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Centre national  
de la musique



# 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 distributors*

**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

      / 

**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**

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Musical diversity

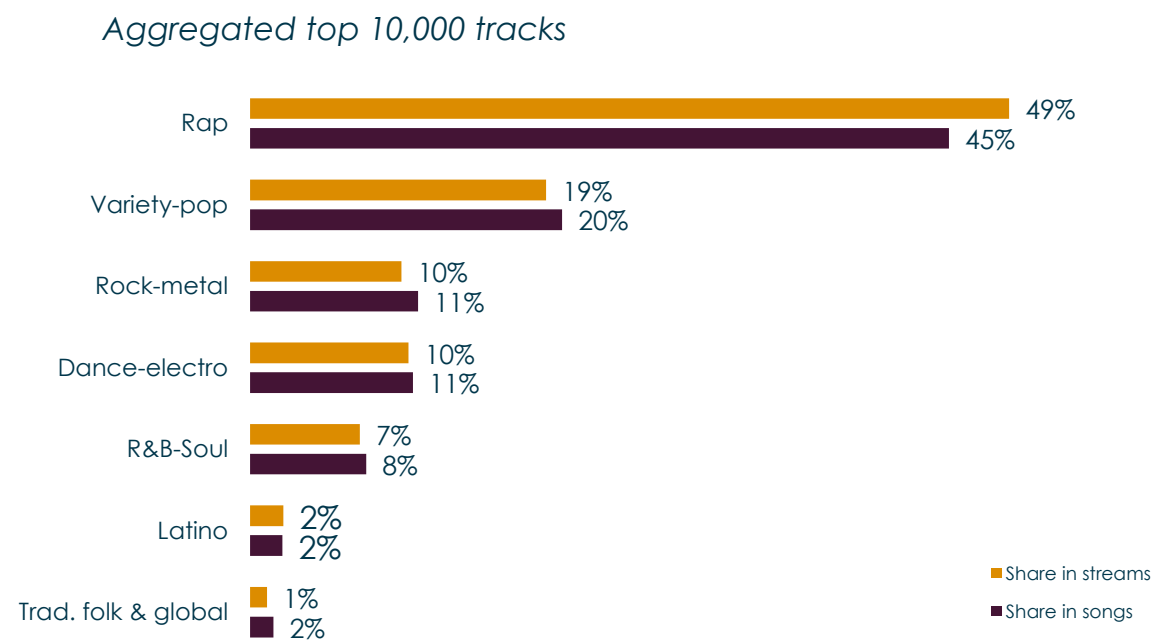
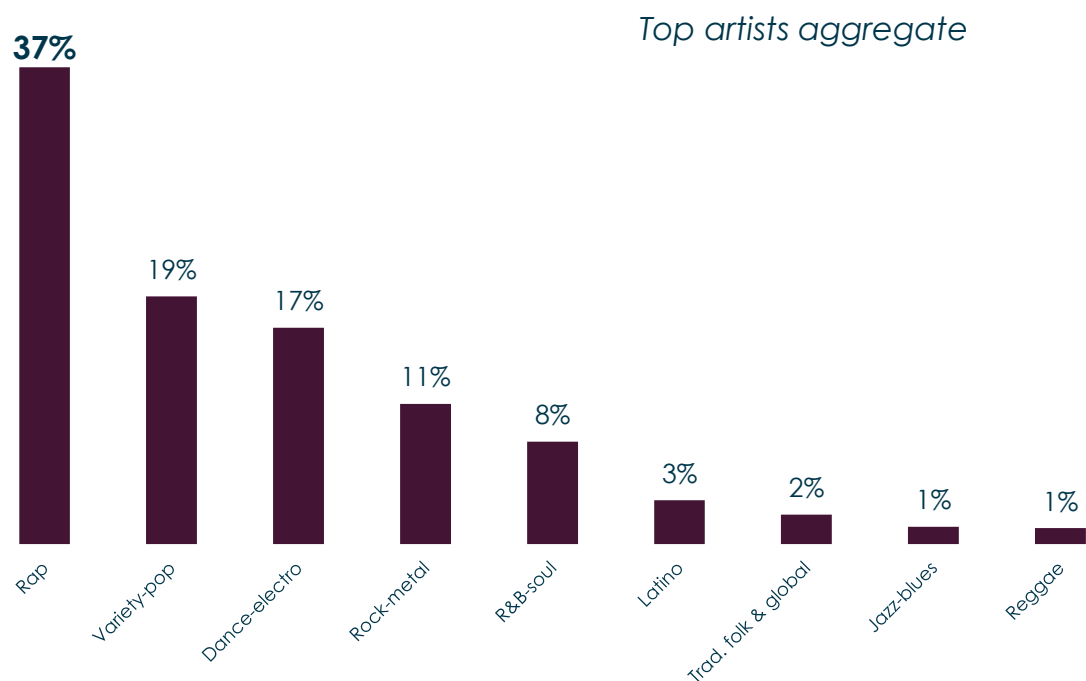
Music streaming

A horizontal orange bar with a white line running through its center, serving as a background for the main title.

# 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



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.

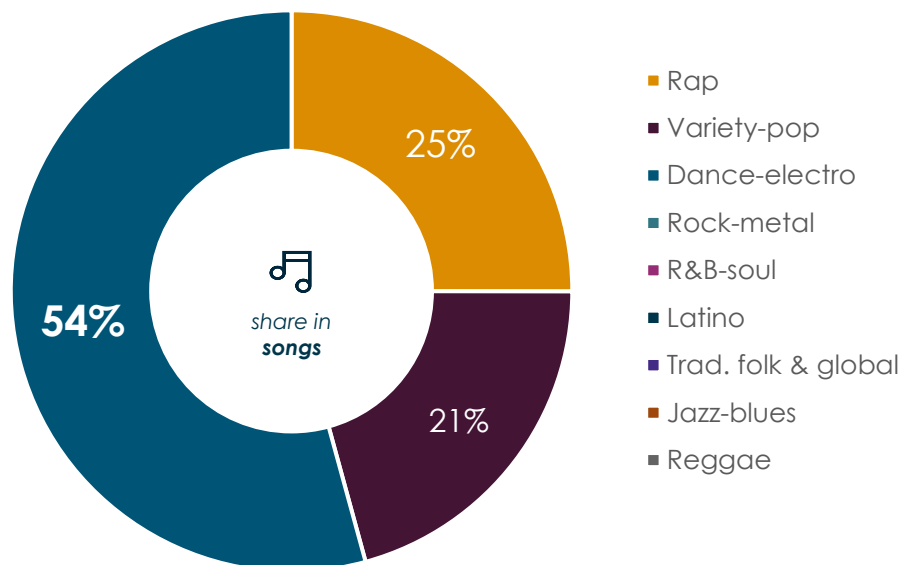
A large orange rectangular graphic with a white horizontal line on the left side. The text 'Track age category' is centered within the graphic. 'Track age' is in white, and 'category' is in a dark purple color.

