

NIELSEN MUSIC

MID-YEAR REPORT

U.S. 2018

nielsen



Erin Crawford
SVP Nielsen
Entertainment,
General Manager
Nielsen Music

**THE FIRST HALF
OF 2018 SAW
A SIX-MONTH
RECORD OF OVER
400 BILLION
ON-DEMAND
STREAMS**

INTRODUCTION

Welcome to the Nielsen Music Mid-Year Report, which provides an exclusive glimpse at the music industry's leading trends, data and insights from the past six months.

The music industry is still in the thick of an exciting growth spurt that led to 15-year record revenues for the major label groups in 2017 and has continued to break new consumption milestones.

The first half of 2018 saw a six-month record of over 400 billion on-demand streams, driven by record-breaking streaming volume from artists like Drake, Post Malone, J. Cole and Cardi B. Such achievements should help explain why R&B/Hip-Hop made a big impact on radio too, accounting for 6 of the year's 20 most-played radio songs.

Physical album sales are showing new signs of resilience too, as independent retail events like Record Store Day continue to bring music fans in droves. This year's celebration led to the highest non-holiday sales total at independent retail since 2005, and extended vinyl's hot streak as the format increases 19% year-to-date.

Over the course of the next 20-plus pages, Nielsen Music has compiled all the essential learnings you need to power the rest of your 2018. And as always, we'd love to hear from you to learn how we can provide more tools to prepare you for music's ever-changing landscape.

WHAT'S NEW FROM NIELSEN MUSIC

PANDORA

Pandora is now fully integrated into Music Connect, informing Nielsen Music's Streaming Programmed (Total and Audio splits) and Streaming On-Demand (Total and Audio splits) data.

MUSIC CONNECT API

Music Connect subscribers in the U.S. and Canada can now upgrade for greater customization and control via real-time, direct access to the Music Connect API.

PAID-SUBSCRIPTION TIERS

Plays measured by Nielsen Music on paid-subscription tiers of streaming services will be given more weight on Music Connect calculations than those on ad-supported services. These will be reflected on the Billboard charts as well.

DAILY BUILDING CHARTS

Daily building charts are now available in Nielsen's Music Connect Mobile app in the U.S. and Canada.



CONTENTS

2018 MID-YEAR INDUSTRY HIGHLIGHTS	5
2018 MID-YEAR MOMENTS	9
2018 MID-YEAR TIMELINE	15
2018 IN MEMORIAM	17
2018 MID-YEAR CHARTS	18

NOTE: The term “total album equivalent consumption” in this report describes the number of physical and digital albums that were sold and the total number of album equivalent songs from downloads and song streaming volume. For the sake of clarity, the definition of album equivalent consumption does not include listening to music on broadcast radio or digital radio broadcasts. Unless otherwise noted, all numbers are volume.

MID-YEAR 2018

HIGHLIGHTS

TOTAL ALBUM EQUIVALENT CONSUMPTION (ALBUM + TEA + ON-DEMAND AUDIO/VIDEO SEA)



TOTAL ALBUM EQUIVALENT CONSUMPTION - AUDIO (ALBUM + TEA + ON-DEMAND AUDIO SEA)



ON-DEMAND SONG STREAMING (AUDIO AND VIDEO)



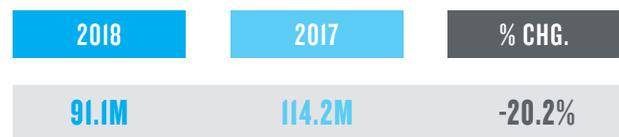
ON-DEMAND SONG STREAMING - AUDIO



ON-DEMAND SONG STREAMING - VIDEO

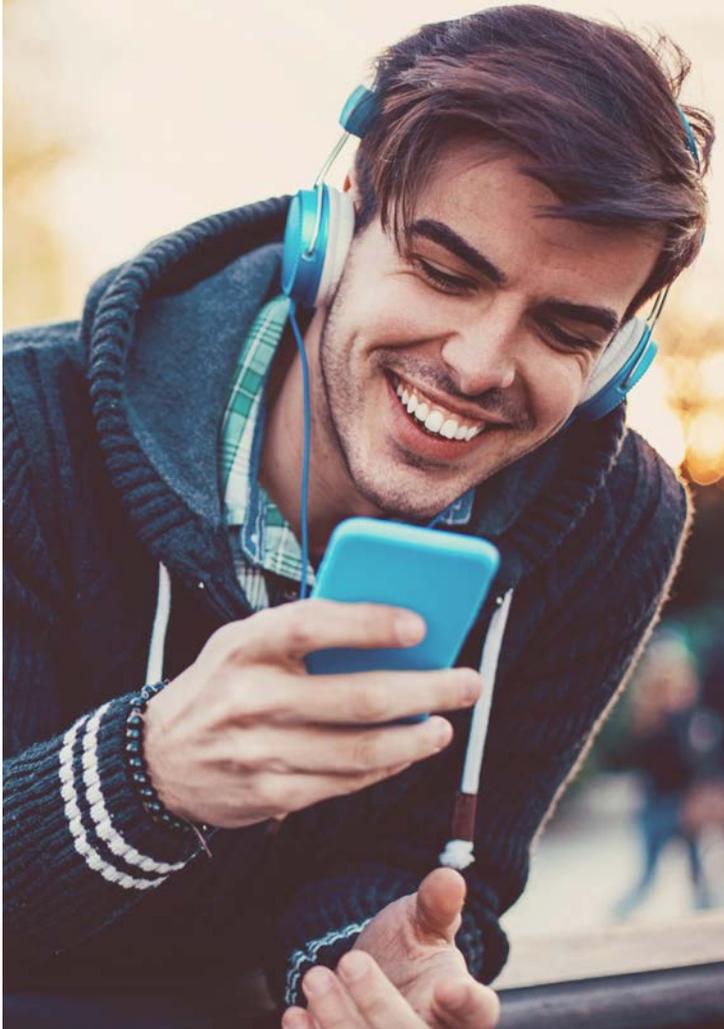


TOTAL ALBUM SALES + TEA



*Track Equivalent Albums (TEA) ratio of 10 tracks to 1 album and Streaming Equivalent Albums (SEA) ratio of 1,500 streams to 1 album

Data figures represent 12/29/2017-6/28/2018.



