

by the numbers



#006 | 11th Aug 2025

photo: [Ninajirachi](#), who was all over global playlists this week

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The
Underground
Stage

Must-Follows This Week



from Australian playlists

Emerging (<10k)

Established

[Georgia Mulligan](#)

[Teenage Joans](#)

[Humour](#)

[WAAX](#)



from global playlists

Emerging (<100k)

Established

[Lydia Night](#)

[Alex Warren](#)

[Ninajirachi](#)

[BLACKPINK](#)

[Yaeger](#)

[Ed Sheeran](#)

[Jonas Brothers](#)

[Justin Bieber](#)

[Marshmello](#)

[mqk](#)

[Morgan Wallen](#)

[sombr](#)

[Zach Bryan](#)

3 Aug 2025 - 9 Aug 2025

Tracks

1,229

-2%

Artists

998

-4%

Playlists Updated

39

2

vs last week

Artist (click to show playlists on right)

P3 Score

Followers

Adds

WAAX

31%

48.7K

12

Georgia Mulligan

26%

1.5K

10

Teenage Joans

23%

20.4K

9

Ninajirachi

21%

44.6K

8

Teenage Dads

21%

40.2K

8

Meg Washington

21%

39.7K

11

LOLA

21%

2.8K

9

Hazlett

18%

191K

7

The Terrys

18%

37.2K

9

DICE

18%

36K

8

dust

18%

7.2K

7

Secret World

18%

3.4K

7

Hilltop Hoods

15%

949.5K

8

Stella Donnelly

15%

117.3K

6

Gordi

15%

64.1K

6

The Southern River Band

15%

30.7K

6

Radio Free Alice

15%

22K

6

Bumpy

15%

3.8K

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



Takeaways

1

While the number of tracks and artists making it onto the playlists I track was down a little vs last week, it was still a very busy week, with a lot of competition for slots. This was eased slightly by the larger number of lists updating this week, but still a rough and tumble to gain a foothold.

2

WAAX tore into the top slot this week, with their latest track 'Ur A Rat'. Despite this being their first new music since 2022, there seems to be no shortage of goodwill still in place, with nearly a third of tracked playlists giving up space for it, including both New Music Friday AU & NZ and New Noise (both carrying >400k followers).

3

Teenage Joans also bubbled back onto the list this week - always popular artist with playlisters, they bagged that important NMF AU & NZ spots as well as backing from a range of independent lists.

4

Just look at Georgia Mulligan go this week! A long time favourite round here, the second-place spot she gained this week is richly-deserved recognition for the strength of the new material.

3 Aug 2025 - 9 Aug 2025

Artists48

Top Playlists4

Artist (click to show playlists on right)	P3 Score	# Followers	# Adds
Humour	50%	4.8K	2
Secret World	50%	3.4K	2
Keyawna Nikole	25%	9.9K	1
Ordley	25%	9K	1
TTSSFU	25%	7.9K	1
Westside Cowboy	25%	7.5K	1
dust	25%	7.2K	1
Bee Bee Sea	25%	6.8K	1
Smut	25%	6.6K	1
Hayley Jensen	25%	6.6K	1
DUUNES	25%	6.6K	1
Thandi Phoenix	25%	6.4K	1
9Million	25%	5.3K	1
heyzuko!	25%	5K	1
Sofia and the Antoinettes	25%	3.9K	1
Bumpy	25%	3.8K	1
Gold Fang	25%	3.8K	1
Dean Brady	25%	3.5K	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

