



2023

ChartCipher Trend Report

# Billboard Radio Songs Chart

THE COMPOSITIONAL, LYRICAL AND SONIC  
TRENDS FUELING THE CHARTS

Report Preview

[www.ChartCipher.com](http://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 Radio 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 Radio Songs Chart:**

The week's most popular songs ranked by all-format radio airplay audience impressions, as measured by Mediabase and provided by Luminate.



# Report Preview

Primary Genres

Instrument Prevalence

Tempo

Danceability

Rhyme Density

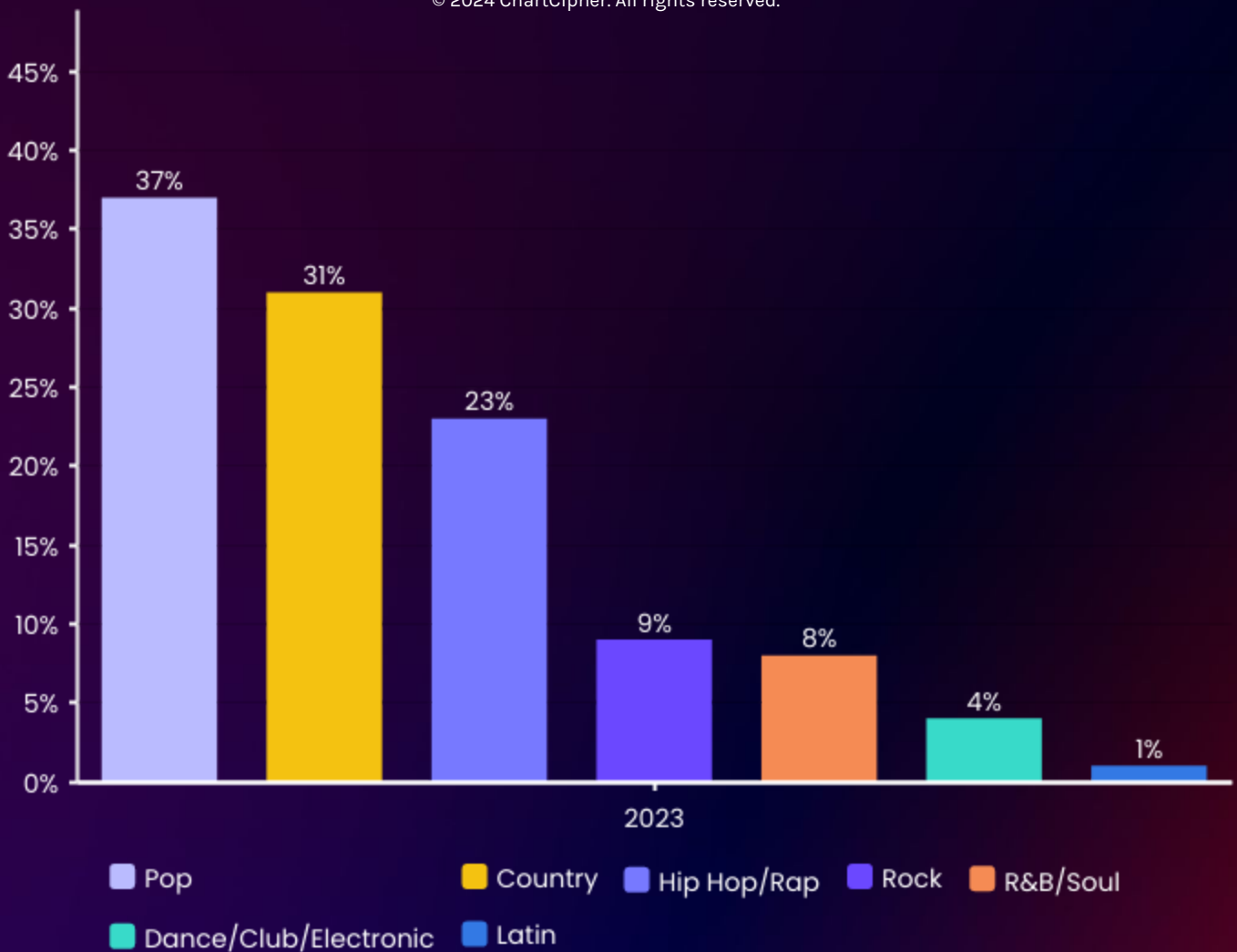
Profanity

# Primary Genres

Pop was the top genre on the Billboard Radio Songs chart in 2023 with a 37% share. Country followed close behind at 31%, and hop hop/rap rounded out the top 3 at 23%. Rock, R&B/soul, dance/club/electronic, and Latin trailed distantly, each accounting for 9% of songs or less.

