

MID-YEAR REPORT

THE STATE OF THE HOT 100 TOP 10

Compositional Trends for the Hot 100 Top 10

Select highlights from the 2024 Mid-Year Report

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It is the only resource that unites Hot 100 Top 10 compositional analytics with analysis of songwriting and production techniques.

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Published quarterly, The State of the Hot 100 Top 10 takes an in-depth look at the trends shaping the Billboard Hot 100 Top 10, helping you understand what's driving today's hits at the compositional level and providing invaluable insight into how the hit song landscape is evolving.

**What follows are a few highlights from the
2024 Mid-Year Report.**



10

**55 Hot 100
Top 10 Songs**



During the first half of 2024, 55 songs charted in the Billboard Hot 100, with 13 hitting the top spot.

Behind these songs were 39 performing artists, 134 credited songwriters, 96 credited producers, and 13 record labels.

39

PERFORMING ARTISTS

134

CREDITED SONGWRITERS

96

CREDITED PRODUCERS

13

RECORD LABELS

FILM & TELEVISION MUSIC MONTHLY

It's no secret. Latin Artists are taking over!

LATIN MUSIC IN SYNC

Last year saw the rise of Spanish and Mexican folk songs. Reggaeton & dembow hit charts, while jazz has provided more Latin crossover hits. For global connections.



A&R

REGISTRY THE SYNCHROBEAT
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Republic Led The Way with 44% of Top 10s

Republic led the way with 44% of top 10 hits.

Almost half of them were due to Taylor Swift.

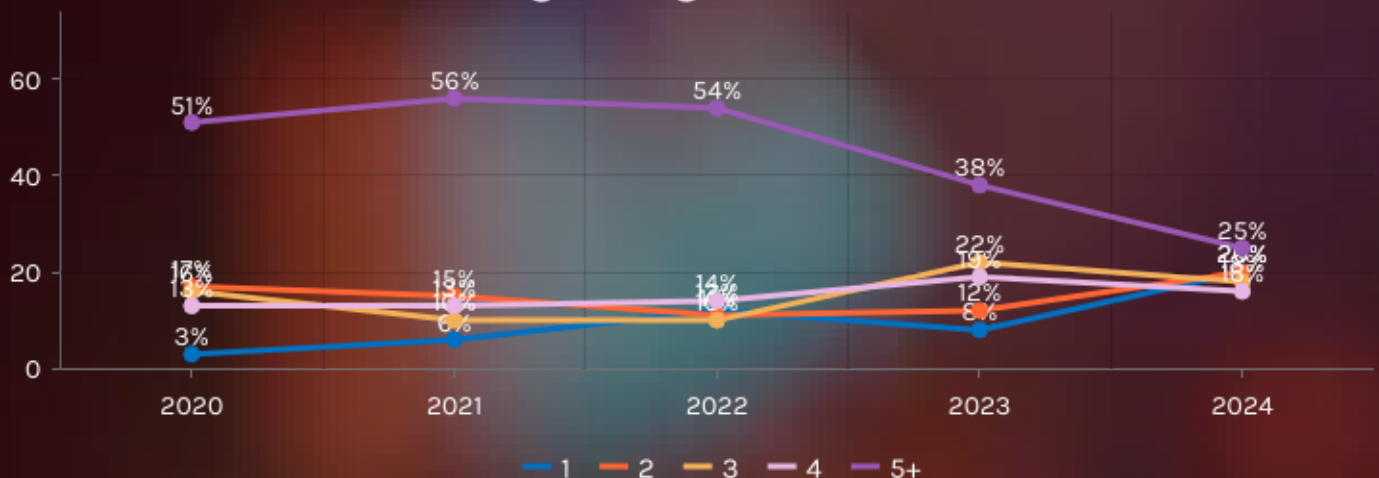


Smaller Songwriting Teams

A quarter of top 10 hits during the first half of 2024 featured the work of five or more credited songwriters. However, this number is notably fell to its lowest level in over a decade.

Conversely, top 10 hits penned by a single songwriter have doubled since last year. Among them are Taylor Swift and Kendrick Lamar, who scored two top 10's each, and Dolly Parton and Tracy Chapman, who had their songs "Jolene" and "Fast Car" interpolated by Beyoncé and Luke Combs, respectively.

