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TikTok Users' Influence on Spotify Charts

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Team 9: ***API P.I.s***

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Background & Motivation

Spotify is one of the largest music streaming service providers and TikTok is a social media platform for videos that has gained global popularity.

Due to our avid use of the two platforms, we attempted to answer a question as old as time:

Did you really know the song before TikTok did?

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Questions

- What factors affect Spotify songs from trending vs TikTok songs?
  - Do songs become popular on TikTok first or on Spotify first?

Are viral TikTok songs influencing the top songs on Spotify?

Or are trending Spotify songs influencing TikTok charts?

Starting hypothesis: TikTok always influences Spotify charts.

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Methodology

For 14 random songs that charted on TikTok, we collected the number of streams before and after a song reached a popularity peak on TikTok. We also gathered streaming data & ranks over time for the songs on Spotify.

	title	rank	date	artist	url	region	chart	trend	streams
0	Life Goes On	153	2021-09-12	Oliver Tree	https://open.spotify.com/track/0eu4C55hL6x29mm...	United States	top200	NEW_ENTRY	220899.0
1	Life Goes On	132	2021-09-13	Oliver Tree	https://open.spotify.com/track/0eu4C55hL6x29mm...	United States	top200	MOVE_UP	249426.0
2	Life Goes On	119	2021-09-14	Oliver Tree	https://open.spotify.com/track/0eu4C55hL6x29mm...	United States	top200	MOVE_UP	264065.0
3	Life Goes On	108	2021-09-15	Oliver Tree	https://open.spotify.com/track/0eu4C55hL6x29mm...	United States	top200	MOVE_UP	281724.0
4	Life Goes On	81	2021-09-16	Oliver Tree	https://open.spotify.com/track/0eu4C55hL6x29mm...	United States	top200	MOVE_UP	319726.0
...	...	...	...	...	...	...	...	...	...

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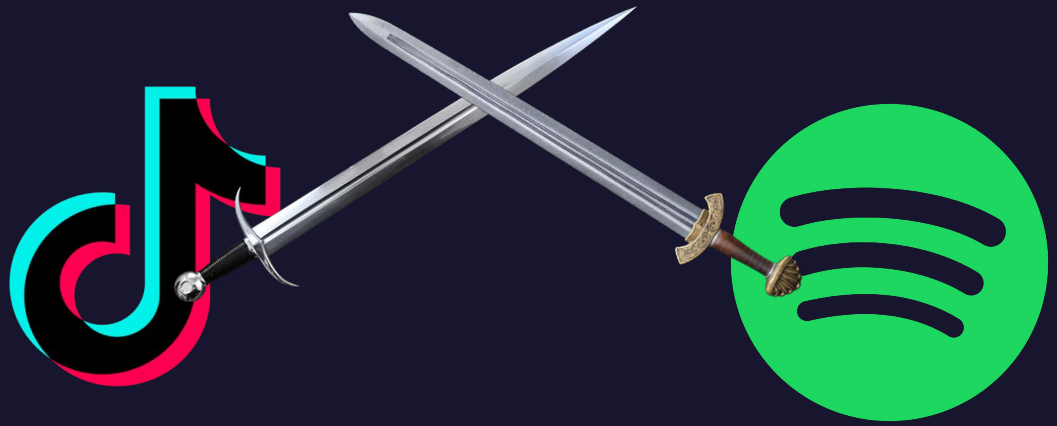
The Story



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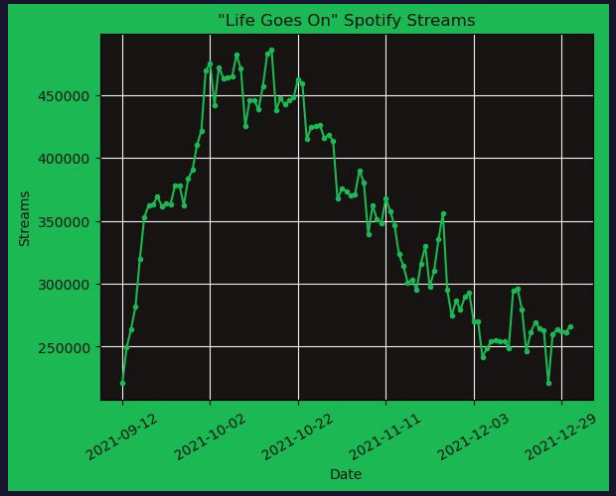
Trends on Trends on Trends...



