Centre national
de la musique

cNM

Indicators of musical diversity in musical streaming
2022

Methodology and precautions

A sample group of six music streaming platforms

Period
2022

Sample group
Amazon Music, Apple Music, Deezer, Qobuz, Spotify, YouTube / YouTube Music

Geographic scope
All streams in France including content from all countries.

Musical scope
Aggregated **Top 10,000** songs with the most streams from the sample group of streaming platforms.

Duration
As per industry standard, one stream equates to a listening time of at least **30 consecutive seconds.**

Data processing
Duplicate entries and artificial streams have been removed from the data provided by the streaming platforms on songs and artists-performers.

Methodological precautions
The **different types of playlists** were identified from data collected by **Spotify, Deezer et Amazon Music**.

Indicators measuring diversity

Music genre: The CNM has identified the following music subgenre categories: Dance-electro / R&B-soul / Jazz-Blues / Latino / Classical music / Contemporary classical music/ Lyric opera music/ Traditional folk and global music / Rap / Reggae / Rock-metal / Variety-pop
(The emergence of Afro as a music genre has been observed. As such, this genre will be added to the list of music genres for future observations.)

Track age category: The notions of new, recurrent and gold have been retained. A track's age will be calculated from its release date on the platform.
- New: less than 12 months
- Recurrent: between 12 and 36 months
- Gold: more than 36 months

Language in which song is sung: Language recognition software is used on the song's lyrics to determine in which language a song is sung. A song's language representativeness score is as follows:
- French-speaking: if more than 50% of the words are in French
- Instrumental: if the song features no words

Level of artist development: Based on SNEP/UPFI certifications, the list of established artists is drawn up by the CSA and communicated to the CNM. Any artist not on the list will be considered as an emerging artist.

Gender of lead singer: For **exploratory purposes**, the lead singer's gender integrates an array of diversity indicators. It is **calculated using the tone of the voice** (female, male or mixed if several singers, or undetermined) in a song.

Playlist types
- **User playlist:** playlist of a user subscribed to the music streaming platform.
- **Playlist proposed by the platform**: editorial or algorithmic playlist made available by the platform.
- **Non-playlist**: listening sources other than user playlist or playlist offered by the platform.

Number of artists, streams, labels and distributers

The top 10,000 songs with the most streams, created by aggregating data from the 6 platforms, total almost 60 billion streams and more than 4,700 artists

Sample group

amazon music   Music   deezer   qobuz   Spotify   YouTube / YouTube Music

59.6
bn streams
for the aggregated top
10,000 songs

4,740
Artists

under

1,674
Labels

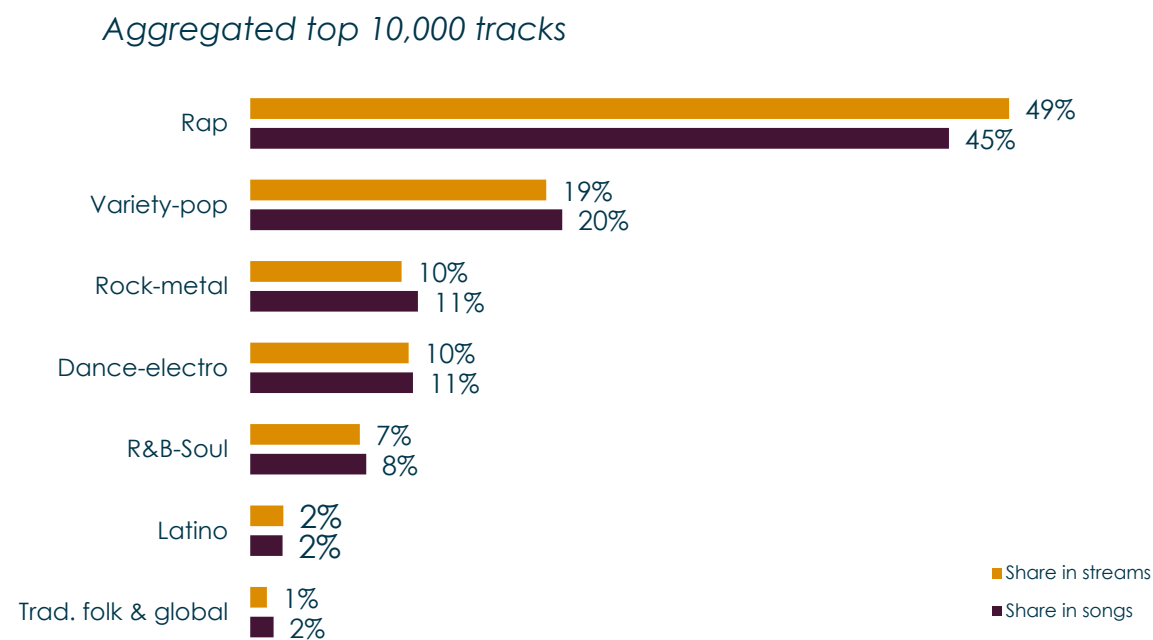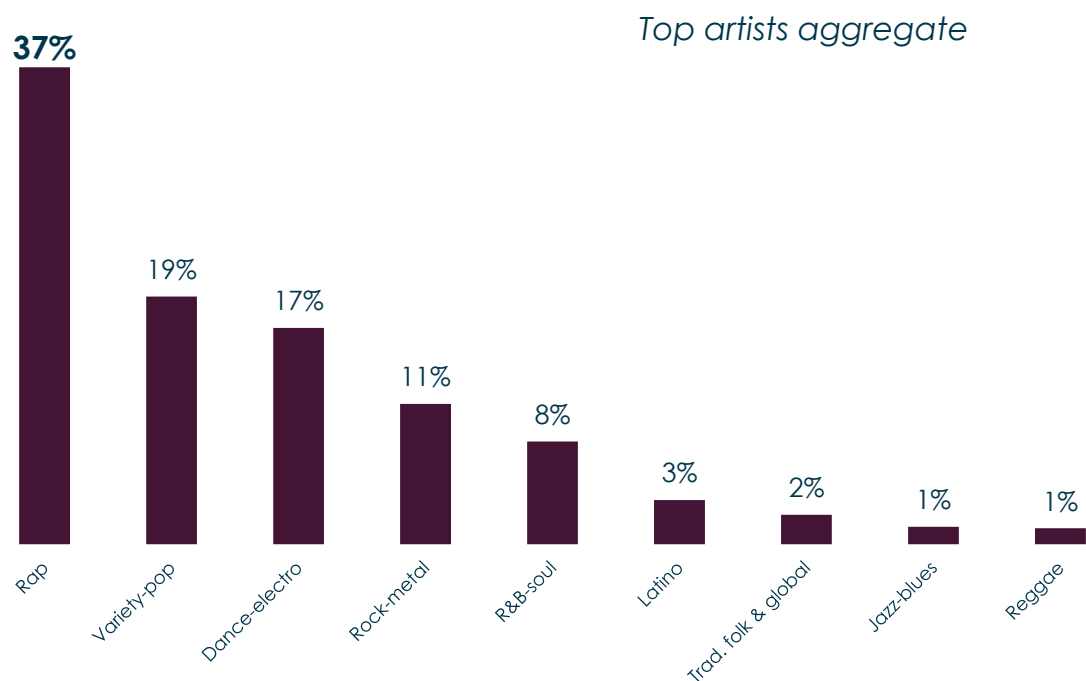whose songs have been released on the platforms by

63
Distributors

music genres

Breakdown by music genre

Rap is the leading genre for the most-streamed artists, as well as for the top 10,000 songs

Top artists aggregate

- Rap **37%**
- Variety-pop 19%
- Dance-electro 17%
- Rock-metal 11%
- R&B-soul 8%
- Latino 3%
- Trad. folk & global 2%
- Jazz-blues 1%
- Reggae 1%

Aggregated top 10,000 tracks

Genre	Share in streams	Share in songs
Rap	49%	45%
Variety-pop	19%	20%
Rock-metal	10%	11%
Dance-electro	10%	11%
R&B-Soul	7%	8%
Latino	2%	2%
Trad. folk & global	1%	2%

