

Highlights from the Q3 2017 Trend Brief

Compositional & Industry Trends for the Billboard Hot 100 Top 10

Q3-2017

HIT SONGS DECONSTRUCTED

The #1 Source for Hit Songwriting Analysis and Trends

Hit Songs Deconstructed recently released its *Q3 Quarterly Trend Brief*, which details the compositional and industry trends for the Billboard Hot 100 Top 10.

In Q3, there were 23 songs in the Top 10 of the Billboard Hot 100 Top 10 and only two #1 hits, *Despacito* & *Look What You Made Me Do*.

After surpassing Pop in Q2 with 40% of the Top 10, Hip Hop and Pop tied in Q3, accounting for 30% of songs, each. However, Hip Hop as an influence rose to a new high, influencing 78% of all songs both within and outside the Hip Hop/Rap primary genre. The two #1 hits, *Despacito* and *Look What You Made Me Do*, stem from the Latin and Pop genres, respectively.

Men continued to dominate the Top 10 with 70% of all songs featuring exclusively male lead vocals. Only 13% exclusively featured a female lead. Minor keys surged in prominence and the popularity of claps/snaps held steady, being utilized in 78% of Top 10 songs, including *Believer*, *Body Like a Back Road* and *I'm the One*, to name a few.

Larger songwriting teams are still by far the most prominent, with songs featuring four or more credited writers accounting for 83% of Top 10 Hits in Q3.

The following 23 songs charted in the Hot 100 Top 10 during the third quarter of 2017:

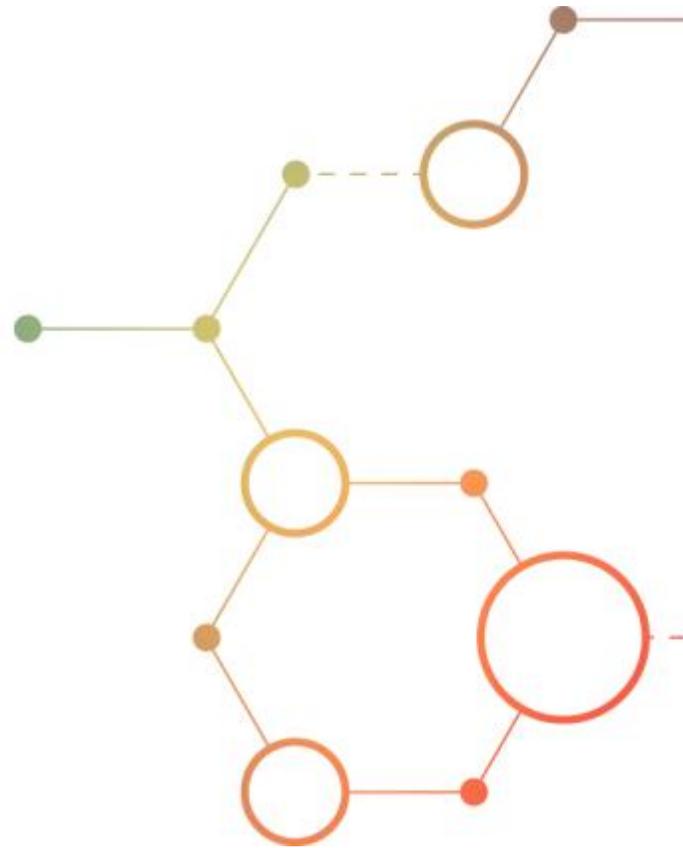
- *1-800-273-8255*: Logic featuring Alessia Cara, Khalid
- *Attention*: Charlie Puth
- *Believer*: Imagine Dragons
- *Bodak Yellow*: Cardi B
- *Body Like A Back Road*: Sam Hunt
- *Congratulations*: Post Malone featuring Quavo
- *Despacito*: Daddy Yankee, Luis Fonsi featuring Justin Bieber
- *HUMBLE.*: Kendrick Lamar
- *I'm The One*: DJ Khaled featuring Chance The Rapper, Justin Bieber, Lil Wayne, Quavo
- *Look What You Made Me Do*: Taylor Swift
- *Mask Off*: Future
- *Rake It Up*: Yo Gotti featuring Nicki Minaj
- *Ready For It*: Taylor Swift
- *Shape Of You*: Ed Sheeran
- *Something Just Like This*: Coldplay, The Chainsmokers
- *Stay*: Alessia Cara, Zedd
- *Strip That Down*: Liam Payne featuring Quavo
- *That's What I Like*: Bruno Mars
- *There's Nothing Holding Me Back*: Shawn Mendes
- *Too Good At Goodbyes*: Sam Smith
- *Unforgettable*: French Montana featuring Swae Lee
- *Wild Thoughts*: DJ Khaled featuring Bryson Tiller, Rihanna
- *XO TOUR Lif3*: Lil Uzi Vert

What follows are highlights pulled from our quarterly trend report.

Compositional trends are for songs that charted in the Billboard Hot 100 Top 10 during Q3-2017. Data and analytics for all findings are available in the Hit Songs Deconstructed IMMERSION Searchable Database.

