

POP TRENDS *deconstructed*



Q4-2010 (October - December)

HIT  SONGS
deconstructed

CONTENTS

Q4-2010 Pop Analysis

Q4-2010 Top 10 Song List	Page 3
At-A-Glance: Structure Chart:	Page 4
At-A-Glance: Lyrical Theme/Writers/P.O.V	Page 5
At-A-Glance: Song Titles	Page 6
Summary Recap: #1 Hits	Page 5
Summary Recap: Non-#1's (#2-#10) Hits	Page 6
Summary Recap: All Top 10 Hits	Page 8
At-A-Glance Comparison Chart (#1's, #2-#10, All)	Page 10
Detail Recap: Song Structure Analysis	Page 12
Detail Recap: Song Length Analysis	Page 12
Detail Recap: Intro Analysis	Page 14
Detail Recap: Outro Analysis	Page 15
Detail Recap: 1st Chorus Hit – Timeframe	Page 16
Detail Recap: 1st Chorus Hit – Percent of Total Song	Page 17
Waveforms: #1 Hits	Page 19
The Ideal Hit Pop Song: Q4-2010	Page 21
New Top 10 Hit Arrivals Chart: Q4-2010	Page 22
De-charted Top 10 Hits: Q3-2010	Page 23
New Q4 Arrivals / Q3 De-charted song comparison: #1 Hits	Page 24
New Q4 Arrivals / Q3 De-charted song comparison: All Top 10 Hits	Page 25
Q4 – Q3 Top 10 Pop Song Quarterly Comparison Chart	Page 27
Q4 – Q3 Comparison Key Points	Page 27
Q1 – Q4 Trend Analysis & Graphs	Page 28
Q1 – Q4 Trend Analysis Recap	Page 32

The Hit Songs Deconstructed Pop Quarterly Recap Report is based on the **21 Hit Pop Songs** that entered the Billboard Pop Top 10 during Q4-2010.

#1 Hit Pop Songs (7):

PEAK POSITION	Song	Artist
#1	Dynamite	Taio Cruz
#1	Just a Dream	Nelly
#1	Just the Way You Are	Bruno Mars
#1	Love the Way You Lie	Eminem
#1	Only Girl in the World	Rihanna
#1	Raise Your Glass	Pink
#1	Teenage Dream	Katy Perry

#2 - #10 Pop Songs (14):

PEAK POSITION	Song	Artist
#2	DJ Got Us Fallin' in Love	Usher
#2	I Like It	Enrique Iglesias
#3	Cooler Than Me	Mike Posner
#4	Like a G6	Far*East Movement
#4	We R Who We R	Ke\$ha
#5	Firework	Katy Perry
#6	Take It Off	Ke\$ha
#7	Animal	Neon Trees
#7	Club Can't Handle Me	FloRida
#7	Ridin' Solo	Jason Derulo
#8	Grenade	Bruno Mars
#8	Misery	Maroon 5
#9	Please Don't Go	Mike Posner
#10	What's My Name	Rihanna featuring Drake

AT-A-GLANCE: *Structure*

 Longest  Shortest

The chart below provides a snapshot of key structural elements present within the top 10 Pop songs from Q4-2010.

Song	Artist	BB Peak Position	Structure	Song Length	Intro Length	Outro Length	1st Chorus	% Into Song
Dynamite	Taio Cruz	1	A-B-A-B-C-B	3:24	0:07	n/a	0:32	16%
Just A Dream	Nelly	1	B-A-B-A-B-C-B	3:58	0:20	0:24	0:20	8%
Just The Way You Are	Bruno Mars	1	A-B-A-B-C-B	3:41	0:17	n/a	0:53	24%
Love The Way You Lie	Eminem	1	B-A-B-A-B-A-B	4:23	n/a	n/a	0:01	0%
Only Girl In The World	Rihanna	1	A-B-A-B-C-B	3:51	0:14	n/a	0:45	19%
Raise Your Glass	Pink	1	A-B-A-B-C-B	3:23	0:08	n/a	0:38	19%
Teenage Dream	Katy Perry	1	A-B-A-B-C-B-C	3:48	0:04	n/a	0:52	23%
AVERAGES FOR BILLBOARD #1 HITS				3:46	0:11	0:24	0:34	16%
DJ Got Us Fallin' In Love	Usher	2	A-B-A-B-C-B	3:42	0:08	n/a	0:40	18%
I Like It	Enrique Iglesias	2	A-B-A-B-C-B	4:04	0:22	0:28	0:52	21%
Cooler Than Me	Mike Posner	3	B-A-B-A-C-B	3:35	n/a	0:34	0:01	0%
Like A G6	Far*East Movement	4	B-A-B-A-B-C-B	3:39	n/a	n/a	0:01	0%
We R Who We R	Ke\$ha	4	A-B-A-B-C-Solo-B	3:25	0:07	n/a	0:40	20%
Firework	Katy Perry	5	A-B-A-B-C-B	3:48	0:08	n/a	0:54	24%
Take It Off	Ke\$ha	6	B-A-B-A-B-C-B	3:35	n/a	n/a	0:01	0%
Animal	Neon Trees	7	A-B-A-B-C-B	3:31	0:16	n/a	0:47	22%
Club Can't Handle Me	FloRida	7	B-A-B-A-B-A-B	4:11	0:15	0:32	0:15	6%
Ridin' Solo	Jason Derulo	7	B-A-B-A-B-C-B	3:37	0:10	n/a	0:10	5%
Grenade	Bruno Mars	8	A-B-A-B-C-B	3:43	0:04	n/a	0:39	17%
Misery	Maroon 5	8	A-B-A-B-C-B	3:36	0:10	n/a	0:34	16%
Please Don't Go	Mike Posner	9	A-B-A-B-C-B	3:17	n/a	n/a	0:32	16%
What's My Name	Rihanna F. Drake	10	B-A-A-B-A-B-C-B	4:17	n/a	0:16	0:01	0%
AVERAGES FOR BILLBOARD NON #1 HITS				3:42	0:11	0:27	0:26	12%
TOTAL AVERAGES				3:44	0:11	0:25	0:30	14%



AT-A-GLANCE: *Lyrical Theme / Writers / Point of View*

The charts below provide a snapshot of each songs lyrical theme and the perspective in which it's communicated.

#1 Hits

Song	Artist	# of Writers	Primary P.O.V.	Lyrical Theme
Dynamite	Taio Cruz	5	1st	Partying / Clubbing
Just a Dream	Nelly	4	1st	Love / Relationships
Just the Way You Are	Bruno Mars	5	1st	Love / Relationships
Love the Way You Lie	Eminem	4	1st	Love / Relationships
Only Girl in the World	Rihanna	4	1st	Love / Relationships
Raise Your Glass	Pink	3	1st	Partying
Teenage Dream	Katy Perry	5	1st	Love / Relationships

- The majority of #1 hits (71%) have a lyrical theme that deals with love and relationships. This is up slightly from last quarter (67%).
- The two other songs have a partying / clubbing lyrical theme.
- Each #1 hit was written from a 1st person perspective.
- All were written by more than one songwriter.
- There were a total of 30 songwriters involved in writing seven #1 hit Pop songs.

#2 - #10 Hits

Song	Artist	# of Writers	Primary P.O.V.	Lyrical Theme
DJ Got Us Fallin' in Love	Usher	4	1st	Clubbing / Hooking Up
I Like It	Enrique Iglesias	4	1st	Clubbing / Hooking Up
Cooler Than Me	Mike Posner	2	1st	Ego Issues
Like a G6	Far*East Movement	6	1st	Partying / Drinking
We R Who We R	Ke\$ha	5	1st	Clubbing
Firework	Katy Perry	5	3rd	Inspirational
Take It Off	Ke\$ha	3	1st	Drag Show
Animal	Neon Trees	5	1st	Love / Relationships



Song	Artist	# of Writers	Primary P.O.V.	Lyrical Theme
Club Can't Handle Me	FloRida	7	1st	Clubbing
Ridin' Solo	Jason Derulo	3	1st	Post Relationship Glee
Grenade	Bruno Mars	6	1st	Love / Relationships
Misery	Maroon 5	2	1st	Love / Relationships
Please Don't Go	Mike Posner	2	1st	Love / Relationships
What's My Name	Rihanna ft. Drake	5	1st	Hooking Up
Impossible	Shontelle	2	1st	Love/Relationships

- There were three primary lyrical themes that dominated #2 - #10 hits during Q4: Love / Relationships, Partying / Clubbing and Hooking Up. Together they encompass 79% of all songs in the category.
- The three songs that did not deal with the themes above dealt with Ego, Inspiration and a Drag show.
- In Q4 we saw a decrease in the percentage of songs dealing with love / relationships from Q3 (36% in Q4 vs. 53% in Q3).
- All of the songs were written from a first person perspective except for "Firework" by Katy Perry, which was written in the 3rd person.
- There were a total of 59 songwriters credited in writing the 14 songs in this category.

AT-A-GLANCE: *Song Titles*

The Chart below shows how many times the title appears in the song, what section it appears in, how many times it occurs within the section, and where the title is placed in the section.

#1 Hits

Song	Tot. Occurances In Song	Section(s)	Occurances in Section	Placement in Section
Dynamite	6	Chorus	2	Middle & end, last word on line
Just a Dream	10	Chorus	2	Middle & end, last phrase on line
Just the Way You Are	6	Chorus	2	Middle & end, last phrase on line
Love the Way You Lie	12	Chorus	3	End, last three phrases
Only Girl in the World	11	Chorus	Varies	Beginning, Middle and End (varies throughout the song). Last/only phrase on lines.
Raise Your Glass	14	Chorus	Varies	Beginning, middle & end. First phrase on 1st line of chorus, last phrase on line from middle through end of section.
Teenage Dream	5	Chr/Brg	1 (Chr) 2 (Brg)	Middle of the chorus, middle and end of the bridge. Last phrase during chorus, middle during bridge.

