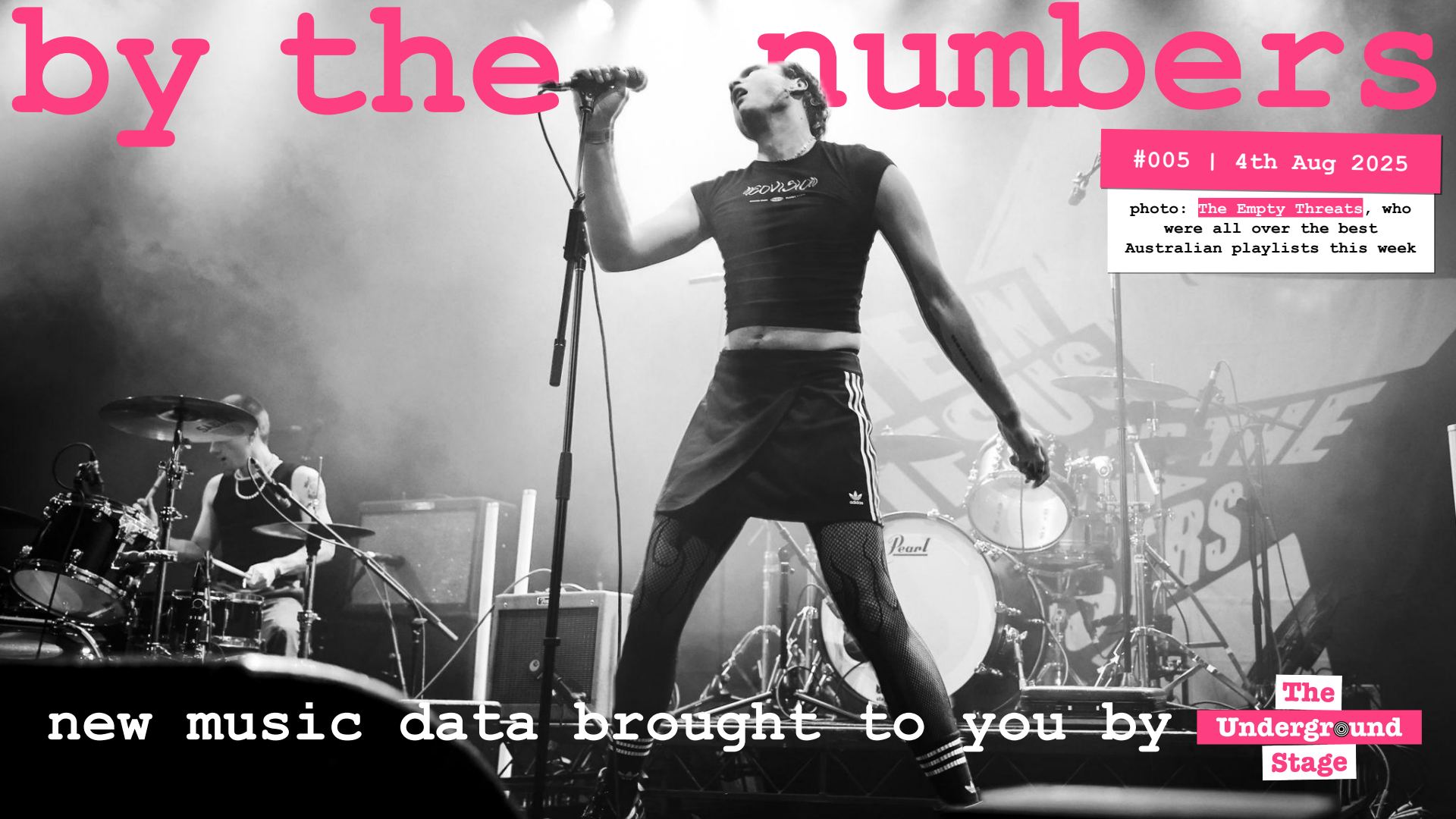


by the numbers



#005 | 4th Aug 2025

photo: **The Empty Threats**, who
were all over the best
Australian playlists this week

new music data brought to you by

The
Underground
Stage

Must-Follows This Week



from Australia



from around the world

Emerging (<10k)

Established

Emerging (<100k)

Established

[Darcie Haven](#)

[Radio Free Alice](#)

[Geese](#)

[Chappell Roan](#)

[Lotte Gallagher](#)

[Blusher](#)

[BunnaB](#)

[sombr](#)

[The Empty Threats](#)

[The Vanns](#)

[ROBI](#)

