

by the numbers



#001 | 7th Jul 2025

photo: **3%**, who topped Most
Playlisted: Australia this week

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The
Underground
Stage

by the numbers

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AUSTRALIA

3%, **annie hamilton**, **merci,mercy** + more led the appearances on the most credible Australian new music playlists this week

Soft Bait, **DIVEBAR YOUTH**, and **Sex Mask**, as well as more emerging Aussie talent, punched above their weight on the biggest Australian lists

Lotte Gallagher is featured in Making Noise: Australia

GLOBAL

PinkPantheress and **sombr** dominated the global mega lists

Teethe, **merci,mercy**, and **nabeel نيل** showed up as emerging acts to watch after making it onto multiple global mega lists

DJ Snake, **Kesha**, and **Ava Max** bagged the most appearances across New Music Friday playlists from around the world

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29 Jun 2025 - 5 Jul 2025

Tracks

1,224

↑ 8%

Artists

1,040

↑ 7%

Playlists Updated

42

↑ 6%

vs last week

Artist (click to show playlists on right)

URL

P3 Score

Followers

Adds

3%

→

24%

4.6K

10

merci, mercy

→

21%

15.2K

9

annie hamilton

→

21%

8K

9

The Moving Stills

→

17%

14.7K

8

Indy

→

17%

9.2K

7

Yorke

→

17%

6.7K

7

Salarymen

→

17%

3.7K

7

Gloomie

→

17%

832

7

Guy Sebastian

→

14%

554.1K

6

Skegss

→

14%

255.1K

7

KETTAMA

→

14%

113.1K

7

Teen Jesus and the Jean Teasers

→

14%

48.9K

7

Birdz

→

14%

9.2K

6

Merpire

→

14%

4.4K

6

FANGZ

→

14%

3.7K

6

Bonniesongs

→

14%

1.3K

6

Karnivool

→

12%

231.9K

5

Human Movement

→

12%

12.5K

5

P3 Score: "Percentage of Possible Playlists", the percentage of tracked playlists which updated in the period & that the artist has appeared on

Artists who got the most adds on the most credible Australian new music playlists this week



Takeaways

1

It was a big week for tracks (+8% more than last week), with updates on over 40 of the playlists I keep track of.

2

The mighty 3% topped the list alone this week with their absolute banger "Our Greats" getting the nod from the most playlisters.

3

In an all-lower-case silver spot, annie hamilton and merci, mercy performed particularly strongly, with both artists grabbing spots on major playlists.

4

The Moving Stills, Indy, and Yorke, Salarymen, and Gloomie rounded out the top three, all performing better than some more established names.

5

Not one of the top three this week carries more than 20k followers, making it a banner week for more emerging artists.

8 Jun 2025 - 5 Jul 2025

Artists

130

Top Playlists

4

Artist (click to show playlists on right)

URL

P3 Score

Followers

Adds

DIVEBAR YOUTH

50%

8.8K

5

Ben Gerrans

50%

8.5K

2

Darcie Haven

50%

8.1K

2

Tasman Keith

50%

7.2K

2

Sex Mask

50%

6.4K

4

Lotte Gallagher

50%

4.7K

3

bella amor

50%

3.8K

2

Soft Bait

50%

882

2

Full Flower Moon Band

25%

9.9K

1

YesYou

25%

9.6K

1

WILSN

25%

9.6K

1

Charlie Pittman

25%

9.6K

1

Girl Tones

25%

9.4K

4

Sara Berki

25%

9.4K

1

Radium Dolls

25%

9.3K

4

Birdz

25%

9.2K

1

Indy

25%

9.2K

1

Takara

25%

9.1K

1

P3 Score: "Percentage of Possible Playlists", the percentage of tracked playlists which updated in the period & that the artist has appeared on

Emerging artists (<10k followers) who appeared on the biggest Australian playlists (>200k followers)



