

A vinyl record is centered in the image, with a fire background. The record is black with a red center. The number '10' is written in white on the red center. The text 'What's Driving the Billboard Hot 100 Top 10?' is written in white on the black record. The logo 'HIT SONGS DECONSTRUCTED' is written in white and orange at the bottom, with the tagline 'The #1 Source for Hit Songwriting Analysis and Trends' below it.

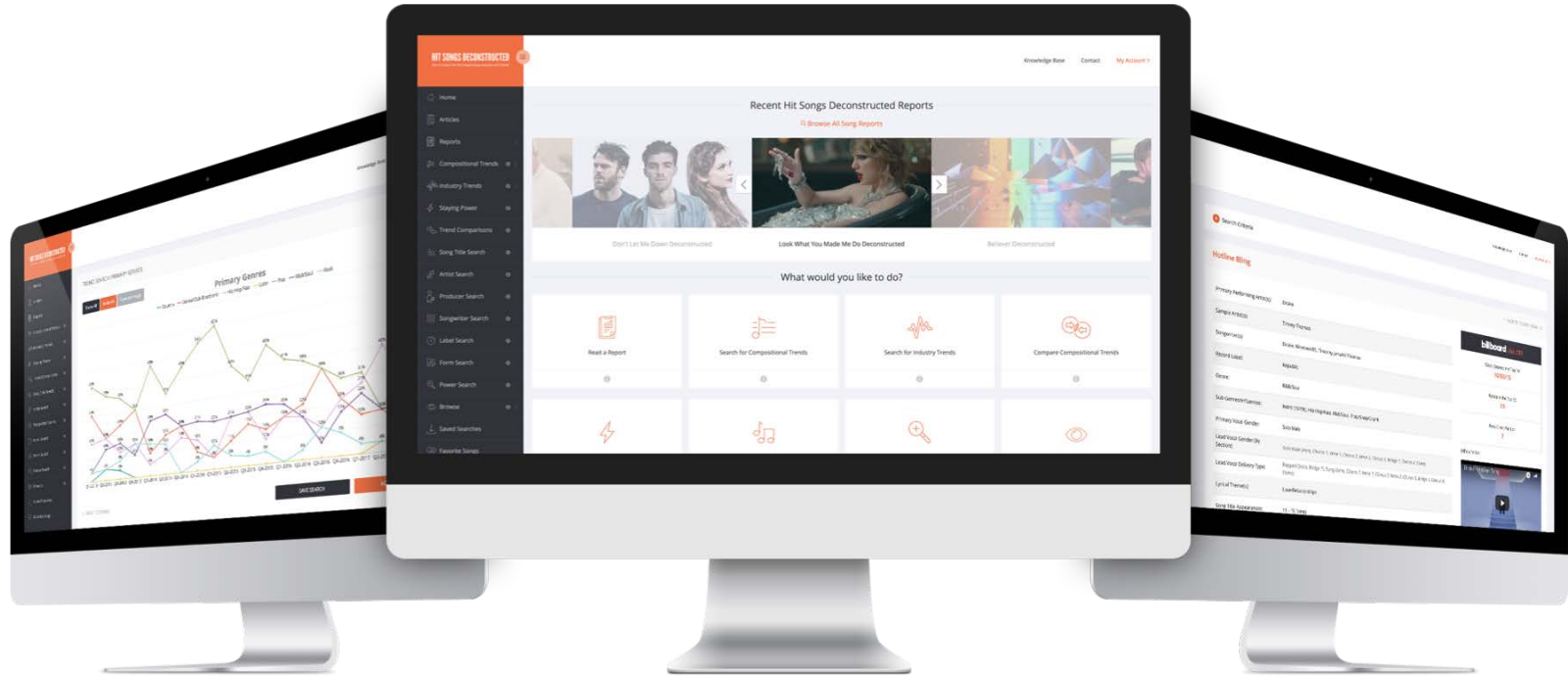
10

# What's Driving the Billboard Hot 100 Top 10?

**HIT SONGS DECONSTRUCTED**

The #1 Source for Hit Songwriting Analysis and Trends

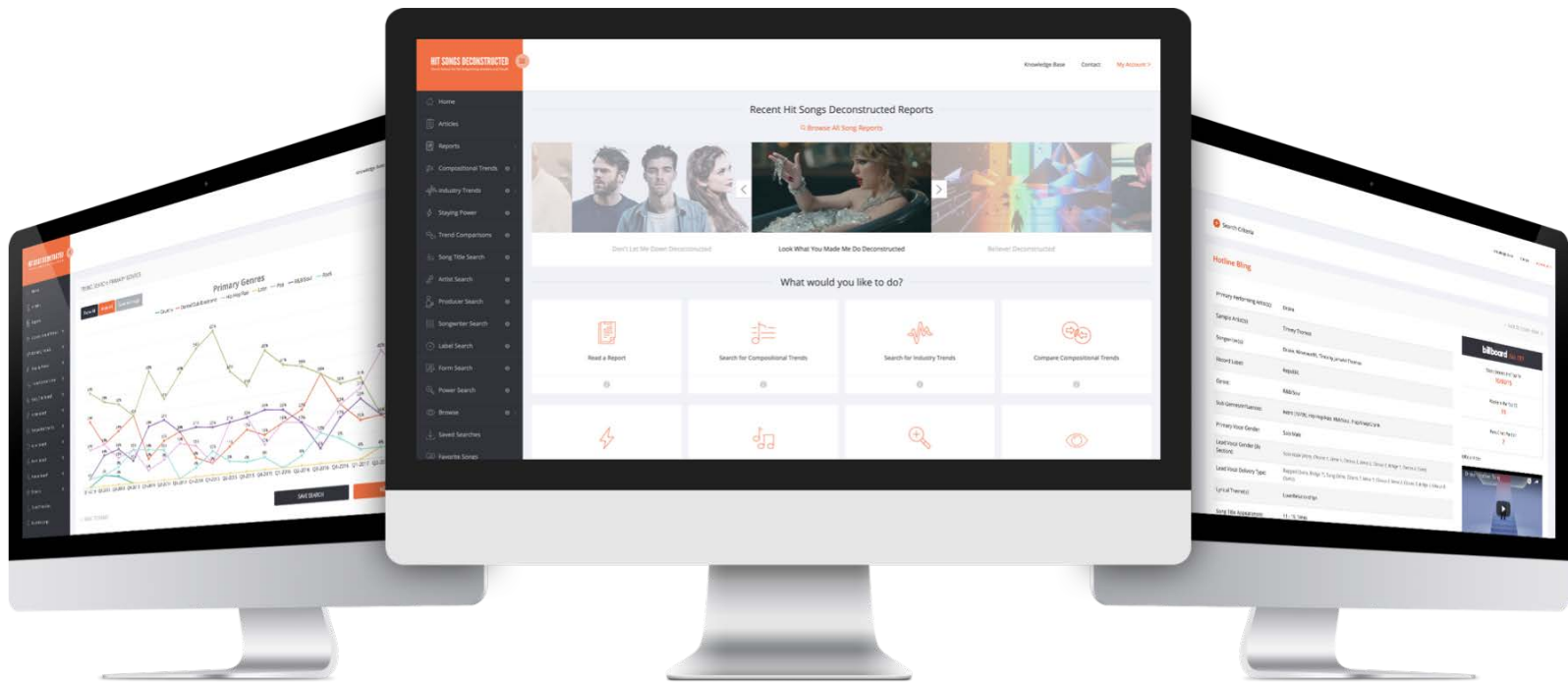
# About Hit Songs Deconstructed



For more information or a demo, please contact Yael Penn at

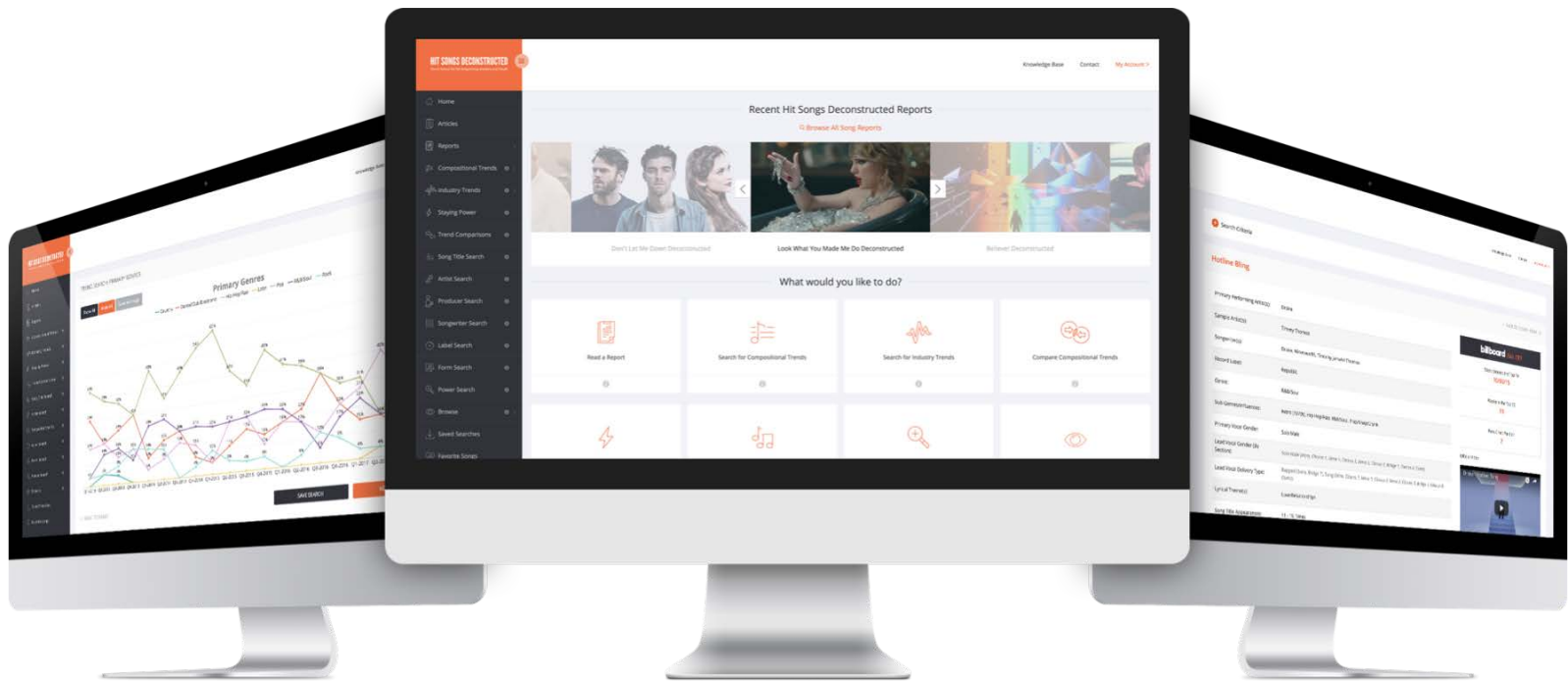
[yael@HitSongsDeconstructed.com](mailto:yael@HitSongsDeconstructed.com)

Hit Songs Deconstructed helps you stay informed, hone your craft, spot trends, and make strategic songwriting, production and business decisions in a fast-changing musical landscape.



# What makes Hit Songs Deconstructed Unique?

Other industry resources focus on sales, radio airplay, streams, downloads and engagement. Hit Songs Deconstructed is the only database providing data for the compositional characteristics of the Billboard Hot 100 Top 10.

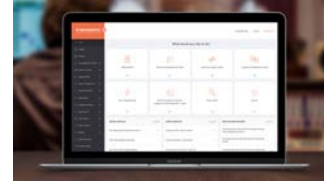


# Who uses Hit Songs Deconstructed?



- Songwriters
- Producers
- Engineers
- Music industry professionals (A&R)
- Labels
- Music libraries/production houses
- Publications
- Universities, educators & students throughout the world

# What does a subscription include?



## **The HSD Reports: The Inner-Workings of Hit Songs**

Our flagship report, The Hit Song Deconstructed Report provides unparalleled insight into the inner-workings of a current chart-topping hit. Leaving no stone unturned, you will learn what makes the song so effective and come away with an array of tools and techniques to help you channel your unique creativity for success.

Each report also features a companion downloadable Logic PRO X Project with the correct meter, tempo and song arrangement displayed as empty MIDI regions for each instrument.

## **The HSD Videos: Narrated & Visualized in Logic**

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.

Videos are led by Hit Songs Deconstructed co-founder, David Penn, they are approximately one hour long, and each section is visualized with its arrangement in Logic Pro X.

## **The IMMERSION Database Songwriting Analytics**

With a focus on the Billboard Hot 100 Top 10, IMMERSION provides you with an array of tools to stay in tune with current and emerging trends for today's hits.

Updated weekly as songs enter the 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.

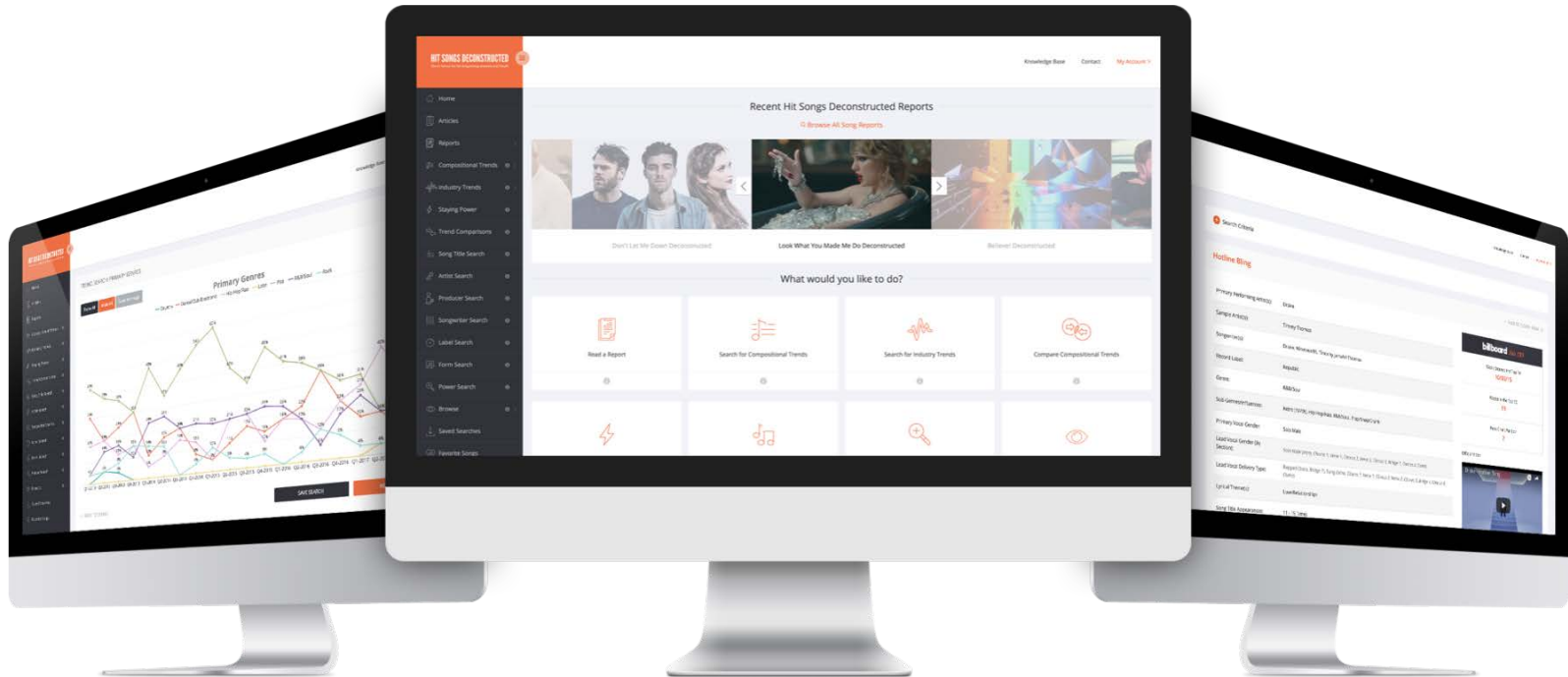
## **The Quarterly Trend Reports: Billboard Hot 100 Top 10 Trends**

Published on a quarterly basis, this report delivers a concise, data-driven snapshot of Billboard Hot 100 Top 10 compositional and industry trends.

Among the many topics covered are compositional trends such as genres, influences, instruments, tempo, key and song structure characteristics. On the industry side, we cover an array of artist, writer and label trends such as chart performance (staying power, placement, and prominence), single artist vs. featured artists, songwriter/artist collaborations and more.

# Compositional analytics provide insight into the current state of mainstream music at the compositional level.

They complement craft, talent and tools being used by songwriters, producers, A&Rs and other music industry professionals to make strategic songwriting, production and business decisions.



# Compositional analytics provide insight into the current state of mainstream music at the compositional level.

## They can help you:

- Spot compositional trends that are on the rise and those in decline
- Incorporate compositional trends while staying true to the artist's vision
- Weave emerging trends into the final mix just prior to the song's release
- Keep artists ahead of the curve as the sounds shaping today's hits continuously evolve
- Evaluate new artists
- Choose the right featured artist
- Leverage seasonal trends
- Improve communication by referencing factual compositional data, rather than relying exclusively on gut feelings
- Identify what today's most successful songs have in common – *and what sets them apart*
- Increase cross-over potential



A vinyl record is centered in the image, with a red circle in its center. The background is a dark, smoky fire. The number '10' is written in a stylized white font above the red circle.

10

# Billboard Hot 100 Top 10

**HIT SONGS DECONSTRUCTED**

The #1 Source for Hit Songwriting Analysis and Trends

# About this Presentation

- This presentation delivers a data-driven snapshot of compositional and industry trends relating to the Billboard Hot 100 Top 10.
- All of the data is accessible in the Hit Songs Deconstructed searchable database.
- All songs in the database are deconstructed utilizing the Hit Songs Deconstructed proprietary methodology.
- Artist, songwriter, producer, label and charting information is aggregated from the PRO's and Billboard.

