



Production Trend Analysis

# Billboard's Consumption Channel Charts

Digital Song Sales | Radio Songs | Streaming Songs

Report Preview

[www.ChartCipher.com](http://www.ChartCipher.com)



# Report Preview

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The full report includes an in-depth analysis of:

- Primary Genres
- Instruments
- Timbre
- Danceability
- Tempo
- Song Length

# About this Report



## **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 is the first of a three-part report, with dedicated segments focusing on production, lyrics, and composition.

This report offers an in-depth analysis and comparison of production trends across Billboard's consumption channel charts from January 1, 2023, to December 31, 2023. It covers the Billboard Digital Song Sales Chart, Streaming Songs Chart, and Radio Songs Chart.

The report identifies key characteristics, spotlights upward and downward trends, and provides valuable insight into how the charts have been evolving over the past five years.

# Billboard Charts



## **About Billboard's Digital Song Sales Chart:**

The week's most popular songs ranked by sales data, as compiled by Luminate.

## **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.

## **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.

# Rock Spotlight



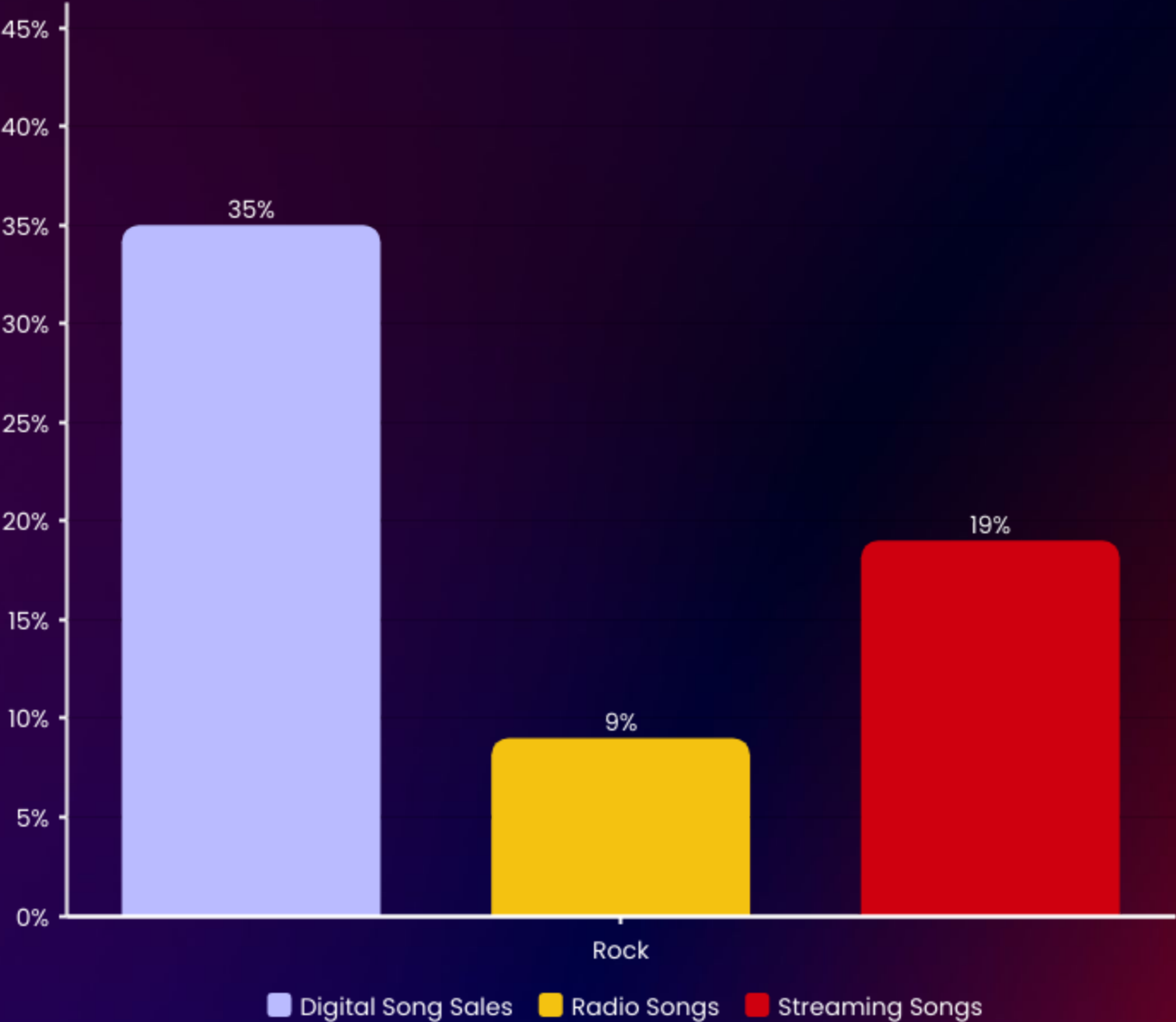
The full report includes the following primary genres:

- Country
- Dance/Club/Electronic
- Hip Hop/Rap
- Latin
- Pop
- R&B/Soul
- Rock

# Rock Spotlight

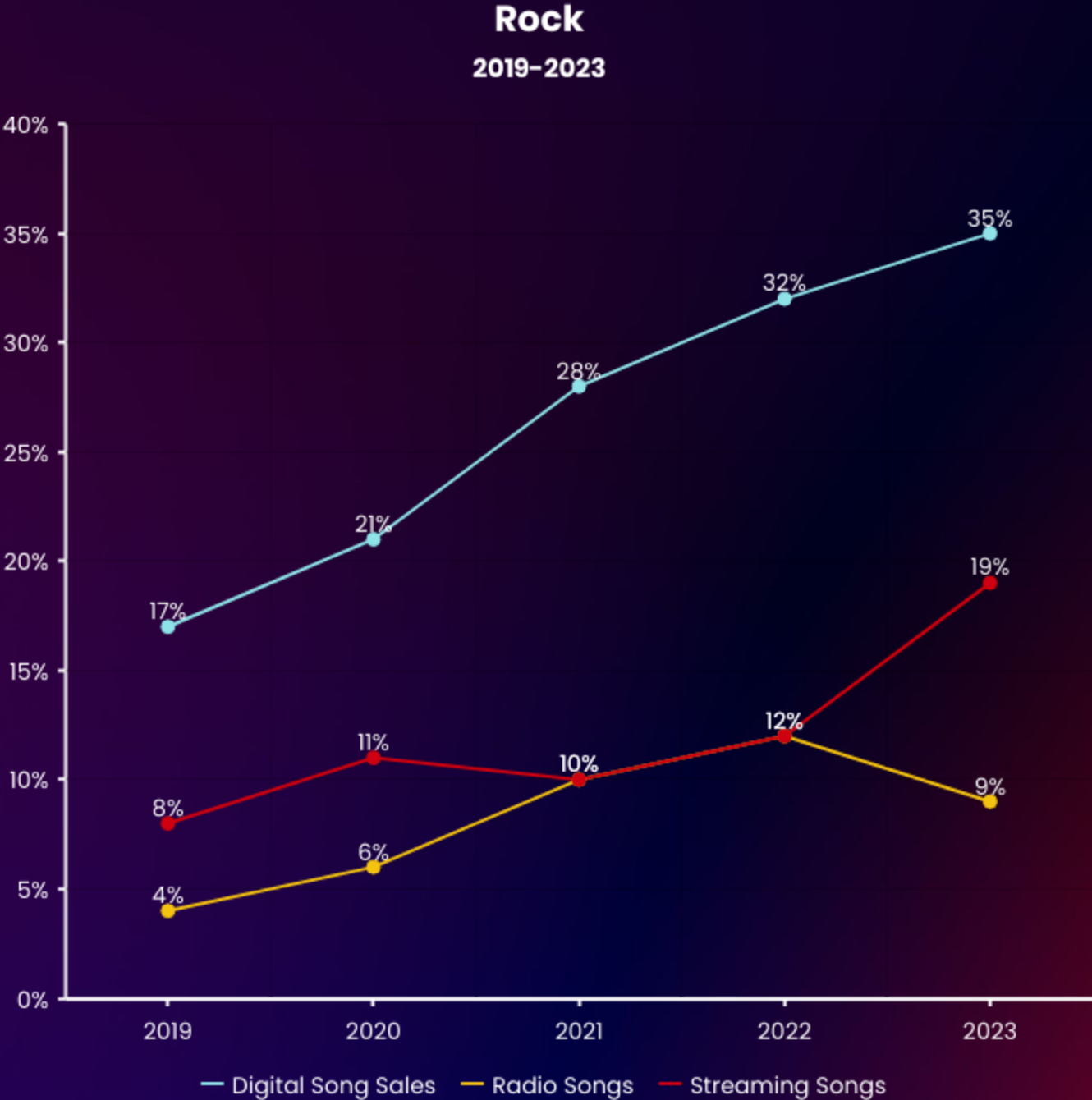
In 2023, the rock genre led digital sales with a 35% share. The genre had a strong presence among streaming songs as well, with almost one-fifth of songs. On the radio, however, rock songs were least popular, with just 9% of songs.

**Billboard Consumption Channel Charts**  
2023

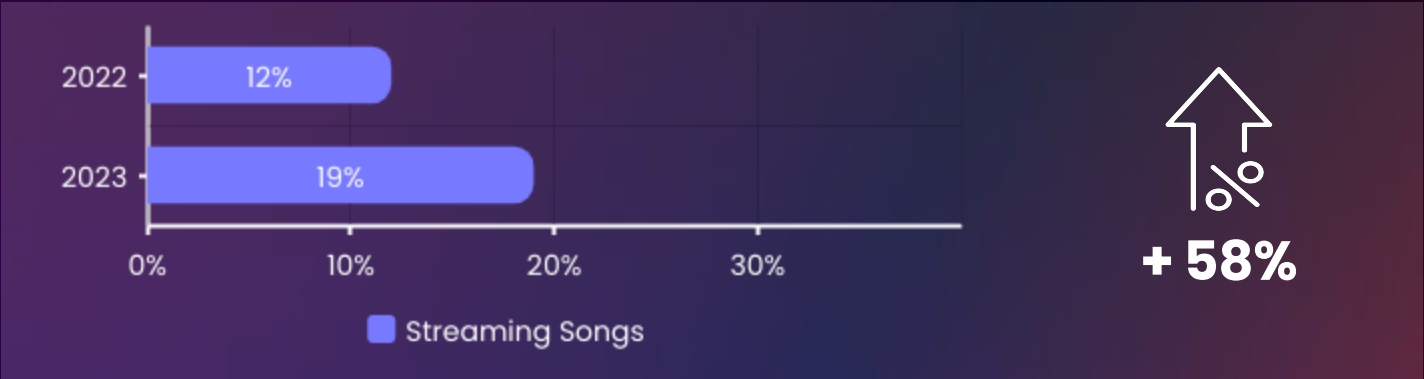
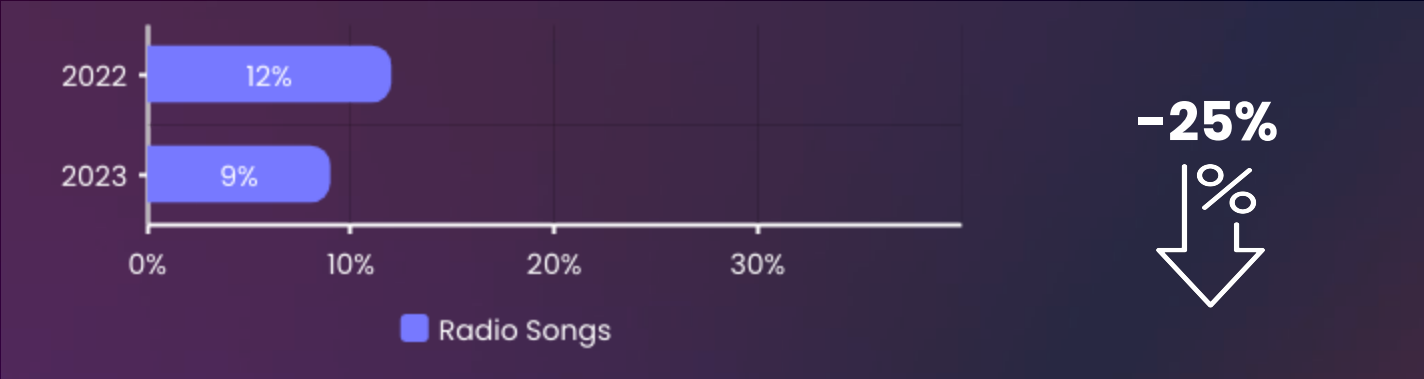
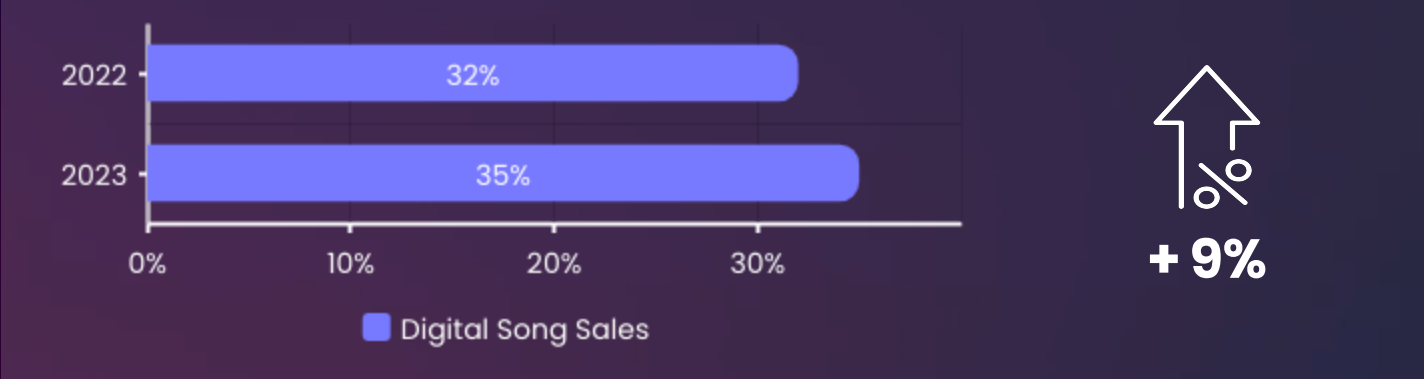