■ Share in streams
■ Share in songs

With **nearly 30 billion streams and 4,518 songs, rap accounts for more than 45% of the aggregated top 10,000 songs** and **49%** of streams. **37%** of top artists are referenced as rap artists, followed by variety-pop (19%) and dance-electro (17%).
Jazz-blues, reggae and classical/contemporary classical/lyric genres represent less than 1% in terms of both streams and songs.
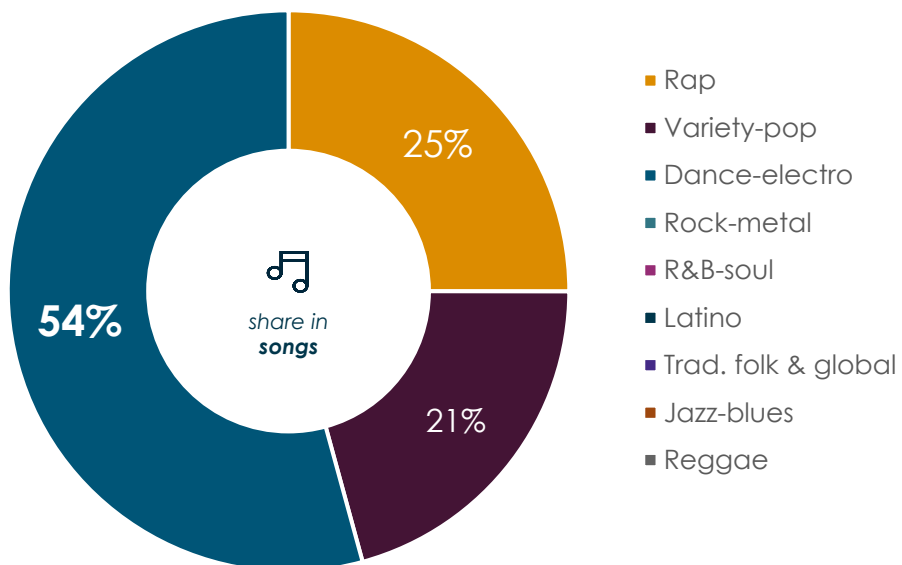
Track age category

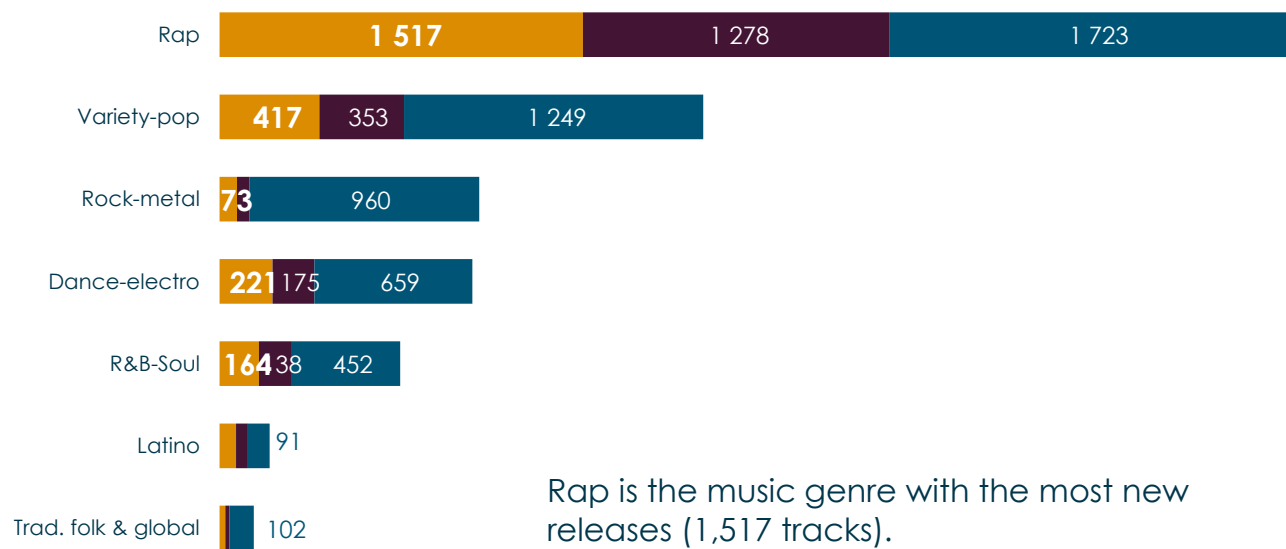*Breakdown by track age category in the aggregate top 10,000 tracks*

Across all music genres observed, the majority of songs streamed are from the gold age category.

54% of songs streamed are **gold**

*Breakdown of track age category by music genre share in **songs***

- Rap
- Variety-pop
- Dance-electro
- Rock-metal
- R&B-soul
- Latino
- Trad. folk & global
- Jazz-blues
- Reggae

*share in **songs***

25%
54%
21%

Genre	New	Recurrent	Gold
Rap	1 517	1 278	1 723
Variety-pop	417	353	1 249
Rock-metal	73		960
Dance-electro	221	175	659
R&B-Soul	164	38	452
Latino			91
Trad. folk & global			102

Rap is the music genre with the most new releases (1,517 tracks).

New: less than 12 months
Recurrent: between 12 and 36 months
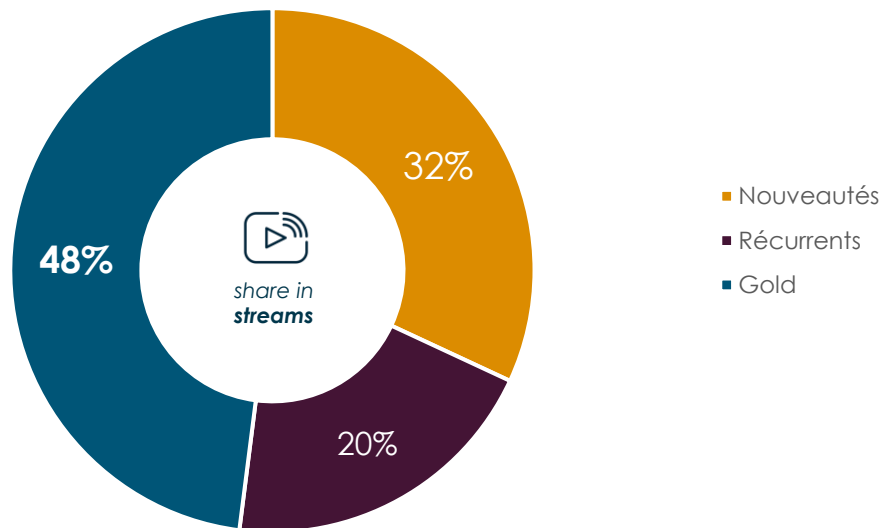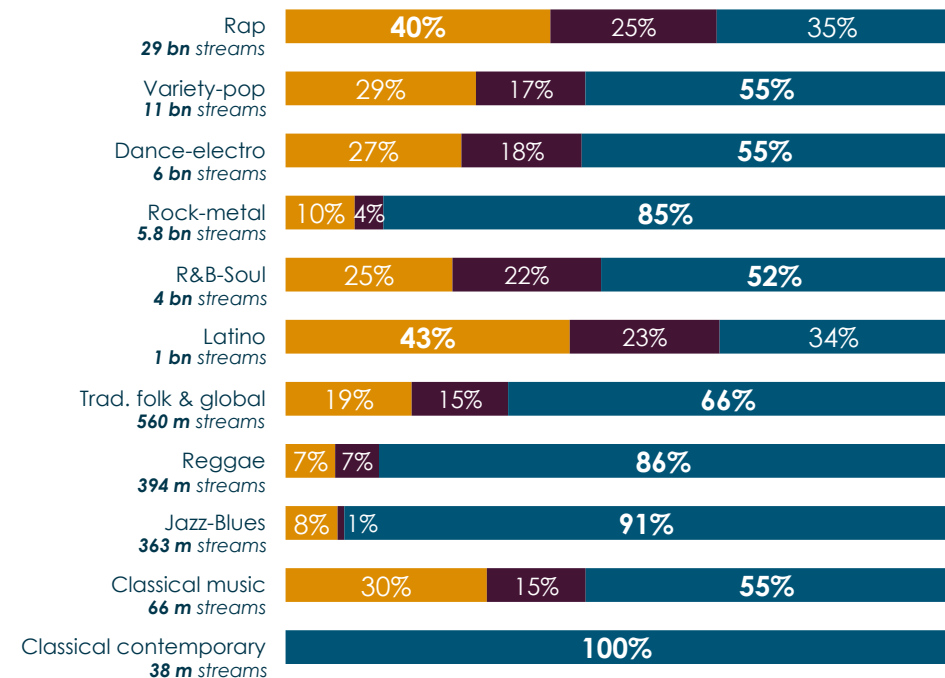Gold: more than 36 months

Breakdown by track age category in the aggregate top 10,000 tracks

Rap and Latino are the only music genres where new releases generate the most streams. The majority of streams for the other genres mainly concern songs in the gold age category.

