



Digital Media ASSOCIATION

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Music Streaming Drives Success for Rap, Reggaeton Artists Dominating U.S. Streaming Platforms' End-of-Year "Top 2020" Lists

*Roddy Ricch, Lil Baby, Bad Bunny, and Megan Thee Stallion
Among Artists Who Dominated 2020 As Streaming Drives Music
Industry Forward*

WASHINGTON, D.C. — Breakout rap and reggaeton artists cemented their place at the top of the streaming music charts in 2020 and continue to dominate year-end "most streamed" and "best of 2020" lists, according to a new analysis by the Digital Media Association. The review of year-end data and charts from DiMA's member companies – Amazon, Apple Music, Pandora, Spotify, and YouTube – found that artists Roddy Ricch, Lil Baby, Bad Bunny, and Megan Thee Stallion were among those with the highest numbers amid the streaming revolution in the music industry. Notably, all four artists have rapidly reached mainstream fame within the past three years.

Additional findings from the review of the year-end lists of DiMA member organizations include:

- Music fans continued their full-throated embrace of streaming in 2020, connecting with top artists such as BTS, Drake, J Balvin, and Cardi B across a range of platforms as streaming allowed consumers to access and engage with the music they love despite social distancing guidelines.
- In a continuing trend since 2019, major rap and reggaeton artists benefit from streaming platforms' ability to expand their reach across genres and connect with a broader range of fans who are discovering their songs via increasingly curated playlist and discovery features.
- Songs such as The Weeknd's "Blinding Lights," Roddy Ricch's "The Box" and Tones & I's "Dance Monkey" were among the tracks that appeared on multiple "Most Streamed Songs" lists from the major streaming platforms.

“The superpowers of music streaming continued to drive music from both new and familiar artists forward in 2020,” said Garrett Levin, CEO of the Digital Media Association. “This year, while the world of live music faced unprecedented challenges, we again saw growth in the number of fans eager to engage with the creators they love and discover new artists via streaming, while the quality and quantity of music available to consumers is growing every day. Led by breakout stars such as Roddy Ricch, Bad Bunny, and Megan Thee Stallion, artists and their fans continue to enjoy the benefits of the streaming revolution across the music industry.”

Top 2020 Lists Across Streaming Platforms:

Apple Music:

Most Streamed Songs: [\(Link here\)](#)

1. The Box – Roddy Ricch
2. Blinding Lights – The Weeknd
3. Dance Monkey – Tones and I
4. Rockstar – Da Baby, ft. Roddy Ricch
5. Life is Good – Future, ft. Drake

Most Streamed Albums: [\(Link here\)](#)

1. Please Excuse Me for Being Antisocial – Roddy Ricch
2. My Turn – Lil Baby
3. Shoot for the Stars Aim for the Moon – Pop Smoke
4. Eternal Atake - LUV vs. the World 2 – Lil Uzi Vert
5. Over It – Summer Walker

Amazon Music:

Most Streamed Artists:

1. Taylor Swift
2. Ed Sheeran
3. Justin Bieber
4. The Beatles
5. Ariana Grande

Most Requested Songs Via Alexa:

1. Savage Love (Laxed - Siren Beat) - Jawsh 685 & Jason Derulo
2. WAP - Cardi B, ft. Megan Thee Stallion
3. ROCKSTAR - DaBaby feat. Roddy Rich
4. Mood - 24kgoldn, ft. Iann Dior
5. Savage - Megan Thee Stallion

Pandora:

Top Thumb Hundred Songs: [\(Link here\)](#)

1. WAP – Cardi B, ft. Megan Thee Stallion
2. The Box – Roddy Ricch
3. Laugh Now Cry Later – Drake, ft. Lil Durk
4. Savage – Megan Thee Stallion
5. Rockstar – Da Baby, ft. Roddy Ricch

Spotify:

Most Streamed Artists: [\(Link here\)](#)

1. Bad Bunny
2. Drake
3. J Balvin
4. Juice WRLD
5. The Weeknd

Most Streamed Songs: [\(Link here\)](#)

1. Blinding Lights – The Weeknd
2. Dance Monkey – Tones & I
3. The Box – Roddy Ricch
4. Roses Imanbek Remix – Imanbek and SAINT JHN
5. Don't Start Now – Dua Lipa

YouTube:

Top U.S. Artists: [\(Link here\)](#)

1. YoungBoy Never Broke Again
2. Lil Baby
3. Juice WRLD
4. Rod Wave
5. Bad Bunny

Top Music Videos: [\(Link here\)](#)

1. Life Is Good – Future, ft. Drake
2. Gooba – Tekashi 6ix9ine
3. We Paid – Lil Baby x 42 Dugg
4. Walk Em Down – NLE Choppa, ft. Roddy Ricch
5. WAP – Cardi B, ft. Megan Thee Stallion

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About the Digital Media Association (DiMA)

DiMA is the leading organization advocating for the digital music innovations that have created unparalleled consumer choice and revolutionized the way music fans and artists connect. Representing the world's leading music streaming companies – Amazon, Apple Music, Google/YouTube, Pandora and Spotify – DiMA's mission is to promote and protect the ability of music fans to engage with creative content whenever and wherever they want and for artists to more easily reach old fans and make new ones. www.DiMA.org