



Q3 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

**The State of the Hot 100 Top 10** takes an in-depth look at 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

CREDITS.....PAGE 3

SONGS.....PAGE 4

NOTABLE PLAYERS.....PAGE 5

### COMPOSITIONAL TRENDS

NEW ARRIVALS.....PAGE 10

2018 vs. 2019 YTD.....PAGE 12

#1 SPOTLIGHT.....PAGE 16

- 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.

# Q3 2019 Credits

22 songs, 24 credited performing artists, 86 credited songwriters, 40 credited producers, and 8 record labels charted in the Billboard Hot 100 Top 10 in Q3 2019.



24

PERFORMING  
ARTISTS



86

CREDITED  
SONGWRITERS



40

CREDITED  
PRODUCERS



8

RECORD  
LABELS

billboard **b**

# CHART BEAT

PODCAST



**LISTEN TO THE BILLBOARD  
CHART BEAT PODCAST!**

**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.

# New Arrivals in the Top 10

---

In Q3 2019, 10 new songs landed in the Hot 100 Top 10, two of which charted at #1, *Truth Hurts* and *Senorita*.



2

2 NEW #1 HITS IN  
THE HOT 100  
TOP 10

10

10

10 NEW SONGS IN  
THE HOT 100  
TOP 10



Listen to Playlist

- Boyfriend
- Circles
- Goodbyes
- Lover
- Panini
- Ran\$om
- *Senorita* (#1 Hit)
- Someone You Loved
- Take What You Want
- *Truth Hurts* (#1 Hit)

# Q3 Notable Players

---

10

3 Top 10 Hits  
(Q3 New Arrivals)



Post Malone

Post Malone had the most new songs enter the Top 10 in Q3 2019: *Circles*, *Take What You Want* (ft. Ozzy Osbourne and Travis Scott) and *Goodbyes* (ft. Young Thug).

There were two new #1 Hits in the Top 10 during Q3: *Senorita*, a duet between Shawn Mendes and Camila Cabello, as well as *Truth Hurts* from the up-and-coming artist, Lizzo.



#1 Hits  
(Q3 New Arrivals)



Camila Cabello



Shawn Mendes



Lizzo

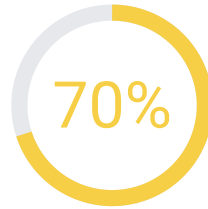
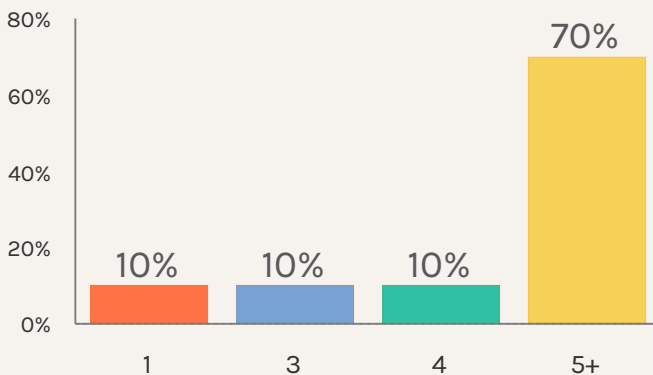
# Q3 Notable Players

## Songwriters

Post Malone's success in Q3 with the arrival of *Circles*, *Goodbyes* and *Take What You Want* put himself as well as his co-writers Louis Bell and Billy Walsh at the top of the quarter's songwriter list.

## Songwriter Team Size

Q3 2019 New Arrivals



### 5+ Songwriters

In Q3 2019, 70% of new songs had five or more credited songwriters.

# 10

### 3 Top 10 Hits

(Q3 New Arrivals)



Billy Walsh



Louis Bell



Post Malone

# Q3 Notable Players

---

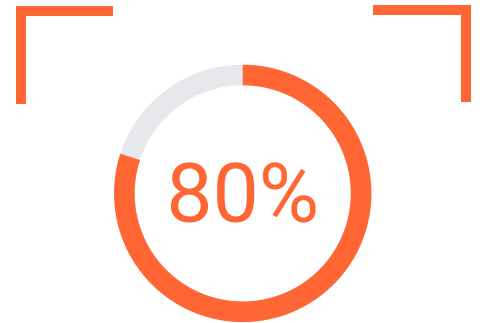
10

3 Top 10 Hits  
(Q3 New Arrivals)



Louis Bell

Not only was Louis Bell credited as a songwriter on all three of Post Malone's new Q3 Top 10 hits, but he was also a credited producer.

