



CHARTCIPHER



Lyrical Themes & Moods

Billboard's Consumption Channel Charts

Digital Song Sales | Radio Songs | Streaming Songs

Report Preview

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Report Preview

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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 report offers an in-depth analysis and comparison of lyrical theme and mood trends across Billboard's consumption channel charts from January 1, 2023, to December 31, 2023. It identifies key characteristics, spotlights upward and downward trends, and provides valuable insight into how the charts have been evolving over the past five years. Charts include Billboard Digital Song Sales, Streaming Songs, and Radio Songs.

This analysis in this report excludes songs with lyrics that are not in English.

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.



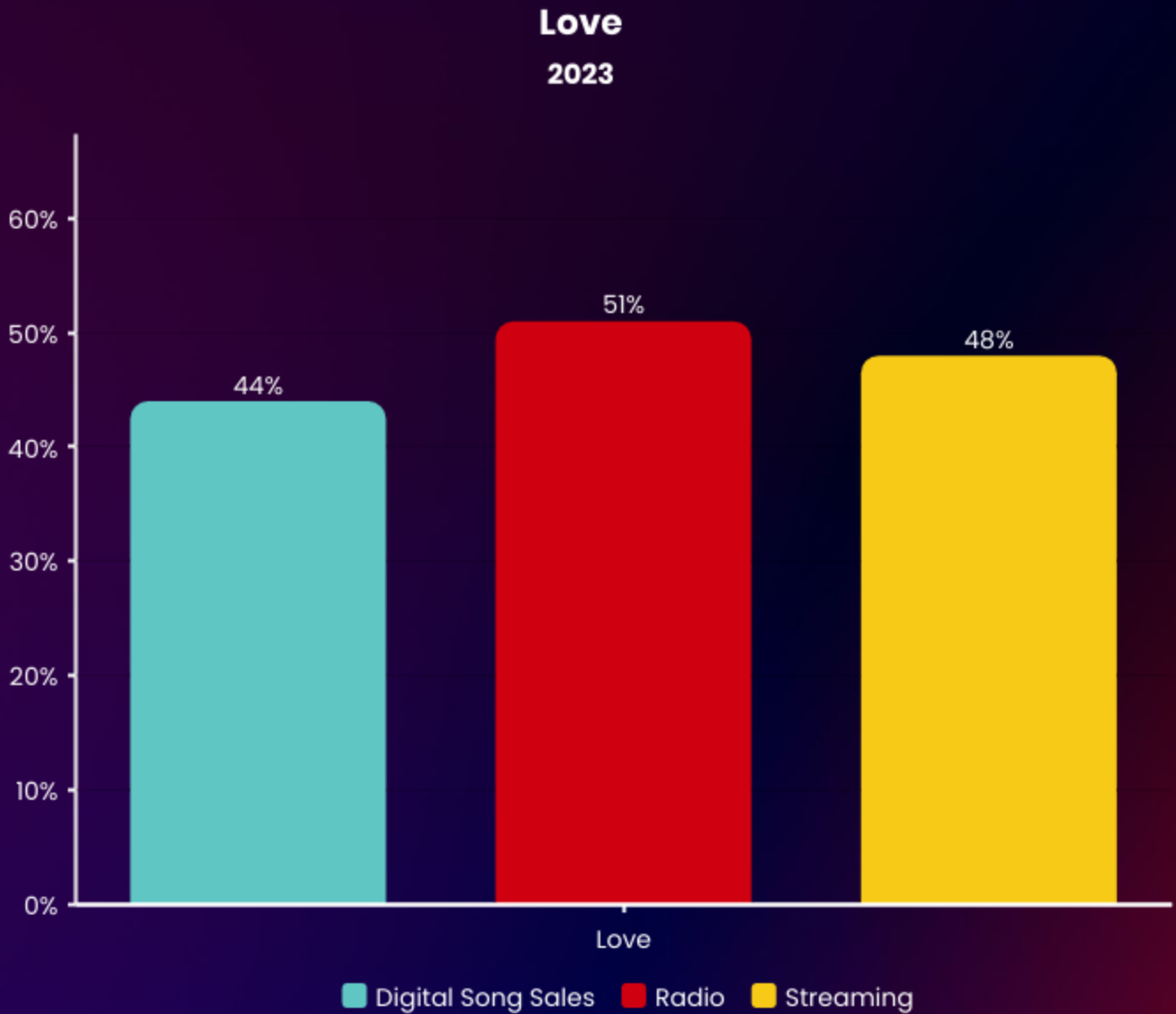
Lyrical Theme Spotlight

Love and Lifestyle

Love

Of the seven lyrical themes ChartCipher tracks, the theme of love was the most prominent across all three charts in 2023.