Trending songs on Spotify tend to, well, trend in the same way.

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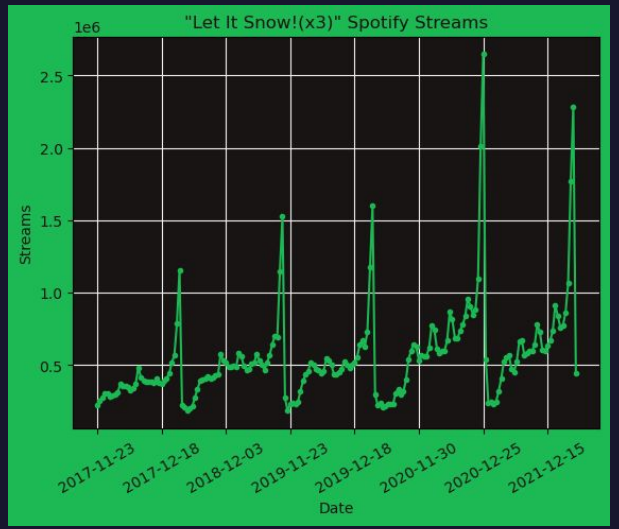
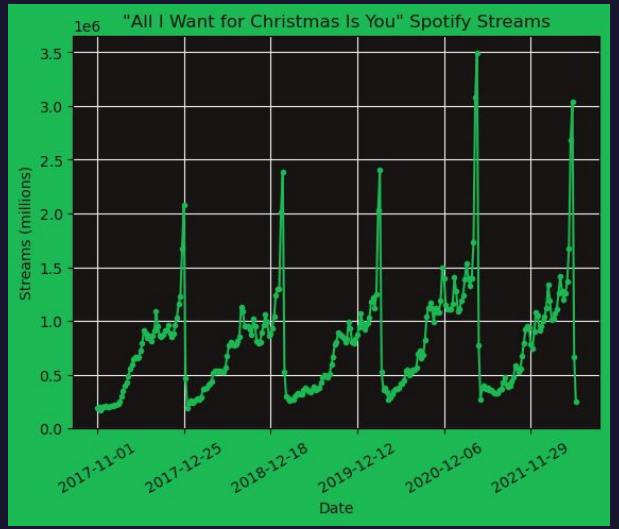
All I Want Is.. A Holiday Bop?





Some songs trend seasonally.

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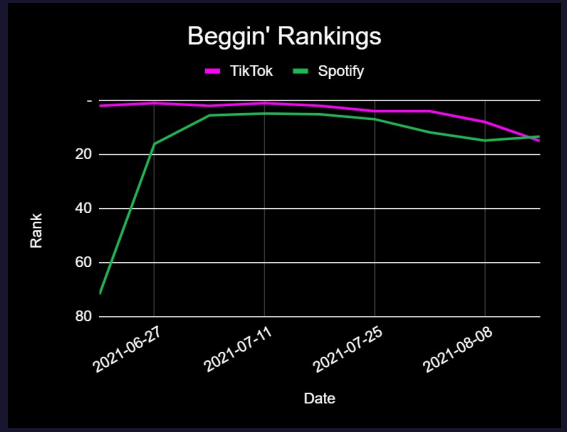
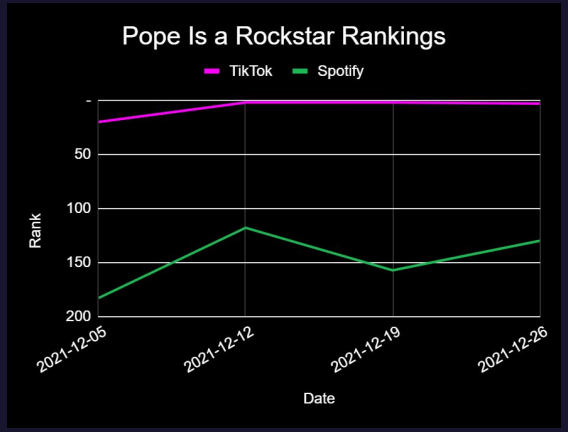
Popular on TikTok





We find cool songs on TikTok and then we look for them on Spotify!

