## bilboard Country Update

BILLBOARD.COM/NEWSLETTERS

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**BILLBOARD COUNTRY UPDATE** 

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#### Don't Fence Me In: Country Labels Commit To **New Acts With Expansive Potential**



Music Group Nashville (UMGN) president Cindy Mabe says.

"A lot of times there's money that follows that, but what hap-

pens is you end up alienating audiences that don't want to hear

just that. There has to be more than one thing happening, [with]

Critics who complain that all country music sounds the same should check out the artist rosters at the genre's most successful labels, teeming with what appears to be a broader range of artists than at any time in history.

Warner Music Nashville (WMN) recently signed Giovannie & The Hired Guns, a rock band with country and Tejano

shadings; and Madeline Edwards, whose blend of country storytelling with pop and R&B sonics is an engaging test of stylistic boundaries. Big Machine's 19-year-old Kidd G fuses twang and hiphop with a rebel flare. And Universal Music Group's Boy Named







This expansive approach to rosters is part of an uphill climb for country music, which was considered a Southern-based niche genre for rural white audiences in its infancy. Over time, the size and location of that audience has changed — it remains a dominant force in

Banjo and The War and Treaty weave bluegrass/Americana and soul/gospel elements, respectively, into their own leftof-center takes on country.

The proliferation of boundary-pushing artists for the future represents a distinct philosophical change for Nashville labels who historically have played it safe, routinely stocking their rosters with acts that fit established norms. In one of the mostderided examples, country followed its golden era of the early 1990s with "hat acts," overloading the system with male country artists whose sound and imaging were clear attempts to copy the successes of Garth Brooks, George Strait and Alan Jackson.

farming communities across the United States, though its largest fan cluster is likely in the suburbs.

A ream of cultural, technological and organizational changes have required the business to rethink its parameters, widening the potential definition of the format as well as the makeup of its target audience.

"Things that might have been considered left of center, even just two years ago, would be considered more mainstream now," says WMN senior director of A&R Stephanie Davenport, "because I think our fan base's horizons have broadened quite a bit."

Indeed, new and recently developed acts across rosters

**AUTHORITATIVE INTELLIGENCE. DELIVERED DIGITALLY.** 





include trap-country figure **Blanco Brown** (Broken Bow), pop/R&B-flavored **Tiera Kennedy** (Valory), bilingual duo **Kat & Alex** (Sony Music Nashville), piano-based/pop-influenced **Ingrid Andress** (WMN), multigenre singer/songwriter **BRELAND** (Atlantic/WMN), moody and elegant music-maker **Sam Williams** (Mercury Nashville), rock-shaded **Elvie Shane** (Wheelhouse) and rock-/hip-hop-threaded **Lily Rose** (Big Loud).

Plenty of developments influenced that level of musical fence-busting:

- Country's wide-ranging sound The current chart accommodates Carrie Underwood's arena-rockish "Hate My Heart," Kane Brown's slow-jammin' "Thank God" and Parker McCollum's solid country "Handle on You," so there's precedent for roster variety. "There's been a lot of diversity of sound on country radio, and the things that you hear back-to-back-to-back are more varied than you'd hear on top 40," says WMN senior director of A&R Rohan Kohli. "So I think the signings are a reflection of the diversity that we've been hearing for a while."
- The proliferation of radio chains When country stations were locally owned, management tended to be more provincial about the genre. Now that chains frequently have programmers overseeing four or more formats, radio is more receptive to artists such as Jelly Roll or Dan + Shay working beyond their home base. "A big hit for one of those executives is something they're going to be aware of," says Big Machine Label Group president/CEO Scott Borchetta. "You don't have to go and reeducate everybody because it's the same people."
- DIY technology With budding artists able to learn music-making at home and promote themselves on social media, a la UMGN's Priscilla Block, they arrive in the business with built-in knowledge that makes them less apt to bend to accepted norms than previous generations. "We don't try to fit any of our artists into a box," Kohli says. "We tell them to go make the music, and we'll follow it."
- Digital consumption Streaming sites have given the consumer easy access to music on country's margins, allowing fans to find outside-the-box artists such as Corey Kent or Bailey Zimmerman, while they're still indie acts, forcing labels to be more nimble in reacting to the marketplace.
- Precedent-setting change artists A wide range of acts from Willie Nelson to Chris Stapleton to Florida Georgia Line have made the mainstream bend to their style instead of conforming to the format's preexisting sound. The genre has been rewarded for pushing the limit in the past: Sound-alikes, as in the hat-act era or the bro-country era, have actually hurt the format, and the business is more committed to widening the playing field instead of just staying inside of it.
- Better inner-division cooperation Music can still get lost, but the Nashville offices of major labels and publishers are generally working better with coastal pop divisions. That means greater potential for nontraditional acts, which also makes them less risky to sign.
- Expanding demographics Music Row is more interested than ever in expanding its core audience, intent on attracting more young fans and minorities, especially Blacks and Latinos. In particular, the increase in Black artists—most of whom blend country and R&B influences—means more acts are stretching the sound of the genre.
- Faster trends In the entire 1980s, country had two trends: the Urban Cowboy movement and New Traditionalism. The last 10 years have seen brocountry, Motown country, boyfriend country, '90s retro country and, now, the lightly produced, gruff Yellowstone country (think Warren Zeiders and Zach Bryan). The format changes quicker than ever, and labels have to be prepared to shift with it. "If you don't diversify in some regard, you're going to have to scrap a whole roster really quickly," Mabe says. "You have to have a vision of where you're going."
- The next big thing While '90s-style country and Yellowstone country are current, labels are already looking to the future, unpredictable as it is. "We always are fighting to stay on the edge of what's next," Borchetta says. "You want to be early, you want to figure out if there's more to it than just a TikTok moment. You're always looking for the next one that has all the right parts and pieces or could grow the right parts and pieces."

Ultimately, those new artists are stepping into a genre that already has consistent hitmakers with **Luke Combs**, **Miranda Lambert** and **Keith Urban**. Thus, predicting the format's future direction is only part of the challenge; the new acts also have to be capable of making a difference when matched against the genre's established voices.

"New artists are competing against artists who've had many, many No. 1s," Davenport says. "It's not enough to have a good story. You have to have the best story as new artists."



Dierks Bentley (center) and *The Amazing Race* host Phil Keoghan (left) guested Nov. 17 on CBS' *The Late Show With Stephen Colbert* after the pair won the Colbert-hosted Pickled tournament. Bentley also shot an appearance for the Thanksgiving Day Parade on CBS.



Singer-songwriter Randall King (center) and BMG Music extended his songwriting deal and formed a joint venture, Tonk On Publishing, with Jake Jacobson (right) tabbed as the first signee. Left: BMG Music Nashville vp Chris Oglesby.



Tracy Lawrence (right) raised over \$250,000 for the Nashville Rescue Mission with his 17th annual Mission:Possible turkey fry, held Nov. 22. He's joined by Shawn Parr's Across the Country host Shawn Parr (left) and Rescue Mission president/CEO Glenn Cranfield.



Dillon Carmichael and Kolby Cooper performed at San Antonio's Cowboys Dancehall at a Nov. 17 show presented by KAJA San Antonio. From left: Carmichael, KAJA personality Jamie Martin, Cooper and KAJA host Randy Carroll.

## GODGAME MEAGAL

THE BRAND NEW SINGLE FROM HIS SELF-TITLED ALBUM

SHAZAMS+74%

STREAMS +27%

IMPACTING

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ON THE CHARTS JIM ASKER jim.asker@billboard.com

#### Dolly Parton's 'Diamonds & Rhinestones' Shine; Morgan Wallen Matches Longest Country Airplay Reign This Decade



**Dolly Parton** achieves her 48th top 10 on *Billboard*'s Top Country Albums chart (dated Dec. 3) as *Diamonds & Rhinestones: The Greatest Hits Collection* (RCA Nashville/Legacy) enters at No. 4. In the tracking week ending Nov. 24, the set earned 19,000 equivalent album units, with 15,000 in album sales, according to Luminate.

The 23-track set, which arrived Nov. 18, features songs released between 1971 and 2019, including 10 Hot Country Songs No. 1s from 1974-89, from "Jolene" to "Why'd You Come in Here Lookin' Like That." Among those leaders are her two chart-toppers on the all-genre Billboard Hot 100: "9 to 5" (1981) and "Islands in the Stream," with Kenny Rogers (1983). The newest cut is "Faith," Parton's collaboration with Swedish DJ/production duo Galantis featuring Dutch vocalist Mr. Probz. The track debuted atop Dance/ Electronic Digital Song Sales in November 2019, giving Parton her first No. 1 in the genre, and topped Dance/Mix Show Airplay that December.

Parton extends her record for the most Top Country Albums top 10s among women, pushing six ahead of **Loretta Lynn**'s 42. She also remains the only woman with top 10s in every decade since the list launched in January 1964. Her top 10 totals by decade: 1960s — four, '70s—18, '80s—11, '90s—five, 2000s—three, '10s—four and '20s—three.