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# Agenda

## Q1 2018 Hot 100 Top 10 Overview

- Performing Artists
- Songwriters
- Producers
- Record Labels
- Songs – Top Performers

## Compositional Trends

- Notable Trend Shifts
- Primary Genres & Influences
- Lead Vocals
- Lyrical Themes
- Instruments
- Tempo
- Key

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# Billboard Hot 100 Top 10 Overview (Q1 2018)

**26**

Songs

**3**

#1 Hits

**11**

Labels

**99**

Credited  
Songwriters

**44**

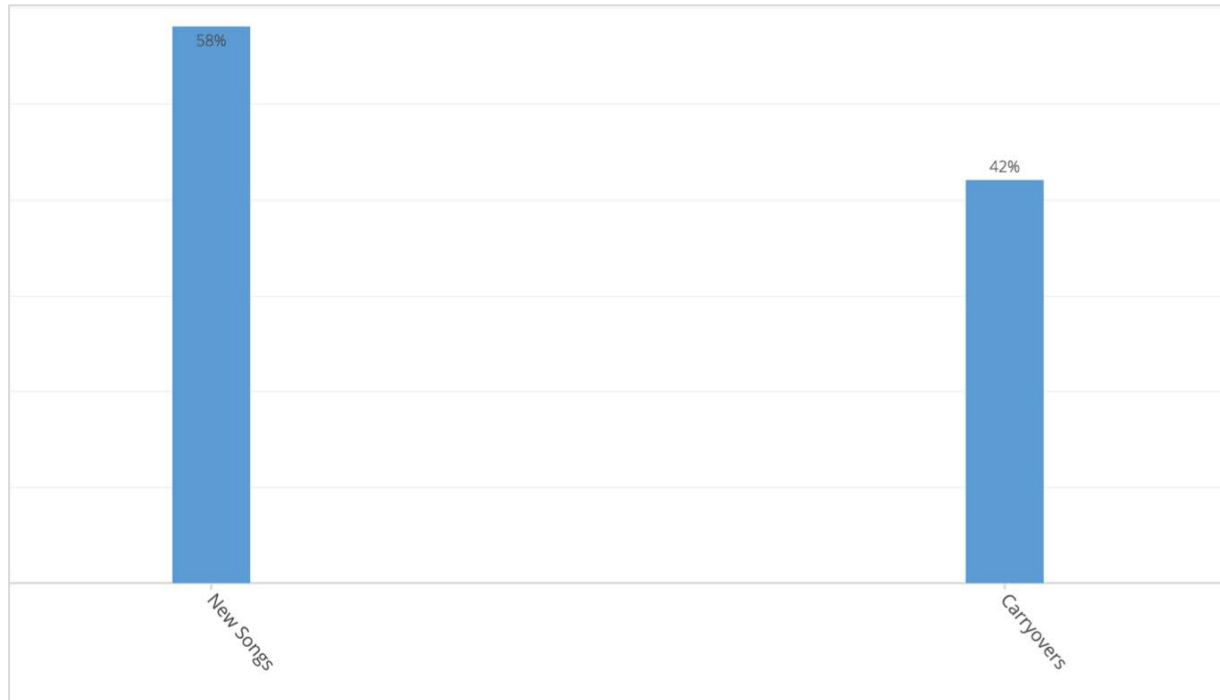
Credited  
Producers

**34**

Performing  
Artists

# New Songs vs. Carryovers from Q4 2017

15 of the 26 Songs Were New to the Top 10 in Q1 2018



## New Songs:

- All The Stars
- Diplomatic Immunity
- Filthy
- Finesse
- Freaky Friday
- God's Plan
- Look Alive
- Meant To Be
- New Rules
- Pray For Me
- Psycho
- Sad!
- Say Something
- Stir Fry
- The Middle

## 15 New Songs in Q1 2018

**47%**

Hip Hop  
(Primary Genre)

**20%**

R&B Soul  
(Primary Genre)

**13%**

Dance/Club/Electronic  
(Primary Genre)

**13%**

Pop  
(Primary Genre)

**7%**

Country  
(Primary Genre)

## 15 New Songs in Q1 2018

**87%**

Hip Hop Influence

**73%**

R&B/Soul Influence

**60%**

Duet/Group Vocals

**33%**

Have a Featured Artist

**77%**

Minor Key



# Performing Artists

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# Performing Artists: Notable Players

(Q1 2018)



## Camila Cabello

- One #1 Hit
- 14 Weeks in the Top 10
- One week at #1



## Cardi B.

- Three Top 10 Hits (Primary Artist)
- One Top 10 Hit (Featured Artist)
- 14 Weeks in the Top 10



## Drake

- One #1 Hit
- Two Top 10 Hits (Primary Artist)
- One Top 10 Hit (Featured Artist)
- Nine weeks at #1
- Nine weeks in the Top 10



## Ed Sheeran

- One #1 Hit
- Four weeks at #1
- 14 Weeks in the Top 10



## Justin Timberlake

- Two Top 10 Hits
- Two weeks in the Top 10



## Kendrick Lamar

- Two Top 10 Hits
- 7 Weeks in the Top 10



## Migos

- Two Top 10 Hits
- 10 Weeks in the Top 10



## Post Malone

- Two Top 10 Hits
- 14 Weeks in the Top 10

26

Primary Artist Credits

10

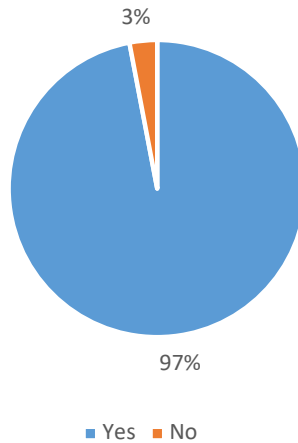
Featured Artist Credits

# Performing Artists

(Q1 2018)

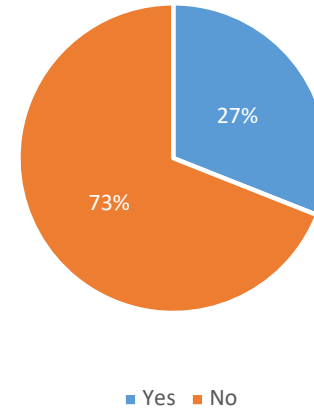
## Songwriter Credit

Artist and/or a member of a group is also a credited songwriter in 97% of songs.



## Producer Credit

Artist and/or a member of a group is also a credited producer in 27% of songs.



# Performing Artists: Notable Entries

(Q1 2018)

*P = Primary Artist | F = Featured Artist*

Back in the Top 10 after being absent for one year or more



Bebe Rexha:  
Meant to Be (P)

- 2016: Me, Myself & I (F)



Chris Brown:  
Freaky Friday (F)

- 2014: Loyal (P)



Florida Georgia Line:  
Meant To Be (F)

- 2013: Cruise (P)



Justin Timberlake:  
Filthy & Say Something (P)

- 2016: Can't Stop The Feeling (P)

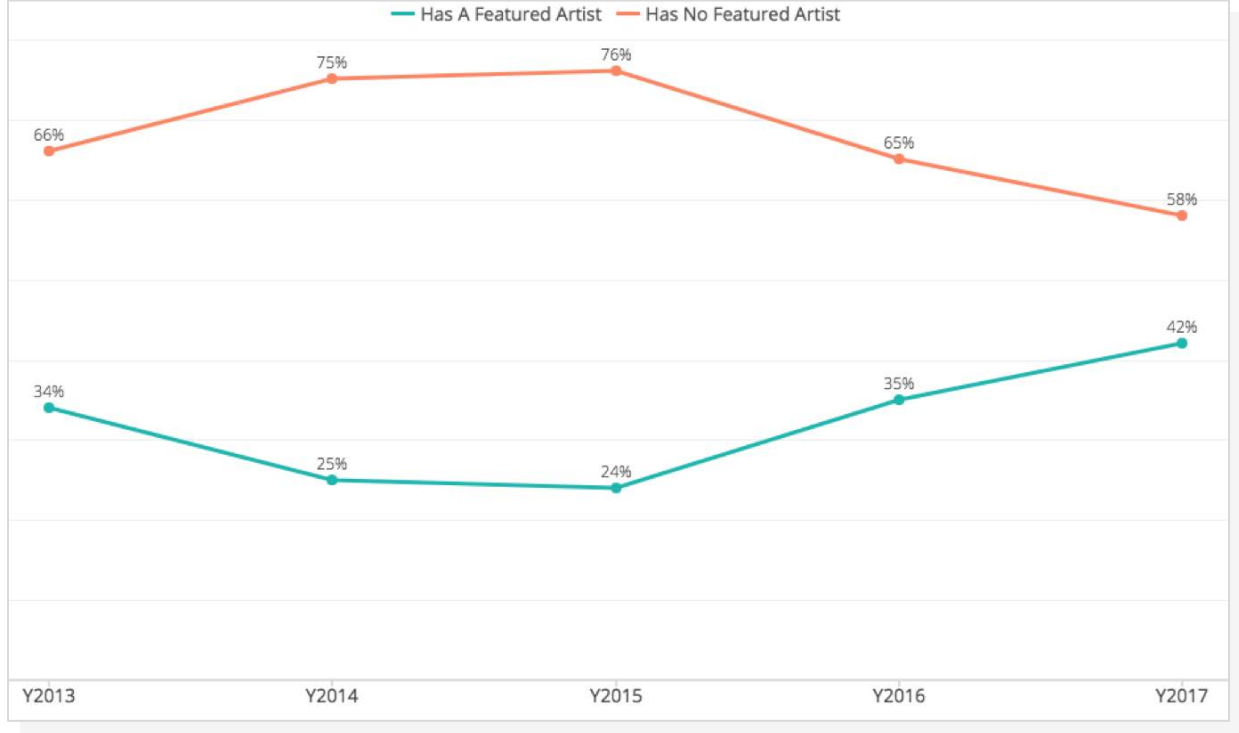
# Featured Artists

(Q1 2018)



**35%**

of the Top 10 had  
a featured artist



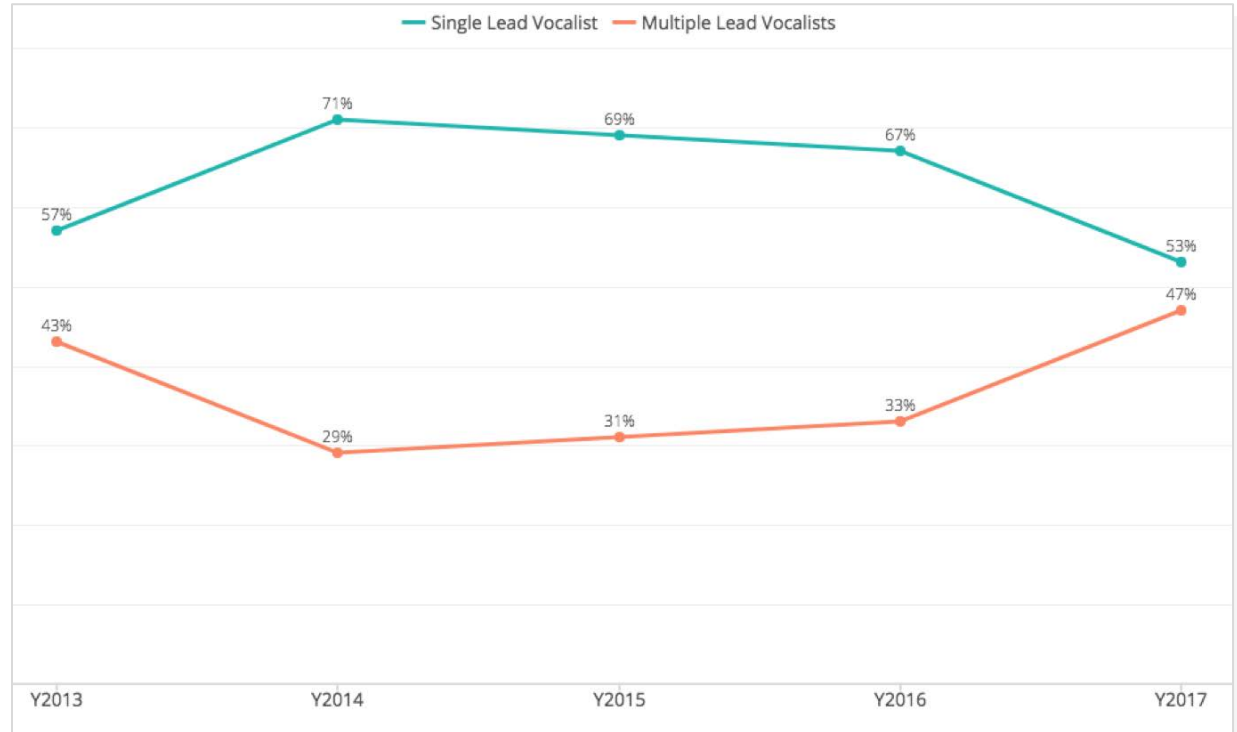
# Single vs. Multiple Lead Vocalists

## (Q1 2018)



54%

of the Top 10 had  
multiple lead vocalists





# Songwriters

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# Credited Songwriters: Notable Players

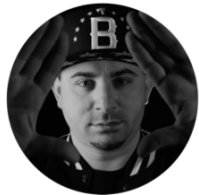
(Q1 2018)

## Behind the scenes



**Boi-1da**

- Three Top 10 Hits
- One #1 Hit
- 14 Weeks in the Top 10



**Louis Bell**

- Three Top 10 Hits
- One #1 Hit
- 14 Weeks in the Top 10

## Performing Artists



**Drake**

- Three Top 10 Hits
- One #1 Hit
- 9 Weeks in the Top 10



**Cardi B.**

- Three Top 10 Hits
- 7 Weeks in the Top 10

**99**

Credited Songwriters

**12**

with  
2 Hits

**4**

with  
3 Hits



# Producers

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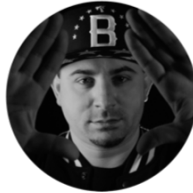
# Credited Producers : Notable Players

(Q1 2018)



**Boi-1da**

- Three Top 10 Hits
- 14 Weeks in the Top 10



**Louis Bell**

- Two Top 10 Hits
- 14 Weeks in the Top 10



**Danja**

- Two Top 10 Hits
- 2 Weeks in the Top 10



**Frank Dukes**

- Two Top 10 Hits
- One #1 Hit
- 14 Weeks in the Top 10



**Justin Timberlake**

- Two Top 10 Hits
- 2 Weeks in the Top 10



**Timbaland**

- Two Top 10 Hits
- 2 Weeks in the Top 10

**44**

Credited Producers

**6**

Producers with 2+ Hits



# Record Labels

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# Labels: Notable Players

(Q1 2018)



## Atlantic

- Three Top 10 Hits
- One #1 Hit
- 14 Weeks in the Top 10



## RCA

- Three Top 10 Hits
- 7 Weeks in the Top 10



## Capitol

- Four Top 10 Hits
- 11 Weeks in the Top 10



## Republic

- Five Top 10 Hits
- One #1 Hit
- 14 Weeks in the Top 10



## Interscope

- Four Top 10 Hits
- 14 Weeks in the Top 10



## Warner Bros.

- Three Top 10 Hits
- 12 Weeks in the Top 10

11

Record Labels

Do not appear in the Top 10 this quarter after appearing the preceding quarter





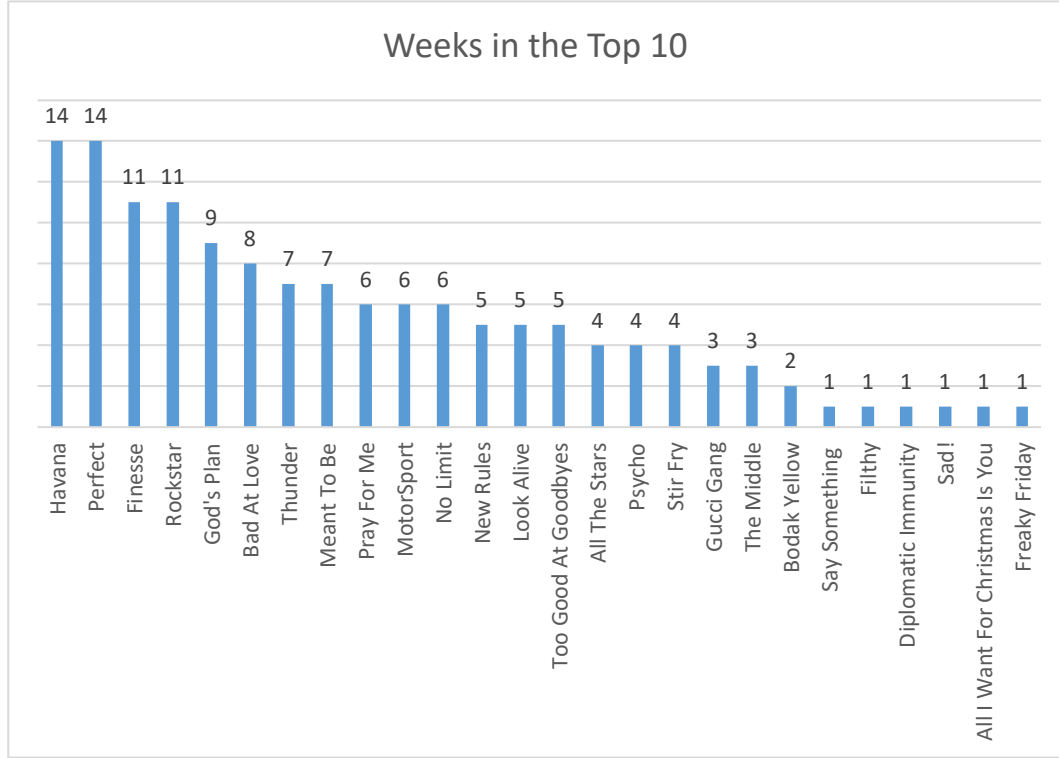
# Top Performers

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# Four Songs Charted for 10+ Weeks

(Q1 2018)