48% of streams are generated by songs in the **gold** age category

share in streams

- Nouveautés
- Récurrents
- Gold

32%

20%

48%

Breakdown of track age category by music genre
Share in streams

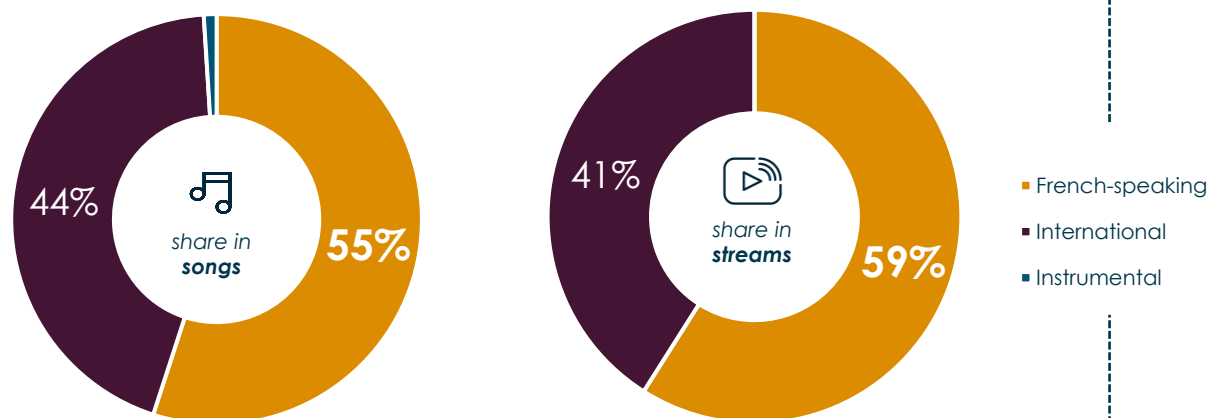| Genre	Nouveautés	Récurrents	Gold
Rap — 29 bn streams	40%	25%	35%
Variety-pop — 11 bn streams	29%	17%	55%
Dance-electro — 6 bn streams	27%	18%	55%
Rock-metal — 5.8 bn streams	10%	4%	85%
R&B-Soul — 4 bn streams	25%	22%	52%
Latino — 1 bn streams	43%	23%	34%
Trad. folk & global — 560 m streams	19%	15%	66%
Reggae — 394 m streams	7%	7%	86%
Jazz-Blues — 363 m streams	8%	1%	91%
Classical music — 66 m streams	30%	15%	55%
Classical contemporary — 38 m streams			100%

Language in which song is sung

Breakdown by language in which song is sung in the aggregate top 10,000 tracks
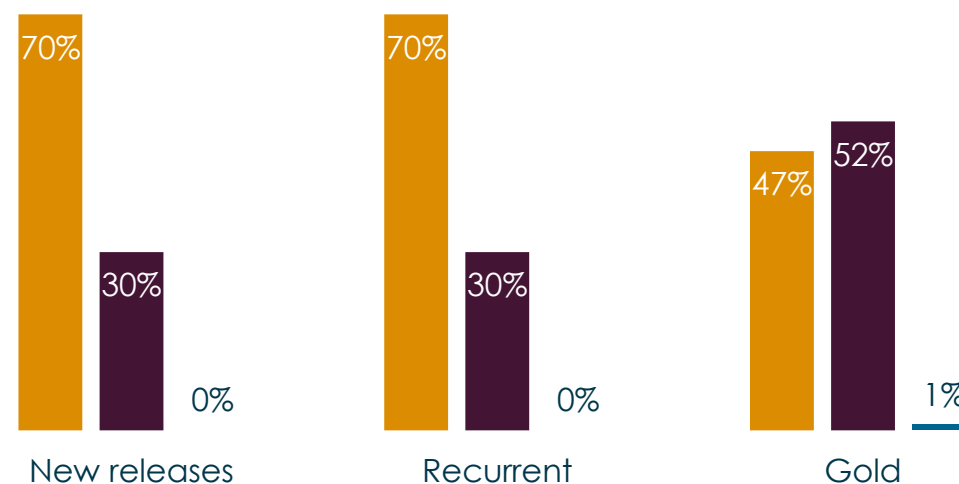
Almost two thirds of streams are sung in French

Language in which song is sung

Breakdown of track age category by language in which song is sung
share in streams

44%
share in **songs**
55%

41%
share in **streams**
59%

- French-speaking
- International
- Instrumental

New releases: 70%, 30%, 0%
Recurrent: 70%, 30%, 0%
Gold: 47%, 52%, 1%

59% of streams relate to **songs sung in French**

The aggregate top 10,000 includes only 89 instrumental songs. This implies that the total of its streams, compared to the overall volume of the top songs, results in a share for instrumental music equivalent to between 0 to 1%.
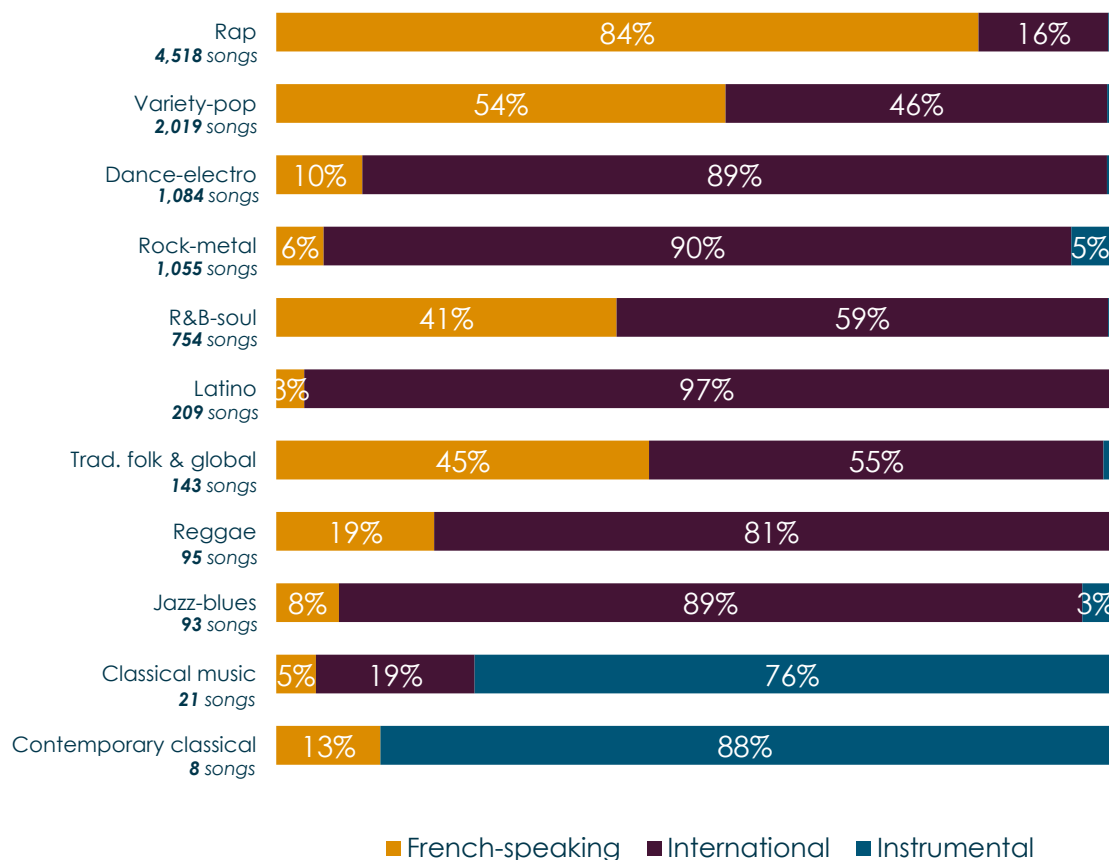
70% **of streams of new releases** are generated by songs **sung in French**