Parton has netted eight No. 1s on the chart, most recently A Holly Dolly Christmas, which bowed in the penthouse in October 2020. In between that set and her latest, Run, Rose, Run debuted at its No. 4 best in March.

Parton boasts the second-most Top Country Albums top 10s among all artists, after **Willie Nelson** (the only other act with top 10s in seven decades), with 53. She first reached the tier with her second entry, *Just Between You and Me*, with **Porter Wagoner** (No. 8 peak, 1968).

MORE 'PROOF' OF A HIT Morgan Wallen's "You Proof" (Mercury/Republic/ Big Loud) rebounds from No. 2 for a sixth week atop Country Airplay (26.6 million audience impressions, down 7%). The song, his seventh leader on the list (dating to its first week at the peak on the Oct. 15 chart), ties for the longest reign of the 2020s, matching **Dustin Lynch**'s "Thinking Bout You," featuring **MacKenzie Porter** (starting in December 2021), and **Luke Combs**' "Forever After All" (starting in June 2021).

Since the Country Airplay chart started in January 1990, only seven songs have led longer, with two tied with a record eight frames at No. 1 each: Alan Jackson and Jimmy Buffett's "It's Five O'Clock Somewhere" (2003) and Lonestar's "Amazed" (1999).

Meanwhile, "Proof" is the first song to return to the Country Airplay apex since **Chris Lane**'s "Big, Big Plans" hit No. 1 on Dec. 19, 2020, and revisited the slot two weeks later.

TOP 10 'WORLD' VIEW Jordan Davis banks his sixth Hot Country Songs top 10 as "What My World Spins Around" (MCA Nashville) rises 12-10. The song, which he co-wrote, drew 7.7 million official streams (up 1%) and sold 2,000 downloads (up 98%) Nov. 18-24. On Nov. 17, he announced that his second LP, Bluebird Days, is due Feb. 17, 2023.

On Country Airplay, "Spins" ranks at No. 10, up by 7% to 18.7 million impressions in the week ending Nov. 27.

Davis last reached the Hot Country Songs top 10 with "Buy Dirt," featuring **Luke Bryan**. The collaboration led for four weeks in January-February, becoming his first No. 1 (and Bryan's 12th). It dominated Country Airplay for two frames, marking Davis' third leader (and Bryan's 26th).

Davis posted his first Hot Country Songs top 10 with his rookie entry, "Singles You Up," which hit No. 4 in April 2018. He followed it with "Take It From Me" (No. 4, March 2019), "Slow Dance in a Parking Lot" (No. 6, April 2020) and "Almost Maybes" (No. 7, July 2021). "Singles" and "Slow Dance" also topped Country Airplay for one week each. ●





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## MORGAN WALLEN



## 6 WEEKS #1 CHANK YOU COUNTRY RADIO

RIG IOIN

## billboard Country Airplay

AIRPLAY MONITORED BY

		WKS		AUDIENCE (I	N MILLIONS)	PLAYS			
THIS WEEK	LAST WEEK	ON CHART	TITLE Imprint/Label	Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
1	2	24	YOU PROOF Mercury/Republic/Big Loud ★★ No. 1 (6 Weeks) ★★	Morgan Wallen	26.616	-2.036	5952	-537	4
2	1	26	HALF OF ME Valory/BMLG Thomas Rhett F	eaturing Riley Green	26.277	-4.698	6442	-1315	2
3	5	39	DON'T COME LOOKIN' Big Machine ★★ Most Increased Audience ★★	Jackson Dean	26.266	+3.659	7050	986	1
4	3	25	SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN	Cole Swindell	25.142	-1.539	5672	-330	5
5	6	24	FALL IN LOVE Elektra/Warner Music Nashville/WEA	Bailey Zimmerman	22.939	+0.943	6199	208	3
6	4	28	5 FOOT 9 Hubbard House/EMI Nashville	Tyler Hubbard	22.817	-2.543	5248	-800	8
7	7	37	DOWN HOME Stoney Creek	Jimmie Allen	19.828	+0.928	5339	166	7
8	9	39	SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek	Jelly Roll	18.748	+0.434	5434	275	6
9	8	22	COUNTRY ON Capitol Nashville	Luke Bryan	18.727	+0.032	5051	-27	9
10	10	27	WHAT MY WORLD SPINS AROUND MCA Nashville	Jordan Davis	18.716	+1.250	4951	397	10
0	11	42	PICK ME UP Warner Music Nashville/WAR	Gabby Barrett	17.498	+1.057	4762	237	11
P	12	24	WHISKEY ON YOU Arista Nashville	Nate Smith	16.847	+0.713	4397	142	12
<b>B</b>	13	12	THANK GOD Zone 4/RCA Nashville Kane Brown	With Katelyn Brown	15.940	+0.861	4173	316	13
14	14	19	THAT'S WHATTEQUILA DOES Macon/Broken Bow	Jason Aldean	13.829	+0.414	3706	60	14
15	15	43	OUT IN THE MIDDLE Home Grown/Warner Music Nashville/WAR	Zac Brown Band	13.097	+0.312	3654	34	15
16	17	28	HEART LIKE ATRUCK Broken Bow	Lainey Wilson	11.574	+1.348	3446	294	16
<b>①</b>	18	6	GOING, GOING, GONE River House/Columbia Nashville	Luke Combs	10.498	+0.953	2967	295	19
18	16	53	YOU DIDN'T BMLG	Brett Young	10.113	-0.143	3039	-22	17
19	20	23	WHAT HE DIDN'T DO Big Machine	Carly Pearce	9.612	+0.809	2998	119	18
20	19	18	GOLD Capitol Nashville	Dierks Bentley	9.318	+0.432	2709	90	21
<b>3</b>	21	14	WAIT INTHETRUCK Broken Bow/Big Loud HARDY Fea	turing Lainey Wilson	9.105	+0.657	2854	312	20
22	23	4	THOUGHT YOU SHOULD KNOW Mercury/Republic/Big Loud	Morgan Wallen	9.052	+1.729	2509	659	22
23	22	15	NO BODY Warner Music Nashville/WMN	Blake Shelton	7.521	-0.130	2410	-14	23
24	24	16	HANDLE ON YOU MCA Nashville	Parker McCollum	7.448	+0.929	2392	228	24
25	26	23	WATER UNDERTHE BRIDGE MCA Nashville	Sam Hunt	5.503	+0.146	1910	-1	26
26	27	17	WILD AS HER Combustion Masters/RCA Nashville	Corey Kent	5.422	+0.234	1857	-85	27
27	25	34	JOY OF MY LIFE Mercury Nashville	Chris Stapleton	5.244	-0.141	2003	-84	25
28	28	25	HUMAN CoJo/Warner Music Nashville/WMN	Cody Johnson	5.012	+0.428	1674	100	29
29	29	20	BROWN EYES BABY Hit Red/Capitol Nashville	Keith Urban	4.878	+0.520	1698	186	28
30	30	12	HOW IT OUGHTA BE Harpeth 60/BMLG	Shane Profitt	4.189	+0.238	1446	119	31

#### **COUNTRY AIRPLAY CHART LEGEND**

#### **RANKINGS**

Country Airplay is ranked by total audience impressions for the week ending Sunday based on monitored airplay by Mediabase of 145 stations by Luminate. Audience totals on the chart are derived, in part, using certain Nielsen Audio-copyrighted Persons 12+ audience estimates (under license © 2022, Nielsen Audio). The list of all Country Airplay chart reporters can be viewed in Luminate's online platform.

#### TIES

On Country Airplay, if two songs are tied in audience, the song with the larger increase in audience is placed first.

#### **BULLETS**

Awarded on Country Airplay to titles gaining audience or remaining flat from the previous week. A song will also receive a bullet if its percentage loss in audience does not exceed the percentage of monitored station downtime for the format. Titles that decline in audience but increase in detections will also receive a bullet if the total audience erosion for the week does not exceed 3%.

#### **RECURRENTS**

On Country Airplay, descending titles below No. 10 in either audience or detections are moved to recurrent after 20 weeks, provided that they are not still gaining enough audience points to bullet or if they rank below No. 10 and post a third consecutive week of (non-bulleted) audience decline, regardless of total chart weeks. Plus, songs that ascend to a peak between Nos. 1 and 5 will remain on the chart for one additional week even if dropping below No. 10.

#### **HOT SHOT DEBUT**

Awarded to the highest-ranking new entry on Country Airplay.

#### **MOST INCREASED AUDIENCE**

Most Increased Audience on Country Airplay lists the songs with the greatest week-to-week increases in total audience.

#### **AIRPOWER**

Awarded on Country Airplay to titles ranking inside top 20 in plays and audience rankings for the first time, with increases in both plays and audience.

#### **BREAKER**

Awarded on Country Airplay to titles achieving airplay (at least one detection) at 60% of reporting stations for the first time.