**Havana**  
14 Weeks



**Perfect**  
14 Weeks



**Finesse**  
11 Weeks



**Rockstar**  
11 Weeks

# Four Songs Charted for 10+ Weeks

(Q1 2018)

Notable Billboard charts where the song also charted in the Top 10

Chart	Week Entered the Chart	Week Entered the Top Ten	Peak Chart Position
Hot 100	8/26/17	11/11/17	1
Digital Song Sales	8/26/17	10/28/17	1
Pop Songs	9/30/17	11/18/17	1
Dance/Mix Show Airplay	10/21/17	11/18/17	1
Rhythmic Songs	10/28/17	12/2/17	1
Radio Songs	10/28/17	11/25/17	1
Latin Pop Songs	12/2/17	12/30/17	3



Song Title: Havana  
Primary Performing Artist(s): Camila Cabello  
Featured Artist(s): Young Thug  
Songwriter(s): Ali Tamposi, Andrew Watt, Brandon Perry, Brian Lee, Camila Cabello, Frank Dukes, Jeffrey Williams, Louis Bell, Pharrell Williams, Starrah  
Producer(s): Frank Dukes  
Record Label: Epic  
Primary Genre: Pop  
Influences: Latin, Hip Hop, Trap, R&B  
Vocals: Female/Male Duet  
Vocal Delivery: Sung & Rapped  
Lyrical Themes: Love/Relationships

# Four Songs Charted for 10+ Weeks

## (Q1 2018)

Notable Billboard charts where the song also charted in the Top 10

Chart	Week Entered the Chart	Week Entered the Top Ten	Peak Chart Position
Hot 100	3/25/17	11/11/17	1
Digital Song Sales	3/25/17	3/25/17	1
Pop Songs	10/14/17	12/2/17	1
Radio Songs	10/21/17	12/2/17	1
Dance/Mix Show Airplay	12/2/17	12/30/17	4



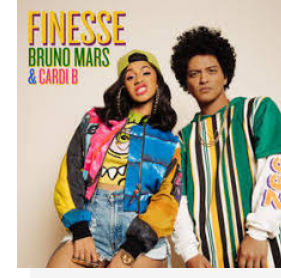
Song Title: Perfect  
 Primary Performing Artist(s): Ed Sheeran  
 Featured Artist(s): Beyoncé  
 Songwriter(s): Ed Sheeran, Matthewm Sheeran  
 Producer(s): Ed Sheeran, Will Hicks  
 Record Label: Atlantic  
 Primary Genre: Pop  
 Influences: Ballad, R&B, Singer/Songwriter  
 Vocals: Female/Male Duet  
 Vocal Delivery: Sung  
 Lyrical Themes: Love/Relationships

# Four Songs Charted for 10+ Weeks

(Q1 2018)

Notable Billboard charts where the song also charted in the Top 10

Chart	Week Entered the Chart	Week Entered the Top Ten	Peak Chart Position
<b>Hot 100</b>	<b>1/13/18</b>	<b>1/20/18</b>	<b>3</b>
Hot R&B Songs	1/13/18	1/13/18	1
R&B Streaming Songs	1/13/18	1/13/18	1
R&B/Hip-Hop Digital Song Sales	1/13/18	1/13/18	1
Hot R&B/Hip-Hop Songs	1/13/18	1/20/18	1
Digital Song Sales	1/13/18	1/20/18	2
Radio Songs	1/13/18	1/27/18	1
Pop Songs	1/13/18	2/3/18	1
R&B/Hip-Hop Airplay	1/13/18	2/10/18	2
Rhythmic Songs	1/13/18	2/10/18	1
R&B/Hip-Hop Streaming Songs	1/20/18	1/20/18	1
Dance/Mix Show Airplay	1/20/18	2/3/18	2
Adult R&B Songs	1/20/18	3/10/18	3
Dance Club Songs	1/27/18	2/17/18	1



Song Title: Finesse  
 Primary Performing Artist(s): Bruno Mars, Cardi B  
 Songwriter(s): Bruno Mars, Christopher Steven Brown, James Edward Fauntleroy, Jeremy Reeves, Jonathan Yip, Philip Lawrence, Ray McCullough II, Ray Romulus  
 Producer(s): Shampoo Press & Curl, The Stereotypes  
 Record Label: Atlantic  
 Primary Genre: R&B/Soul  
 Influences: Retro (1990s), Dance/Club, Funk, Hip Hop/Rap, R&B/Soul  
 Vocals: Female/Male Duet  
 Vocal Delivery: Sung & Rapped  
 Lyrical Themes:  
 Boasting, Love/Relationships, Partying/Living It Up



# Four Songs Charted for 10+ Weeks

## (Q1 2018)

Notable Billboard charts where the song also charted in the Top 10

Chart	Week Entered the Chart	Week Entered the Top Ten	Peak Chart Position
<b>Hot 100</b>	<b>2/3/18</b>	<b>2/3/18</b>	<b>1</b>
Rap Streaming Songs	2/3/18	2/3/18	1
Digital Song Sales	2/3/18	2/3/18	1
R&B/Hip-Hop Digital Song Sales	2/3/18	2/3/18	1
Hot Rap Songs	2/3/18	2/3/18	1
Hot R&B/Hip-Hop Songs	2/3/18	2/3/18	1
R&B/Hip-Hop Streaming Songs	2/3/18	2/3/18	1
R&B/Hip-Hop Airplay	2/3/18	2/10/18	1
Rhythmic Songs	2/3/18	2/17/18	1
Radio Songs	2/10/18	3/3/18	3
Pop Songs	2/10/18	4/7/18	10
Dance/Mix Show Airplay	2/24/18	3/31/18	9



Song Title: Rockstar

Primary Performing Artist(s): Post Malone

Featured Artist(s): 21 Savage

Songwriter(s): 21 Savage, Louis Bell, Olufunmibi

Awoshiley, Post Malone

Producer(s): Louis Bell, Tank God

Record Label: Republic

Primary Genre: Hip Hop/Rap

Influences: Hip Hop/Rap, R&B/Soul, Trap

Vocals: Male Duet

Vocal Delivery: Sung & Rapped

Lyrical Themes: Lifestyle

# Four Songs Charted for 10+ Weeks

(Q1 2018)

What do all 4 songs have in common?

- Influence: R&B/Soul
- Song Length: 3:30+
- Lead Vocal: Duet

What 3 out of 4 have in common?

- Influence: Hip Hop/Rap
- Vocal Delivery: Sung and Rapped
- Lyrical Theme: Love/Relationships
- Lead Vocal Gender: Female/Male Duet
- Tempo: 80 - 109 BPM
- Time Signature: 4/4
- Key: Minor
- Intro Length: 0:01 - 0:09
- Outro Length: 0:10 - 0:19
- Chorus Count: 3



**Havana**

14 Weeks



**Perfect**

14 Weeks



**Finesse**

11 Weeks



**Rockstar**

11 Weeks

# Four Songs Charted for 10+ Weeks

(Q1 2018)

## Standout Factors

- Havana: Latin, acoustic piano, trumpet, “na” vocal hook
- Perfect: Acoustic guitar, no drums, Ed Sheeran / Beyoncé pairing
- Finesse : 1990s R&B, Hip Hop and Funk, Mars / Cardi B pairing
- Rockstar: Cross-section vocal melody repetition, intriguing lyrics



**Havana**

14 Weeks



**Perfect**

14 Weeks



**Finesse**

11 Weeks



**Rockstar**

11 Weeks

# Three Songs Charted at #1

(Q1 2018)



**God's Plan**  
Drake



**Perfect**  
Ed Sheeran  
featuring Beyoncé



**Havana**  
Camila Cabello  
featuring Young Thug

# Ten Songs Charted at #1 Hits

Q2 2017 – Q1 2018

## Ten #1 Hits

- Bodak Yellow
- God's Plan
- Havana
- HUMBLE.
- Look What You Made Me Do
- I'm The One
- Perfect
- Rockstar
- Shape Of You
- That's What I Like

## What do they have in common?

- 90% contain 2 verse sections
- 80% have a Hip Hop influence
- 80% are in a minor key
- 70% are 3:30 or longer
- 70% are under 89 BPM
- 60% are both sung and rapped



# Compositional Trends

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# Agenda

- Notable Trend Shifts
- Primary Genres
- Influences
- Lead Vocal
- Lyrical Themes
- Instruments
- Tempo
- Key

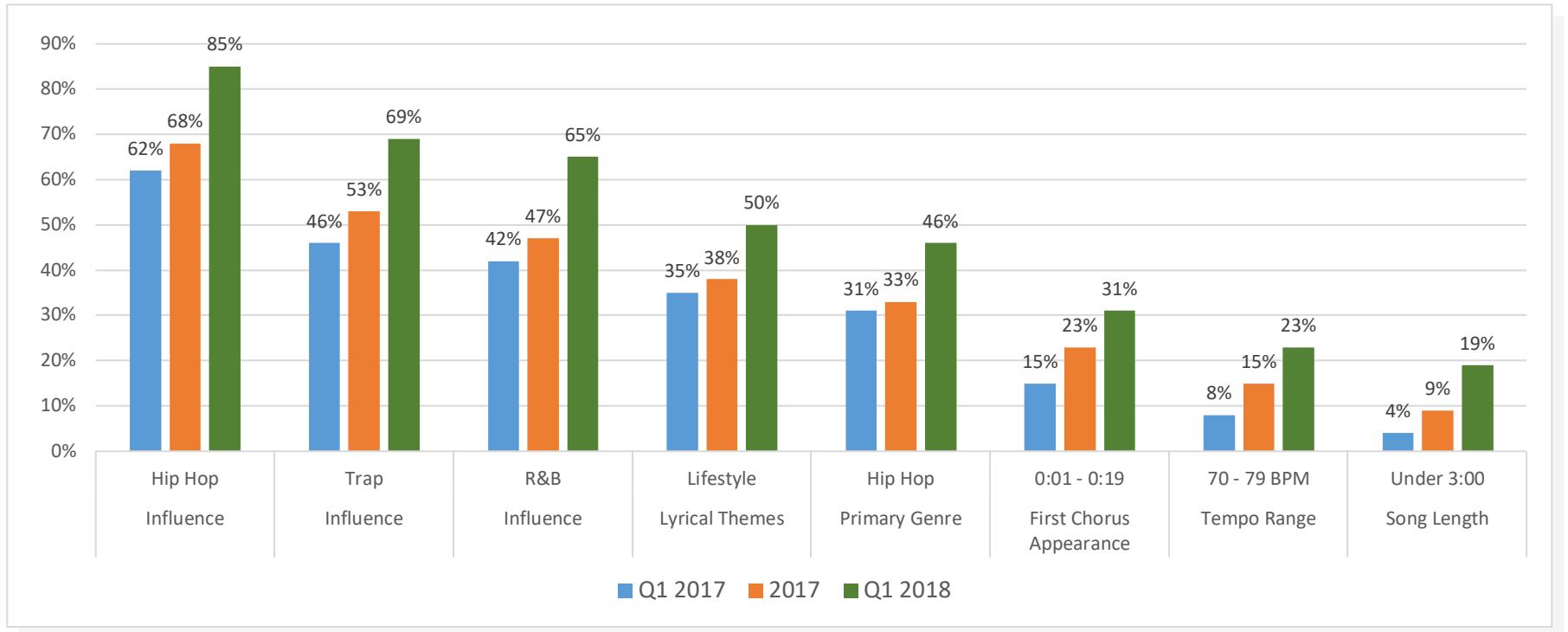
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# Notable Trend Shifts

## Increased In Prominence in Q1 2018

The graph below compares Q1 2018 with Q1 2017 as well as 2017 as whole.

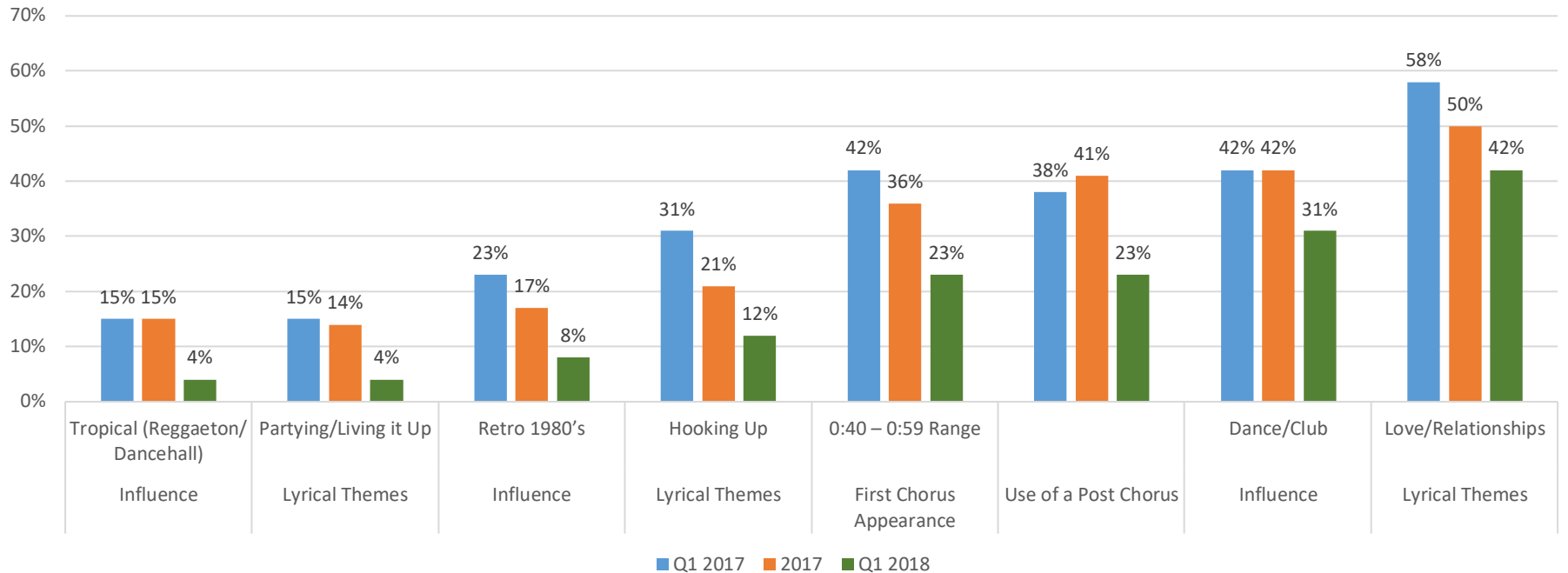




# Notable Trend Shifts

## Decreased In Prominence in Q1 2018

The graph below compares Q1 2018 with Q1 2017 as well as 2017 as whole.





# Primary Genres

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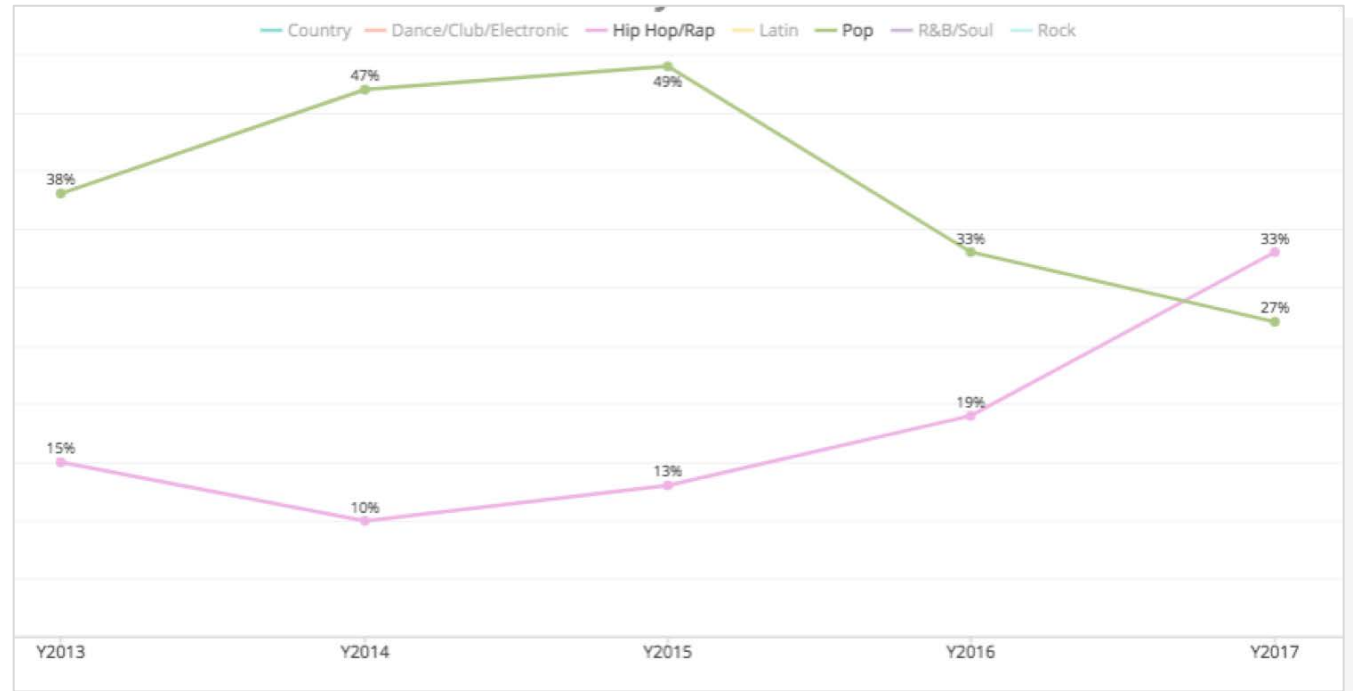
# Primary Genres

(2013 - 2017)



Hip Hop

Pop



# Primary Genres

(Q1 2018)



