



2023

ChartCipher Trend Report

Billboard Streaming Songs

THE COMPOSITIONAL, LYRICAL AND SONIC
TRENDS FUELING THE CHARTS

Report Preview

www.ChartCipher.com

Introduction



About ChartCipher:

ChartCipher provides deep analytics reflecting the songwriting and production decisions behind today's most successful songs.

Using AI, ChartCipher extracts granular data for the compositional, lyrical and sonic qualities of songs and delivers deep, real-time insight into the qualities shaping today's hits.

About this Report :

This report provides a detailed analysis of the compositional, lyrical, and sonic elements that defined the songs that charted on Billboard's Streaming Songs chart between January 1, 2023 and December 31, 2023. It highlights their most popular characteristics, spotlights upward and downward trends, and provides valuable insight into how the chart has been evolving over the past five years.

About Billboard's Streaming Songs Chart:

The week's most popular streamed songs (official audio and video) on leading digital music services in the U.S., as compiled by Luminate.



Report Preview

Primary Genres

Timbre

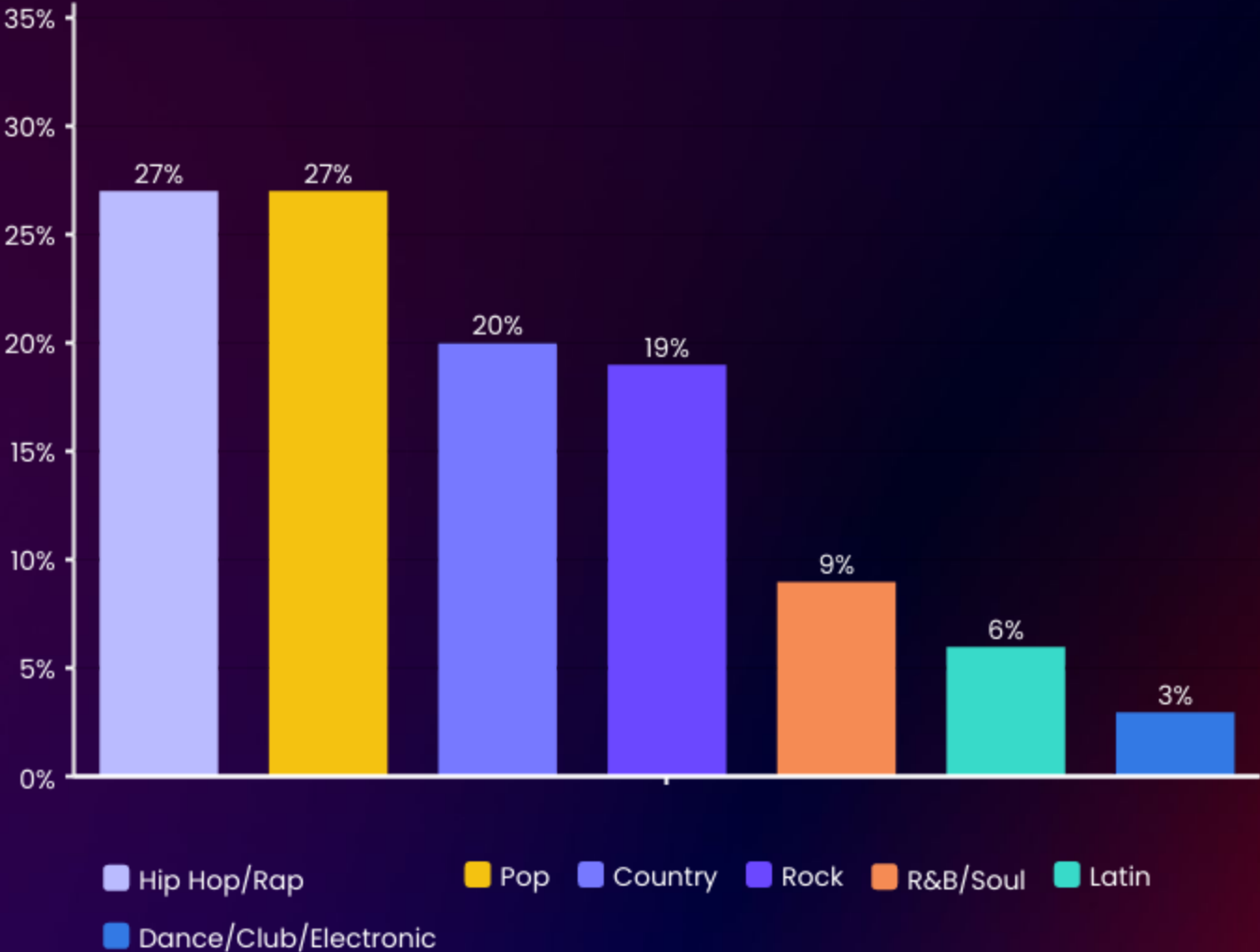
Key

Lyrical Repetitiveness

Primary Genre Trends

In 2023, hip hop and pop were the top genres represented on the Billboard Streaming Songs chart, comprising 27% of songs each. Country and rock followed at around one-fifth, and dance/club/electronic, R&B/soul and Latin trailed distantly at just 9% of songs or less.

