

by the numbers

#002 | 14th Jul 2025

photo: **Jem Cassar-Daley**, who topped Most Playlisted Australia this week

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Stage

by the numbers

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AUSTRALIA

Emily Wurramara + **Jem Cassar-Daley** led the appearances on the most credible Australian new music playlists this week

Coast Arcade, **Yung Mayni**, and **Nauti**, as well as more emerging Aussie talent, punched above their weight on the biggest Australian lists

MUDRAT is featured in Making Noise: Australia

Justin Bieber and **BLACKPINK** dominated the global mega lists

Geese, **Petey USA**, **PLUTO**, **Rockout Danny**, and **NLE The Great** showed up as emerging acts to watch after making it onto multiple global mega lists

Justin Bieber, **Conan Gray**, **BLACKPINK**, **Burna Boy**, and **Tyla** bagged the most appearances across New Music Friday playlists from around the world

GLOBAL

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6 Jul 2025 - 12 Jul 2025

Tracks

1,366

↑ 12%

Artists

1,106

↑ 6%

Playlists Updated

41

↓ -1

vs last week

Artist (click to show playlists on right)

P3 Score

Followers

Adds

Emily Wurramara

22%

31.1K

9

Jem Cassar-Daley

22%

10.6K

9

Kita Alexander

20%

74.5K

8

Dean Lewis

17%

3.9M

7

G Flip

17%

247.4K

8

MUDRAT

17%

7.1K

7

Bumpy

17%

3.7K

7

aleksiah

15%

19.5K

6

Georgia Maq

15%

8.6K

6

Lotte Gallagher

15%

4.7K

6

Drake

12%

99.8M

7

Hilltop Hoods

12%

941K

6

Olivia Dean

12%

746.1K

5

Larissa Lambert

12%

76K

5

Teen Jesus and the Jean Teasers

12%

49K

7

Ninajirachi

12%

39.9K

5

Brad Cox

12%

36.4K

5

The Terrys

12%

35.9K

7

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

The number of releases was very high this week (+12% more than last week, which in turn was up 8% on the week prior), with updates on over 40 of the playlists I keep track of.

2

Emily Wurramara and **Jem Cassar-Daley** topped the podium this week with "Adore Me" and "Tidal Wave" respectively, two Indigenous women taking out the top spot for NAIDOC week.

3

Kita Alexander was a hair's breadth behind them, with new track "I Don't Wanna Go Home" making major new music lists, and March's "Press Pause" making both Breaking Hits and the mega-list Hot Hits Australia.

4

No surprise to see artists of the calibre of **Dean Lewis** and **G Flip** on the podium, both performing strongly with their home crowd.

5

Keeping pace though were also **MUDRAT** and **Bumpy**, who outperformed some more-established names to bag slots on major lists including New Music Friday AU & NZ. **MUDRAT** is this week's highlighted Making Noise artist where you can see how fast that artist is growing.

6 Jul 2025 - 12 Jul 2025

Artists

55

Top Playlists

4

Artist (click to show playlists on right)

	P3 Score	# Followers	# Adds
Coast Arcade	50%	7.6K	2
Yung Maynie	50%	3K	5
Nauti	50%	2K	2
Girl Tones	25%	9.6K	1
Radium Dolls	25%	9.4K	1
Siala	25%	8.6K	1
Tree	25%	8.6K	1
Georgia Maq	25%	8.6K	1
Mel Blue	25%	8.5K	1
Bec Sandridge	25%	7.7K	1
MUDRAT	25%	7.1K	1
The Bends	25%	7K	1
Sex Mask	25%	6.5K	1
Besphrenz	25%	6.4K	1
Smut	25%	6.3K	1
Boko Yout	25%	6.3K	1
9Million	25%	5K	1
Lotte Gallagher	25%	4.7K	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