Key Points

- On average, the title appears 10 times per song in #1 hit Pop songs.
- All of the songs, except for “Teenage Dream”, have the title appearing more than once in the section that it appears in.
- “Raise Your Glass” had the most occurrences, at 14.
- “Teenage Dream” had the least amount of occurrences, at 5.
- All of the songs have the title appearing in the chorus, except for “Teenage Dream”, where it appears in the bridge in addition to the chorus.
- The placement of where the title appears in the section of the song is mixed, but most are interspersed throughout.
- The majority of titles appear at the end of a line.

#2 - #10 Hits

Song	Tot. Occurances In Song	Section(s)	Occurances in Section	Placement in Section
DJ Got Us Fallin' in Love	11	Chorus	3	Beginning (1st two lines) & end.
I Like It	20	Chorus	4	Every other line during in the chorus starting w/the 1st. Twice at the end.
Cooler Than Me	9	Chorus	3	Every other line during in the chorus starting w/the 1st. Twice at the end.
Like a G6	16	Chorus	4	Middle & End (last 3 lines of section). Last phrase on line.
We R Who We R	6	Chorus	2	Middle & end, last phrase on line.
Firework	6	Chorus	2	Middle & end, last word on line.
Take It Off	26	Chr/Brg	3 (chr) 8 (brg)	3 out of 4 lines in chorus (except for 1st line). Occurs in every line of bridge. Last phrase on lines for both sections.
Animal	2	Verse	1	Middle of the section in 1st verse, last line in 2nd verse.
Club Can't Handle Me	12	Chorus	2	Middle & End – last two lines. First phrase on line.
Ridin' Solo	24	Chorus	Varies	Middle & End – Repeats on entire line.
Grenade	3	Chorus	1	Beginning – “Grenade” occurs in the middle of the line.
Misery	3	Chorus	1	Beginning – last word on the 1st line.
Please Don't Go	18	Chorus	6	Beginning, Middle, End. 1st line of chorus, repeats middle through end of section.
What's My Name	17	Chorus	Varies	Section repeats throughout – last phrase on each line.

Key Points

- On average, the title appears 12 times per song in #2 - #10 hit Pop songs.
- All of the songs, except for “Animal”, “Grenade” and “Misery” have the title appearing more than once in the section that it appears in.
- “Take It Off” had the most occurrences, at 26.
- “Animal” had the least amount of occurrences, at 2.
- All of the songs have the title appearing in the chorus, except for “Animal” (occurring in the verse) and “Take It Off” (occurring in the bridge in addition to the chorus).
- The placement of where the title appears in the section of the song is mixed, but most are interspersed throughout.
- The majority of titles appear at the end of a line.

SUMMARY RECAP

The information in this section provides a snapshot of the key findings present in songs that entered the Billboard Pop Top 10 during Q4-2010. It is broken down by #1 hits, non #1 hits, and all top 10 hits for comparison purposes.

#1 Billboard Pop Hits

Structure

- Most Popular Song Structure: A-B-A-B-C-B (Occurs in 57% of #1 hit Pop songs)
- Average Song Length: 3:46
- Top Song Length Range: 3:30 – 3:59
- Average Intro Length: 0:11
- Top Intro Length Range: Evenly Split – see detail recap section of report
- Average Outro* Length: 0:24
- Top Outro Length Range: 0:20 – 0:24 (only one song had an outro section)
- 1st Chorus Hit Average: 0:34 into the song
- Top 1st Chorus Hit Range: 0:01 – 0:09 & 0:30 – 0:39 into the song
- 1st Chorus Hit % of Song: On average, the 1st chorus hits 16% into the song
- Top 1st Chorus Hit % of Song Range: 15% - 19% into the song
- Songs with a Pre-Chorus: 43% of the songs have a pre-chorus
- Songs with a Solo: 0% of the songs have a solo
- Songs with a Bridge: 86% of the songs have a bridge

Attributes

- Most Popular Tempo: Mid (57%)
- Most Popular Tone (Acoustic/Electric): Electric (71% of #1 hit Pop songs)

- Most Popular Primary Instrumentation: Synth (43% of #1 hit Pop songs)
- Most Popular Primary Vocal Gender: 43% Male, 43% Female
- Most Popular Lyrical Theme: 71% Love/Relationships
- Most Popular Style: 43% Electro (+ Pop, Rock, Dance)
- Heavy use of Auto-Tune on lead vocals: 0% of #1 hit Pop songs.

Non #1 Billboard Hits (#2 - #10):

Structure

- Most Popular Song Structure: A-B-A-B-C-B (Occurs in 50% of #1 hit Pop songs)
- Average Song Length: 3:42
- Top Song Length Range: 3:30 – 3:59
- Average Intro Length: 0:11
- Top Intro Length Range: 0:05 – 0:09
- Average Outro* Length: 0:27
- Top Outro Length Range: 0:30 – 0:34
- 1st Chorus Hit Average: 0:26 into the song
- Top 1st Chorus Hit Range: 0:01 – 0:09 into the song
- 1st Chorus Hit % of Song: On average the 1st chorus hits 12% into the song
- Top 1st Chorus Hit % of Song Range: 0%-4%, 15%-19%, 20%-24% into the song (tie)
- Songs with a Pre-Chorus: 43% have a pre-chorus
- Songs with a Solo: 7% have a solo
- Songs with a Bridge: 93% have a bridge

Attributes

- Most Popular Tempo: Mid (50%)
- Most Popular Tone (Acoustic/Electric): Electric (100% of the songs)
- Most Popular Primary Instrumentation: Synth (86% of the songs)
- Most Popular Primary Vocal Gender: 57% Male (followed by 22% Female and 21% Combo)
- Most Popular Lyrical Theme: 36% Love/Relationships
- Most Popular Style: 71% Electro (+ Pop, Club, Hip-hop)
- Heavy use of Auto-Tune on lead vocals: 29% of the songs

All Top 10 Billboard Hit Songs

Structure

- Most Popular Song Structure: A-B-A-B-C-B (Occurs in 52% of all songs)
- Average Song Length: 3:44

- Top Song Length Range: 3:30 – 3:59
- Average Intro Length: 0:11
- Top Intro Length Range: 0:05 – 0:09
- Average Outro* Length: 0:25
- Top Outro Length Range: 0:30 – 0:34
- 1st Chorus Hit Average: 0:30 into the song
- Top 1st Chorus Hit Range: 0:01 – 0:09 followed by 0:30 – 0:39 into the song
- 1st Chorus Hit % of Song: On average the 1st chorus hits 14% into the song
- Top 1st Chorus Hit % of Song Range: 15% - 19% into the song
- Songs with a Pre-Chorus: 43% have a pre-chorus
- Songs with a Solo: 5% have a solo
- Songs with a Bridge: 90% have a bridge

Attributes

- Most Popular Tempo: Mid (52%)
- Most Popular Tone (Acoustic/Electric): Electric (90% of all top 10 hit Pop songs)
- Most Popular Primary Instrumentation: Synth (71% of all top 10 hit Pop songs)
- Most Popular Primary Vocal Gender: 52% Male, 29% Female, (19% Combo)
- Most Popular Lyrical Theme: 57% Love/Relationships
- Most Popular Style: 62% Electro (+ Pop, Rock, Club or Hip-hop)
- Heavy use of Auto-Tune on lead vocals: 19% of all top 10 hit Pop songs

**Note: for purposes in this report, an “outro” is being defined as a section that differs from the last lyrical section of the song (i.e. the chorus).*

AT-A-GLANCE: Comparison Chart

The chart below provides a side by side comparison of the key findings derived from the Summary Recap section.

CATEGORY	#1 Songs	#2-#10 Songs	All Songs
Most Popular Song Structure	A-B-A-B-C-B	A-B-A-B-C-B	A-B-A-B-C-B
Average Song Length	3:46	3:42	3:44
Average Intro Length	0:11	0:11	0:11
Average Outro Length	0:24	0:27	0:25
Average Time For 1st Chorus To Hit	0:34	0:26	0:30

CATEGORY	#1 Songs	#2-#10 Songs	All Songs
Average % Of Song Where 1st Chorus Hits	16%	12%	14%
Top Occuring Tempos	Mid	Mid	Mid
Most Popular Tone	Electric	Electric	Electric
Most Popular Primary Instrumentation	Synth	Synth	Synth
Most Popular Primary Vocal Gender	Male/Female split	Male	Male
Songs With A Pre-Chorus	43%	43%	43%
Songs With A Solo	0%	7%	5%
Songs With A Bridge	86%	93%	90%
Lyrical Theme	Love/Relationships	Love/Relationships	Love/Relationships
Most Popular Style	Electro +	Electro +	Electro +

Key Points

- The most popular song structure for all top 10 hits is A-B-A-B-C-B.
- The average song length for both categories is virtually identical.
- The average intro length for all categories is exactly the same at 0:11.
- The average outro lengths are also virtually the same for all categories.
- On average, the first chorus kicks in slightly longer into the song in #1 hits than #2 - #10 hits.
- All categories have 43% of songs containing a pre-chorus.
- The vast majority of all songs incorporate a bridge into their song structure.
- Overall, solo's still are not "in" within current Pop.
- The primary lyrical theme amongst all top 10 songs has to do with love and relationships.
- The most popular style is still Electro based, incorporating elements of Rock, Pop and Hip-hop.
- Only 5 out of 21 songs (24%) feature a guitar as the primary instrument.

DETAIL RECAP

This section provides an in-depth, detailed structural analysis gained from the songs that entered the Billboard Pop top 10 during Q4-2010.