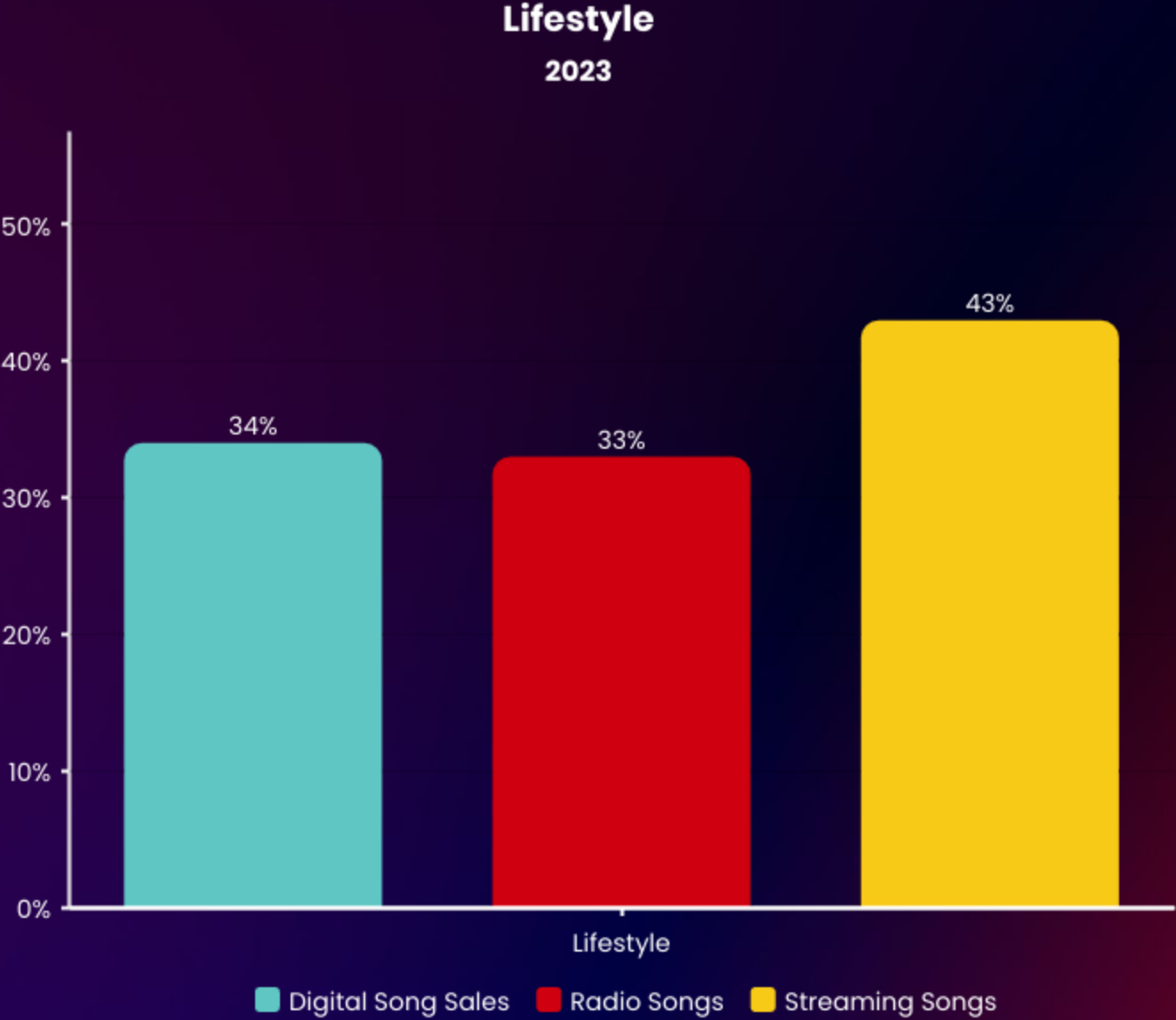
Notable hits with a love theme include "Cruel Summer" (Taylor Swift), "Die For You" (The Weeknd), and "Last Night" (Morgan Wallen), among others.



Lifestyle

The theme of lifestyle was the second most popular theme among Digital Song Sales and Streaming Songs, and third most popular among Radio Songs.

Notable hits with a lifestyle theme include "Paint The Town Red" (Doja Cat), "Rich Men North Of Richmond" (Oliver Anthony Music), and "Unholy" (Kim Petras and Sam Smith), among others.