Primary Genres*
Billboard Streaming Songs Chart: 2023



**A song may possess qualities that are in-line with more than one genre, therefore, this graph may not add up to 100%.*

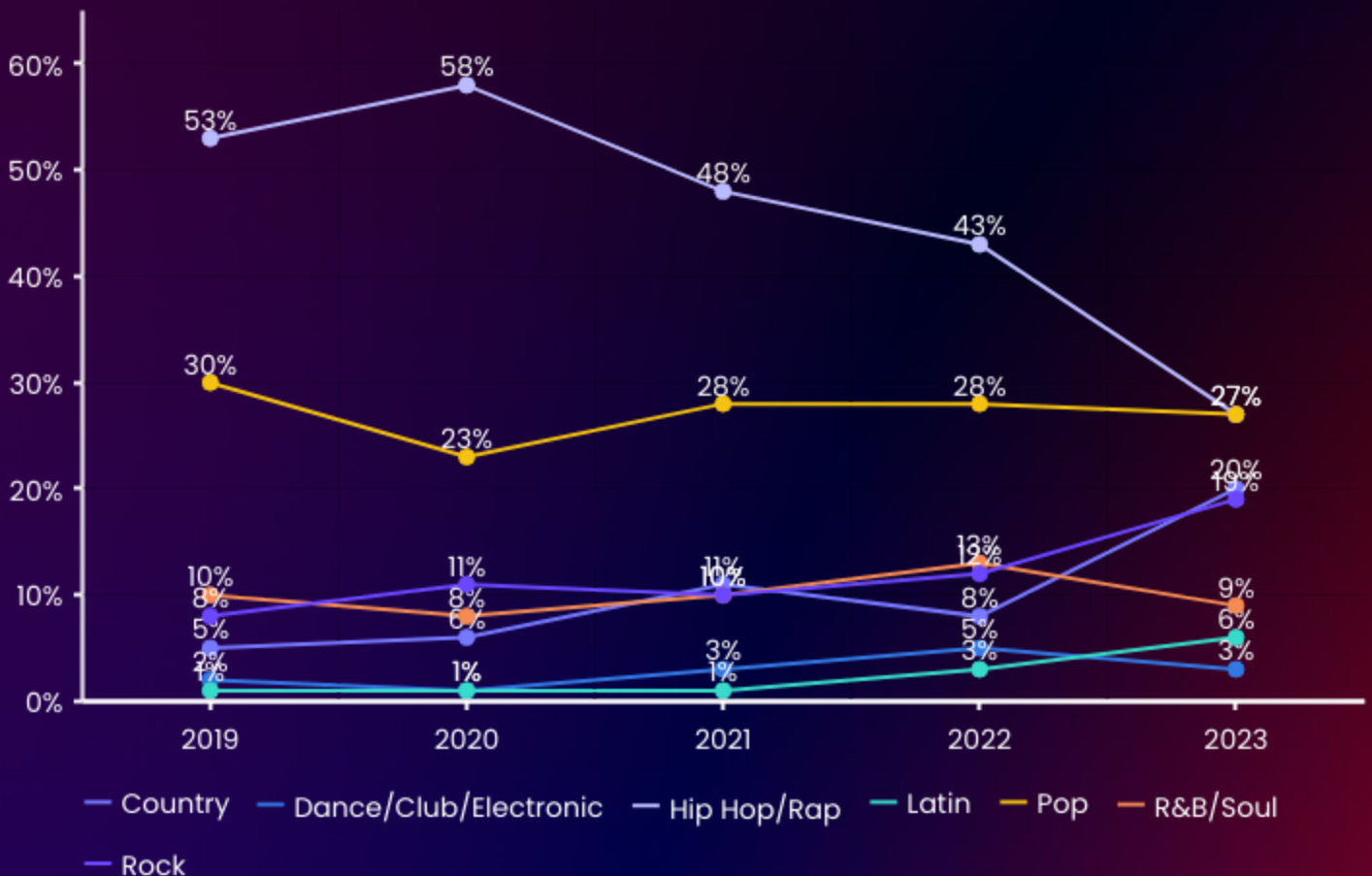
Primary Genre Trends

Country and rock were the biggest gainers of 2023. Country's prominence more than doubled to 20% compared to 2022, largely thanks to an influx of hits by Morgan Wallen, Taylor Swift and Zach Bryan. Rock followed right behind at 19%, almost double its 2022 share.