# Track age category

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

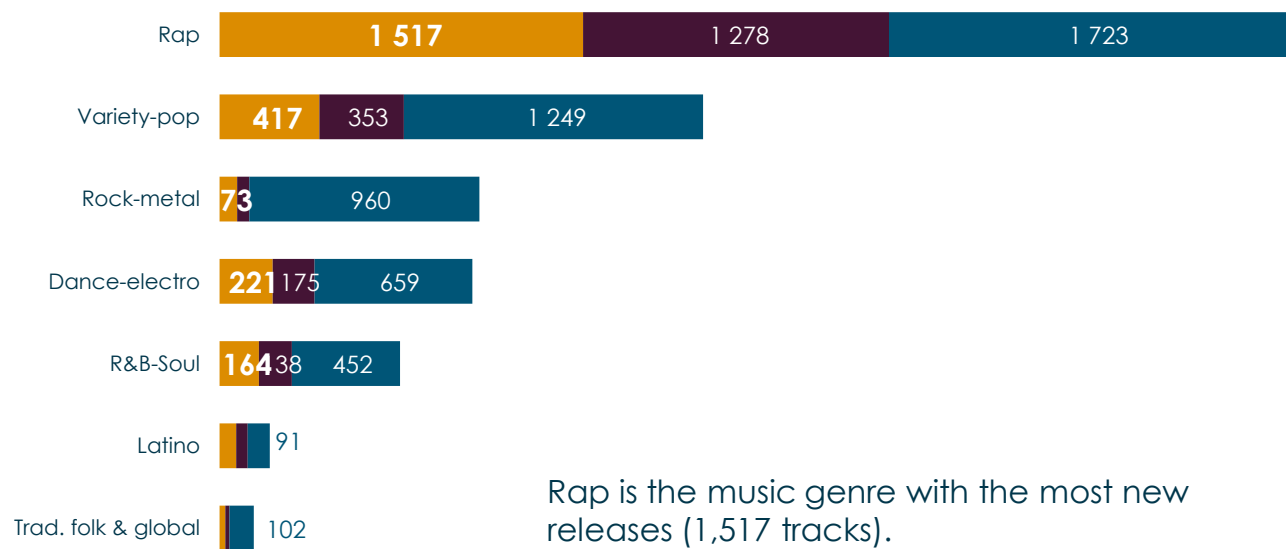
Across all music genres observed, the majority of songs streamed are from the gold age category.

**54%** of songs streamed are **gold**



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

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



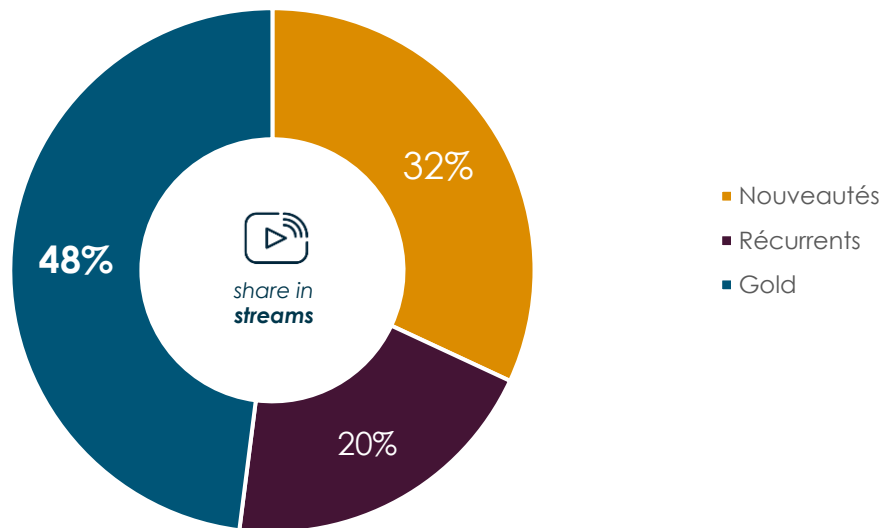
Rap is the music genre with the most new releases (1,517 tracks).



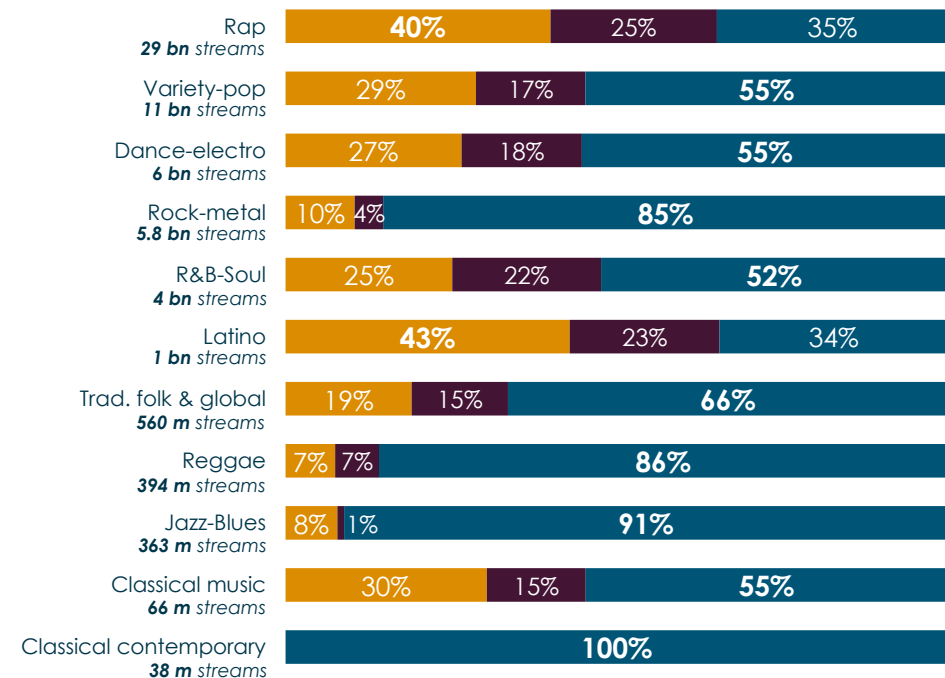
Breakdown by track age category in the aggregate top 10,000 tracks