**Primary Genres\***  
**Billboard Radio Songs Chart: 2023**

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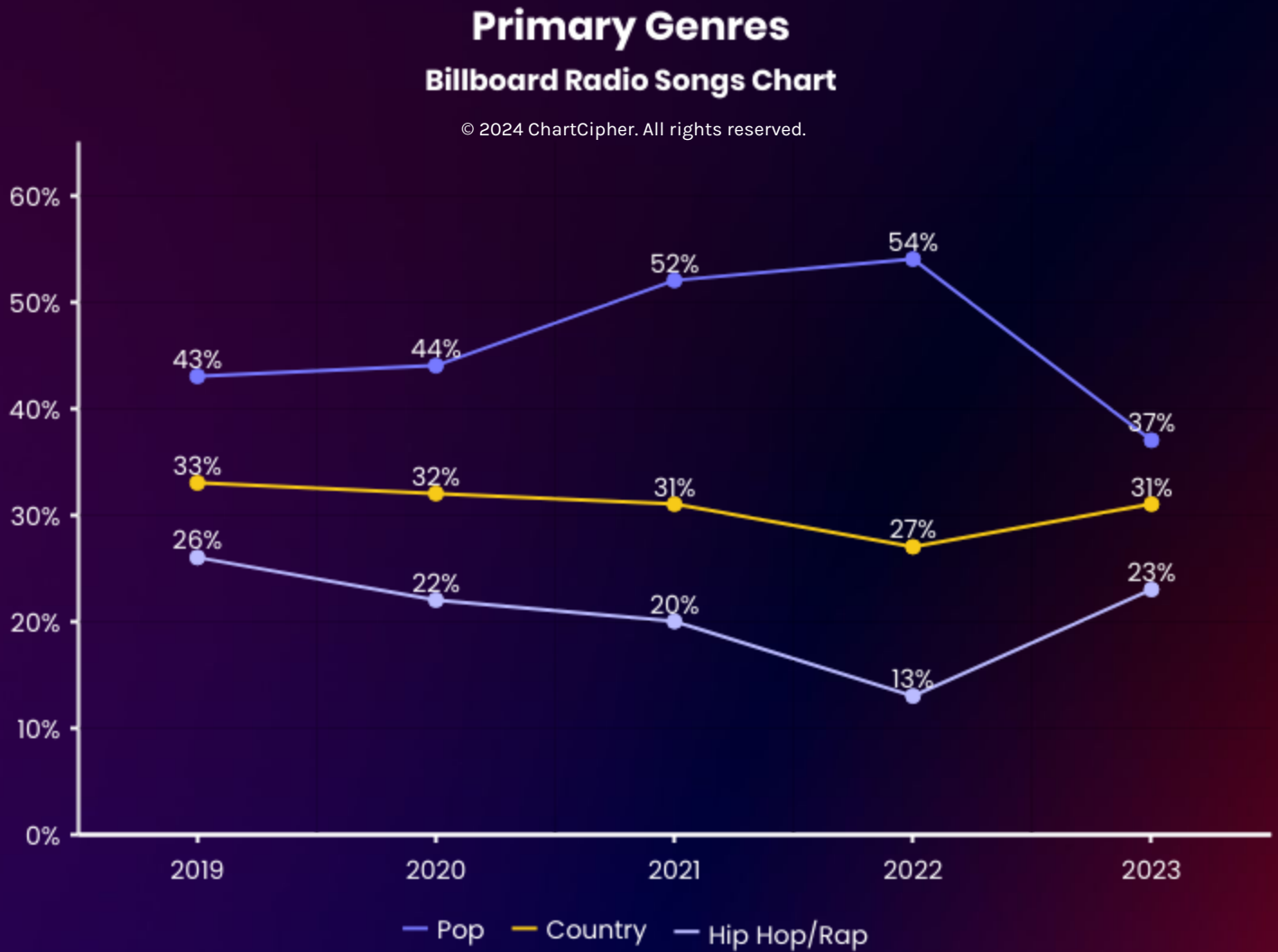


*\*A song may possess qualities that are in-line with more than one genre, therefore, this graph may not add up to 100%.*

# Primary Genres

While pop has consistently maintained the largest share of the chart for the past five years, its prominence dropped from a dominant 54% in 2022 to 37% in 2023—a low not seen since the start of the 21st century.

