Most Streamed Music 2022 – Report

Key Insights

1. According to the data, the peak year for music releases was 2022, with over 400 songs released.
2. Songs released in 2022 received the highest number of streams, indicating a trend where recent releases generally receive more streams.
3. "Blinding Lights" by The Weeknd is the most streamed song, achieving 3.7 billion streams. The Weeknd is also the most streamed artist, accumulating a total of 14 billion streams.
4. Solo tracks tend to garner higher streams across platforms compared to songs featuring multiple artists.
5. "Shape of You" by Ed Sheeran consistently ranks highly across all platforms. Despite "Blinding Lights" being the most streamed song on Deezer, it holds a lower rank on Apple Music and is absent from Shazam Charts.
6. Songs with tempos ranging between 100 to 130 beats per minute experience higher streaming rates.
7. Songs with a danceability score of 70% tend to accumulate higher stream counts. Additionally, songs with liveliness scores between 9 and 12% demonstrate increased streaming popularity. Songs approaching zero acousticness also exhibit higher streaming frequencies.

Future Prediction

1. The trend suggests continued growth in the diversity and volume of music releases, driven by digital platforms and independent artists.
2. The trend indicates ongoing listener interest in fresh content, prompting artists and labels to focus on consistent release schedules and promotional efforts to maximize streaming potential.
3. As streaming platforms continue to personalize user experiences, solo artists may further capitalize on direct audience engagement and streaming preferences.
4. Artists and labels will increasingly tailor content and promotional strategies to align with platform-specific audience behaviors, optimizing reach and engagement.