

November 29, 2014

'Tuesday' Takes Off

I Love Makonnen's "Tuesday" blasts into the top 10 on Streaming Songs, up 31-6 with a 91 percent gain in plays. The jump is owed to its rising airplay and continued popularity with user-generated content on YouTube and Vine. The OVO-signed artist vaults into the busy region with 6.6 million domestic streams, while **Taylor Swift** crashes in at No. 1 — replacing herself (with "Shake It Off") atop the list — with the debut of "Blank Space." Swift's start was fueled entirely by the bow of the song's official music video on Nov. 10 (see story, page 3).

"Blank Space" is only the seventh title to debut at No. 1 in the short history of the Streaming Songs chart, which launched on Jan. 26, 2013, and the first since a viral video prompted **Soko's** "We Might Be Dead Tomorrow" to a No. 1 arrival on March 29.

As for "Tuesday," which features **Drake**, it climbs as its overall Radio Songs audience gains by 21 percent in the week ending Nov. 18 to 38 million, according to Nielsen BDS, while its plays at mainstream top 40 radio also rise by 66 percent (in the frame ending Nov. 16).

The popularity of "Tuesday" on YouTube continues as well, as its streams on the network rose by 164 percent for the week (to 4.3 million — 64 percent of its total).

Lastly, **Nicki Minaj's** controversial lyric video for "Only" causes the song to surge by 90 percent in streams, allowing it to bow at No. 20. Most of the song's 4.9 million streams (up 53 percent from the previous frame) come from Vevo on YouTube. The track's popularity is due to the headlines it made because of the video's Nazi-like imagery.

—William Gruger