Breakdown by language in which song is sung by music genre

Rap and variety-pop are the music genres where songs sung in French predominate

Share in **songs**

Genre	French-speaking	International	Instrumental
Rap — 4,518 songs	84%	16%	
Variety-pop — 2,019 songs	54%	46%	
Dance-electro — 1,084 songs	10%	89%	
Rock-metal — 1,055 songs	6%	90%	5%
R&B-soul — 754 songs	41%	59%	
Latino — 209 songs	3%	97%	
Trad. folk & global — 143 songs	45%	55%	
Reggae — 95 songs	19%	81%	
Jazz-blues — 93 songs	8%	89%	3%
Classical music — 21 songs	5%	19%	76%
Contemporary classical — 8 songs	13%		88%

■ French-speaking ■ International ■ Instrumental

The majority of rap (84%) and variety-pop (54%) songs are identified as being sung in French.

Classical music (76%) and contemporary classical music (88%) are the two genres where instrumental songs are the majority.

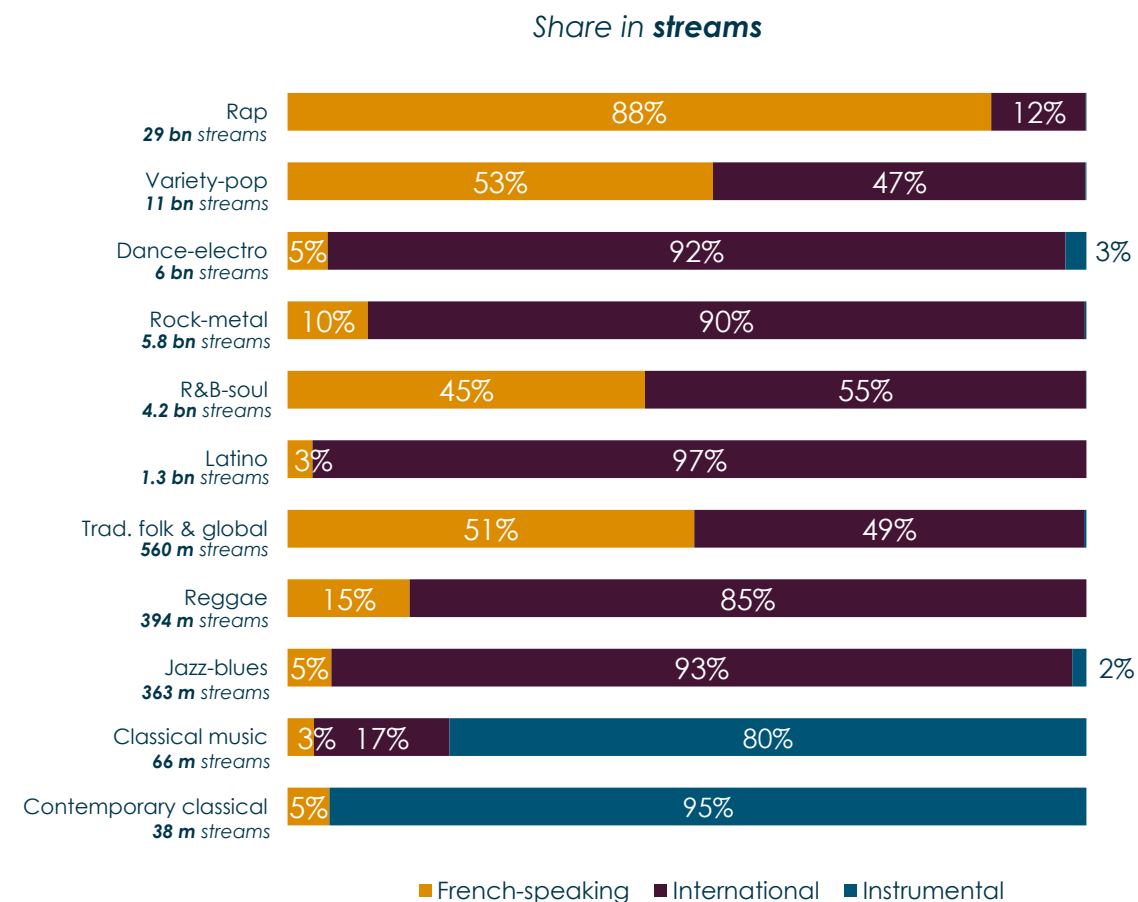Across all the other genres, international songs are the most predominant.

Breakdown by language in which song is sung by music genre

Rap, variety-pop and traditional folk and global music are the music genres where songs sung in French predominate, in terms of share in streams

Rap (88%), variety-pop (53%), and traditional folk and global music (51%) are the genres where songs identified as being sung in French generate the most streams.

For classical (80%) and contemporary classical (95%) music, the majority of streams are generated by instrumental songs.

Across all the other genres, international songs are the most predominant.

*Share in **streams***

Genre	French-speaking	International	Instrumental
Rap — 29 bn streams	88%	12%	
Variety-pop — 11 bn streams	53%	47%	
Dance-electro — 6 bn streams	5%	92%	3%
Rock-metal — 5.8 bn streams	10%	90%	
R&B-soul — 4.2 bn streams	45%	55%	
Latino — 1.3 bn streams	3%	97%	
Trad. folk & global — 560 m streams	51%	49%	
Reggae — 394 m streams	15%	85%	
Jazz-blues — 363 m streams	5%	93%	2%
Classical music — 66 m streams	3%	17%	80%
Contemporary classical — 38 m streams	5%		95%

■ French-speaking   ■ International   ■ Instrumental

Gender of lead artist

Breakdown of gender of lead singer in the aggregate top 10,000 tracks
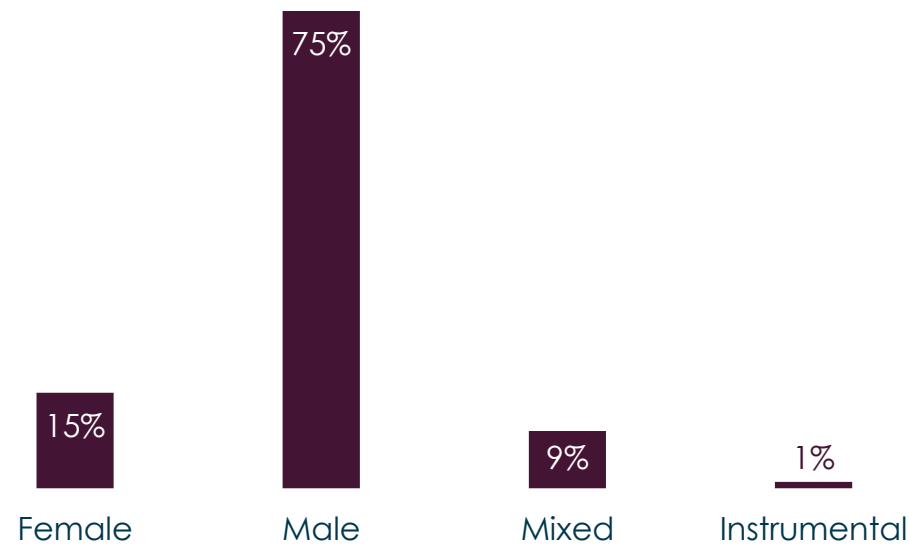
The female vocal tone represents between 15 to 17% of the share in both songs and streams