# Rock Spotlight

The rock genre experienced year-over-year growth across all three formats from 2019 - 2022. Rock's prominence continued to increase in streaming songs and digital song sales in 2023, but slightly dropped among radio songs.

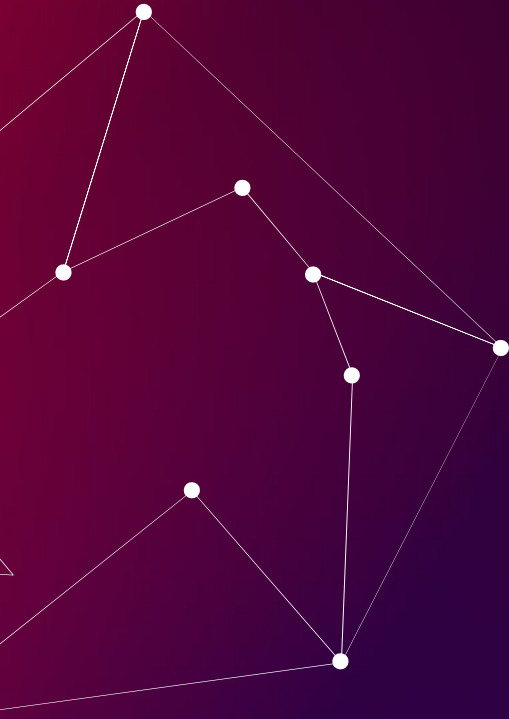


# Rock Spotlight





# Guitar Spotlight



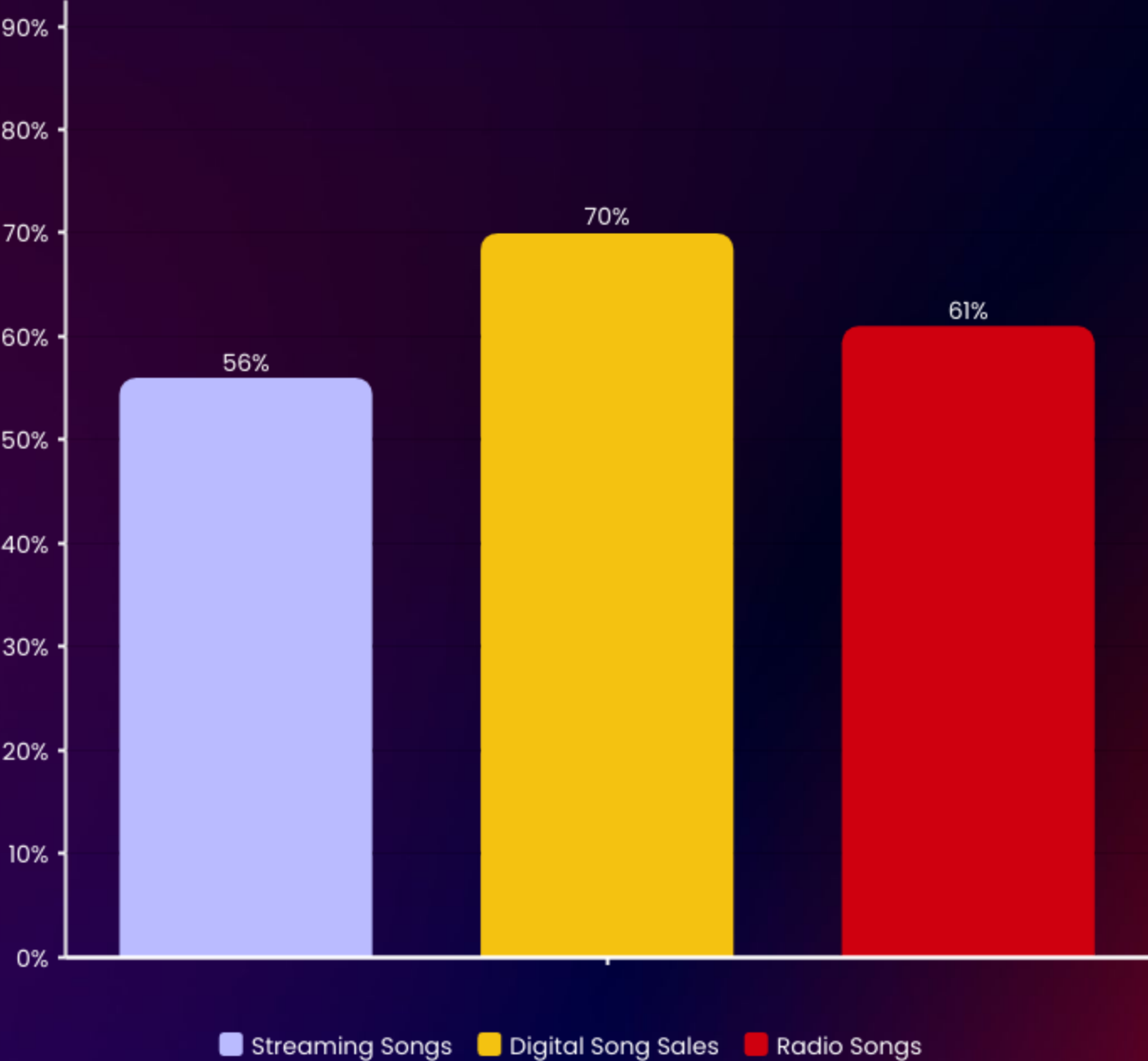
The full report includes:

- Drums
- Bass
- Guitar
- Piano

# Guitar Spotlight

Guitar was used in the majority of songs across all three formats in 2023.