Takeaways

1

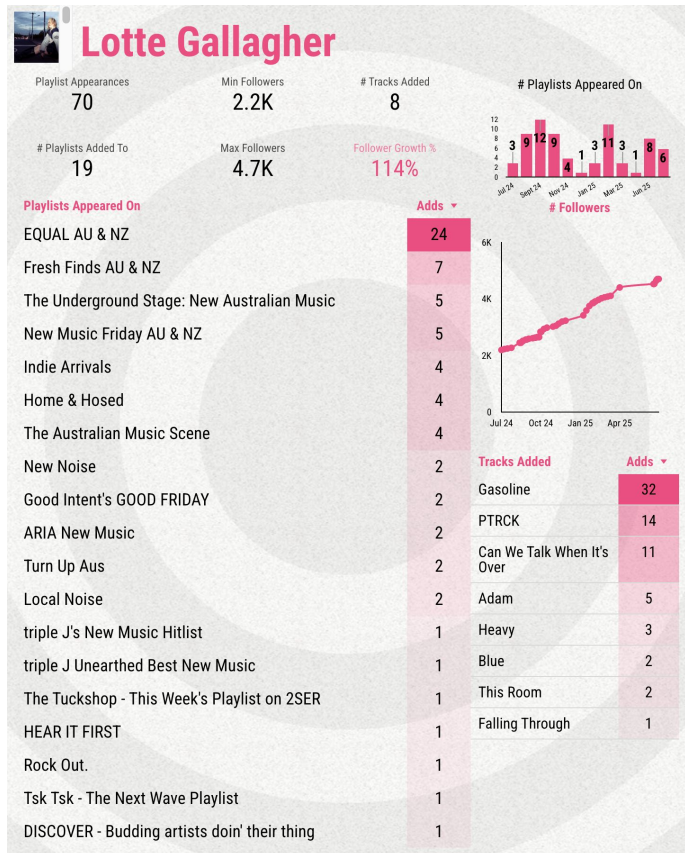
NZ-ers Soft Bait won the week, making it onto both NMF AU & NZ and New Noise, the only act this week to land multiple spots on the biggest Australian new music lists.

2

Over the last four weeks, DIVEBAR YOUTH, Sex Mask, Lotte Gallagher are the only other three emerging artists to match that feat.

3

Ben Gerrans, Darcie Haven, Tasman Keith, 3%, and bella amor all managed the tricky feat of landing onto both NMF AU & NZ and triple J's New Music Hitlist over the last month or so.



Highlighting one emerging Aussie act who's both growing followers and receiving playlist support



Takeaways

1

On the back of a steady stream of (excellent) tracks over the last year Lotte Gallagher has created a near-constant playlist presence, including on hard-to-get, hitmaker-level lists including NMF AU & NZ, triple J New Music Hitlist, and New Noise.

2

Listeners who've checked in are buying in too, with Spotify followers more than doubling in twelve months.

3

While still early days, playlisters and audiences are clearly enjoying the work and investing in the potential they're hearing.

30 Jun 2025 - 6 Jul 2025

Tracks

1,035

↑ 770%

Artists

836

↑ 621%

Playlists Updated

24

↑ 16

vs last week

| Artist Name | P3 Score | # Of Playlists | Followers | # Tracks |
|-------------------|----------|----------------|-----------|----------|
| PinkPantheress | 21% | 5 | 4.4M | 2 |
| sombr | 21% | 5 | 1.4M | 3 |
| Lady Gaga | 17% | 4 | 39.4M | 3 |
| DJ Snake | 17% | 4 | 9.2M | 1 |
| Kesha | 17% | 4 | 8.9M | 1 |
| Don Toliver | 17% | 4 | 6.9M | 2 |
| Zach Bryan | 17% | 4 | 6.8M | 2 |
| BigXthaPlug | 17% | 4 | 1.7M | 4 |
| Gigi Perez | 17% | 4 | 1.3M | 2 |
| Kapo | 17% | 4 | 744K | 1 |
| WizTheMc | 17% | 4 | 161.5K | 2 |
| Ed Sheeran | 13% | 3 | 121M | 3 |
| Drake | 13% | 3 | 99.7M | 3 |
| Kendrick Lamar | 13% | 3 | 42.4M | 3 |
| Sabrina Carpenter | 13% | 3 | 23.8M | 2 |
| Natanael Cano | 13% | 3 | 19.8M | 3 |
| Morgan Wallen | 13% | 3 | 13M | 4 |
| Lil Tecca | 13% | 3 | 9.7M | 6 |

P3 Score: "Percentage of Possible Playlists", the percentage of tracked playlists which updated in the period & that the artist has appeared on

Artists who appeared the most across new music playlists with >1m followers globally



Takeaways

1

Lots of tracks on lots of mega playlists this week, making it harder to stand out, but also more impressive when you do.

2

PinkPantheress took the most spots on the very biggest new music playlists this week, including a turbo spot on Today's Top Hits

3

sombr continues to be just about everywhere all the time, taking out the silver spot. While "only" 2nd here, "back to friends" is currently the 2nd most-streamed song on Spotify

4

WizTheMc is clearly the name to watch based on this week, elbowing their way into some rarefied air despite being armed with a far smaller follower count than the rest of the podium.