Song Structure

#1 Hit Songs

- 4 out of 7 songs (57%) are structured A-B-A-B-C-B.
- An additional two songs (“Just a Dream” & “Teenage Dream”) also follow the A-B-A-B-C-B structure, except that “Just a Dream” begins with the chorus and “Teenage Dream” ends on a bridge.
- Two songs (“Just a Dream” and “Love the Way You Lie”) begin with the chorus.
- Only one song does not contain a bridge – “Love the Way You Lie”, which is structured B-A-B-A-B-A-B
- All songs feature the chorus as the last section within the songs structure (either ending the song on the chorus or going into a different outro section) EXCEPT for “Teenage Dream.”
- 57% of #1 hit songs have 6 sections, and 43% have 7 sections within their overall structure (i.e. verse, chorus, bridge, intro, outro, solo).

#2 - #10 Hit Songs

- 7 out of 14 songs (33%) are structured A-B-A-B-C-B.
- Three additional songs (“Like a G6”, “Take It Off” & “Ridin’ Solo”) also follow the A-B-A-B-C-B structure, except that they all begin with the chorus.
- 6 out of 14 songs begin with the chorus (either the proper chorus or some type of variation)
- Only one song contains a solo (“We R Who We R”).
- Only one song did not contain a bridge, “Club Can’t Handle Me (B-A-B-A-B-A-B).
- 12/13 songs have the bridge coming after the chorus, except for “Cooler Than Me” (occurring after the verse).
- 12/13 songs have the bridge followed by the chorus, except for “We R Who We R”, which is followed by a solo.
- All songs have the chorus as the last section (before an outro, if applicable).
- 57% of songs have 6 sections, 36% have 7, and 7% have 8 within their overall structure.

Song Length

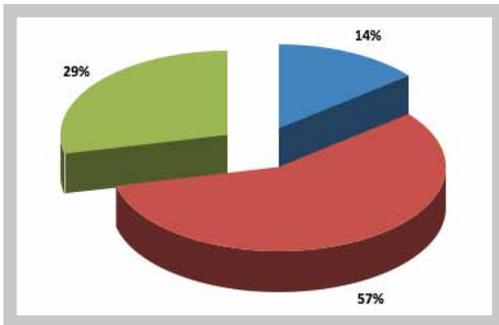
#1 Hit Songs

- The average song length for #1 hit Pop songs is 3:46. The previous quarter saw an average song length of 3:44.
- The longest song is “Love the Way You Lie” at 4:23
- The shortest is “Raise Your Glass” at 3:23.

#2 - #10 Hit Songs

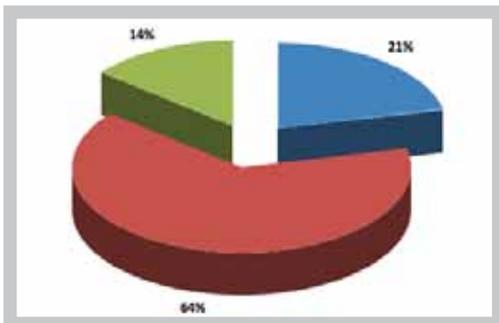
- The average song length for #2 - #10 hit Pop songs is 3:42. This is exactly the same as the previous quarter.
- The longest song is “What’s My Name” at 4:17.
- The shortest song is “Please Don’t Go” at 3:17.

Song Length: #1 Hit Pop Songs



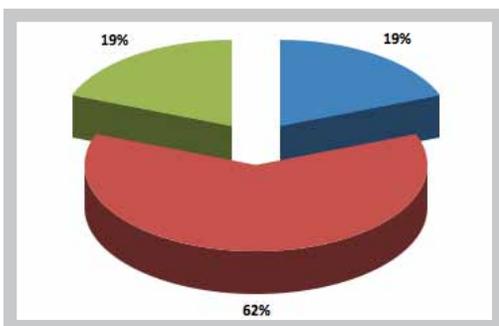
The vast majority of songs land in the 3:30 – 3:59 range. This differs from the previous two quarters, which saw the majority landing between 3:00 – 3:29.

Song Length: #2 - #10 Hit Pop Songs



As with the #1 hits, here we again see the vast majority of songs landing in the 3:30 – 3:59 range. This was also the case within the previous two quarters, which saw 67% and 31% respectively landing in this range as well.

Song Length: All Hit Pop Songs



Again, we see the overwhelming majority of total songs landing in the 3:30 – 3:59 range (62%). A total of 81% land between 3:00 and 3:59, and only 19% landing 4:00 and up. This is exactly the same as the previous quarter.



Intro Analysis

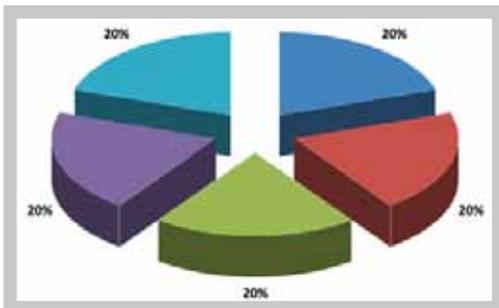
#1 Hit Songs

- The average intro length is 0:11. The previous quarter had an average intro length of 0:07.
- The longest intro occurs in “Just a Dream”, at 0:20.
- The shortest intro occurs in “Teenage Dream”, at 0:04.
- All songs in the category have an intro section except for “Love the Way You Lie”, which begins with the chorus.

#2 - #10 Hit Songs

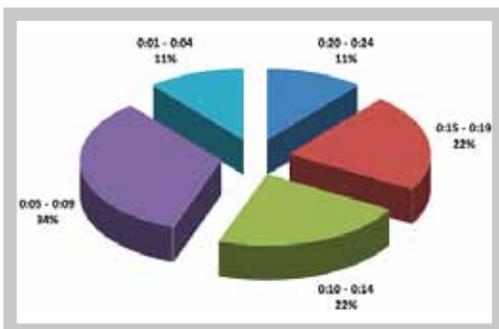
- The average intro length is 0:11. The previous quarter saw an average intro length of 0:14.
- The longest intro occurs in “I Like It”, at 0:22.
- The shortest intro occurs in “Grenade”, at 0:04.
- 5 of the 14 songs in this category do not have a “stand alone” intro section. All begin with the chorus, except for “Baby Please Don’t Go”, which begins with the verse.

Intro Length of #1 Hit Pop Songs



Here we see an equal distribution of intro’s landing in the ranges pictured above – all at 20% of the total. The previous quarter saw the vast majority of intro’s landing in the 0:05 – 0:09 range (80%). Note that we don’t see any intro’s going past the 0:20 – 0:24 range.

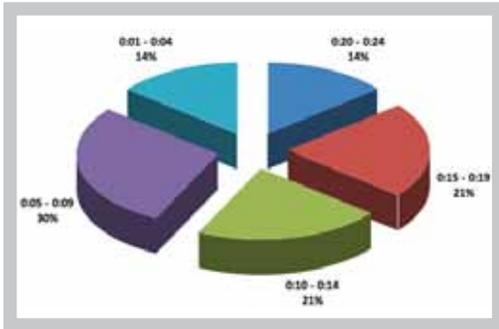
Intro Length of #2 - #10 Hit Pop Songs



Here we see the majority of intro’s (34%) landing in the 0:05 – 0:09 range. This differs from the previous two quarters which saw the majority of intro’s landing in the 0:10 – 0:14 range. Note again that we don’t see any intro’s going past the 0:20 – 0:24 range.



Intro Length of All Hit Pop Songs



Overall, a small majority (29%) have intro's landing in the 0:05 – 0:09 range. The bulk land between 0:05 and 0:19 (72%).

Outro Analysis

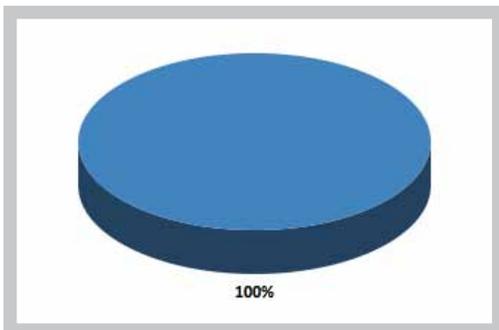
#1 Hit Songs

- Only one song, “Just a Dream”, has an outro section that is different than any other section of the song. All of the other songs end on the chorus, except for “Teenage Dream”, which ends on the bridge.
- The previous quarter saw ALL songs except for one, “Love the Way You Lie”, containing an outro section.
- The outro length for “Just a Dream” is 0:24

#2 - #10 Hit Songs

- Only 4 out of 14 songs have an outro section that is different than any other section of the song. All of the other songs end on the chorus.
- The previous quarter saw 7 songs containing an outro section.
- The longest outro occurs in “Cooler Than Me” at 0:34.
- The shortest outro occurs in “What’s My Name” at 0:16.

Outro Length of #1 Hit Pop Songs



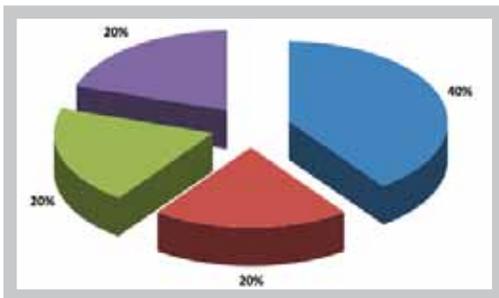
There was only one song that had an outro section that was different than any other section within the song this quarter. That being said, it falls in the same range (0:20 – 0:24) as the majority of songs from the previous two quarters

Outro Length of #2 - #10 Hit Pop Songs



Here we see the vast majority of songs containing outro's having them land in the 0:30 – 0:34 range. Overall outro's in this category are longer in nature than the previous quarter. This quarter saw 75% landing 0:25 and up, while the previous quarter saw 51% landing 0:25 and up. The previous quarter also saw a 36% increase in outro length over the quarter before, so overall the outro's have been trending longer in nature.

Outro Length of All Hit Pop Songs



Overall, we see the majority of outro's (40%), landing in the 0:30 – 0:34 range. The previous quarter saw the majority landing in the 0:20 – 0:24 range.