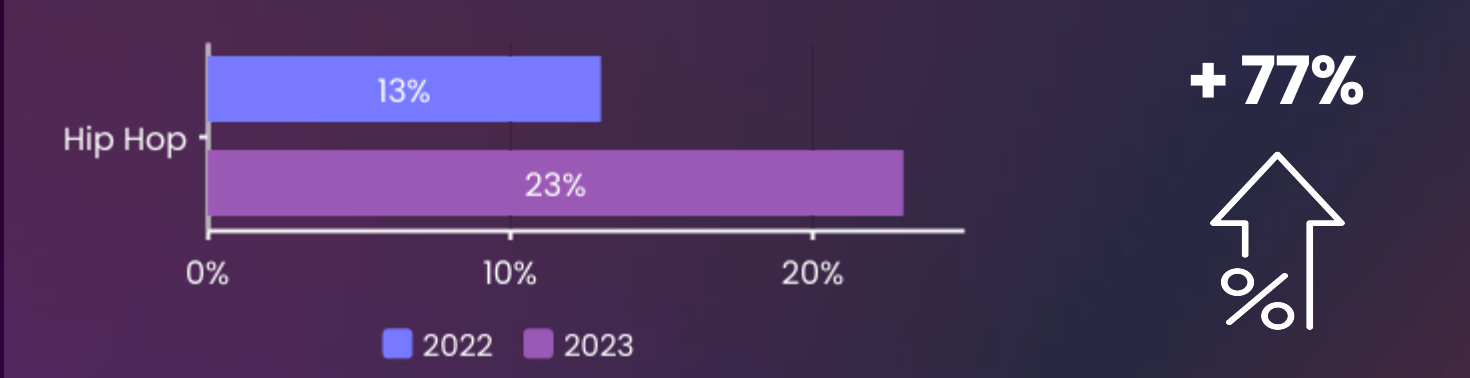
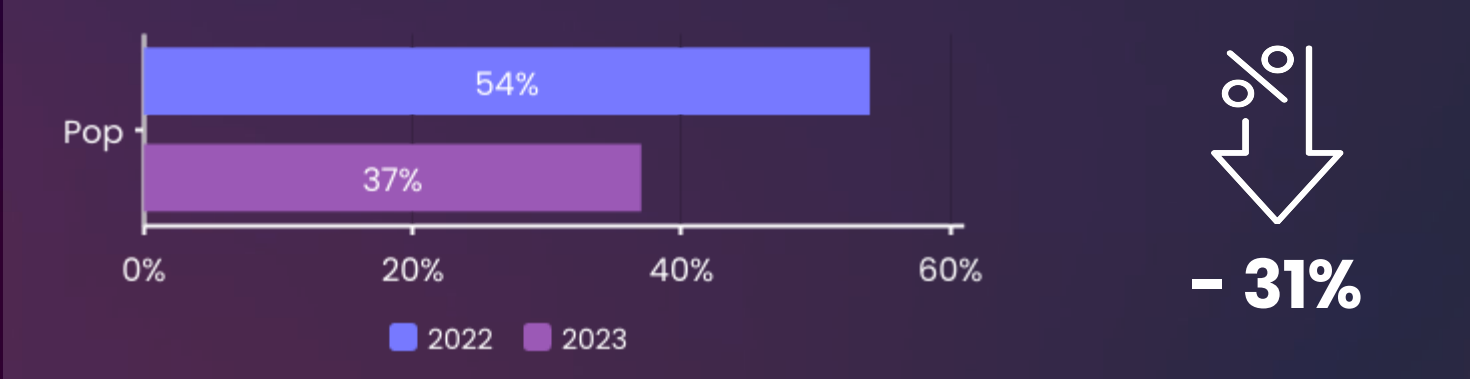
Conversely, country and hip hop/rap, which were in decline during the same time period, both saw gains in 2023.



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

# Primary Genres

Notable Shifts: Drop or rise in five percentage points or more.