ALBUM EQUIVALENT CONSUMPTION - DIGITAL (DIGITAL ALBUMS + TEA + ON-DEMAND AUDIO/VIDEO SEA)

2018	2017	% CHG.
318.8M	255.7M	+24.7%

TOTAL ALBUM SALES (PHYSICAL + DIGITAL)

2018	2017	% CHG.
68.8M	83.5M	-17.6%

DIGITAL ALBUM SALES

2018	2017	% CHG.
27.5M	35.1M	-21.7%

PHYSICAL ALBUM SALES (INCLUDES VINYL LP)

2018	2017	% CHG.
41.3M	48.4M	-14.6%

VINYL LP SALES

2018	2017	% CHG.
7.6M	6.4M	+19.2%

DIGITAL TRACK SALES

2018	2017	% CHG.
223.1M	307.2M	-27.4%



Data figures represent 12/29/2017-6/28/2018.

Copyright © 2018 The Nielsen Company

CATALOG VS. CURRENT SALES

(CATALOG IS DEFINED AS OVER 18 MONTHS)

	2018 SHARE OF TOTAL	2017 SHARE OF TOTAL	YOY VOLUME % CHG.
TOTAL ALBUM EQUIVALENT CONSUMPTION			
CURRENT	39.2%	39.0%	18.9%
CATALOG	60.8%	61.0%	18.1%
OVERALL ALBUMS			
CURRENT	43.1%	44.6%	-20.4%
CATALOG	56.9%	55.4%	-15.3%
DIGITAL ALBUMS			
CURRENT	46.3%	48.8%	-25.8%
CATALOG	53.7%	51.2%	-17.7%
PHYSICAL ALBUMS			
CURRENT	41.0%	41.5%	-15.8%
CATALOG	59.0%	58.5%	-13.8%
DIGITAL TRACKS			
CURRENT	38.5%	40.6%	-31.2%
CATALOG	61.5%	59.4%	-24.7%
OVERALL ON-DEMAND STREAMS			
CURRENT	38.2%	36.2%	49.3%
CATALOG	61.8%	63.8%	37.3%
OVERALL ON-DEMAND AUDIO STREAMS			
CURRENT	39.1%	38.9%	45.8%
CATALOG	60.9%	61.1%	45.2%
OVERALL ON-DEMAND VIDEO STREAMS			
CURRENT	36.5%	31.3%	57.3%
CATALOG	63.5%	68.7%	24.4%

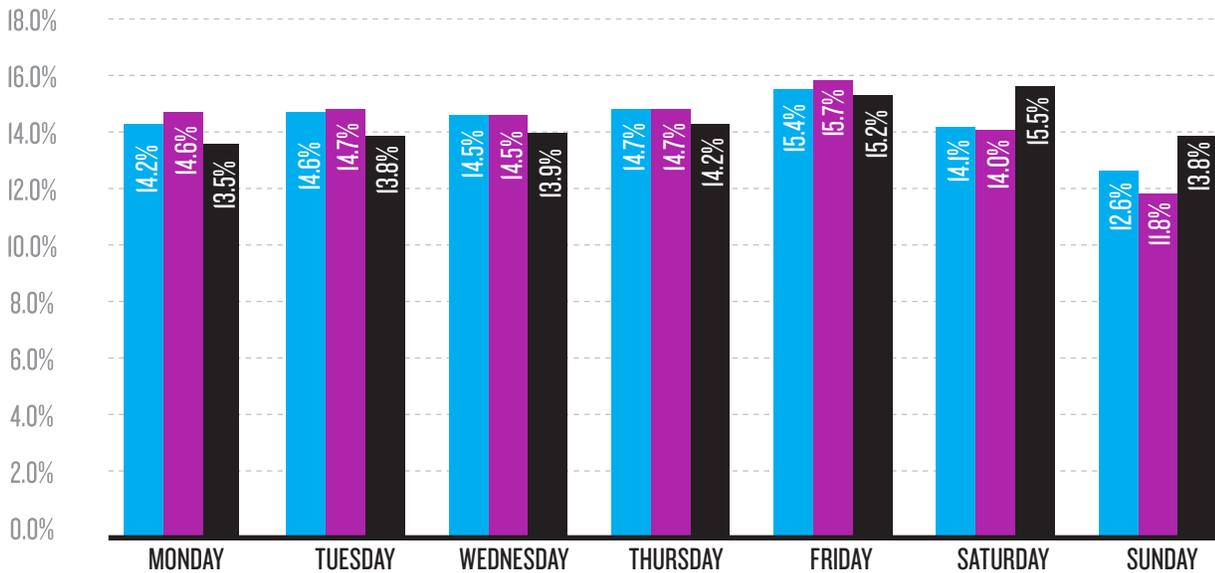
Data figures represent 12/29/2017-6/28/2018.

DAILY ON-DEMAND STREAMING SYNOPSIS

With streaming volume continuing to reach record levels in 2018, it is clear that streaming has become a daily activity for music fans. But the days of the week when listeners stream the most vary based on how they stream their music. Looking at the different ways that fans stream music - on-demand audio, audio programmed or video streaming- we see differences in which days of the week are the most popular for each format. While Friday continues to carry the biggest share of weekly streams for both on-demand and programmed audio, video streams are heaviest on Saturdays. As fans are flocking to hear their favorite new releases on audio streaming services on Fridays, we see a significant drop-off in volume over the weekend on audio streaming services. For both on-demand audio and programmed audio, we see Sunday being the lightest day of the week.

ON-DEMAND AUDIO AND VIDEO SONG STREAMING - SHARE OF WEEK BY DAY

- ON-DEMAND AUDIO SONG STREAMING
- PROGRAMMED AUDIO SONG STREAMING
- ON-DEMAND VIDEO SONG STREAMING



*Each number represents the percentage of weekly streaming volume by day.

Data figures represent 12/29/2017-6/28/2018.