1st Chorus Hit - Timeframe

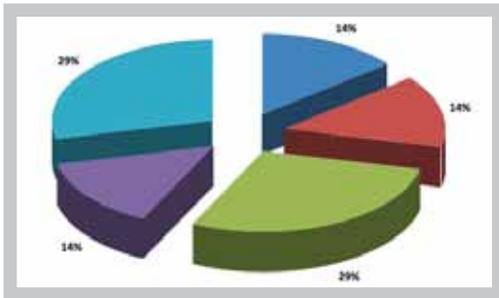
#1 Hit Songs

- The average time that it took for the first chorus to hit within #1 hit Pop songs was 0:34. The previous quarter was at 0:28.
- The longest amount of time that it took for the first chorus to hit occurred in “Just the Way You Are” at 0:53.
- The shortest amount of time that it took for the first chorus to hit occurred in “Love the Way You Lie” at 0:01 (the song kicks off with the chorus).

#2 - #10 Hit Songs

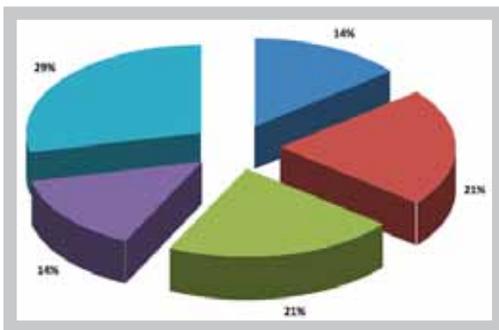
- The average time that it took for the first chorus to hit was 0:26. The previous quarter was at 0:31.
- The longest amount of time that it took for the first chorus to hit occurred in “Firework” at 0:54.
- The shortest amount of time that it took for the first chorus to hit was 0:01. This occurred in 4 songs, “Cooler Than Me”, “Like a G6”, “Take It Off” and “What’s My Name.” All of these songs begin with the chorus.

1st Chorus Hit of #1 Hit Pop Songs



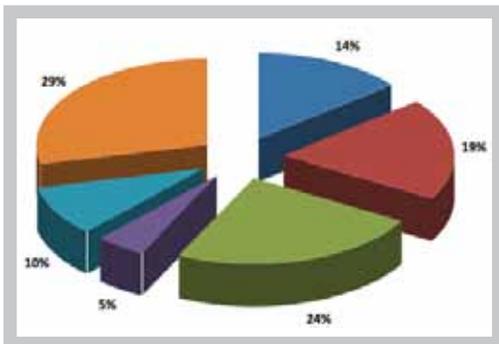
Here we see the majority of first choruses occurring in both the 0:01 – 0:09 and 0:30 – 0:39 ranges. This is exactly the same as the previous quarter. The quarter before that saw the majority occurring in the 0:40 – 0:48 range (38%). Only 14% of first choruses fall in this range during Q4.

1st Chorus Hit of #2 - #10 Hit Pop Songs



Here we see the majority of first choruses (29%) occurring in the 0:01 – 0:09 range. This is followed by choruses landing in the 0:30 – 0:39 and 0:40 – 0:49 ranges (both at 21%). The previous quarter saw 53% of choruses landing 0:39 or less with 47% landing 0:40 and up. This was virtually the same during Q4, which was 54% and 36% respectively.

1st Chorus Hit of All Hit Pop Songs



Here we see the majority of first choruses (29%) occurring in the 0:01 – 0:09 range. This was also the case during the previous quarter, which saw 24% landing in this range. The next most popular range for the first chorus to hit occurred in the 0:30 – 0:39 range. Overall, compared to the previous quarters, we see first choruses occurring earlier in the songs.

1st Chorus Hit - % Into the Total Song

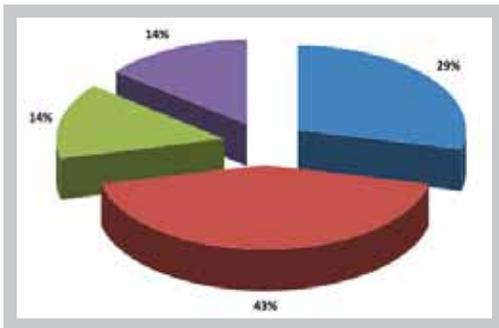
#1 Hit Songs

- On average, the first chorus kicks in at 16% of the way into the song within #1 hit Pop songs. The previous quarter was at 14%.
- The latest point where the first chorus hits occurs in “Just the Way You Are”, at 24% into the song.
- The earliest point where the first chorus hits occurs in “Love the Way You Lie”, occurring at less than 1% into the song.

#2 - #10 Hit Songs

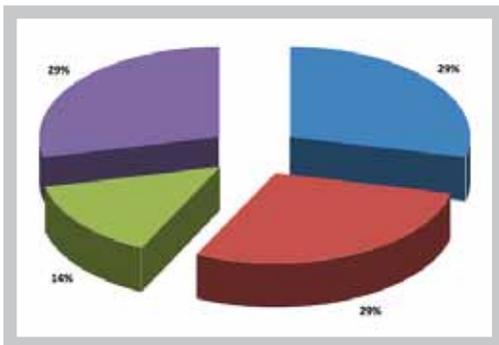
- On average, the first chorus kicks in at 12% of the way into the song within #2 - #10 hit Pop songs. The previous quarter was at 14%.
- The latest point where the first chorus hits occurs in “Firework” at 24% into the song.
- The earliest point in a song where the first chorus hits occurs in “Cooler Than Me”, “Like a G6”, “Take It Off” and “What’s My Name”, all occurring at less than 1% into the song. These songs all begin with the chorus.

1st Chorus Hit % into Total Song: #1 Hit Pop Songs



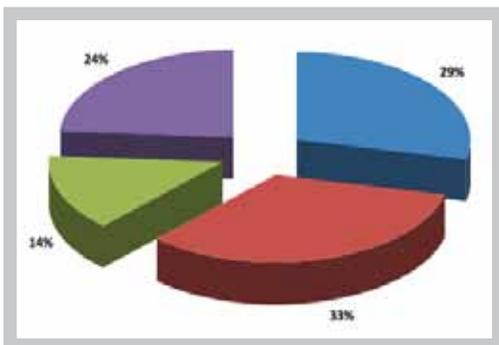
Here we see the majority of first choruses (43%) occurring 15% - 19% of the way into the song. This differs than the previous quarter, which saw the majority (50%) occurring in the 20% - 24% range.

1st Chorus Hit % into Total Song: #2 - #10 Hit Pop Songs



Here we see an equal split amongst three ranges, all comprising 29% of total songs. 100% of them occur 24% or less into the song. The previous quarter saw 93% landing 24% into the song or less.

1st Chorus Hit % into Total Songs: All Songs



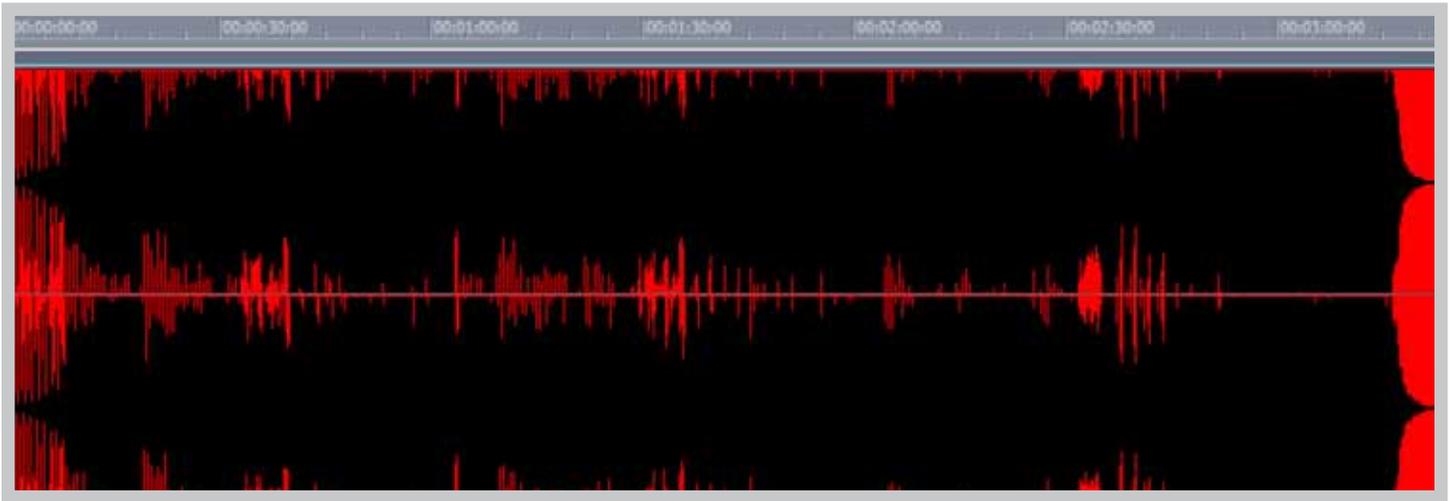
Overall, we see a small majority of first choruses landing 15% - 19% of the way into the song. The previous quarter saw 33% landing in the 20% - 24% range. We also see a large chunk (24%) landing in the 0% - 4% range.



#1 HIT WAVEFORMS

Below are the waveforms from the #1 hit Pop songs during Q4-2010. Once again, as we saw with the previous quarters, massive amounts of compression is being used to enable the songs to come across as loud as possible, especially during the choruses.