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## billboard Country Airplay

AIRPLAY MONITORED BY

THIS	LAST	WKS ON		AUDIENCE (I	N MILLIONS)		PLAYS	
THIS	WEEK	CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
<u> </u>	31	35	GOOD DAY FOR LIVING Quartz Hill Joe Nichols	3.517	+0.170	1569	77	30
32	35	18	Y'ALL LIFE Monument Walker Hayes	3.106	+0.392	1319	104	32
33	33	21	SOMETHING INTHE ORANGE Belting Bronco/WAR Zach Bryan	3.078	+0.044	1052	41	37
34	32	14	BEER WITH MY FRIENDS Blue Chair/Warner Music Nashville/WEA Kenny Chesney & Old Dominion	3.053	-0.022	1101	-34	35
35	34	19	YOU Warner Music Nashville/WAR Dan + Shay	2.932	+0.034	1196	-4	33
36	36	35	NOTETO SELF Magnolia Music Randy Houser	2.310	+0.042	1176	91	34
37	37	43	SON OF A Riser House Dillon Carmichael	2.162	+0.023	1054	62	36
38	39	30	EVERYTHING SHE AIN'T Songs & Daughters/Pigasus/Big Loud Hailey Whitters	2.109	+0.163	837	29	40
39	41	11	IT MATTERS TO HER Triple Tigers Scotty McCreery	2.067	+0.306	805	-11	42
40	38	13	GIRL IN MINE Stoney Creek ★★ Breaker ★★ Parmalee	2.054	+0.097	882	15	39
41	40	19	DOING LIFE WITH ME EMI Nashville Eric Church	1.838	-0.107	819	-4	41
42	42	23	MAN MADE RECORDS Nashville Matt Stell	1.797	+0.106	947	29	38
43	43	17	STRANGE Vanner/RCA Nashville Miranda Lambert	1.748	+0.089	643	50	44
44	44	10	EXCUSES Combustion/Wheelhouse Kolby Cooper	1.548	+0.114	692	61	43
45	49	4	HATE MY HEART Capitol Nashville Carrie Underwood	1.447	+0.185	556	63	46
46	47	7	ROCK AND A HARD PLACE Elektra/Warner Music Nashville/WEA Bailey Zimmerman	1.346	+0.000	377	-28	56
47	45	8	YOUR HEART OR MINE Capitol Nashville Jon Pardi	1.333	-0.047	550	5	47
48	46	5	OVER FOR YOU Warner Music Nashville/WEA Morgan Evans	1.263	-0.112	400	-49	55
49	48	10	CAN'T HAVE MINE Curb Dylan Scott	1.202	-0.113	581	-45	45
50	50	3	YOU, ME, & WHISKEY Valory Justin Moore & Priscilla Block	1.033	+0.007	410	16	53
<b>5</b>	51	8	SOUNDS LIKE SOMETHING I'D DO Stoney Creek Drake Milligan	1.025	-0.001	504	22	49
52	52	13	WORTH A SHOT RCA/Columbia Nashville Elle King Featuring Dierks Bentley	1.019	+0.091	493	17	50
53	53	16	NEVERTIL NOW Back Blocks/BMLG/Big Loud Ashley Cooke + Brett Young	1.017	+0.106	507	35	48
54	54	3	HEAVEN BYTHEN Valory Brantley Gilbert And Blake Shelton Featuring Vince Gill	0.952	+0.133	432	125	51
55	55	11	LONGNECK WAY TO GO Big Machine/Capitol Nashville Midland Featuring Jon Pardi	0.848	+0.077	364	3	58
56	RE-EI	NTRY	I CAN'T LOVE YOU ANYMORE Columbia Nashville Maren Morris	0.776	+0.276	323	68	-
<b>5</b> 7	56	4	IF HEWANTEDTO HE WOULD EMI Nashville Kylie Morgan	0.718	+0.042	368	6	57
58	59	2	OKLAHOMA BREAKDOWN Show Dog Nashville Toby Keith	0.664	+0.111	412	-27	52
59	57	5	I CAN'T DECIDE Stone Country Easton Corbin	0.663	-0.001	409	6	54
60	NE	w	TENNESSEE ORANGE Megan Moroney/Arista Nashville ** Hot Shot Debut ** Megan Moroney	0.581	+0.298	189	127	-





Robert Plant and Alison Krauss will be featured in a 90-minute version of *CMT Crossroads* on Nov. 29, nearly 15 years after they first participated in the series. Standing (from left): CMT talent producer Shanna Strassberg, executive producer Margaret Comeaux and executive in charge of talent Leslie Fram. Seated (from left): Plant, CMT executive producer Michael McNamara and Krauss.

ATHERINE POWELL/GET



#### billboard

THE NO. 1s ISSUE

## YEAR IN MUSIC

ISSUEDATE 12/10 | AD CLOSE 11/29 MATERIALS DUE 11/30

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billboard's Year in Music, the No. 1's, will wrap up 2022 with an extraordinary editorial package.

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## billboard Country Airplay





MOST INCREASED A	AUDIENC	E
TITLE Imprint/Label	Artist	GAIN (IN MIILIONS)
DON'T COME LOOKIN' Big Machine	Jackson Dean	+3.659
THOUGHT YOU SHOULD KNOW Mercury/Republic/Big Lo	ud Morgan Wallen	+1.728
HEART LIKE A TRUCK Broken Bow	Lainey Wilson	+1.348
WHAT MY WORLD SPINS AROUND MCA Nashville	Jordan Davis	+1.250
PICK ME UP Warner Music Nashville/WAR	Gabby Barrett	+1.057
GOING, GOING, GONE River House/Columbia Nashville	Luke Combs	+0.953
FALL IN LOVE Elektra/Warner Music Nashville/WEA	Bailey Zimmerman	+0.943
HANDLE ON YOU MCA Nashville	Parker McCollum	+0.929
DOWN HOME Stoney Creek	Jimmie Allen	+0.928
THANK GOD Zone 4/RCA Nashville Kane Brown W	ith Katelyn Brown	+0.861







MOST INCREASED PLAYS	
TITLE Imprint/Label Artist	GAIN
DON'T COME LOOKIN' Big Machine Jackson Dean	+986
THOUGHT YOU SHOULD KNOW Mercury/Republic/Big Loud Morgan Wallen	+659
WHAT MY WORLD SPINS AROUND MCA Nashville Jordan Davis	+397
THANK GOD Zone 4/RCA Nashville Kane Brown With Katelyn Brown	+316
WAIT IN THE TRUCK Broken Bow/Big Loud HARDY Featuring Lainey Wilson	+312
GOING, GOING, GONE River House/Columbia Nashville Luke Combs	+295
HEART LIKE A TRUCK Broken Bow Lainey Wilson	+294
SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek Jelly Roll	+275
PICK ME UP Warner Music Nashville/WAR Gabby Barrett	+237
HANDLE ON YOU MCA Nashville Parker McCollum	+228





	RECURRENTS									
THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)								
1	THE KIND OF LOVE WE MAKE River House/Columbia Nashville Luke Combs	19.425								
2	TAKE MY NAME Stoney Creek Parmalee	15.986								
3	WISHFUL DRINKING Atlantic/Warner Music Nashville/WEA Ingrid Andress With Sam Hunt	15.107								
4	WASTED ON YOU Republic/Big Loud Morgan Wallen	14.733								
5	TRUTH ABOUT YOU Riser House/Columbia Nashville Mitchell Tenpenny	11.326								
6	'TIL YOU CAN'T CoJo/Warner Music Nashville/WMN Cody Johnson	11.053								
7	THINKING 'BOUT YOU Broken Bow Dustin Lynch Featuring Lauren Alaina Or MacKenzie Porter	9.908								
8	TROUBLE WITH A HEARTBREAK Macon/Broken Bow Jason Aldean	9.338								
9	WITH A WOMAN YOU LOVE Valory Justin Moore	8.830								
10	LAST NIGHT LONELY Capitol Nashville Jon Pardi	8.012								





### **TEXAS REGIONAL RADIO REPORT**

WEEK ENDING NOVEMBER 20, 2022

THIS WEEK	LAST WEEK	WKS ON Chart	TITLE (Label) ARTIST	TW Spins	SPINS +/-	THIS WEEK	LAST WEEK	WKS ON Chart	TITLE (Label) ARTIST	TW SPINS	SPINS +/-
0	2	17	IFIT DON'T HAVE A HONKY TONK (Independent) ★★1 Week at 1★★ Pat Green	1814	76	0	14	13	BAD MEDICINE (Independent) Whiskey Myers	1228	19
2	3	24	WILDFLOWER (Independent) Love & Chaos f/ Willy Braun	1791	105	12	15	26	COUNTRY ON THE RADIO (Big R.I.G. Country) Robert Ray	1198	3
3	4	14	THE OLD MAN SAID (Independent) Aaron Watson	1705	34	<b>B</b>	17	10	ANDERSON COUNTY (King Hall Music) Chad Cooke Band	1175	178
4	6	23	I'M NOT CRYING (Independent) Kaitlyn Kohler	1630	69	14	1	18	LOOSE LOUD & CRAZY (Independent) Jamie Richards	1141	-658
5	5	16	EASY AS HELLO (Aunt Daddy/Thirty Tigers) Sunny Sweeney	1625	25	15	9	18	EVERYTHING HAS YOUR MEMORY (Independent) Wade Bowen	1123	-365
6	7	19	GRAIN OF SALT (Independent) Kin Faux	1617	66	16	18	23	NOTHING GOOD HAPPENS AFTER MIDNIGHT (Independent) Scotty Alexander	1028	53
7	8	11	DON'T IT MAKE YOU WANNA DANCE (Independent) Josh Abbott f/ Flatland Cavalry	1518	28	17	11	21	HURT YOU (Independent) Cody Jinks	984	-299
8	10	17	HALF TO DEATH (Little Red Truck) Deryl Dodd	1369	15	18	24	7	STARTS IN A BAR (Independent) Casey Donahew	958	116
9	13	12	DIE RUNNIN' (Independent) Mike Ryan	1347	136	19	21	16	THREE PEOPLE (ME, JIM BEAM AND YOU) (Independent) Sundance Head	917	54
10	12	11	LONELY GIRL (Independent) Cody Canada & The Departed	1261	34	20	20	10	COWGIRL (Independent) Jake Bush	908	30