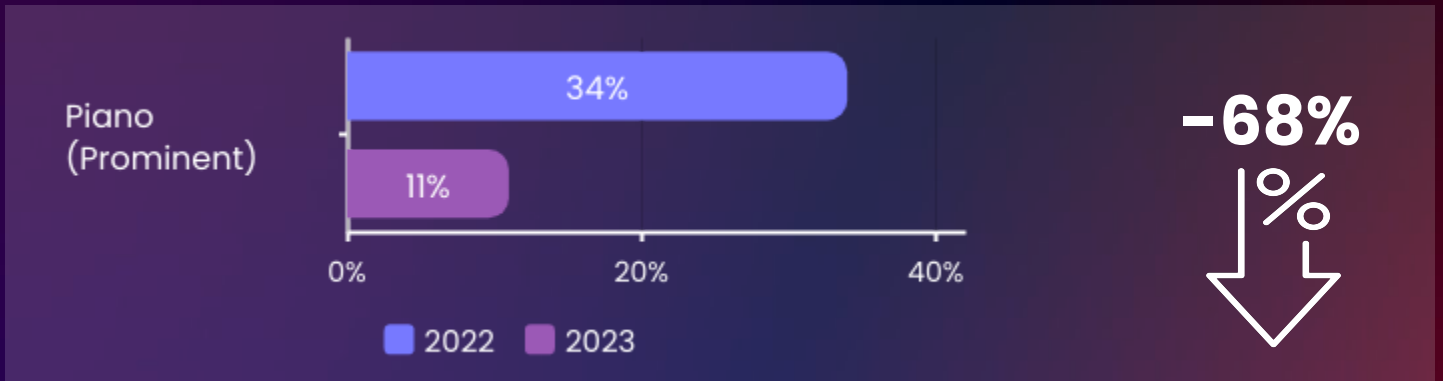
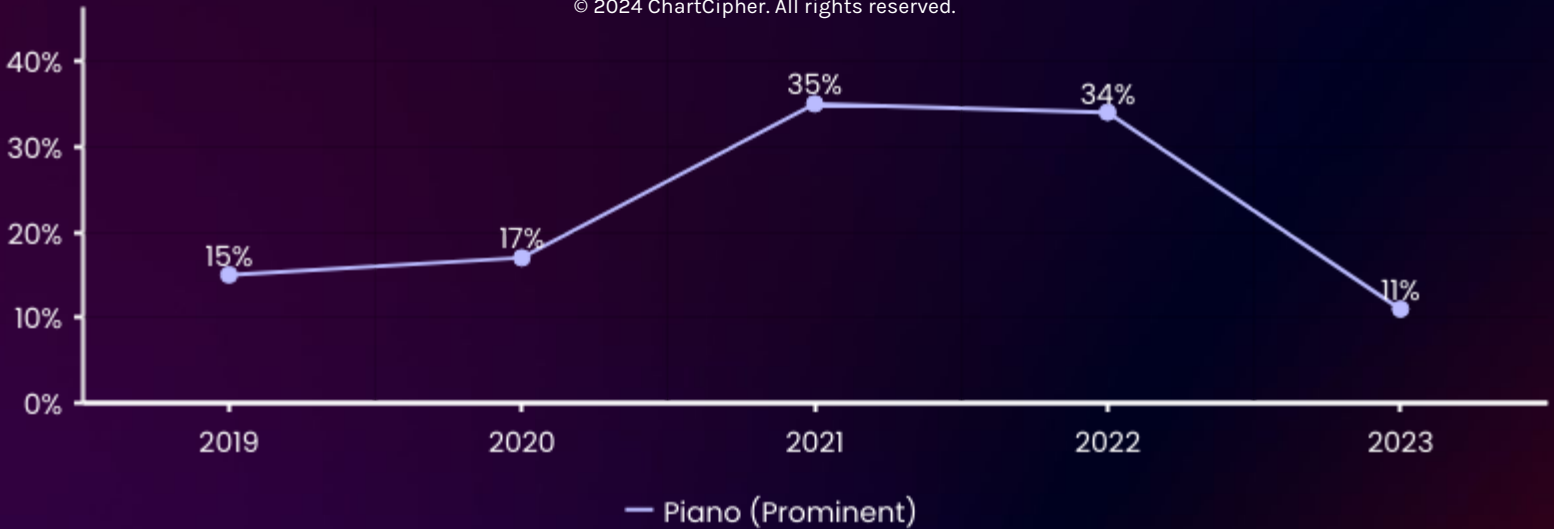


# Instrument Prevalence

Following a brief but substantial rise to over one-third of songs in 2021 and 2022, the prominent use of piano dropped to 11% in 2023, its lowest level in over two decades. However, it was featured in some notable hits, including the top 10s "I'm Good (Blue)," "Vampire," and "All My Life."