Dynamite (Taio Cruz)



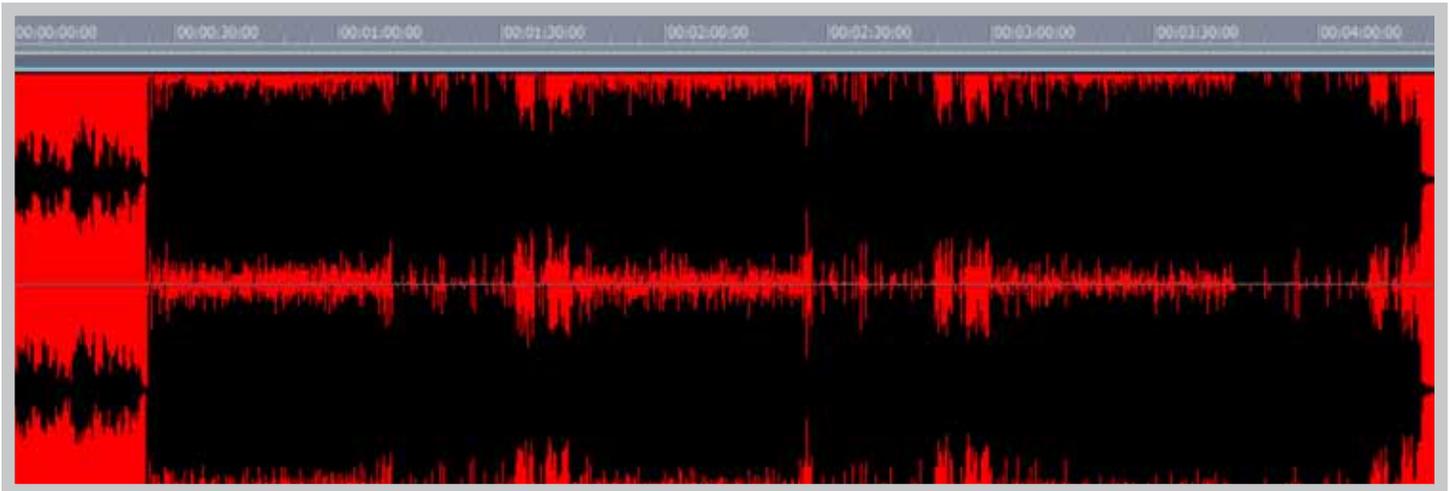
Just a Dream (Nelly)



Just the Way You Are (Bruno Mars)



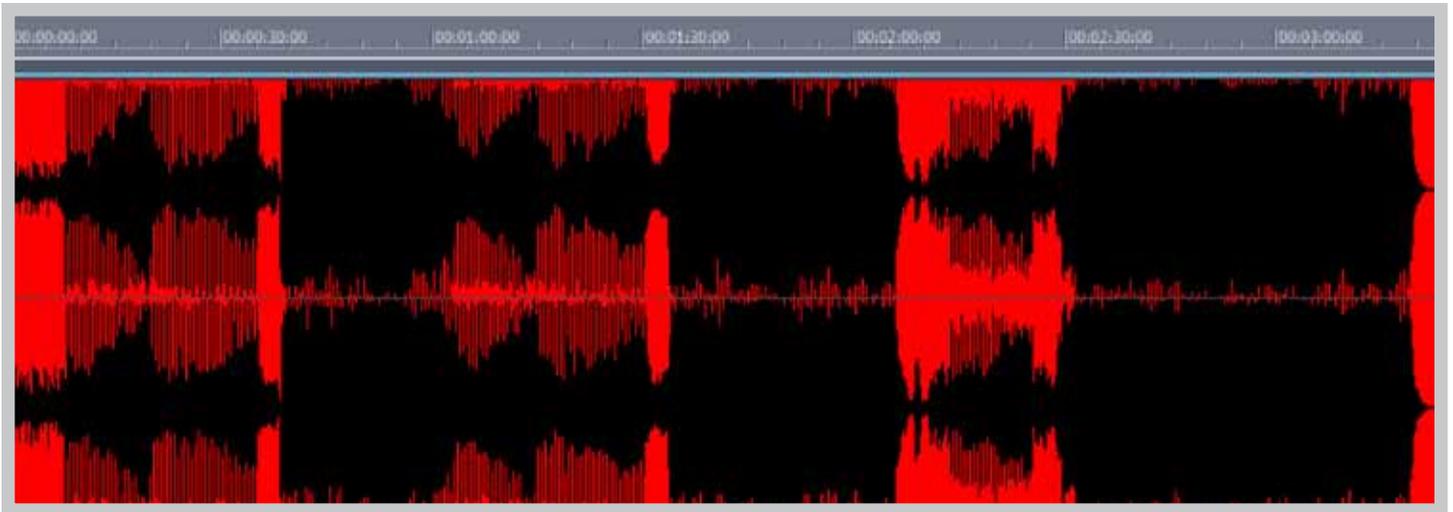
Love The Way You Lie (Eminem)



Only Girl in the World (Rihanna)



Raise your Glass (Pink)



Teenage Dream (Katy Perry)



THE IDEAL HIT POP SONG: *Q4-2010*

Based on the analysis and findings in this report, the ideal hit Pop song from Q4-2010 would look like this:

- Style: Electro-Pop, with club or Hip-hop influences
- Song Structure: A-B-A-B-C-B
- Tempo: Mid or Mid/Up
- Primary Vocal Gender: The lead vocal would be sung by a male.
- Lyrical Theme: The song would most likely deal with love and relationships



- Title: The title would appear at least 10 times within in the song, in the chorus, and would be repeated at least twice within the chorus. It would most likely appear in the middle and end of the section.
- Instrumentation: The primary instrumentation would be synth based
- Song Length: The song would land between 3:30 and 3:59
- Intro Length: The intro would land in the 0:05 – 0:09 range
- Outro Length: The song would not contain an outro (chorus out)
- 1st Chorus Hit: The song would begin with the chorus or land between 0:30-0:39.
- 1st Chorus % of Song: The 1st chorus would occur 0% - 4% or 15% - 19% into the song
- Pre-Chorus: A pre-chorus is optional
- Solo: The song would not have a solo
- Bridge: The song would have a bridge
- Auto-tune: The song would most likely not feature heavy use of AutoTune.
- Tone: The primary tone would be electric based
- Production: The song would be immensely compressed for maximum sonic impact

NEW TOP 10 ARRIVALS: Q4-2010

 Longest  Shortest

The chart below shows key structural information exclusive to new songs that entered the Billboard Pop top 10 during Q4-2010

Song	Artist	BB Peak Position	Structure	Song Length	Intro Length	Outro Length	1st Chorus	% Into Song
Just A Dream	Nelly	1	B-A-B-A-B-C-B	3:58	0:20	0:24	0:20	8%
Only Girl In The World	Rihanna	1	A-B-A-B-C-B	3:51	0:14	n/a	0:45	19%
Raise Your Glass	Pink	1	A-B-A-B-C-B	3:23	0:08	n/a	0:38	19%
Q4 NEW ENTRY SONG AVERAGES: BILLBOARD #1 HITS				3:44	0:14	0:24	0:34	16%
Like A G6	Far*East Movement	4	B-A-B-A-B-C-B	3:39	n/a	n/a	0:01	0%
We R Who We R	Ke\$ha	4	A-B-A-B-C-Solo-B	3:25	0:07	n/a	0:40	20%
Firework	Katy Perry	5	A-B-A-B-C-B	3:48	0:08	n/a	0:54	24%
Animal	Neon Trees	7	A-B-A-B-C-B	3:31	0:16	n/a	0:47	22%
Club Can't Handle Me	FloRida	7	B-A-B-A-B-A-B	4:11	0:15	0:32	0:15	6%
Grenade	Bruno Mars	8	A-B-A-B-C-B	3:43	0:04	n/a	0:39	17%
Please Don't Go	Mike Posner	9	A-B-A-B-C-B	3:17	n/a	n/a	0:32	16%



Song	Artist	BB Peak Position	Structure	Song Length	Intro Length	Outro Length	1st Chorus	% Into Song
What's My Name	Rihanna F. Drake	10	B-A-A-B-A-B-C-B	4:17	n/a	0:16	0:01	0%
Q4 NEW ENTRY SONG AVERAGES: BILLBOARD NON #1 HITS				3:43	0:10	0:24	0:28	13%
Q4 NEW ENTRY SONG AVERAGES: ALL TOP 10 HITS				3:43	0:12	0:24	0:31	14%

Q4-2010 saw the addition of 11 new songs to the Billboard top 10 Pop chart. Three hit #1 and eight charted #2 - #10. All of these songs are new to the charts during this period, and did not chart in the top 10 during the previous quarter.

DE-CHARTED TOP 10 HITS: Q3-2010

 Longest  Shortest

The chart below shows key structural information from songs that charted in the Pop top 10 during Q3-2010 but did not chart in the top 10 during Q4-2010.

Song	Artist	BB Peak Position	Structure	Song Length	Intro Length	Outro Length	1st Chorus	% Into Song
Nothin' On You	B.o.B	1	B-A-B-A-B-C-B	4:30	0:04	0:23	0:04	1%
California Gurls	Katy Perry	1	A-B-A-B-C-B	3:56	0:08	0:21	0:54	23%
Your Love Is My Drug	Ke\$ha	1	A-B-A-B-C-B	3:08	0:09	0:15	0:40	21%
Break Your Heart	Taio Cruz	1	A-B-A-B-C-B	3:08	0:07	0:04	0:38	20%
Q3 DE-CHARTED SONG AVERAGES: BILLBOARD #1 HITS				3:40	0:07	0:15	0:34	16%
Airplanes	B.o.B	2	B-A-B-A-B	3:01	0:08	0:27	0:09	5%
OMG	Usher	2	B-A-B-A-B	4:30	0:13	n/a	0:14	5%
Billionaire	Travie McCoy	3	A-B-A-B-A-B	3:31	n/a	0:21	0:21	10%
Alejandro	Lady Gaga	4	A-B-A-B-C-B	4:34	0:43	0:43	1:13	27%
Bulletproof	La Roux	6	A-B-A-B-C-Solo-B	3:28	0:15	0:12	0:48	23%
Find Your Love	Drake	8	A-B-A-B-A-B-C-B	3:29	0:11	0:19	0:28	13%
Impossible	Shontelle	9	A-B-A-B-C-B-A	3:44	0:10	0:11	0:43	19%
Q3 DE-CHARTED SONG AVERAGES: BILLBOARD NON #1 HITS				3:45	0:16	0:22	0:33	15%
Q3 DE-CHARTED SONG AVERAGES: ALL TOP 10 HITS				3:42	0:11	0:18	0:33	16%

11 songs that charted in the top 10 during Q3-2010 fell completely off the top 10 charts during Q4-2010. These included four #1 hits and seven songs that placed #2-#10 during Q3-2010.