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



Breakdown of track age category by music genre  
Share in **streams**

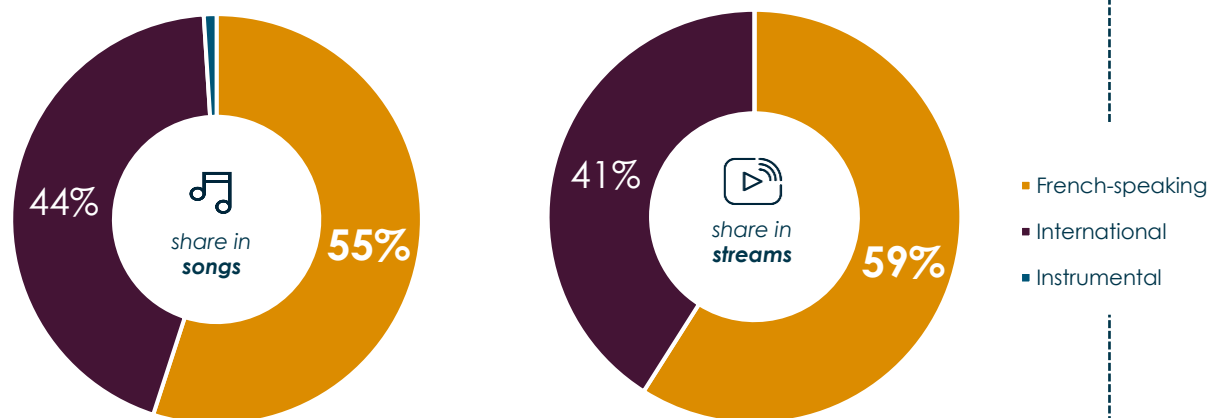


— Language in which song is sung

Breakdown by language in which song is sung in the aggregate top 10,000 tracks

## Almost two thirds of streams are sung in French

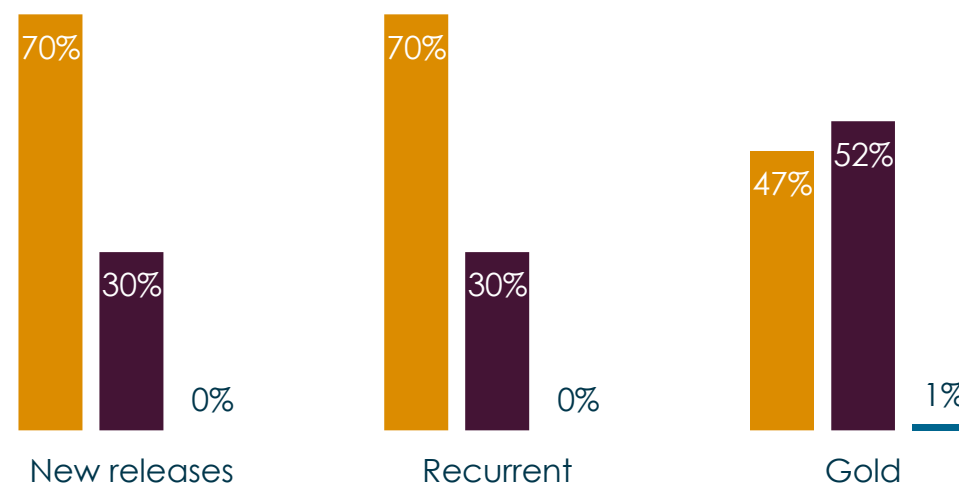
Language in which song is sung



**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%.

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

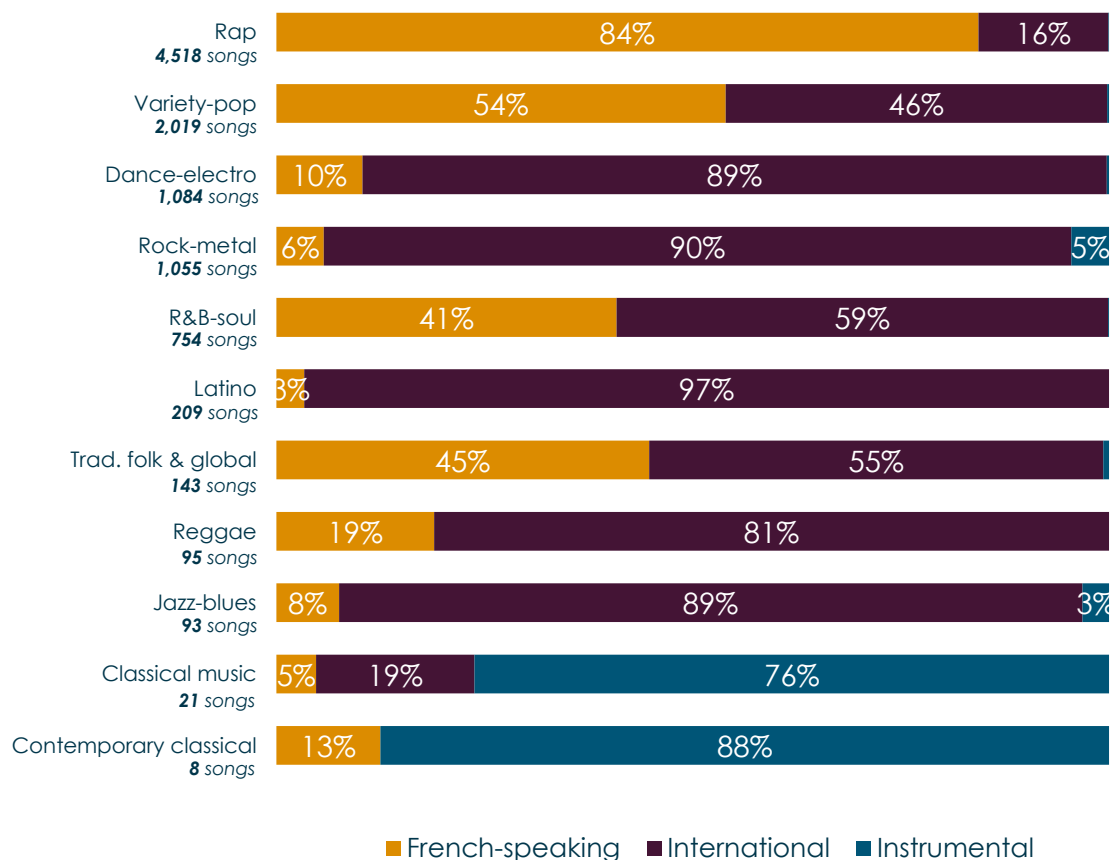


**70%** of streams of **new releases** are generated by songs **sung in French**

## 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



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.

