Select Highlights from the Q1 2018 Trend Report

Compositional & Industry Trends for the Billboard Hot 100 Top 10

HIT SONGS DECONSTRUCTED

The #1 Source for Hit Songwriting Analysis and Trends

Hit Songs Deconstructed recently released its *Q1 Trend Brief*, which details the compositional and industry trends for the Billboard Hot 100 Top 10.

In Q1, there were 26 songs in the Billboard Hot 100 Top 10, three of which charted at #1 during the quarter – *God's Plan, Havana* and *Perfect*.

Hip Hop's prominence reached new heights in Q1 both as a primary genre and as an influence. As a primary genre it increased from 32% of songs in Q4 up to 46% in Q1, surpassing Pop which dropped to just 23% of songs. As an influence shaping the sound and vibe of songs both within and outside of the Hip Hop/Rap primary genre, it was featured in 85% of all Top 10 hits, including two-thirds of Pop songs. Rock and Latin dropped off the map in Q1, while Dance/Club/Electronic and Country made a return, the latter thanks to the Bebe Rexha / Florida Georgia Line collaboration, *Meant To Be*. And the once popular Tropical influence dropped to its lowest level of prominence since Q2 2015, playing a role in just 4% of songs.

Men once again dominated the Top 10, with 54% of all hits featuring exclusively male lead vocals, compared to only 19% that feature exclusively female vocals. However, some of the quarter's biggest hits feature a female lead, including Bodak Yellow (Cardi B), Havana (Camila Cabello), and Perfect (Beyonce's feature alongside Ed Sheeran helped launch the song to #1). Approximately half of Q1 hits feature multiple lead vocalists and a combination of sung and rapped vocals, the latter being the most popular for the third straight quarter.

There was less love and not a lot of hooking up or partying going on in Q1, and minor keys once again shaped the vibe of the majority of songs. First choruses averaged on the earlier end of the spectrum thanks especially to the Hip Hop genre, and post choruses were the least popular they've been in years.

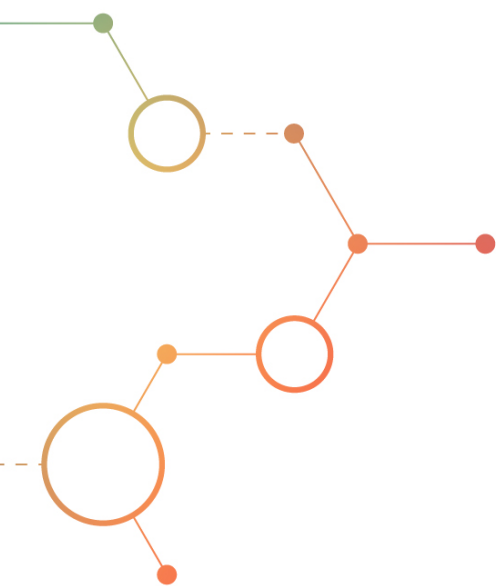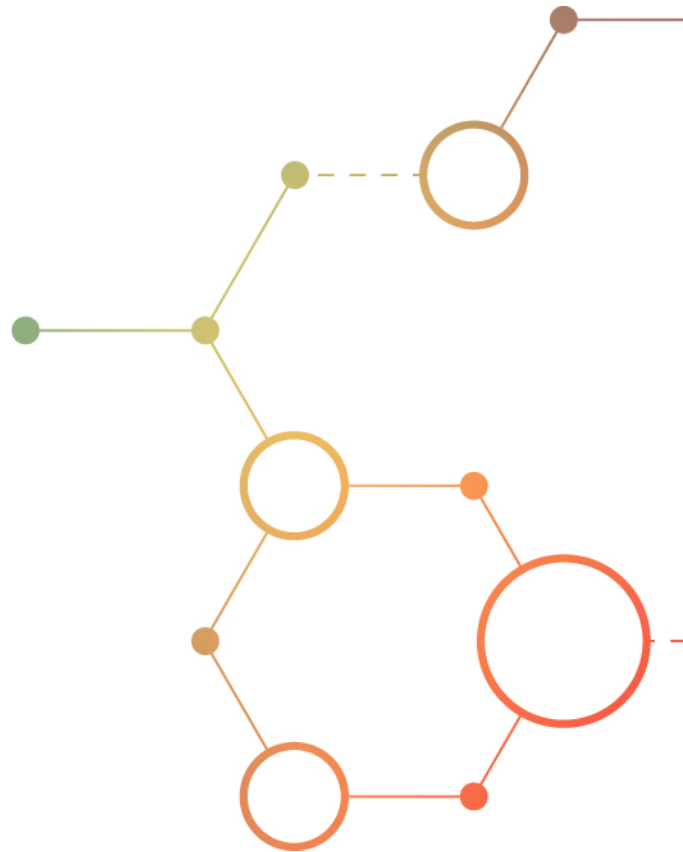The following 26 songs charted in the Hot 100 Top 10 during the first quarter of 2018:

- *All I Want For Christmas Is You:* Mariah Carey
- *All The Stars:* Kendrick Lamar, SZA
- *Bad At Love:* Halsey
- *Bodak Yellow:* Cardi B
- *Diplomatic Immunity:* Drake
- *Filthy:* Justin Timberlake
- *Finesse:* Bruno Mars, Cardi B
- *Freaky Friday:* Lil Dicky featuring Chris Brown
- *God's Plan:* Drake
- *Gucci Gang:* Lil Pump
- *Havana:* Camila Cabello featuring Young Thug
- *Look Alive:* BlocBoy JB featuring Drake
- *Meant To Be:* Bebe Rexha feat. Florida Georgia Line
- *MotorSport:* Cardi B, Nicki Minaj, Migos
- *New Rules:* Dua Lipa
- *No Limit:* G-Eazy featuring A$AP Rocky, Cardi B
- *Perfect:* Ed Sheeran featuring Beyonce
- *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
- *Thunder:* Imagine Dragons
- *Too Good At Goodbyes:* Sam Smith

What follows are select highlights pulled from our quarterly trend report.

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

Most Popular Compositional Characteristics

- *Primary Genres: Hip Hop/Rap (46% of songs, 12 songs)*

- *Influences: Hip Hop/Rap (85% of songs, 22 songs)*

- *Lead Vocal Gender: Exclusively Male (54% of songs, 14 songs)*

- *Lead Vocal Delivery: Sung / Rapped (46% of songs, 12 songs)*

- *Lyrical Themes: Lifestyle (50% of songs, 13 songs)*

- *Song Title Word Count: 2 (42% of songs, 11 songs)*

- *Song Title Appearances: 1 - 5 Times (27% of songs, 7 songs)*

- *Major vs. Minor: Minor (65% of songs, 17 songs)*

- *First Section: Intro (92% of songs, 24 songs)*

- *Intro Length Range: 0:10 - 0:19 (42% of songs, 11 songs)*

- *Last Section: Outro (81% of songs, 21 songs)*

Gone

These characteristics did not appear in the Top 10 in Q1-2018 after appearing the preceding quarter.

- *Primary Genres: Latin, Rock*

- *Influences: Fantasy*

New

These characteristics were new or returned to the Top 10 in Q1-2018 after not appearing the preceding quarter.
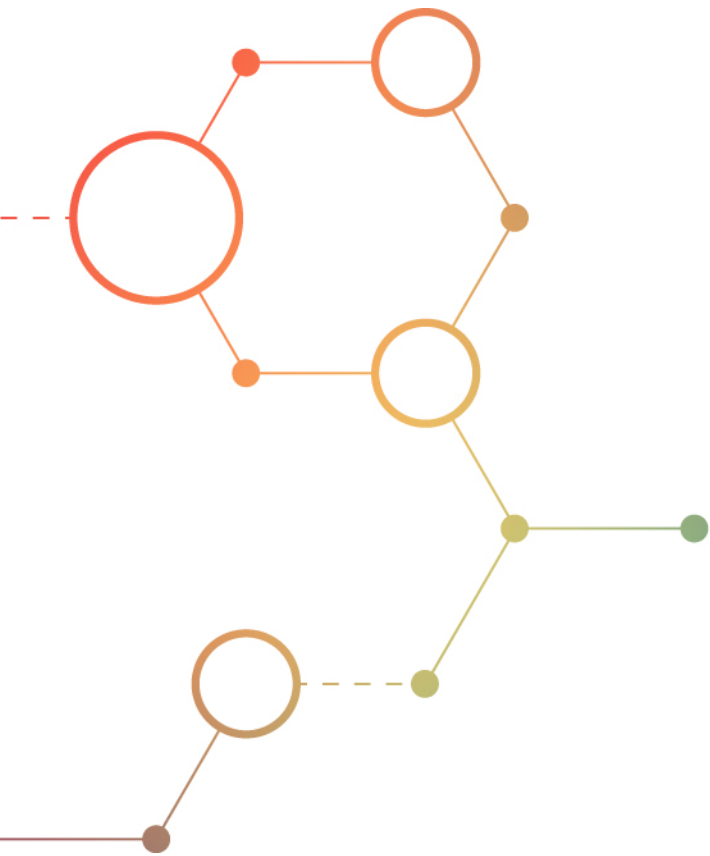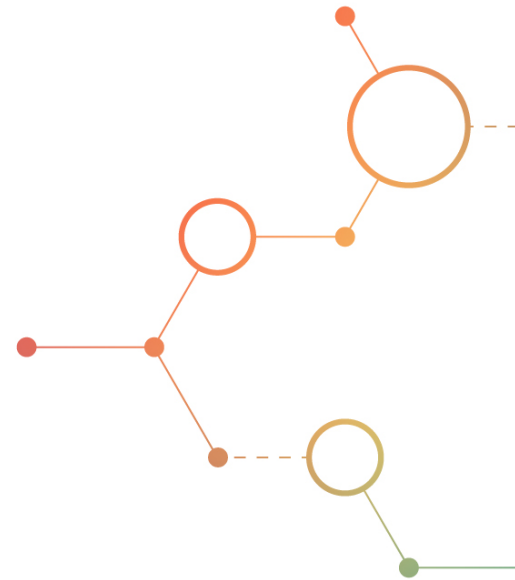
- *Primary Genres: Country, Dance/Club/Electronic*