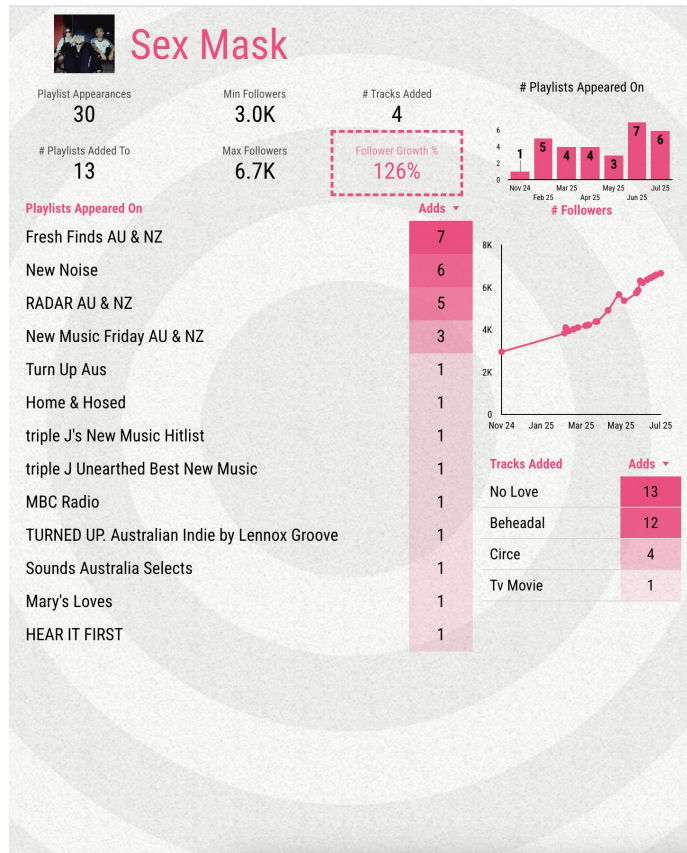
Secret World made it onto two of the five biggest new music playlists in Australia this week, with their latest track 'Good Faith' gaining spaces on both New Noise (470k) and New Music Friday AU & NZ (418k).

2

It's unusual for a non-Australian band to get spots on two big AU lists, but Glaswegian band Humour managed it this week. That makes them worth a watch, especially also considering they also made it onto ten New Music Fridays around the world this week, which is impressive for a band at that stage in their career.

3

Looking back over the last four weeks (not shown here), only Lotte Gallagher, Holly Hebe, and Brazen Barbie managed to elbow their way onto more than two of the top 5 mega lists in Australia.



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



Takeaways

1

Sex Mask have had four tracks playlisted over the last year - that's not a particularly busy release schedule, but it's notable that one of those tracks has been on a playlist somewhere almost consistently. After release, these tracks stuck around in playlister consciousness.

2

The playlists themselves are important too - in particular, they bagged space on three of the very biggest Australian lists, New Noise (470k), New Music Friday AU & NZ (418k), and triple J's New Music Hitlist (300k). These are hard enough for an emerging artist to make it onto, but getting onto three of them is extremely rare.

3

Reaching a wider audience has also translated into follower growth - when audiences hear this band, there's clearly a good number who want to hear more. Sex Mask has more than doubled their audience in a year, and are showing numbers and gaining support that strongly suggest levelling up over the coming year twelve months.

3 Aug 2025 - 9 Aug 2025				
# Tracks	# Artists	# Playlists Updated		
950 -10%	742 -13%	24 -4%	vs last week	
Artist Name	P3 Score	# Of Playlists	Followers	# Tracks
Ed Sheeran	29%	7	121.5M	3
Alex Warren	25%	6	2.3M	4
sombr	25%	6	1.8M	4
Justin Bieber	21%	5	83.7M	4
BLACKPINK	21%	5	54.9M	1
Marshmello	21%	5	34.3M	3
Morgan Wallen	21%	5	13.3M	6
Zach Bryan	21%	5	7M	5
BigXthaPlug	21%	5	1.8M	4
Sabrina Carpenter	17%	4	24.5M	2
Tyler, The Creator	17%	4	23.3M	4
Lil Tecca	17%	4	9.9M	2
Chappell Roan	17%	4	6.8M	3
Bailey Zimmerman	17%	4	1.9M	3
HUNTR/X	17%	4	1.5M	1
Gigi Perez	17%	4	1.4M	1
Sam Barber	17%	4	783.5K	3
Disco Lines	17%	4	224K	2

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

Less tracks by less artists were added to major global playlists this week and a number of skipped an update. The upshot is that the podium this week is fairly predictable, and made up of major artists as far as the eye can see.