[Justin Bieber](#)

[PRETTY BLEAK](#)

[Parcels](#)

[Nourished by Time](#)

[Morgan Wallen](#)

[Emma Louise](#)

[Chezka](#)

[Eddie Benjamin](#)

27 Jul 2025 - 2 Aug 2025

Tracks

1,256

↑ 5%

Artists

1,038

↑ 5%

vs last week

Playlists Updated

37

↓ -3

Artist (click to show playlists on right)

P3 Score	# Followers	# Adds	
Radio Free Alice	24%	21.4K	9
Blusher	24%	19.8K	9
Darcie Haven	24%	8.6K	9
The Vanns	22%	36.6K	9
Parcels	19%	1M	7
Emma Louise	19%	84.1K	7
Chappell Roan	16%	6.7M	7
Jessica Mauboy	16%	287.6K	6
The Smith Street Band	16%	92.9K	6
Carla Geneve	16%	13.4K	6
Charlie Collins	16%	5.9K	6
The Empty Threats	16%	2.7K	6
Tame Impala	14%	9.1M	5
sombr	14%	1.7M	7
Hilltop Hoods	14%	947.5K	5
Alison Wonderland	14%	498.2K	5
Geese	14%	95.9K	6
Geowulf	14%	47.2K	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

In a particularly busy week for releases (>1,200 tracks added), there were also less playlists that updated, making it a crowded field this week. More tracks in less lists makes for tough going.

2

Radio Free Alice and Blusher both managed to stand out though, with their new tracks hitting the mark with enough playlisters to put them in the top spot.

3

Darcie Haven also shared top billing, a notable achievement for a more emerging artist and testament to the fiercely loyal following being built here among both audiences and critics.

4

The Vanns, with tracks from their third album 'All That's In My Head', were just a sliver behind to take second place on the podium - their re-entry into new releases this year after a quiet 2024 seems to be going pretty well.

5

Parcels and Emma Louise rounded out the top end of the list this week, with both artists' consistently strong support not breaking down at all.

27 Jul 2025 - 2 Aug 2025

Artists

53

Top Playlists

4

Artist (click to show playlists on right)

Lotte Gallagher	P3 Score 50%	# Followers 4.9K	# Adds 3
The Empty Threats	P3 Score 50%	# Followers 2.7K	# Adds 2
Radium Dolls	P3 Score 25%	# Followers 9.9K	# Adds 1
Keyawna Nikole	P3 Score 25%	# Followers 9.9K	# Adds 1
Indy	P3 Score 25%	# Followers 9.5K	# Adds 1
Holiday Sidewinder	P3 Score 25%	# Followers 9.1K	# Adds 1
Darcie Haven	P3 Score 25%	# Followers 8.6K	# Adds 1
JEMS!	P3 Score 25%	# Followers 7.8K	# Adds 1
TTSSFU	P3 Score 25%	# Followers 7.7K	# Adds 1
The Bends	P3 Score 25%	# Followers 7.6K	# Adds 1
Baro Sura	P3 Score 25%	# Followers 7.5K	# Adds 1
RONA.	P3 Score 25%	# Followers 7.4K	# Adds 1
Chezka	P3 Score 25%	# Followers 7.3K	# Adds 1
Club Angel	P3 Score 25%	# Followers 7.2K	# Adds 1
CLEWS	P3 Score 25%	# Followers 7.2K	# Adds 1
Bee Bee Sea	P3 Score 25%	# Followers 6.8K	# Adds 1
PANIA	P3 Score 25%	# Followers 6.7K	# Adds 1
Boko Yout	P3 Score 25%	# Followers 6.7K	# Adds 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