In the aggregate top 10,000 songs, **1,735 have a female vocal tone and total more than 9.1 billion streams (13%).** 867 tracks are mixed, i.e. 9% of total streams. The male vocal tone is still largely predominant.
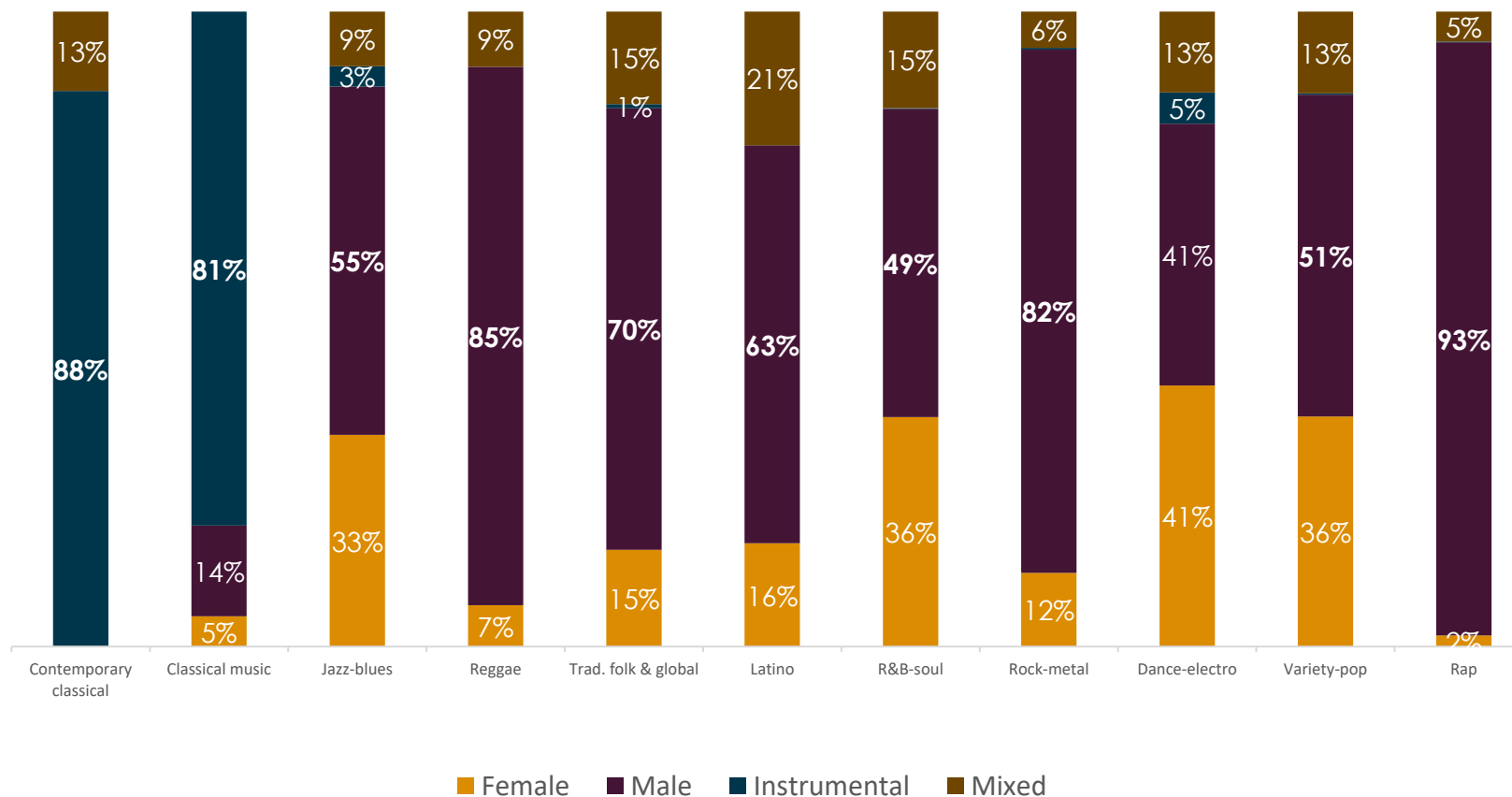
*Share in **songs***
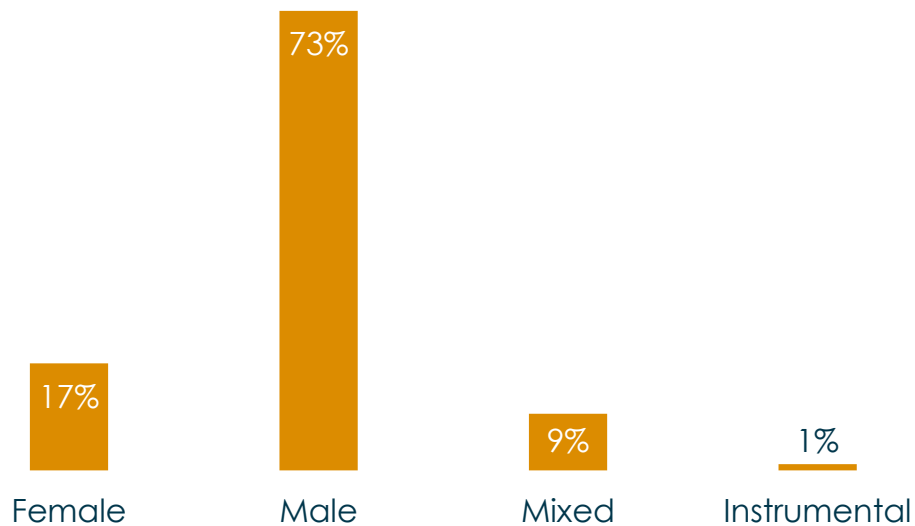
Female	Male	Mixed	Instrumental
17%	73%	9%	1%

*Share in **streams***

Female	Male	Mixed	Instrumental
15%	75%	9%	1%

cNM

Breakdown of gender of lead singer in the aggregate top 10,000 tracks

In terms of the number of songs, the share of songs with a female vocal tone is equal to those with a male vocal tone in the dance-electro genre.

41%

Dance-electro is the only music genre which is achieves a male/female gender balance.