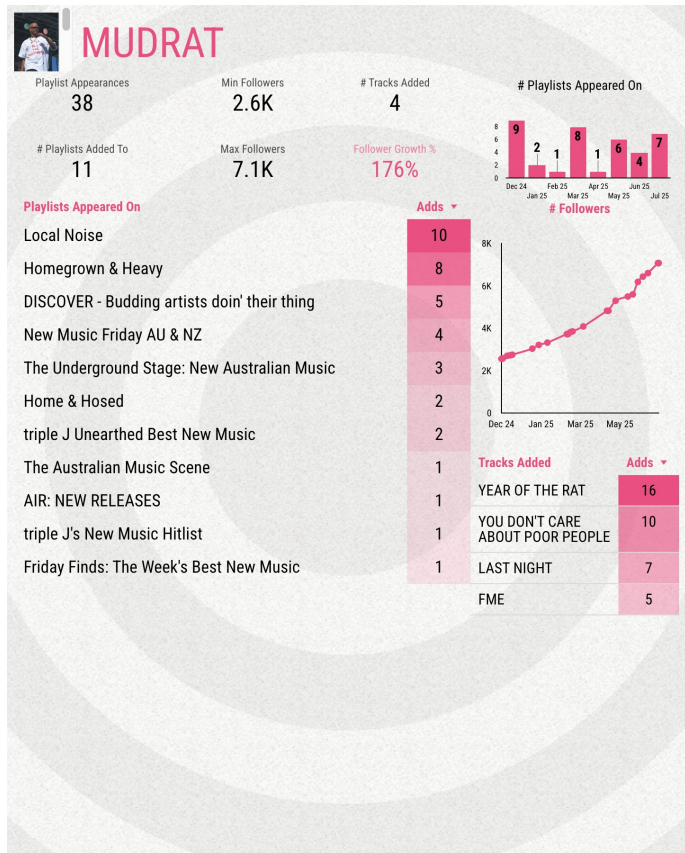
Coast Arcade have been growing fast - +176% Spotify followers in the last year - which clearly hasn't gone unnoticed by Spotify, who rewarded them this week with spots on both NMF AU & NZ and New Noise, both lists carrying audiences of over 400k.

2

Yung Maynie and **Nauti** also grabbed spots on NMF AU & NZ, but were also backed by A1, the 500k+ follower hip-hop mega list for Australia.

3

Looking back over the last fortnight (not shown here), it's of note that 3%, **bella amor**, and **Mel Blue** all bagged spots on both NMF AU & NZ as well as triple J's New Music Hitlist, two of the biggest AU lists that are particularly hard for more emerging artists to get matching spots on within a week.



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



Takeaways

1

MUDRAT's four tracks that have seen playlist action over the last year stand out not for their quantity but their quality - and specifically just how unapologetically aggressive they are. For an artist this deliberately abrasive to elbow their way onto these lists - including both NMF AU & NZ (414k) and triple J's New Music Hitlist (301k) is notable.

2

The ferocity is landing with audiences too - growing your Spotify followers from just under 3k to over 7k (+176%) in a year is hard and rare, especially when you're this shouty.

3

Standing out for its sheer punk noise smashing into crisp pop and hip-hop delivery, it's perhaps a signal that subtlety and a nuanced debate of ideas is less the defining characteristic of this era than just smashing the bloody doors in and setting fire to the place. Tastemakers and audiences alike seem to agree.

7 Jul 2025 - 13 Jul 2025

# Tracks	# Artists	# Playlists Updated		
1,032	851	26		
↑ 0%	↑ 2%	↑ 2		
vs last week				
Artist Name	P3 Score	# Of Playlists	Followers	# Tracks
Justin Bieber	31%	8	83.3M	3
BLACKPINK	31%	8	54.4M	1
sombr	27%	7	1.5M	3
Drake	23%	6	99.8M	3
Lady Gaga	19%	5	39.5M	3
Sabrina Carpenter	19%	5	23.9M	2
GIVÉON	19%	5	4.9M	2
Wet Leg	19%	5	740.8K	4
Ed Sheeran	15%	4	121.1M	3
The Weeknd	15%	4	107.6M	3
Lil Tecca	15%	4	9.8M	6
mngk	15%	4	5.6M	2
Tyla	15%	4	3.1M	2
Doechii	15%	4	3.1M	2
Alex Warren	15%	4	1.9M	3
Gigi Perez	15%	4	1.3M	1
Olivia Dean	15%	4	748.8K	2
WizTheMc	15%	4	166.9K	1

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

Justin Bieber and **BLACKPINK** took the top spots the top spots this week, appearing on more 1m+-follower new music playlists than any other artist. Bieber was also most added to global NMF lists this week, while BLACKPINK was the third most-added (see the NMF Top Ten section).