### Guitar Prevalence 2023



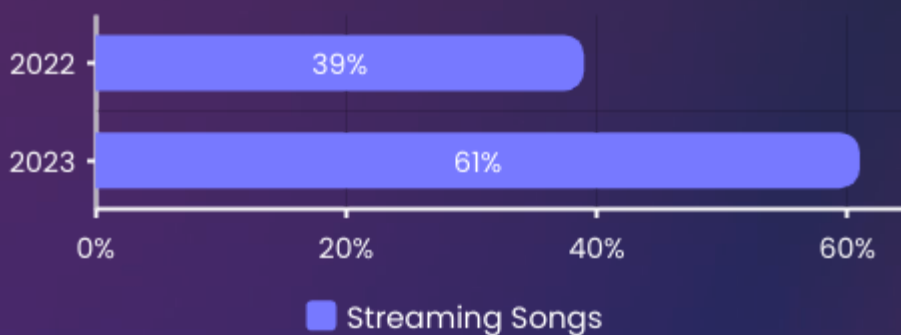
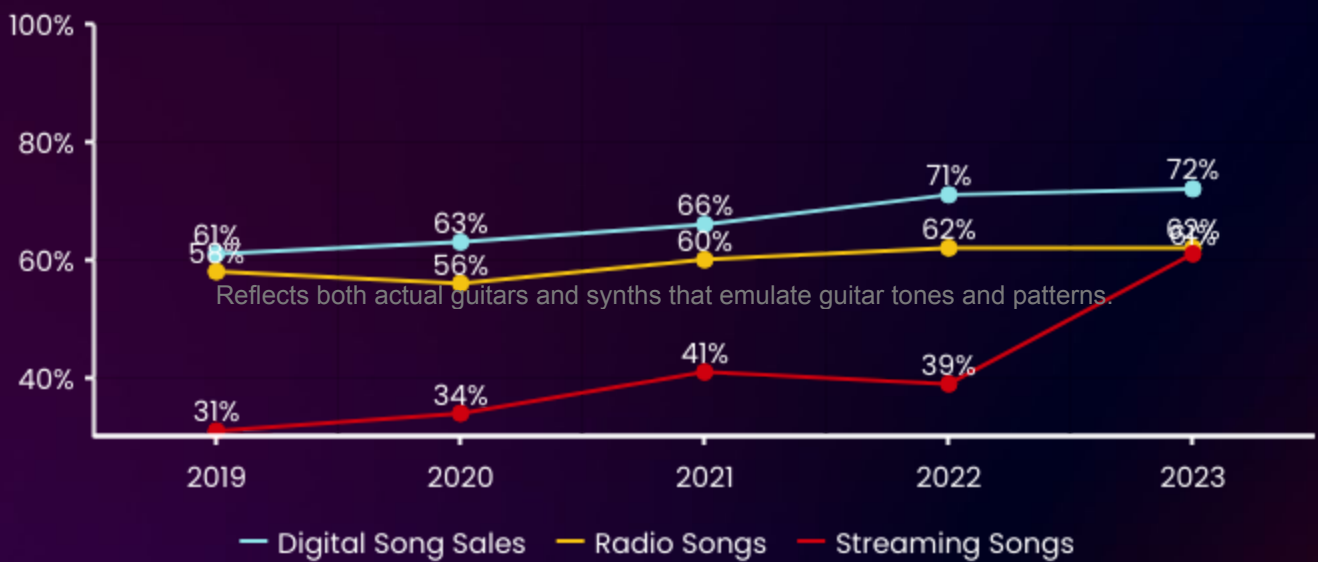
*Reflects both actual guitars and synths that emulate guitar tones and patterns.*

# Guitar Spotlight

Over the past five years, guitar has been on the rise across all three formats, most notably in streaming where it left from 39% of songs in 2022 to 61% in 2023. Notable representatives include Olivia Rodrigo's "Bad Idea Right?," Luke Combs' "Fast Car," and Oliver Anthony Music's "Rich Men North Of Richmond."

## Prominent Guitar

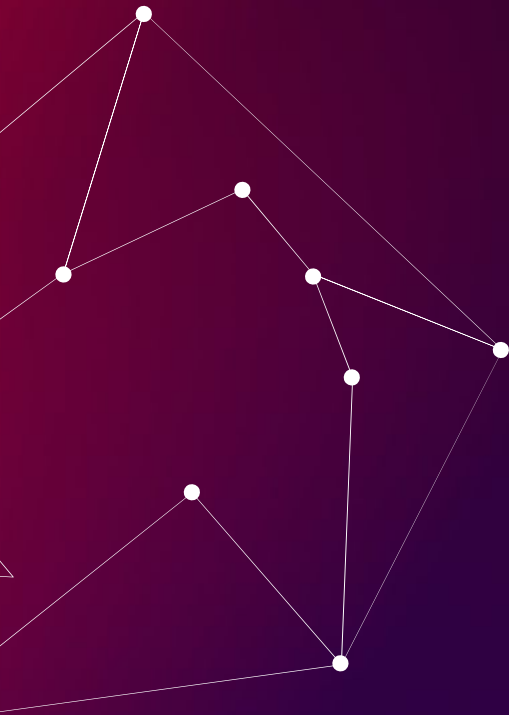
2019-2023



  
**+ 67%**

*Reflects both actual guitars and synths that emulate guitar tones and patterns.*