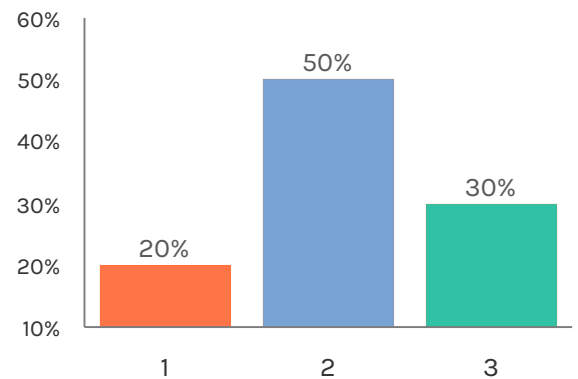


## 2+ Producers

In Q3 2019, 80% of the new song arrivals were produced by a team of two or more producers.

## Producer Team Size

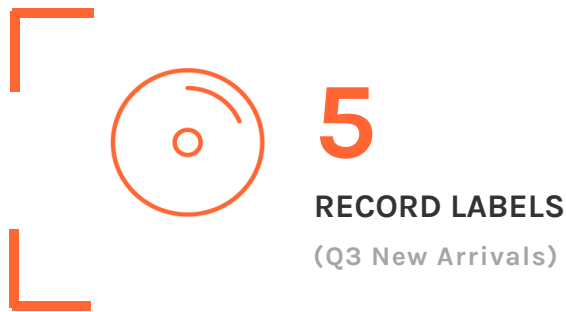
Q3 2019 New Arrivals



# Q3 Notable Players

## Record Labels (Q3 2019)

In Q3 2019, five record labels had new songs charting in the Hot 100 Top 10. Republic scored the most with five. Atlantic, Columbia, Epic and Vertigo followed with one new song, each.

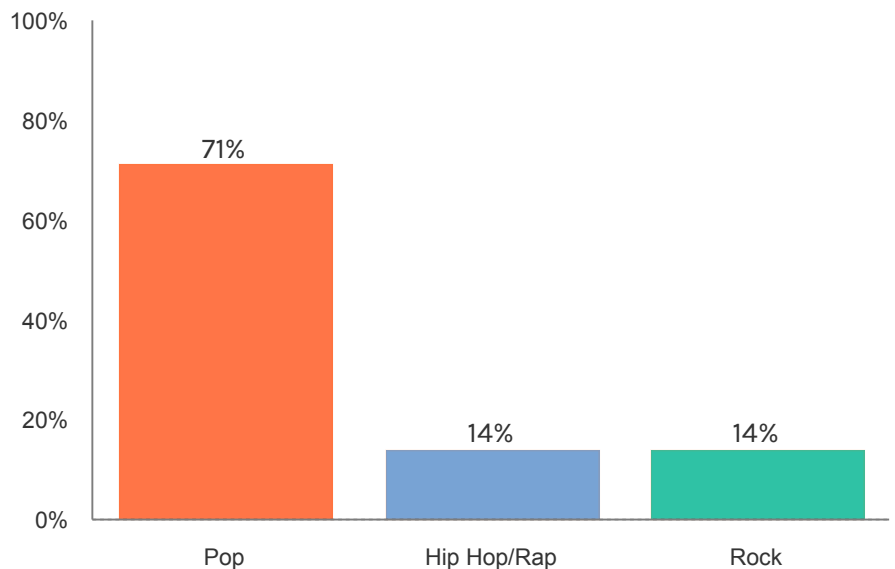


- Atlantic
- Columbia
- Epic
- Republic
- Vertigo

## Most Top 10 Hits (Q3 New Arrivals)



## Republic Q3 2019 New Arrivals Genre Breakdown

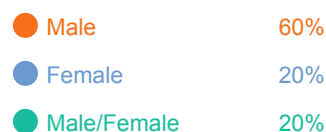
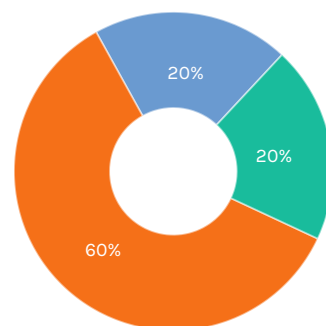




# New Arrivals in the Top 10

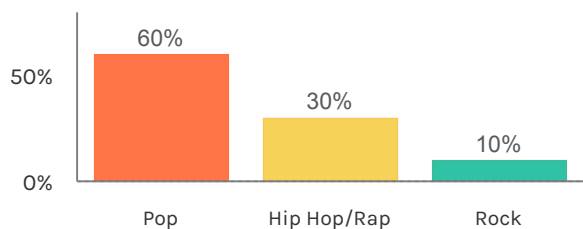
Below are some of the most popular compositional characteristics for the 10 songs that entered the Hot 100 Top 10 for the first time in Q3 2019.

