



# Digital Media ASSOCIATION

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## Music Streaming Continues to Drive Success for Pop, Rap & Reggaeton Artists as They Dominate Streaming's End-of-Year "Top 2021" Lists

*Olivia Rodrigo, The Kid LAROI, BTS Among Artists Who Dominated 2021  
As Streaming Drives Music Industry Forward*

**WASHINGTON, D.C. [December 22, 2021]** — Established pop sensations, breakout stars, and collaborations featuring the top names in rap and reggaeton dominated the top of the streaming music charts in 2021 and appear throughout "best of 2021" 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 Olivia Rodrigo's breakout turn catapulted her and "drivers license" to the top of many lists, along with established stars such as BTS, Adele, and Drake.

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

- Music fans continued their full-throated embrace of streaming in 2021, connecting with top artists such as Doja Cat, Cardi B, Dua Lipa and The Weeknd across a range of platforms as streaming allowed consumers to access and engage with the music they love.
- In a continuing trend since 2019, major rap and reggaeton artists garnered many of the top spots in the year-end superlatives, benefitting from streaming platforms' ability to drive discovery and the exploding popularity of Latin music.
- Songs such as Olivia Rodrigo's "drivers license," The Kid LAROI & Justin Bieber's "STAY," and Walker Hayes' "Fancy Like" were among the tracks that appeared on multiple "Most Streamed Songs" lists from the major streaming platforms.

"The story of music in 2021 was defined by the amazing artists, both familiar and new, who were able to harness the power of streaming to connect with fans," said Garrett Levin, CEO of the Digital Media Association. "This year, we celebrated the gradual return of live music a year after most in-person concerts were shuttered, while recognizing that challenges still remain. A bright spot amidst the continued Covid-related uncertainty is that we again saw growing

numbers of fans eager to discover new artists and follow their careers, reconnect with old favorites, and listen to the artists and songwriters they love via streaming.”

### **Top 2021 Lists Across Streaming Platforms:**

#### **Apple Music:**

##### Top Songs:

1. “Dynamite” by BTS
2. “drivers license” by Olivia Rodrigo
3. “positions” by Ariana Grande
4. “For The Night (feat. Lil Baby & DaBaby)” by Pop Smoke
5. “Blinding Lights” by The Weeknd

#### **Amazon Music:**

##### Best Songs of 2021:

1. “Kiss Me More” by Doja Cat feat. SZA
2. “Fancy Like” by Walker Hayes
3. “Way 2 Sexy (feat. Future & Young Thug)” by Drake
4. “STAY” by The Kid LAROI & Justin Bieber
5. “drivers license” by Olivia Rodrigo

#### **Pandora:**

##### Top Thumbed Tracks of 2021:

1. “Up” by Cardi B
2. “Leave The Door Open” by Bruno Mars, Anderson .Paak & Silk Sonic
3. “Easy On Me” by Adele
4. “Fancy Like” by Walker Hayes
5. “Time Today” by Moneybagg Yo

#### **Spotify:**

##### Top Artists:

1. Bad Bunny
2. Taylor Swift
3. BTS
4. Drake
5. Justin Bieber

##### Top Songs:

1. “drivers license” by Olivia Rodrigo
2. “MONTERO (Call Me By Your Name)” by Lil Nas X
3. “STAY (with Justin Bieber)” by The Kid LAROI
4. “good 4 u” by Olivia Rodrigo
5. “Levitating (feat. DaBaby)” by Dua Lipa

Top Albums:

1. *SOUR* by Olivia Rodrigo
2. *Future Nostalgia* by Dua Lipa
3. *Justice* by Justin Bieber
4. *=* by Ed Sheeran
5. *Planet Her* by Doja Cat

**YouTube:**

Top Music Videos (US):

1. “Back in Blood (feat. Lil Durk)” by Pooh Shiesty
2. “Save Your Tears” by The Weeknd
3. “MONTERO (Call Me By Your Name)” by Lil Nas X
4. “RAPSTAR” by Polo G
5. “EVERY CHANCE I GET (ft. Lil Baby, Lil Durk)” by DJ Khaled
6. “Outside (Better Days)” by MO3 & OG Bobby Billions
7. “Leave the Door Open” by Bruno Mars, Anderson .Paak, & Silk Sonic
8. “Up” by Cardi B
9. “drivers license” by Olivia Rodrigo
10. “Street Runner” by Rod Wave

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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, , Pandora, Spotify, and YouTube – 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](http://www.DiMA.org)