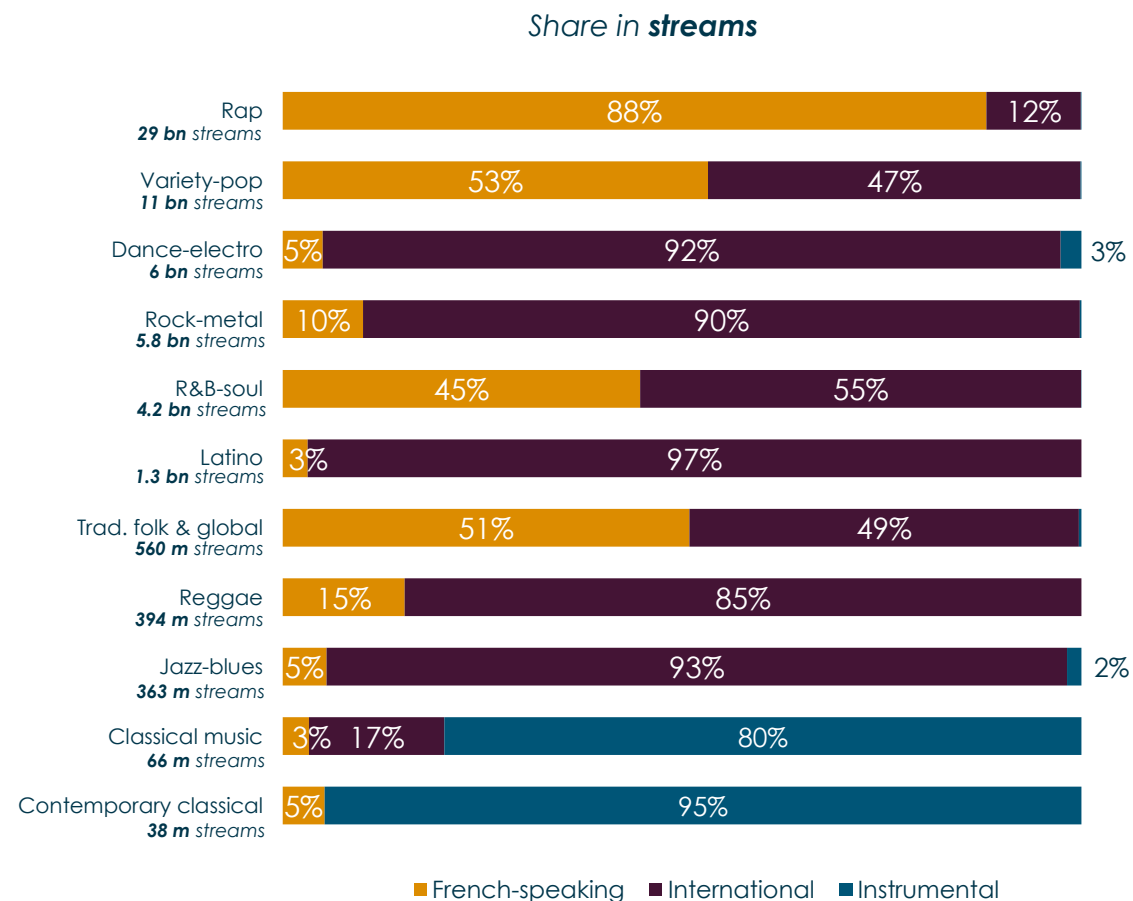
### Breakdown by language in which song is sung by music genre

**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.



A solid orange horizontal bar that serves as a background for the first part of the title.