NEW Q4 ARRIVALS VS. Q3 DE-CHARTED SONGS: #1 Hits

The purpose of this section is to provide a side by side comparison of key elements that are present in #1 hit songs that were new to the spot during Q4-2010 and #1 hit songs that didn't make it from Q3-2010.

CATEGORY	Q4-2010 (New Arrivals)	Q3-2010 (Decharted)	Change Q3-Q4
Most Popular Song Structure	A-B-A-B-C-B	A-B-A-B-C-B	Same
Average Song Length	3:44	3:40	+0:04
Average Intro Length	0:14	0:07	+0:07
Average Outro Length	0:24	0:15	+0:09
Average Time For 1st Chorus To Hit	0:34	0:34	Same
Average % Of Song Where 1st Chorus Hits	16%	16%	Same
Top Occuring Tempos	Mid, Mid/Up	Mid, Mid/Up	Same
Most Popular Tone	Electric	Electric	Same
Most Popular Primary Instrumentation	Synth, Guitar	Synth	n/a
Most Popular Primary Vocal Gender	Female	Male/Female Split	n/a
Songs With A Pre-Chorus	33%	75%	-42%
Songs With A Solo	0%	0%	Same
Songs With A Bridge	100%	100%	Same
Lyrical Theme	Love/Relationships	Love/Relationships	Same
Heavy Use of Auto-Tune	0%	25%	-100%
Most Popular Style	Varied	Electro +	n/a

Key Points

- The most popular song structure for both new arrivals and de-charted songs was A-B-A-B-C-B.
- Both new arrivals and de-charted songs had one song that started with the chorus, before going into the A-B-A-B-C-B structure.
- New arrival songs were on average 0:04 longer than de-charted songs.
- New arrival song intro's were on average 0:07 longer than de-charted song intro's.
- New arrival songs did not contain an outro section that was different than any other section of the song. They all ended on the chorus. All de-charted songs did contain an outro section
- Both new arrival and de-charted songs had their first chorus hitting on average 0:34 into the song.

- Both new arrival and de-charted songs had their first chorus hit on average 16% into the song.
- Both had tempos landing in the mid and mid/up range.
- Most popular tone and primary instrumentation were the same for both categories – Electric and Synth respectively.
- New arrivals saw more females as primary vocalists, while it was split between male and female in de-charted songs.
- 42% less new arrivals had a pre-chorus compared to de-charted songs.
- Songs with a solo was the same – both categories at 0%.
- All songs in both categories contained a bridge.
- The primary lyrical theme for both categories was love/relationships.
- New arrival songs saw a mix of styles, including Pop, Rock, Hip-Hop, Electro Pop and Dance, while de-charted songs were primarily Electro based, incorporating elements of Hip-hop, Rock, Dance and Pop.

NEW Q4 ARRIVALS VS. Q3 DE-CHARTED SONGS: *#All Top 10 Hits*

This section provides a side by side comparison of key elements that are present in all songs that were new to the top 10 during Q4-2010 and songs that didn't make it from Q3-2010.

CATEGORY	Q4-2010 (New Arrivals)	Q3-2010 (Decharted)	Change Q4-Q3
Most Popular Song Structure	A-B-A-B-C-B	A-B-A-B-C-B	Same
Average Song Length	3:43	3:42	+0:01
Average Intro Length	0:12	0:11	+0:01
Average Outro Length	0:24	0:18	+0:06
Average Time For 1st Chorus To Hit	0:31	0:33	-0:02
Average % Of Song Where 1st Chorus Hits	14%	15%	-1%
Top Occuring Tempos	Mid, Mid/Up	Mid	n/a
Most Popular Tone	Electric	Electric	Same
Most Popular Primary Instrumentation	Synth	Synth	Same
Most Popular Primary Vocal Gender	Male & Female Split	Male & Female Split	Same
Songs With A Pre-Chorus	27%	54%	-27%
Songs With A Solo	9%	9%	Same
Songs With A Bridge	91%	73%	+18%



CATEGORY	Q4-2010 (New Arrivals)	Q3-2010 (Decharted)	Change Q4-Q3
Lyrical Theme	Love/Relationships, Partying/Clubbing	Love/Relationships	n/a
Heavy Use of Auto-Tune	9%	18%	-9%
Most Popular Style	Electro +	Electro +	Same

Key Points

- The most popular song structure for both new arrivals and de-charted songs was A-B-A-B-C-B.
- 4 new arrival and 3 de-charted songs begin with the chorus.
- On average, new arrival and de-charted songs were virtually identical in length.
- On average, new arrival and de-charted song intro's were virtually identical in length as well.
- 10/11 de-charted songs contained an outro section, while only 3 out of 11 new arrivals contained an outro section.
- Both new arrival and de-charted songs had their first choruses hitting at the same point with the songs on average – 0:31 and 0:33 respectively.
- Both new arrival and de-charted songs had their first choruses hitting at the same percent into the song on average – 14% and 15% respectively.
- New arrivals saw tempos primarily in the mid and mid/up range, while de-charted songs were primarily mid.
- Most popular tone and primary instrumentation were the same for both categories – Electric and Synth respectively.
- Both new arrival and de-charted songs had an equal split of male and female primary vocalists.
- 27% less new arrivals had a pre-chorus compared to de-charted songs.
- Songs containing a solo was the same for both categories, at 0%.
- 18% more new arrivals contained a bridge in their structure than de-charted songs
- The primary lyrical theme for both categories was love/relationships, while new arrivals also had a strong clubbing/partying theme as well.
- Both categories had styles that were primarily Electro based, incorporating elements of Hip-hop, Rock, Dance and Pop.

TOP 10 POP SONG QUARTERLY COMPARISON

(Represents all songs that entered the Billboard Pop top 10 for each quarter)

The chart below provides a side by side comparison of key attributes present in top 10 charting Pop songs for each quarter during the year.

CATEGORY	Q4-2010 (All Songs)	Q3-2010 (All Songs)	Q2-2010 (All Songs)	Q1-2010 (All Songs)
Most Popular Song Structure	A-B-A-B-C-B	A-B-A-B-C-B	A-B-A-B-C-B	A-B-A-B-C-B
Average Song Length	3:44	3:43	3:51	3:51
Average Intro Length	0:11	0:10	0:15	0:18
Average Outro Length	0:25	0:19	0:21	0:20
Average Time For 1st Chorus To Hit	0:30	0:30	0:42	0:47
Average % Of Song Where 1st Chorus Hits	14%	14%	18%	20%
Top Occuring Tempos	Mid	Mid	Mid	Mid & Mid/Up
Most Popular Tone	Electric	Electric	Electric	Electric
Most Popular Primary Instrumentation	Synth	Synth	Synth	Synth
Most Popular Primary Vocal Gender	Male	Male	Female & Male	Male
Songs With A Pre-Chorus	43%	57%	48%	45%
Songs With A Solo	5%	5%	14%	18%
Songs With A Bridge	90%	81%	76%	77%
Lyrical Theme	Love/Relation...	Love/Relation...	Love/Relation...	Love/Relation...
Most Popular Style	Electro +	Electro +	Electro +	Electro-Pop

Q4 – Q3 Comparison Key Points:

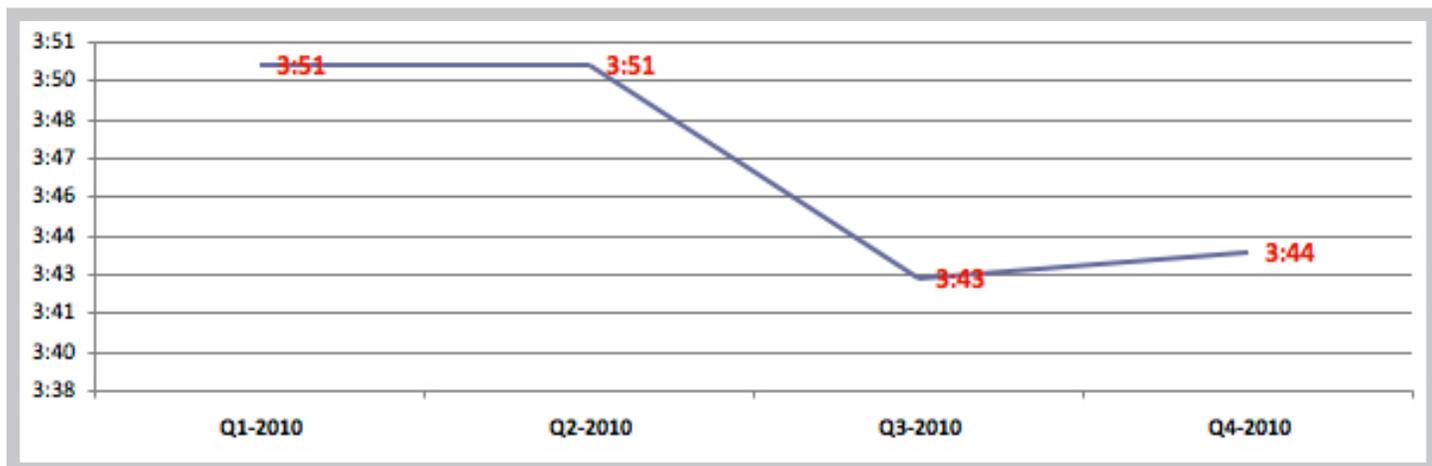
- The most popular song structure remained the same from Q3 – Q4: A-B-A-B-C-B.
- The average song length remained virtually the same in Q4 (+0:01).
- The average intro length remained virtually the same in Q4 (+0:01).
- The average outro length increased by 0:06 in Q4.
- Only 24% of Q4 songs contained an outro, while 62% contained an outro in Q3.
- The average time that it took for the 1st chorus to hit remained the same at 0:30.
- The average % where the first chorus hits remained the same at 14%.
- Mid tempo songs remained the most popular in Q4 as they did in Q3.