**Lead Vocal Gender**  
60% Feature Exclusively Male Vocalists



**Primary Genres**

60% Pop



**90 BPM**  
**TEMPO**  
AVERAGE



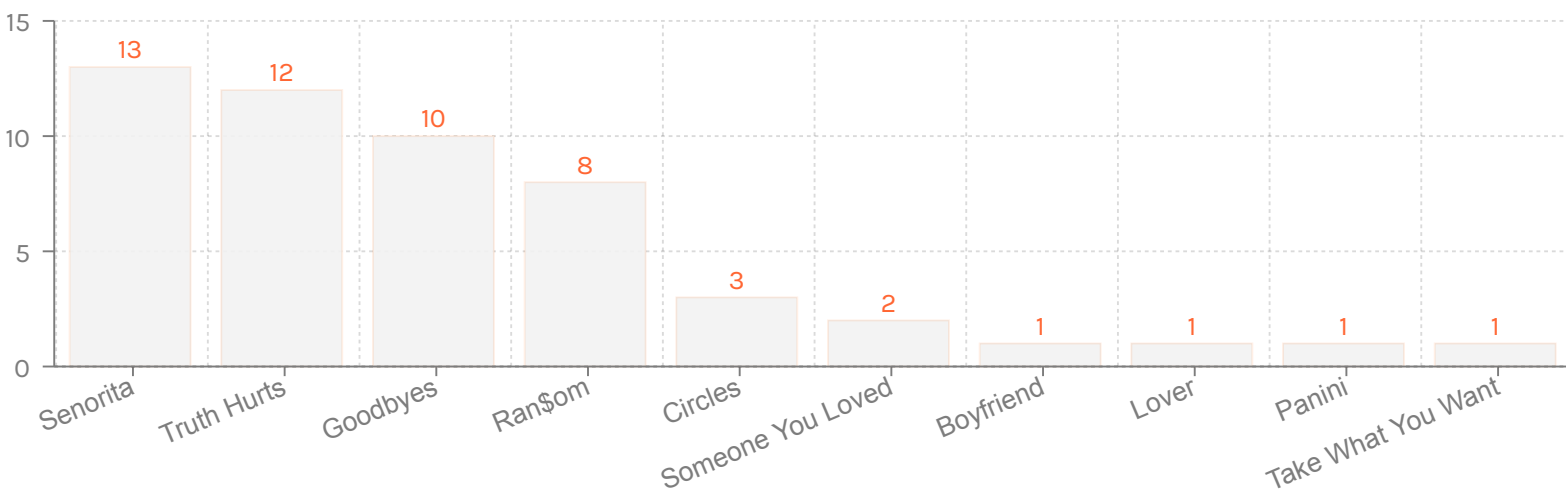
**SONG LENGTH**  
AVERAGE



**FIRST SECTION TYPE**  
INTRO

## Staying Power

Weeks in the Top 10 in Q3





**JOY  
SOUNDS™**

**MUSIC YOU NEED TO KNOW**

*Hosted by Chris Sampson*

A new podcast presenting the brightest emerging and breaking artists in music.

Available wherever you listen to podcasts.

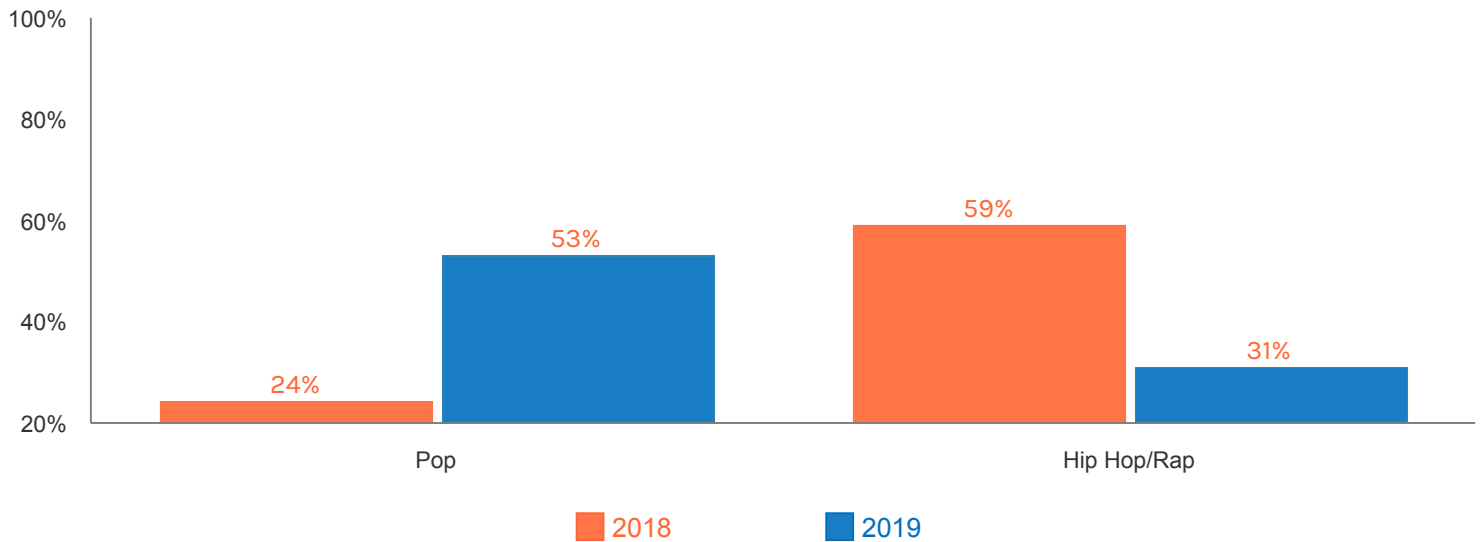
[www.joysoundsmusic.com](http://www.joysoundsmusic.com)

