

Billboard

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While label executives say Beats 1 is still finding its place within the Apple ecosystem and record promoters are still figuring out the best way to plug their product there, when Lowe spotlighted “Boys in the Street,” New York singer-songwriter Greg Holden’s poignant song about a father’s troubled relationship with his gay son, as a “Beats 1 World Record,” weekly sales of the title jumped from 150 units to more than 600, according to Warner Bros. Records.