



Q1 2019

THE STATE OF THE HOT 100 TOP 10



HIGHLIGHTS

*Compositional and Industry Trends
for the Hot 100 Top 10*

HIT SONGS DECONSTRUCTED

The #1 Source for Hit Songwriting Analysis and Trends

Q1 2019

Select highlights from the Q1 2019 Hit Songs Deconstructed Trend Report

About this report:

- This report looks exclusively at the Billboard Hot 100 Top 10.
- Data related to compositional characteristics are propriety to Hit Songs Deconstructed.
- Artist, songwriter, producer, label and charting information is aggregated from the PRO's and Billboard.
- All credits are from the date songs were released.
- Data in this report excludes holiday songs.
- At times percentages may not add to 100% due to numbers being rounded up or down.

The State of the Hot 100 Top 10 takes an in-depth look at Q1 2019'S compositional and industry related trends for the Billboard Hot 100 Top 10. What follows are select highlights from the report.

IN THIS REPORT

OVERVIEW

SONGS.....	PAGE 2
CREDITS.....	PAGE 3
NOTABLE PLAYERS.....	PAGE 4

COMPOSITIONAL TRENDS

2018 vs. Q1 2019.....	PAGE 8
#1 SPOTLIGHT.....	PAGE 12

Songs in the Top 10

In Q1 2019, 20 songs landed in the Hot 100 Top 10, 6 of which charted at #1.



6

#1 HITS IN
THE HOT 100
TOP 10

10

20

SONGS IN
THE HOT 100
TOP 10



Listen to Playlist

- *7 Rings*, Ariana Grande
- *Better Now*, Post Malone
- *Break Up With Your Girlfriend, I'm Bored*, Ariana Grande
- *Drip Too Hard*, Gunna, Lil Baby
- *Eastside*, Benny Blanco, Halsey, Khalid
- *Girls Like You*, Maroon 5 featuring Cardi B
- *Going Bad*, Meek Mill featuring Drake
- *Happier*, Marshmello, Bastille
- *High Hopes*, Panic! at the Disco
- *Middle Child*, J. Cole
- *Please Me*, Bruno Mars, Cardi B
- *Shallow*, Bradley Cooper, Lady Gaga
- *Sicko Mode*, Travis Scott
- *Sucker*, Jonas Brothers
- *Sunflower*, Post Malone, Swae Lee
- *Thank U, Next*, Ariana Grande
- *Thotiana*, Blueface
- *Without Me*, Halsey
- *Wow.*, Post Malone
- *ZEZE*, Kodak Black featuring Offset, Travis Scott

Credits

24 credited performing artists, 108 credited songwriters, 31 credited producers, and 8 record labels landed in the Billboard Hot 100 Top 10 in Q1 2019.



24

PERFORMING
ARTISTS



108

CREDITED
SONGWRITERS



31

CREDITED
PRODUCERS



8

RECORD
LABELS

billboard **b** CHART BEAT PODCAST



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ON BILLBOARD.COM, SPOTIFY,
ITUNES AND OTHER PLATFORMS!

Hosts **Gary Trust** and **Trevor Anderson** of the Billboard charts dept. welcome artists, songwriters, producers, label executives, programmers and other industry experts to analyze why what's on the charts ... is on the charts.

Notable Players



Performing Artists

Ariana Grande was the performing artist with the most #1 hits (2), most weeks at #1 (8 weeks), and most Top 10 hits (3 - tied with Post Malone).