2

The first non-surprise is seeing Ed Sheeran sitting pretty in the most-added spot on the back of his latest 'A Little More' although he couldn't quite make the clean sweep of the NMFs around the world (see below).

3

Alex Warren and sombr were just behind him, the former with a quick-smart live release from Lollapalooza (featuring Luke Combs), and the latter because sombr has owned the lists for over a month and cannot be stopped.

4

BigXthaPlug, Marshmello, and Zach Bryan (feat Kings Of Leon) all muscled into third-place with brand-new releases, while Justin Bieber, BLACKPINK, and Morgan Wallen all stayed near the top with previously-released tracks still enjoying space on the global big beast lists.

3 Aug 2025 - 9 Aug 2025

Tracks

191

-30%

Artists

181

-30%

Playlists Updated

20

-1

vs last week

Artist Name	P3 Score	# Of Playlists	Followers	# Tracks
Lydia Night	15%	3	6.6K	1
Pinkshift	10%	2	98.5K	1
Lanie Gardner	10%	2	96.9K	1
BunnaB	10%	2	92.7K	3
Petey USA	10%	2	91.8K	1
Florence Road	10%	2	84.3K	2
Susannah Joffe	10%	2	78.2K	1
Chrystal	10%	2	71.6K	1
KI/KI	10%	2	68.2K	1
Jim Legxacy	10%	2	67.9K	2
Ninajirachi	10%	2	45.7K	1
Bella Kay	10%	2	40.2K	1
Wombo	10%	2	37.9K	2
Rossi.	10%	2	36.6K	1
Max Dean	10%	2	35.9K	1
chokecherry	10%	2	35.1K	1
Teethe	10%	2	32.4K	1
Mechatok	10%	2	29.8K	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

Looking at artists with less than 100k followers getting spots on the biggest new music playlists in the world, only one artist bagging three spots, and a busy pack gaining a couple. Not a great week for emerging artist exposure on the mega lists.

2

Lydia Night edged to the front of the emerging pack, gaining spots from her 'Parody Of Pleasure' album on the global New Music Friday (4.4m), Pop Rising (3.2m), and The New Alt (1.2m)

3

A crowded field of more emerging artists got a couple of spots, but it was particularly gratifying to see Ninajirachi in there with spots on mint (5.7m) and the global NMF (4.4m), who also edged into the most-added list across the rest of the world's NMF playlists too (see below).

3 Aug 2025 - 9 Aug 2025

	Artist Name	P3 Score	#Adds	Followers
1	Jonas Brothers	90%	27	7.7M
2	Ed Sheeran	87%	26	121.5M
3	Marshmello	83%	25	34.3M
3	mgk	83%	25	5.6M
4	Laufey	80%	24	7.7M
4	The Black Keys	80%	24	4.1M
5	Glass Animals	73%	22	4.5M
5	Disclosure	73%	22	2.3M
5	Wolf Alice	73%	22	809.7K
6	Tom Odell	67%	20	4.2M
7	Bryson Tiller	63%	19	10.3M
7	Gunna	63%	19	9.9M
7	Yaeger	63%	19	12K
8	Rita Ora	60%	18	8.4M
8	Good Charlotte	60%	18	2.8M
8	Big Thief	60%	18	1.2M
8	Ethel Cain	60%	18	1.1M
9	Of Monsters and Men	57%	17	3.6M
9	Bailey Zimmerman	57%	17	1.9M
10	Ninajirachi	50%	15	45.7K

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

Jonas Brothers might have only made it onto three of the global mega lists, but they dominated New Music Fridays all around the world, the only act to make it onto 90% of them.

2

Even Ed Sheeran couldn't match that, missing out on a couple of markets to leave him in second place. He'll get over it, I'm sure.

3

Marshmello matched a strong performance on major lists with a third-place showing on the NMFs, culminating in a really strong performance this week. mgk joined them in third with 'outlaw overture' popping up in over 80% of NMF markets.

4

As well as taking out a couple of plum spots on other major global playlists, Ninajirachi also edged into the top ten most added on the world's NMFs, with tracks from her new album 'I Love My Computer' bagging space on fully half of the world's NMFs.