Copyright © 2018 The Nielsen Company

A full-page photograph of Bruno Mars performing on stage. He is wearing a bright orange ribbed zip-up hoodie with white sleeves and a white hood, and dark pants with white stripes down the side. He is holding a black microphone in his right hand and singing with his mouth open. The background is a stage with blue and purple lighting and out-of-focus equipment.

GRAMMY GAINS

BRUNO MARS LEADS BIGGEST SALES BUMPS FROM 2018 GRAMMYS TELECAST

Bruno Mars' *24K Magic* saw a 157% lift in week-over-week album equivalent consumption the week following the 60th annual Grammy Awards. The album swept all six of Mars' nominated categories, including Album of the Year, and led to a 183% increase in streams for Song of the Year winner "That's What I Like" and 37.1 million On-Demand Streams for current single "Finesse (Remix)" with Cardi B.

STREAMING SURGE

ON-DEMAND AUDIO, VIDEO GROWTH LEADS RECORD FIRST HALF FOR ALBUM EQUIVALENT CONSUMPTION

Total album equivalent consumption continues to surge in 2018, surpassing 2017's record figures. Overall album equivalent consumption increased 18.4% to 360 million units, up from 304 million during the same period in 2017. Leading the charge was substantial growth for on-demand audio and video streaming, which grew a combined 42%. The increased activity helped offset continued declines in album sales, which declined 18% to 69 million units, and song sales, which slipped 27% to 223 million units.



HIP-HOP'S ASCENT

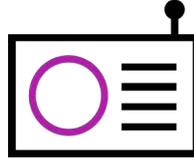
R&B/HIP-HOP CONTINUES TO LEAD AT STREAMING SERVICES, RADIO

After surpassing Rock for the first time as music's most consumed genre last July, R&B/Hip-Hop continues to extend its lead, with 31% of total album equivalent volume (album + TEA + Audio and Video SEA). R&B/Hip-Hop's lead over the next biggest genre (Rock) has increased from 4.1% last year (29.3% vs. 25.2%) to 8.1% this year (31.2% vs. 23.1%).

The R&B/Hip-Hop domination has extended to radio, too. Among persons 18-49, the average quarter-hour audience share of Urban Contemporary stations has increased by 15% in the past four years.



RADIO SPOTLIGHT



AUDIENCE INSIGHTS FROM NIELSEN AUDIO

Adult Contemporary is broadening its influence as a mass appeal format. Since the first half of 2016, AC has grown from the fifth most listened to format among Millennials to the third (behind Pop and Country) during the first half of 2018.

In the top 50 largest population markets, Country ranks as the third most listened to format behind News/Talk and Adult Contemporary. But on a national basis, across all markets, Country is the top-ranked format – leading even News/Talk in terms of total share of listening.

Spanish Contemporary has benefited the most from the post-“Despacito” boom of 2017, with a 15% lift in share of total audience between the first half of 2016 and the first half of 2018, and a 23% surge among Millennials during the same time period.

Alternative continues its upswing, with share among Millennial listeners up 10% in the first half of 2018 compared to the first half of 2016.



DRAKE

THE RAP SUPERSTAR'S REIGN CONTINUES WITH 18 WEEKS AT NO. 1 ON THE HOT 100 AND BLOCKBUSTER NEW ALBUM

After briefly interrupting a record eight year streak on the Hot 100 last August, Drake made a triumphant return to the chart with singles “God’s Plan” and “Nice For What,” which have spent a combined 18 of the first 26 weeks of the year at No. 1 on the Billboard Hot 100, with 1.12 billion and 484 million on-demand streams, respectively.

The singles previewed Drake’s blockbuster album *Scorpion*, which kicked off its first weekend of release on June 29 with a combined 435 million on-demand streams for its tracks, breaking the previous record for highest one-week streams for an album in just three days.



BEYONCÉ & JAY-Z

SURPRISE JOINT ALBUM POSTS STRONG DEBUT CONSUMPTION

Joining forces on a full-length album for the first time as The Carters, Beyoncé and Jay-Z shook up a busy June with the surprise release of their album *Everything Is Love*. The set debuted at No. 2 on the Billboard 200 with first week volume of 123,000 units in total album equivalent consumption after a two-day exclusive with Tidal. Lead single "Apes**t" was the set's most streamed song, with 24.1 million U.S. streams in its first week.



WORLD CUP 2018

OFFICIAL ANTHEMS OF PRESENT AND PAST SCORE BIG AUDIENCE GAINS

As World Cup fever continues globally through July 15 (the event will be staged in North America in 2026), FIFA's two official anthems have begun to find an audience stateside. Nicky Jam's "Live It Up," featuring Will Smith and Era Istrefi, posted big gains in the week following the June 14 kickoff: a 271% lift in digital track sales, a 30% increase in on-demand audio streams, a 413% surge in on-demand video streams and a 1,012% increase in airplay audience.