## Instrument Prevalence: Piano\* Billboard Radio Songs Chart

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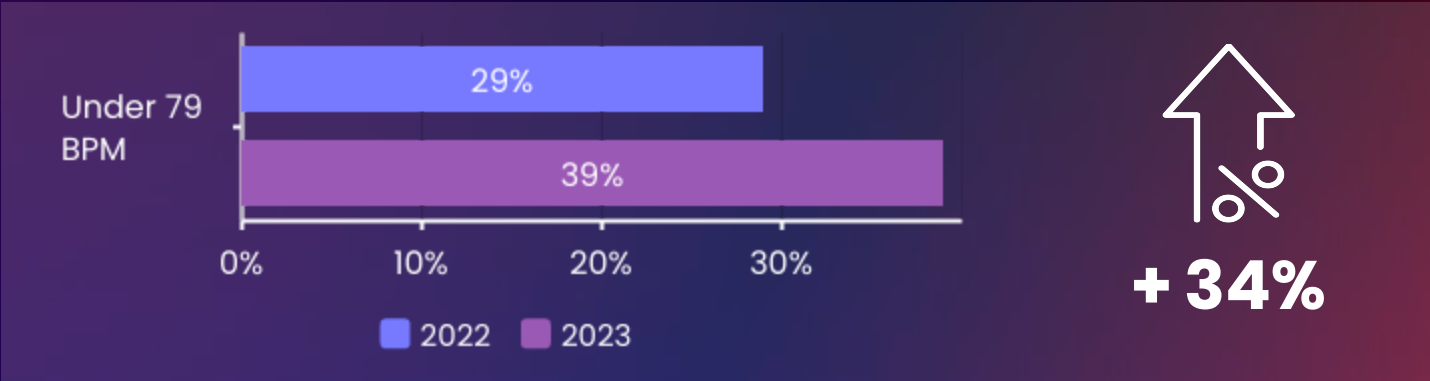
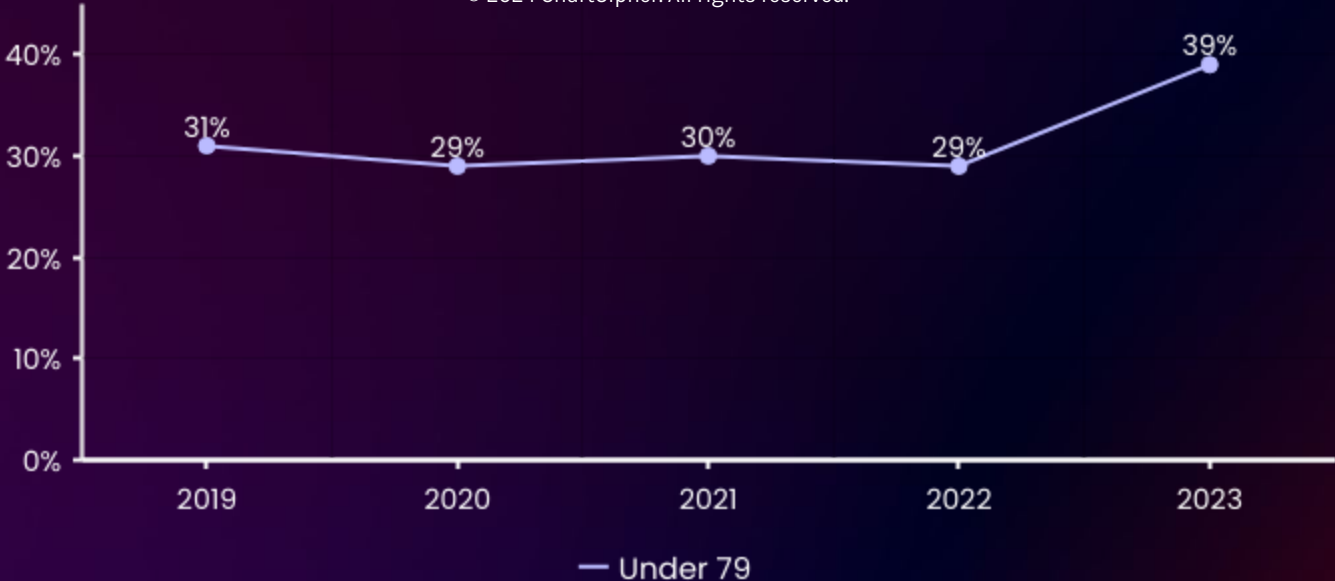
\*Reflects prominent use of the instrument throughout the song, including acoustic, electric, and synth emulated tones and patterns.pop

# Tempo

Songs with tempos under 79 BPM saw a notable increase in prevalence from 29% of songs in 2022 to 39% in 2023, their highest level in over a decade. Among them are the #1s "Unholy" (65 BPM), "Die For You" (67 BPM), and "Snooze" (71 BPM).