Men are in the majority in other genres, with the exception of contemporary classical and classical music genres, which are predominated by instrumental music.
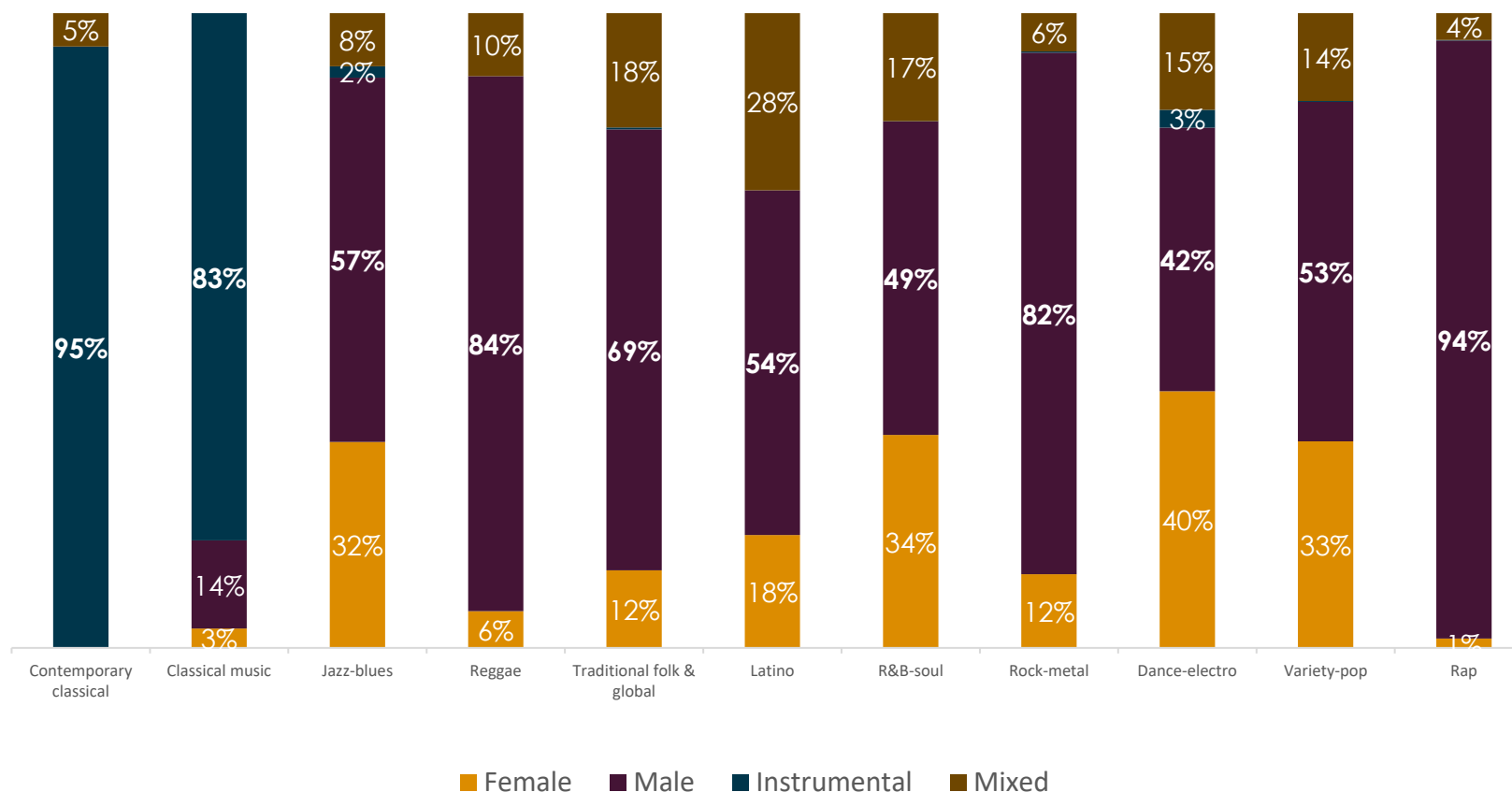
Genre	Female	Male	Instrumental	Mixed
Contemporary classical			88%	13%
Classical music	5%	14%	81%	
Jazz-blues	33%	55%	3%	9%
Reggae	7%	85%		9%
Trad. folk & global	15%	70%	1%	15%
Latino	16%	63%		21%
R&B-soul	36%	49%		15%
Rock-metal	12%	82%		6%
Dance-electro	41%	41%	5%	13%
Variety-pop	36%	51%		13%
Rap	2%	93%	5%	

■ Female ■ Male ■ Instrumental ■ Mixed

Breakdown of gender of lead singer in the aggregate top 10,000 tracks

In terms of the number of streams, dance-electro is the only genre to almost achieve a male/female vocal tone gender balance.

40%

Dance-electro is the only music genre where the share of streams made by women is almost equal to men.

Men are largely in the majority in other genres, with the exception of contemporary classical and classical music, which is predominated by instrumental music.

	Contemporary classical	Classical music	Jazz-blues	Reggae	Traditional folk & global	Latino	R&B-soul	Rock-metal	Dance-electro	Variety-pop	Rap
Mixed	5%		8%	10%	18%	28%	17%	6%	15%	14%	4%
Instrumental	95%	83%	2%						3%		
Male		14%	57%	84%	69%	54%	49%	82%	42%	53%	94%
Female		3%	32%	6%	12%	18%	34%	12%	40%	33%	1%

■ Female ■ Male ■ Instrumental ■ Mixed

Level of artist development

Breakdown by level of artist development

Emerging artists represent 88% of French-speaking artists

Of the 4,740 artists in the top artists aggregate, 2,027 are French-speaking (43%). Amongst them, **88% are emerging acts who account for 36% of total streams**. Women represent 9% of new emerging acts and 21% of established artists.

The top French-speaking artists
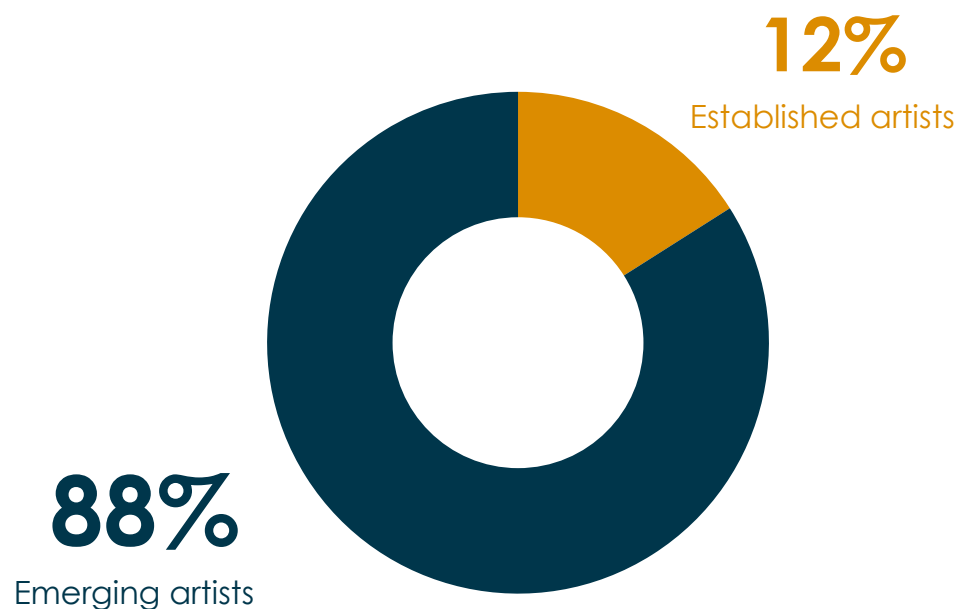
Aggregate top10,000
Share in **streams**
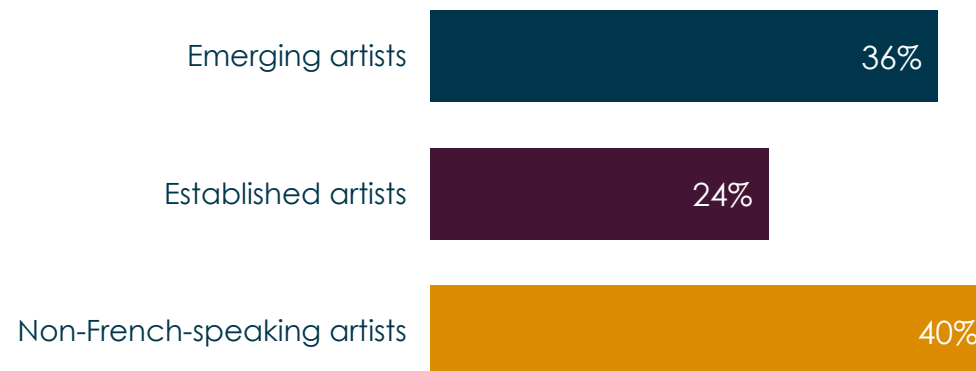
12%
Established artists

88%
Emerging artists

Emerging artists — 36%

Established artists — 24%

Non-French-speaking artists — 40%

Playlist type

cNM

Breakdown of listening source (Deezer, Spotify and Amazon Music only)

Non-playlist is the playlist type with the most streams

Non-playlist as the listening source, i.e. when songs are listened to independently of a playlist, is predominant in the aggregated top 10,000 (40%), both when broken down by track age category and by the language sung. This is followed by user playlists (32%) then platform playlists (28%). **72% of streams come from a user-operated listening source.**