# 2018 vs. 2019

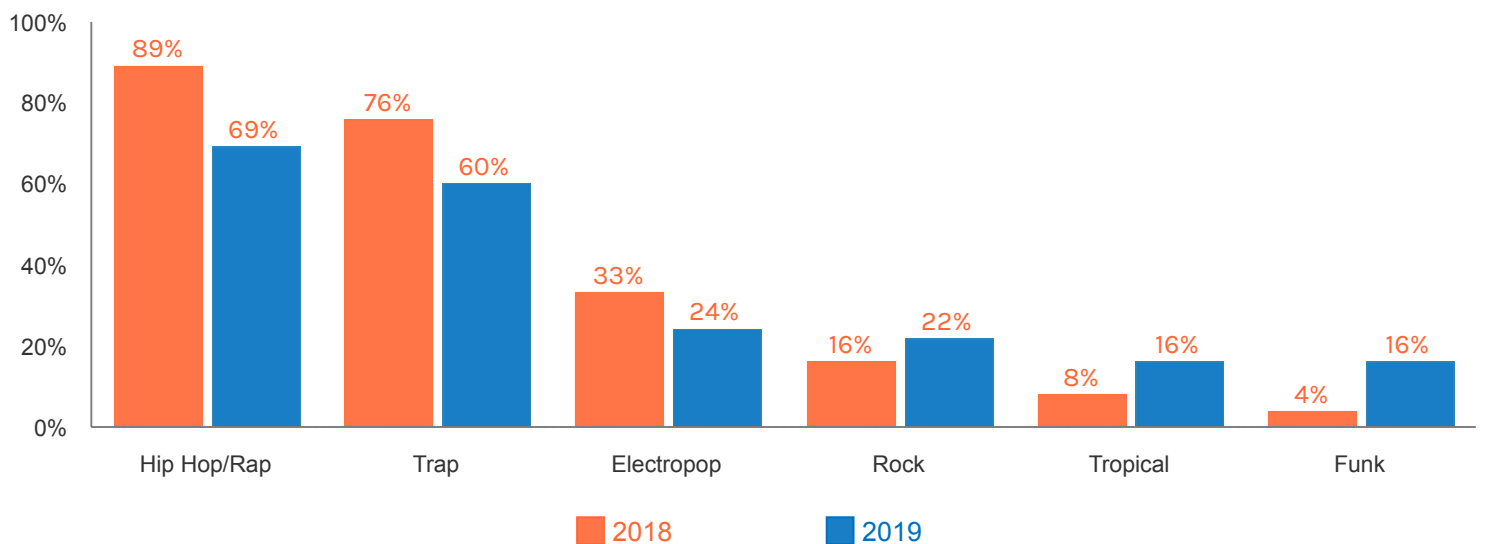
How is 2019 shaping up when compared to 2018?

Below are some notable trend shifts when comparing 2019 (year to date) to 2018.