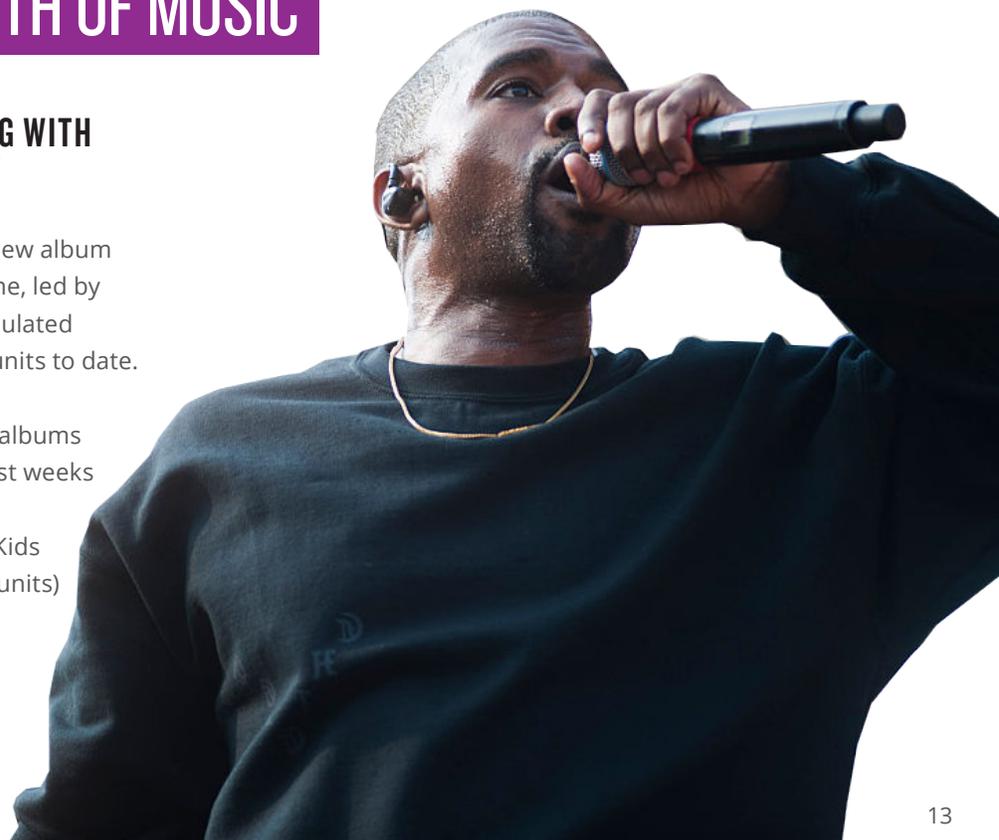
Jason Derulo's "Colors" - Coca-Cola's anthem for the 2018 FIFA World Cup - has also benefited from multiple collaborations with global artists. All versions of the song combined have been streamed over 17 million times in the U.S.

KANYE'S G.O.O.D. MONTH OF MUSIC

THE RAPPER/PRODUCER SCORES BIG WITH EXPERIMENTAL RELEASE STRATEGY

Kanye West's G.O.O.D. Music released a new album every Friday for five weeks in May and June, led by West's chart-topping *ye*, which has accumulated 345,000 album equivalent consumption units to date.

The seven-song sets bucked the trend of albums with 20-plus tracks and yielded strong first weeks for Pusha T (77,000 album equivalent consumption units), West and Kid Cudi's *Kids See Ghosts* (142,000 units), Nas (142,000 units) and Teyana Taylor (23,000 units).





RECORD STORE DAY RECAP

ANNUAL CELEBRATION HITS NEW PEAKS AFTER MORE THAN A DECADE

Now in its 11th year, Record Store Day helped independent music retailers sell 733,000 LPs during the week of celebration (April 20-26), an all-time high. Across all formats, 799,000 albums were sold at independent retailers, marking the highest non-holiday sales total since 2005.

Throughout Record Store Day week, total albums sales at independent record stores rose by 200% over the prior week, and total album sales were up 23% over the week of April 20-26 in 2017. Vinyl LPs were a hot item at independent record stores, as music fans bought 427% more during Record Store Week 2018 than the week prior.

Bruce Springsteen's *Greatest Hits* was the week's top seller, followed by David Bowie's *Welcome to the Blackout (Live London '78)* and Neil Young's *Roxy: Tonight's the Night Live*.

Record Store Day continues the growth of vinyl sales, which YTD are up 19% compared to the first six months of 2017. Vinyl LPs now comprise over 18% of all physical album sales, up from 13% last year through six months.

MORE MID-YEAR HIGHLIGHTS



Camila Cabello achieves her first No. 1s on the Billboard Hot 100 and Billboard 200 with her single “Havana” (4.1 million consumption to date) and debut album, *Camila* (119,000 first-week units in total album equivalent consumption), respectively, becoming the first female soloist to accomplish such a feat since Beyoncé in 2003.

Kendrick Lamar’s all-star soundtrack to *Black Panther* is released, eventually becoming the year’s fifth most consumed to date with over 1 million album equivalent units.



XXXTentacion’s album *?* debuts at No. 1 on the Billboard 200, powered by over 159 million audio on-demand streams in its first week. Following the rapper’s death on June 18, sales of the album resurge to 94,000 units in album equivalent consumption.

JANUARY

JANUARY 22

FEBRUARY 9

MARCH 26



FEBRUARY 4

FEBRUARY 10



Philly native **Meek Mill** sees a 200% sales lift for his song “Dreams and Nightmares” after his hometown team the Philadelphia Eagles uses the track for their walkout to support his #freemeekmill campaign to get released from prison.

Justin Timberlake headlines the Pepsi Super Bowl LII Halftime Show two days after releasing his latest album, *Man Of The Woods*. A live U.S. audience of 103.4 million helps Timberlake sell 293,000 total album equivalent units for *Woods’* first week.



Streams of **Donna Summer’s** “State Of Independence” surge 12,000% after Quincy Jones alleges in a *GQ* interview that Michael Jackson’s “Billie Jean” “stole” its melody and rhythm.

Cardi B becomes the fifth female rapper ever to reach No. 1 on the Billboard 200 chart with debut album *Invasion of Privacy*, fueled by 202 million audio on-demand streams and over 102,000 in album equivalent consumption.



Childish Gambino releases the politically charged, instantly viral video for new single "This Is America." The song debuts at No. 1 on the Billboard Hot 100 the following week with 45 million on-demand video streams and 22 million on-demand audio streams.

Pusha T ignites a rap beef with **Drake** on *Daytona* track "Infrared," which inspires a response from Drake that same day, "Duppy Freestyle." "Infrared" and "Duppy Freestyle" received a total of 35 million combined streams.



APRIL 15



MAY 5

MAY 25

JULY

JUNE 15

APRIL 14

Beyoncé headlines Coachella and live-streams her extensively choreographed 90-minute set on YouTube. The set breaks YouTube's live-stream record for the festival and leads to an 83% increase in sales of Beyoncé's solo and Destiny's Child catalogs.



MAY 6



Post Malone's second album, *beerbongs & bentleys* breaks the record for most-streamed album in a single week, debuting with a cumulative 431.3 million on-demand audio streams for its tracks (or 288,000 streaming-equivalent album units).

The Greatest Showman soundtrack becomes the first title to achieve sales of 1 million plus in 2018 and the first soundtrack in nearly four years to reach the milestone. To date, the set has moved 1.6 million units in total album equivalent consumption.