Texas Regional Radio Report Top 100 is compiled from weekly online playlist reports from 86 radio stations located in Texas and surrounding states, including reports from specialty shows, internet and satellite radio outlets. Songs are ranked by total plays. For tracking, complete chart methodology and more information, visit www.texasregionalradio.com, or contact Dave Smith at 972-252-8777. Copyright 2022, Texas Regional Radio Report

#### NASHVILLE & NATIONAL TOM ROLAND



The Musicians Hall of Fame in Nashville officially inducted its latest class with a Nov. 22 ceremony and concert at Municipal Auditorium. From left: inductee Stevens, Hall of Fame and Museum CEO Linda Chambers and inductees Gibbons, Stuart and Gill.

#### MARTY STUART'S NOVEMBER SYMMETRY

**Marty Stuart** could not have aligned the last week of honors any better if he had tried.

Nov. 21 marked one year since his induction into the Country Music Hall of Fame; Nov. 22 found him joining the Musicians Hall of Fame with his band, **The Fabulous Superlatives**; and Nov. 26 brought a Grand Ole Opry appearance that celebrated 50 years since his arrival in Nashville and 30 years since his Nov. 28 induction as an Opry member.

There's a symmetry to it all. The Musicians Hall resides a block away from Nashville's current bus station. When Stuart first came to town, during Labor Day weekend in 1972, the old bus station was just around the corner from the Ryman Auditorium. Stuart didn't know he was so close to the Mother Church of Country Music until he bumped into it that first night.

"There was a sidewalk somewhere up there, and there was steam coming up out of a grate, and there was a homeless-looking guy playing a harmonica, and he was playing 'Pins and Needles in My Heart' by **Roy Acuff**," Stuart recalls. "It was like the most surreal scene between that, and the transient people coming and going from those honky-tonks down there, and the Ryman. It's, 'Wow, you're here. You're here.'

Ironically, Stuart's Opry induction was the first to occur after Acuff died in November 1992. And while his role as an artist made him a household name, his work as a musician — with the likes of **Lester Flatt** and **Johnny Cash** — fueled his rise in Nashville.

It's a story that parallels fellow Musicians Hall inductees **Ray Stevens**, who moved to Nashville to become a session player in 1962 before a hit record sidelined that plan, and **Vince Gill**, whose work as a singer-songwriter is propelled primarily by his passion for guitar.

"I know that my singing long overshadowed my musicianship," Gill says. "I knew that coming to Nashville, that wasn't a place that it was really all about guitar heroes and stuff like that. So I let people discover that I could play rather than trying to shove it down their throats, and little by little, they have."

Along with their fellow inductees — including **Don McLean**, **ZZ Top**'s **Billy Gibbons** and recording engineer **George Massenburg** — they join an A-list of instrumental members that features **Jimi Hendrix**, **Peter Frampton**, **Booker T. & The MG's**, and the original Muscle Shoals rhythm section.

"When I was a kid, I just wanted to be in a famous band, like **The Buckaroos** or **The Strangers** or **The Tennessee Three** or **The Wagon Masters**," Stuart says. "I think I made it."

#### RADIO & RECORDS®

Voting is underway to determine the five acts who will perform during the New Faces show on March 15, 2023, at the close of Country Radio Seminar in Nashville. Eligible voters can cast their ballots <a href="here">here</a> through 5 p.m. CT Dec. 2 ... Townsquare/Atlantic City, N.J., hired assistant director of content Steve McKay, who will also serve as brand manager for two non-country stations, RadioInsight.com reported. The six-station cluster includes country WPUR. McKay was previously PD for a pair of Cumulus, Columbia, S.C., stations ... Southern Broadcasting purchased two Tupelo, Miss., stations, WXWX and WWMR, creating a shift among country signals in the market, according to RadioInsight.com. WXWX dropped its simulcast of country WADI Corinth in favor of top 40. WADI's country programming is now heard

on **WBIP** Booneville. WWMR, meanwhile, is playing Christmas music until a Dec. 26 announcement of its future format ... **KKMV** Rupert, Idaho, PD/music director **Scotty Cameron** received the Steve Ferguson CRS scholarship for 2023, earning a paid registration to Country Radio Seminar. GrassRoots Promotion oversees the program.

#### 'ROUND THE ROW

Eric Church and Q Prime South president/founder John Peets established Solid Entertainment to oversee the artist's professional components, with seven executives in place for the operation. Church's longtime assistant, Marshall Alexander, takes over as president while continuing as COO for Chief's, an under-construction bar and restaurant that Church owns. Church's production assistant, Brandon Schneeberger, becomes his dayto-day manager. Solid hired two staffers to oversee Church's Sirius XM station, Outsiders Radio: Shane Allen, who was most recently Columbia Nashville vp of promotion and artist development, and Kimsey Kerr, formerly Red Light director of marketing. Solid vp of digital marketing Bryan Chisholm segued into his role from Universal Music Group Nashville director of advertising, and director of fan relations Hayley Harris is a former Cumberland Heights clinical associate. The Solid umbrella will also house Chief Merchandise director Matt Wheeler. Reach Alexander here, Schneeberger here, Allen here, Kerr here, Chisholm here, Harris here and Wheeler here ... Burning Ground Entertainment hired management/A&R executive Trace Ritter as the company brings on management client Dane Louis. Ritter worked most recently as a sales and marketing specialist for guitar distributor Tone-Giant ... Big Yellow Dog added Florida native **Kyle Coulghan** to its roster as a songwriter-artist ... Singer-songwriter Jesse Murphy signed a publishing  $deal\,with\,peer music\,Nash ville\,...\,\textbf{The}\,\textbf{Flat}\,\textbf{River}\,\textbf{Band}\,inked\,a\,concert\,booking$ agreement with Kinkead Entertainment ... Fiddler Mark O'Connor, a six-time winner of the Country Music Association's musician of the year honor, will publish his autobiography, Crossing Bridges: My Journey From Child Prodigy to Fiddler Who Dared the World, on Feb. 10, 2023, accompanied by two additional pieces of personal history: the CD Early Childhood Recordings and a photo book, A Musical Childhood in Pictures ... The Country Network has begun shooting episodes of The Chad Brock Show, expected to debut in 2023 ... Dolly Parton will join goddaughter Miley Cyrus to co-host NBC's Dec. 31 special Miley's New Year's Eve Party ... BRELAND and Chrissy Metz are among the guests on CMT Crossroads Christmas: For King + Country & Friends, premiering Dec. 12 ... Songwriter Jeffrey Steele ("Doing Life With Me," "My Wish") and Creed frontman Scott Stapp are set to headline Operation Song's Music City Gala on Dec. 5 at the Franklin Theater. Sirius XM host Storme Warren will MC the fundraiser ... "Somebody's Knockin'" singer Terri Gibbs will make her first Nashville appearance in 20 years at a Christmas Cops & Country Music benefit on Dec. 6 at the Nashville Palace, sharing the bill with John Conlee, John Ford Coley and T. Graham Brown, among others ... Songwriters Brett James ("I Hold On," "Jesus, Take the Wheel"), Chris DeStefano ("At the End of a Bar," "Something in the Water") and Jon Nite ("Pick Me Up," "Break Up in the End") raised \$550,000 for veterans relief organization Aerial Recovery with a Nov. 10 concert at the Bell Tower in Nashville ... Sony

Music Nashville volunteers will team with Soles4Souls and Metro Nashville Public Schools at 10 a.m. on Nov. 29 at Buena Vista Elementary School for a Giving SHOESday event, organizing 1,300 pairs of footwear for distribution to homeless kids across the country... Kane Brown added a June 23 headlining date at Boston's Fenway Park to his 2023 tour itinerary ... Music executive Charles Koppelman died Nov. 25. He founded the pop SBK label, which launched Wilson Phillips, Jesus Jones and Vanilla **Ice**. Earlier in his career, he formed The Entertainment Company, a production firm that made him an executive producer of **Dolly Parton**'s albums in the late 1970s and early 1980s.