Songwriting Team Size



Six primary genres defined the sound of top 10 hits during the first half of 2024, along with 26 sub-genres and influences, 24 prominent instruments, and eight lyrical themes.

6

PRIMARY GENRES

26

SUB-GENRES & INFLUENCES

24

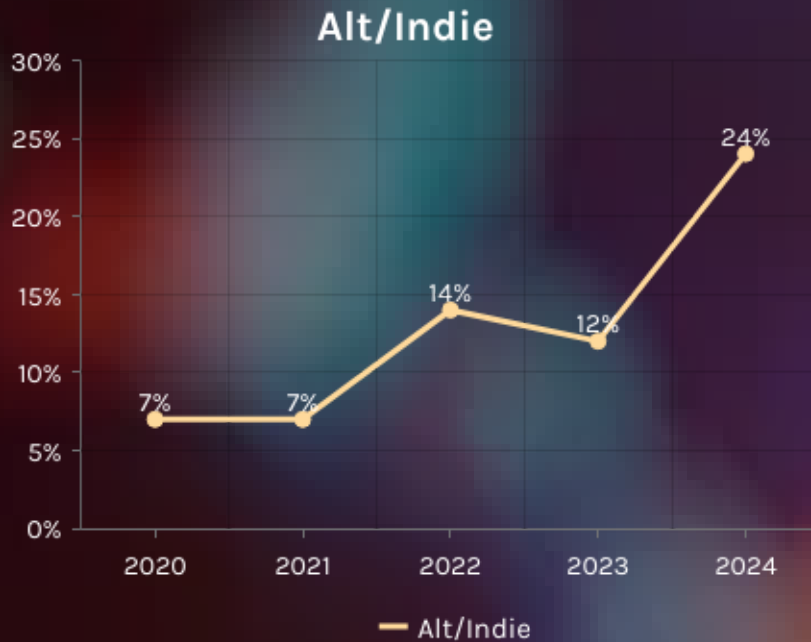
INSTRUMENTS

8

LYRICAL THEMES

Alt/Indie on the Rise

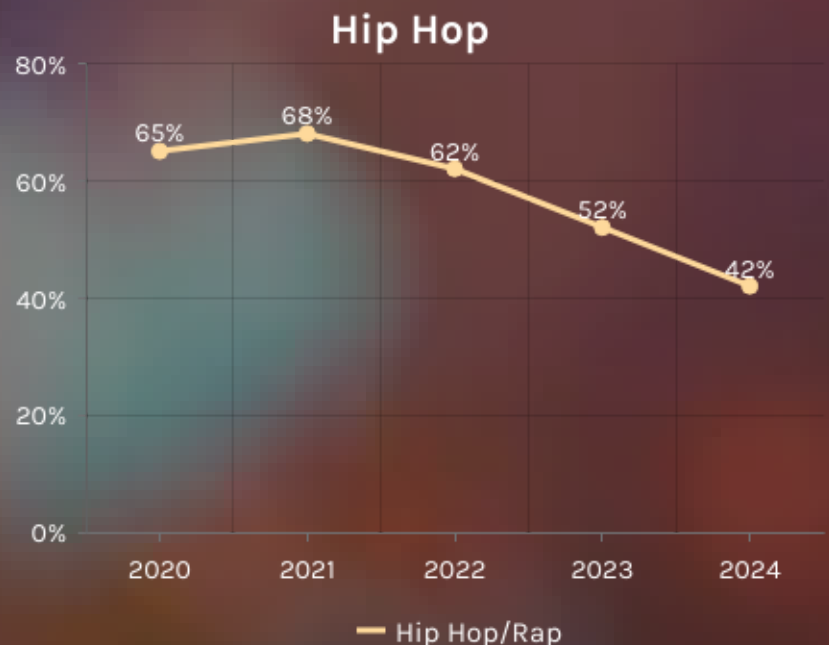
Of the 26 sub-genres and influences that shaped the sound and vibe of the year's Hot 100 top 10 hits, four have been notably trending upward, one of which is alt/indie.