2018 IN MEMORIAM



1989-2018

AVICII

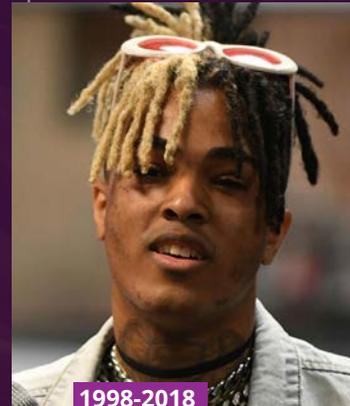
The Swedish DJ-producer's death on April 20 sent his best-known single, "Wake Me Up," back into the top 40 of the Billboard Hot 100 on May 1, fueled by 16.4 million U.S. streams (a 718% increase from the week before) and 25,000 downloads (up 1,965%).



1971-2018

DOLORES O'RIORDAN

The Cranberries frontwoman's passing on January 15 sparked an 11,094% growth in the band's total catalog sales the day following O'Riordan's death. The group's best-selling singles were "Linger" (10,000), "Zombie" (9,000), "Dreams" (8,000), "Ode to My Family" (2,000) and "When You're Gone" (1,000).



1998-2018

XXXTENTACION

The Florida rapper already had 2018's 12th most consumed album with *?* at the time of his death on June 18. Compared to June 17, his combined album and digital song sales climbed 1,603% to 33,000, with "Sad!" becoming his best-selling song (6,000 copies sold, a 1,143% increase from the previous day).

1981-2018

SCOTT HUTCHISON (Frightened Rabbit)

The discovery of the Scottish singer-songwriter's passing on May 10 led to a 2,100% lift in Frightened Rabbit's album sales, a 676% bump in the band's audio streams and airplay audience increased by 370% in the week following Hutchison's death.

THE YEAR SO FAR IN POP (DECEMBER 29, 2017 - JUNE 28, 2018)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Ed Sheeran	1,143,000
2	Justin Timberlake	937,000
3	Taylor Swift	769,000
4	Bruno Mars	681,000
5	Camila Cabello	672,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Ed Sheeran	Divide	845,000
2	Justin Timberlake	Man Of The Woods	664,000
3	Camila Cabello	Camila	661,000
4	Taylor Swift	Reputation	545,000
5	Bruno Mars	24K Magic	528,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Ed Sheeran	Perfect	2,713,000
2	Bebe Rexha & Florida Georgia Line	Meant To Be	2,575,000
3	Zedd, Maren Morris, & Grey	The Middle	2,068,000
4	Bazzi	Mine	2,041,000
5	Camila Cabello Feat. Young Thug	Havana	2,003,000

TOP 5 RADIO SONGS (Ranked by Airplay Audience)

	ARTIST	SONG	AUDIENCE	SPINS
1	Ed Sheeran	Perfect	2,861,250,400	599,000
2	Bebe Rexha & Florida Georgia Line	Meant To Be	2,294,857,600	585,000
3	Bruno Mars & Cardi B	Finesse	2,148,972,900	492,000
4	Camila Cabello Feat. Young Thug	Havana	2,126,814,200	474,000
5	Zedd, Maren Morris, & Grey	The Middle	2,040,209,600	470,000

THE YEAR SO FAR IN ROCK (DECEMBER 29, 2017 - JUNE 28, 2018)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Imagine Dragons	1,006,000
2	Beatles	740,000
3	Metallica	725,000
4	Panic! At The Disco	680,000
5	Fall Out Boy	532,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Imagine Dragons	Evolve	634,000
2	Dave Matthews Band	Come Tomorrow	332,000
3	Fall Out Boy	Mania	233,000
4	Panic! At the Disco	Pray For the Wicked	232,000
5	Elton John	Diamonds	229,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Imagine Dragons	Thunder	1,472,000
2	Imagine Dragons	Believer	1,233,000
3	Imagine Dragons	Whatever It Takes	1,192,000
4	Portugal. The Man	Feel It Still	1,166,000
5	Bad Wolves	Zombie	630,000

TOP 5 RADIO SONGS (Ranked by Airplay Audience)

	ARTIST	SONG	AUDIENCE	SPINS
1	Portugal. The Man	Feel It Still	1,486,796,600	341,000
2	Imagine Dragons	Thunder	1,432,312,000	324,000
3	Imagine Dragons	Whatever It Takes	1,412,006,700	376,000
4	Imagine Dragons	Believer	789,642,500	164,000
5	Foster The People	Sit Next To Me	549,058,600	177,000

THE YEAR SO FAR IN R&B/HIP-HOP (DECEMBER 29, 2017 - JUNE 28, 2018)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Post Malone	2,560,000
2	Drake	2,473,000
3	Migos	1,454,000
4	J. Cole	1,332,000
5	XXXTentacion	1,313,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Post Malone	beerbongs & bentleys	1,791,000
2	Cardi B	Invasion of Privacy	1,113,000
3	Migos	Culture II	1,088,000
4	J. Cole	KOD	794,000
5	Post Malone	Stoney	788,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Drake	God's Plan	5,325,000
2	Post Malone Feat. Ty Dolla \$ign	Psycho	3,035,000
3	Drake	Nice For What	2,638,000
4	BlocBoy JB Feat. Drake	Look Alive	2,630,000
5	Post Malone Feat. 21 Savage	Rockstar	2,588,000

TOP 5 RADIO SONGS (Ranked by Airplay Audience)

	ARTIST	SONG	AUDIENCE	SPINS
1	Drake	God's Plan	2,025,719,700	433,000
2	The Weeknd & Kendrick Lamar	Pray For Me	1,385,906,900	328,000
3	NF	Let You Down	1,367,050,200	346,000
4	G-Eazy & Halsey	Him & I	1,327,189,800	334,000
5	Post Malone	Rockstar	1,262,504,600	279,000