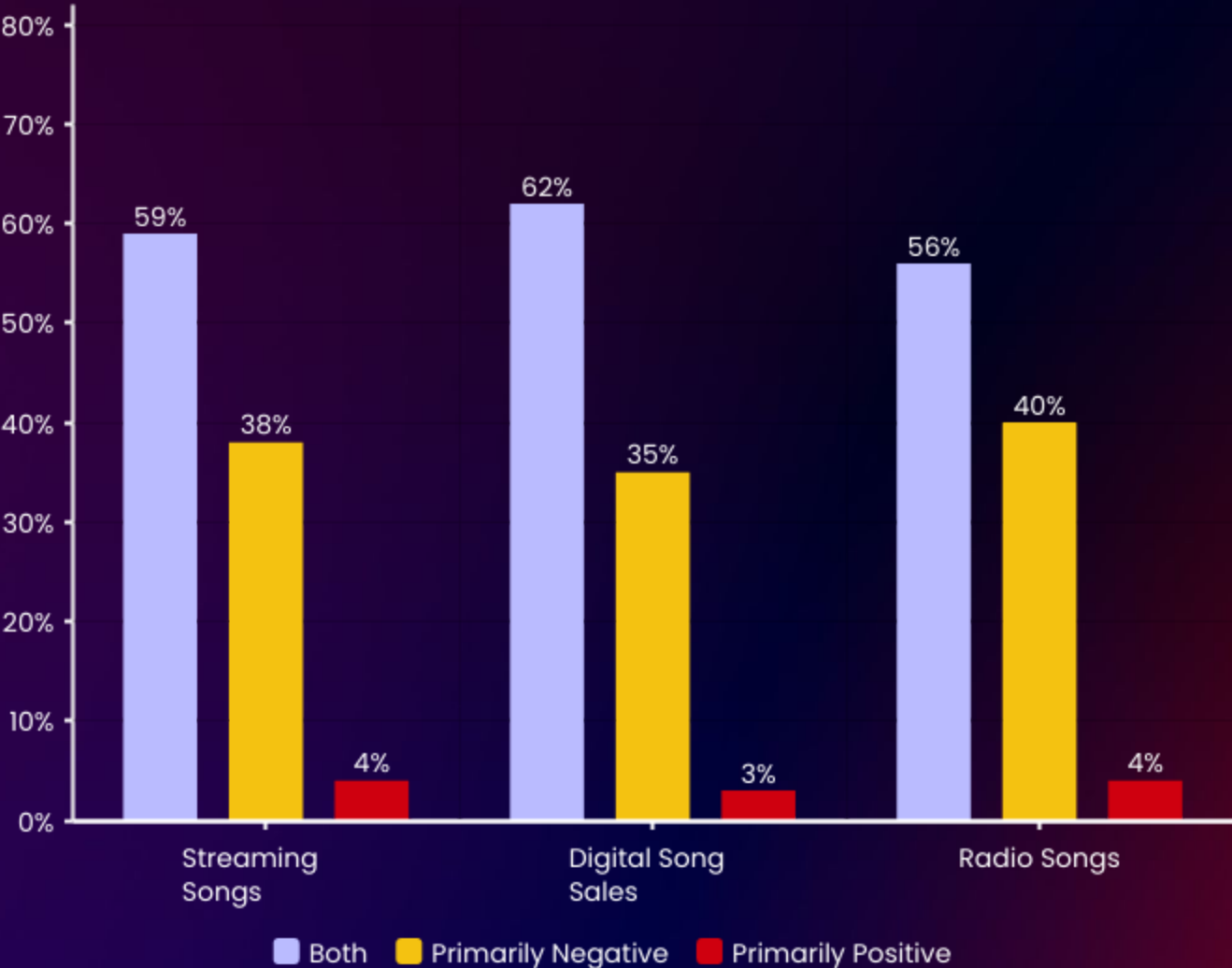
Positive vs. Negative Lyrical Moods

Positive/Negative Mood Trends

2023

The majority of songs across all three charts featured a combination of positive and negative moods, providing an effective balance of emotions within a song's framework. Songs with primarily negative moods followed distantly, and songs with primarily positive moods were few and far between.