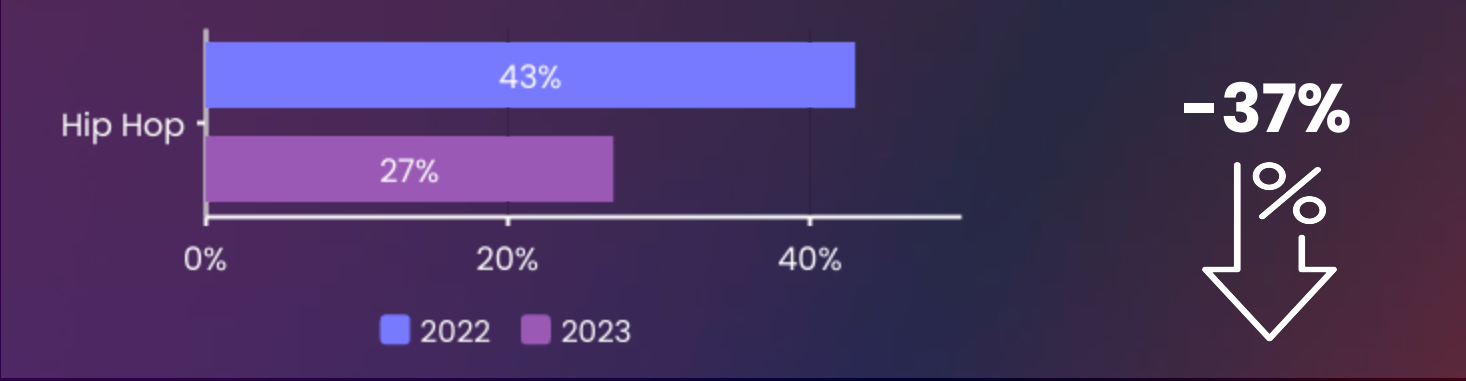
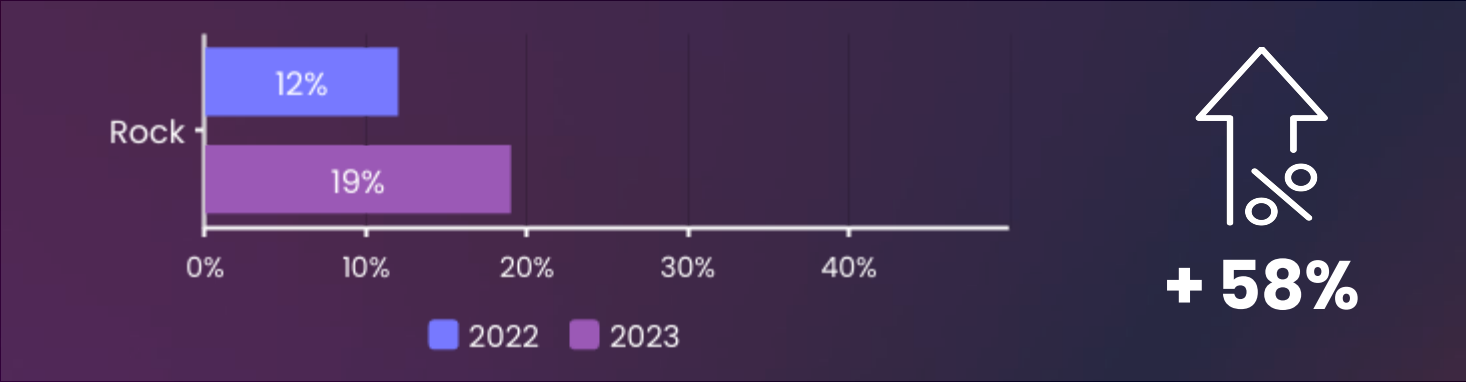
While pop's presence has remained relatively stable over the past few years, hip hop/rap has experienced a significant decline, seeing its prominence more than halved between 2020 and 2023.