## Tempo Range (BPM) Billboard Radio Songs Chart

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# Danceability

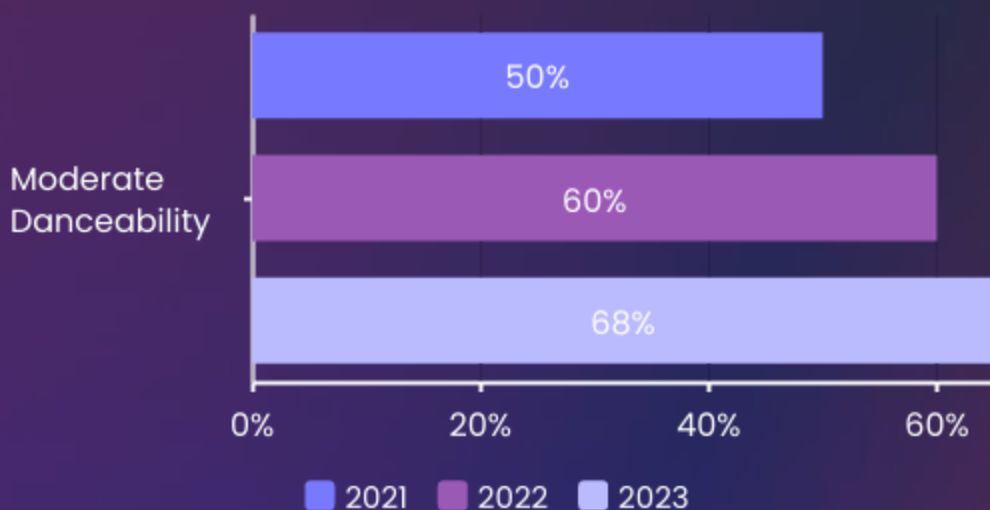
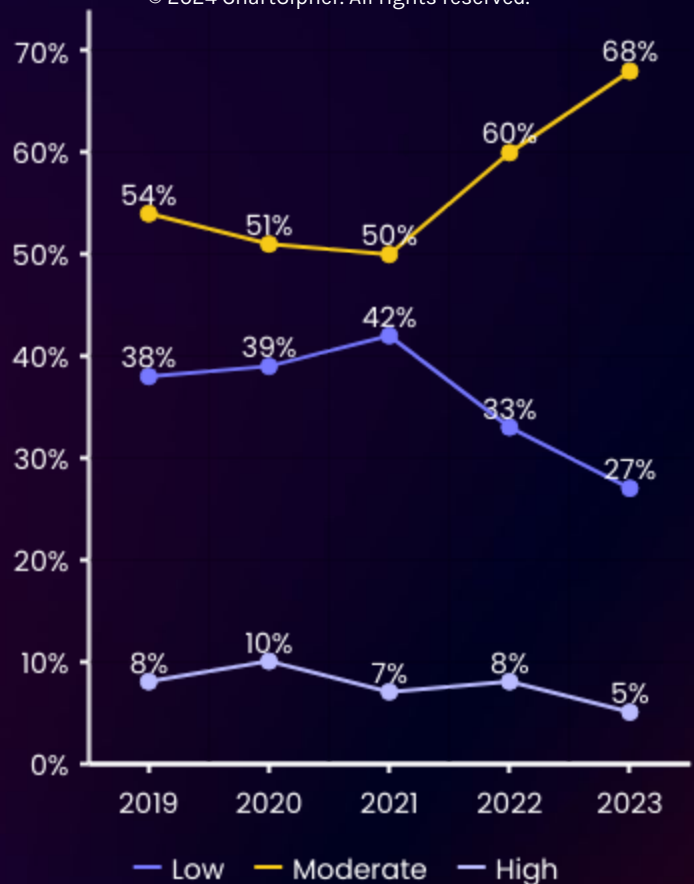
Radio Songs chart hits have been becoming more danceable in the last few years. Those possessing moderate danceability rose from half of songs in 2021 to just over two-thirds in 2023. Conversely, songs with low danceability have been in decline over the same time period.