THE YEAR SO FAR IN COUNTRY (DECEMBER 29, 2017 - JUNE 28, 2018)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Jason Aldean	862,000
2	Chris Stapleton	825,000
3	Luke Bryan	612,000
4	Keith Urban	526,000
5	Thomas Rhett	524,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Jason Aldean	Rearview Town	522,000
2	Kane Brown	Kane Brown	432,000
3	Luke Combs	This One's For You	394,000
4	Chris Stapleton	Traveller	326,000
5	Thomas Rhett	Life Changes	325,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Kane Brown	Heaven	1,359,000
2	Jason Aldean	You Make It Easy	1,260,000
3	Thomas Rhett	Marry Me	1,005,000
4	Dan + Shay	Tequila	987,000
5	Kane Brown Feat. Lauren Alaina	What Ifs	916,000

TOP 5 RADIO SONGS (Ranked by Airplay Audience)

	ARTIST	SONG	AUDIENCE	SPINS
1	Luke Bryan	Most People Are Good	829,641,800	211,000
2	Kane Brown	Heaven	791,215,000	205,000
3	Jordan Davis	Singles You Up	756,487,600	196,000
4	Jason Aldean	You Make It Easy	727,043,400	188,000
5	Thomas Rhett	Marry Me	721,999,700	182,000

THE YEAR SO FAR IN **LATIN** (DECEMBER 29, 2017 - JUNE 28, 2018)

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Ozuna	368,000
2	J Balvin	229,000
3	Bad Bunny	183,000
4	Maluma	179,000
5	Romeo Santos	174,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Ozuna	Odisea	313,000
2	J Balvin	Vibras	145,000
3	Maluma	F.A.M.E.	105,000
4	Romeo Santos	Golden	83,000
5	Shakira	El Dorado	77,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	1,045,000
2	J Balvin & Willy William Feat. Beyoncé	Mi Gente	765,000
3	Daddy Yankee	Dura	613,000
4	Nicky Jam x J Balvin	X (Equis)	605,000
5	Ozuna	El Farsante	578,000

TOP 5 RADIO SONGS (Ranked by Airplay Audience)

	ARTIST	SONG	AUDIENCE	SPINS
1	J Balvin & Willy William Feat. Beyoncé	Mi Gente	413,214,900	86,000
2	Daddy Yankee	Dura	343,950,300	67,000
3	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	341,403,200	85,000
4	Maluma	Corazón	333,030,800	66,000
5	Luis Fonsi & Demi Lovato	Échame La Culpa	326,267,800	65,000

2018 BILLBOARD MID-YEAR CHARTS

POWERED BY NIELSEN MUSIC

TOP 10 ARTISTS

Rank	Artist	Total Album Equivalent Consumption	Album Sales	Digital Songs	Streaming On-Demand Audio
1	Post Malone	2,625,000	324,000	2,030,000	3,146,425,000
2	Drake	2,474,000	71,000	1,999,000	3,305,326,000
3	Migos	1,470,000	112,000	900,000	1,903,286,000
4	XXXTentacion	1,416,000	70,000	651,000	1,920,710,000
5	J. Cole	1,339,000	288,000	303,000	1,530,900,000
6	Ed Sheeran	1,267,000	338,000	1,926,000	1,104,168,000
7	Kendrick Lamar	1,264,000	228,000	864,000	1,424,713,000
8	Cardi B	1,198,000	183,000	1,007,000	1,371,926,000
9	The Weeknd	1,104,000	178,000	500,000	1,314,367,000
10	Eminem	1,082,000	302,000	917,000	1,031,843,000

TOP 10 ARTISTS RANKED BY ON-DEMAND AUDIO STREAMS

Rank	Artist	Streaming On-Demand Audio
1	Drake	3,304,426,000
2	Post Malone	3,145,868,000
3	XXXTentacion	1,919,991,000
4	Migos	1,903,032,000
5	J. Cole	1,530,496,000
6	Kendrick Lamar	1,424,425,000
7	The Weeknd	1,314,121,000
8	Kanye West	1,242,652,000
9	Cardi B	1,117,308,000
10	Ed Sheeran	1,103,995,000

TOP 10 ALBUMS

(ALBUM SALES + TEA + ON-DEMAND AUDIO SEA)

Rank	Artist	Title	Total Album Equivalent Consumption	Album Sales	Song Sales	On-Demand Audio Streams
1	Post Malone	beerbongs & bentleys	1,791,000	258,000	1,412,000	2,088,086,000
2	Various Artists	The Greatest Showman: Original	1,602,000	1,064,000	1,148,000	635,378,000
3	Cardi B	Invasion of Privacy	1,113,000	178,000	976,000	1,257,085,000
4	Migos	Culture II	1,088,000	95,000	726,000	1,379,527,000
5	Various Artists	Black Panther: The Album	1,058,304	209,000	924,000	1,135,477,000
6	Ed Sheeran	Divide	845,000	254,000	1,588,000	647,394,000
7	J. Cole	Kod	794,000	241,000	161,000	806,060,000
8	Post Malone	Stoney	788,000	65,000	618,000	991,467,000
9	XXXTentacion	?	769,000	49,000	419,000	1,016,242,000
10	Justin Timberlake	Man of the Woods	664,000	403,000	791,000	273,270,000

TOP 10 ALBUMS

(TOTAL SALES)

Rank	Artist	Title	Sales
1	Various Artists	The Greatest Showman: Original	1,064,000
2	Justin Timberlake	Man Of The Woods	403,000
3	Jason Aldean	Rearview Town	328,000
4	Dave Matthews Band	Come Tomorrow	316,000
5	P!nk	Beautiful Trauma	287,000
6	Post Malone	beerbongs & bentleys	258,000
7	Ed Sheeran	Divide	254,000
8	J. Cole	Kod	241,000
9	Various Artists	Black Panther: The Album	209,000
10	Keith Urban	Graffiti U	199,000

TOP 10 DIGITAL ALBUMS

Rank	Artist	Title	Sales
1	Various Artists	The Greatest Showman: Original	676,000
2	Cardi B	Invasion Of Privacy	178,000
3	Justin Timberlake	Man Of The Woods	177,000
4	J. Cole	Kod	168,000
5	Post Malone	beerbongs & bentleys	159,000
6	Various Artists	Black Panther: The Album	122,000
7	Kanye West	ye	117,000
8	Imagine Dragons	Evolve	97,000
9	The Weeknd	My Dear Melancholy	96,000
10	Kids See Ghosts	Kids See Ghosts	90,000

