

by the numbers



#007 | 18th Aug 2025

photo: [The Belair Lip Bombs](#),
who had an exceptionally good
week on Australian and global
playlists

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The
Underground
Stage

Must-Follows This Week



from Australian playlists



from global playlists

Emerging (<10k)

Established

Emerging (<100k)

Established

[Charlie Collins](#)

[Cat & Calmell](#)

[Audrey Hobart](#)

[Alex Warren*](#)

[Georgia Mulligan*](#)

[Full Flower Moon Band](#)

[BunnaB](#)

[Cardi B](#)

[Keli Holiday](#)

[JACOTÉNE](#)

[Skullcrusher](#)

[Chappell Roan](#)

[Le Shiv](#)

[merci, mercy](#)

[The Belair Lip Bombs](#)

[Conan Gray](#)

[Mid Drift](#)

[Paul Kelly](#)

[Justin Bieber*](#)

[Salarymen](#)

[The Belair Lip Bombs](#)

[KAYTRANADA](#)

[The Temper Trap](#)

[Khalid](#)

[These New South Whales](#)

[Maroon 5](#)

[Morgan Wallen*](#)

[Olivia Dean](#)

[Sam Barber](#)

[sombr](#)

[Steve Lacy](#)

[Zara Larsson](#)

10 Aug 2025 - 16 Aug 2025

Tracks

1,480

↑ 20%

Artists

1,195

↑ 20%

Playlists Updated

38

↓ -1

vs last week

Artist (click to show playlists on right)

P3 Score

Followers

Adds

The Belair Lip Bombs	32%	11.7K	13
Cat & Calmell	18%	14.3K	7
Le Shiv	18%	7.8K	8
Salarymen	18%	4K	7
Georgia Mulligan	18%	1.6K	7
The Temper Trap	16%	756.7K	6
Paul Kelly	16%	426.7K	6
JACOTÉNE	16%	30.1K	6
merci, mercy	16%	15.6K	7
Full Flower Moon Band	16%	10.6K	7
Charlie Collins	16%	6K	6
Olivia Dean	13%	809.2K	6
Mansionair	13%	180.3K	5
Tobiahs	13%	77.4K	5
Ninajirachi	13%	50.3K	16
Say True God?	13%	18.2K	6
Jack Ladder	13%	15.2K	5
These New South Whales	13%	13K	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 CRAZY busy week for releases, so for **The Belair Lip Bombs** to rise clearly to the top of a nearly 1,500 strong pile of tracks is all the more remarkable. Add that to their success on global playlists too (see below) and it was a hell of a week for them.

2

Cat & Calmell and **Le Shiv** both came in second with new tracks this week, with the latter also doing notably well on the biggest playlists in Australia (see below).

3

A long list of quality artists made it into the third spot this week, including **The Temper Trap**, **Paul Kelly**, **JACOTÉNE**, **merci,mercy**, **FFMB**, **Keli Holiday**, and **These New South Whales**.

4

Georgia Mulligan and **Charlie Collins** both made it into the top three, but without a new release to put them there. Mulligan made it for the second week running (which is super-rare!) and Collins bagged repeat slots for earlier tracks (which is a big show of support!)



Salarymen though caught my eye in particular this week - for an emerging act to make it through this crowded a field, containing such a large array of high-quality artists is notable indeed.

10 Aug 2025 - 16 Aug 2025

Artists48

Top Playlists4

Artist (click to show playlists on right)

Le Shiv	50%	7.8K	2
Keyawna Nikole	25%	9.9K	1
Mel Blue	25%	8.8K	1
Keli Holiday	25%	8.4K	1
TTSSFU	25%	8K	1
Westside Cowboy	25%	8K	1
Godly the Ruler	25%	7.5K	1
Bee Bee Sea	25%	6.9K	1
DUUNES	25%	6.8K	1
Smut	25%	6.7K	1
RinRin	25%	6.1K	1
Channo	25%	6K	1
Andrew Swift	25%	5.9K	1
9Million	25%	5.9K	1
Humour	25%	5.3K	1
3%	25%	5.1K	1
Harper Finn	25%	4.9K	1
Garage Sale	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) appearing on the 5 biggest Australian playlists (>200k followers)