- Primary vocal gender remained predominantly male in Q4.
- Songs containing a pre-chorus decreased from Q3 to Q4.
- Songs containing a solo remained the same in Q4.
- The number of songs with a bridge increased in Q4.
- The primary lyrical theme remained the same - Love and Relationships.
- Electro remained the most popular style during Q4, incorporating elements of Pop, Rock, Hip-Hop and club.

TREND ANALYSIS: *Q1-Q4*

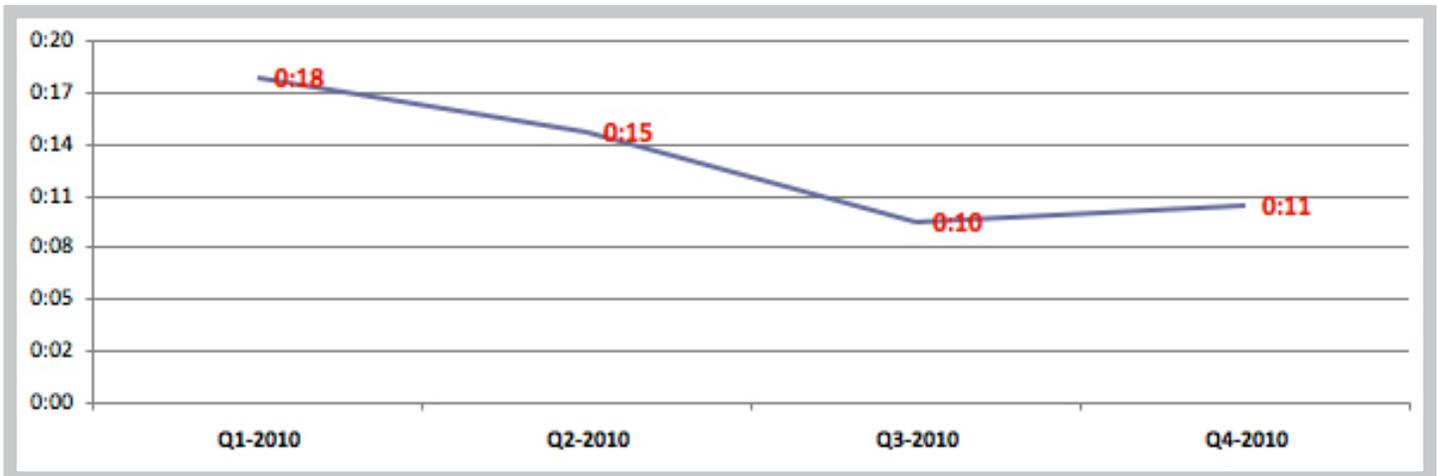
This section provides a graphical representation of how key song elements are trending within top 10 charting Pop songs for each quarter during the year.

Average Song Length:



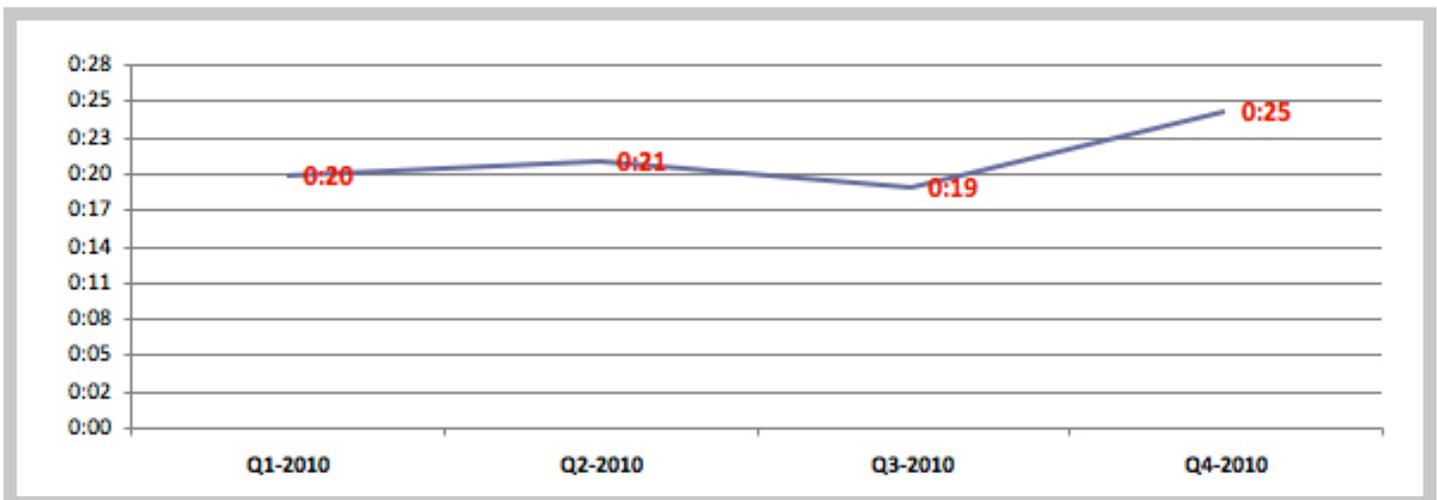
Here we see average song length remaining virtually the same for the entire year, decreasing by just 0:07 from Q1 – Q4.

Average Intro Length:



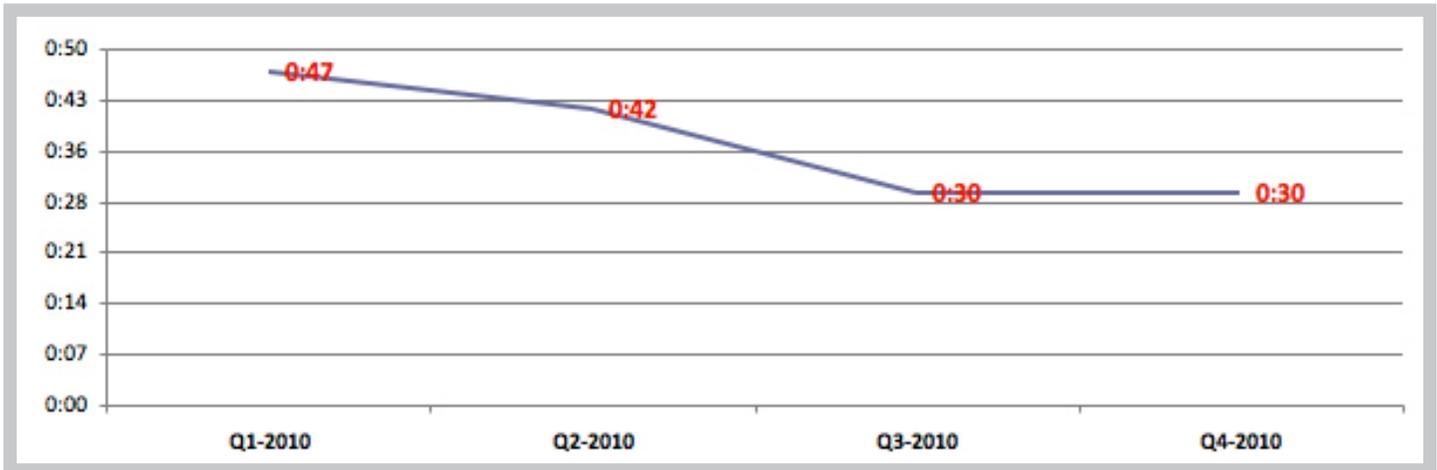
After seeing a steady decline in average intro length from Q1 – Q3 (-44%), we saw a leveling off during Q4, increasing by just 0:01 from Q3.

Average Outro Length:



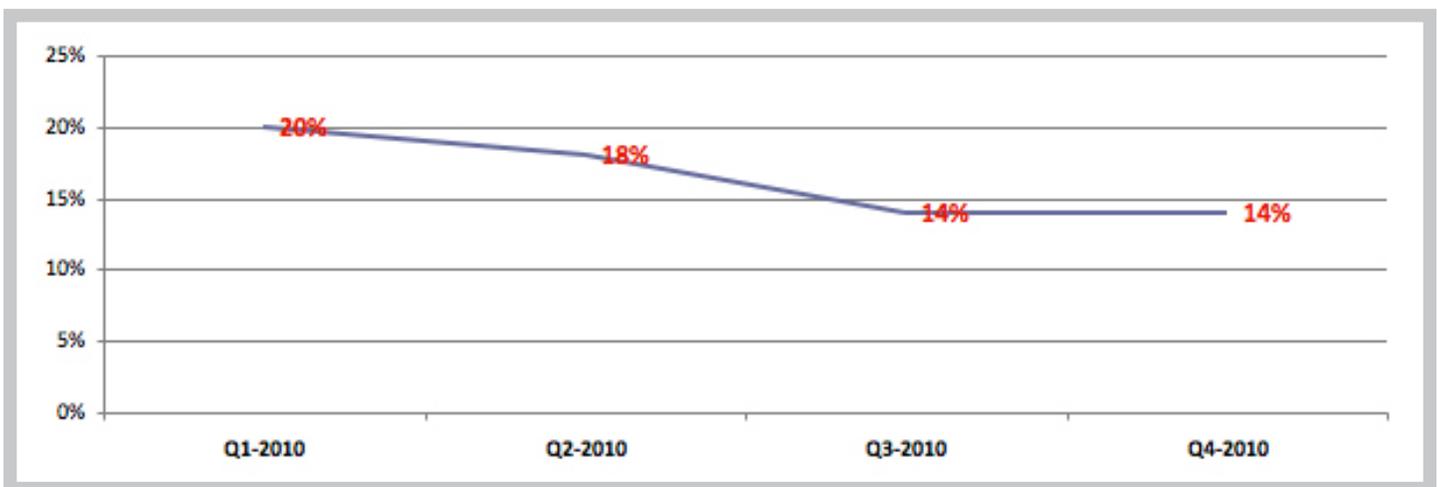
Average outro length remained pretty much the same throughout the year, increasing slightly during Q4. The amount of songs that contain an outro did drop substantially from Q3 to Q4, though.