## Primary Genres



## Influences

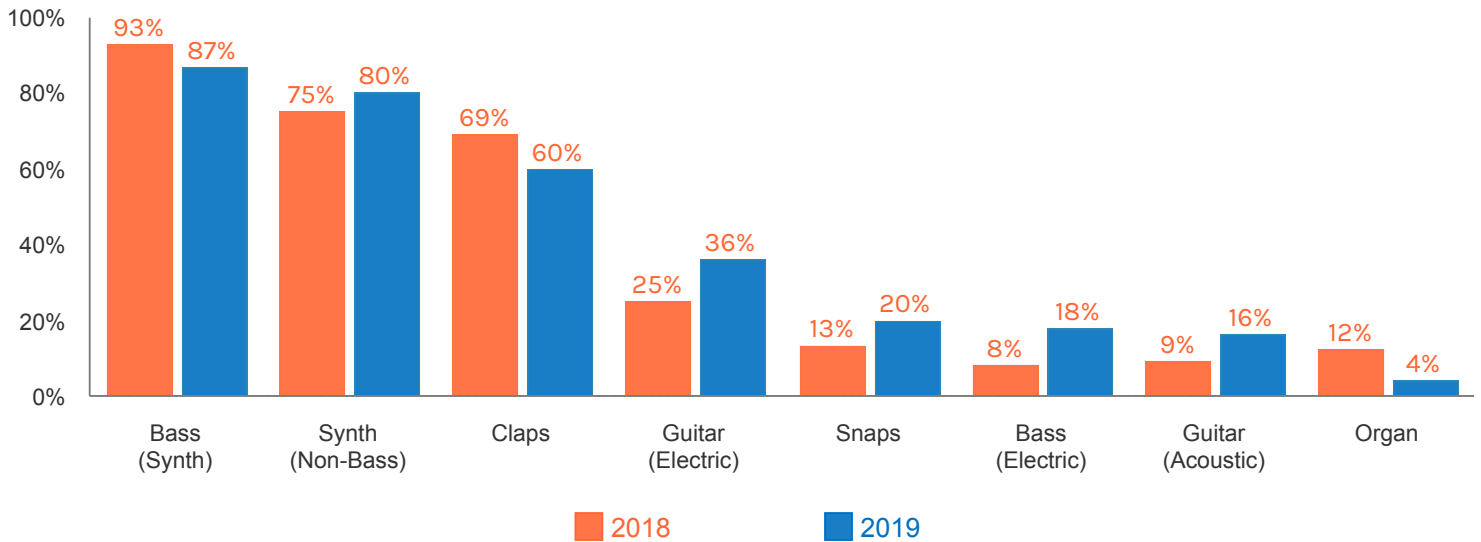


# 2018 vs. 2019

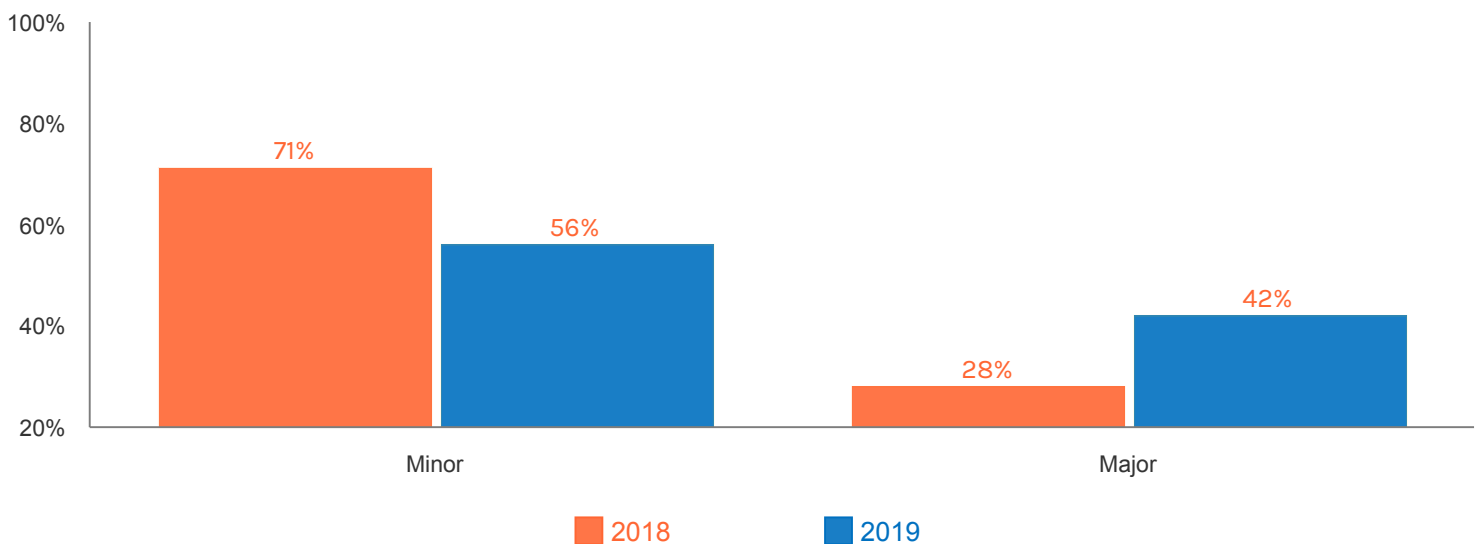
How is 2019 shaping up when compared to 2018?