2

sombr continues to enchant and has been all over the major lists all month, this week, taking a ton of spots on the global mega lists.

3

In news of little surprise, **Drake** hogged an absolute ton of playlist real estate this week including three spots on RapCaviar.

4

WizTheMc featured among the most added on the most followed lists for the second week in a row. On the back of last week's success, this artist gained a good number of new followers, and bagged repeat adds to the Australia, Italia, and UK versions of Hot Hits.

7 Jul 2025 - 13 Jul 2025

Tracks

264

↑ 10%

Artists

251

↑ 9%

Playlists Updated

21

↑ 3

vs last week

Artist Name	P3 Score ▾	# Of Playlists	Followers ▾	# Tracks
Geese	14%	3	88.9K	1
Petey USA	14%	3	88.8K	2
PLUTO	14%	3	81.5K	4
Rockout Danny	14%	3	57.9K	2
NLE The Great	14%	3	2.5K	1
The Favors	10%	2	88.6K	1
Arcy Drive	10%	2	86.9K	1
Florence Road	10%	2	79.5K	3
Chrystal	10%	2	63.7K	1
BunnaB	10%	2	63.6K	3
Mc Pogba	10%	2	56.1K	1
8Uno	10%	2	52.2K	2
Rossi.	10%	2	34.5K	1
Max Dean	10%	2	33.4K	1
LEAP	10%	2	32.5K	2
ALEXSUCKS	10%	2	30.1K	2
Meme del Real	10%	2	26.4K	1
Hotline TNT	10%	2	26.2K	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

From the more guitar-flavoured side of the store, both **Geese** and **Petey USA** gained spots on The New Alt (1.2m) and All New Indie (1.3m), with the former also making it onto the global New Music Friday (4.4m) and the latter getting a spot on MARROW (4.4m).

2

PLUTO and **Rockout Danny** represented emerging hip-hop on the mega lists this week, with both artists landing the coveted RapCaviar spot (16m) as well as multiple spots on Most Necessary (2.8m), and a space each on the global NMF (4.4m).

3

NLE The Great - fka NLE Choppa - has shaved his head and changed his artist name so looks a bit here like a new artist, but is in fact moving on a wave powered by over 16m Spotify followers under his previous name. So, it's not really a surprise to see him here - still though, getting spots on RapCaviar, the global NMF, and Most Necessary is not to be sniffed at. Rebirth successful.

	Artist Name	P3 Score	#Adds	Followers
1	Justin Bieber	90%	27	83.3M
2	Conan Gray	87%	26	11.9M
3	BLACKPINK	83%	25	54.4M
3	Burna Boy	83%	25	12.9M
3	Tyla	83%	25	3.1M
4	mgk	77%	23	5.6M
4	Olivia Dean	77%	23	748.8K
5	GIVĒON	73%	22	4.9M
5	Wolf Alice	73%	22	796.3K
6	AFROJACK	70%	21	4M
6	Wet Leg	70%	21	740.8K
6	Syd	70%	21	613K
7	FLO	67%	20	491.8K
8	Drake	63%	19	99.8M
8	Noah Cyrus	63%	19	1.9M
8	Jessie Murph	63%	19	1.4M
8	The Favors	63%	19	88.6K
9	The Chainsmokers	60%	18	21.1M
9	Joyner Lucas	60%	18	2.4M
9	Sigrid	60%	18	719.4K
9	Good Neighbours	60%	18	191.2K
10	TWICE	57%	17	22.2M
10	The Hives	50%	15	873.8K
10	SG Lewis	50%	15	380.8K
10	Danny L Harle	50%	15	72.5K

7 Jul 2025 - 13 Jul 2025

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

Justin Bieber continues his takeover of every playlist going this week with a whopping 27-out-of-30 NMFs under his belt.

2

Conan Gray absolutely stormed it too and was just a whisker behind - if only NMF Naija had got on board, he'd have been equal first spot with the Beebster.

3

BLACKPINK, **Burna Boy**, and **Tyla** rounded out the podium, with a particularly strong performance from the latter, the only non-eight-figure-following artist in the top three.

4

The Favors - made up of **Finneas** and **ASHE** - are the noticeable add this week, despite both of them having multi-million followings already under their solo monikers. Clearly there's a bunch of goodwill there to propel them onto more NMF lists worldwide than some artists with notably larger followings.