Primary Genres

Billboard Streaming Songs Chart

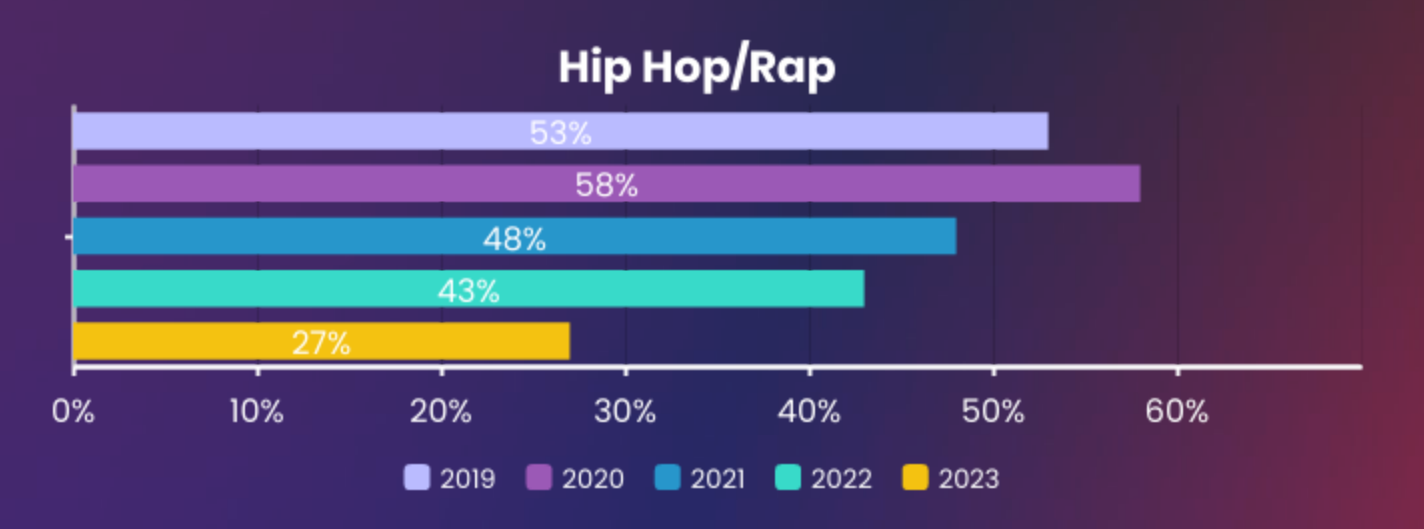
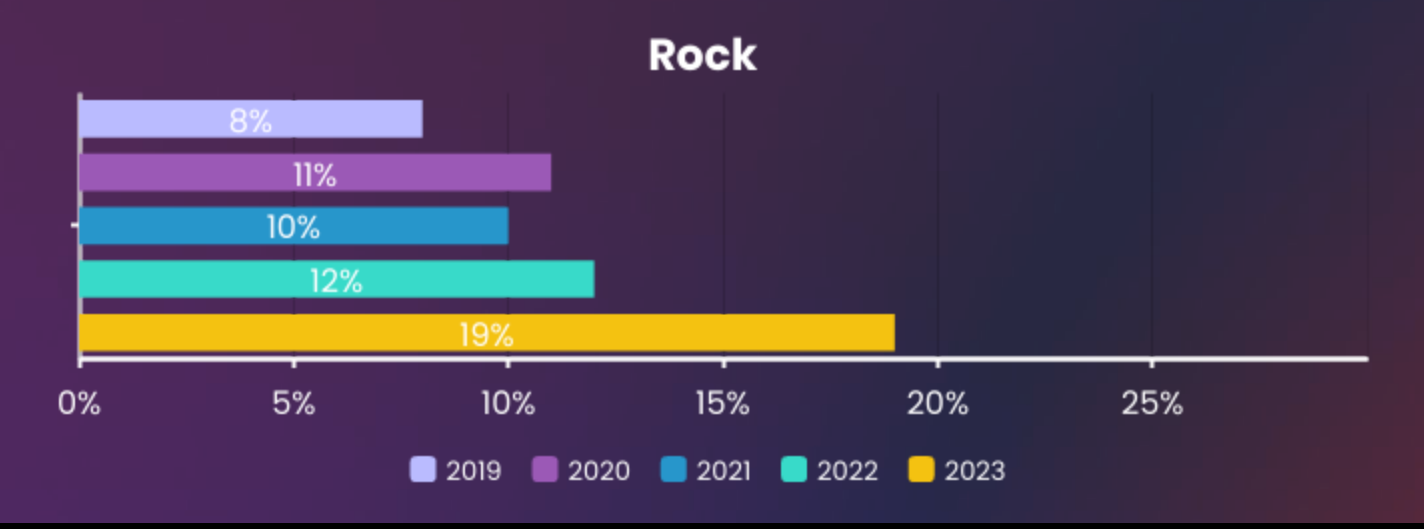
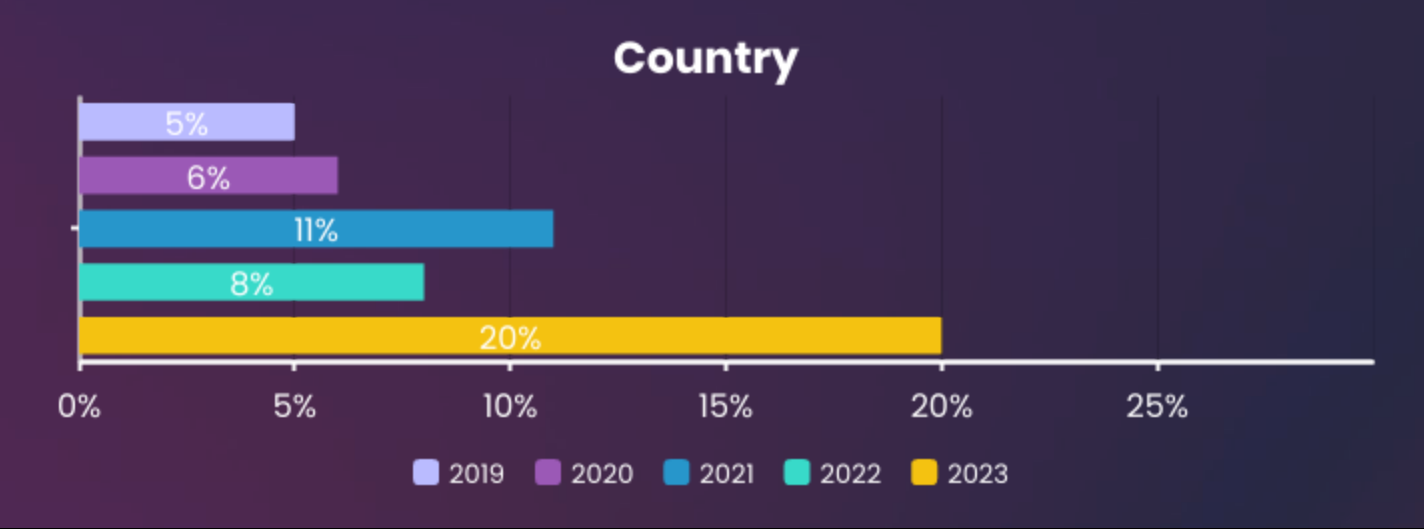