# Under 79 BPM Tempo Range Spotlight

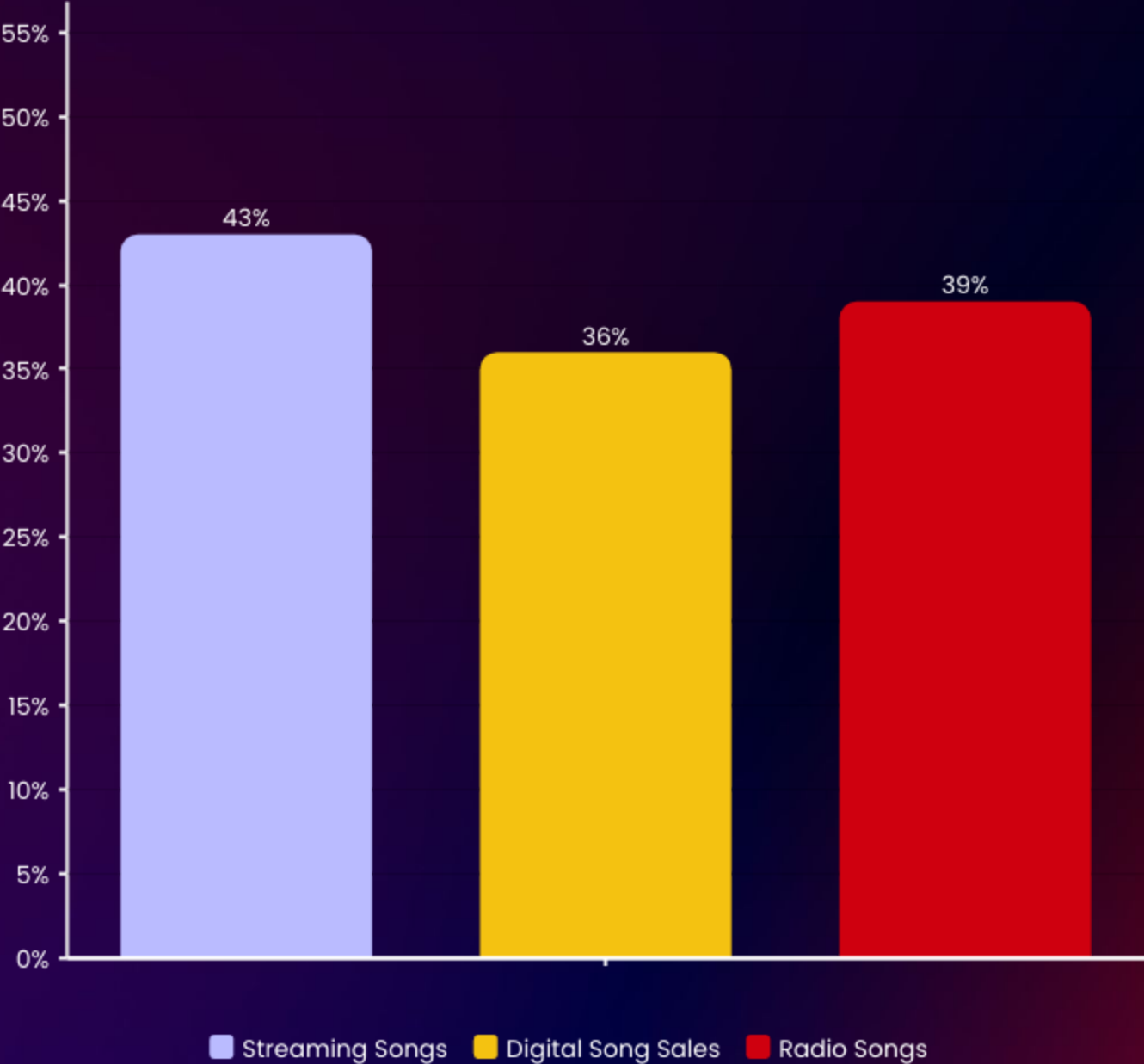


The full report includes  
trends for all tempo ranges.

# Under 79 BPM Tempo Range Spotlight

Across all three formats, the under 79 BPM tempo range was most common in 2023.