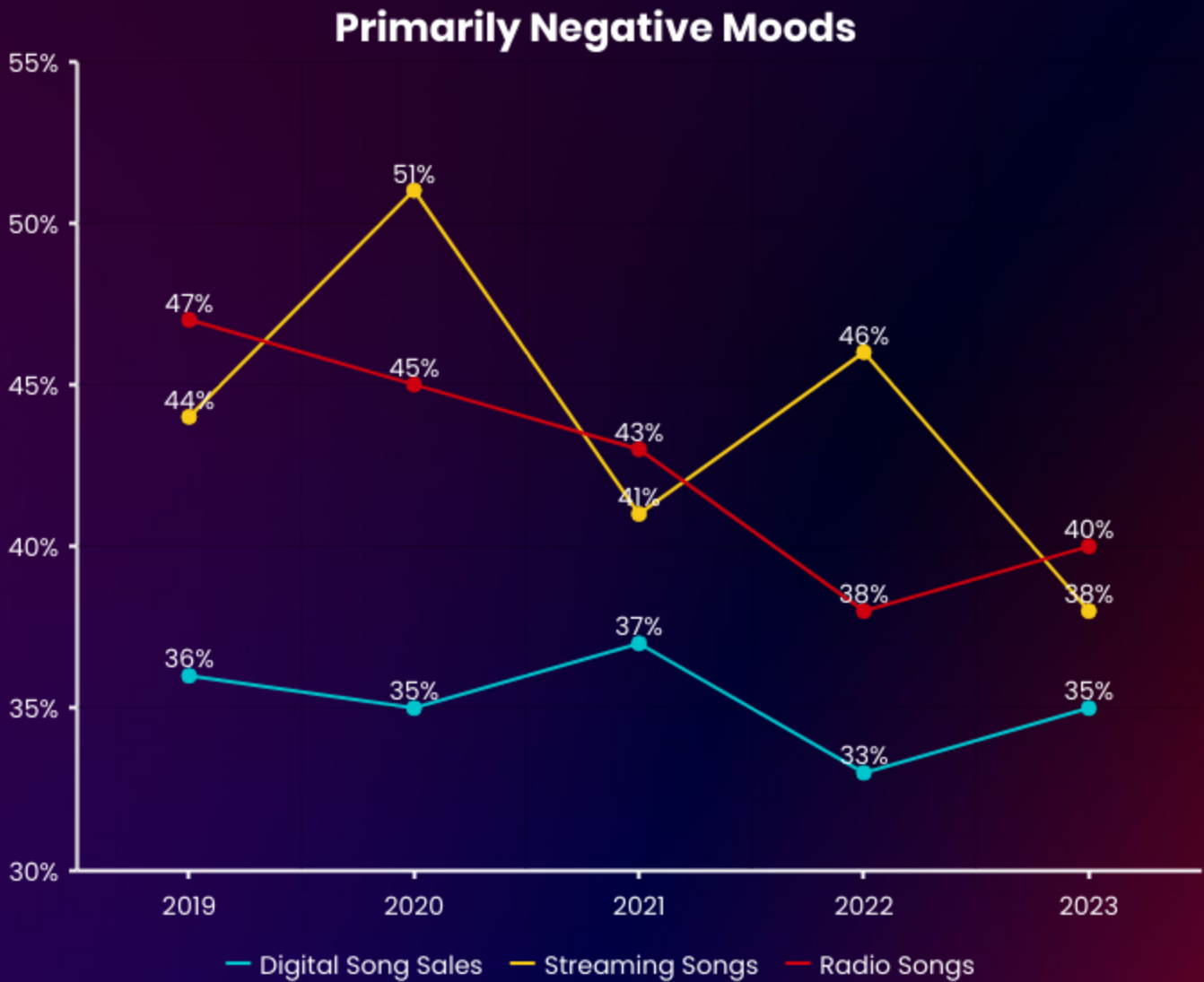
Positive/Negative Mood Trends
2023



Primarily Negative Moods

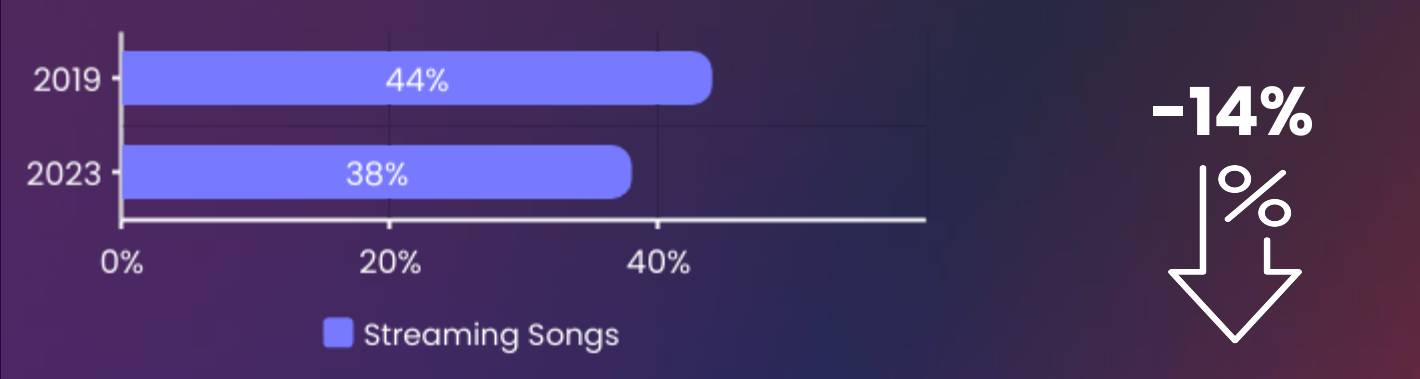
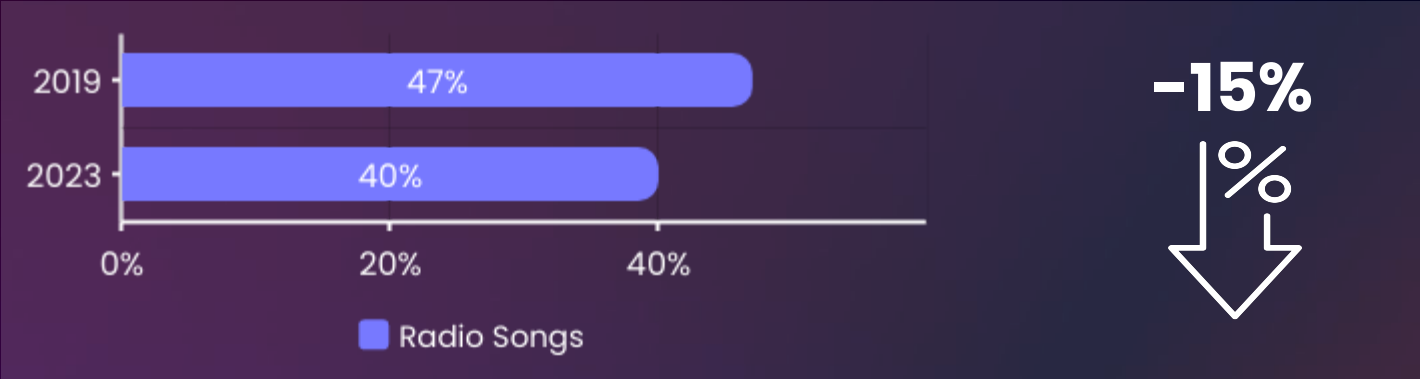
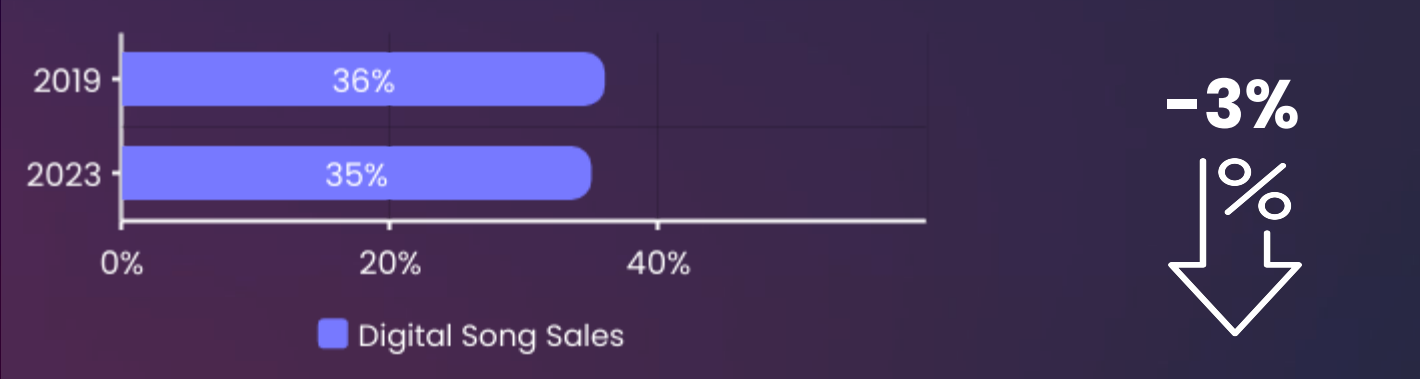
Five-Year Trends (2019 - 2023)

Both Streaming Songs and Radio Songs saw a reduction in songs with overtly negative moods between 2019 and 2023. While the trend was more consistent on Radio Songs, Streaming Songs fluctuated while also maintaining a general downward trajectory. Conversely, Digital Song Sales generally remained more constant over the five-year period.