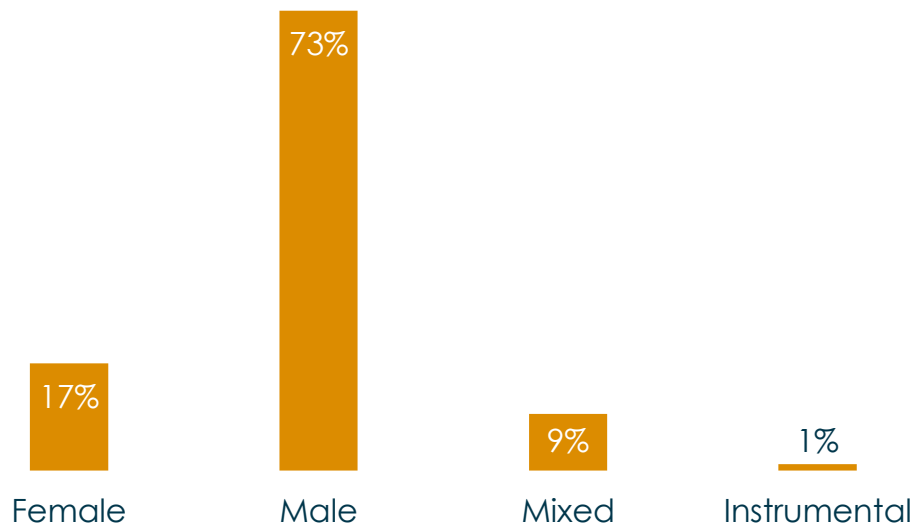
# Gender of lead artist

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

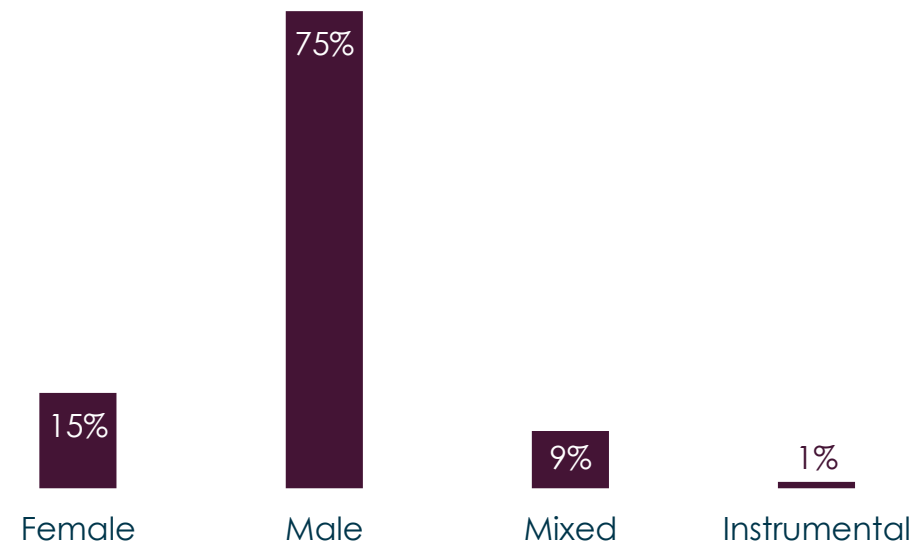
## The female vocal tone represents between 15 to 17% of the share in both songs and streams

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**



Share in **streams**



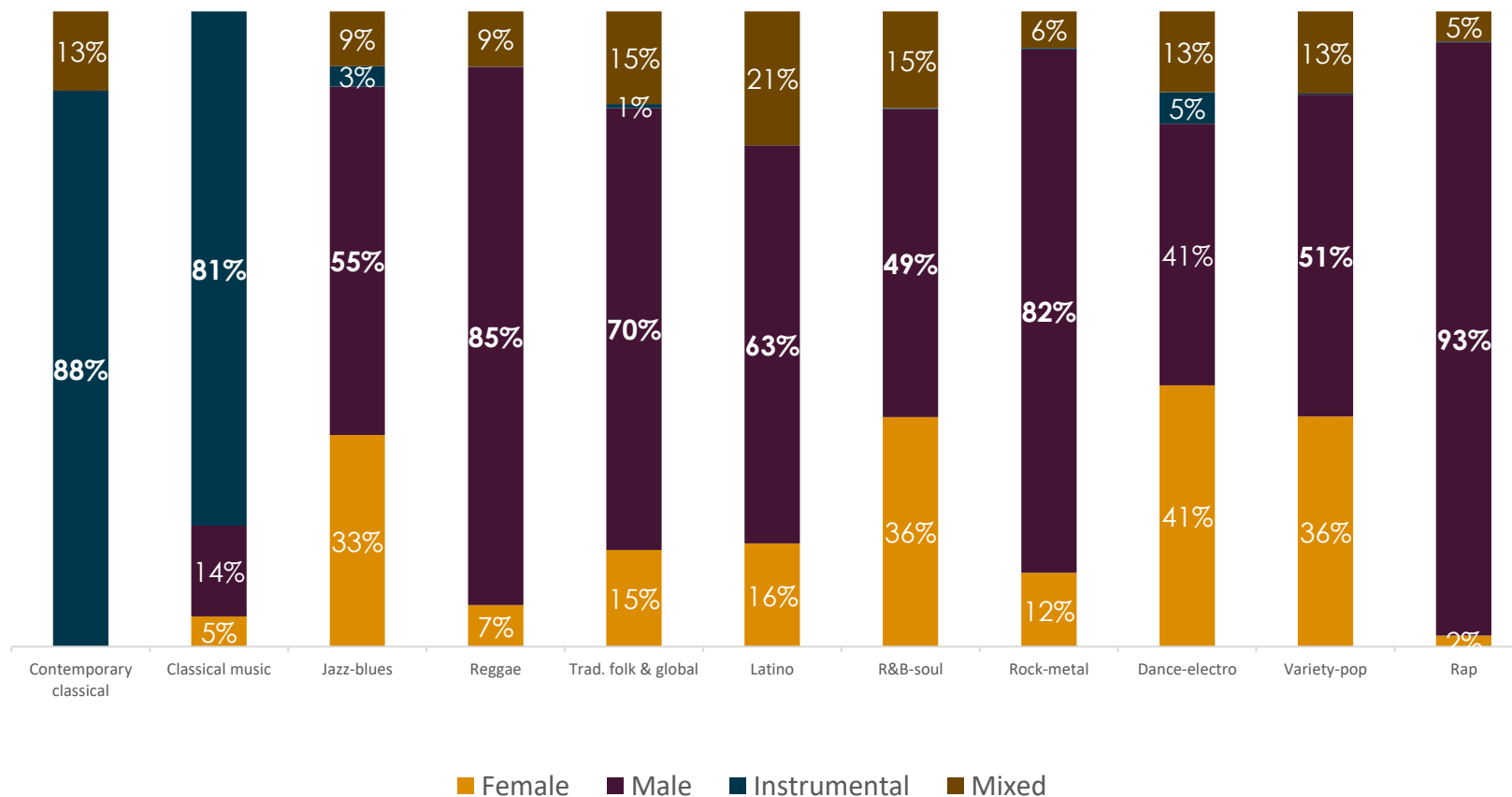
### Breakdown of gender of lead singer in the aggregate top 10,000 tracks

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 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.