30 Jun 2025 - 6 Jul 2025

Tracks

241

↑ 271%

Artists

230

↑ 259%

Playlists Updated

18

↑ 14

vs last week

| Artist Name | P3 Score | # Of Playlists | Followers | # Tracks |
|---------------------------------|-----------------|----------------|-----------|----------|
| Teethe | 17% <div></div> | 3 <div></div> | 31.5K | 1 |
| merci, merci | 17% <div></div> | 3 <div></div> | 15.3K | 1 |
| nabeel - نبيل | 17% <div></div> | 3 <div></div> | 13.2K | 1 |
| Florence Road | 11% <div></div> | 2 <div></div> | 77.8K | 3 |
| PLUTO | 11% <div></div> | 2 <div></div> | 74.8K | 2 |
| Eliza Rose | 11% <div></div> | 2 <div></div> | 70.9K | 1 |
| Shermanology | 11% <div></div> | 2 <div></div> | 57.2K | 1 |
| BunnaB | 11% <div></div> | 2 <div></div> | 57K | 3 |
| Rockout Danny | 11% <div></div> | 2 <div></div> | 56.7K | 1 |
| King Hendrick\$ | 11% <div></div> | 2 <div></div> | 50.8K | 1 |
| Teen Jesus and the Jean Teasers | 11% <div></div> | 2 <div></div> | 49K | 1 |
| DE'WAYNE | 11% <div></div> | 2 <div></div> | 42.6K | 1 |
| John Glacier | 11% <div></div> | 2 <div></div> | 42.1K | 1 |
| Rossi. | 11% <div></div> | 2 <div></div> | 33.9K | 1 |
| Max Dean | 11% <div></div> | 2 <div></div> | 32.8K | 1 |
| LEAP | 11% <div></div> | 2 <div></div> | 32.1K | 2 |
| ALEXSUCKS | 11% <div></div> | 2 <div></div> | 30K | 2 |
| Hotline TNT | 11% <div></div> | 2 <div></div> | 25.9K | 1 |

P3 Score: "Percentage of Possible Playlists", the percentage of tracked playlists which updated in the period & that the artist has appeared on

Emerging artists (<100k followers) who appeared on new music playlists with >1m followers globally



Takeaways

1

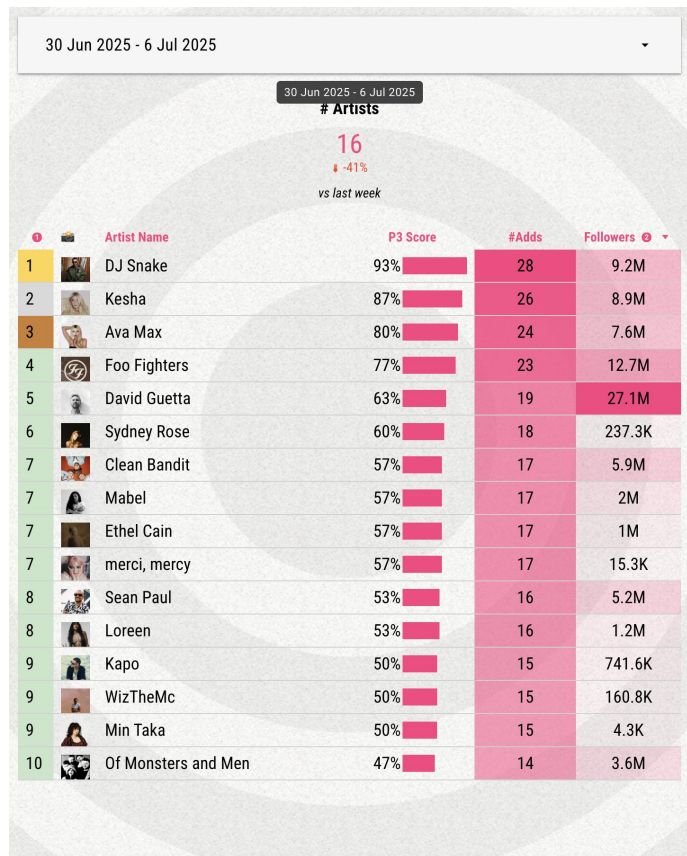
Texas slowcore band Teethe (31k followers) shared the podium with muscled their way onto a trio of super-sized lists this week with spots on the global NMF (4.4m), as well as The New Alt (1.2m) and All New Indie (1.3m).

2

Australia's own merci, merci did *spectacularly* well this week, breaking out from Down Under to claim space on the global NMF (4.4m) as well as on NMFs in Brazil (2.1m) and Mexico (1.0m).

3

The third wildly over-performing emerging artist this week is the Iraqi-American indie rocker nabeel - نبيل, who - with a mere 13k followers - grabbed slots on the global NMF (4.4m), NMF Brazil (2.1m), and MARROW (4.4m).



P3 Score: "Percentage of Possible Playlists", the percentage of tracked playlists which updated in the period & that the artist has appeared on

Artists who appeared the most across all New Music Friday playlists globally



Takeaways

1

In terms of new releases, none were hotter than DJ Snake's "Noventa" (w/ J Balvin), appearing on damn near every single one of the top 30 NMFs globally.

2

Kesha romped into the second place spot with "RED FLAG.", which grabbed an amount of adds that would normally put you firmly in the gold spot.

3

Ava Max did brilliantly well for the bronze, with "Wet, Hot American Dream" pushing the button for eight out of ten NMF markets around the world.

4

Min Taka and merci, mercy were those rarest of cats this week, making into the top ten most-added across all NMFs despite not (yet) having multi-million follower counts. Bloody impressive work from both.