10

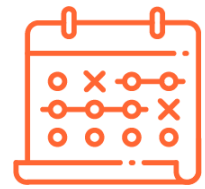
3

TOP 10 HITS



2

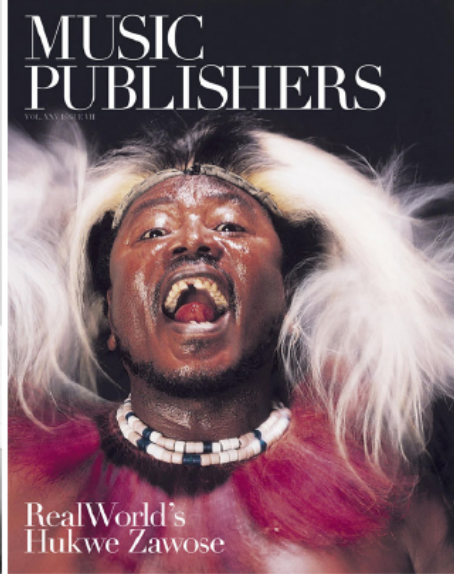
#1 HITS



8

WEEKS AT #1

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mblists.com

Notable Players

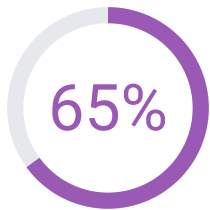


Songwriters

Louis Bell had the most Top 10 songwriting credits in Q1 2019 (5), and the most #1 hits (3).



5 Songs



5+ Songwriters

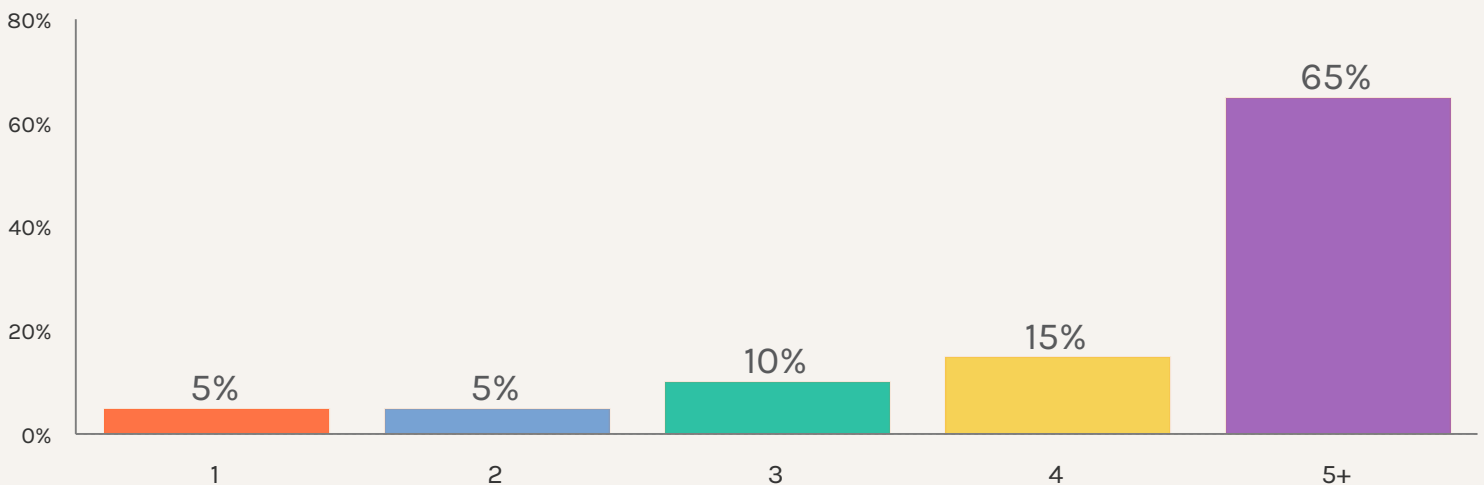
In Q1 2019, 65% of songs had five or more credited songwriters.



3 #1 Hits

Songwriter Team Size

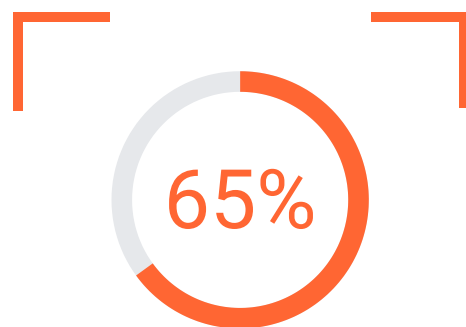
Q1 2019



Notable Players

Producers

Louis Bell was the producer with the most producer credits. He was credited on four songs, two of which are #1 hits. Frank Dukes followed with three songs and one #1 Hit.



Two+ Producers
In Q1 2019, 65% of songs had two or more producers.