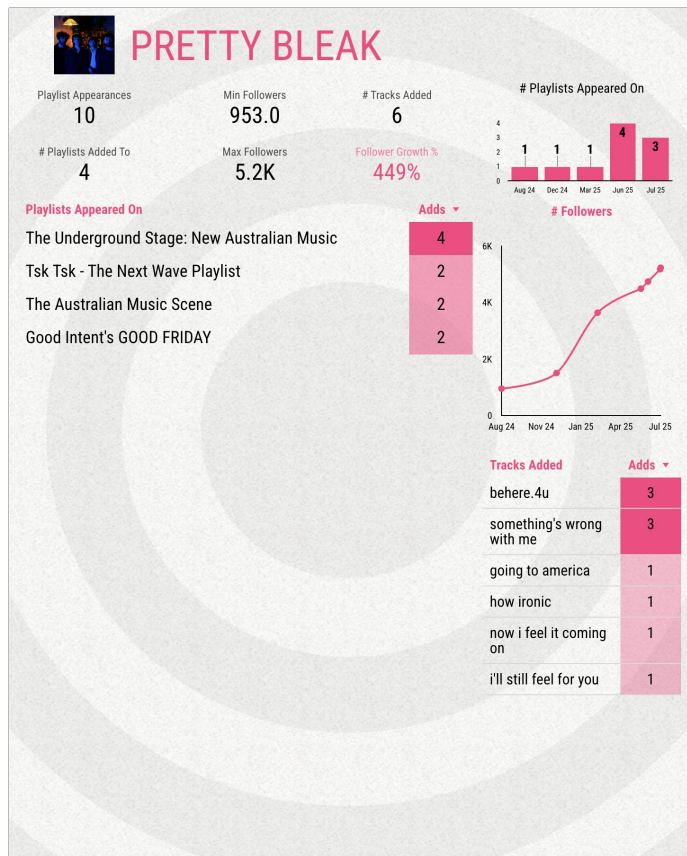
The Empty Threats stood out this week for making it onto both New Music Friday AU & NZ and New Noise, both huge lists for any Australian band to make it with a new release, and especially for a more emerging act.

2

Lotte Gallagher (inc x 4wks) kept right up in our faces for another week, bagging a repeat spot on New Noise, but also adding a fresh triple J New Music Hitlist add. Combined with the NMF AU & NZ spot gained in release week, Gallagher is the only artist with <10k followers over the last weeks to get adds from three out the five biggest lists in Australia.

3

Brazen Barbie also made it onto triple J's New Music Hitlist this week, with a track that made NMF AU & NZ three weeks ago. triple J often take their time to put newer artists on the big list, but when they do it's notable, and in this case - for an artist with <1k followers to make both lists - it's especially so.



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



Takeaways

1

This is a bit of an odd one that actually contradicts some of what I normally talk about! Looking at PRETTY BLEAK to start with, you can see a half dozen tracks have been playlisted over the last year. That's about a normal release cadence for an artist trying to get your attention.

2

The audience growth in a year on the back of those releases certainly stands out though - taking a Spotify following from less than 1k to over 5k in a year is **remarkably** fast at that stage, and emphasises that when an audience is hearing the tracks, they're locking them into their libraries.

3

The thing that is weird though is the near-total lack of major editorial playlist support. I certainly don't think this **disproves** the idea that editorial playlist support matters, but it's notable here that its absence hasn't been a barrier to collecting fans. For me, that's both an optimistic learning, as well as a hell of a signal that PRETTY BLEAK are landing it with listeners. The playlists will just have to catch up later.

27 Jul 2025 - 2 Aug 2025

Tracks

1,041

-1%

Artists

839

+0%

vs last week

Playlists Updated

28

-1

Artist Name	P3 Score	# Of Playlists	Followers	# Tracks
Chappell Roan	36%	10	6.7M	3
sombr	25%	7	1.8M	4
Justin Bieber	21%	6	83.7M	4
Morgan Wallen	21%	6	13.3M	6
BLACKPINK	18%	5	54.8M	1
Sabrina Carpenter	18%	5	24.4M	2
Alex Warren	18%	5	2.2M	3
Sam Barber	18%	5	774.7K	4
Ed Sheeran	14%	4	121.4M	2
Drake	14%	4	100.3M	4
Rauw Alejandro	14%	4	29.8M	1
Demi Lovato	14%	4	27.2M	1
Tyler, The Creator	14%	4	23.2M	5
Lil Tecca	14%	4	9.8M	3
Danny Ocean	14%	4	6.3M	1
Bailey Zimmerman	14%	4	1.9M	3
yung kai	14%	4	1.6M	2
Gigi Perez	14%	4	1.4M	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