Jake Owen visited with Kelleigh Bannen during the Nov. 25 installment of Apple Music Country's Today's Country Radio With Kelleigh Bannen.

## billboard Hot Country Songs

AIRPLAY, STREAMING & SALES DATA COMPILED BY

LUMINATE

THIS WEEK	LAST WEEK	TWO WEEKS AGO	WKS ON Chart	TITLE PRODUCER (SONGWRITER)	<b>Artist</b> IMPRINT / PROMOTION LABEL	COUNTRY AIRPLAY RANK	PEAK Position
1	1	1	28	YOU PROOF ★★ No. 1 (15 Weeks) ★★ J.MOI,CHARLIE HANDSOME (M.WALLEN, A.G. GORLEY, E.K. SMITH, CHARLIE HANDSOME)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	1	1
2	2	2	31	SOMETHING IN THE ORANGE R.HADLOCK (Z.L.BRYAN)	Zach Bryan BELTING BRONCO/WARNER/WAR	33	2
3	3	3	66	WASTED ON YOU J.MOI,J.DURRETT (M.WALLEN,E.K.SMITH,J.THOMPSON,CHARLIE HANDSOME)	<b>Morgan Wallen</b> REPUBLIC/BIG LOUD	RC	1
4	5	4	23	THE KIND OF LOVE WE MAKE CHIP MATTHEWS, J.D. SINGLETON, L. COMBS (L. COMBS, J. DAVIS, D. ISBELL, R. ISBELL)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	RC	1
5	4	5	30	SHE HAD ME AT HEADS CAROLINA Z.CROWELL (A.G.GORLEY,C.SWINDELL,J.FRASURE,M.D. SANDERS,THOMAS RHETT,T.NICHOLS)	Cole Swindell WARNER MUSIC NASHVILLE/WMN	4	3
6	6	6	11	THANK GOD D.HUFF (C.D.STALNECKER, K.A.FISHMAN, J.FREE, J.HOGE, J.MULLINS)	Kane Brown With Katelyn Brown ZONE 4/RCA NASHVILLE	13	5
7	10	9	41	FALL IN LOVE A.R.SHAWN (A.R.SHAWN,B.ZIMMERMAN,G.J.LUCAS)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	5	6
8	7	14	13	WAIT IN THE TRUCK J.MOI,HARDY (M.W.HARDY,H.PHELPS,J.M.SCHMIDT,R.BLAIR)	HARDY Featuring Lainey Wilson BROKEN BOW/BIG LOUD	21	7
9	11	8	24	ROCK AND A HARD PLACE A.R.SHAWN (H.WARREN,J.HACKWORTH,J.HARVEY)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	46	2
10	12	11	26	WHAT MY WORLD SPINS AROUND  P.DIGIOVANNI (J.DAVIS,M.DRAGSTREM,R.J.HURD)  ★★ Sales Gainer ★★	<b>Jordan Davis</b> MCA NASHVILLE	10	10
11	9	10	18	HALF OF ME D.HUFF,J.FRASURE (THOMAS RHETT,R.AKINS,W.BUNDY,J.THOMPSON)	Thomas Rhett Featuring Riley Green VALORY/BMLG	2	9
P	14	13	26	DON'T COME LOOKIN'  ★★ Airplay Gainer ★★  LDICK (J.DEAN,C.L.DICK)	Jackson Dean BIG MACHINE	3	11
13	13	12	34	SON OF A SINNER ERNEST K,I.TOSHINSKY (J.B.DEFORD,E.K.SMITH,D.R.STEVENS)	Jelly Roll BAILEE & BUDDY/BMG/STONEY CREEK	8	9
14	15	16	29	WHISKEY ON YOU LRIMES (N.SMITH, LRIMES, R. SUTTON)	Nate Smith ARISTA NASHVILLE	12	11
Œ	18	20	29	THOUGHT YOU SHOULD KNOW J.MOI (M.WALLEN,N.GALYON,M.LAMBERT)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	22	1
16	16	18	21	COUNTRY ON ★★ Streaming Gainer ★★  J.STEVENS,J.STEVENS (D.FRASIER,S.HAURY,M.NESLER,MITCH OGLESBY)	Luke Bryan CAPITOL NASHVILLE	9	16
<b>T</b>	17	21	14	HEART LIKE A TRUCK J.JOYCE (LWILSON,D.WILSON,T.ANDERSON)	<b>Lainey Wilson</b> BROKEN BOW	16	17
18	19	17	50	PICK ME UP R.COPPERMAN,Z.KALE (G.BARRETT,J.M.NITE,R.COPPERMAN)	Gabby Barrett WARNER MUSIC NASHVILLE/WAR	11	15
19	22	22	25	DOWN HOME A.BOWERS,J.ALLEN (J.ALLEN,R.BALL,C.BEDELL,T.HOWELL)	Jimmie Allen STONEY CREEK	7	19
20	20	26	6	GOING, GOING, GONE CHIP MATTHEWS,J.D.SINGLETON,L.COMBS (L.COMBS,R.FULCHER,J.MCNAIR)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	17	20
<b>3</b>	24	19	11	TENNESSEE ORANGE K.BUSH (M.MORONEY,B.WILLIAMS,P.JENKINS,D.FANNING)	Megan Moroney Megan Moroney/Arista Nashville	60	19
22	21	23	26	WHAT HE DIDN'T DO S.MCANALLY,J.OSBORNE (C.PEARCE,A.G.GORLEY,E.M.SHACKELTON)	Carly Pearce BIG MACHINE	19	21
23	25	25	37	WILD AS HER C.FARREN (M.WALLEN,BRETT TYLER,K.ARCHER)	Corey Kent Combustion Masters/RCA Nashville	26	15
24	26	27	20	OUT IN THE MIDDLE Z.BROWN,B.SIMONETTI (B.SIMONETTI,Z.BROWN,L.COMBS,J.D.SINGLETON)	Zac Brown Band HOME GROWN/WARNER MUSIC NASHVILLE/WAR	15	23
25	27	32	15	HANDLE ON YOU JON RANDALL (P.MCCOLLUM, M. CRISWELL)	Parker McCollum MCA NASHVILLE	24	25

#### **COUNTRY SONGWRITERS™**

1	#1 ZACH BRYAN
2	MORGAN WALLEN
3	ERNEST K
4	ASHLEY GORLEY
5	CHARLIE HANDSOME
6	JOSH THOMPSON
7	LUKE COMBS
8	LUKE DICK
9	BAILEY ZIMMERMAN
10	JACKSON DEAN



# 1 #1 JOEY MOI 2 AUSTIN SHAWN 3 DANN HUFF 4 RYAN HADLOCK 5 PAUL DIGIOVANNI 6 ZACH CROWELL 7 EDDIE SPEAR 8 LUKE DICK 9 JACOB DURRETT 10 CHARLIE HANDSOME