Louis Bell:



Frank Dukes:

10

4

TOP 10 HITS



2

#1 HITS

10

3

TOP 10 HITS



1

#1 HITS

Notable Players

Record Labels

In Q1 2019, eight record labels had songs charting in the Hot 100 Top 10. Republic landed the most songs (7), followed by Interscope (4). Unlike 2018, both labels had more Pop songs charting in the Top 10 in Q1 2019 than Hip Hop songs.



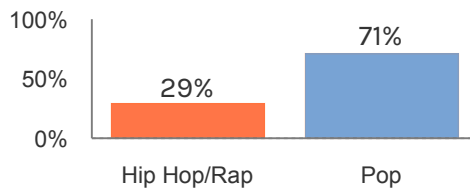
- Republic
- Interscope
- Atlantic
- Capitol
- 300
- EMG
- eOne
- Epic

MOST TOP 10 HITS:



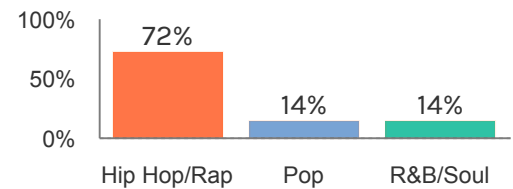
Republic Q1 2019

Genre Breakdown



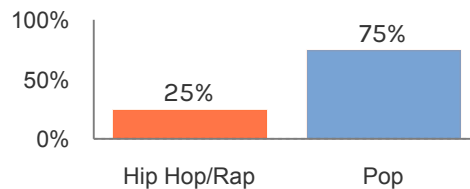
Republic 2018

Genre Breakdown



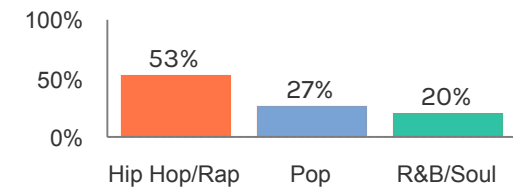
Interscope Q1 2019