Primarily Negative Moods

Five-Year Trends (2019 - 2023)





Common Lyrical Moods Spotlight

Cynical

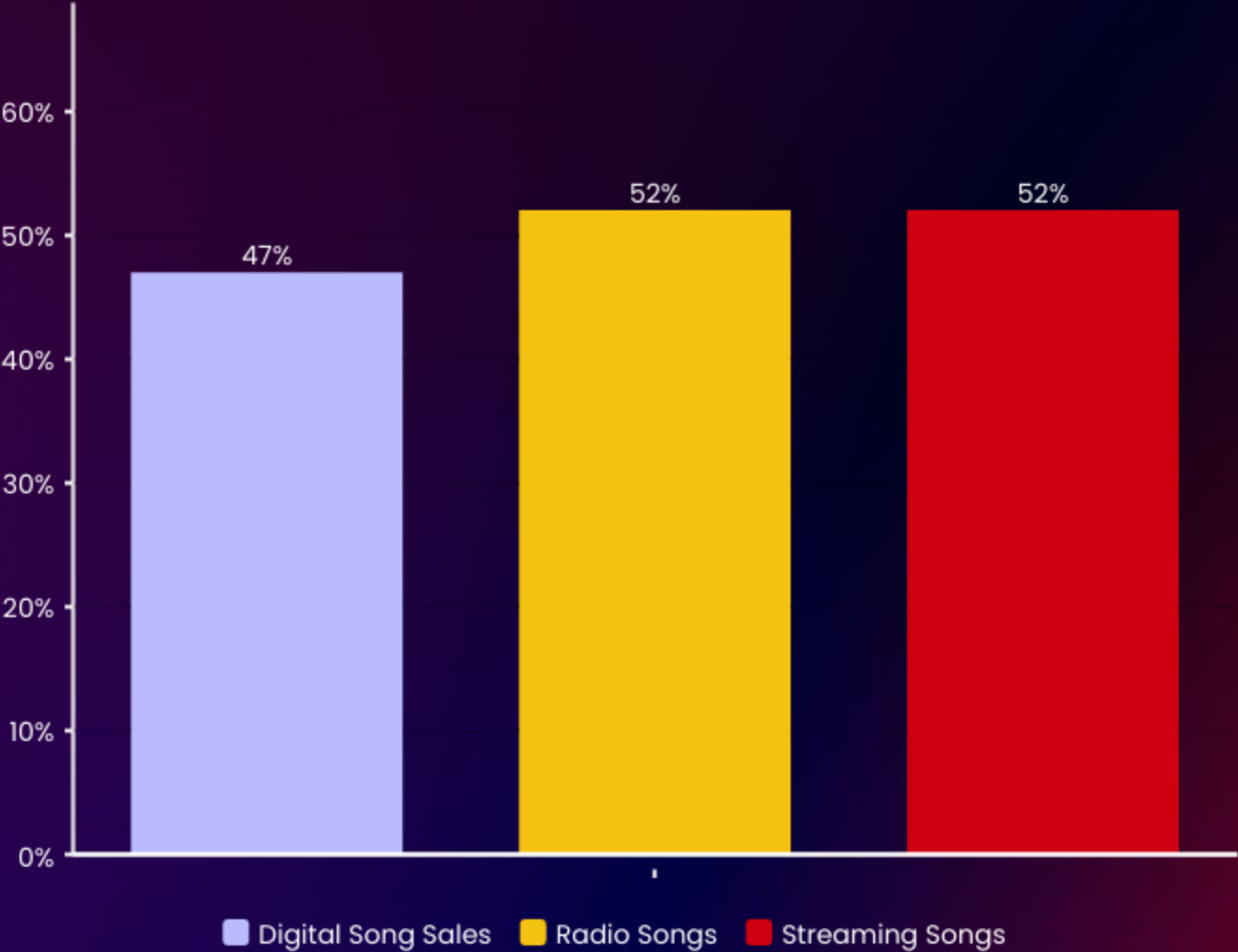
Cynical

2023

Of the ten lyrical moods ChartCipher tracks, cynism emerged as the most prominent lyrical mood across all platforms, featured in approximately half of all songs.

Notable hits with a cynical lyrical mood include "Anti-Hero" (Taylor Swift), "Kill Bill" (SZA), and "Vampire" (Olivia Rodrigo), among others.