On the other end of the spectrum, highly danceable songs (i.e., those that are club ready) continue to be few and far between.

Examples across the board include "Houdini" (high), "Anti-Hero" (moderate), and "Barbie World" (low).

## Danceability Billboard Radio Songs Chart

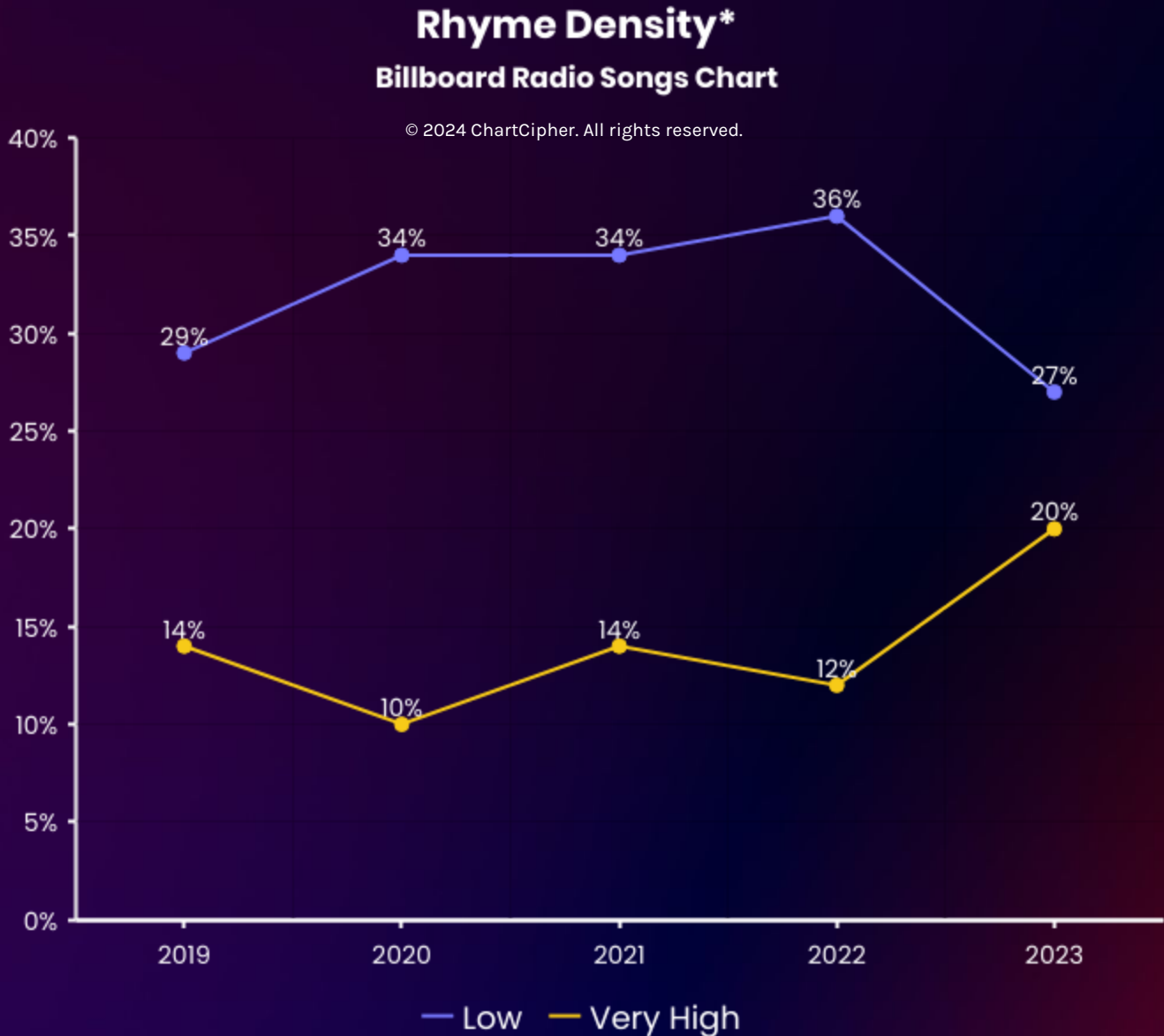
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**+ 36%**

# Rhyme Density

From 2022 to 2023, there was a notable shift towards songs featuring more rhymes. Songs with a very high rhyme density rose from 12% to 20% while those with low rhyme densities dropped from 36% to 27%.