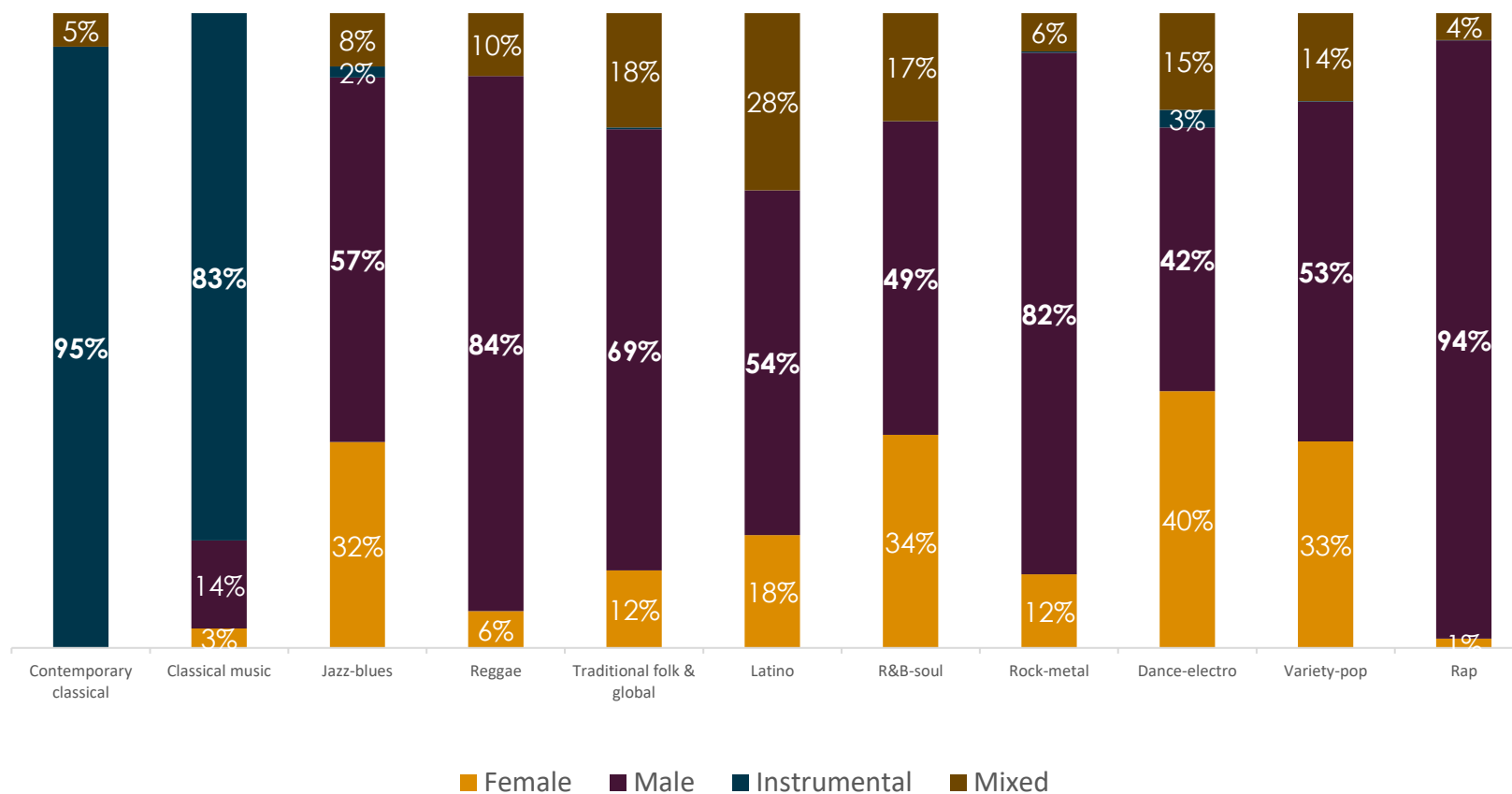
### Breakdown of gender of lead singer in the aggregate top 10,000 tracks

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.



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Musical diversity

Music streaming



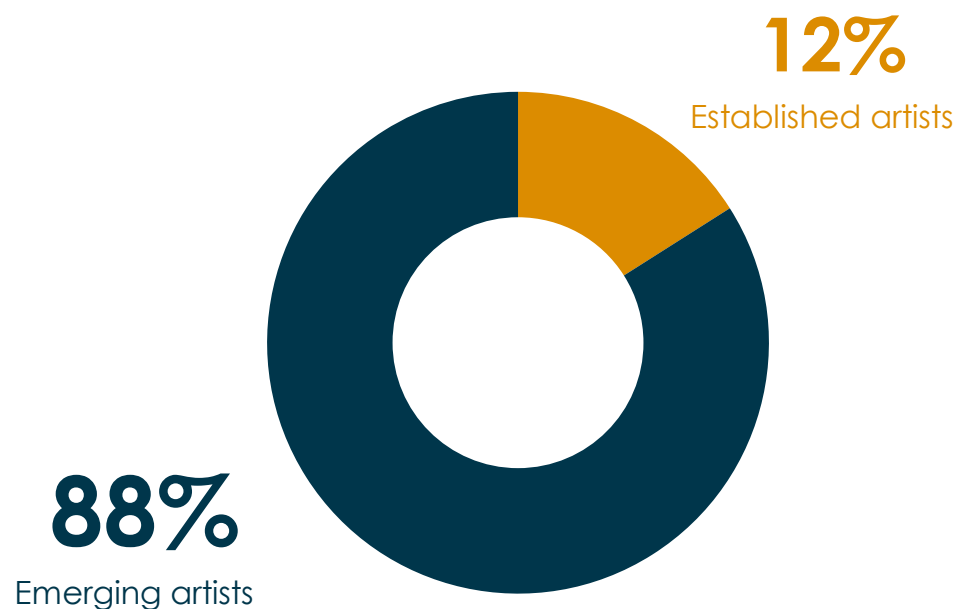
# — Level of artist development

### Breakdown by level of artist development

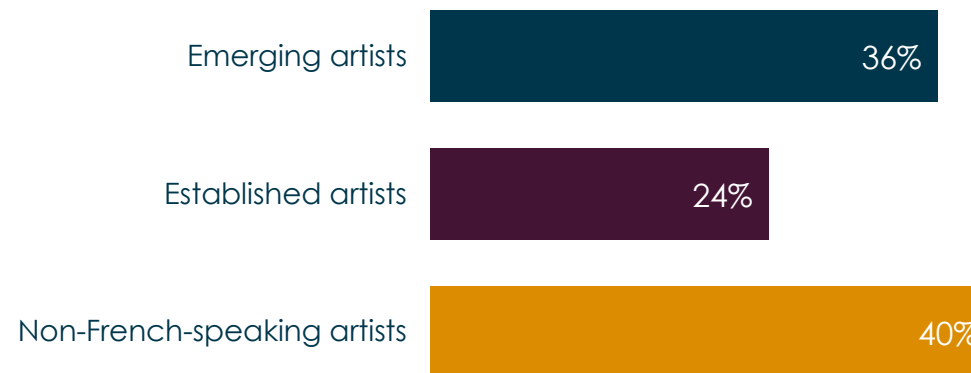
## Emerging artists represent 88% of French-speaking artists

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 top 10,000  
Share in **streams**



