

REPORT

METHODOLOGY

Using Blokur's database, songwriters were ranked according to their share of each song and the popularity of the song in the Spotify, Apple, Amazon and YouTube charts.

Song popularity was based on the number of days in 2020 the song appeared in each platform chart below.

- **SPOTIFY - GLOBAL TOP 200**
- **APPLE - TOP 100: GLOBAL**
- **AMAZON - TOP 200 ALL GENRES**
- **YOUTUBE - TOP 100 GLOBAL WEEKLY**

Songwriter share information was pulled from Blokur's database for the Top 100 most popular songs in 2020 on each platform.

A score for each songwriter was calculated using this formula:

$$\left(\frac{\text{Songwriter share in song}}{\text{Total available 'shares' in Top 100}} \right) \times \text{Number of days the song appears in the platform chart}$$

Each platform has equal weighting in the overall songwriter list.

TOP 100 SONGS

The methodology to obtain the overall top 100 songs involved assigning the top 100 songs from each platform a 'popularity ranking'. These figures were combined to derive an overall score. Therefore a song that charted on multiple platforms would place higher against a song only appearing on one.