Below are some notable trend shifts when comparing 2019 (year to date) to 2018.

## Prominent Instruments



## Key (Major vs. Minor)

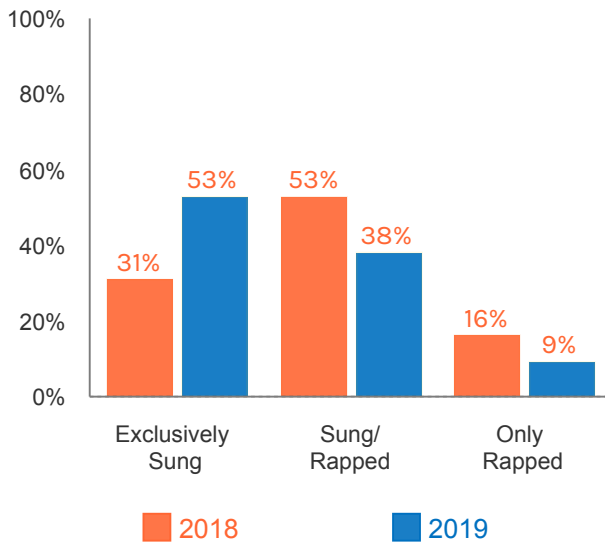


# 2018 vs. 2019

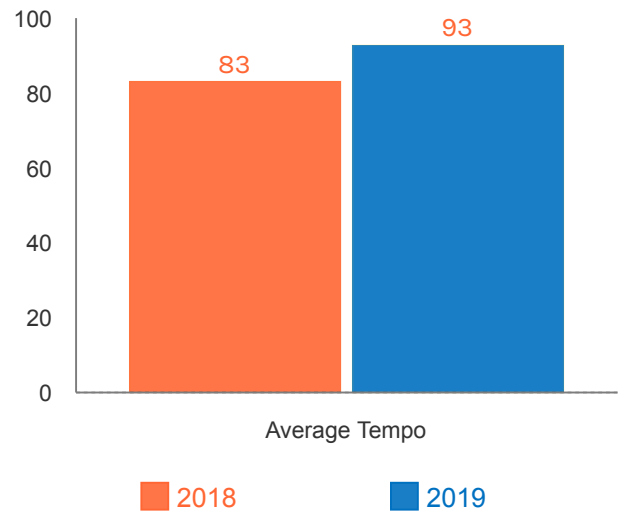
How is 2019 shaping up when compared to 2018?

Below are some notable trend shifts when comparing 2019 (year to date) to 2018.

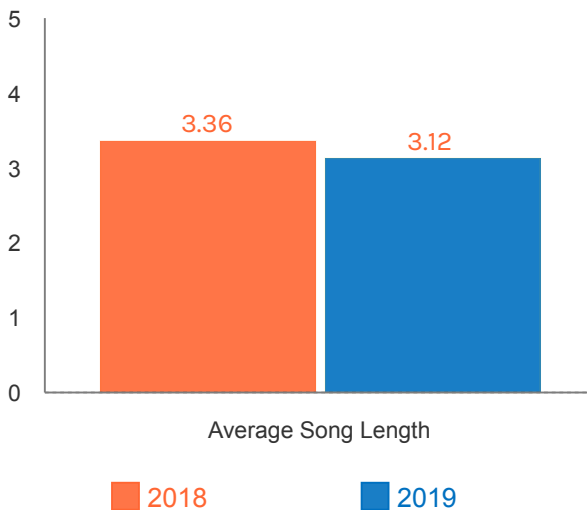
### Lead Vocal Delivery



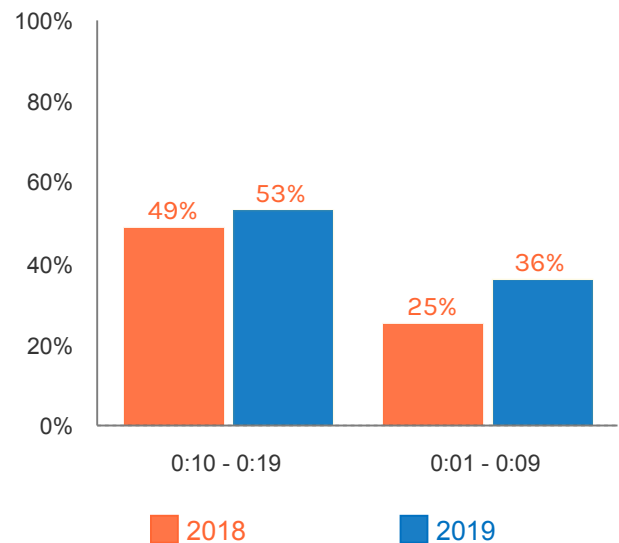
### Average Tempo (BPM)



