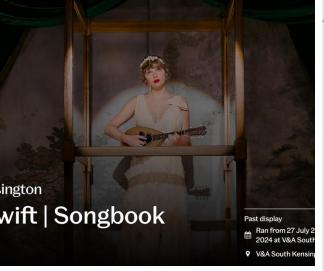
I don't know about you, but I'm feeling
a Taylor Swift time-to-charting analysis







Books Vogue editor skewers the Big Apple in a satirical novel | E7

### ENTERTAINMENT

Lanney revives

'Sight Unseen' The Oscar-nominated acts brings a different focus to

provocative play, says the critic George Hatza. E6



Redford role hits home After playing a high-profile businessman who is kidnapped in "The Clearing."



Paige Davis back on stage The "Trading Spaces" former chorus girl is be where she started, on E Only now she's starring in "Chicago." E2

Mo



SW TAYLOR SWIFT'S ERAS TOUR BRINGS ECON tov sta



the guy who shaped

By Tracy Resmussen Reading Eagle Convergionales

WHILE MOST OF HE PEERS are dreamin themselves into the pa tures of music stars taped their walls, Taylor Swift is light dream.

The Wyomissing teenager r

cently moved to Nashvill country music inspired t performances in local theater
"We really made the comm-

ment to move here and so what happens," said Swift, I "Before it was like two weel lown here to go to meetings."

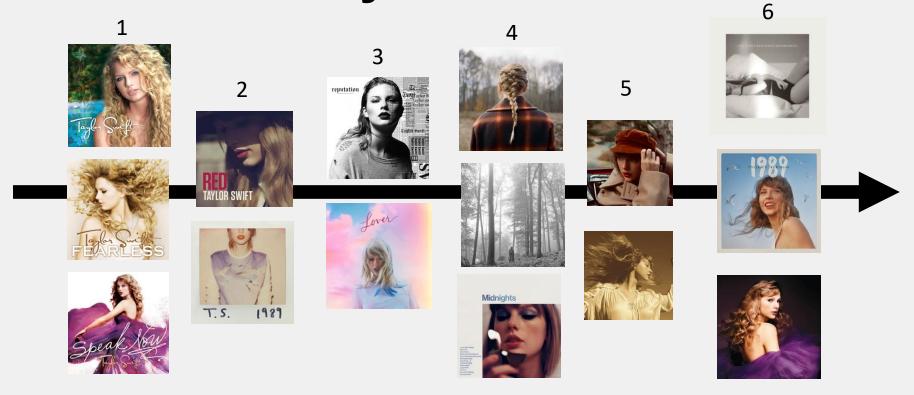
Now she goes to meetings a ter she gets out of school (sh just finished eighth grade) an still has plenty of time to trave

around the country to perfor Swift recently performed a The Bitter End in New Yor City, and has sung the Nations Anthem at the U.S. Tenni Championships. She has als performed during half-time at Knicks game in Madiso

laylor Swift, 14, with her guitar o



### The Taylor Swift Eras



### Can I ask you a question...?

- What is the median time to charting for Taylor overall?
- How does the charting time change as she releases more albums?



I'm finally clean

- Data:
  - Billboard Hot 100 website
  - Spotify song ID

### Methods

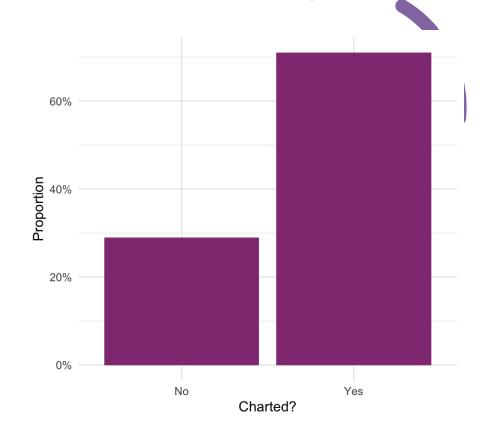
- Frequency count
- Kaplain Meier Curve
- Change eras grouping

putation



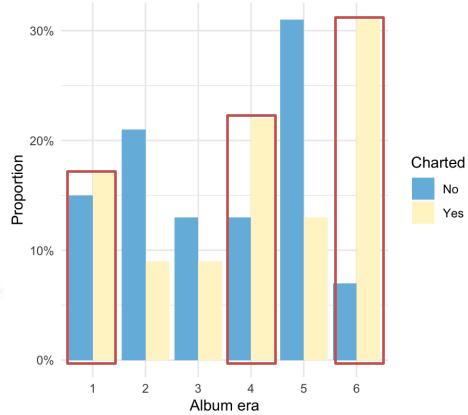
## Charted? IOO

- Time to charting
- Count sales (physical, digital), online streams, radio airplay
- Popularity