## billboard Hot Country Songs

LUMINATE

THIS WEEK	LAST WEEK	TWO WEEKS AGO	WKS ON CHART	TITLE PRODUCER (SONGWRITER)	Artist IMPRINT / PROMOTION LABEL	COUNTRY AIRPLAY RANK	PEAK Position
26	28	34	15	THAT'S WHAT TEQUILA DOES M.KNOX (J.MORGAN, J.EDWARDS, T.KENNEDY, K.M.ALLISON)	Jason Aldean MACON/BROKEN BOW	14	26
2	29	31	17	OKLAHOMA SMOKE SHOW E.SPEAR (Z.L.BRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	24
28	31 30 47 JOY OF MY LIFE D.COBB.C.STAPLETON (J.C.FOGERTY)		Chris Stapleton MERCURY NASHVILLE	27	27		
29	36	35	12	NEXT THING YOU KNOW P.DIGIOVANNI (G.JAMES,J.OSBORNE,C.MCGILL,J.DAVIS)	<b>Jordan Davis</b> MCA NASHVILLE	-	29
30	33	39	8	YOU DIDN'T D.HUFF (B.YOUNG,A.G.GORLEY,J.M.NITE,J.ROBBINS)	Brett Young BMLG	18	30
3	NE	:W	1	BLUE CHRISTMAS D.HUFF (B.HAYES,J.W.JOHNSON)  ** Hot Shot Debut **	Kane Brown ZONE 4/RCA NASHVILLE	-	31
32	37	33	13	EVERYTHING SHE AIN'T J.GEAR,H.WHITTERS (H.WHITTERS,B.SIMPSON,R.TYNDELL)	Hailey Whitters SONGS & DAUGHTERS/PIGASUS/BIG LOUD	38	29
33	32	38	11	BURN, BURN, BURN ZLBRYAN,ESPEAR (ZLBRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	26
34	34	29	14	WHERE IT ENDS A.R.SHAWN (B.ZIMMERMAN,G.AVERILL,J.SPARGUR)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	-	7
35	NE	W	1	WRECKAGE J.BRUYERE (N.SMITH,M.KUTTER,C.SLIGH,P.WROCK)	Nate Smith ARISTA NASHVILLE	-	35
36	35	36	11	11 NO BODY Blake Shelton S. HENDRICKS (C.TOMPKINS,J.KEAR,R.CLAWSON) WARNER MUSIC NASHVILLE/WMN		23	34
37	38	40	10	HUMAN Cody Johnson T.W.WILLMON (T.LANE,T.MEADOWS) COJO/WARNER MUSIC NASHVILLE/WMN		28	37
33	41	41	9	GOLD R.COPPERMAN, JON RANDALL, F.R. SHIPPEN, D.BENTLEY (R. COPPERMAN, C. L. DICK, A. G. GORLEY, D. BENTLEY)	Dierks Bentley CAPITOL NASHVILLE	20	38
39	44	43	11	WATER UNDER THE BRIDGE C.LA CORTE,S.MCANALLY,S.HUNT (S.L.HUNT,C.LA CORTE,S.MCANALLY,J.OSBORNE)	Sam Hunt MCA NASHVILLE	25	39
40	42	42	7	WAY OF THE TRIUNE GODS T. CHILDERS, THE FOOD STAMPS, CHARLIE BROWN SUPERSTAR (T.CHILDERS)	Tyler Childers HICKMAN HOLLER/RCA	-	40
41	30	_	2	FIFTH OF MAY ESPEAR (Z.LBRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	30
42	45	47	3	SUN TO ME E.SPEAR (Z.L.BRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	42
43	39	37	10	NEVER LEAVE A.R.SHAWN (A.R.SHAWN,B.ZIMMERMAN,C.SLIGH,G.J.LUCAS,M.KUTTER)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	-	27
44	NE	W	1	WE GOT HISTORY J.M.SCHMIDT,M.TENPENNY (M.TENPENNY,A.ALBERT,D.DAWSON,J.M.SCHMIDT)	Mitchell Tenpenny RISER HOUSE/COLUMBIA NASHVILLE	-	44
45	46	49	8	BROWN EYES BABY D.HUFF;K.URBAN (W.BUNDY,R.CLAWSON,J.THOMPSON,M.WALLEN)	Keith Urban HIT RED/CAPITOL NASHVILLE	29	42
46	48 44 19 YALL LIFE J.HIBODEAU,W.HAYES,W.HAYES,P.GOOD,J.JENKINS,C.HAYNES, JR.,J.EPPERSON) Walker Hayes MONUMENT		32	32			
47			BRELAND BAD REALM/ATLANTIC	-	28		
48	NE	W	1	YOU, ME, & WHISKEY J.S.STOVER.S.BORCHETTA (J.L.ALEXANDER,B.BERRYHILL,C.TAYLOR)	Justin Moore & Priscilla Block VALORY	50	48
49	9 47 45 3 GIRL ON FIRE D.HUFF (KMARLOWE,J.GANTT,J.OSBORNE)		Kameron Marlowe COLUMBIA NASHVILLE	-	45		
50			4	IF HE WANTED TO HE WOULD BJOHNSON,S.MCANALLY (K.MORGAN,Z.HOLUP,B.J.JOHNSON)	Kylie Morgan EMI NASHVILLE	57	49

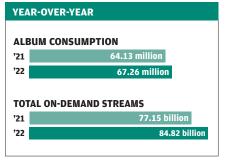
The week's most popular country songs, ranked by radio airplay audience impressions as measured by Luminate, formerly MRC Data, sales data as compiled by Luminate, formerly MRC Data and streaming activity data from online music sources tracked by Luminate, formerly MRC Data. Descending titles below No. 25 are moved to recurrent after 20 weeks.

#### **COUNTRY MARKET WATCH**

A Weekly National Music Sales Report

WEEKLY UNIT	COUNT		
	ALBUM CONSUMPTION	AUDIO ON-DEMAND	VIDEO ON-DEMAND
This Week	1,459,000	1,642,125,000	131,653,000
Last Week	1,396,000	1,758,000,000	125,604,000
Change	4.5%	-6.6%	4.8%
This Week Last Year	1,503,000	1,562,240,000	134,548,000
Change	-2.9%	5.1%	-2.2%

YEAR-TO-DA	TE		
	2021	2022	CHANGE
Album Consumption	64,130,000	67,255,000	4.9%
Album Sales	8,407,000	6,100,000	-27.4%
Audio On-Demand	70,833,506,000	78,799,101,000	11.2%
Video On-Demand	6,318,207,000	6,022,662,000	-4.7%





STREAMING & SALES DATA COMPILED BY

#### billboard top country albums

THIS	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE	CERT	PEAK POS.
1	1	1	98	MORGAN WALLEN BIG LOUD 033180*/REPUBLIC  DANGEROUS: THE DOUBLE ALBUM	4	1
2	2	2	27	ZACH BRYAN AMERICAN HEARTBREAK BELTING BRONCO 86979/WARNER		1
3	4	5	54	TAYLOR SWIFT RED (TAYLOR'S VERSION) REPUBLIC 034504*		1
4	NE	w	1	DOLLY PARTON DIAMONDS & RHINESTONES: THE GREATEST HITS COLLECTION RCA 997802*/LEGACY		4
5	3	3	6	BAILEY ZIMMERMAN ELEKTRA/WARNER MUSIC NASHVILLE/3EE/WMN		2
6	5	4	22	LUKE COMBS GROWIN' UP RIVER HOUSE/COLUMBIA NASHVILLE 997801*/SMN		1
Ø	NE	w	1	BILLY STRINGS ME / AND / DAD ROUNDER 610179*/CONCORD		7
8	9	11	395	CHRIS STAPLETON TRAVELLER MERCURY MASHVILLE 019405*/UMGN	6	1
9	6	6	286	LUKE COMBS THIS ONE'S FOR YOU RIVER HOUSE/COLUMBIA NASHVILLE 538883*/SMN	4	1
10	7	7	234	MORGAN WALLEN BIG LOUD 783*	2	1
0	18	47	33	BURL IVES RUDOLPH THE RED-NOSED REINDEER MCA SPECIAL PRODUCTS/GEFFEN 322177/UME (8.98)	•	1
12	8	8	159	LUKE COMBS WHAT YOU SEE IS WHAT YOU GET RIVER HOUSE/COLUMBIA NASHVILLE 595687*/SMN	3	1
13	19	50	26	BRENDA LEE ROCKIN' AROUND THE CHRISTMAS TREE: THE DECCA CHRISTMAS RECORDINGS DECCA/MCA NASHVILLE 70090/UME		2
14	12	13	85	TAYLOR SWIFT FEARLESS (TAYLOR'S VERSION) REPUBLIC 033578*		1
15	11	10	106	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1
16	24	_	17	BOBBY HELMS THE BEST OF BOBBY HELMS GEFFEN /UME		6
17	10	9	11	KANE BROWN ZONE 4/RCA NASHVILLE 996216/SMN		2
B	NE	w	1	GENE AUTRY THE ORIGINAL: GENE AUTRY SINGS RUDOLPH THE RED NOSED REINDEER & OTHER VARESE SARABANDE/CRAFT/CONCORD (030200066758)		18
Ð	28	_	53	ELVIS PRESLEY THE CLASSIC CHRISTMAS ALBUM RCA 45538*/LEGACY (9.98)		5
20	13	12	176	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS		9
21	16	15	223	TAYLOR SWIFT SPEAK NOW BIG MACHINE TS0300A/BMLG (18.98)	6	1
22	15	14	305	GEORGE STRAIT 50 NUMBER ONES MCA NASHVILLE 000459/UMGN (25.98)	7	1
23	17	19	33	COLE SWINDELL STEREOTYPE WARNER MUSIC NASHVILLE 694948/WMN		6
24	14	_	118	ELVIS PRESLEY THE ESSENTIAL ELVIS PRESLEY RCA/SONY STRATEGIC MARKETING GROUP 89048*/LEGACY (25.98)		8
25	20	20	59	CODY JOHNSON HUMAN: THE DOUBLE ALBUM COJO/WARNER MUSIC NASHVILLE 666969*/WMN		3

Top Country Albums ranks the most popular country albums of the week, as compiled by Luminate, formerly MRC Data, based on multi-metric consumption (blending traditional album sales, track equivalent albums, and streaming equivalent albums). Copyright 2022, Billiboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

#### billboard AMERICANA/ FOLK ALBUMS

	MIN OMI			
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THIS	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE		CERT.	PEAK POS.
1	1	1	27	ZACH BRYAN BELTING BRONCO 86979/WARNER	AMERICAN HEARTBREAK		1
2	NEW		1	BILLY STRINGS ROUNDER 610179*/CONCORD	ME / AND / DAD		2
3	2 3 341 CHRIS STAPLETON MERCURY NASHVILLE 019405*/UMGN		TRAVELLER	6	1		
4	NEW		1	DERMOT KENNEDY RIGGINS/ISLAND/INTERSCOPE 036331*/IGA	SONDER		4
5	3	2	106	CHRIS STAPLETON MERCURY NASHVILLE 032689*/UMGN	STARTING OVER		1
6	4	4	4 193 TYLER CHILDERS HICKMAN HOLLER 001*/THIRTY TIGERS		PURGATORY		2
7	5 5 387 HOZIER RUBYWORKS/COLUMBIA 309996*/LEGACY		HOZIER	3	1		
8	9 9 346 THE LUMINEERS DUALTONE 1738*			CLEOPATRA		1	
9	6	6	51	ZACH BRYAN BELTING BRONCO DIGITAL EX/WARNER	ELISABETH		6
10	NEW		1	NEIL YOUNG WITH CRAZY HORSE REPRISE 695265*/WARNER	WORLD RECORD		10