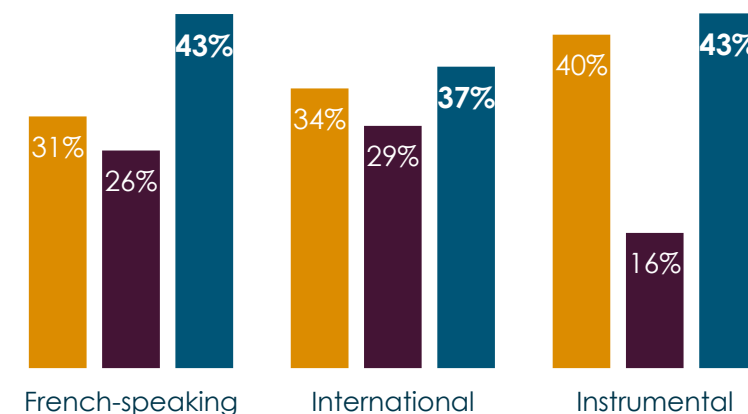*Playlist type – listening behaviour share in **streams***
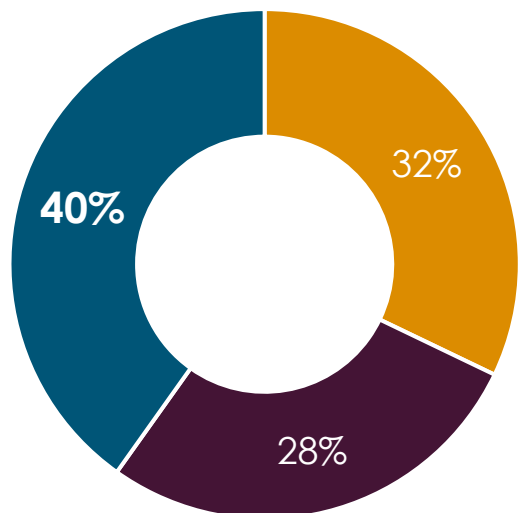
Track age category

	User playlists	Playlist proposed by the platform	Non-playlist
New releases	27%	31%	**42%**
Recurrent	33%	27%	**40%**
Gold	35%	25%	**39%**
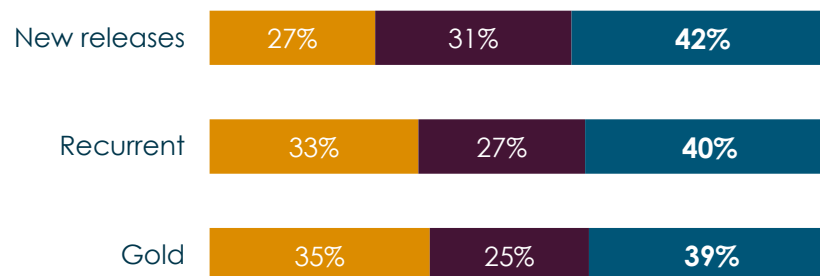
■ User playlists
■ Playlist proposed by the platform
■ Non-playlist

*Listening source by song language type share in **streams***

	User playlists	Platform	Non-playlist
French-speaking	31%	26%	**43%**
International	34%	29%	**37%**
Instrumental	40%	16%	**43%**

Top charts

Weight of different top charts within the aggregate top 10,000 tracks

Out of the top 10,000 songs, the top 5,000 accounts for 79% of streams

The top 100 accounts for 10% of total streams and **the top 5,000 songs in the aggregate top 10,000 account for 79% of total streams**. The most significant progression is observed between the top 10 and the top 50, where the number of streams is multiplied by 3.

10%   **TOP 100**

26%   **TOP 500**

38%   **TOP 1 000**

79%   **TOP 5 000**
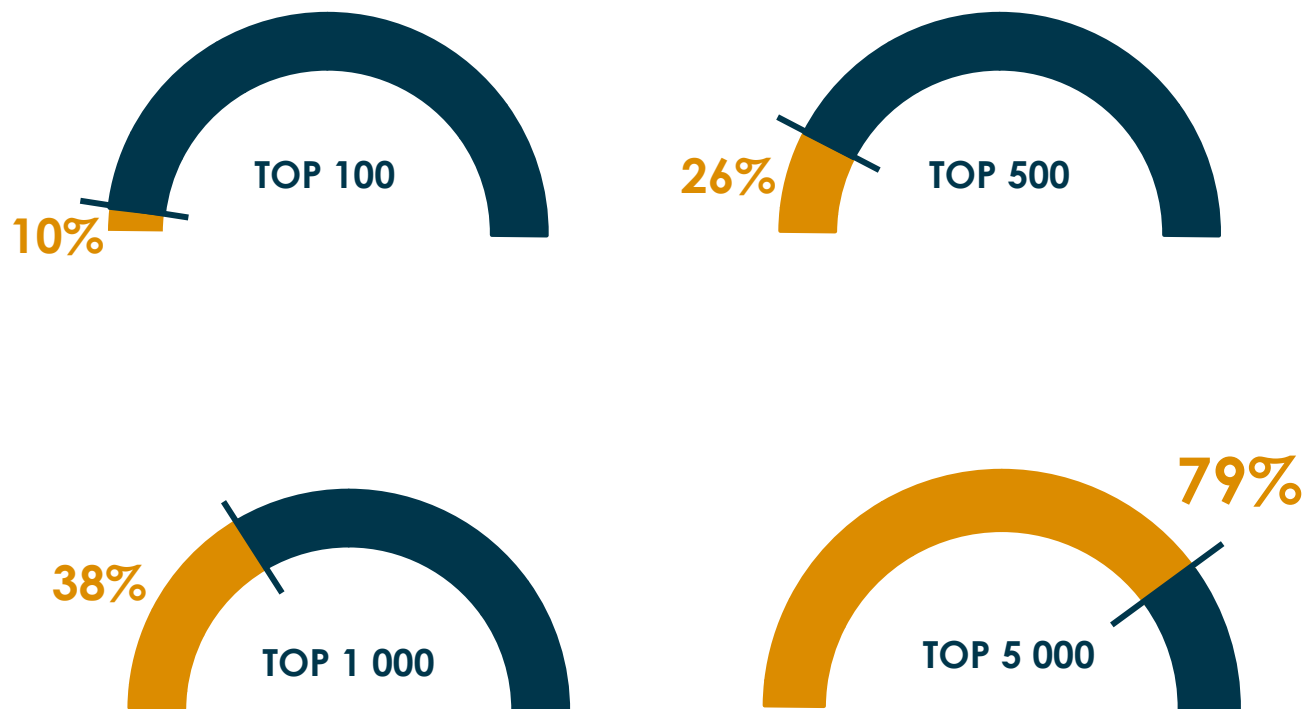
AGGREGATE TOP	Share of total streams	Coefficient on the number of streams
Top 10	2%	
Top 50	6%	x3.3
Top 100	10%	x1.5
Top 200	16%	
Top 300	20%	x1.2
Top 400	23%	
Top 500	26%	x1.4
Top 1 000	38%	
Top 2 000	54%	
Top 2 500	59%	x1.3
Top 5 000	79%	
Top 6 000	85%	
Top 7 000	89%	
Top 8 000	93%	x1
Top 9 000	97%	

The top 10 most-streamed artists

The top 10 most-streamed artists from the sample group are men

In 2022, the 10 highest placing artists in the top 10,000 all come from the local catalogue, are all men, and all from the rap genre. Gazo is the only emerging act within this group, the remaining 9 acts are all established artists. The first woman to appear in the top 10,000 is Angèle, all the way at number 24, followed by Billie Eilish at number 30.
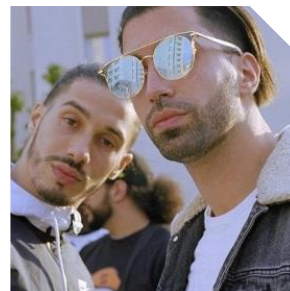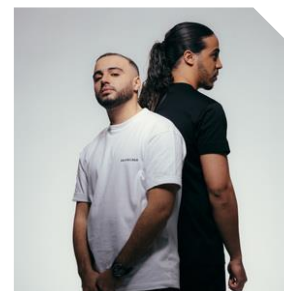
1
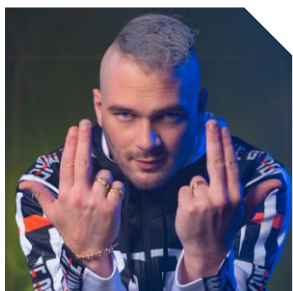
Jul
(Rap)
208 songs
1.4 bn streams