Primary Genre Trends: Notable Shifts



Primary Genre Trends: Notable Shifts

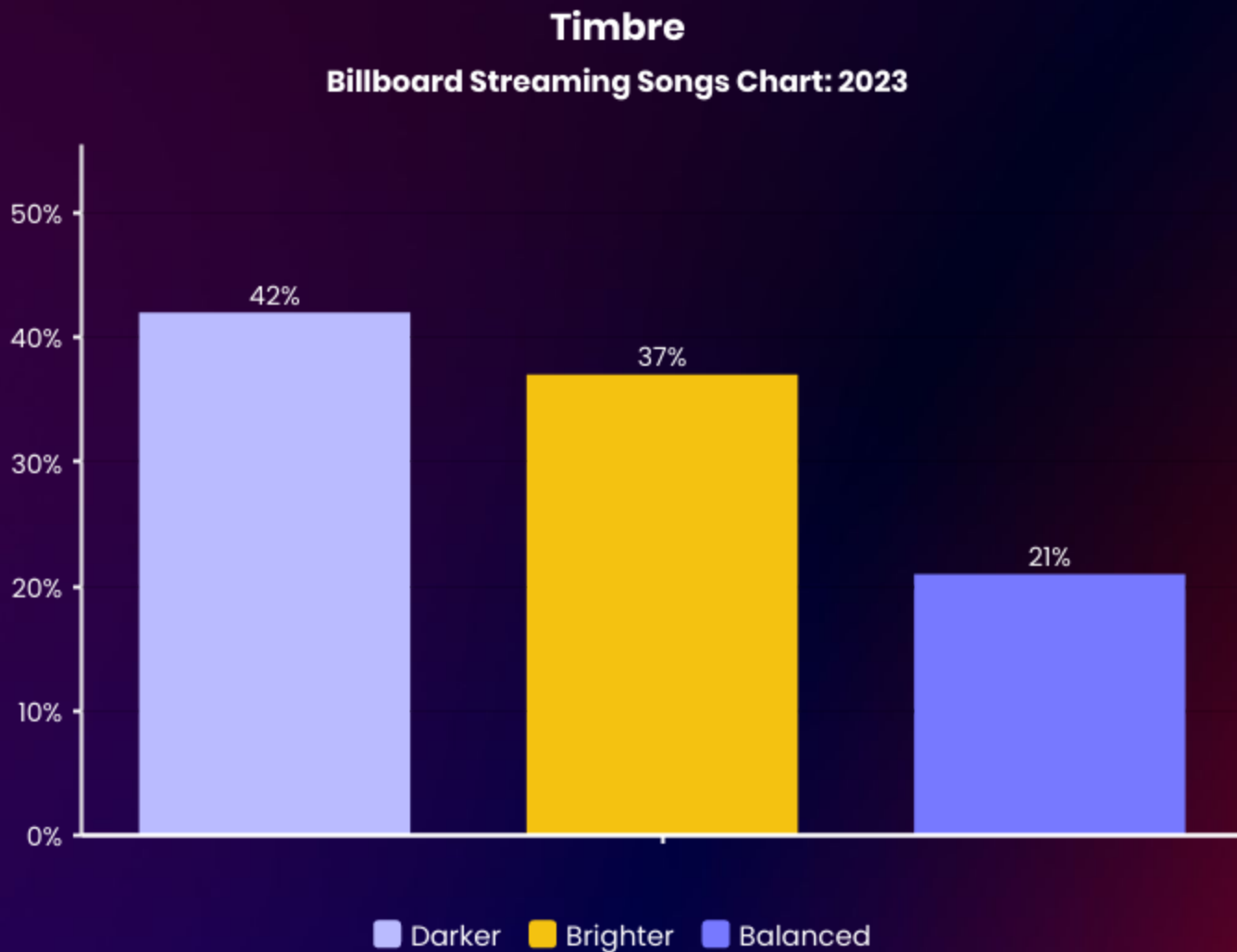
Notable Five-Year Trends



Timbre (Tone/Quality) Trends

While darker timbres (a song's tone/quality) remain the most common among streaming songs, they've been in decline since 2020, dropping from 65% of songs down to just 42% in 2023. This is due in part to the decline of hip hop production influences on the chart.

