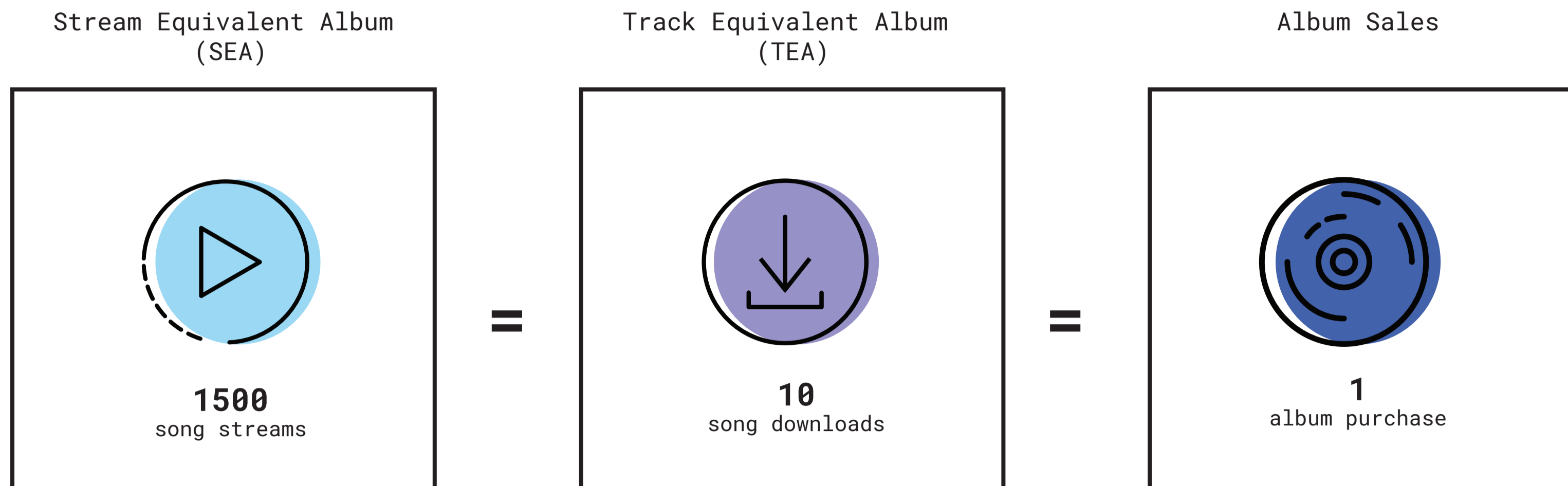


billboard THE HOT 100

The Billboard Hot 100 is the music industry standard record chart in the United States for songs, published weekly by Billboard magazine. Chart rankings are based on sales (physical and digital), radio play, and online streaming in the United States. Over the last decades, the music industry has faced many technological disruptions that change the way we listen and consume music.