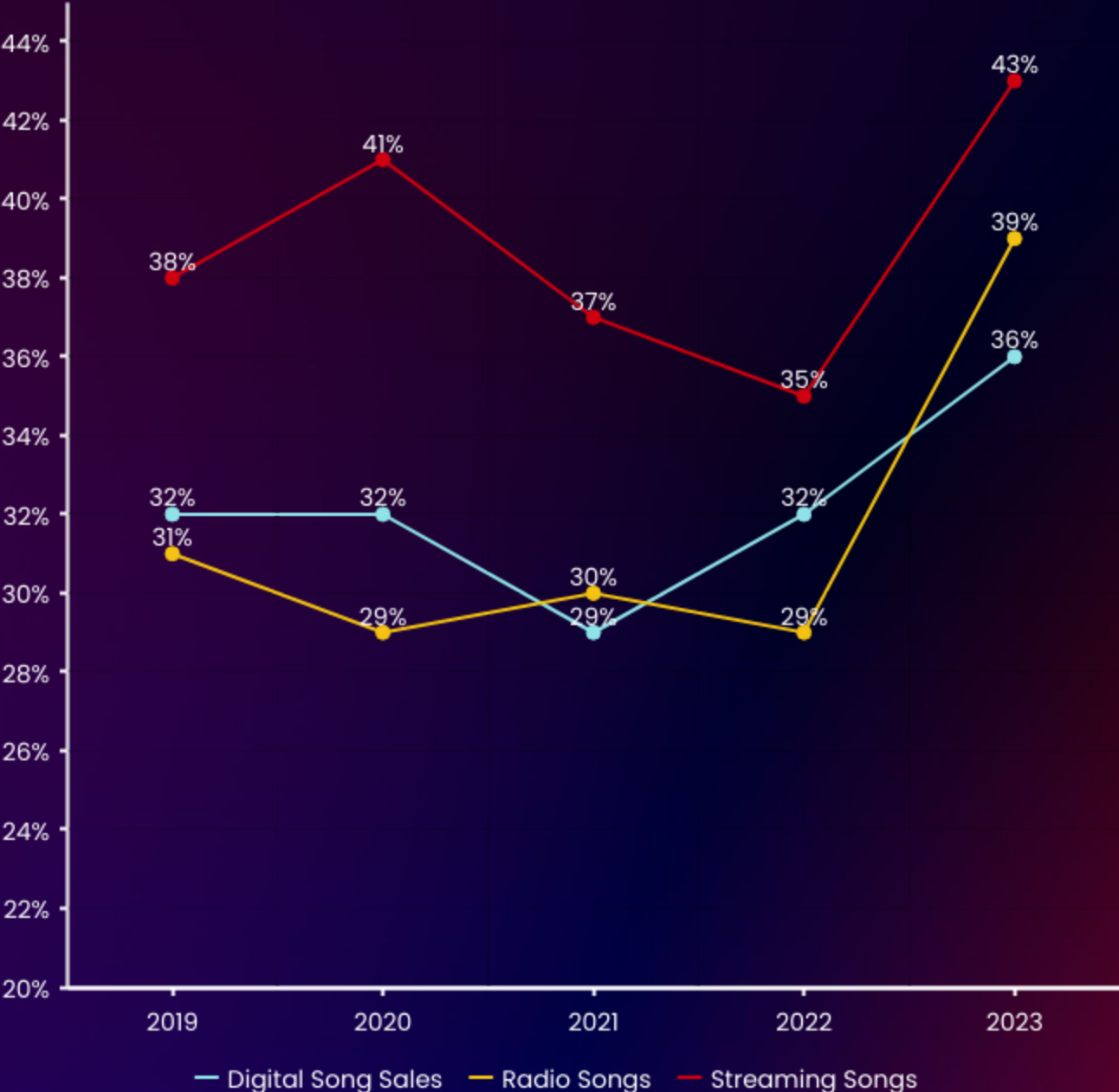
**Under 79 BPM  
2023**



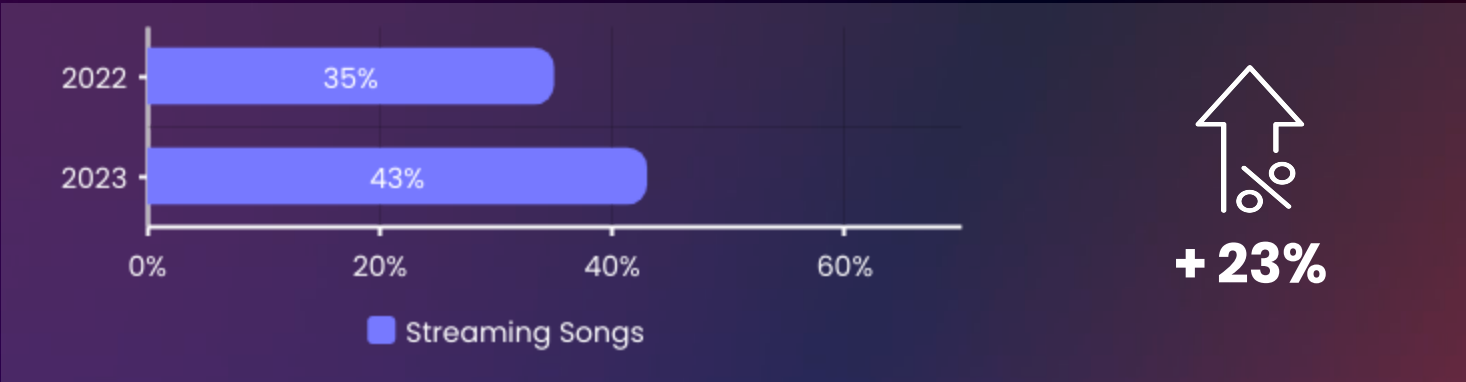
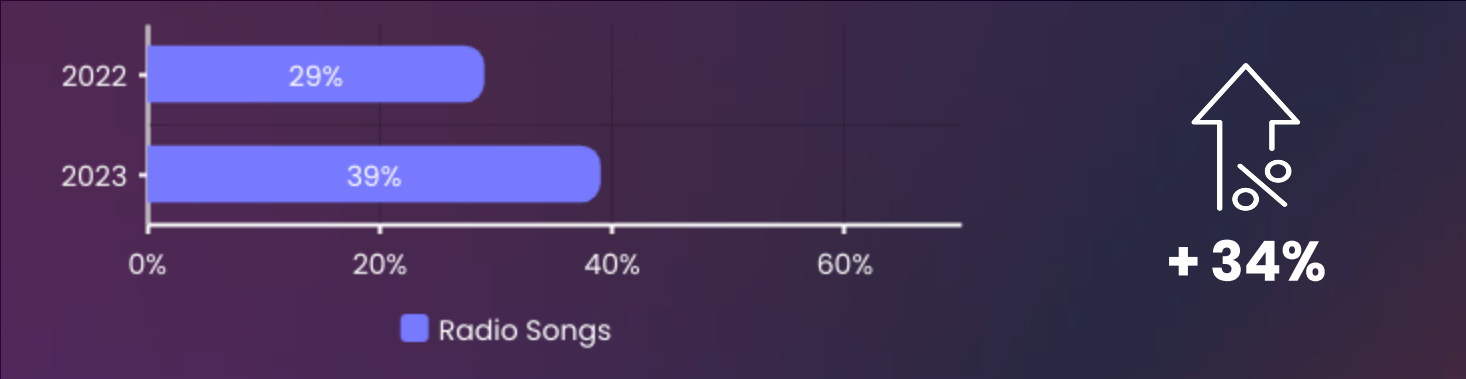
# Under 79 BPM Tempo Range Spotlight

While all three formats experienced fluctuations over the past five years, there was a notable upward trend for the under 79 BPM tempo range in 2023. Each format reached its peak level for this range in the last five years.