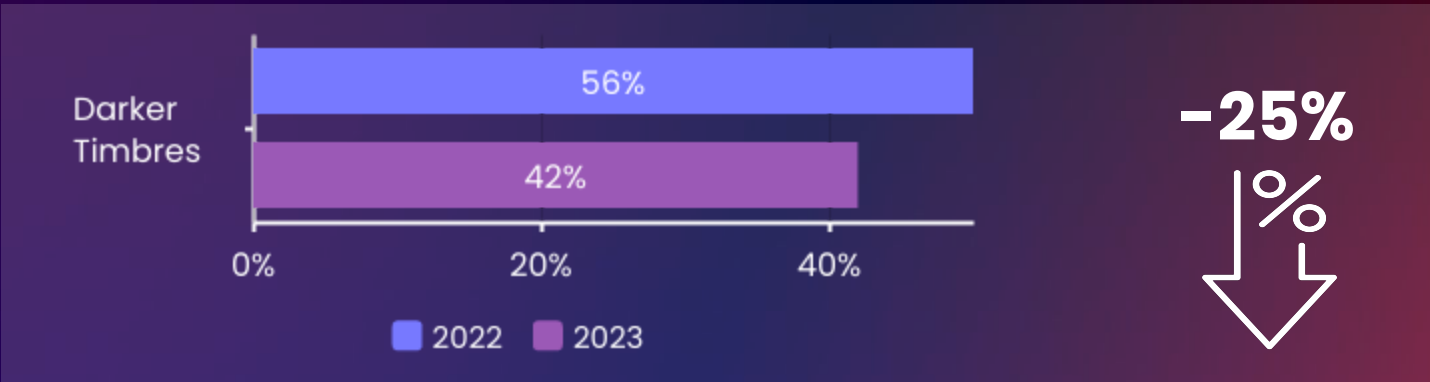
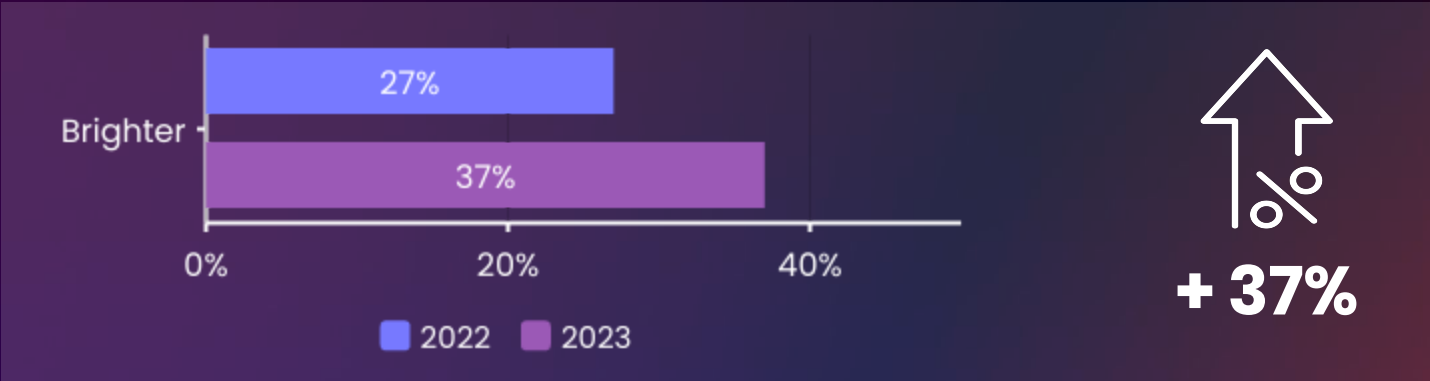
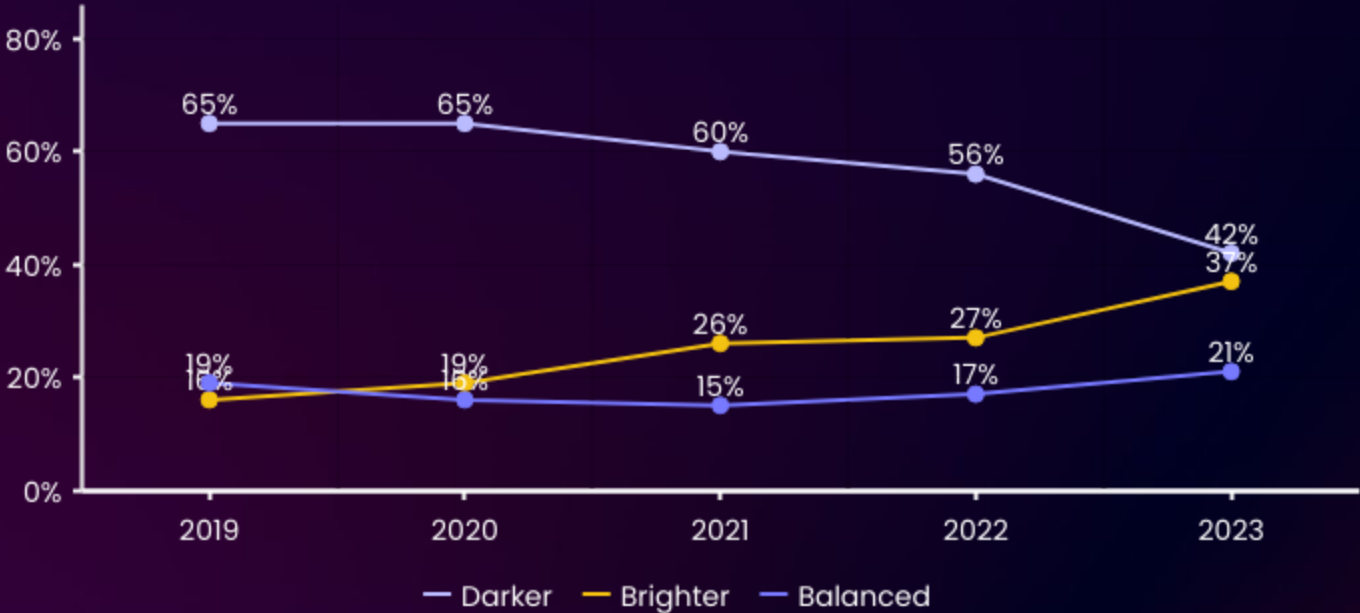
In contrast, songs with brighter timbres have been on the rise, increasing to 37% of songs in 2023, their highest level in over a decade.