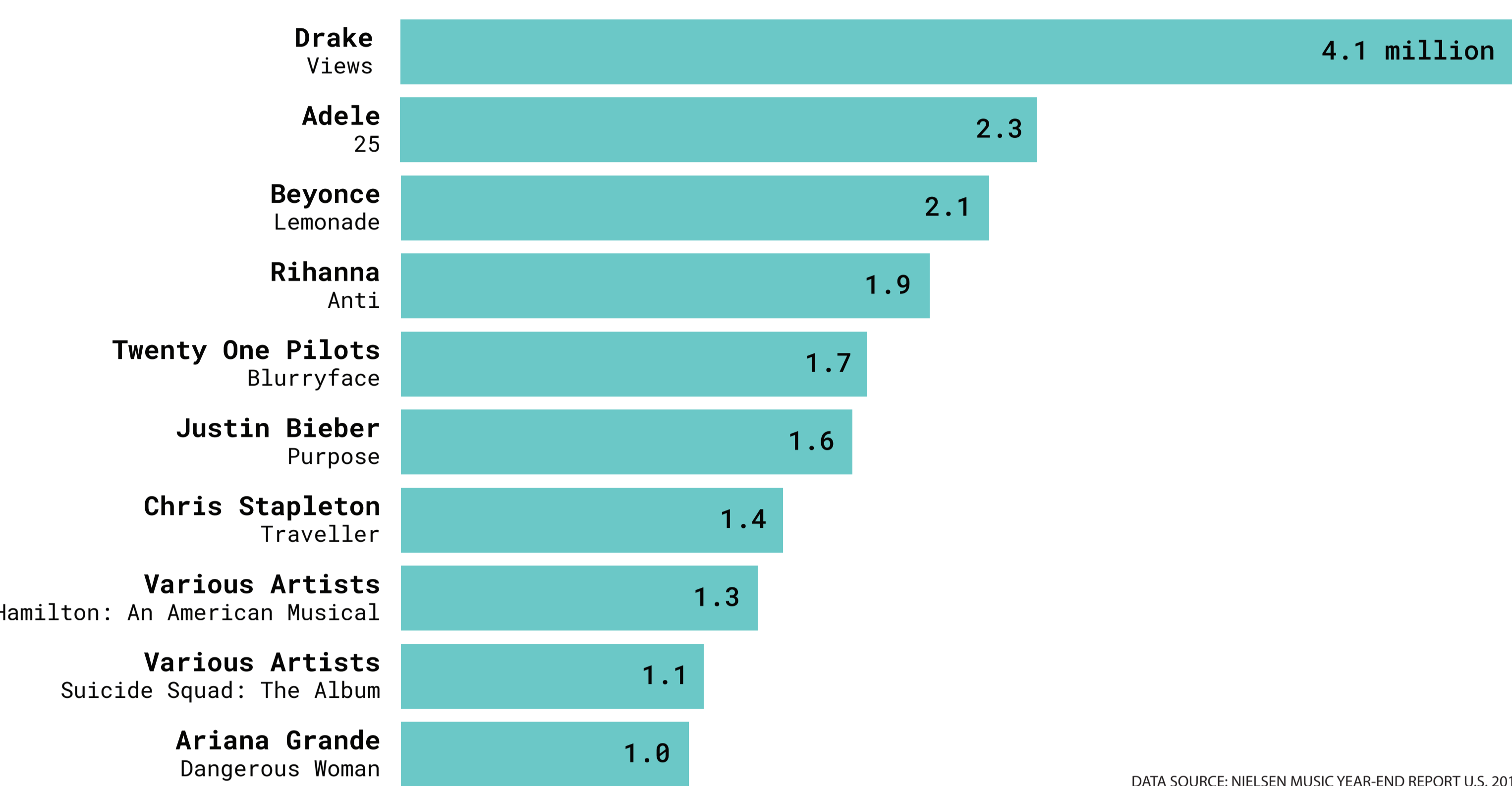
What is a Album-Equivalent Unit?

As we moved from purchasing whole albums, to single digital tracks, and now, streaming, the album-equivalent unit emerged as a measurement unit in the music industry to measure the success of an artist or an album. The album-equivalent unit was introduced in the mid-2010s as an answer to the drop of album sales in the 21st century.