Alt/indie's presence doubled from 12% in 2023 to 24% in the first half of 2024. Among them are diverse hits by artists including Benson Boone ("Beautiful Things"), Billie Eilish ("Birds Of A Feather," "Lunch"), and Taylor Swift ("Florida!!!"), among others from *The Tortured Poets Department*.

Hip Hop's Influence Across the Top 10 in Decline

Conversely, hip hop/rap's influence across the top 10 has been trending downward, dropping to a nine-year low during the first half of 2024.



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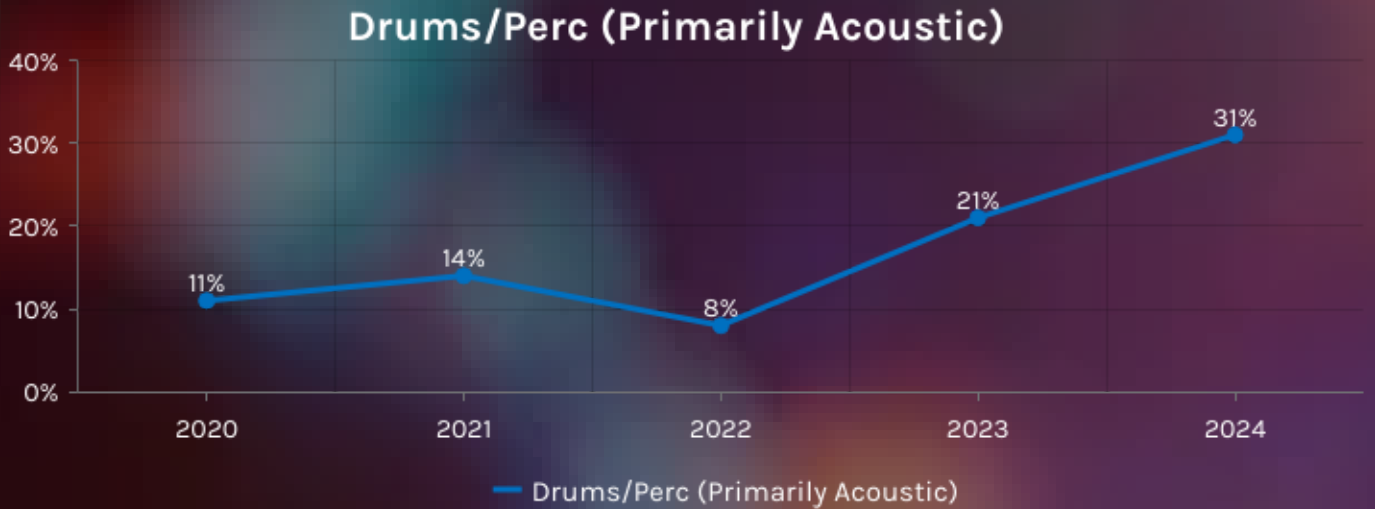
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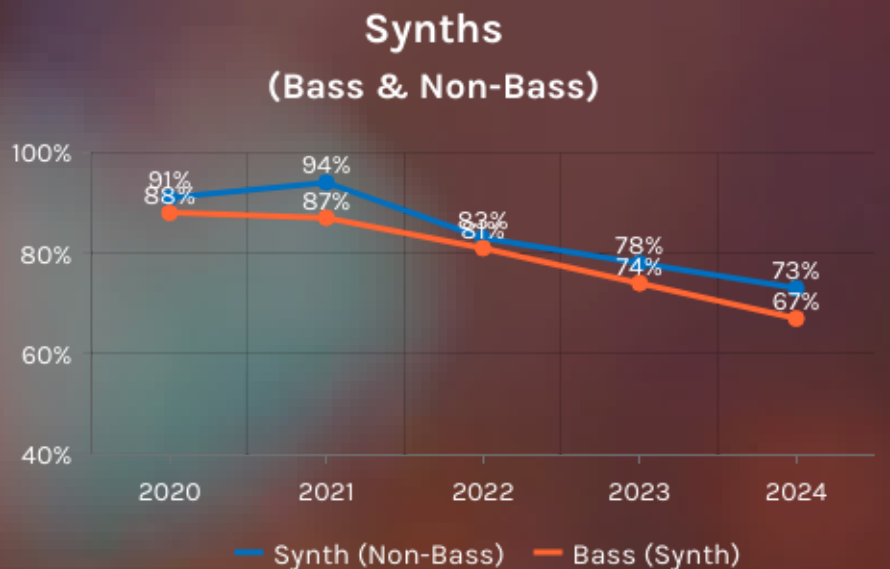
Acoustic Drums Grow in Prominence