**Under 79 BPM**  
2019-2023



# Under 79 BPM Tempo Range Spotlight



# Under 3:00 Song Length Range Spotlight

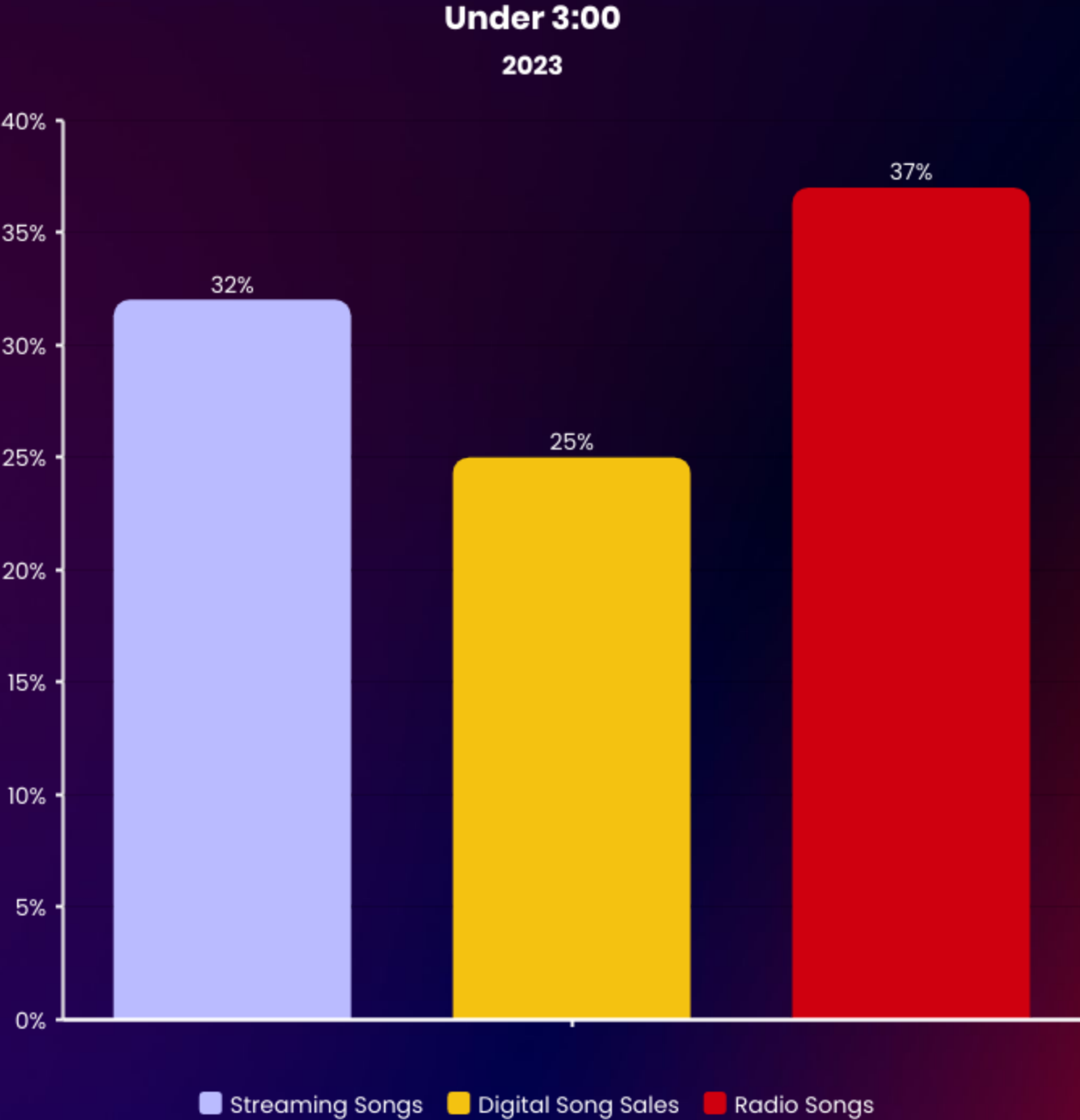


The full report includes trends for all song length ranges.



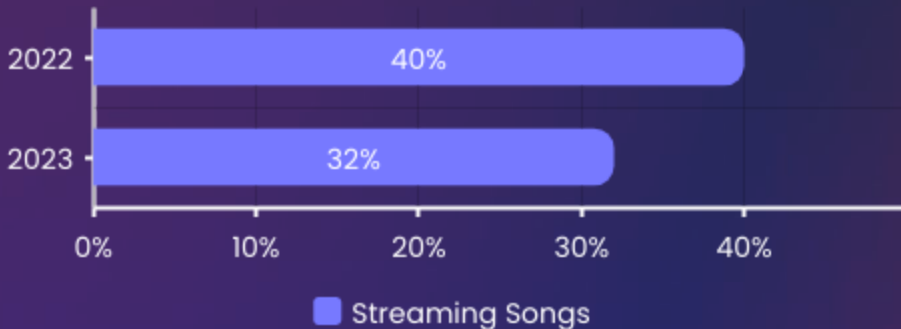
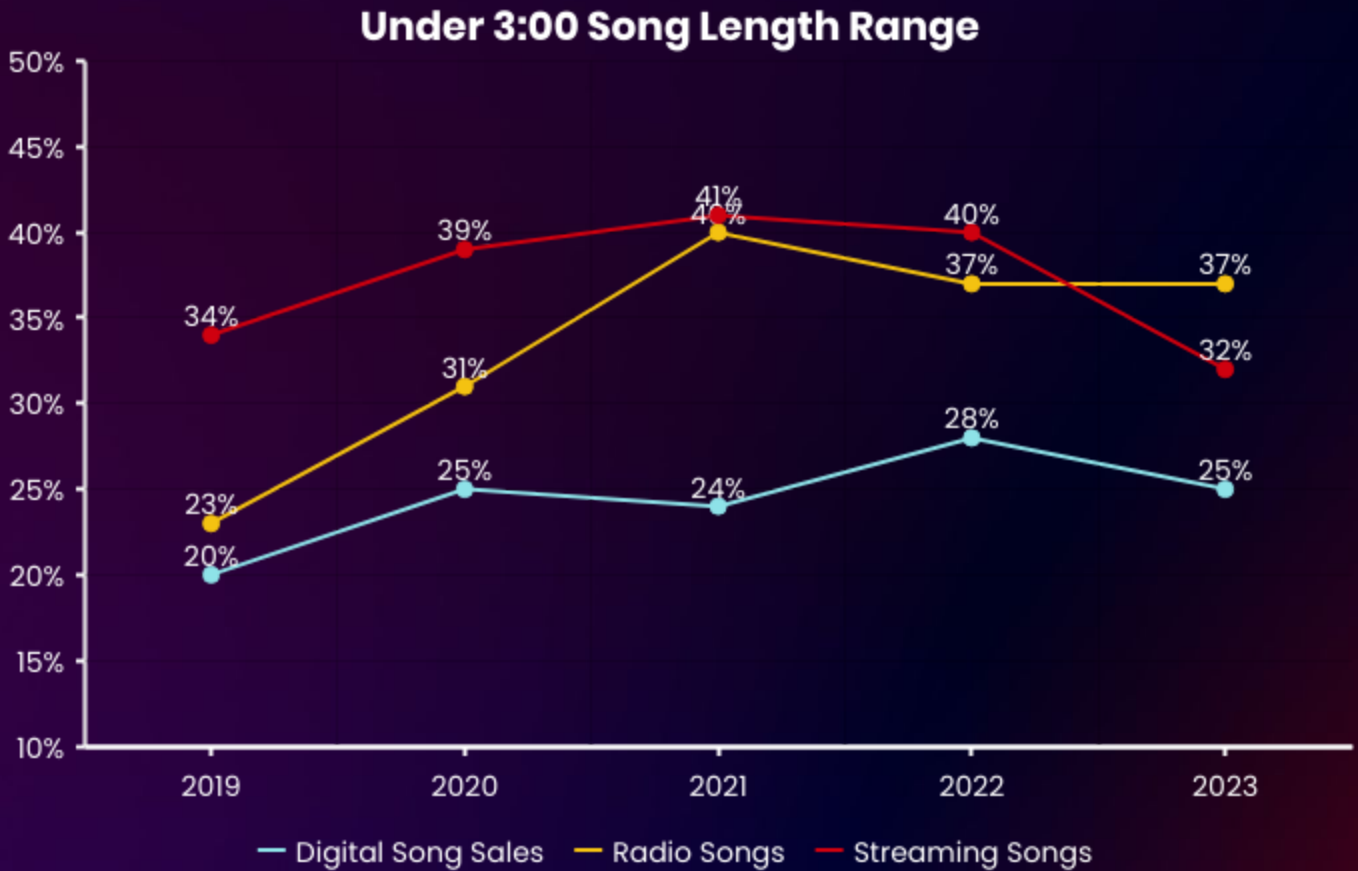
# Under 3:00 Song Length Range Spotlight

Among the three formats, radio songs had the highest percentage of songs landing under three minutes in length. Digital song sales had the fewest.