Takeaways

1

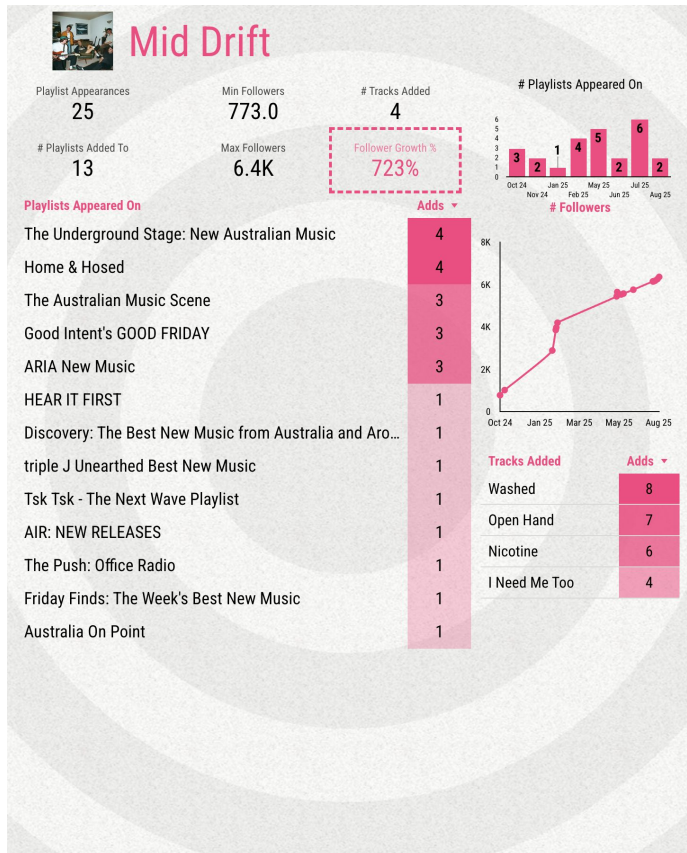
Le Shiv were the only emerging artist to make it onto two of the five biggest lists in Australia this week, with slots on New Music Friday AU & NZ (419k) and New Noise (470k).

2

Le Shiv have been showing strong growth over the last year, with Spotify followers up 36% and a wide range of editorial playlist backing.

3

The biggest lists though have been fairly stingy when it comes to emerging artists of late, with only 10 emerging artists gaining more than one spot on these influential playlists in the last four weeks.



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



Takeaways

1

Mid Drift have seen a compact package of four tracks over the last twelve months, but have seen a remarkable pickup rate when it comes to growing Spotify followers - going from under 1k followers to over 6k in a year is **super** fast.

2

What's particularly interesting is that while there is a good spread of playlist support, it's notable that there has been very little backing from either Spotify or triple J. That kind of rocket-ship growth usually triggers the algorithm alarms at Spotify, which is surprising.

3

Mid Drift seem to be growing fast, but without major editorial playlist support. For me, that suggests that when the likes of Spotify or triple J finally do catch on, Mid Drift are likely to really catch fire.

10 Aug 2025 - 16 Aug 2025

Tracks

1,142

↑ 20%

Artists

910

↑ 23%

Playlists Updated

26

↑ 2

vs last week

Artist Name	P3 Score	# Of Playlists	Followers	# Tracks
Alex Warren	23%	6	2.3M	4
Justin Bieber	19%	5	83.9M	3
Morgan Wallen	19%	5	13.4M	6
Chappell Roan	19%	5	6.8M	3
sombr	19%	5	1.9M	4
Olivia Dean	19%	5	813.3K	2
Sam Barber	19%	5	791.3K	4
Ed Sheeran	15%	4	121.6M	3
BLACKPINK	15%	4	55M	1
Maroon 5	15%	4	45.3M	1
J Balvin	15%	4	38.7M	1
Cardi B	15%	4	25.6M	2
Sabrina Carpenter	15%	4	24.7M	2
BigXthaPlug	15%	4	1.8M	3
HUNTR/X	15%	4	1.7M	1
The Beaches	15%	4	355.5K	1
Ty Myers	15%	4	283.8K	2
Drake	12%	3	100.8M	3

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

It was a busy week for releases globally too, and the biggest playlists in the world struggled to agree on winners.

2

Alex Warren wasn't a hard choice though, having been popular on the playlists for weeks - without Ed Sheeran getting in the way this week though, he goes from second place last week to the top spot this time around.