TOP 10 PHYSICAL ALBUMS

Rank	Artist	Title	Sales
1	Various Artists	The Greatest Showman: Original	389,000
2	Jason Aldean	Rearview Town	257,000
3	Dave Matthews Band	Come Tomorrow	244,000
4	P!nk	Beautiful Trauma	235,000
5	Justin Timberlake	Man Of The Woods	226,000
6	Keith Urban	Graffiti U	175,000
7	Ed Sheeran	Divide	167,000
8	Jack White	Boarding House Reach	145,000
9	BTS	Love Yourself: Tear	132,000
10	Bon Jovi	This House Is Not For Sale	129,000

TOP 10 LP VINYL ALBUMS

Rank	Artist	Title	Sales
1	Jack White	Boarding House Reach	37,000
2	Kendrick Lamar	Damn.	30,000
3	Guardians Of The Galaxy	Guardians Of The Galaxy: Awesome Mix	28,000
4	Michael Jackson	Thriller	28,000
5	Fleetwood Mac	Rumours	28,000
6	Panic! At The Disco	Pray For The Wicked	26,000
7	Justin Timberlake	Man Of The Woods	26,000
8	Prince	Purple Rain	25,000
9	Amy Winehouse	Back To Black	25,000
10	Beatles	Sgt. Pepper's Lonely Hearts	23,000

TOP 10 DIGITAL SONG CONSUMPTION (SONG SALES + ON-DEMAND AUDIO SES)

Rank	Artist	Song	Song Sales w/SES On-Demand Audio	Song Sales	Streaming On-Demand Audio
1	Drake	God's Plan	5,325,000	959,000	654,993,000
2	Post Malone	Psycho	3,036,000	491,000	381,742,000
3	Ed Sheeran	Perfect	2,713,000	1,013,000	254,937,000
4	Drake	Nice For What	2,638,000	378,000	339,141,000
5	BlocBoy JB	Look Alive	2,630,000	220,000	361,484,000
6	Post Malone	Rockstar	2,588,000	378,000	331,468,000
7	Bebe Rexha & Florida Georgia Line	Meant To Be	2,575,000	846,000	259,401,000
8	Zedd, Maren Morris & Grey	The Middle	2,068,000	621,000	217,165,000
9	Bazzi	Mine	2,041,000	330,000	256,663,000
10	Migos	Stir Fry	2,012,000	218,000	269,060,000

TOP 10 SONGS ON-DEMAND STREAMS (AUDIO + VIDEO)

Rank	Artist	Song	On-Demand Streams
1	Drake	God's Plan	1,121,025,000
2	Post Malone	Psycho	576,224,000
3	BlocBoy JB	Look Alive	542,548,000
4	Post Malone	Rockstar	542,186,000
5	Camila Cabello	Havana	486,839,000
6	Drake	Nice For What	484,468,000
7	Ed Sheeran	Perfect	480,383,000
8	Bruno Mars	Finesse	428,922,000
9	XXXTentacion	Sad!	422,655,000
10	Post Malone	I Fall Apart	419,075,000

TOP 10 SONGS ON-DEMAND AUDIO STREAMS

Rank	Artist	Song	On-Demand Audio Streams
1	Drake	God's Plan	654,993,000
2	Post Malone	Psycho	381,742,000
3	BlocBoy JB	Look Alive	361,484,000
4	Drake	Nice For What	339,141,000
5	Post Malone	Rockstar	331,468,000
6	XXXTentacion	Sad!	270,821,000
7	Migos	Stir Fry	269,060,000
8	Bebe Rexha & Florida Georgia Line	Meant To Be	259,401,000
9	Kendrick Lamar & Sza	All The Stars	258,404,000
10	Bazzi	Mine	256,663,000

TOP 10 SONGS ON-DEMAND VIDEO STREAMS

Rank	Artist	Song	On-Demand Video Streams
1	Drake	God's Plan	466,032,000
2	Camila Cabello	Havana	285,013,000
3	Ed Sheeran	Perfect	225,446,000
4	Bruno Mars	Finesse	223,913,000
5	6ix9ine	Gummo	221,117,000
6	Lil Pump	Gucci Gang	211,876,000
7	Post Malone	Rockstar	210,718,000
8	Post Malone	Psycho	194,482,000
9	Migos	Walk It Talk It	191,922,000
10	Lil Dicky	Freaky Friday	191,670,000

TOP 10 SONGS PROGRAMMED AUDIO STREAMS

Rank	Artist	Song	Programmed Audio Streams
1	Drake	God's Plan	53,468,000
2	Post Malone	Psycho	42,564,000
3	Bazzi	Mine	39,910,000
4	Ed Sheeran	Perfect	39,459,000
5	Bebe Rexha & Florida Georgia Line	Meant To Be	38,923,000
6	Drake	Nice For What	35,756,000
7	Khalid & Normani	Love Lies	32,613,000
8	Cardi B, Bad Bunny & J Balvin	I Like It	31,482,000
9	Marshmello & Anne-Marie	Friends	31,438,000
10	Ed Sheeran	Shape Of You	31,432,000

TOP 10 DIGITAL SONG SALES

Rank	Artist	Song	Sales
1	Ed Sheeran	Perfect	1,013,000
2	Drake	God's Plan	959,000
3	Bebe Rexha & Florida Georgia Line	Meant To Be	846,000
4	Camila Cabello Feat. Young Thug	Havana	658,000
5	Zedd, Maren Morris & Grey	The Middle	621,000
6	Imagine Dragons	Whatever It Takes	618,000
7	Bruno Mars & Cardi B	Finesse	592,000
8	Imagine Dragons	Thunder	579,000
9	Camila Cabello	Never Be The Same	510,000
10	Jason Aldean	You Make It Easy	493,000