Americana/Folk Albums ranks the most popular Americana/folk albums of the week, as compiled by Luminate, formerly MRC Data, based on multi-metric consumption (blending traditional album sales, track equivalent albums, and streaming equivalent albums). Copyright 2022, Billboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

#### billboard

#### COUNTRY STREAMING SONGS

#### billboard

#### STREAMING & SALES DATA COMPILED BY

COUNTRY DIGITAL SONG SALES

THIS	LAST WEEK	WKS ON CHART	TITLE ARTIST				WKS ON CHART	TITLE ARTIST		
0	3	64	ROCKIN' AROUND THE CHRISTMAS TREE Brenda Lee	l	1 1 13		13	WAIT IN THE TRUCK HARDY FEAT. LAINEY WILSON		
2	5	58	JINGLE BELL ROCK BOBBY HELMS		2	2 NEW		WRECKAGE NATE SMITH		
3	6	54	A HOLLY JOLLY CHRISTMAS BURL IVES		3	7	25	SON OF A SINNER JELLY ROLL		
4	1	31	SOMETHING IN THE ORANGE ZACH BRYAN				30	SOMETHING IN THE ORANGE ZACH BRYAN		
6	2	28	YOU PROOF MORGAN WALLEN				11	THANK GOD Kane Brown with Katelyn Brown		
6	4	24	ROCK AND A HARD PLACE BAILEY ZIMMERMAN				31	SHE HAD ME AT HEADS CAROLINA COLE SWINDELL		
0	8	97	WASTED ON YOU MORGAN WALLEN		7	8	28	YOU PROOF MORGAN WALLEN		
8	10	23	THE KIND OF LOVE WE MAKE LUKE COMBS		8	15	12	THOUGHT YOU SHOULD KNOW MORGAN WALLEN		
9	7	8	WAIT IN THE TRUCK HARDY FEAT. LAINEY WILSON		9	3	6	HEART LIKE A TRUCK LAINEY WILSON		
10	9	11	THANK GOD Kane Brown with Katelyn Brown		10	10	48	WASTED ON YOU MORGAN WALLEN		
0	RE-EI	NTRY	RUDOLPH THE RED-NOSED REINDEER GENE AUTRY	11		5	23	THE KIND OF LOVE WE MAKE LUKE COMBS		
Ø	24	30	HERE COMES SANTA CLAUS (RIGHT DOWN SANTA CLAUS LANE) Gene Autry		12 RE-ENTRY		NTRY	WHAT MY WORLD SPINS AROUND JORDAN DAVIS		
13	11	26	SHE HAD ME AT HEADS CAROLINA COLE SWINDELL		13	3 11 33		FALL IN LOVE BAILEY ZIMMERMAN		
1	14	293	TENNESSEE WHISKEY CHRIS STAPLETON		14	4 17 24		ROCK AND A HARD PLACE BAILEY ZIMMERMAN		
Œ	RE-EI	NTRY	BLUE CHRISTMAS ELVIS PRESLEY		<b>®</b>	RE-E	VTRY	TENNESSEE ORANGE MEGAN MORONEY		
Œ	12	9	WHAT MY WORLD SPINS AROUND JORDAN DAVIS		16	4 53		'TIL YOU CAN'T CODY JOHNSON		
Ø	13	31	FALL IN LOVE BAILEY ZIMMERMAN		Ø	NEW		DROP YOUR TAILGATE CHASE MCDANIEL		
B	15	192	WHISKEY GLASSES MORGAN WALLEN		B	RE-E	VTRY	NEXT THING YOU KNOW JORDAN DAVIS		
<b>1</b>	16	22	5 FOOT 9 TYLER HUBBARD		19	12	12	COUNTRY ON LUKE BRYAN		
20	18	8	TENNESSEE ORANGE MEGAN MORONEY		20	20 18 22		DON'T COME LOOKIN' JACKSON DEAN		
4	19	29	THOUGHT YOU SHOULD KNOW MORGAN WALLEN		21 20 342		342	TENNESSEE WHISKEY CHRIS STAPLETON		
2	17	75	YOU SHOULD PROBABLY LEAVE Chris Stapleton		22	23	25	SOUL LEE BRICE		
23	23	6	DON'T COME LOOKIN' JACKSON DEAN		23	23 RE-ENTRY		5 FOOT 9 TYLER HUBBARD		
24	21	83	CHASIN' YOU MORGAN WALLEN		24	RE-ENTRY		ROCKIN' AROUND THE CHRISTMAS TREE Brenda Lee		
<b>3</b>	22	228	BEAUTIFUL CRAZY LUKE COMBS	I	25	25 13 60		BUY DIRT JORDAN DAVIS FEAT. LUKE BRYAN		

The week's top-streamed and top-selling paid download country songs, respectively, from sales reports collected and provided by Luminate, formerly MRC Data. Charts update weekly on Tusedays at www.Billboard.Bela/charts. Copyright 2022, Billboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

#### bilboard BLUEGRASS ALBUMS

SALES	DATA
LUMI	NATE

THIS	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE	CERT.	PEAK POS.
0	NEW 1		1	BILLY STRINGS ME / AND / DAD ROUNDER 610179*/CONCORD		1
2	3	5	53	ROBERT PLANT / ALISON KRAUSS RAISE THE ROOF ROUNDER 610127*/CONCORD		1
3	1	3	61	BILLY STRINGS RENEWAL ROUNDER 610142*/CONCORD		1
4	5	6	38	DOLLY PARTON RUN, ROSE, RUN BUTTERFLY RECORDS 001*		1
5	2	_	2	SAM BUSH RADIO JOHN: SONGS OF JOHN HART HARTFORD SMITHSONIAN FOLKWAYS 40254*		2
6	9	_	27	OLD CROW MEDICINE SHOW PAINT THIS TOWN ATO 0602*		1
0	6	7	66	STURGILL SIMPSON THE BALLAD OF DOOD & JUANITA HIGH TOP MOUNTAIN 36800*/THIRTY TIGERS		1
8	4	2	4	TRAMPLED BY TURTLES ALPENGLOW BANJODAD 15*/THIRTY TIGERS		1
9	NE			THE PETERSENS HY OZARK MOUNTAIN HOME THE PETERSENS DIGITAL EX		9
10	RE-ENTRY 2 CHOSEN ROAD APPALACHIAN CHRISTMAS THOROUGH BREAD 5113			1		

Bluegrass Albums ranks the most popular bluegrass albums of the week, as compiled by Luminate, formerly MRC Data, based on album sales. Copyright 2022, Billboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

ON SALE
DEC 17

2022

## billboard GRAMN VOTER

Billboard will publish its annual GRAMMY® Voter Guide showcasing the music and artists that made an impact during the eligibility period for the 65th GRAMMY Awards®.

This special issue will highlight the artists, producers and other creative professionals whose work is in contention this year, including for Record Of The Year, Album Of The Year, Song Of The Year, and Best New Artist.

Take this opportunity to remind the industry of the accomplished work that was released between October 1, 2021 - September 30, 2022, as the members of the Recording Academy® prepare to cast their ballots for Music's Biggest Night®.

ON SALE 12/17 ISSUE CLOSE 12/6 MATERIALS DUE 12/7

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MAKIN' TRACKS TOM ROLAND tom.roland@billboard.com

### Kelsea Ballerini Makes Fast Friends With Her New Single, 'If You Go Down'

Thanksgiving was a major life marker for Kelsea Ballerini.

Recently divorced from Morgan Evans, she had had possession of her new home — purchased from Kacey Musgraves — for less than a week, and she was already planning to host a holiday soiree with friends.

Single people naturally rely on their compadres in a big way, and Ballerini is set up to do that, not only in her personal life, but also in her latest career move. "If You Go Down (I'm Goin' Down Too)," which Black River released

to country radio via PlayMPE on Nov. 15, is a "besties" single, a track focused on two women with a shared, rambunctious history. If the title generates thoughts of Geena Davis and Susan Sarandon driving off the cliff in Thelma & Louise or the song's murder reference leads to thoughts of the Dixie Chicks single "Goodbye Earl," then it's working as intended

"We just started talking about *Thelma &* Louise, and ["Earl" characters] Marianne and Wanda, and these really beautiful best-friend stories that had a tinge of murder attached, Ballerini remembers. "Me and my girlfriends will all listen to Crime Junkie and text each other every Monday after we listen to the podcast. And if we have a girls night, we're going to watch some kind of true-crime documentary."