The use of several instruments have been on the rise over the past few years. One of them is acoustic drums/percussion, which rose to its highest level in nearly a decade. This is due in part to R&B/soul songs, where its use jumped from 22% to 50% since 2023, its highest level in over a decade. Among them are SZA's top 10's "Saturn" and "Snooze."



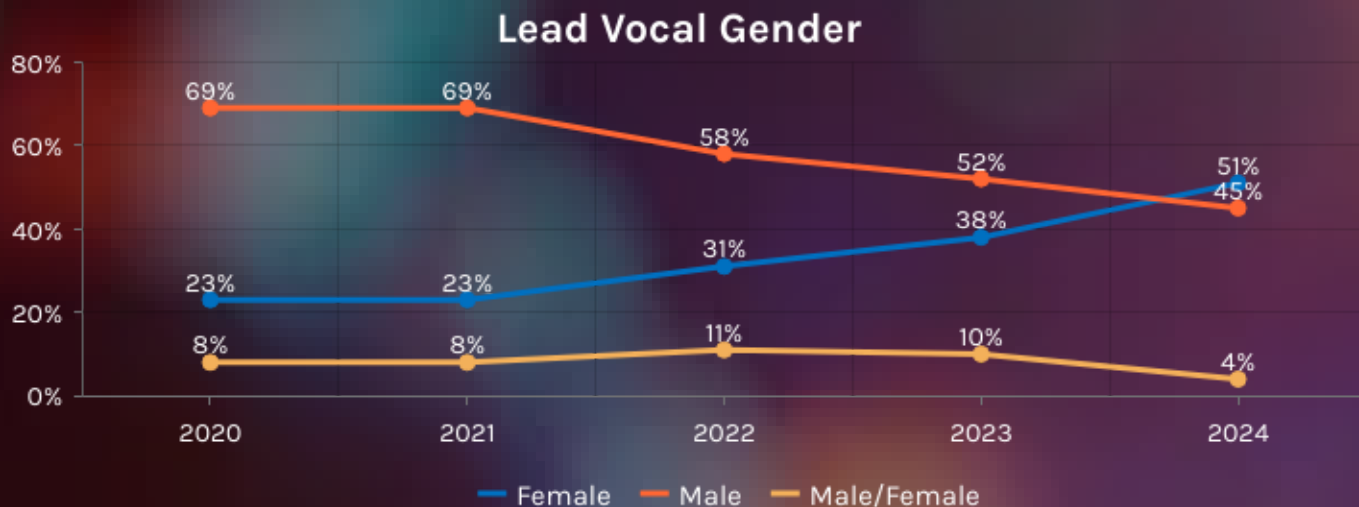
Synths (Bass and Non-Bass) In Decline

While still in the majority, songs featuring synth and synth bass continue to decrease. From 2021 through the first half of 2024, their use fell from 94% to 73% and 87% to 67% of songs, respectively.



Solo Vocalists & Female Leads

Top 10 hits with a solo lead vocalist reached their highest level in over a decade at 76% of songs. Meanwhile, male-led songs continue to trend downward, dipping below female-led songs for the first time in over a decade. The only male/female duet this year so far was “Fortnight” by Taylor Swift featuring Post Malone.