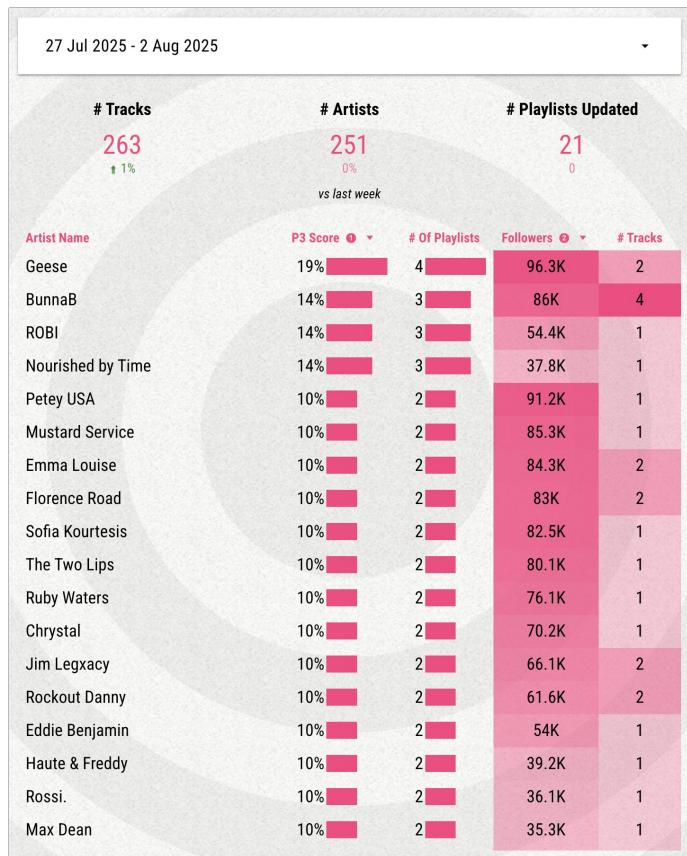
Chappell Roan blew everyone out of the way this week to claim spots on over a third of the very biggest new music playlists in the world, the only artist to do so, and by a bit of a distance too.

2

sombr July continued into August, their presence remaining near-ubiquitous across the board. For some context here, sombr's follower count has gone up by ~30% in just over a month, from around 1.4m in mid-June to 1.8m this week. That's crazy-fast, as well as testament to a perfectly-executed plan.

3

Justin Bieber and Morgan Wallen are no surprises to round out the top three, both building on the success of album releases earlier in the year.



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

Out of all artists with <100k followers, Geese appeared on the most global mega lists this week, the second time in a month they've achieved that feat. They're growing audience fast at the same time, and they're likely to grow their way out of this category pretty soon.

2

BunnaB is another sub-100k artist appearing on 1m+ playlists, and another who'll likely see this 'emerging' tag in their rear-view in short order. In fact, with RapCaviar (16m), NMF Global (4.4m), and Most Necessary all given up multiple spots in the last few weeks, that's basically in the bank.

3

ROBI's 2022 breakout virality still carries weight with these lists, especially ones focussing on more Spanish-language artists, and picking up not only an NMF Global spot but also two berths in Novedades Viernes MX (NMF Mexico, 1.0m) as well as one on the giant Viva Latino list (15.6m) are big gets.

4

Nourished by Time rounded out the group of emerging acts hitting the big lists, with 'BABY BABY' picking out a spot on NMF Global, as well as All New Indie (1.3m) and The New Alt (1.2m).

27 Jul 2025 - 2 Aug 2025				
	Artist Name	P3 Score	#Adds	Followers
1	Chappell Roan	90%	27	6.7M
2	Demi Lovato	83%	25	27.2M
3	Reneé Rapp	77%	23	1.1M
4	d4vd	73%	22	4.4M
4	Hayley Williams	73%	22	819.2K
5	Rauw Alejandro	67%	20	29.8M
5	Saweetie	67%	20	2.6M
6	Ciara	63%	19	7.2M
6	Mariah the Scientist	63%	19	983.4K
6	Eddie Benjamin	63%	19	54K
7	YG	60%	18	3.5M
7	Parcels	60%	18	1M
8	Tiwa Savage	57%	17	2.7M
9	Danny Ocean	53%	16	6.3M
10	Rema	50%	15	7.8M
10	Robin Schulz	50%	15	3.2M
10	yung kai	50%	15	1.6M
10	Tom Grennan	50%	15	602.5K
10	Chezka	50%	15	7.4K

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

Chappell Roan proved a fave across just about every single New Music Friday around the world as well as every major playlist. Little surprise, but also little doubt who truly owned the week.

2

Demi Lovato missed out on a few more NMFs, but with a strong showing that an artist of that size should quite rightfully command.

3

Reneé Rapp though - only recently breaking the 1m follower barrier - did particularly well to bag the third-place slot, gaining spots on more than three-quarters of NMFs globally.

4

A few sub-1m follower artists made top 10 this week, with Hayley Williams, Mariah The Scientist, and Tom Grennan leading the way (though all will likely go 1m+ soon enough). Eddie Benjamin and Chezka though both did stunningly well as emerging artists to make it onto as many NMFs around the world as they did (although the former's Bieber connection probably didn't hurt much.)