



What makes the song
top?

Top 3 reasons
songs become
hits are:

melody

melody

melody

and memorable lyrics, of
course))

"You could be listening to anything, so if you're not loving it, you're skipping it"

1

tens of millions of songs

2

song is played for at least 15 seconds

3

the song either hooks the listener or it doesn't

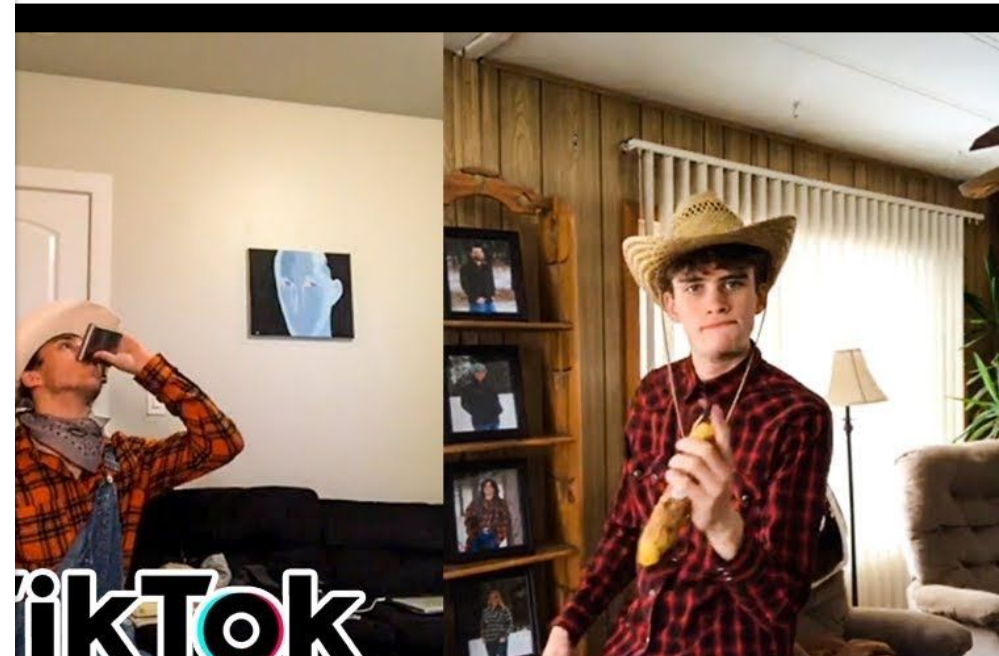
The phones and laptop speakers we use can have a direct impact on the music that sounds best through them



OLD TOWN ROAD



Tik Tok



The Billboard logo is displayed in a bold, black, lowercase sans-serif font. Each letter of the word "billboard" has a small, colored dot above it: 'i' is green, 'l' is red, 'l' is yellow, 'b' is blue, 'o' is orange, 'a' is light blue, and 'r' is orange. The logo is centered within a white rectangular box that has a black border and a black arrow-shaped tail pointing to the right.

billboard

the average
top song is
becoming shorter
and shorter



