyaz & Shy Glizzy	Crew	169,000
5	Rihanna	Pour It Up	165,000
6	Jay Z & Kanye West	Ni**as in Paris	164,000
7	Chris Brown Feat. Lil Wayne & French Montana OR Too \$hort	Loyal	164,000
8	J. Cole Feat. Miguel	Power Trip	162,000
9	Rihanna	Needed Me	161,000
10	Kelly Rowland Feat. Lil Wayne	Motivation	160,000

TOP 10 COUNTRY RADIO SONGS - SPINS

Rank	Artist	Song	Spins
1	Jake Owen	Barefoot Blue Jean Night	442,000
2	Sam Hunt	Body Like A Back Road	440,000
3	Blake Shelton	Honey Bee	431,000
4	Thompson Square	Are You Gonna Kiss Me Or Not	402,000
5	Florida Georgia Line	Cruise	401,000
6	Eric Church	Springsteen	389,000
7	Darius Rucker	Wagon Wheel	389,000
8	Eric Church	Drink In My Hand	384,000
9	Dustin Lynch	Small Town Boy	376,000
10	Zac Brown Band Feat. Jimmy Buffett	Knee Deep	373,000

* January 1, 2010 - December 5, 2019

DECADE

TOP 10 ADULT CONTEMPORARY RADIO SONGS - SPINS

Rank	Artist	Song	Spins
1	Bruno Mars	Just The Way You Are	308,000
2	Train	Hey, Soul Sister	300,000
3	Lady Antebellum	Need You Now	290,000
4	Adele	Rolling In The Deep	251,000
5	Kelly Clarkson	Stronger (What Doesn't Kill You)	247,000
6	Jason Mraz	I'm Yours	242,000
7	Lumineers	Ho Hey	240,000
8	Katy Perry	Firework	237,000
9	Gotye Feat. Kimbra	Somebody That I Used To Know	233,000
10	Justin Timberlake	Can't Stop The Feeling!	230,000

TOP 10 ADULT TOP 40 RADIO SONGS - SPINS

Rank	Artist	Song	Spins
1	Walk The Moon	Shut Up And Dance	353,000
2	Ed Sheeran	Shape Of You	343,000
3	Justin Timberlake	Can't Stop The Feeling!	335,000
4	Lumineers	Ho Hey	334,000
5	OneRepublic	Counting Stars	321,000
6	Mark Ronson Feat. Bruno Mars	Uptown Funk!	320,000
7	Adele	Rolling In The Deep	309,000
8	Train	Hey, Soul Sister	298,000
9	Ed Sheeran	Perfect	297,000
10	Gotye Feat. Kimbra	Somebody That I Used To Know	294,000

* January 1, 2010 - December 5, 2019

TOP 10 MAINSTREAM ROCK RADIO SONGS - SPINS

Rank	Artist	Song	Spins
1	Nirvana	Smells Like Teen Spirit!	145,000
2	Alice In Chains	Man In The Box	142,000
3	Nirvana	Come As You Are	134,000
4	Stone Temple Pilots	Plush	133,000
5	Pearl Jam	Even Flow	132,000
6	Offspring	Self Esteem	131,000
7	Nirvana	In Bloom	131,000
8	Metallica	Enter Sandman	126,000
9	Soundgarden	Black Hole Sun	125,000
10	Nirvana	Lithium	123,000

TOP 10 ALTERNATIVE ROCK RADIO SONGS - SPINS

Rank	Artist	Song	Spins
1	Cold War Kids	First	214,000
2	AWOLNATION	Sail	207,000
3	Arctic Monkeys	Do I Wanna Know?	204,000
4	Portugal. The Man	Feel It Still	195,000
5	Milky Chance	Stolen Dance	184,000
6	Vance Joy	Riptide	181,000
7	Imagine Dragons	Radioactive	177,000
8	Neighbourhood	Sweater Weather	171,000
9	Muse	Madness	169,000
10	Bastille	Pompeii	168,000

* January 1, 2010 - December 5, 2019

DECADE

TOP 10 TRIPLE A ROCK RADIO SONGS - SPINS

Rank	Artist	Song	Spins
1	Lumineers	Ho Hey	43,000
2	Of Monsters And Men	Little Talks	40,000
3	Gotye Feat. Kimbra	Somebody That I Used To Know	39,000
4	Revivalists	Wish I Knew You	39,000
5	Portugal. The Man	Feel It Still	39,000
6	Lumineers	Ophelia	39,000
7	Mumford & Sons	I Will Wait	38,000
8	Vance Joy	Riptide	38,000
9	Florence + The Machine	Dog Days Are Over	38,000
10	Adele	Rolling In The Deep	37,000

* January 1, 2010 - December 5, 2019