46%

Hip Hop

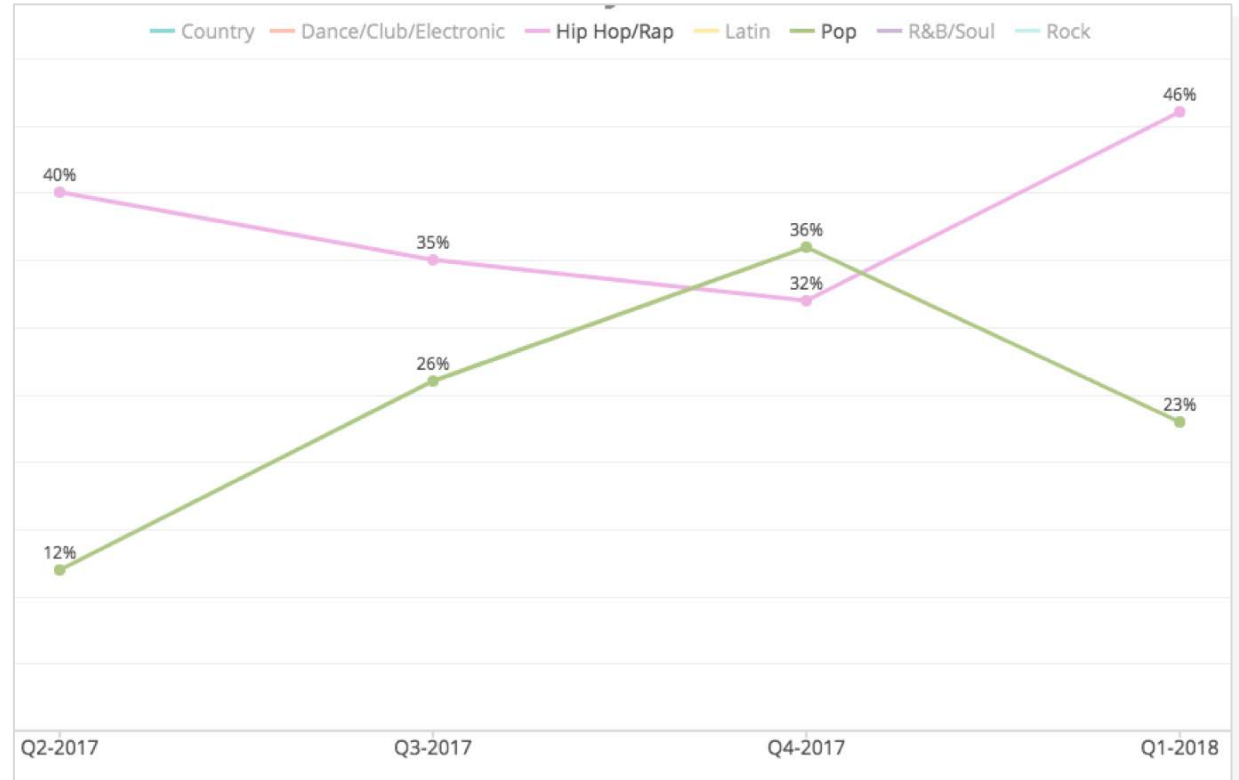
In Q1 Hip Hop accounted for 46% of songs. This is its highest level of prominence in at least 5 years. Pop accounted for just 23% of songs in Q1 2018.



23%

Pop

The Pop genre was at its lowest level in at least 5 years, accounting for just 23% of songs.



# Primary Genres

(2013 - 2017)

## Country

After not appearing in the Top 10 for a period of three years, Country has had two songs in the Top 10 over the past year.



# Primary Genres

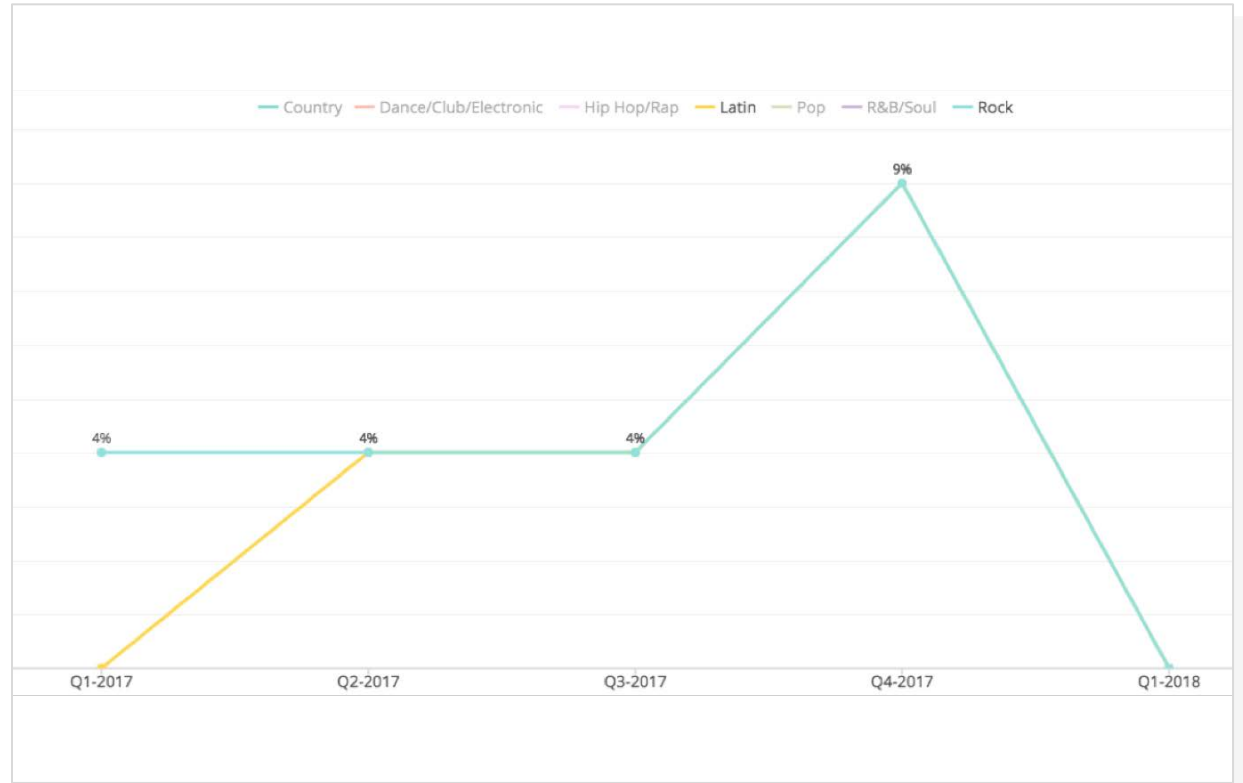
## (Q1 2018)



0%

### Latin & Rock

Latin dropped to nil following the exit of Despacito and Mi Gente, Rock dropped to nil following the exit of Believer and Feel It Still.





# Influences

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# Influences

(Q1 2018)

**14**

Genre  
Influences

**4**

Retro Time-Period  
Influences

**3**

Geographic  
Influences



# Influences

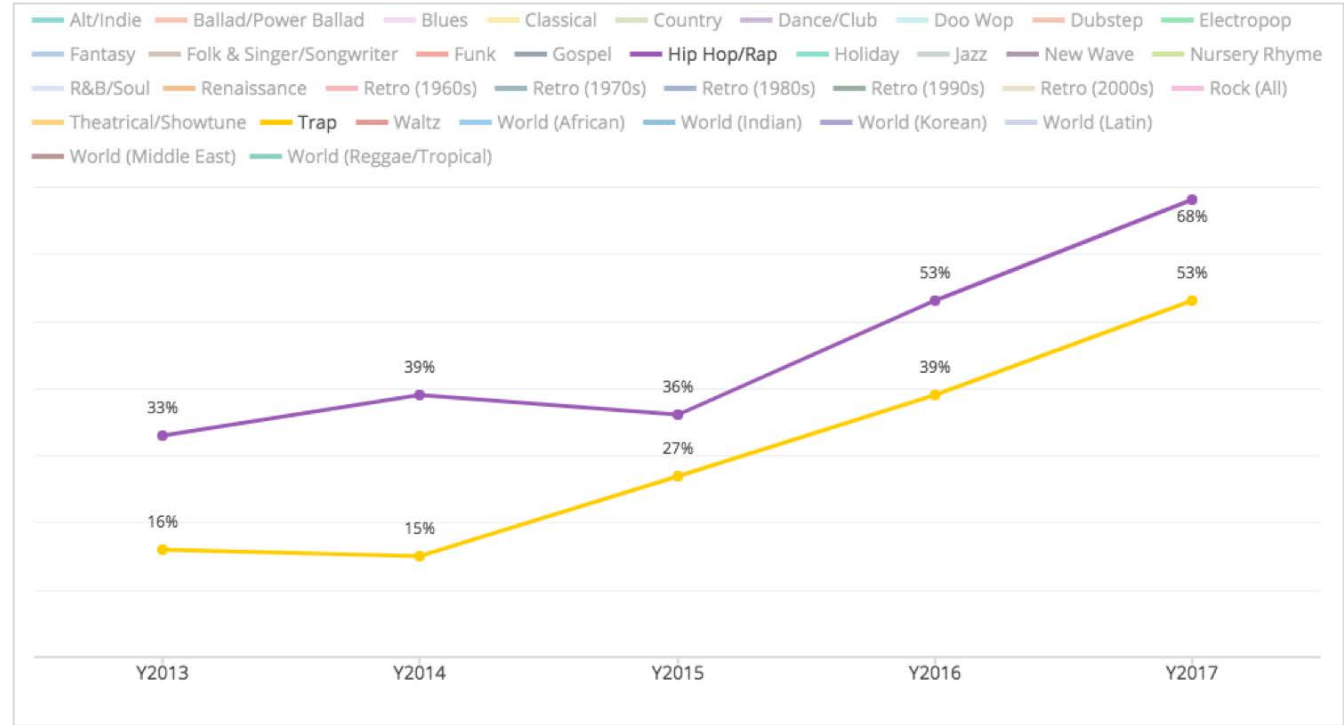
## (2013 - 2017)



Hip Hop



Trap



# Influences

## (Q1 2018)



**85%**

**Hip Hop**

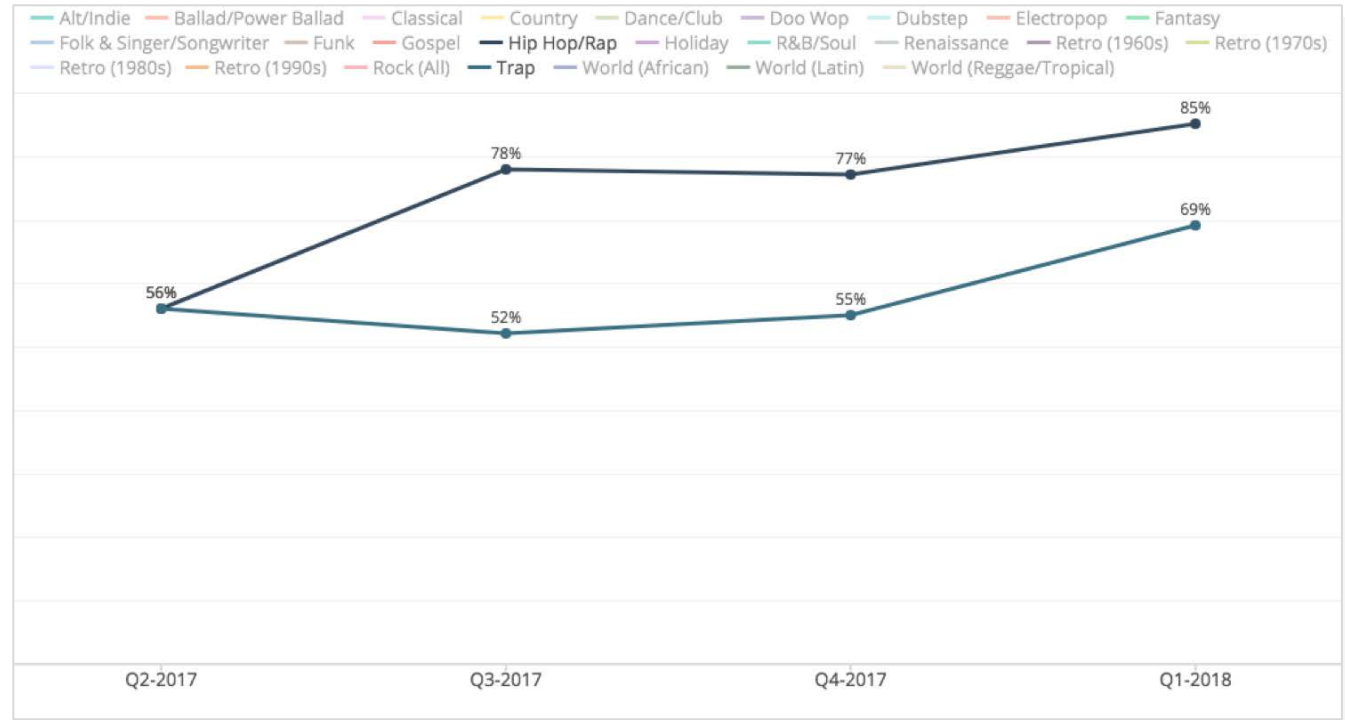
Hip Hop has steadily increased in prominence over the past few years. It reached its highest level in Q1 2018 at 85% of songs



**69%**

**Trap**

Trap, a sub-genre of Hip Hop, also increased in prominence over the past few years. It reached its highest level in Q1 at 69% of songs.



# Influences

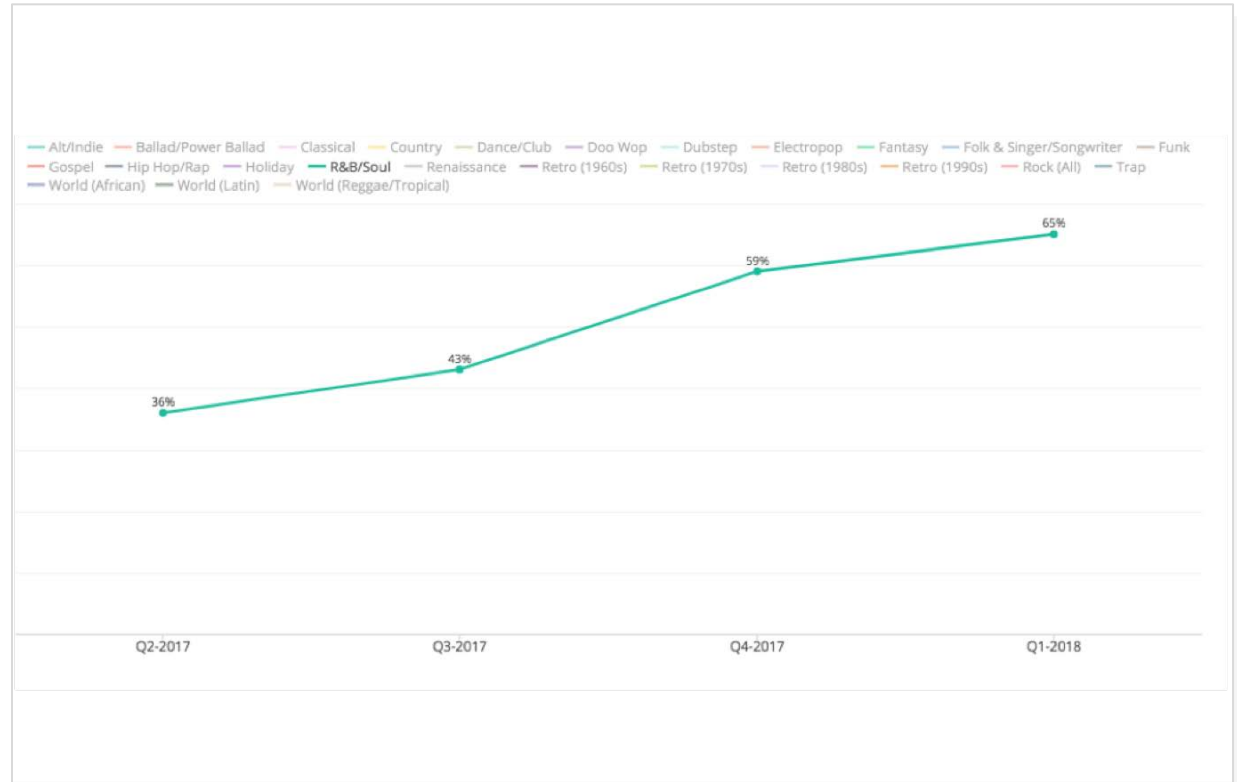
## (Q1 2018)



65%

R&B/Soul

R&B has almost doubled in prominence over the past four quarters, from 36% to 65% of songs.



