

by the numbers



#007 | 18th Aug 2025

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

new music data brought to you by

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%

vs last week

Playlists Updated

38

↓ -1

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

CRAZY busy week for releases / Belair Lip Bombs

2

Cat & Calmell, Le Shiv

3

The Temper Trap, Paul Kelly / JACOTÉNE, merci,mercy, FFMB, Keli Holiday, These New South Whales

4

Georgia Mulligan, Charlie Collins



Salarymen

10 Aug 2025 - 16 Aug 2025

Artists

48

Top Playlists

4

Artist (click to show playlists on right)

P3 Score

Followers

Adds

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

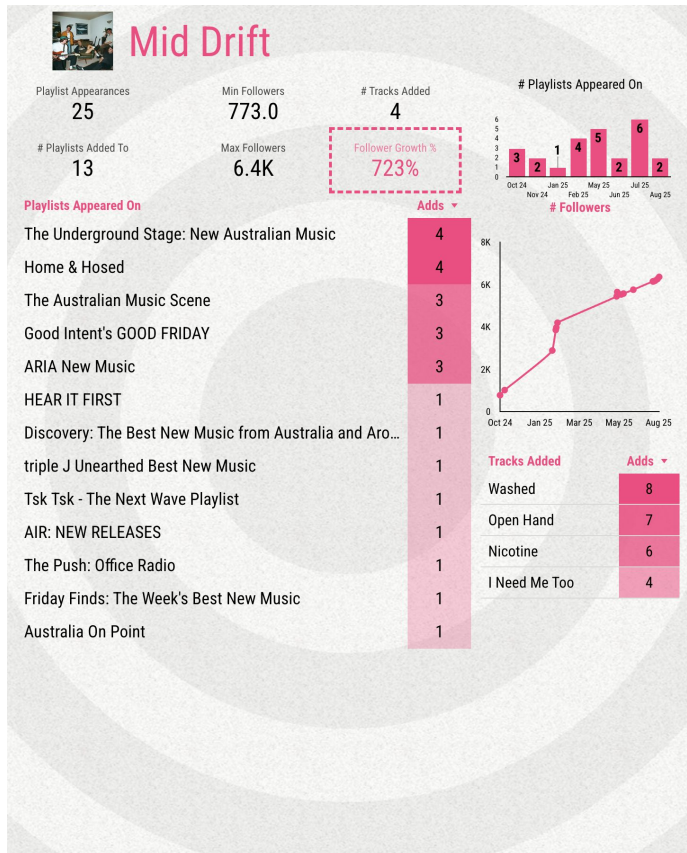
Le Shiv

2

Something about Le Shiv growth

3

Something about lack of emerging artists over recent weeks



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



Takeaways

1

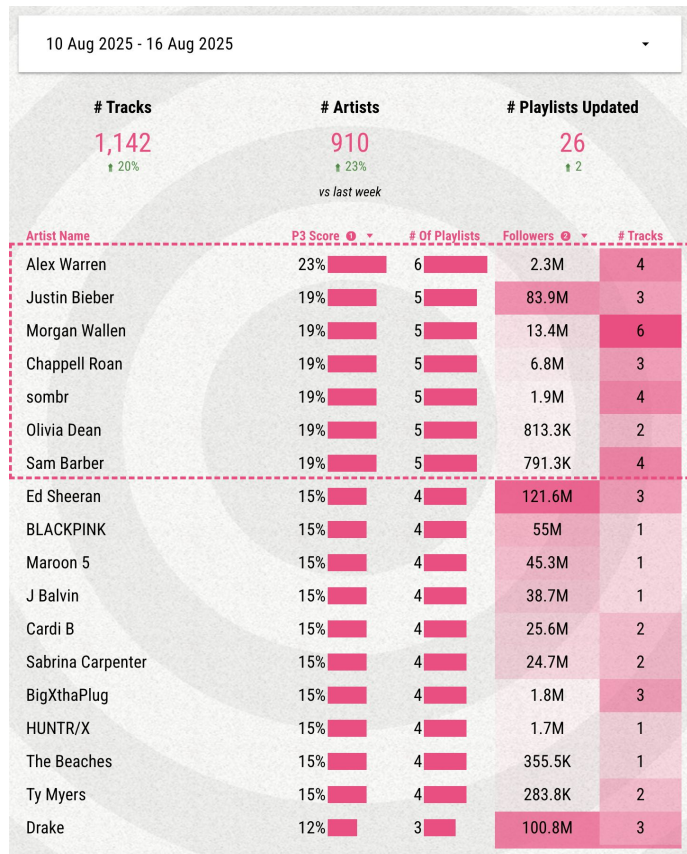
Mid Drift?

2

Good spread of playlist support - but notable v little Spotify or triple J backing. Truly underground and DIY.

3

Growing without major support. When they finally catch on, Mid Drift are likely to really catch fire



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

Busy week globally too

2

Alex Warren

3

Chappell Roan, Olivia Dean, Sam Barber

4

Justin Bieber, Morgan Wallen, sombr

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

The Belair Lip Bombs - MARROW (4.4m), All New Indie (1.3m), The New Alt (1.2m)

2

BunnaB - RapCaviar (16m), big on the internet (4.2m), Most Necessary (2.8m). Will prob have to stop mentioning when breaking 100k followers, but growth is to be expected

3

Skullcrusher - NMF Global (4.4m), All New Indie (1.3m), 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

Busy on the NMFs too nearly 1,500 tracks from over 1,400 artists were represented, up ~20% more than last week

2

Maroon 5

3

Cardi B, KAYTRANADA, Olivia Dean

4

Khalid, Conan Gray, Zara Larsson, Steve Lacy