3

Chappell Roan and **Sam Barber** both managed to make it onto a decent spread of lists with their recent tracks, while **Olivia Dean** was immediately popular both on these mega lists as well as NMEs globally (see below) with this week's release 'Man I Need'.

4

Justin Bieber, **Morgan Waller** and - for what feels like the millionth week in a row - **sombr** also bagged significant repeat adds this week.

10 Aug 2025 - 16 Aug 2025

# Tracks	# Artists	# Playlists Updated
270 ↑ 41%	259 ↑ 43% vs last week	23 ↑ 3

Artist Name	P3 Score	# Of Playlists	Followers	# Tracks
BunnaB	13%	3	98.9K	3
Skullcrusher	13%	3	55.8K	2
The Belair Lip Bombs	13%	3	11.9K	1
Audrey Hobert	9%	2	99.8K	1
Ray Bull	9%	2	86.6K	1
Sorry	9%	2	86.4K	1
Florence Road	9%	2	85.4K	2
Tobiahs	9%	2	77.6K	2
Chrystal	9%	2	73.1K	1
Love Spells	9%	2	62.3K	1
Militarie Gun	9%	2	49.3K	1
Elizabeth Nichols	9%	2	48.6K	1
Andrea Bejar	9%	2	47.2K	1
Pool Kids	9%	2	42.5K	1
Rossi.	9%	2	37.1K	1
Max Dean	9%	2	36.6K	1
Morgan Seatree	9%	2	26.3K	1
she's green	9%	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

Australia's **The Belair Lip Bombs** blew up over their home-turf lists (see above), but also made it onto multiple global mega lists with spots on MARROW (4.4m followers), All New Indie (1.3m), and The New Alt (1.2m).

2

BunnaB also continued to gain notable editorial backing, with more spots this week on RapCaviar (16m), big on the internet (4.2m), and Most Necessary (2.8m). I'll probably be forced to stop mentioning this artist since they're about to break past my 100k limit, but this artist is certainly expected to continue to grow fast.

3

Skullcrusher - who is not at all skull-crushy btw and makes some truly lovely music - also had a strong week on the major lists despite the stiff competition, gaining spots on NMF Global (4.4m), All New Indie (1.3m), and The New Alt (1.2m).

10 Aug 2025 - 16 Aug 2025				
	Artist Name	P3 Score	#Adds	Followers
1	Maroon 5	87% <div></div>	26	45.3M
2	Cardi B	77% <div></div>	23	25.6M
2	KAYTRANADA	77% <div></div>	23	1.8M
2	Olivia Dean	77% <div></div>	23	813.3K
3	Khalid	73% <div></div>	22	16.8M
3	Conan Gray	73% <div></div>	22	12.1M
3	Zara Larsson	73% <div></div>	22	10.8M
3	Steve Lacy	73% <div></div>	22	6.2M
4	J Balvin	67% <div></div>	20	38.7M
5	The Chainsmokers	63% <div></div>	19	21.2M
6	Jonas Brothers	60% <div></div>	18	7.7M
6	Ashnikko	60% <div></div>	18	2.6M
6	Claire Rosinkranz	60% <div></div>	18	469.9K
7	The Temper Trap	57% <div></div>	17	757K
7	Tom Grennan	57% <div></div>	17	604.1K
8	The Hives	53% <div></div>	16	879.5K
8	Dijon	53% <div></div>	16	453.7K
9	Audrey Hobert	50% <div></div>	15	99.8K
10	The Beaches	47% <div></div>	14	355.5K

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

The busy week affected the the New Music Fridays around the world too, where nearly 1,500 tracks from over 1,400 artists were represented, up ~20% more than last week.

2

Maroon 5 though made it onto nearly 9 out of 10 of all NMFs globally, the artist with the largest Spotify following grabbing the lion's share of the spots available.

3

Cardi B, **KAYTRANADA**, and - notably - **Olivia Dean** were only a nose behind, with the latter's performance standing out particularly clearly as the only artist in the top three most-added artists with less than 1m Spotify followers.

4

Khalid, **Conan Gray**, **Zara Larsson**, and **Steve Lacy** all rounded out the top three, while **Audrey Hobart** was the only artist this week with less than 100k Spotify followers to make it into the top ten.