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Musical diversity

Music streaming

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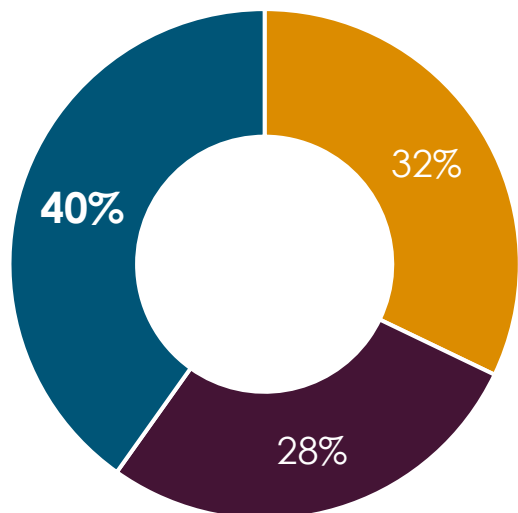
Playlist type

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

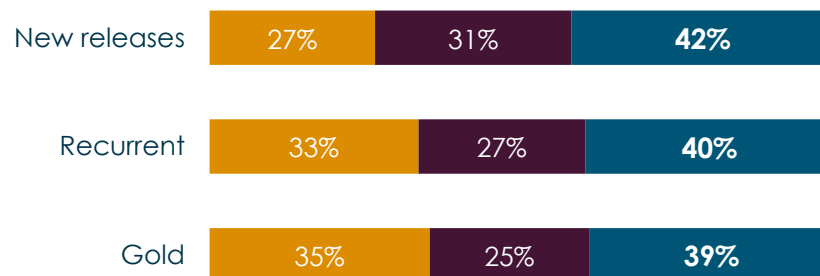
### Non-playlist is the playlist type with the most streams

**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**

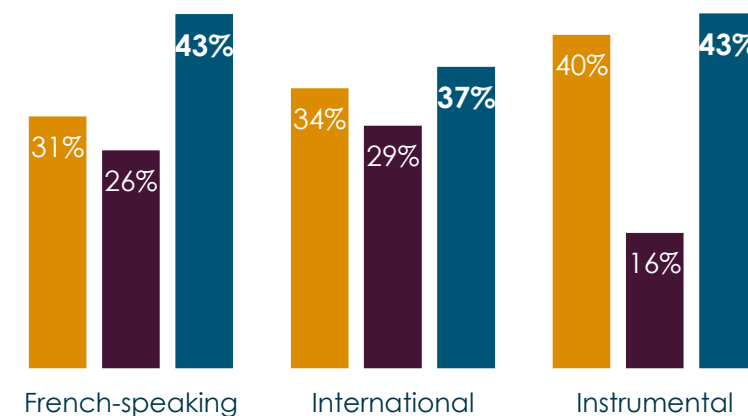


Track age category



- User playlists
- Playlist proposed by the platform
- Non-playlist

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



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Musical diversity

Music streaming

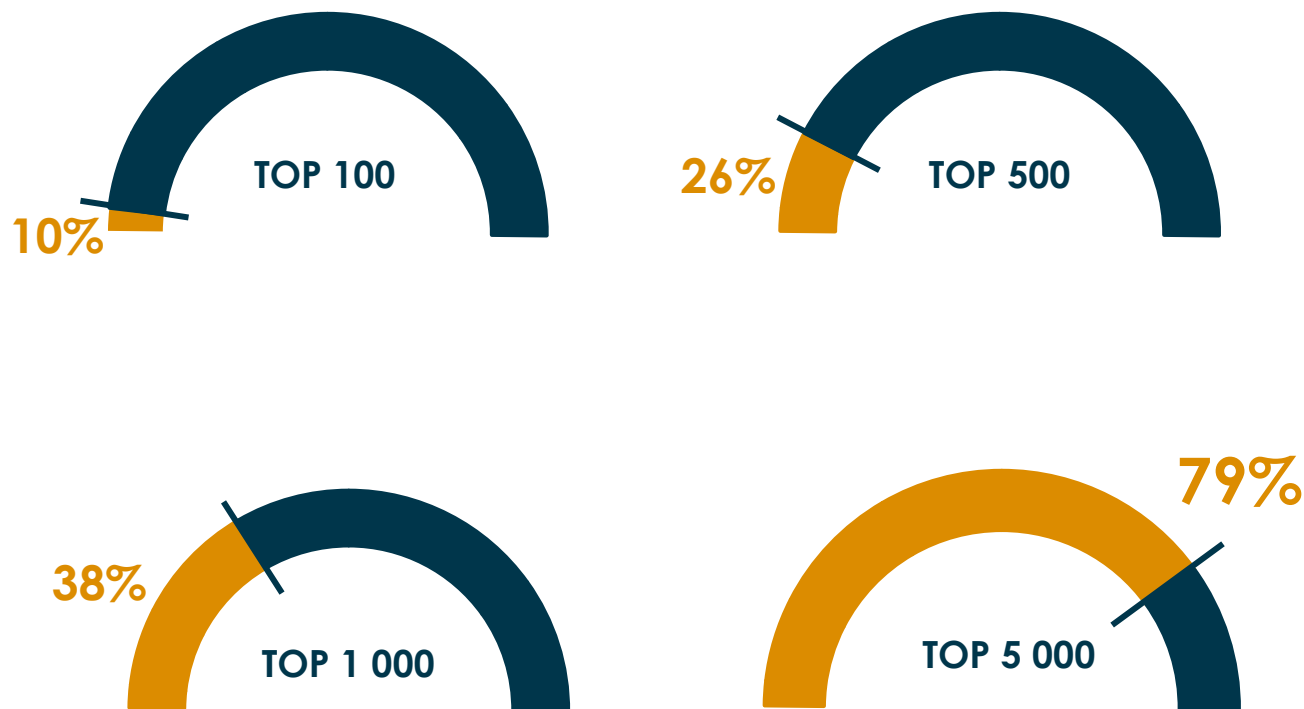
A large orange rectangular bar with a white horizontal line running across its middle. The text 'Top charts' is positioned to the right of the bar, with 'Top' in white and 'charts' in dark purple.