Rhyme density is the prevalence of rhymed syllables (inline, end-of-line, consonance, etc.) within a song, based on written pronunciation (not phonetic delivery).

*\*Excludes songs with lyrics that are not in English.*

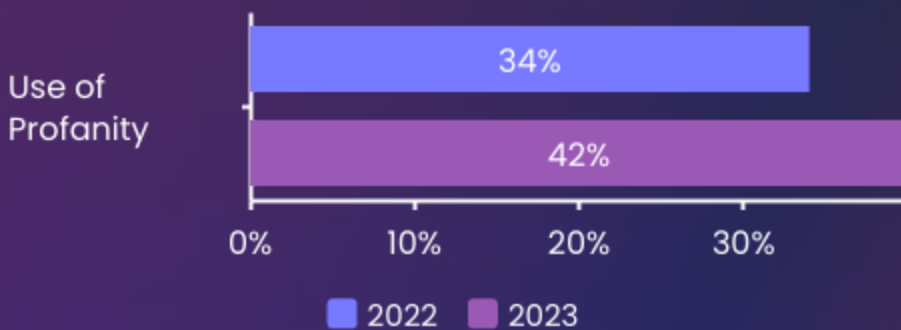
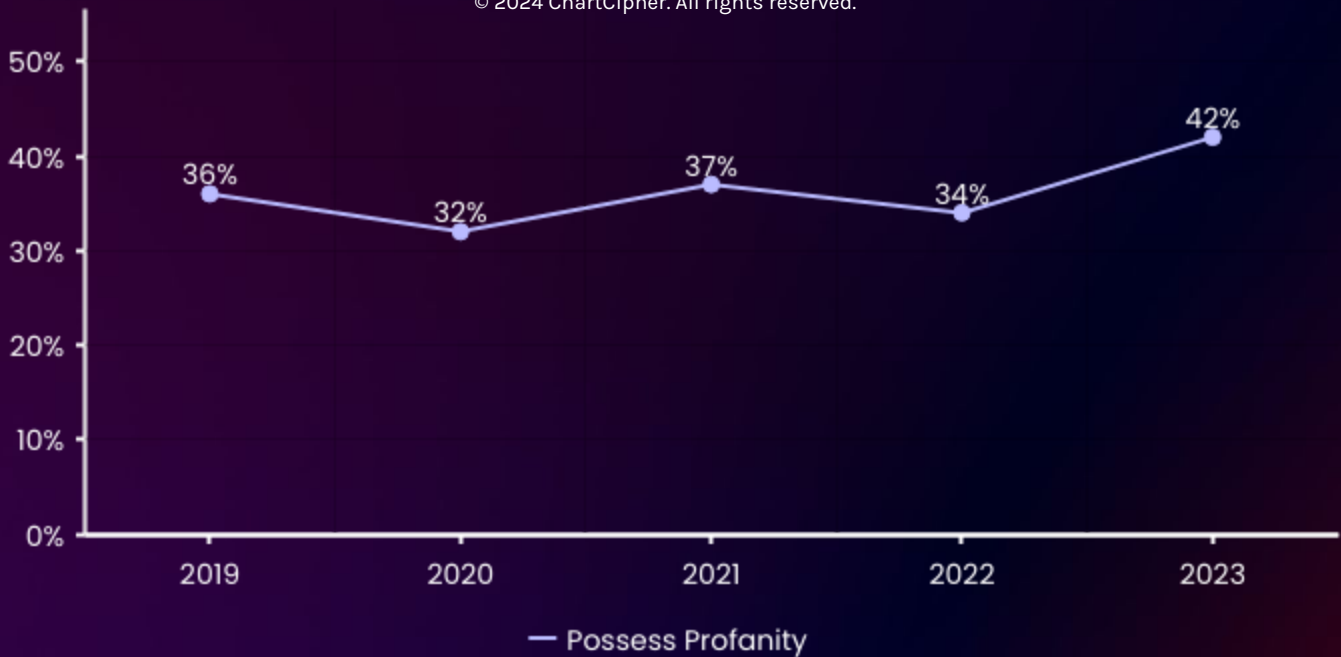
# Profanity

In 2023 there was a notable uptick in the use of profanity on the Radio Songs chart. After hovering in the low to mid 30% range from 2019 to 2022, the percentage of Radio Songs hits using some degree of profanity rose to 42% in 2023.

### Use of Profanity\*

#### Billboard Radio Songs Chart

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**+ 24%**

*\*Excludes songs with lyrics that are not in English.*

2023

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