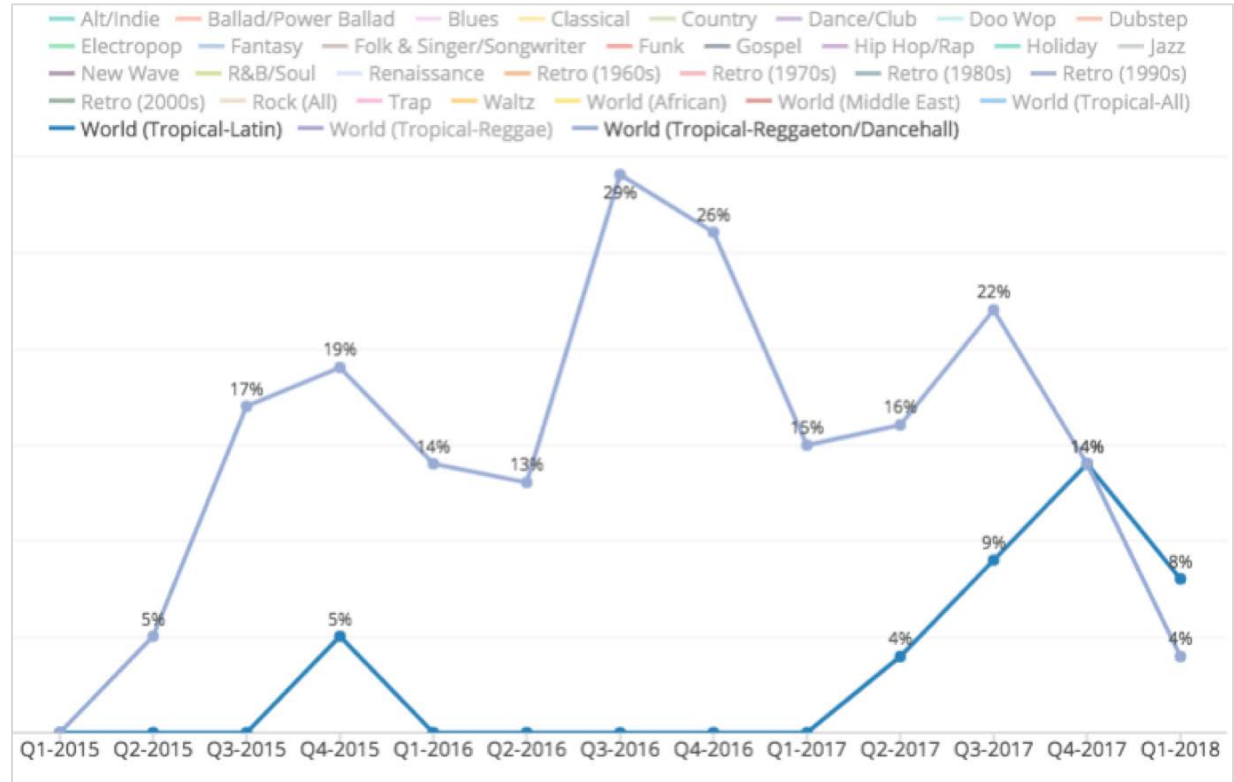
# Influences

(Q1 2015 – Q1 2018)

Q1  
4%

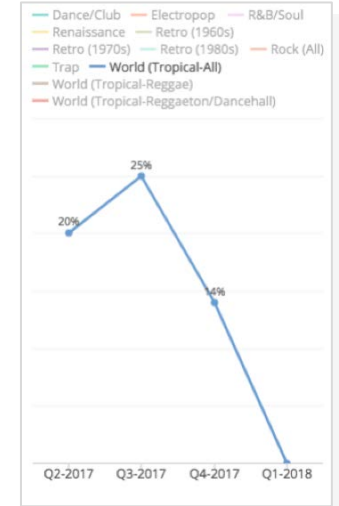
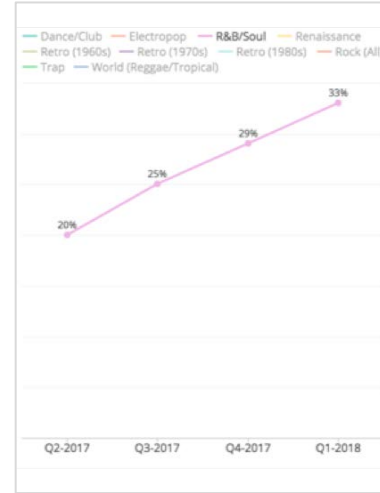
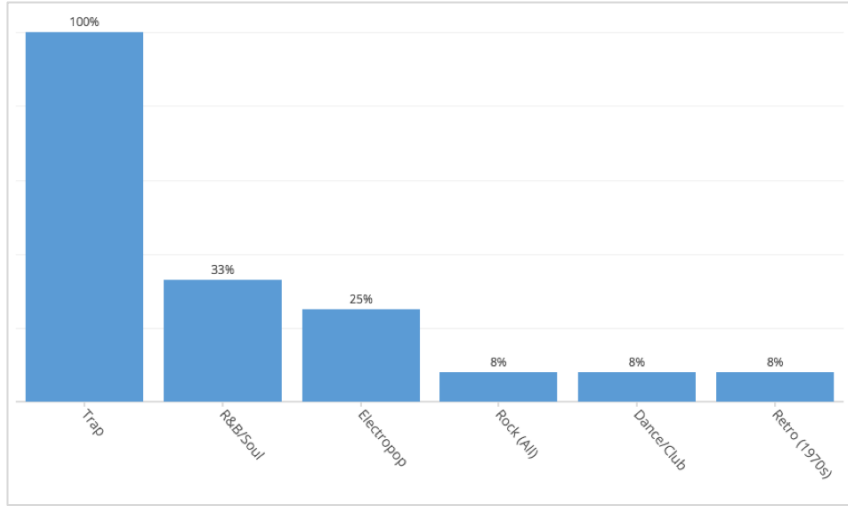
Tropical  
(Reggaeton/Dancehall)

Reggaeton & Dancehall as an influence are at their lowest level since 2015.



# Influences

## Hip Hop Genre (Q1 2018)



**6 Influences**

12 Songs

**Influences**

5 Genres  
1 Time Period

**Most Popular**

Trap, R&B &  
Electropop

Q1

**33%**

R&B

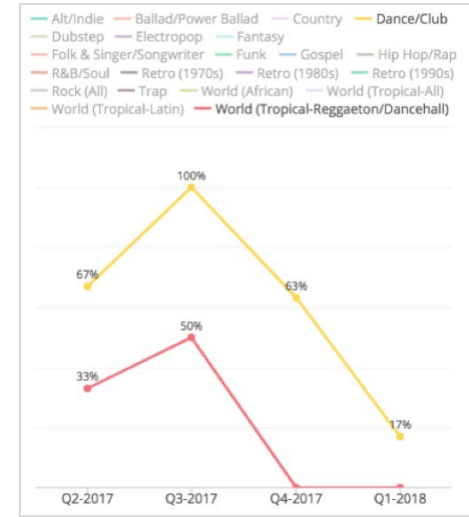
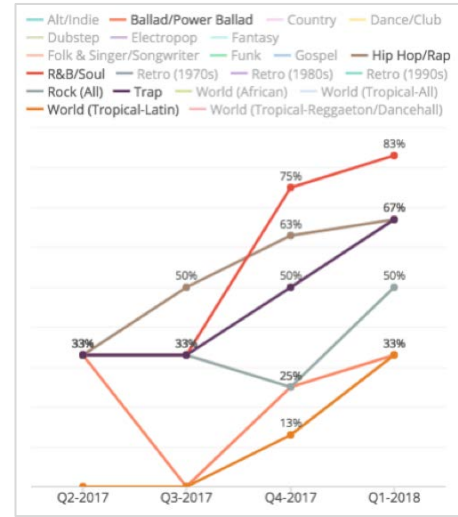
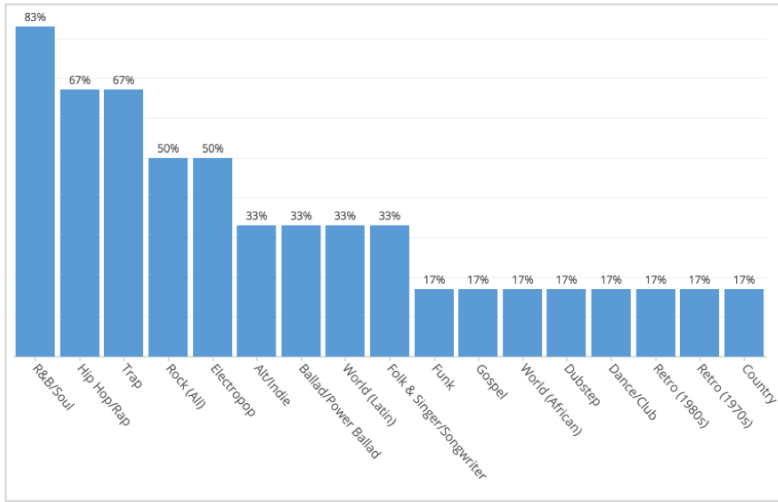
Q1

**0%**

Tropical

# Influences

## Pop Genre (Q1 2018)



**17 Influences**  
6 Songs

**Influences**  
13 Genre,  
2 Time Periods  
3 Geographic

**Most Popular**  
R&B,  
Hip Hop, Trap

**83%**  
R&B  
**33%**  
Ballad



**67%**  
Hip Hop  
& Trap

**50%**  
Rock  
**33%**  
Latin



**17%**  
Dance/Club  
**0%**  
Reggaeton/Dancehall



# Lead Vocals

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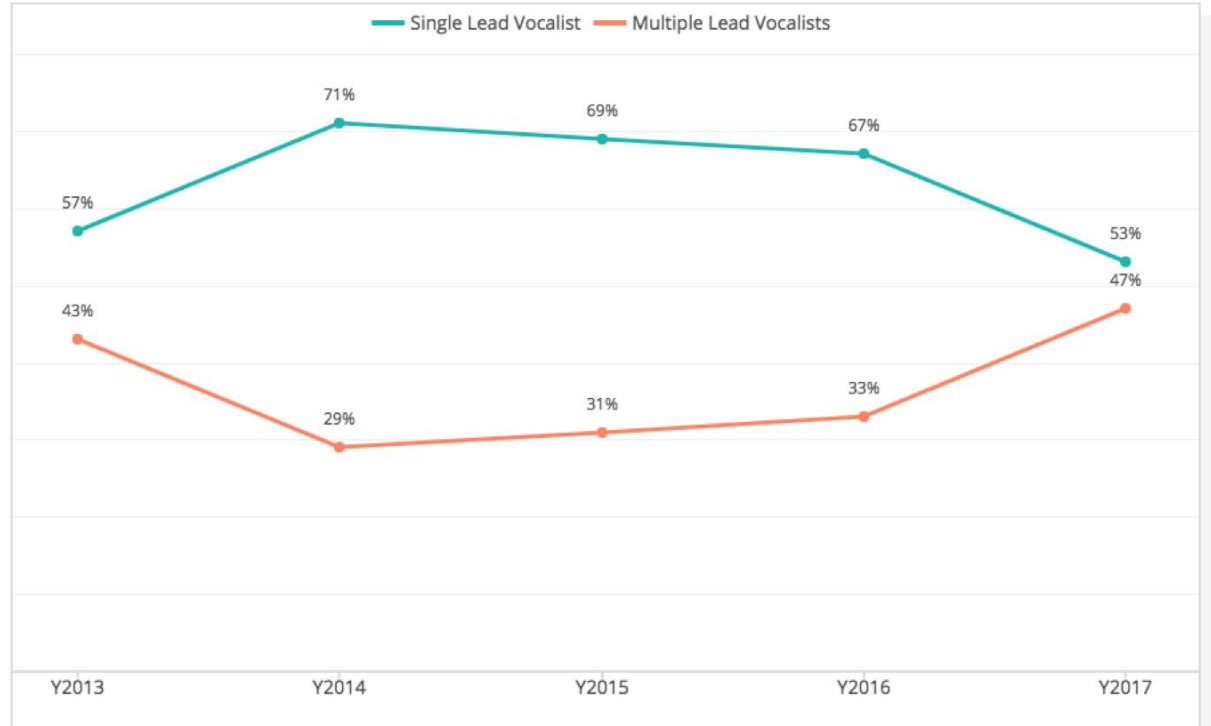
# Single vs. Multiple Lead Vocalists

(2013 - 2017)



Multiple

Single





# Single vs. Multiple Lead Vocalists

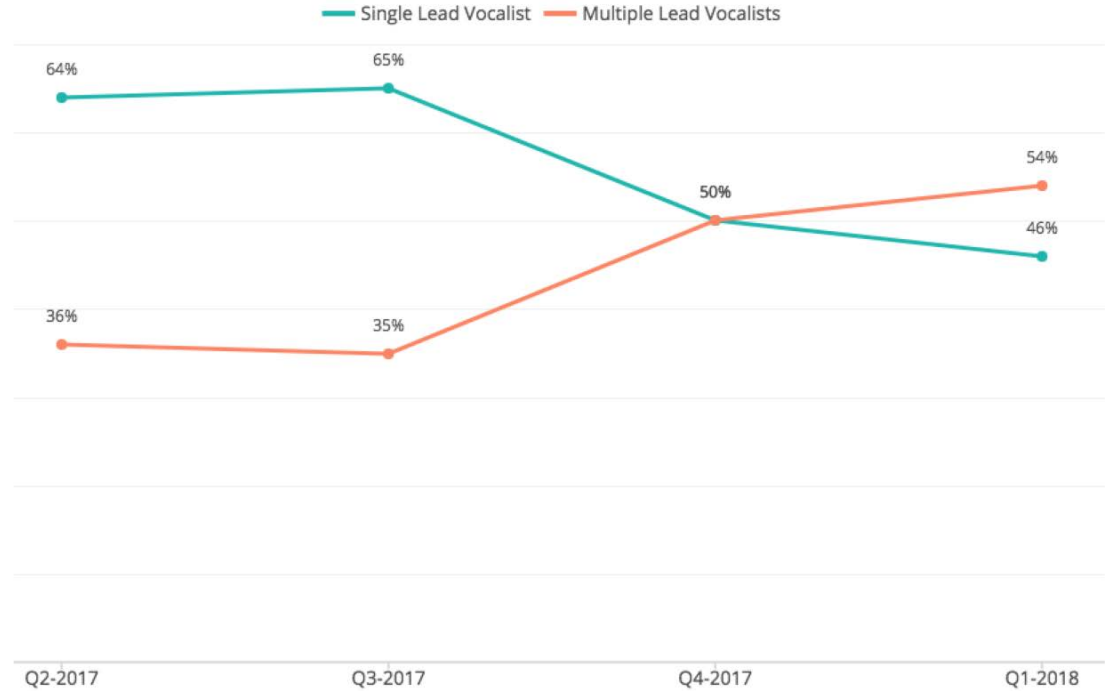
## (Q1 2018)



**54%**

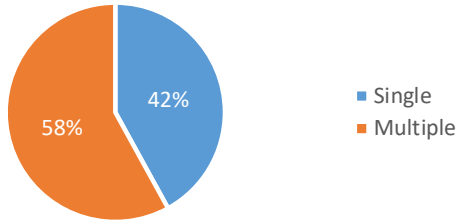
Multiple

In Q1 2018 multiple lead vocalists surpassed single lead vocalists.

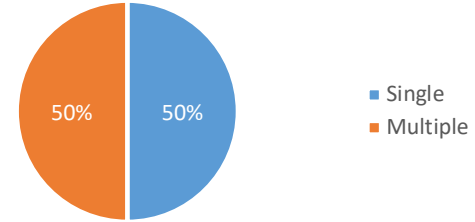


# Single vs. Multiple Lead Vocalists

**Hip Hop: Q1 Snapshot**  
Multiple Lead Vocalists Most Popular

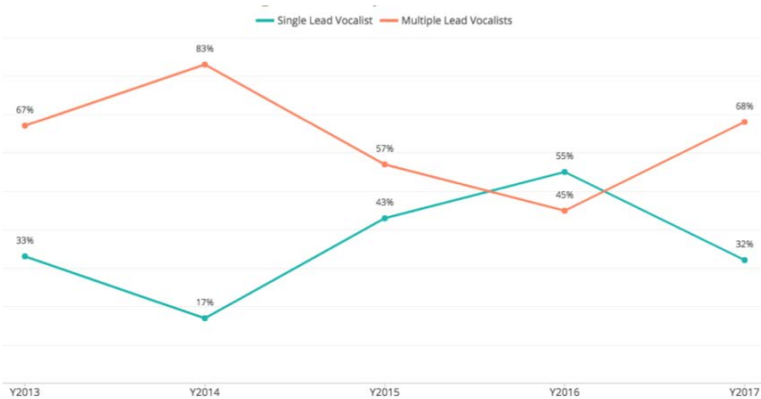


**Pop: Q1 Snapshot**  
Even Split



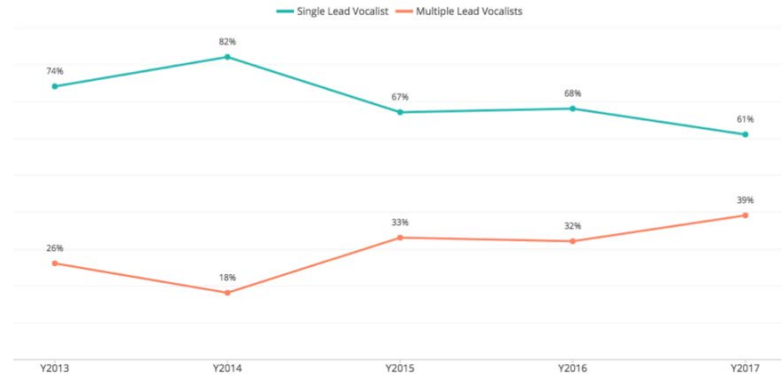
**Hip Hop: Year Over Year**

Over the past 5 years, multiple lead vocalists have been most popular except in 2016.



**Pop: Year Over Year**

Over the past 5 years, single lead vocalists have been most popular. However, multiple lead vocalists are on the rise.



# Lead Vocal Gender

(2013 - 2017)



**54%**

**Male Vocals**

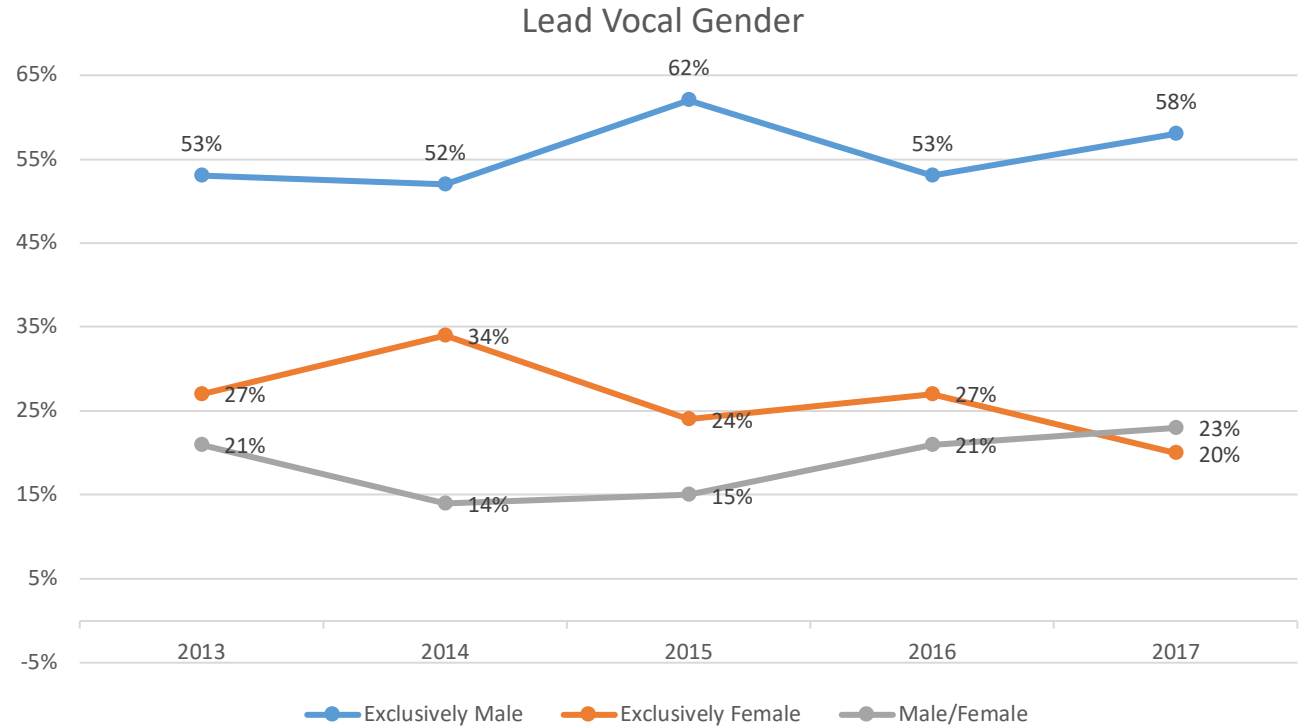
In Q1 male vocals decreased to 54% of songs but remained the most popular lead vocal gender in the Top 10.