Timbre (Tone/Quality) Trends

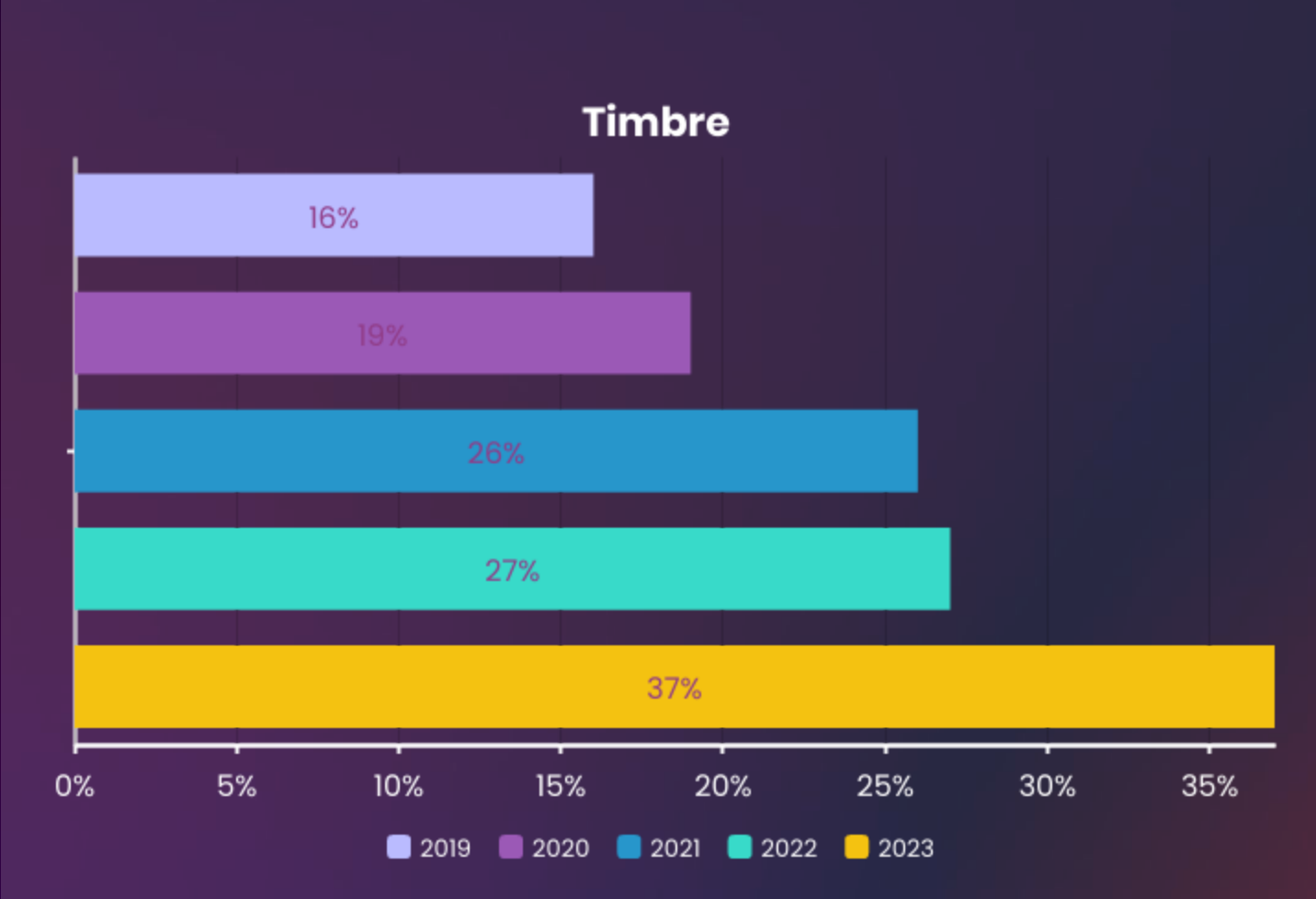
Timbre

Billboard Streaming Songs Chart



Timbre (Tone/Quality) Trends

Notable Five-Year Trends



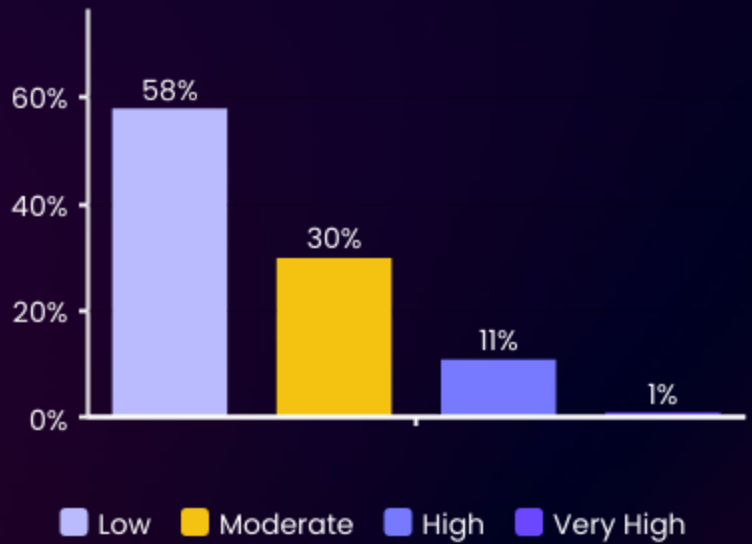
Lyrical Repetitiveness Trends

Songs on the Streaming Songs chart have been becoming lyrically less repetitive.