### Average Song Length (Minutes/Seconds)



### Intro Length Range

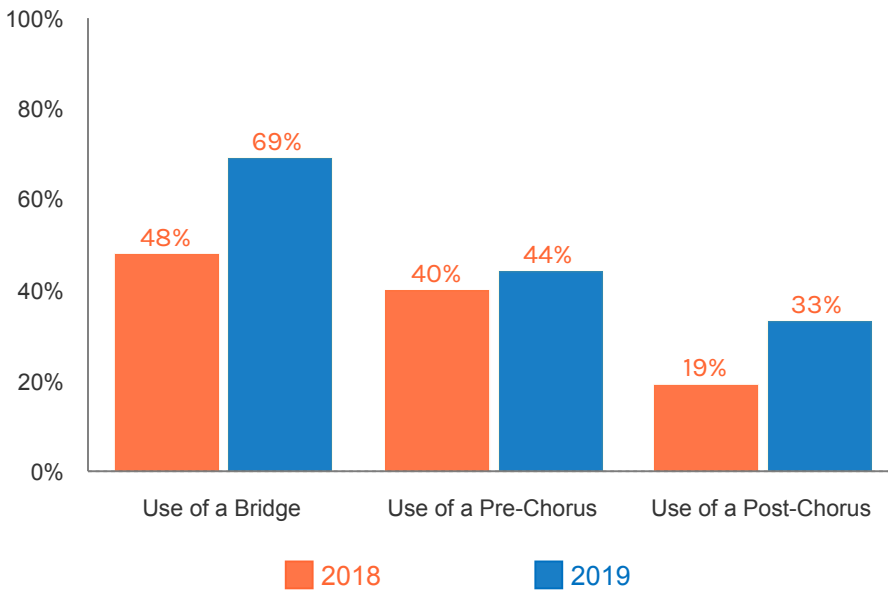


# 2018 vs. 2019

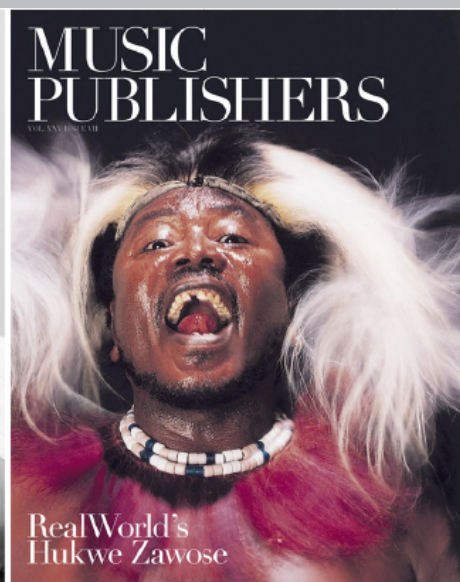
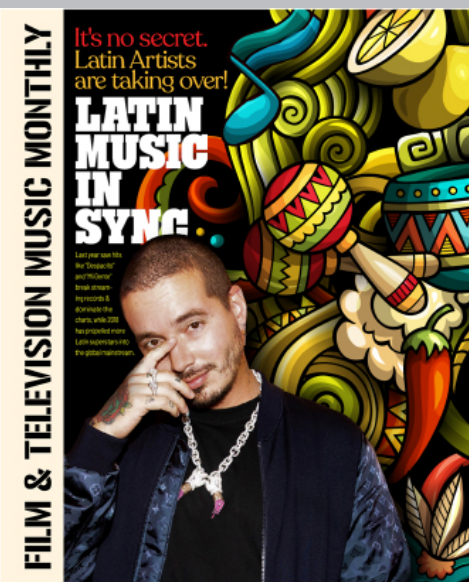
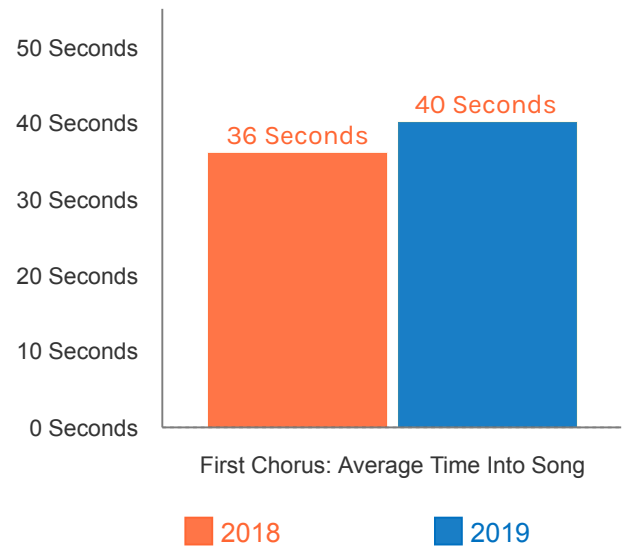
How is 2019 shaping up when compared to 2018?