**27%**

**Male/Female**

Male/Female duets have been on the rise for 4 years and rose further in Q1 2018 to 27%.



# Lead Vocal Gender

## (Q1 2018)

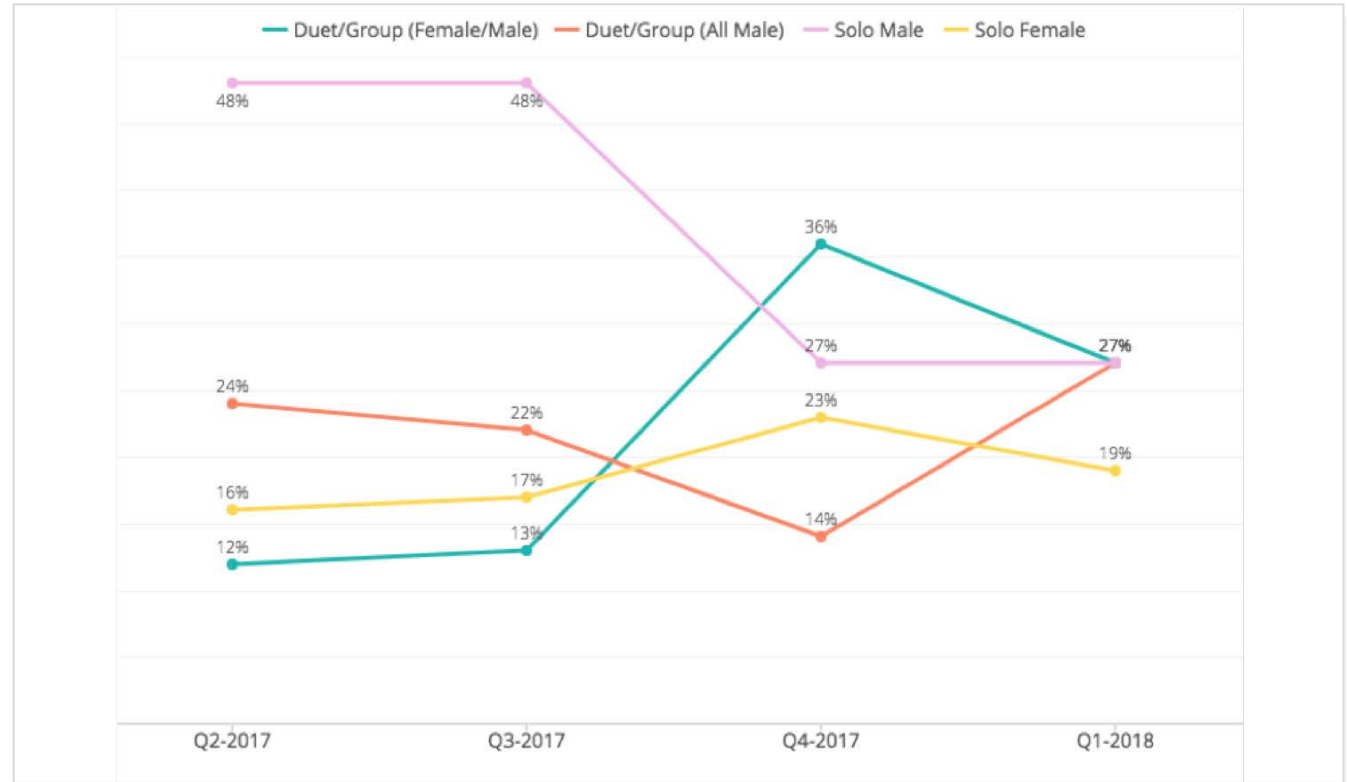
**27%**

Solo Male,  
Duet Group (All Male), Duet  
Group (Female/Male)

**19%**

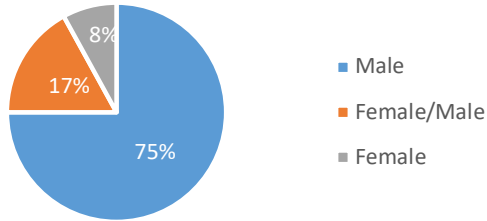
Solo Female

All vocal categories  
accounted for 27% of songs  
in Q1 except for solo female,  
which accounted for 19%

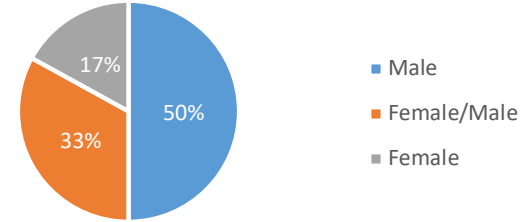


# Lead Vocal Gender

**Hip Hop: Q1 Snapshot**  
75% Exclusively Male Lead Vocals

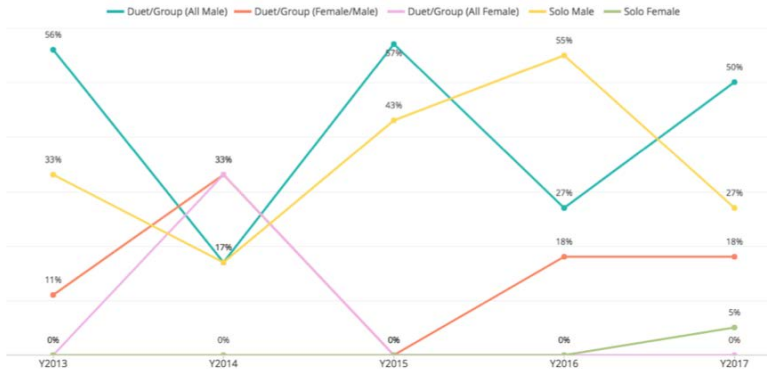


**Pop: Q1 Snapshot**  
50% Exclusively Male Vocals, 33% Male/Female



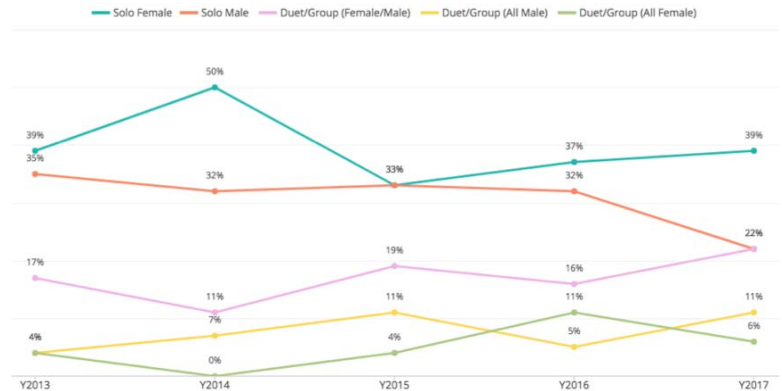
**Hip Hop: Year Over Year**

Exclusively male lead vocals have been most popular for the past 5 years. In 2013, 2015, 2016, 2017 over 75% of songs featured exclusively male vocals.



**Pop: Year Over Year**

Solo female lead vocals have been most popular for the past 5 years.



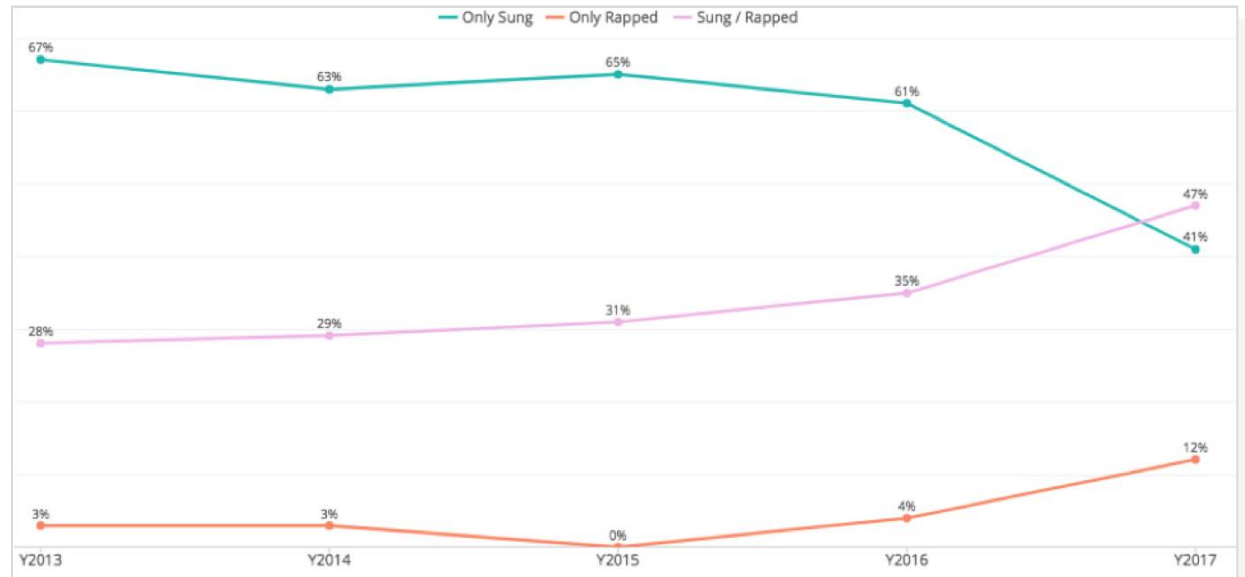
# Lead Vocal Delivery

(2013 - 2017)



Sung/Rapped

Only Sung



# Lead Vocal Delivery

(Q1 2018)



**42%**

**Only Sung**

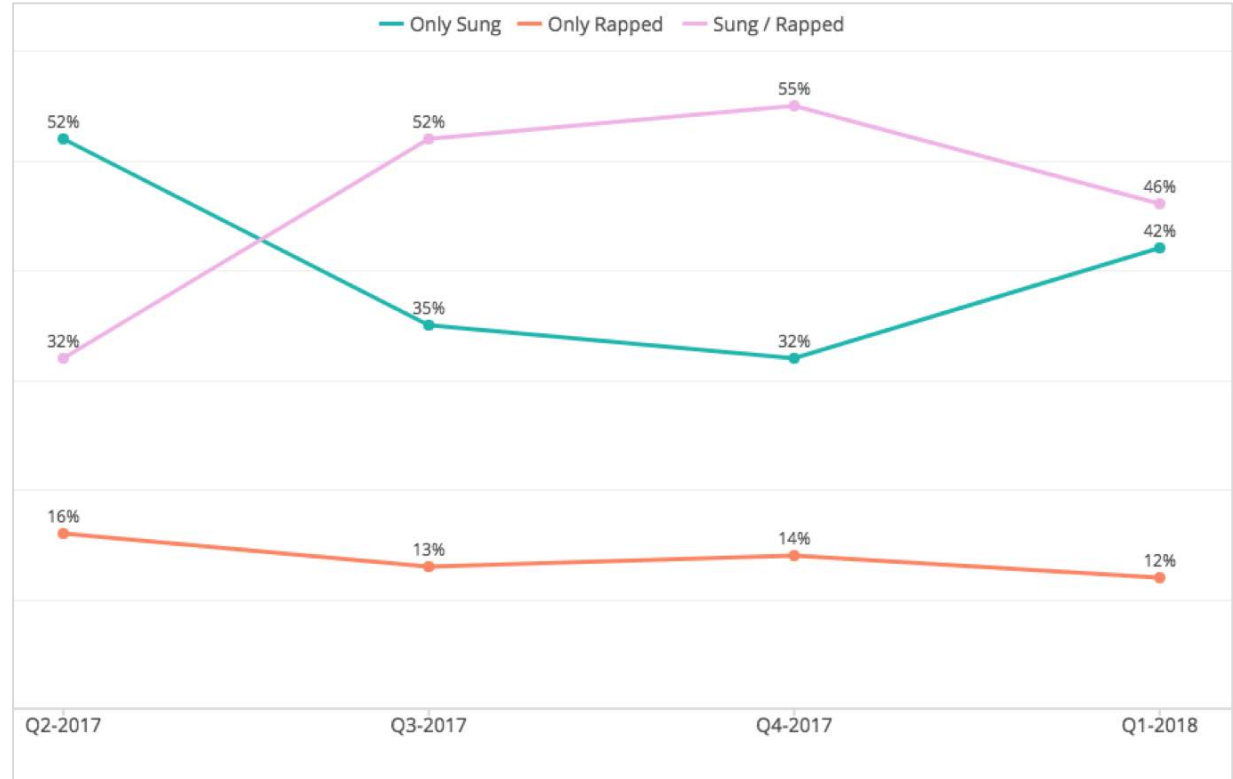
Only sung vocals increased in prominence from 32% in Q4 to 42% in Q1.



**46%**

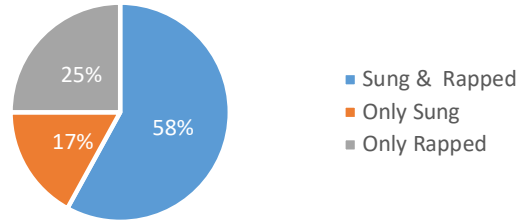
**Sung/Rapped**

While sung/rapped vocals remain the most popular in Q1, it decreased from 55% in Q4 to 46% in Q1.

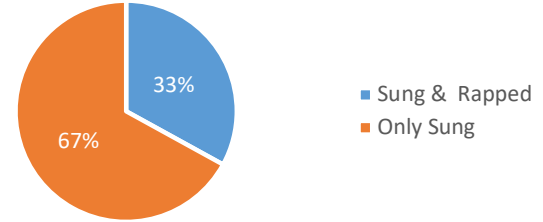


# Lead Vocal Delivery

**Hip Hop: Q1 Snapshot**  
58% are sung and rapped.

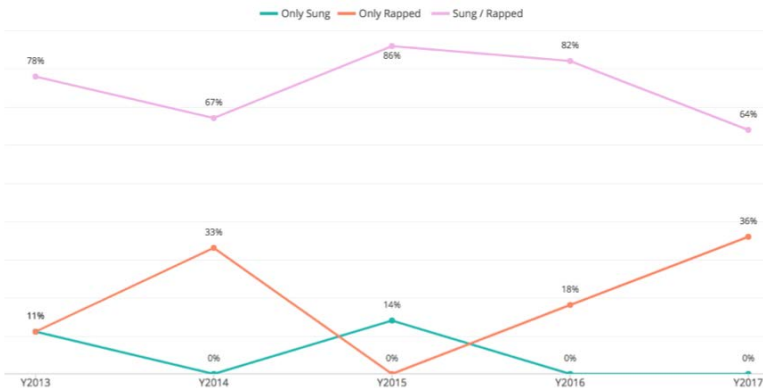


**Pop: Q1 Snapshot**  
67% are only sung.



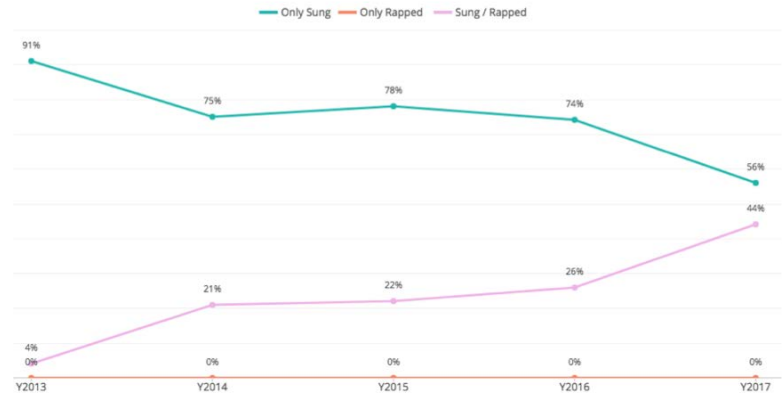
**Hip Hop: Year Over Year**

Sung and rapped vocals have been most popular for the past 5 years.



**Pop: Year Over Year**

Sung vocals have been most popular for the past 5 years. However Sung and rapped have been increasing in prominence.







