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Summer Forecast Which song is poised to be the season's hottest jam?

The "Song of the Summer" has grown from an unofficial competition to an aggressive marketing strategy planned months in advance. With 2015's battle about to begin, *Billboard's* weekly Songs of the Summer chart compiles the Billboard Hot 100 data between Memorial Day and Labor Day. Here is an early look at the contenders based on chart action, label insights and educated guesswork.

"See You Again"
by Wiz Khalifa
featuring
Charlie Puth

Sure, it's currently No. 1 on the Hot 100, but given the song's wide lead over competitors on the chart, "See You Again" could be in for a long stay. Longevity is key to the final Songs of the Summer chart: At this time in 2014, eventual winner "Fancy" by Iggy Azalea ranked at No. 3 on the Hot 100, and began its seven-week run at No. 1 two weeks later.



"Pretty Girls"
by Britney Spears
and Iggy Azalea

Could Azalea repeat? With its cheerleader-chant chorus and celebratory summer vibe, the song launches at No. 29 on the Hot 100 dated May 23 — and the pair will perform the song at the May 17 Billboard Music Awards.

"Want to Want Me"
by Jason Derulo

This retro R&B/dance/pop hit could be ascending at the right time, as it's making a play for the top of the Hot 100 (No. 8). Its feel-good stylings fit the template set by other recent top songs of the summer: Azalea's "Fancy," 2013's "Blurred Lines" by Robin Thicke (featuring T.I. and Pharrell Williams) and 2012's champ, "Call Me Maybe" by Carly Rae Jepsen.



"Cheerleader"
by OMI

The Jamaican artist's sunny 2012 reggae-pop song has hit new heights following a radio-friendly remix by Felix Jaehn. It climbs 63-47 in its third week on the Hot 100 after reaching the top 10 in more than 15 countries.

"This Summer's Gonna Hurt Like a Motherf—er"
by Maroon 5

Having "summer" in the title usually helps a song's chances. "Motherf—er," not so much, although Maroon 5's chanted, foul-mouthed chorus is certainly, er, memorable. The group will perform the song on *The Voice* on May 19 (presumably in a G-rated version) and be added to the expanded edition of the group's 2014 album, *V*.

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