Ballerini had that Thelma & Louise conversation with two male friends songwriters Julian Bunetta ("Craving You," "Look What God Gave Her") and **Shane** McAnally ("Body Like a Back Road," "One Night Standards"), who co-produced her current Subject to Change — during the final stages of the

album's production this summer. They felt they had enough material to make a solid album, but they mapped out one last "Hail Mary" writing day on the chance that they could craft a song that would beat what they had already cut. That morning, they penned "I Can't Help Myself" with Josh Osborne ("I Was on a Boat That Day," "Merry Go'Round"); after he left, they had one more hour to work, and they reviewed the topics that might be absent from Subject to Change.

"There was a big, missing puzzle piece, and that was a song that honors my friendships," she recalls. "Friends was a huge theme on my last record the two lyrics that popped up the most on that Kelsea record were 'home' and 'friends.' And so it was like I was doing a disservice to a pillar in my life to not have a song that carried that through.'

Bunetta found a groove with a celebratory attitude, driving home a simple, fast-paced chord progression that provided a foundation for the story. He kept at that rhythm, bolstered by a distinct chop, for much of the write.

"I got this funny little guitalele that is my fun, writing guitar that songs just seem to pour out of," he says. "It's just a fun little nylon string, so it's easy on the hands."

They instinctively locked in on a melody that reflected the attitude. The lines in the opening verse start primarily with an ascendant passage, ending in a flood of syllables. The chorus flips that pattern a bit, descending in its opening moments and making longer notes more prominent. That cheery setting gave them plenty of leeway to go dark with the plot.

"The juxtaposition of lyric and music, if you can get them right [as] opposing forces, it always makes it a bit more intriguing and multilayered than sad music/sad lyric," notes Bunetta.

The first line — "I've known you since Brad and Angelina" — used a celebrity couple rather than a calendar year to provide a sense of the friendship's longevity. And it also tied the lyric further to Thelma & Louise because that movie introduced the world to a shirtless Brad Pitt.

The rest of the lyric embraced holding secrets and hiding evidence as the two women look after each other's reputations in a mutually beneficial manner: "Dirt on you is dirt on me," Ballerini sings at the start of the chorus.

The song continues to traverse an outlaw path, with an imaginary bank robbery and a "getaway Mercedes" — shades of Bonnie and Clyde — plus an additional pledge to lie on her girlfriend's behalf should their crime spree take

> the ultimate twist: "Hypothetically, if you ever kill your husband ...'

> They introduced subtle variation to the structure of "Go Down" by playing with the final line of the choruses, singing "If you go down, I'm goin' down too" once at the end of the first chorus, twice to wrap the second and three times when they reached the fourth (and final) chorus.

> Ballerini sang over Bunetta's guitalele for the demo, though all three writers agreed that the lyrics might be misordered. In fact, when they met up again the next day to record "Go Down" at Starstruck Studios on Music Row, they swapped two of the verses and delayed a lyrical change in the chorus — "Our bodies are buried, and they're in the same ditch" - until the final chorus, instead of the second; it made more sense for that reference to come after the "kill your husband" thought.

> Most of the instruments were acoustic - only one electric baritone guitar is present among two acoustics, a mandolin and a Dobro. Drummer **Evan Hutchings** plays the

ist Craig Young borrowed Bunetta's Kala U-bass, which enhanced that acous-

in the notes, meaning that they bend a lot because of the way that those rubber strings are, so it just fit the texture perfectly," Bunetta says. "I happened to bring it out and kept it in my car because I just had a feeling that we'd use it."

filled in half of the original solo section, creating a trade-off between fiddle

in fiddle for the song, which I think to me makes it," says Ballerini. "That's also why there's a Chicks reference to it, which everyone picks up on, which was absolutely intentional. I didn't want to make it sound like anything else on the record. I wanted it to be its own moment."

Ballerini spent roughly two hours on the vocal. The notes weren't particularly difficult, but she worked very specifically on providing lines that sounded like an aural wink, ensuring that the listener would not take the song's criminal streak seriously.

"You can almost see her acting it out," Bunetta says. "It was a very visual thing, [the way] the vocal was being shaped."

Black River assigned "If You Go Down" a Dec. 5 add date, issuing an uptempo single to radio at a time of year when ballads are a little more prevalent. Meanwhile, the running-buddies theme mirrors the new period in her personal life when friends will play a bigger role than they have for several years.

"Sometimes you put out a single because you think that it's the most radiofriendly, and sometimes you put out a single because it's actually reflective of where you're at in your life," she says. "And then sometimes, both things can be true." •



## CELEBRATING THE POWER PLAYERS IN THE MUSIC INDUSTRY

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Touring & West Coast: Cynthia Mellow | cmellow615@gmail.com

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WAIT IN THE TRUCK Sony Tree Publishing BMI/Relative Music Group, BMI/Rednecker Music, BMI/ Humerus Publishing Global, BMI/Round Hill Verses Publishing, BMI/Who Wants to Buy My Publishing, ASCAP/WC Music Corp., ASCAP/Nortypical Music, ASCAP/Sony Accent, ASCAP/Pie Of Schmidt Songs, ASCAP/The Money Iree Vibez, ASCAP (MW.Hardy, H.Phelips, J.M.Schmidt, R.Blair) 21

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TITLE Publishing-Licensing Org. (Songwriter) Chart Position

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THANK GOD Feels Like Friday Music, SESAC/ Warner-Tamerlane Publishing Corp., BMI/Kyle Fishman Music, BMI/Play It Again Entertainment, BMI/Goat Island Palms, LLC, BMI/Sony Timber Publishing, SESAC/Chorus 2 Music, SESAC/Blunts And Bonfires Music, SESAC/Songs Of Kobalt Music Publishing America, Inc., BMI/Jaded Muffins Music, BMI/Dead Aim Music, BMI (C.D.Stalnecker, K.A.Fishman, J.Free, J.Hoge, J.Mullins) 6

THAT'S WHAT TEQUILA DOES Triple Play Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Songs Of Double Down Music, BMI/High Noon Yellow Stars Music, BMI/Makena Cove Music, ASCAP/BMG Gold Songs, ASCAP/Irishsonmusic, BMI/BMG Platinum Songs US, BMI/Zona Blue Music, BMI (J.Morgan, J.Edwards, T.Kennedy, K.M.Allison) 26

THOUGHT YOU SHOULD KNOW Big

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WAIT IN THE TRUCK Sony Tree Publishing, BMI/Relative Music Group, BMI/Rednecker Music, BMI/ Humerus Publishing Global, BMI/Round Hill Verses Publishing, BMI/Who Wants To Buy My Publishing, ASCAP/WC Music Corp., ASCAP/Nontypical Music, ASCAP/Sony Accent, ASCAP/Pile Of Schmidt Songs, ASCAP/The Money Tree Vibez, ASCAP (MW.Hardy, H.Phelps, J.M.Schmidt, Palain & Pal

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WHERE IT ENDS Bailey Zimmerman Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/Gold Room Special Music, BMI/Hipgnosis Beats, BMI/Holy Hell Music, BMI/London Electric Music, BMI/London Margate Songs, BMI (B Zimmerman, G.Averill, J.Spargur) 34

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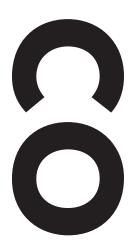
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Y'ALL LIFE Songs Of Smack, BMI/Spark In Your Pocket, BMI/Me Gusta Music, BMI/Smackworks Music, SESAC/Follow Me Where I Go, SESAC/Kobalt Music Publishing America, SESAC/Universal Music Corp., ASCAP/Universal Music - MGB Songs, ASCAP/D2 Pro Publishing, ASCAP/W.C.M. Music Corp., SESAC/King Pen Songs, SESAC (W.Hayes, PGood, J.Jenkins, C.Haynes, Jr., J.Epoperson) 46

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#### 24 Years Ago Ty Herndon Felt The 'Love' At No. 1

In 1998, "It Must Be Love" became his third of three Hot Country Songs leaders On Dec. 5, 1998, **Ty Herndon**'s "It Must Be Love" ascended to No. 1 on *Billboard*'s Hot Country Songs chart. Penned by **Craig Bickhardt** and **Jack Sundrud**, the song was released from Herndon's third album, *Big Hopes*.

Born **Boyd Tyrone Herndon** in Butler, Ala., on May 2, 1962, the singer-songwriter was performing at Nashville's theme park Opryland USA by 17. In 1982, he was a finalist on the TV talent show *Star Search* 

Between 1995 and 2002, Herndon logged 13 top 40 Hot Country Songs entries (all on Epic Records),

including three No. 1s among seven top 10s. Before "Love," he led in May 1995 with his debut hit, "What Mattered Most," and in October 1996 with "Living in a Moment."

In a 2014 interview with *People*, Herndon became the first male country artist to publicly come out. Now 60, he still records and performs regularly. Herndon released his latest album, *Jacob*, on July 15. Meanwhile, his duet with **Minnie Murphy**, "Sweet Christmas Memories," is featured in the holiday film *The Noel Diary*, which began streaming on Netflix on Nov. 24.

-JIM ASKER