Most Popular Compositional Characteristics

- Lead Vocal Gender: Solo Male (48% of songs)
- Lead Vocal Delivery: Only sung (30% of songs)
- Lyrical Themes: Love/Relationships (52% of songs)
- Song Title Word Count: 1 (35% of songs)
- Song Title Appearances: 6 - 10 Times (22% of songs)
- Primary Genres: Pop, Hip Hop/Rap (30% of songs)
- Influences: Hip Hop/Rap (78% of songs)
- Tempo Range: 80 - 109 (57% of songs)
- Song Length Range: 3:00 - 3:29 (43% of songs)
- First Section: Intro (96% of songs)
- Intro Length Range: Short (0:01 - 0:09) (48% of songs)
- First Chorus: Time Into Song Range: Moderately Late (0:40 - 0:59) (43% of songs)
- First Chorus Percent Into Song Range: Moderately Late (20% - 29%) (52% of songs)



Gone

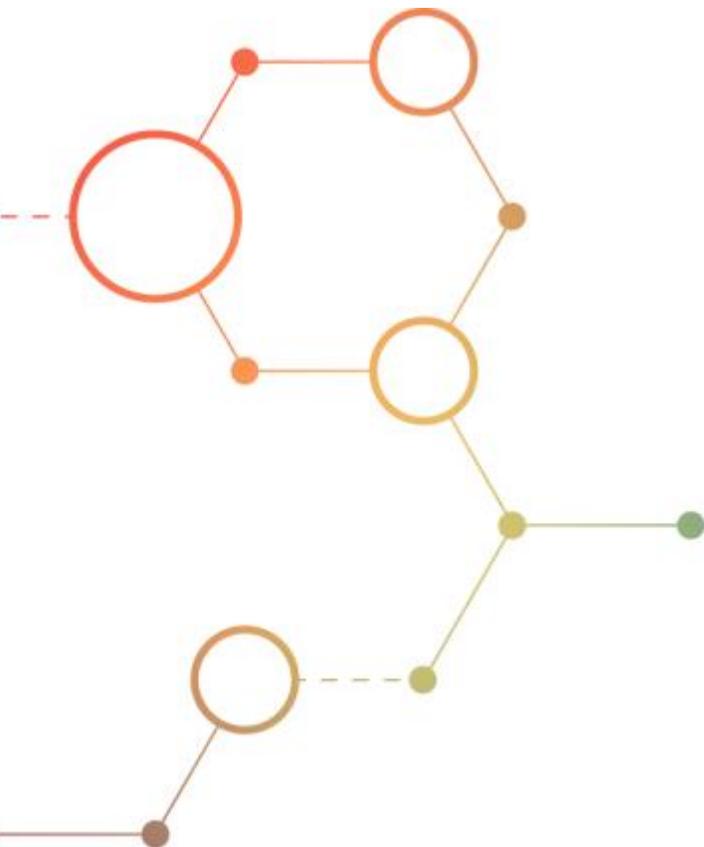
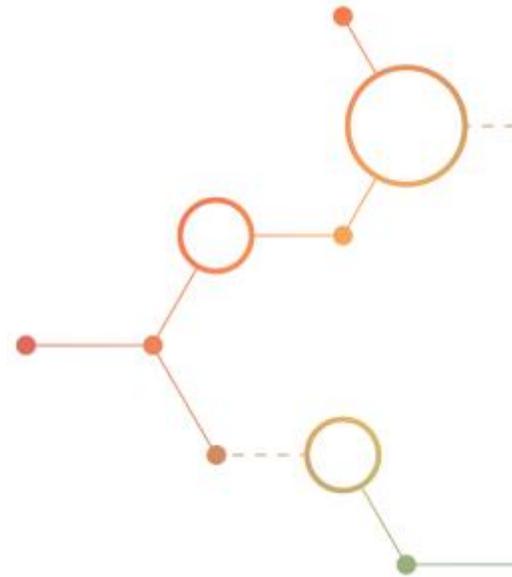
Do not appear in the Top 10 in Q2-2017 after appearing the preceding quarter.

- Influences: Classical, Doo Wop, Renaissance, Retro (1960s)
- Key: Ab Major, C Major, Eb Major
- Prominent Instruments: Wind (Recorder), Wind (Trumpet)
- Intro Length Range: Long (0:30 +)
- Last Section: Verse

Back

Returned to the Top 10 in Q2-2017 after not appearing the preceding quarter.

- Lyrical Themes: Religion
- Song Title Word Count: 6
- Influences: Gospel, Retro (1990s)
- Key: Bb Minor, C Minor, E Minor



Songwriters

- 111 Credited Songwriters in the Top 10
- Songwriter with the most hits: Quavo (3)

Performing Artists

- 24 Credited Performing Artists
- Performing Artist with the most hits: Alessia Cara, DJ Khaled and Taylor Swift (2 each)

Producers

- 36 Credited Producers
- Producer with the most hits: Mike Will Made It (3)

Record Labels

- Republic, Atlantic, Epic and Interscope accounted for 87% of songs in the Top 10 (20 out of 23 songs)