Genre Breakdown



Interscope 2018

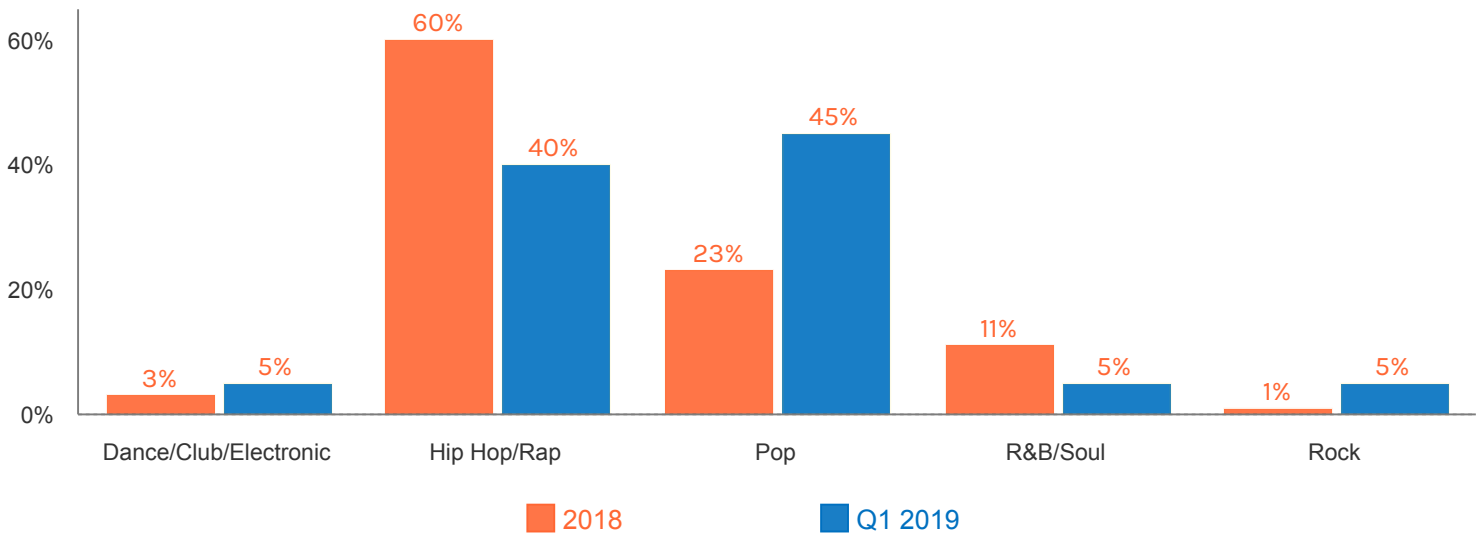
Genre Breakdown



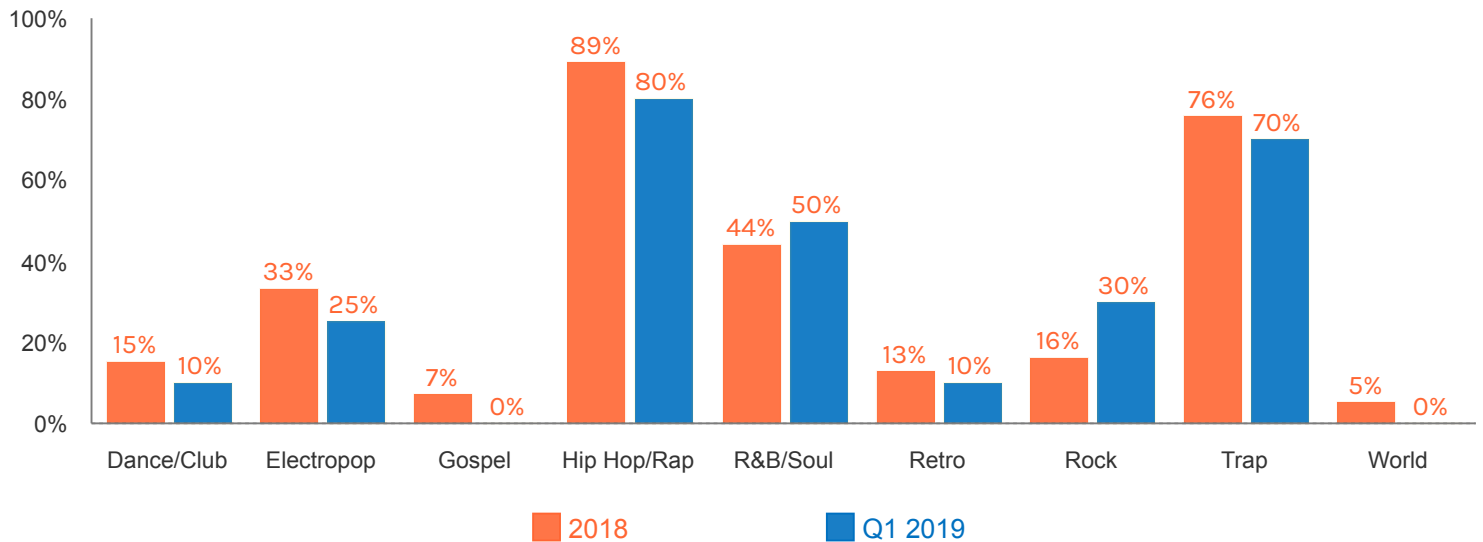
2018 vs. 2019

How is 2019 shaping up when compared to 2018?
Below are some notable trend shifts.

Primary Genre



Influences





ASCAP | CREATE MUSIC EXPO MAY 2-4 2019 | HOLLYWOOD



GRAMMY WINNER
LEE ANN WOMACK



CAPTAIN MARVEL COMPOSER
PINAR TOPRAK



GRAMMY WINNER
MATTHEW KOMA



"SHALLOW" CO-WRITER (A STAR IS BORN)
ANTHONY ROSSOMANDO



THIS IS US COMPOSER
SIDDHARTHA KHOSLA



GRAMMY WINNER
CLAUDIA BRANT



"THANK U, NEXT" SONGWRITER
VICTORIA MONÉT



GRAMMY WINNER
WYCLEF

AND MANY MORE PANELISTS!

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Truth.