- *Influences: Country, Dubstep, World (African)*

Songs

- *Number of Top 10 Songs: 26*
- *Number of #1 Songs: 3*
- *Number of New Songs: 15*

Performing Artists

- *Number of Credited Performing Artists (Primary & Featured): 34*
- *Artist/Group with the most Top 10 Songs (excludes featured artists): Cardi B (12% of songs, 3 songs)*

Songwriters

- *99 Credited Songwriters*
- *Songwriter with the most Top 10 hits: Cardi B, Boi-1da, Drake, Louis Bell (12% of songs, 3 songs each)*
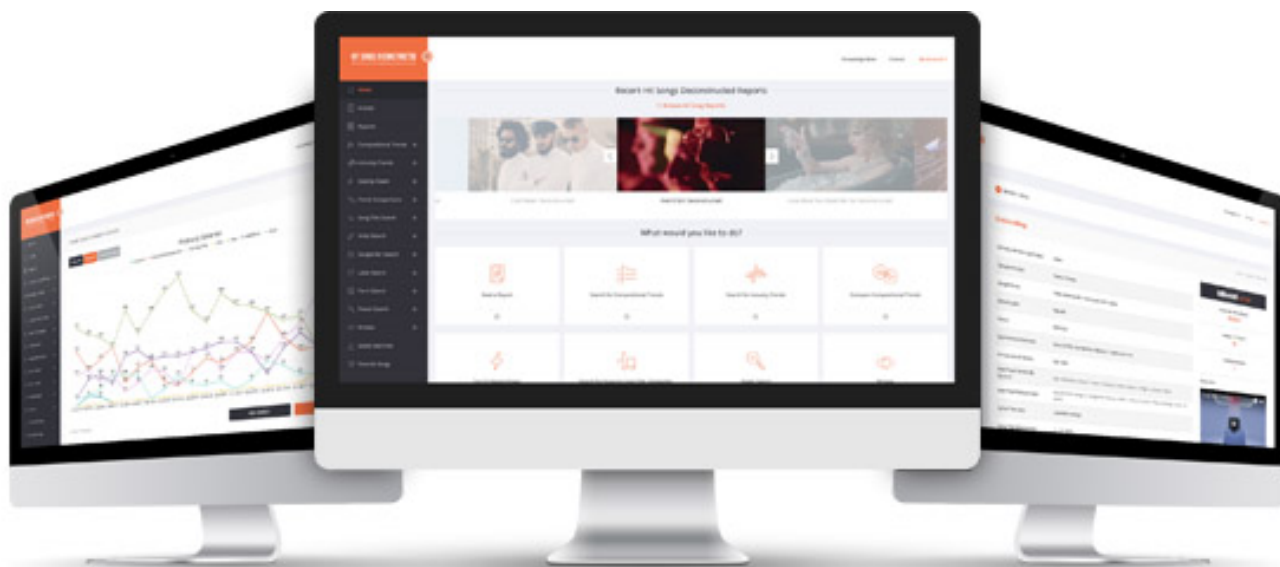
Producers

- *44 Credited Producers*
- *Producer with the most Top 10 hits: Boi-1da (12% of songs, 3 songs each)*

Record Labels

- *11 Record Labels*
- *Labels with the most Top 10 hits: Republic (19% of songs, 5 songs)*

Hit Songs Deconstructed provides cutting-edge tools to help you stay informed, hone your craft and make strategic songwriting, production and business decisions in a fast-paced musical landscape.

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.

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