# Under 3:00 Song Length Range Spotlight

However, the prevalence of songs under three minutes in digital song sales increased from 20% in 2019 to 25% in 2023. Shorter songs on the radio saw a more pronounced increase from 23% in 2019 to 37% in 2023. Among streaming songs, there was a growing trend for shorter song lengths from 2019 to 2021, peaking at 41%. However, by 2023, songs under the three minute mark dropped to 32%.

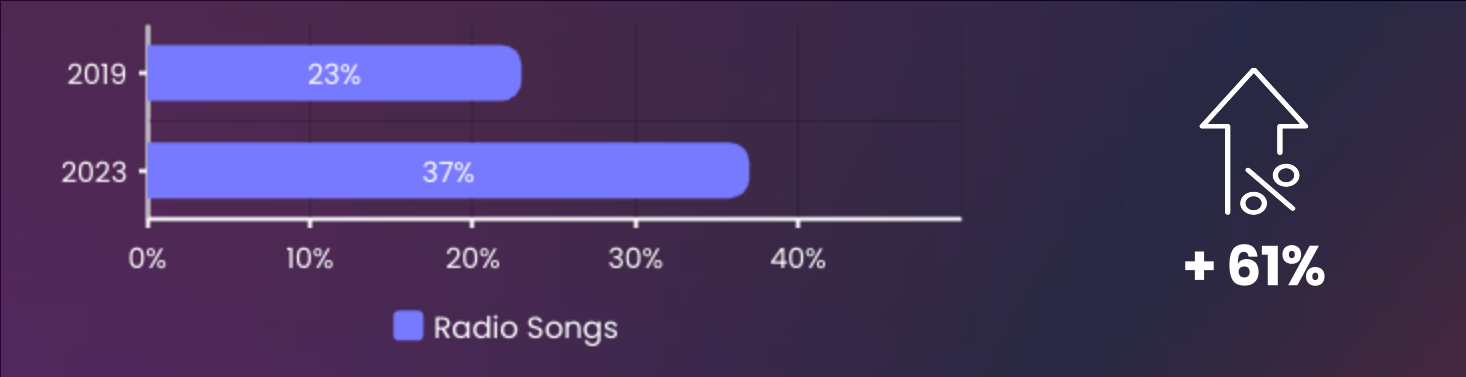
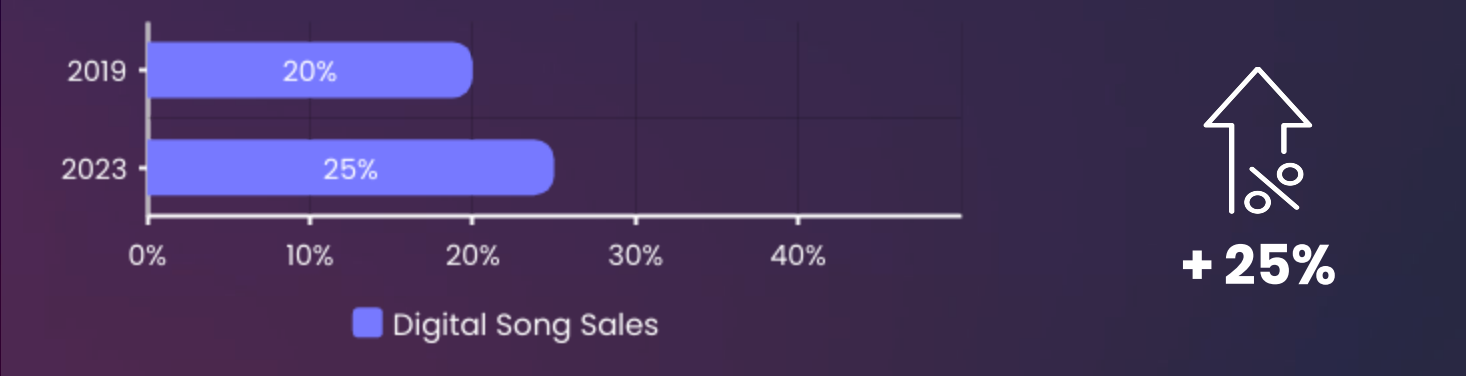


**-20%**



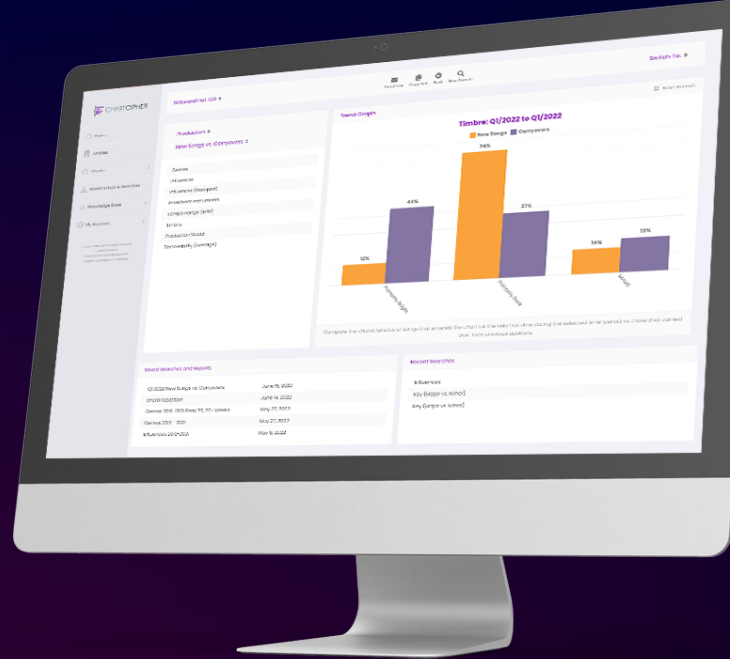
# Under 3:00 Song Length Range Spotlight

## Five Year Trends



# Elevate Your Decision Making Process with AI Song Analytics

» LEARN MORE



ChartCipher offers a new layer of data that bridges the gap between consumption metrics, performance metrics, and the songs themselves.

- **Single Selection:** Benchmark songs against the charts to understand which songs are best suited to release as singles right now.
- **Collabs:** What collaboration styles are worth considering?
- **Remixes:** Which styles of remixes are worth creating?
- **Identify Sleeping Giants:** Which songs in your catalog have great potential in today's music landscape?
- **Creative Advice & Communication:** Factual songwriting and production data to quantify gut feelings and support song and artist development.
- **Marketing:** Where to place marketing dollars?
- And much more!

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