TOP 10 RADIO SONGS BASED ON AUDIENCE

Rank	Artist	Song	Audience
1	Ed Sheeran	Perfect	2,861,250,000
2	Bebe Rexha & Florida Georgia Line	Meant To Be	2,294,858,000
3	Bruno Mars	Finesse	2,148,973,000
4	Camila Cabello	Havana	2,126,814,000
5	Zedd, Maren Morris & Grey	The Middle	2,040,210,000
6	Drake	God's Plan	2,025,720,000
7	Dua Lipa	New Rules	2,023,348,000
8	Max	Lights Down Low	1,746,318,000
9	Camila Cabello	Never Be The Same	1,677,640,000
10	Halsey	Bad At Love	1,502,420,000

TOP 10 RADIO FORMATS (PERSON 6+ SHARE)

Rank	Genre	2017	2016	2015
1	News/Talk	9.9%	9.6%	8.9%
2	AC	7.7%	7.5%	7.4%
3	Country	7.6%	7.4%	7.9%
4	Pop CHR	7.6%	8.1%	8.2%
5	Hot AC	5.9%	6.4%	6.7%
6	Classic Rock	5.4%	5.1%	5.2%
7	Classic Hits	5.3%	5.3%	5.3%
8	Urban AC	4.8%	4.8%	4.9%
9	All Sports	4.3%	4.7%	4.7%
10	Urban Contemporary	3.8%	3.7%	3.6%

Source: Nielsen Audio PPM Markets Radio Format Trends; January-November 2015, 2016 and 2017.

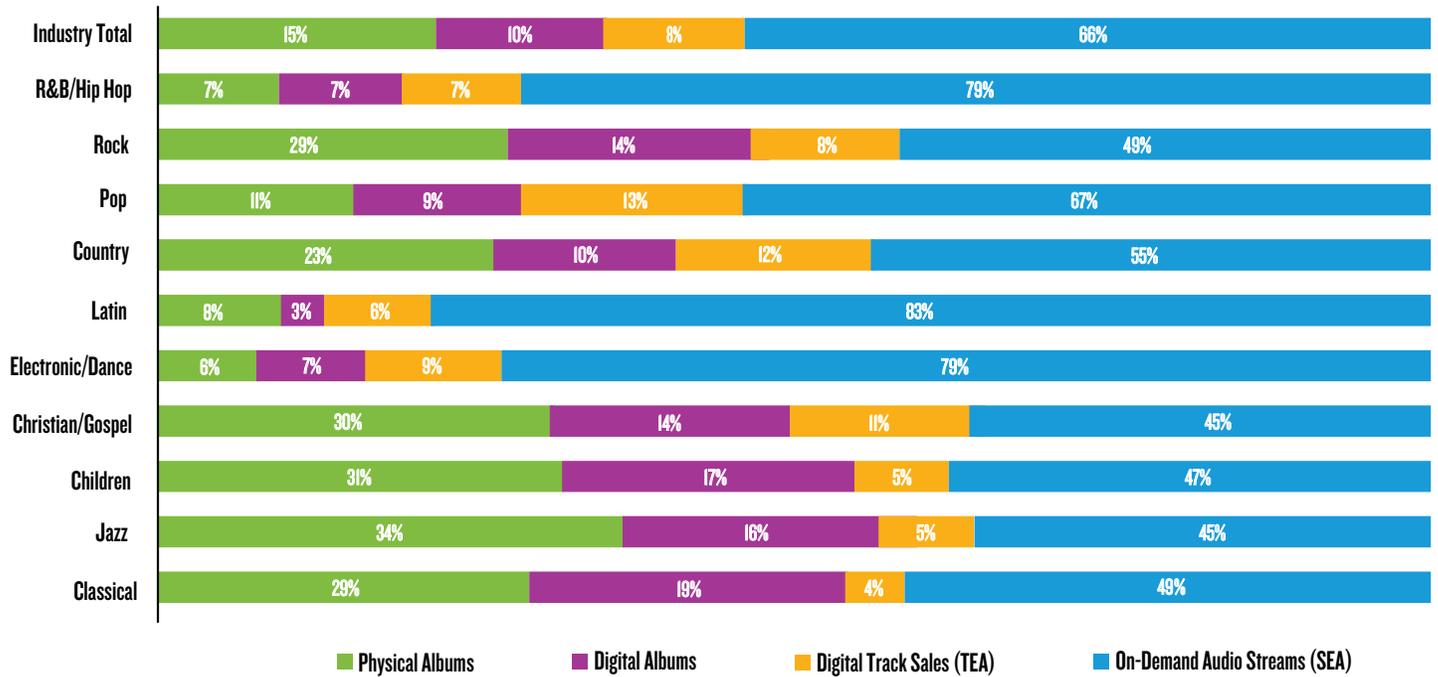
SHARE OF TOTAL VOLUME BY FORMAT AND GENRE (SELECTED TOP GENRES)

Genre	Total Volume*	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales	Total On-Demand Streams	On-Demand Audio Streams	On-Demand Video Streams
R&B / Hip-Hop	31.2%	15.5%	12.2%	21.0%	23.6%	36.4%	37.5%	34.2%
Rock	23.1%	41.2%	44.2%	36.3%	24.2%	17.7%	20.4%	12.4%
Pop	15.1%	10.6%	9.8%	12.1%	22.4%	15.7%	15.7%	15.9%
Country	8.4%	11.4%	12.8%	8.9%	13.2%	7.1%	8.3%	4.7%
Latin	7.7%	1.5%	1.9%	1.0%	3.0%	10.0%	5.2%	19.5%
Dance / Electronic	3.6%	1.6%	1.2%	2.4%	3.7%	4.2%	4.4%	3.7%
Christian / Gospel	2.9%	4.8%	5.3%	4.1%	3.8%	2.3%	2.2%	2.5%
Children	1.1%	1.9%	2.0%	1.8%	0.7%	1.0%	0.8%	1.2%
Jazz	1.1%	2.4%	2.6%	2.0%	0.8%	0.7%	1.0%	0.3%
Classical	1.1%	2.2%	2.1%	2.3%	0.6%	0.8%	1.0%	0.5%

Read as: 15.5% of Total Album Sales come from R&B/Hip-Hop genre

*Total Volume = Albums + TEA + On-Demand Audio/Video SEA

SHARE OF TOTAL AUDIO ALBUM EQUIVALENT CONSUMPTION BY FORMAT



ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

nielsen
.....

THE SCIENCE BEHIND WHAT'S NEXT™