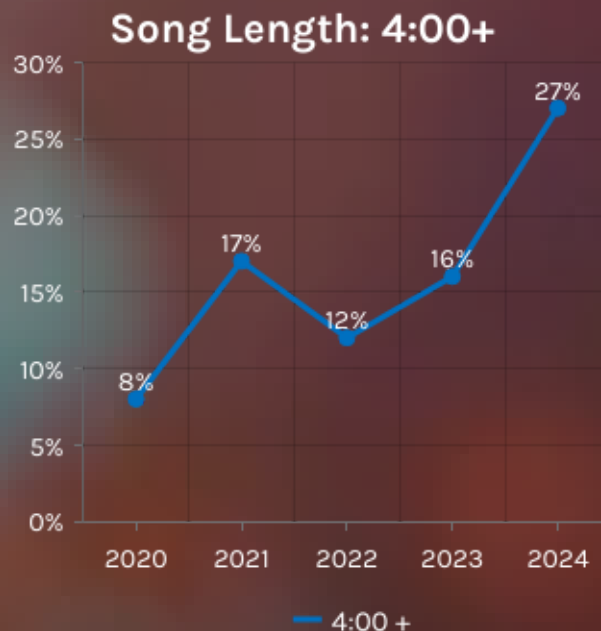


Songs Over the Four-Minute Mark

Since 2020, songs clocking over the four-minute mark more than tripled from 8% to 27%.

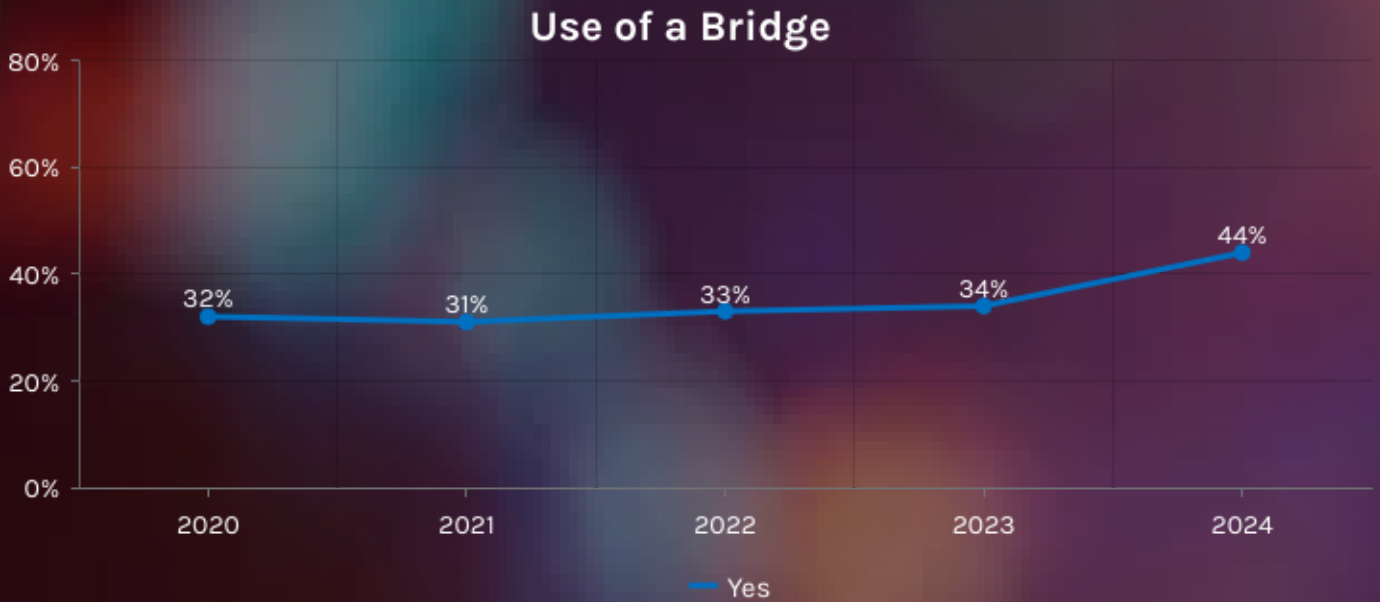
Taylor Swift had the biggest impact of any artist on this longer-trending shift, with six songs from *The Tortured Poets Department* landing at four minutes or longer.

Drake’s “Family Matters” was by far the longest song so far this year at seven minutes and 33 seconds.



More Bridges

The use of a bridge rose to 44% of song in the first half of the year, the highest it's been since 2016. Chart-topping representatives include "Fortnight," "I Had Some Help," "Not Like Us," "Please Please Please," "We Can't Be Friends (Wait For Your Love)," and "Yes, And?."



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