2

Ninho
(Rap)
74 songs
1.3 bn streams

3

PNL
(Rap)
68 songs
839 m streams

4

Djadja & Dinaz
(Rap)
76 songs
595 m streams

5
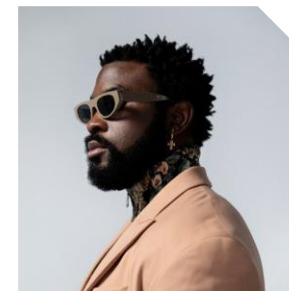
Damso
(Rap)
65 songs
595 m streams

6

Orelsan
(Rap)
53 songs
552 m streams

7

Gazo
(Rap)
20 songs
483 m streams

8

Lomepal
(Rap)
39 songs
408 m streams

9

Naps
(Rap)
43 songs
317 m streams

10

SCH
(Rap)
59 songs
315 m streams

The top 10 most-streamed female artists

8 of the top 10 most-streamed female artists are from the variety-pop genre

24
Angèle
(Variety-pop)
28 songs
227 m streams

30
Billie Eilish
(Variety-pop)
37 songs
197 m streams

32
Adèle
(Variety-pop)
22 songs
189 m streams

37
Clara Luciani
(Variety-pop)
17 songs
165 m streams
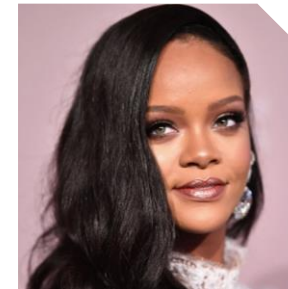
40
Rihanna
(Variety-pop)
24 songs
153 m streams

41
Aya Nakamura
(R&B-soul)
25 songs
153 m streams

46
Lady Gaga
(Variety-pop)
15 songs
134.6 m streams

47
Céline Dion
(Variety-pop)
22 songs
134.6 m streams

51
Beyoncé
(R&B-soul)
22 songs
124 m streams
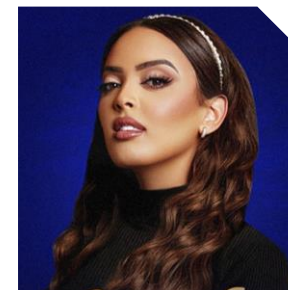
61
Nej
(R&B-soul)
20 songs
113 m streams

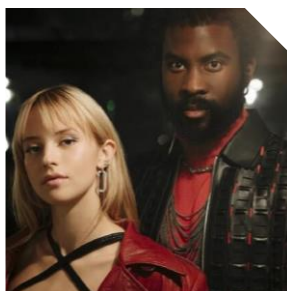*The top 10 most-streamed collaborations out of the top 10,000 songs*

The most-streamed mixed collaborations are mainly from the variety-pop and R&B-soul genres.
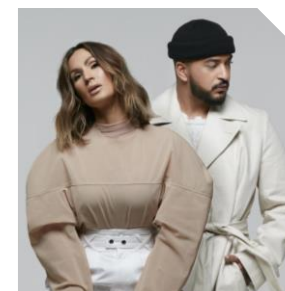
38

Classico Organisé
(Rap)
15 songs
157 m streams

104

Angèle, Damso
(Variety-pop)

3 songs
87 m streams

110

Rosalia, The Weeknd
(Latino)
1 song
81 m streams

130

Slimane, Vitaa
(R&B-soul)

10 songs
71 m streams

133
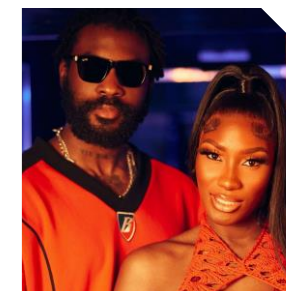
Aya Nakamura, Damso
(R&B-soul)
1 song
70 m streams

137

Camila Cabello, Ed Sheeran
(Variety-pop)
1 song
68 m streams

150

Dua Lipa, Elton John, PNAU
(Dance-electro)
1 song
63 m streams

232

Bebe Rexha, David Guetta
(Dance-electro)
1 song
44 m streams

248

Bradley Cooper, Lady Gaga
(Variety-pop)
2 songs
42 m streams

257

Dadju, Ronisia
(R&B-soul)

1 song
39 m streams

Breakdown : distributors / labels
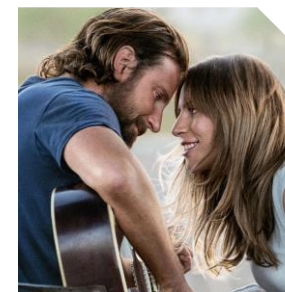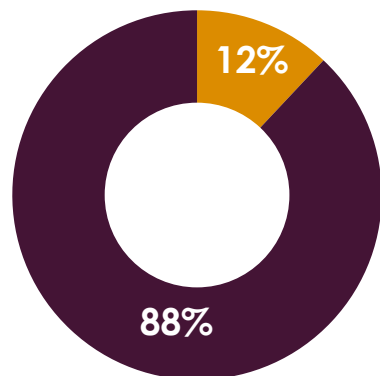
Breakdown of distributors in the top 10,000

The top 4 distributors represent 88% of streams generated in the top 10,000

The role of the distributor is to host and distribute artists and labels' musical content. Basically, they are responsible for uploading a song online on streaming platforms without prejudice to the origin and identity of the producer of the song.

The data opposite in know way reflects the production share, but rather the content distribution share of the aggregated top 10,000 from the music platform sample group.

[Only based on data collected from Amazon Music, Apple Music, Deezer, Spotify and Qobuz]

Share in **streams**

12%

88%

■ Distributors ■ Top 4 distributors
(Universal, Sony, Warner, Believe)

1 UNIVERSAL
UNIVERSAL MUSIC
34 % of share in streams

2
SONY MUSIC
20 % of share in streams

3
WARNER MUSIC
17 % of share in streams

4 believe.
BELIEVE
16 % of share in streams

5 WAGRAM \STORIES
WAGRAM STORIES
3 % of share in streams

6 iDOL
IDOL
2 % of share in streams

7 tuneCORE
TUNECORE
1.1 % of share in streams

8 The Orchard.
THE ORCHARD
1.1 % of share in streams

9 BECAUSE MUSIC
BECAUSE
0.9 % of share in streams

10 MERLIN
(Others)
MERLIN
0.7 % of share in streams
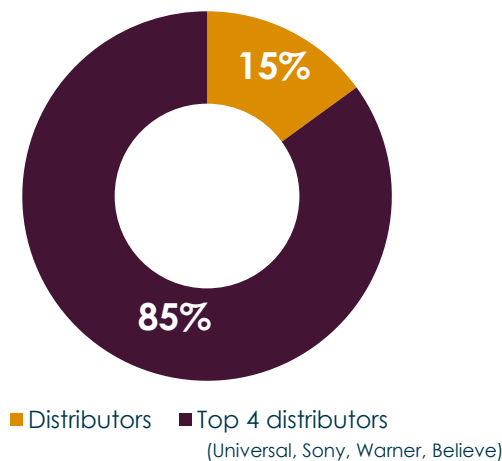
Breakdown of distributors in the top 10,000

From the aggregated top 10,000 songs, 8,502 come from the top 4 distributors

The role of the distributor is to host and distribute artists and labels' musical content. Basically, they are responsible for uploading a song online on streaming platforms without prejudice to the origin and identity of the producer of the song.

The data opposite in know way reflects the production share, but rather the content distribution share of the aggregated top 10,000 from the music platform sample group.

[Only based on data collected from Amazon Music, Apple Music, Deezer, Spotify and Qobuz]

*Share in **songs***

15%

85%

■ Distributors   ■ Top 4 distributors
(Universal, Sony, Warner, Believe)

1 UNIVERSAL
UNIVERSAL MUSIC
35 % of share in songs

2
SONY MUSIC
19 % of share in songs

3 W
WARNER MUSIC
16 % of share in songs

4 believe.
BELIEVE
15 % of share in songs

5 WAGRAM \STORIES
WAGRAM STORIES
3 % of share in songs

6 iDOL
IDOL
1.8 % of share in songs

7 The Orchard
THE ORCHARD
1.6 % of share in songs

8 tuneCORE
TUNECORE
1.5 % of share in songs

9 BECAUSE MUSIC
BECAUSE
1.1 % of share in songs

10 MERLIN
(Others)
MERLIN
1 % of share in songs

Centre national
de la musique