# Lyrical Themes

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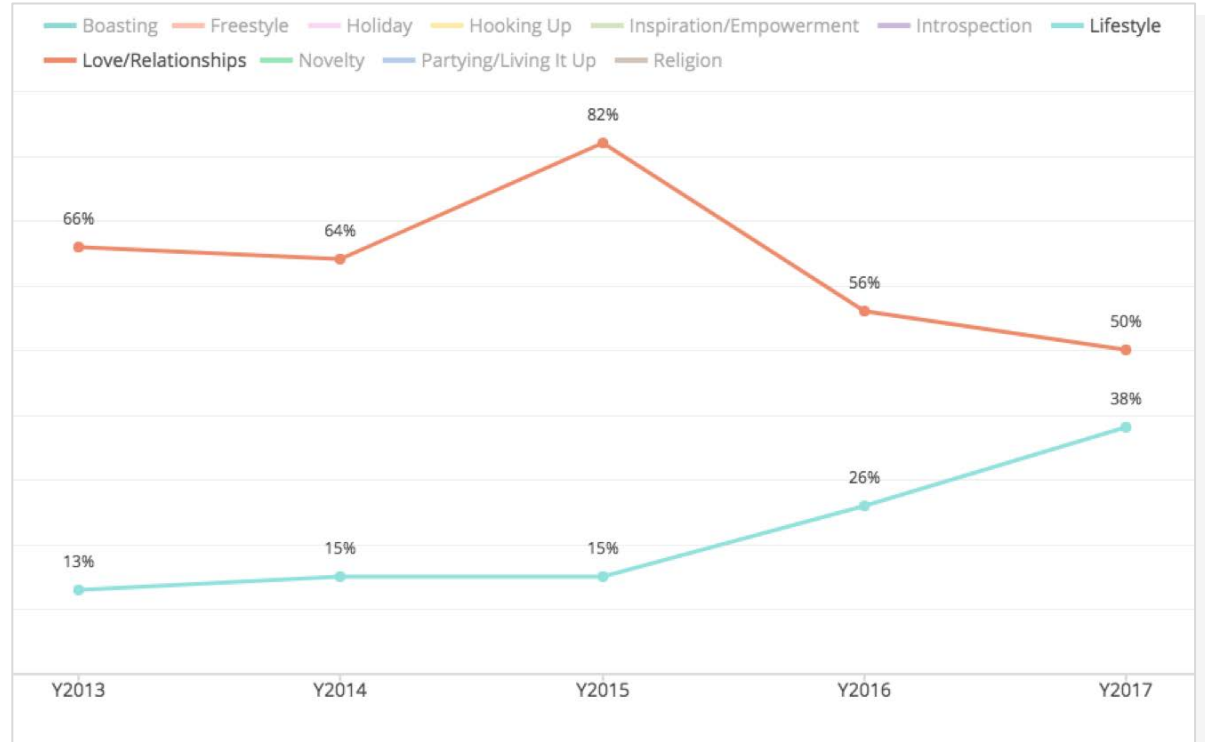
# Lyrical Themes

(2013 - 2017)



Lifestyle

Love/Relationships



# Lyrical Themes

(Q1 2018)



50%

## Most Popular: Lifestyle

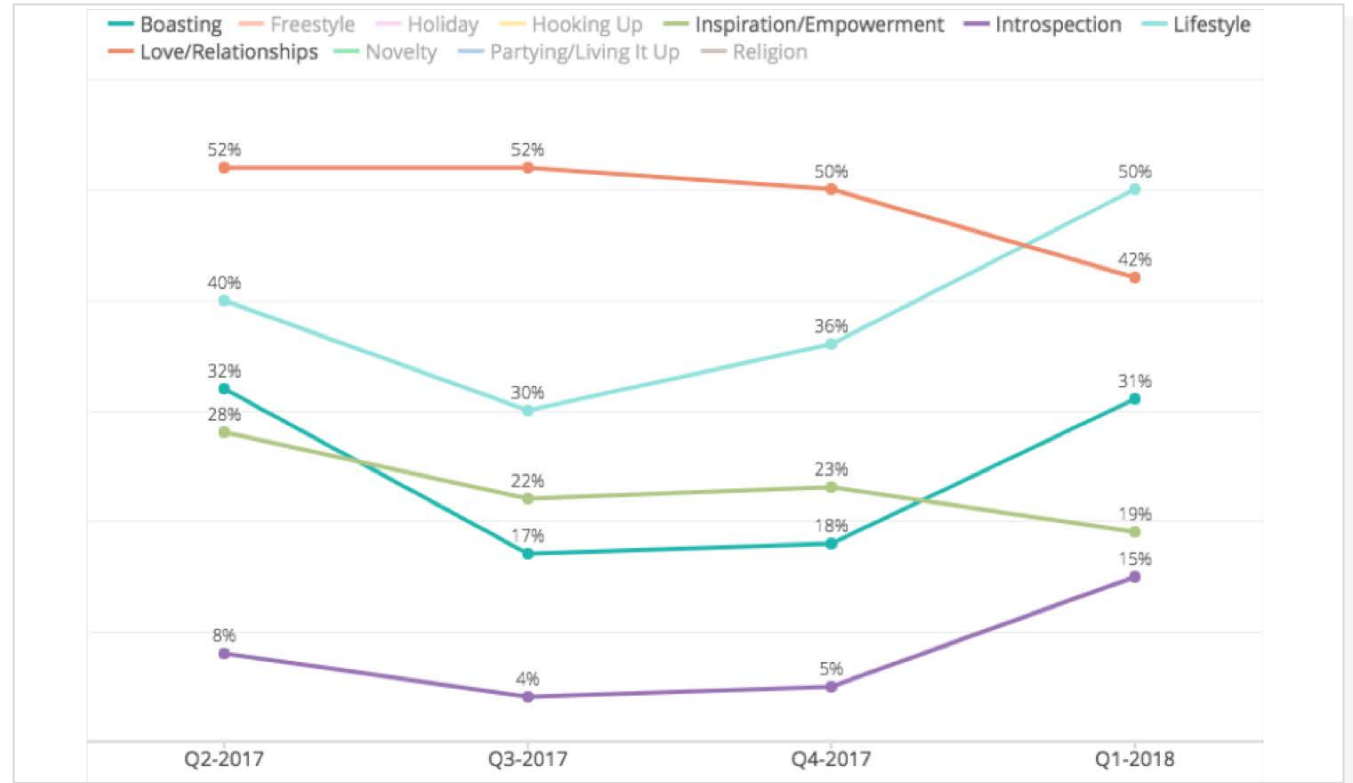
Lifestyle surpassed love/relationships as the most popular, accounting for 50% of songs.



42%

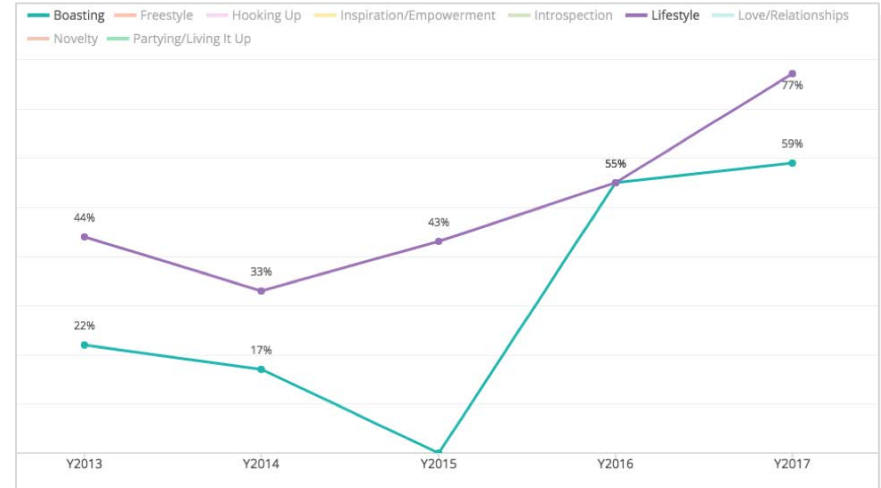
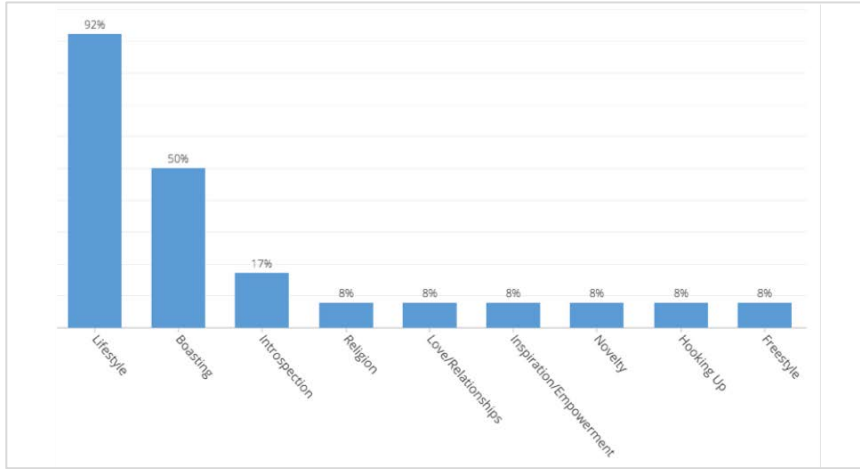
## Love/Relationships

Love/relationships dropped to its lowest level in over four quarters, and was the first time in over 5 years that it wasn't the most popular lyrical theme in the Top 10.



# Lyrical Themes

## Hip Hop/Rap



**9 lyrical themes**  
across 12 songs



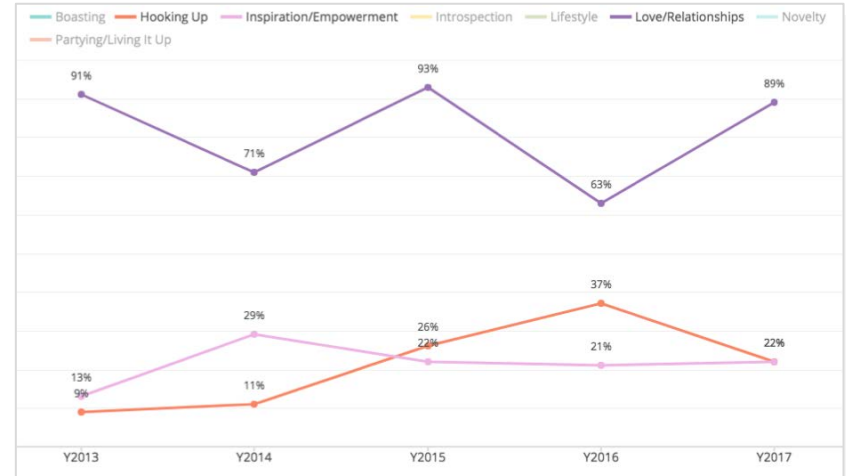
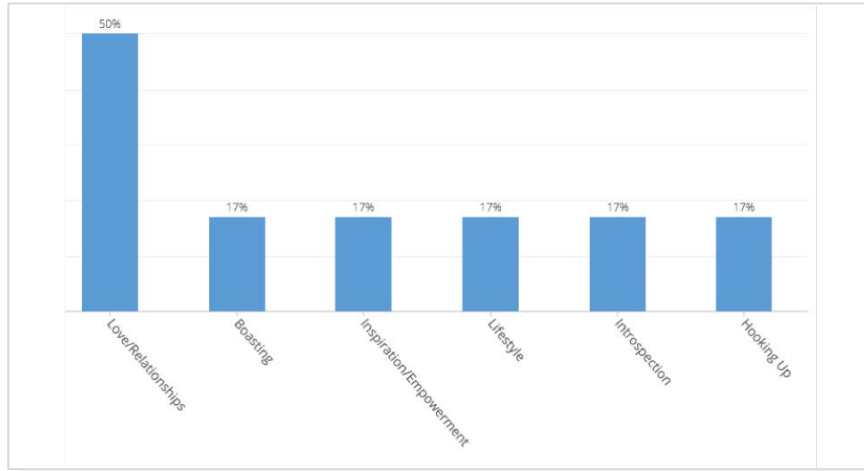
Both lifestyle and boasting have been on the rise for the past few years.

**Most Popular**  
Lifestyle was the most popular, accounting for 92% of songs

Note: Graphs will not add up to 100% because songs can possess multiple lyrical themes

# Lyrical Themes

## Pop



**6 lyrical themes**  
across 6 songs



Love/Relationships, Inspiration/Empowerment and Hooking Up decreased in prominence in Q1 when compared to 2017 as a whole.

**Most Popular**  
Love/relationships was the most popular, accounting for 50% of songs

Note: Graphs will not add up to 100% because songs can possess multiple lyrical themes



# Instruments

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# Instruments

Top 5 (Q1 2018)

**96%**

Drums/Perc

**88%**

Bass (Synth)

**81%**

Claps/Snaps

**77%**

Synth (Non-Bass)

**35%**

Piano (Acoustic)

**35%**

Guitar (Electric)

# Instruments

(Q1 2018)



35%

## Electric Guitar

The use of electric guitar in the Top 10 decreased from 48% in Q3 2017 to 35% in Q1 2018.



8%

## Acoustic Guitar

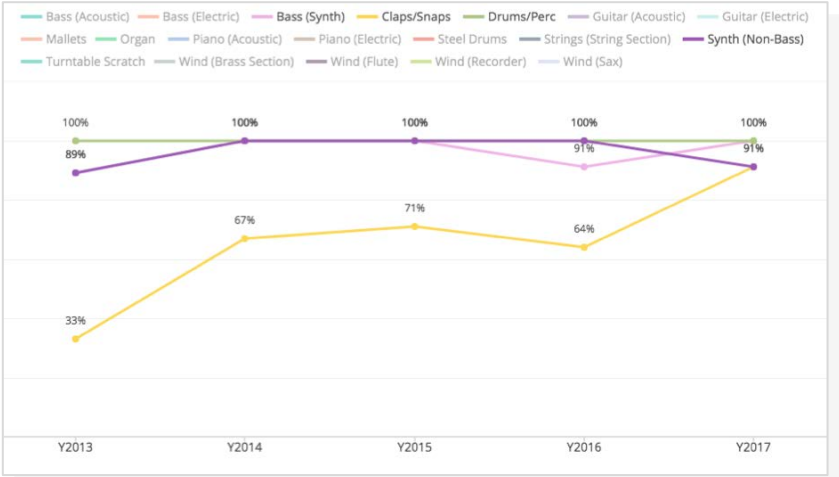
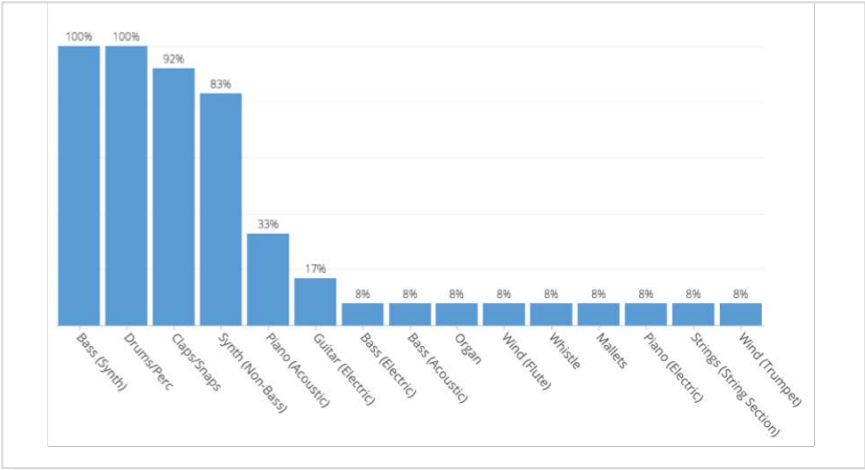
The use of acoustic guitar in the Top 10 decreased from 26% in Q3 2017 to just 8% in Q1 2018.





# Instruments

## Hip Hop



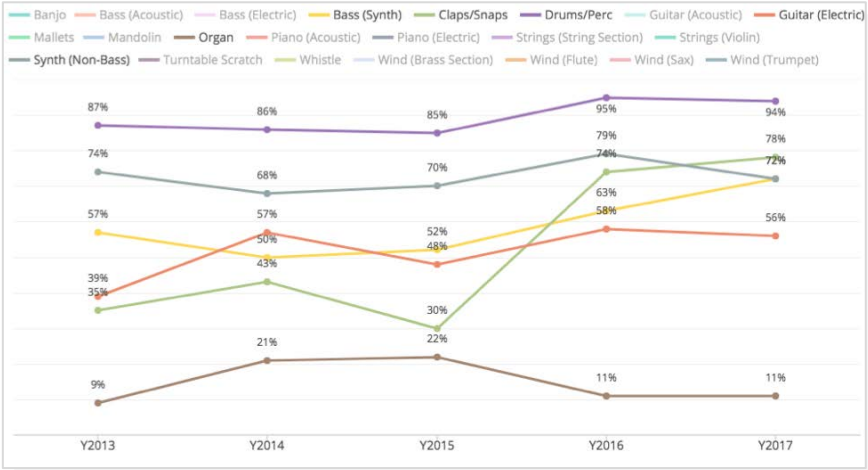
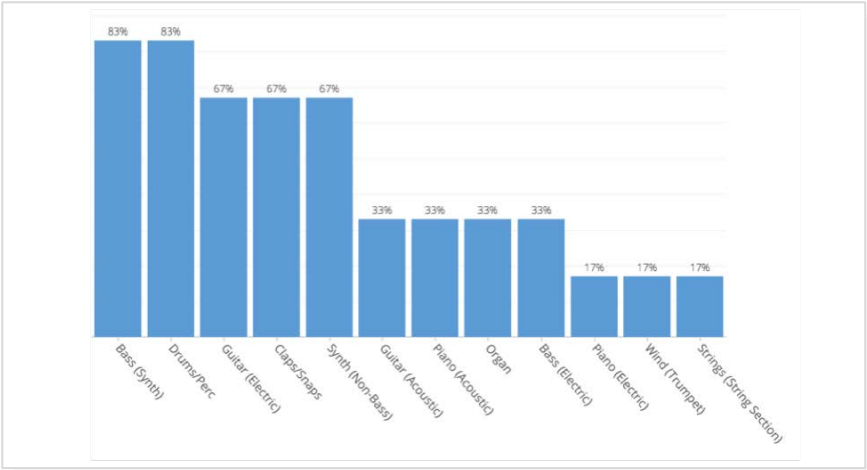
**15 Main Instruments**  
12 Songs