Average Time For 1st Chorus To Hit:



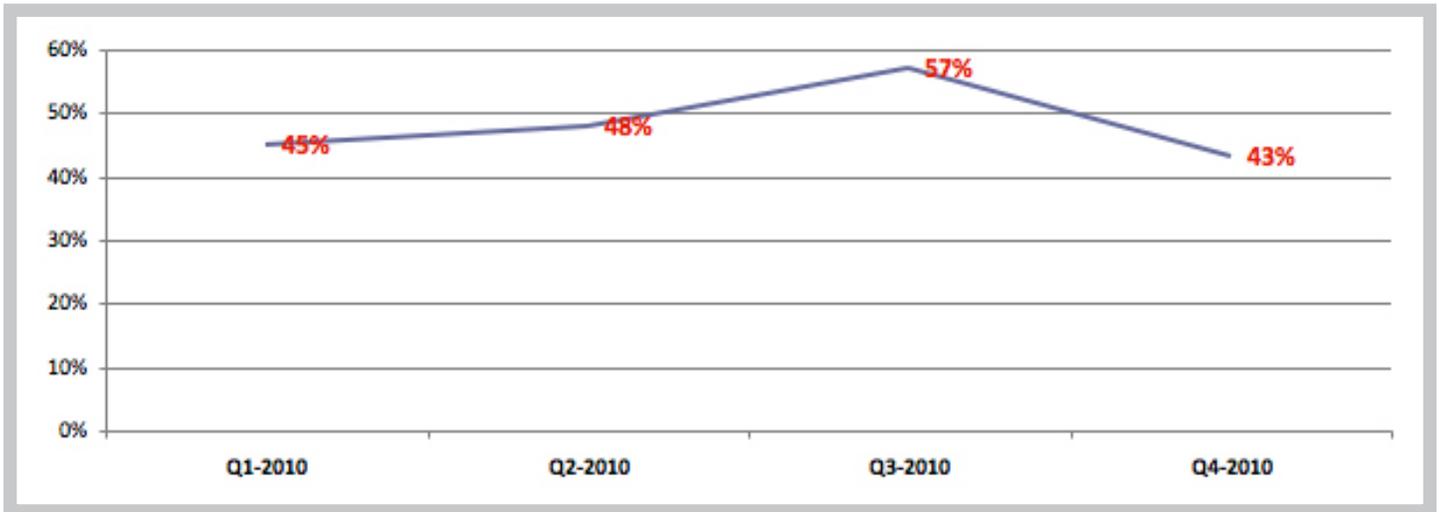
After a 36% decrease in the amount of time that it took on average for the first chorus to hit within a song during Q1 – Q3, we saw a leveling off during Q4 at 0:30.

Average 1st Chorus Hit - Percent Into Total Song:



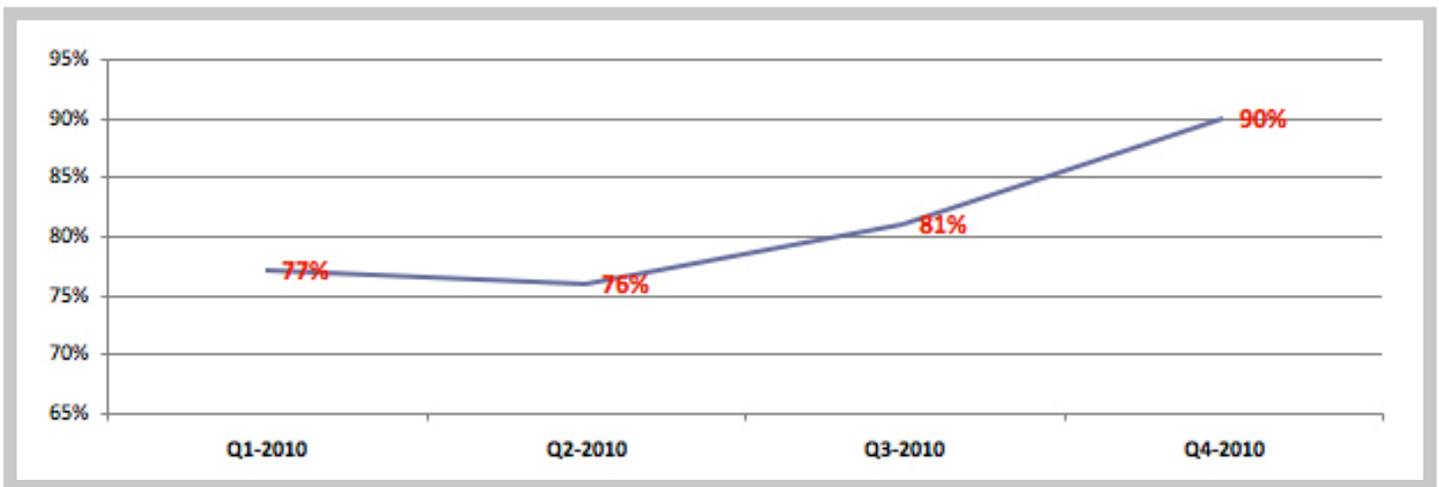
As with the average amount of time that it took for the first chorus to hit, the average percent of where the first chorus occurs into the song also leveled off in Q4 – constant at 14%.

Songs with a Pre-Chorus:



After seeing a steady increase in the amount of songs that contain a pre-chorus from Q1 – Q3, we see a large drop off during Q4 – decreasing from 57% to 43% of songs.

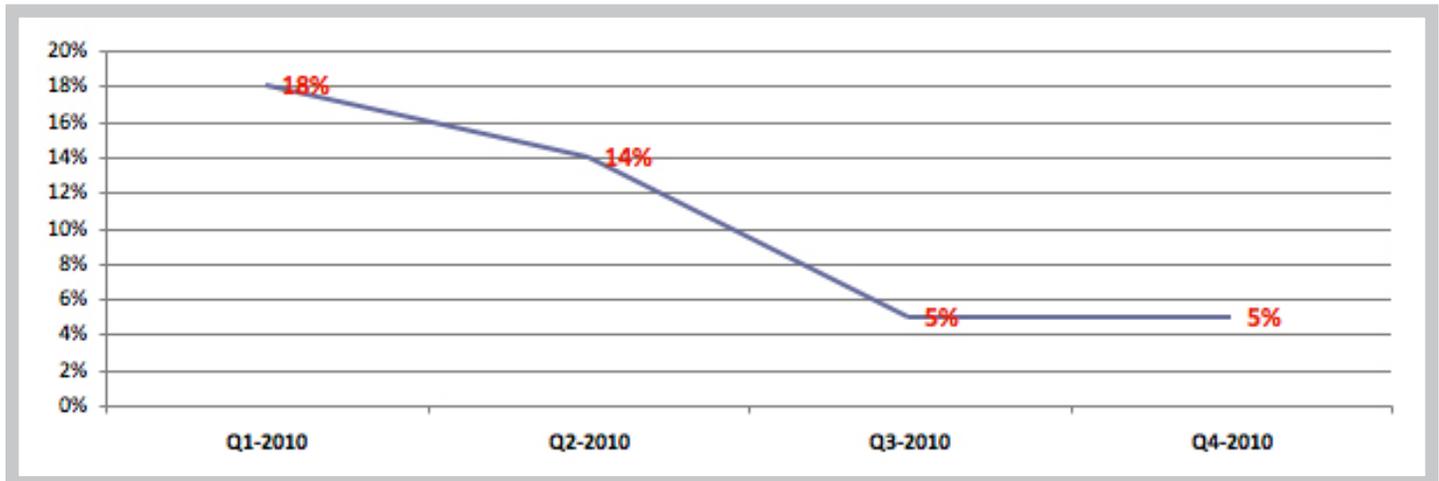
Songs With A Bridge:



After a constant 1st and 2nd quarter, we see the amount of songs that contain a bridge increase steadily from Q2 – Q4, topping out at 90% of all songs.



Songs With a Solo:



After seeing a steady decrease in the amount of songs that contain a solo from Q1 – Q3, we saw a leveling off during Q4, remaining at 5% of all songs.

TREND RECAP: *Q1-Q4*

- Average song length remained virtually the same throughout the year, staying in the mid/upper 3:00 range.
- Average intro lengths decreased throughout the year, from 0:18 in Q1 to 0:11 in Q4.
- For songs that contained outro sections, the average length remained pretty much constant throughout the year, hovering around 0:20. Q4 saw a slight increase in length to 0:25.
- On average, songs were getting to their first chorus faster as the year progressed, leveling off at 0:30 during Q3 – Q4.
- On average, the percent into the song where 1st choruses were occurring also decreased throughout the year, from 20% in Q1 to leveling off at 14% during Q3 – Q4.
- After seeing a steady increase of songs that contained a pre-chorus from Q1 – Q3, we saw a drop off during Q4, ending at 43% of all top 10 Pop songs.
- After a steady 1st and 2nd quarter, we saw a good jump in songs that contained a bridge by the end of the year, topping out at 90% of all top 10 Pop songs.
- Throughout the year, we saw a large drop off in the amount of songs that contained a solo, from 18% in Q1 to leveling off at 5% during Q3 / Q4. All in all, solos are not currently popular in Pop songs.