Below are some notable trend shifts when comparing 2019 (year to date) to 2018.

Use of a Bridge, Pre-Chorus & Post-Chorus

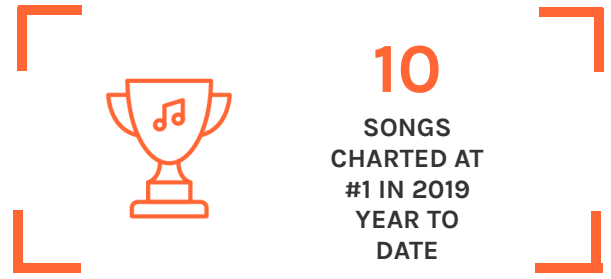



First Chorus: Average Time Into Song



**Decision makers.**  
Who they are. What they do. Where they are. How to reach them.  
Up-to-the-minute info on the **movers and shakers in the music business**, plus curated interviews, industry news, and a comprehensive calendar of industry events, delivered to you in print, pdf, and CSV formats.  
**MusicRegisty.com**  
mblists.com

# #1 Hit Spotlight



 Listen to Playlist

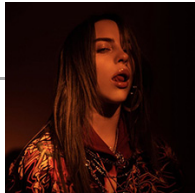
*7 Rings*  
Ariana Grande



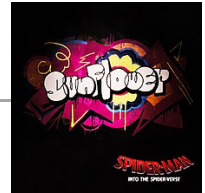
*Sucker*  
Jonas Brothers



*Bad Guy*  
Billie Eilish



*Sunflower*  
Post Malone,  
Swae Lee



*Old Town Road*  
Lil Nas X,  
Billy Ray Cyrus



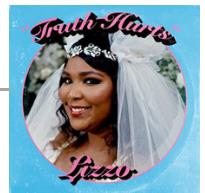
*Thank U, Next*  
Ariana Grande



*Senorita*  
Shawn Mendes,  
Camila Cabello



*Truth Hurts*  
Lizzo



*Shallow*  
Bradley Cooper,  
Lady Gaga



*Without Me*  
Halsey

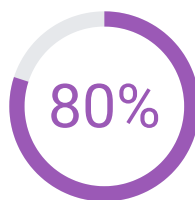
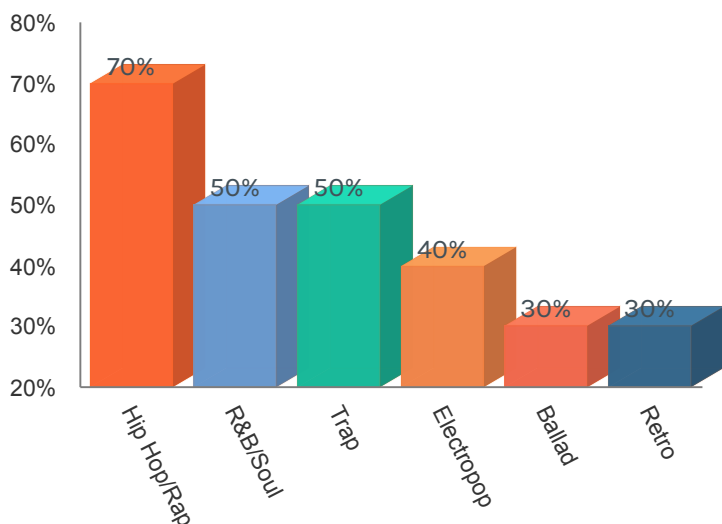


# #1 Hit Spotlight

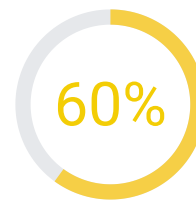
## 10 Songs Charted at #1 in 2019 YTD

What do they have in common? Below are select compositional characteristics for songs that charted at #1 during the first three quarters of 2019.

### Influences Most Popular



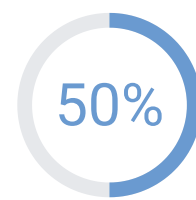
POP  
PRIMARY GENRE



KEY  
MINOR



TEMPO  
AVERAGE



Under 3:00  
SONG LENGTH



Exclusively Sung



Solo Female

### Prominent Instruments Used in Three or More #1 Hits