# 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.



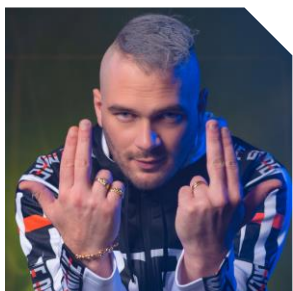
AGGREGATE TOP	Share of total streams	Coefficient on the number of streams
Top 10	2%	x3.3
Top 50	6%	
Top 100	10%	x1.5
Top 200	16%	
Top 300	20%	x1.2
Top 400	23%	
Top 500	26%	x1.4
Top 1 000	38%	
Top 2 000	54%	
Top 2 500	59%	x1.3
Top 5 000	79%	
Top 6 000	85%	
Top 7 000	89%	
Top 8 000	93%	
Top 9 000	97%	x1

## 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



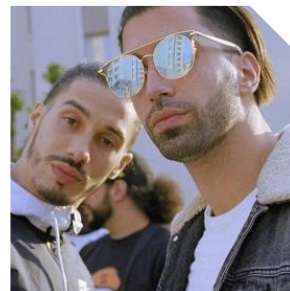
**Jul**  
(Rap)  
208 songs  
1.4 bn streams

2



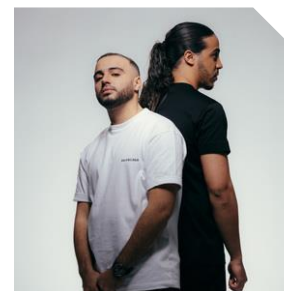
**Ninho**  
(Rap)  
74 songs  
1.3 bn streams

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



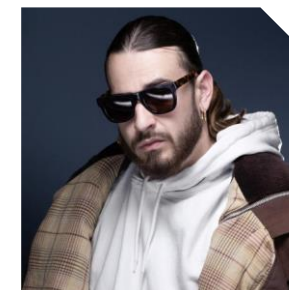
**Lomopal**  
(Rap)  
39 songs  
408 m streams

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



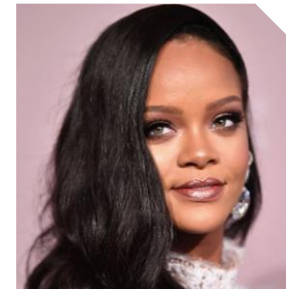
**Adèle**  
(Variety-pop)  
22 songs  
189 m streams

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



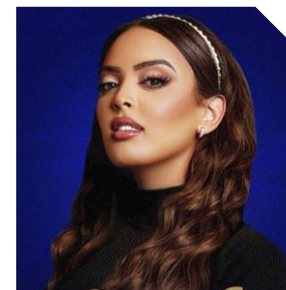
**Céline Dion**  
(Variety-pop)  
22 songs  
134.6 m streams

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

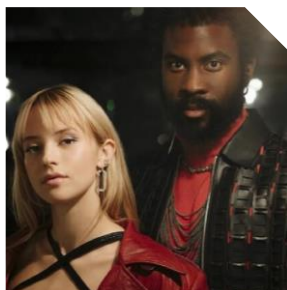
The most-streamed mixed collaborations are mainly from the variety-pop and R&B-soul genres.

38



**Classico  
Organisé**  
(Rap)  
15 songs  
157 m streams

104



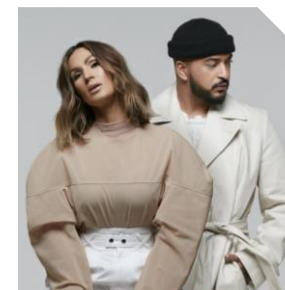
**Angèle, Damso**  
(Variety-pop)  
3 songs  
87 m streams

110



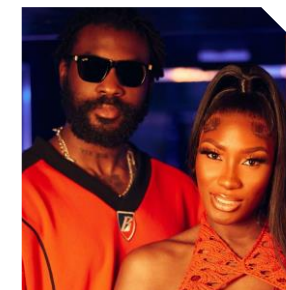
**Rosalía, The  
Weeknd**  
(Latino)  
1 song  
81 m streams

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



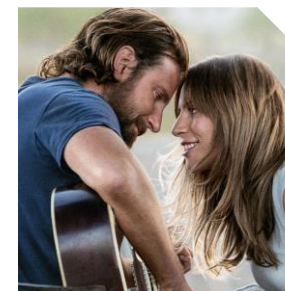
**Dua Lipa, Elton  
John, PNAU**  
(Dance-electro)  
1 song  
63 m streams

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



**Daju, Ronisia**  
(R&B-soul)  
1 song  
39 m streams

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# Breakdown : distributors / labels

Breakdown of distributors in the top 10,000

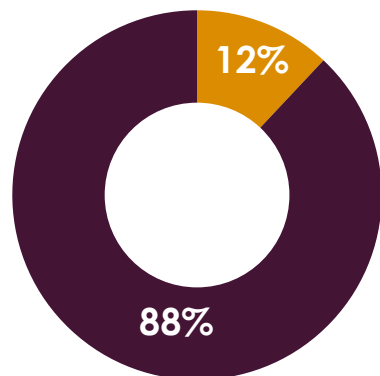
The top 4 distributors represent 88% of streams generated in the top 10,000

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*



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



## Breakdown of distributors in the top 10,000

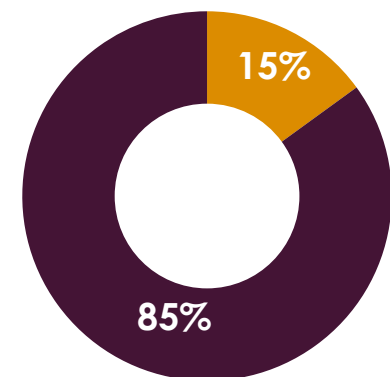
# From the aggregated top 10,000 songs, 8,502 come from the top 4 distributors

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



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



The top 10 most-streamed labels from the sample group

## The aggregated top 10,000 features 1,674 labels



**CAPITOL MUSIC FRANCE**  
536 songs

6,1 % of share in streams



**COLUMBIA**  
381 songs

4,3 % of share in streams



**D'OR ET DE PLATINE**  
225 songs

2,5 % of share in streams



**POLYDOR**  
243 songs

2,5 % of share in streams



**REC. 118**  
210 songs

2,5 % of share in streams



**REC. 118/ MAL LUNE MUSIC**  
83 songs

2,4 % of share in streams



UNIVERSAL MUSIC FRANCE

**UM DISTRIBUTION DEAL**  
272 songs

2,3 % of share in streams

play two

**PLAY TWO**  
166 songs

1,8 % of share in streams



**ATLANTIC RECORDS**  
130 songs

1,5 % of share in streams



**QLF RECORDS**  
78 songs

1,5 % of share in streams

Based on metadata received by streaming platforms.

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