**Q1**  
Claps/Snaps (92%)  
Acoustic Piano (33%)

**Most Popular**  
Synth Bass, Drums/Perc,  
Claps/Snaps, Synth (Non-Bass)

# Instruments

## Pop



12 Main Instruments

4 Songs



33%

Organ



67%

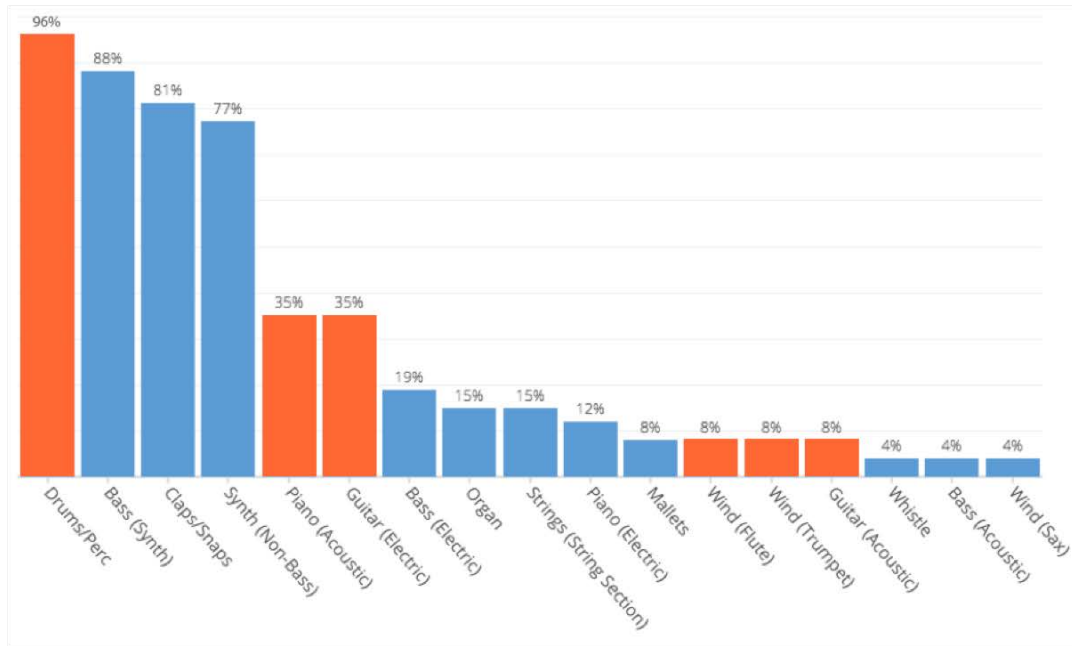
Claps/Snaps

Most Popular

Synth Bass, Drums/Perc  
Electric Guitar, Claps/Snaps  
& Synth (Non-Bass)

# Instruments

## Standing Out



### Electric Guitar

- The clever manner in which it's used in Freaky Friday

### Acoustic Piano

- The prominent Latin vibe in Havana

### Flute

- Pray For Me's vocal break

### Trumpet

- Latin influence plus vocal hook melody reinforcement

### Acoustic Guitar

- The prominent manner in which it's featured in Perfect and Say Something

### No Drums

- Perfect



# Tempo

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# Tempo

(Q1 2018)

87

Q1 Avg. BPM

50%

80-109 BPM

42%

Under 80 BPM

8%

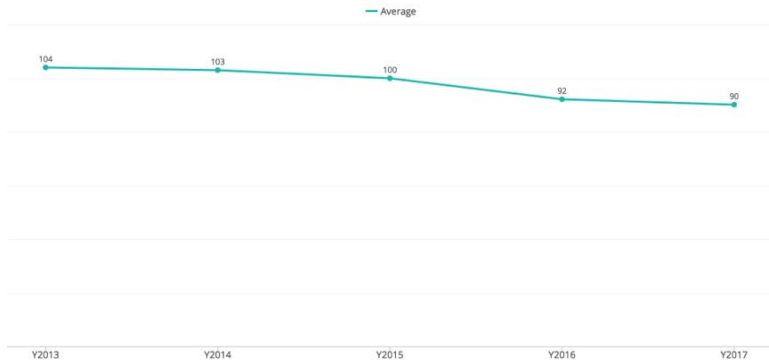
110+BPM

# Tempo



## Q1 2018 vs. 2017

Average tempo in Q1 2018 was 3 BPM slower than 2017 as a whole.



**87**  
Avg. BPM



## Quarter

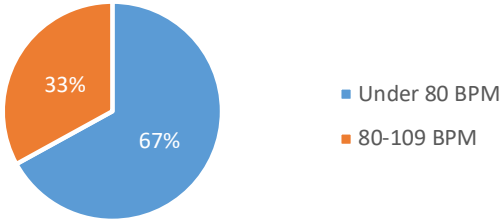
Average tempo in Q1 2018 was 7 BPM slower than Q4 2017.



# Tempo

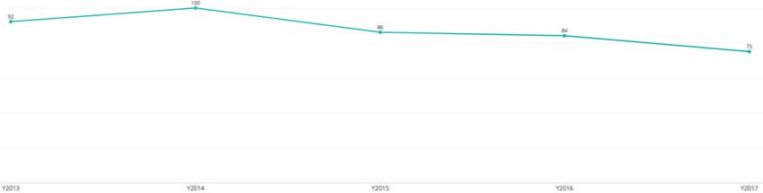
### Hip Hop: Q1

The average tempo was 77 BPM, 67% were under 80 BPM.



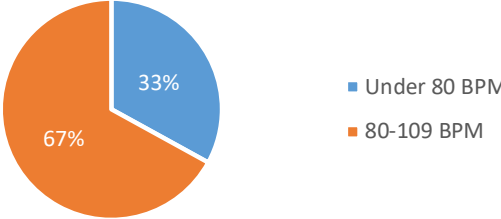
### Hip Hop: Year Over Year

Avg. tempo has decreased from 100 BPM in 2014 to 75 BPM in 2017. Q1 remains in line with 2017 at 77 BPM.



### Pop: Q1

The average tempo was 85 BPM, 67% were between 80-109 BPM.



### Pop: Year Over Year

Avg. tempo decreased from 108 BPM in 2015 to 93 BPM in 2017. In Q1 it further dropped to 85 BPM.





Key

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# Key: Major vs. Minor



Q1 2018 vs. 2017

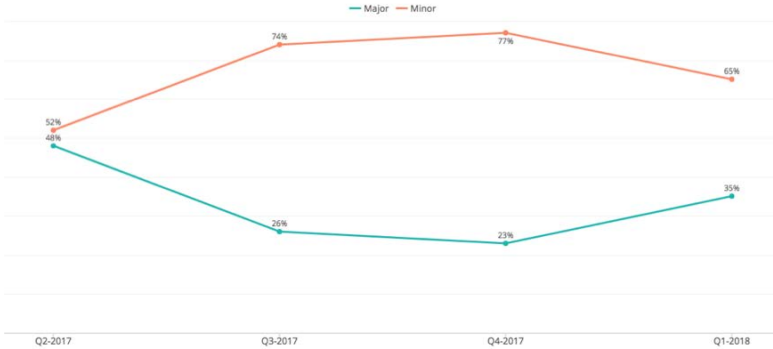
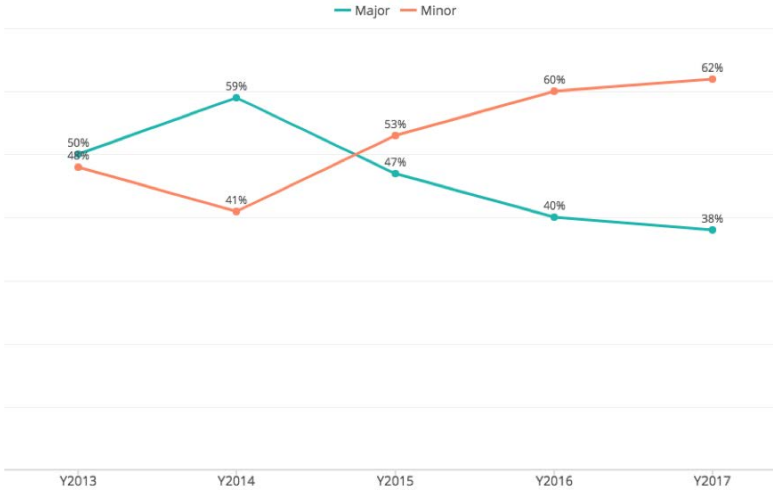
Minor was up slightly up in Q1 2018 compared to 2017.

**65%**  
Minor



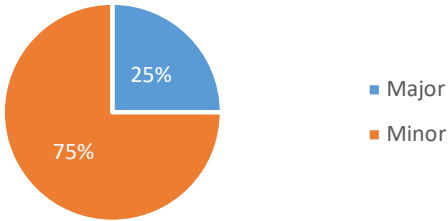
Quarter

Minor decreased from 77% in Q4 2017 to 65% in Q1 2018. However, it remained by far the most popular.

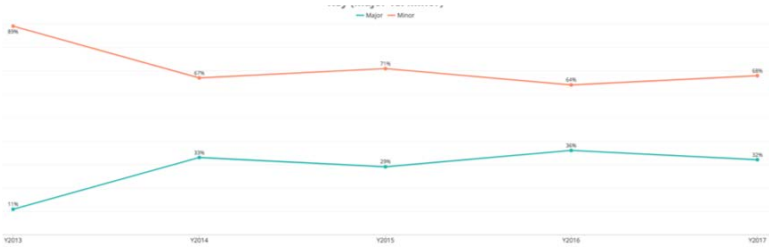


# Key: Major vs. Minor

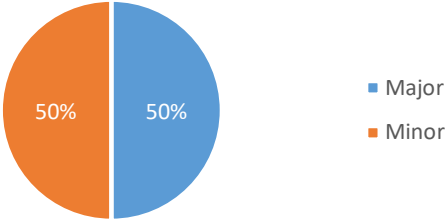
**Hip Hop: Q1 Snapshot**  
75% of songs are in a minor key.



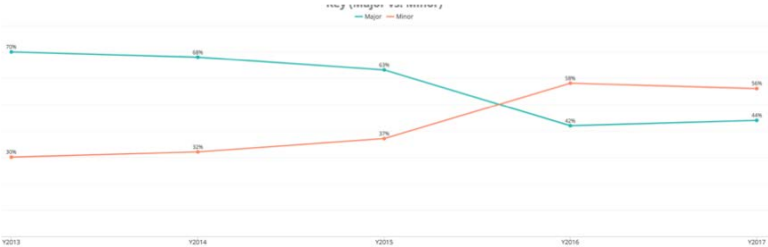
**Hip Hop: Year Over Year**  
Minor has consistently been the most popular



**Pop: Q1 Snapshot**  
50%/50% split between major and minor keys.



**Pop: Year Over Year**  
In 2016 the Pop Genre shifted from Major to Minor





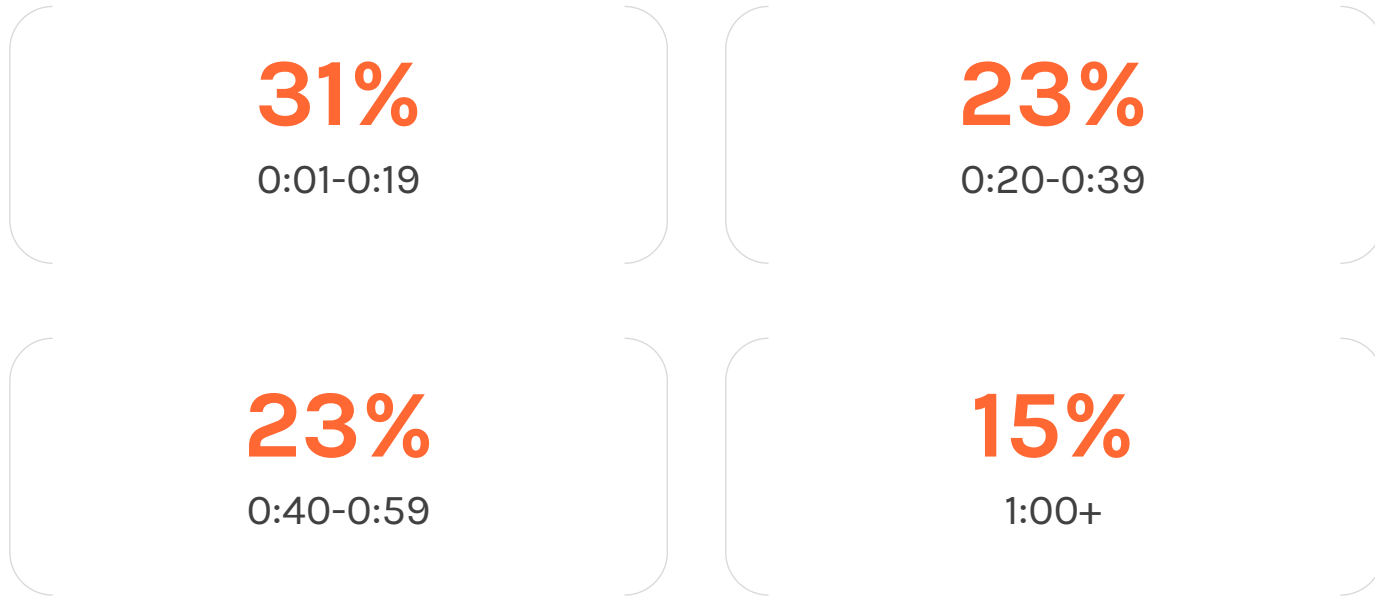
# First Chorus Occurrence

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# First Chorus Occurrence

(Q1 2018)



Three songs do not contain a chorus:

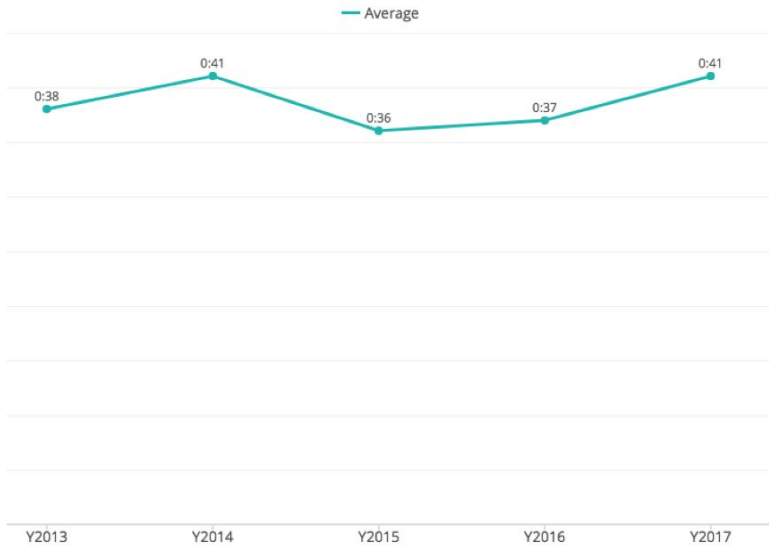
All I Want For Christmas Is You, Diplomatic Immunity, and DNA.

# First Chorus Occurrence



## Q1 2018 vs. 2017

The first chorus hit 6 seconds earlier on average in Q1 2018 compared to 2017.



**0:35**  
Average



## Quarter

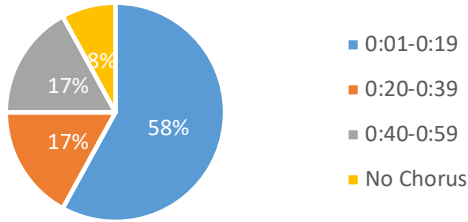
The first chorus hit in the same amount of time on average in Q1 2018 compared to Q4 2017.



# First Chorus Occurrence

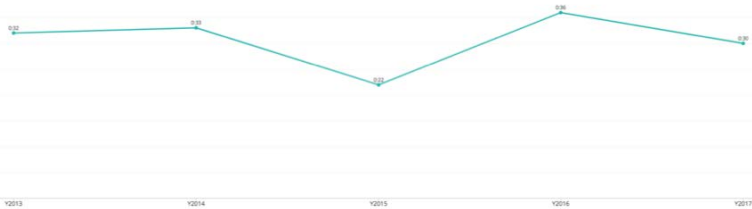
## Hip Hop: Q1 Snapshot

The average time into a song was 0:23, 58% hit between 0:01-0:19.



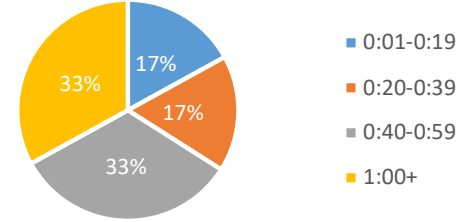
## Hip Hop: Year Over Year

Average first chorus occurrence has fluctuated by 6 seconds over the past 5 years ranging between 0:30 - 0:36, with the exception of 2015 when the average was 0:22.



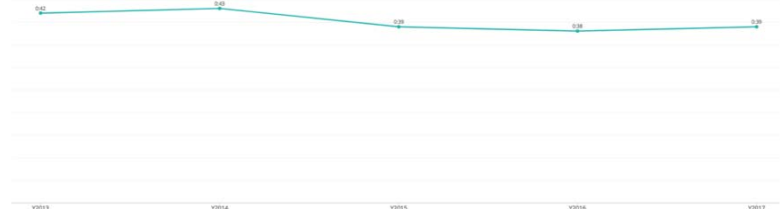
## Pop: Q1 Snapshot

The average time into a song was 0:45, 33% hit between 0:40-0:59 & 1:00+.



## Pop: Year Over Year

Average first chorus occurrence has fluctuated by 5 seconds over the past 5 years ranging between 0:38 - 0:43.



A vinyl record is centered in the frame, with a fire background. The record is black with a red center. The number '10' is written in white on the red center. The text 'What's Driving the Billboard Hot 100 Top 10?' is written in white on the black record. The logo 'HIT SONGS DECONSTRUCTED' is written in white and orange on the black record. The text 'The #1 Source for Hit Songwriting Analysis and Trends' is written in white on the black record.

10

# What's Driving the Billboard Hot 100 Top 10?

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