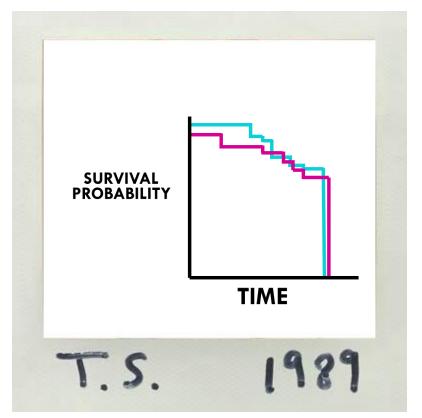
### **Charted by eras?**





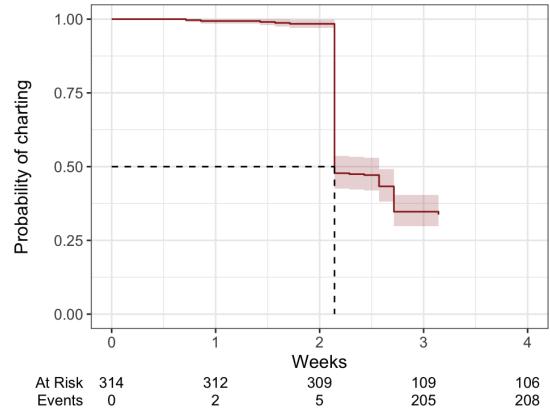
## Who's afraid of little old Kaplain-Meier?

- Y-axis: proportion of songs waiting to chart
- X-axis: time in weeks
- Each drop indicates within a certain time frame, some songs have charted
- The steeper the curve, the faster the event will happen
- Probability of charting time being more than some specific time point



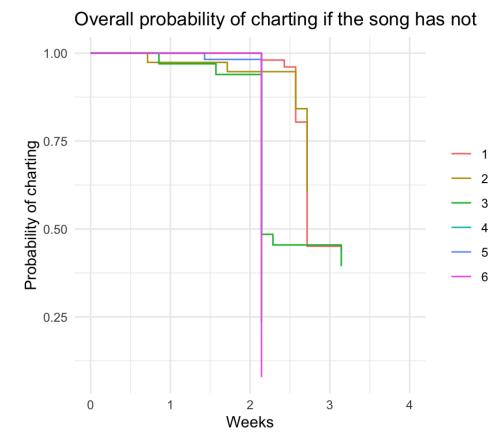
# Median time to charting 15 DAYS





## For a moment, I knew charting time

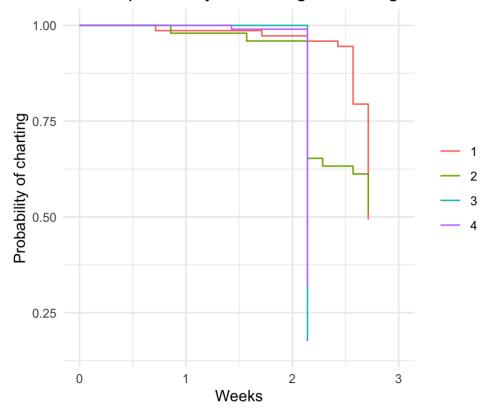




## I'll show you every version of the grouping tonight



#### Overall probability of charting if the song has not



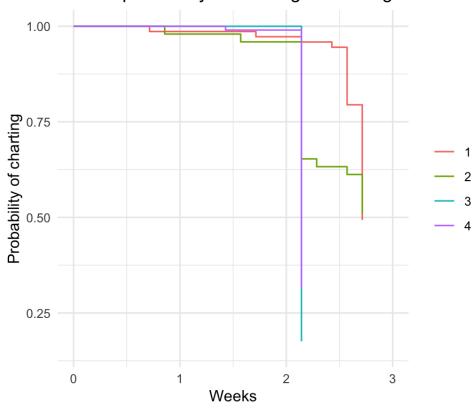
# What we learned about charting time?

- Taylor's time to charting increases when we consider the more recent albums.
- Half of her songs charted within 2 weeks of release
- For TTPD, all her songs charted!

### thank you IDWSDS

- Thompson W (2024). *taylor: Lyrics and Song Data for Taylor Swift's Discography*. R package version 3.1.0, https://github.com/wjakethompson/taylor, https://taylor.wjakethompson.com.
- UT-Austin School of Journalism and Media. **rwd-billboard-data**: Billboard Hot 100 data archive. https://github.com/utdata/rwd-billboard-data/blob/main/README.md

### Overall probability of charting if the song has not





**ACKNOWLEDGEMENT**