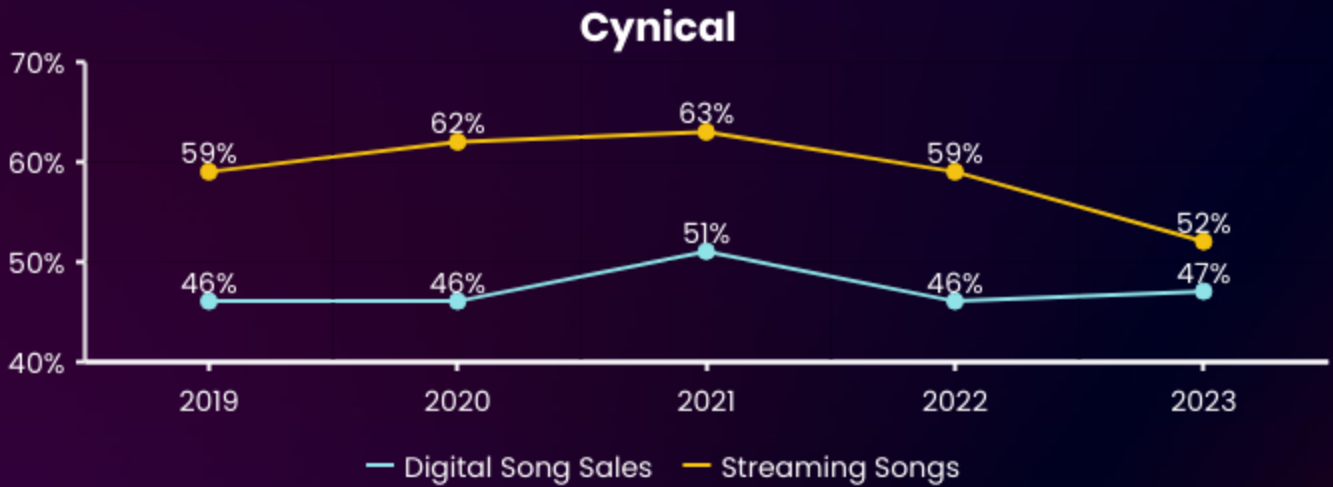
Cynical 2023



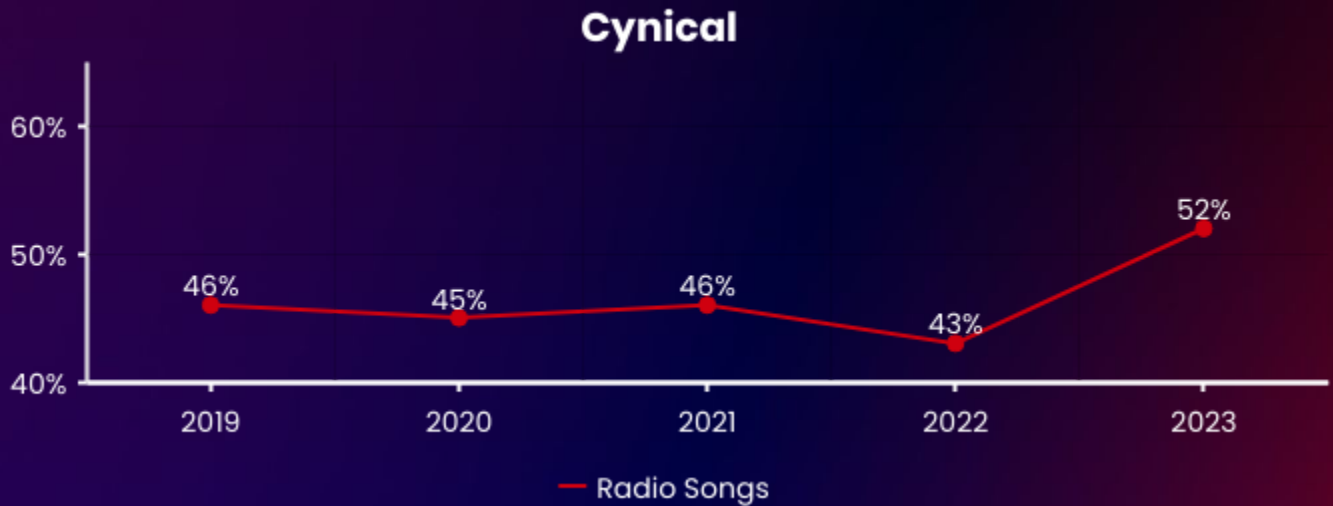
Cynical

Five-Year Trends (2019 - 2023)

Both Digital Song Sales and Streaming Songs experienced a peak in cynical-themed lyrics in 2021 followed by a subsequent drop in 2022. Streaming Songs continued its downward trajectory into 2023, while Digital Song Sales essentially stabilized.