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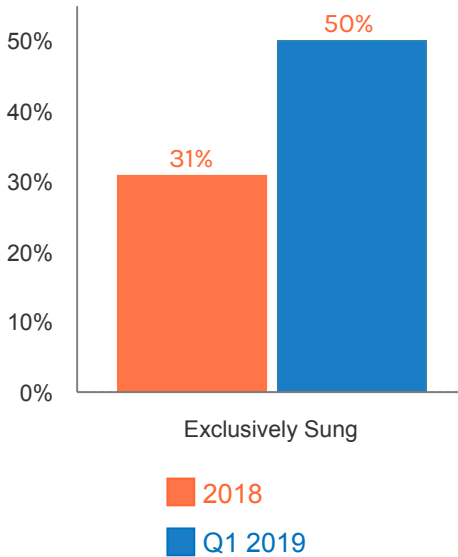
@ASCAP

2018 vs. 2019

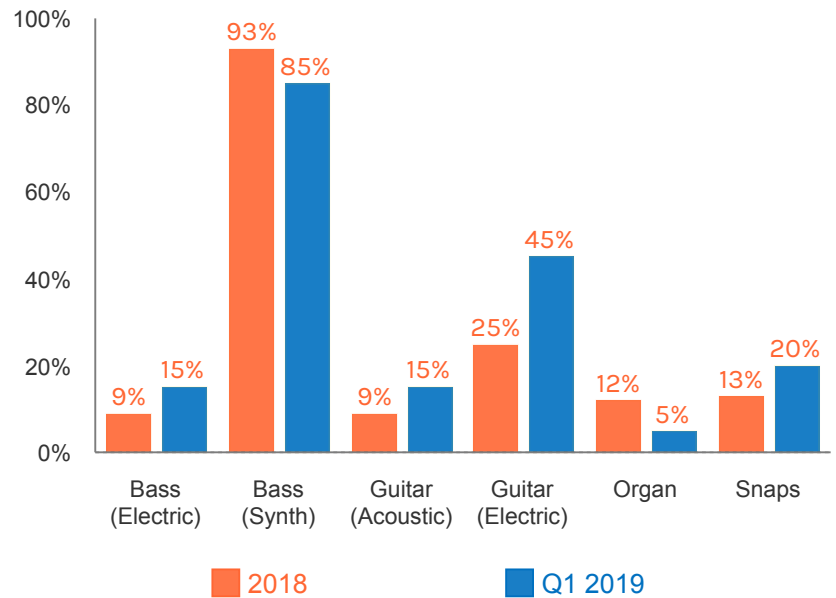
How is 2019 shaping up when compared to 2018?

Below are select highlights.

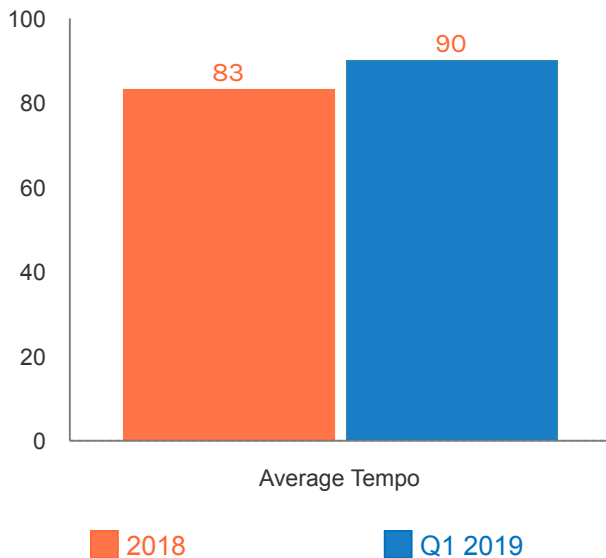
Lead Vocal Delivery Exclusively Sung



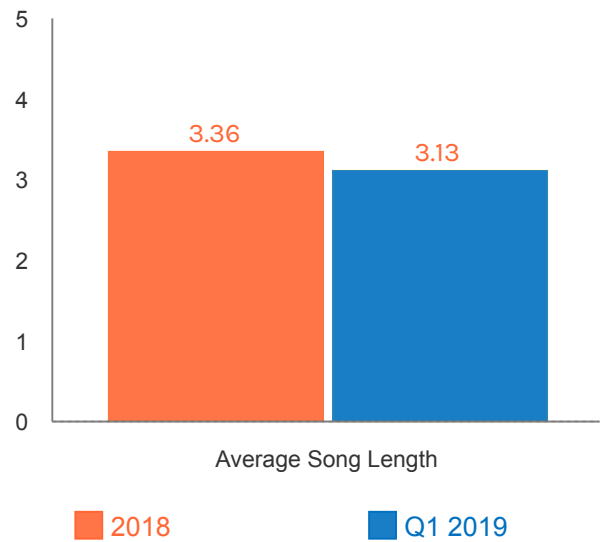
Prominent Instruments



Average Tempo (BPM)



