

How to use these tools in concert with new music research to select the best new music.



Use it to spot when listeners still love a song, but no longer want to hear it as often.



Use it to help see which new songs you're playing are sparking interest with your listeners.

Expect contemporary hit songs to be:

Developing in weeks **1** to **8**

At their peak in weeks **9** to **20**

Declining after week **20**



iTunes

Song Sales:

Don't look for songs that are top sellers today, look for songs that stay top sellers week after week.

You **Tube**

Watch out for songs with videos that go viral overnight—they tend to disappear almost as quickly. The real hits tend to develop slowly over several weeks.