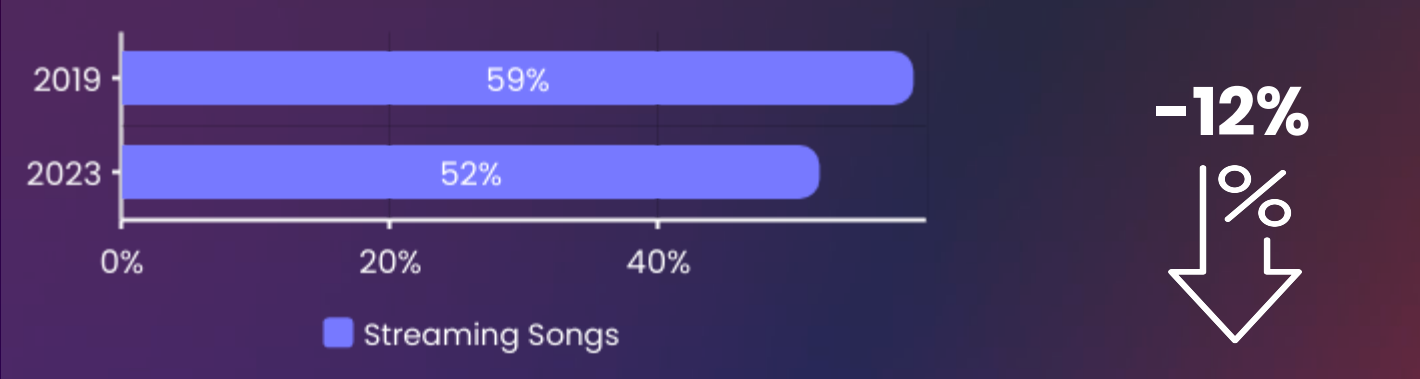
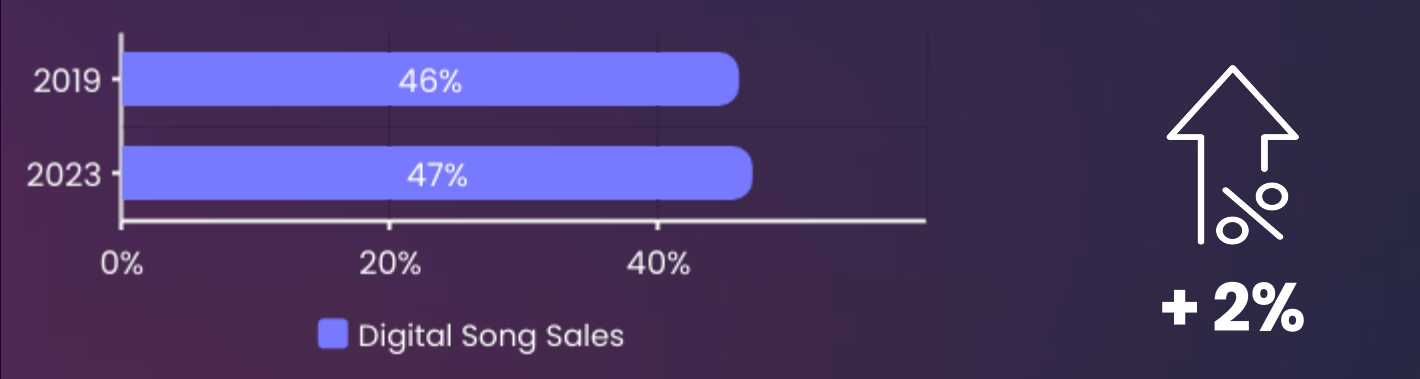


In contrast, Radio Songs saw a significant increase in cynical lyrics in 2023, rising from 43% in 2022 to 52%.



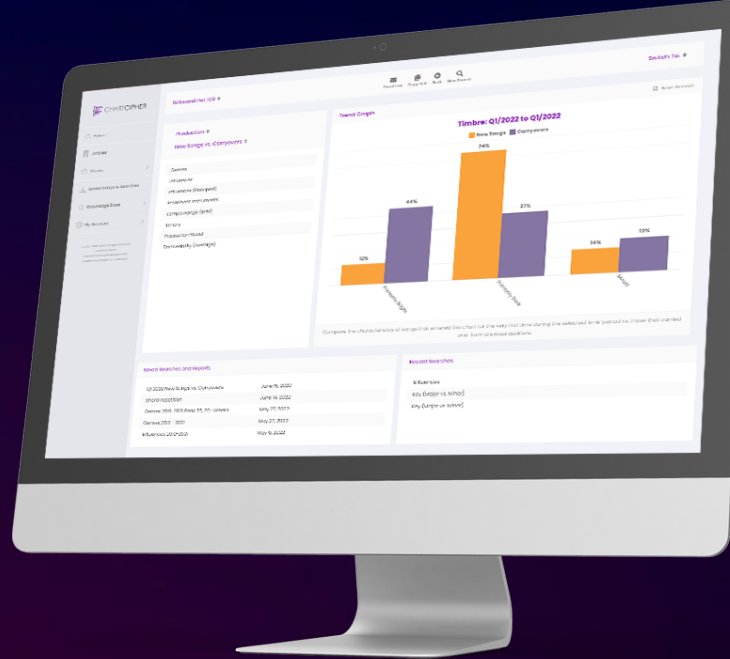
Cynical

Five-Year Trends (2019 - 2023)



Elevate Your Decision Making Process with AI Song Analytics

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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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