Average Song Length (Minutes/Seconds)



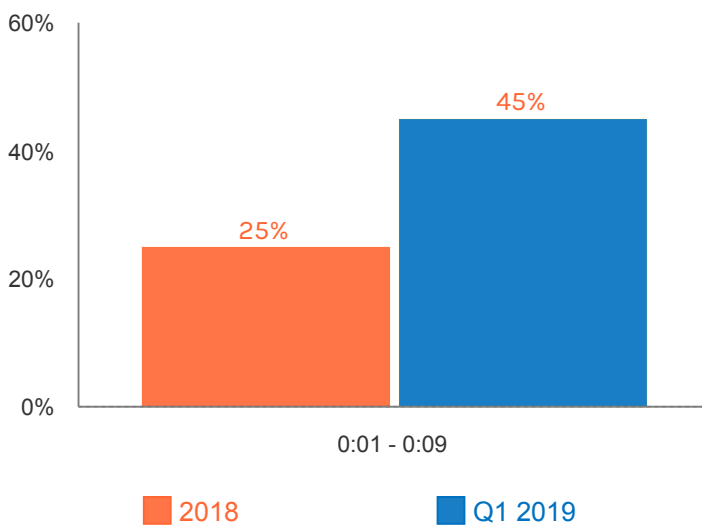
2018 vs. 2019

How is 2019 shaping up when compared to 2018?

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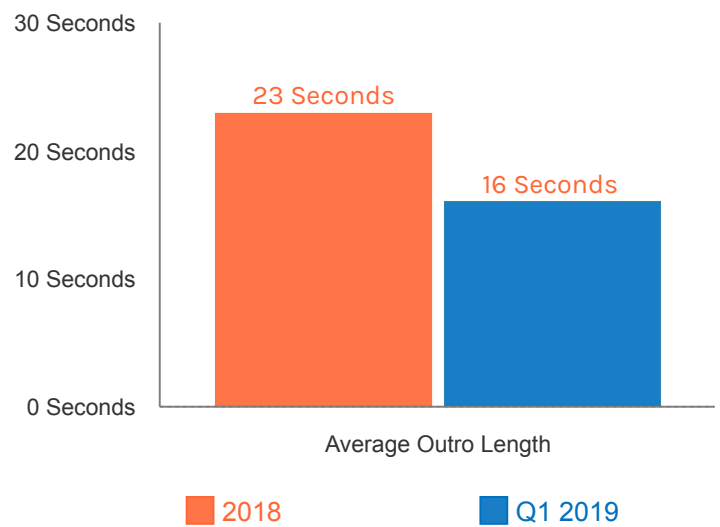
Intro Length Range

0:01 - 0:09



Average Outro Length

(Seconds)



Writing and Producing with a Hit Song Mentality

June 8 & 9, 2019

"Even though I've been writing professionally for over ten years, I've found several nuggets of gold in each presentation that have improved my writing already."

- Roy Stride

Hit Songwriter, Producer, Artist - One Direction,
5 Seconds of Summer, Scouting for Girls

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- Techniques for crafting earworm melodies
- Vocal production techniques
- Energy & dynamics
- Structure & arrangement
- Genre & influence fusion techniques
- Narrative Structure Techniques
- "D" section techniques
- Intro "hook in" techniques
- Outro "leave them wanting more" techniques
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#1 Hit Spotlight