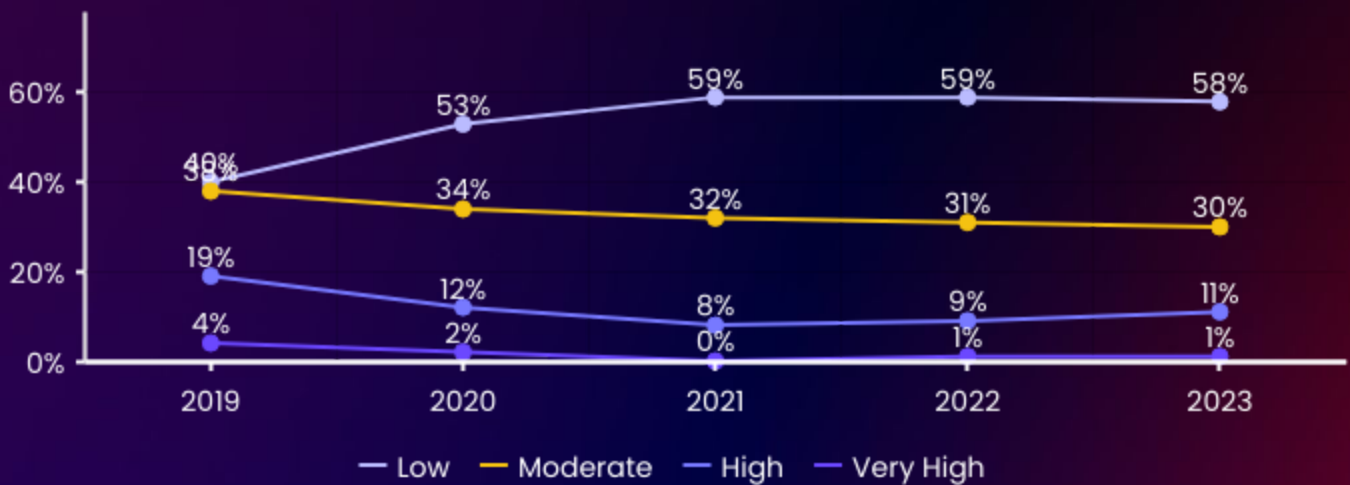
Between 2019 and 2021, streaming hits that feature low lyrical repetition increased from 40% to 58% of songs, and have remained stable ever since.

Conversely, those that feature high to very high lyrical repetition continue to be few and far between.

Lyrical Repetitiveness*
Billboard Streaming Songs Chart: 2023



Lyrical Repetitiveness*
Billboard Streaming Songs Chart



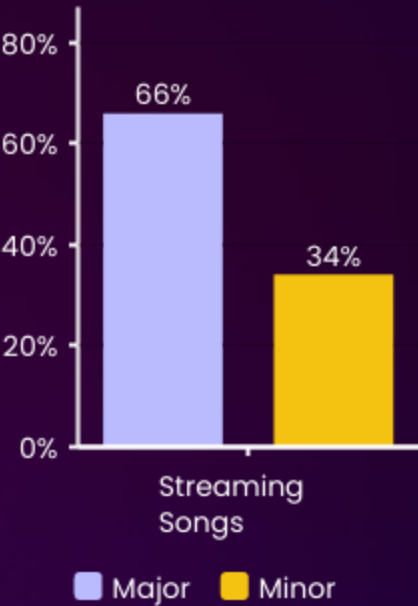
*Excludes songs with lyrics that are not in English.

Key (Major vs. Minor) Trends

From 2019 to 2022, songs written in major and minor keys ran neck and neck on the Streaming Songs chart. However, 2023 saw a major surge in major keys, due in part to the decline of hip hop, a genre that commonly favors minor tonalities.

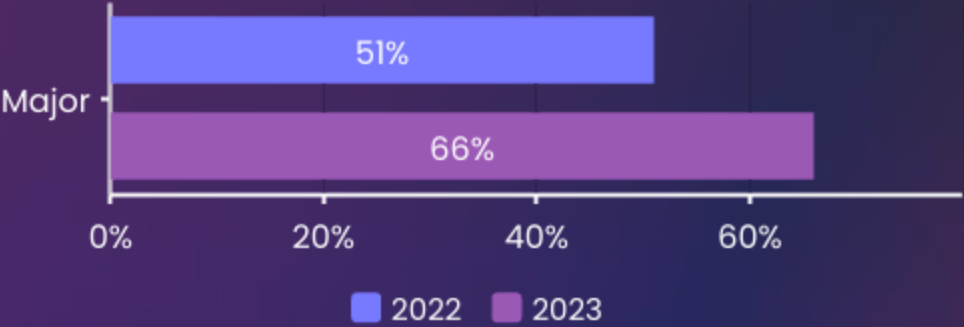
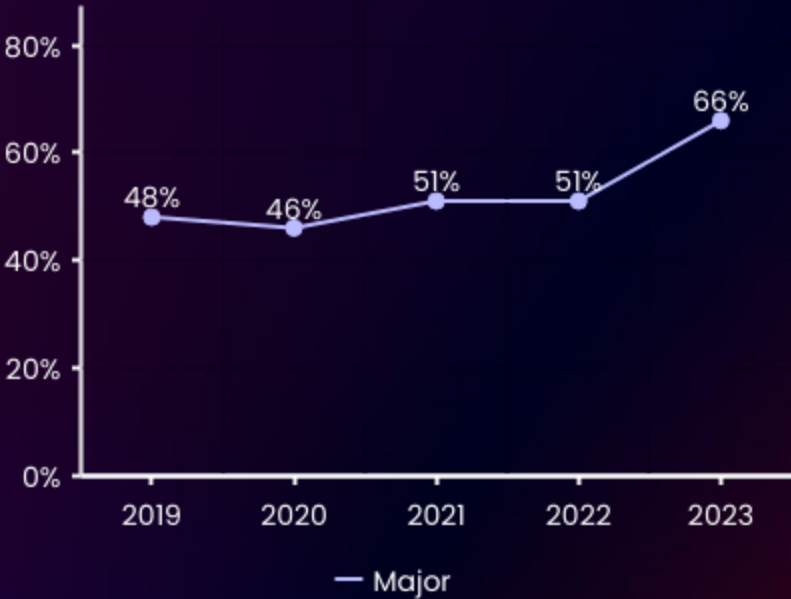
Key (Major vs. Minor)

Billboard Streaming Songs Chart: 2023



Songs in Major Keys

Billboard Streaming Songs Chart




+ 29%

2023

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- Very Common Words
- Lyrical Repetitiveness

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