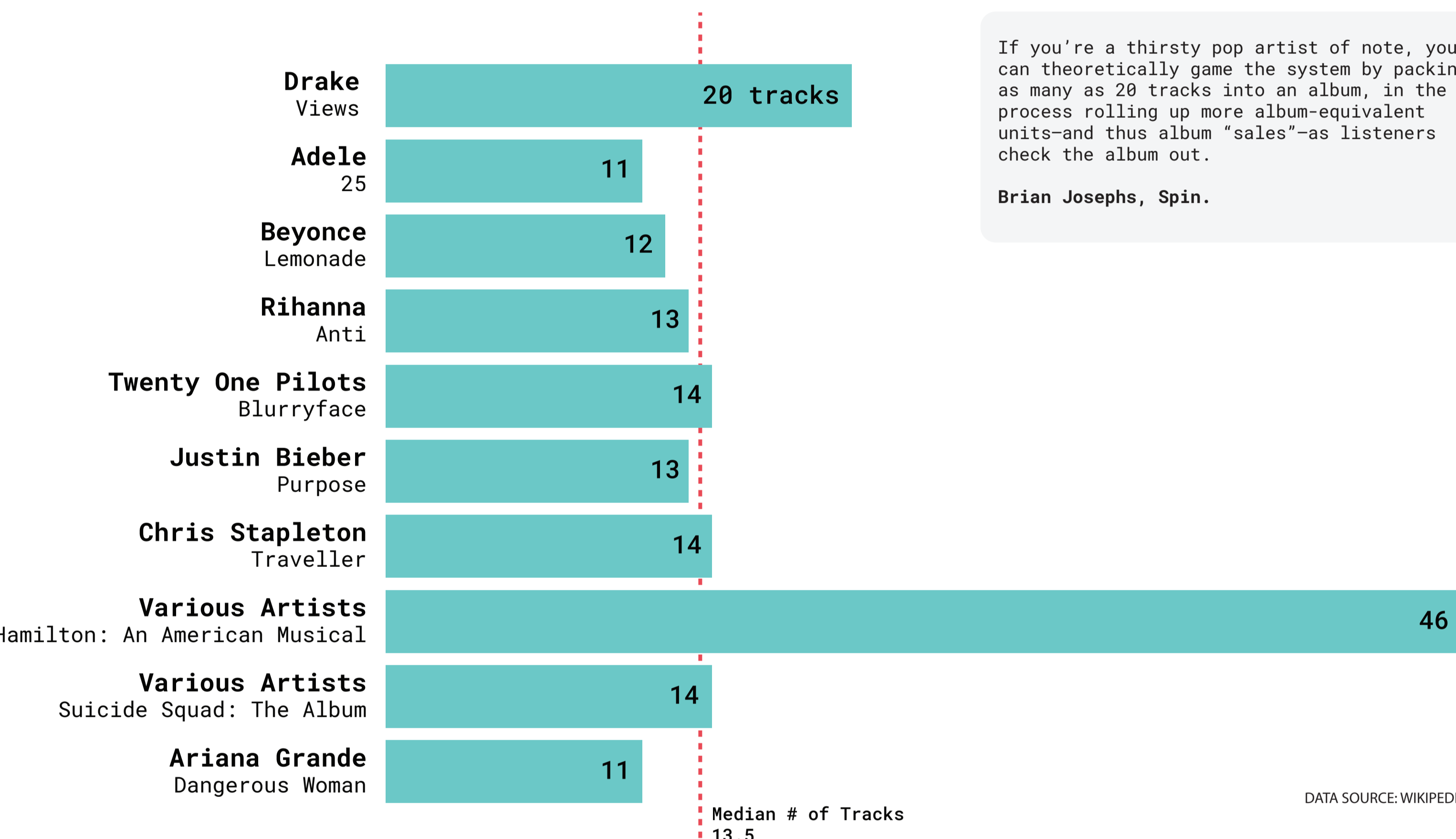


2016 Top Overall Albums

Number of Album-Equivalent Units

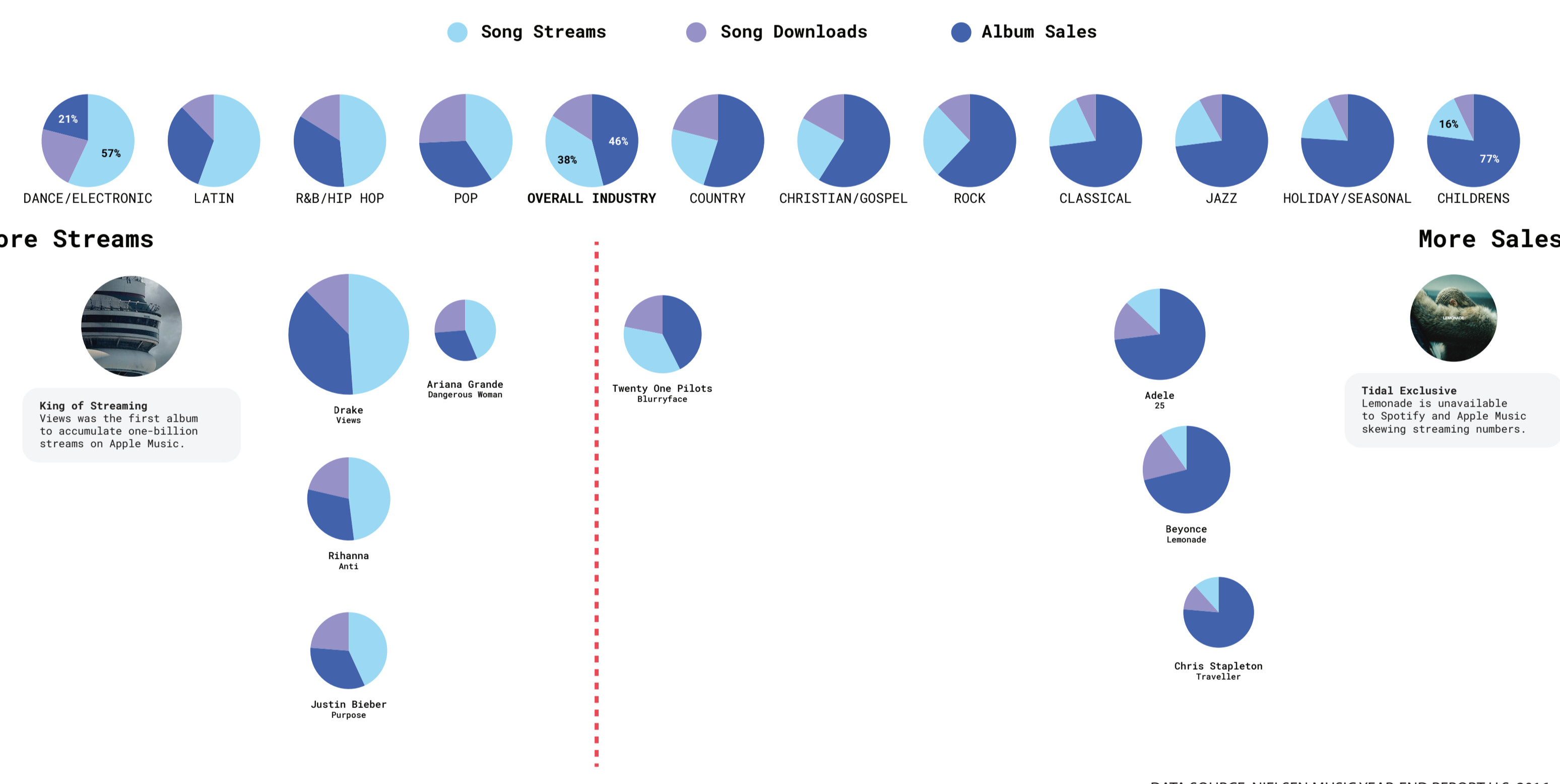


Number of Tracks on Each Album



Streams vs. Sales

How do album sales, song downloads, and streams make up Album-Equivalent Units?



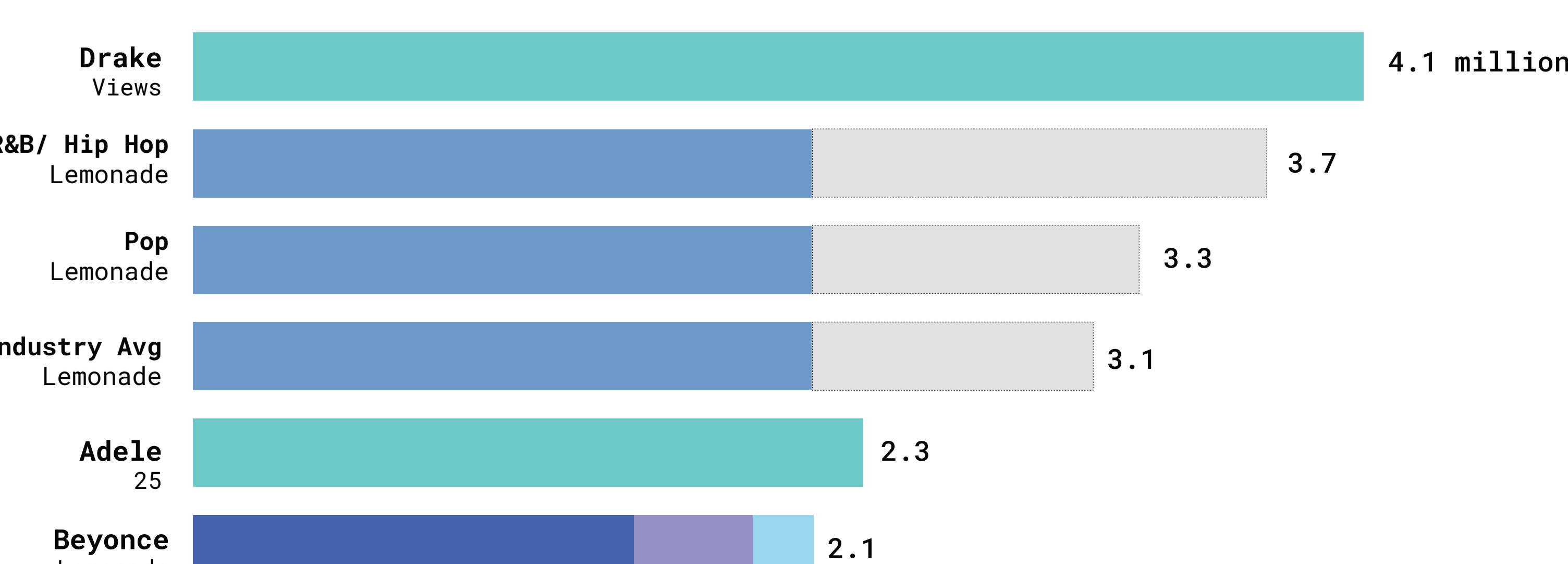
If I gave two fucks about streaming numbers, Would have put Lemonade up on Spotify.

- The Carters. "NICE"

IMAGE SOURCE: WIKIPEDIA

What if Lemonade were on Spotify?

Beyonce is thought to be a Pop/R&B artist. If Lemonade was on Spotify and Apple Music, I estimate that it would increase the Album Equivalent Unit by 1 to 1.6 million. This would solidified Lemonade as the No. 2 album of 2016.



Methodology: (Album Sales + Song Downloads) / (100% - Genre Streaming Rate %)