7 Rings
Ariana Grande



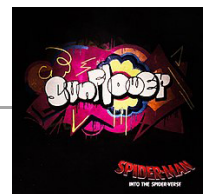
Thank U Next
Ariana Grande



Shallow
Bradley Cooper,
Lady Gaga



Sunflower
Post Malone,
Swae Lee



Sucker
Jonas Brothers

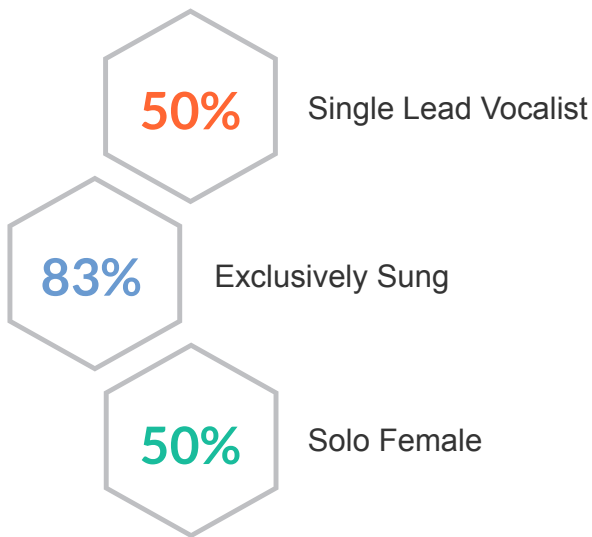


Without Me
Halsey



#1 Hit Spotlight

6 Songs Charted at #1 in Q1 2019
What do they have in common? Below are select compositional characteristics for the quarter's #1 hits.

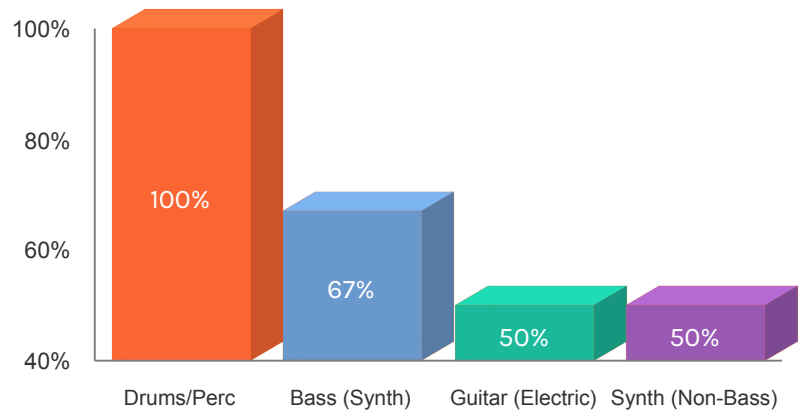


100%

POP

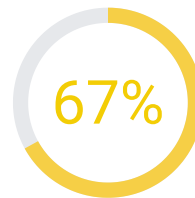
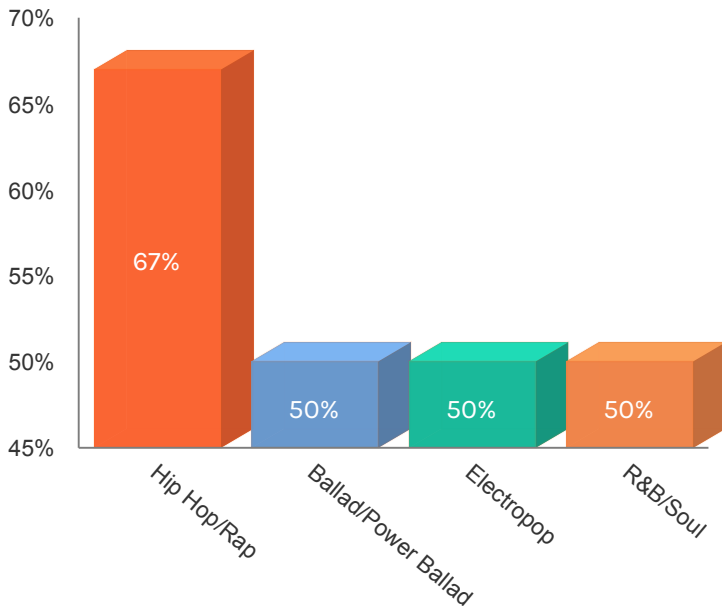
PRIMARY GENRE

Prominent Instruments
Used in 50% or More #1 Hits



Influences

Featured in 50% or More #1 Hits.



KEY
MINOR



TEMPO
AVERAGE



Under 3:00
SONG LENGTH