We also saw this trend on *Pope is a Rockstar*, though it's popularity on Spotify was not as high as *Beggin'*.

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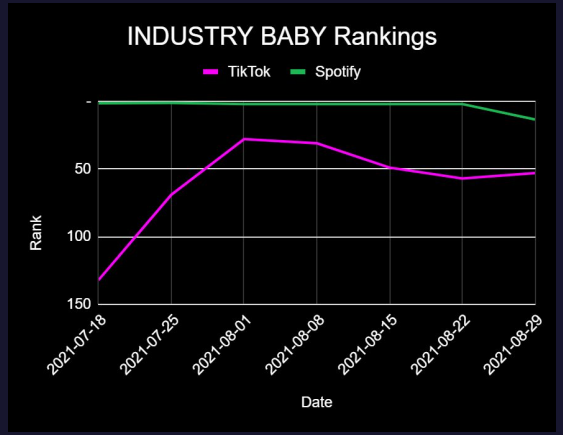
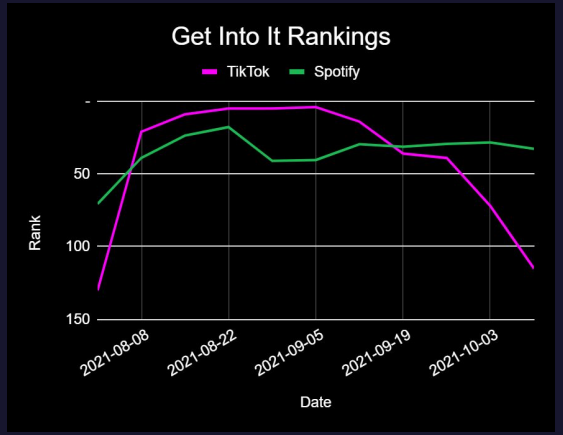
Popular on Spotify





Spotify ranks are typically more stable, whereas TikTok charts vary a lot more.

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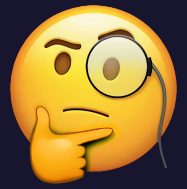
A Quick Poll...

Do viral TikTok songs influence Spotify charts?

OR

Do trending Spotify songs influence TikTok charts?



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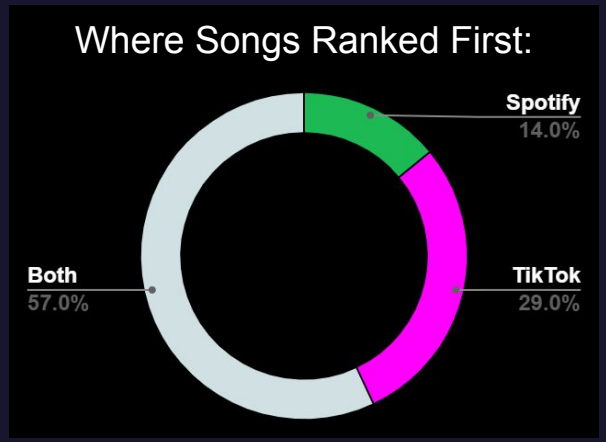
The Chicken or the Egg?



BOTH!

BUT...

If we exclude songs with no clear winner:

33% trended first on Spotify

66% trended first on TikTok!

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Additional Observations

- While TikTok content is viral in nature, Spotify content is more long-lived.
- TikTok algorithm/platform vs. Spotify platform/playlists.
- TikTok's user demographic vs Spotify's.

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Additional Observations

- Artists now promote their songs on TikTok to gain popularity fast.
- Songs like *Careless Whisper* and *Running Up That Hill.*
- And some TikTok songs will never chart on Spotify!
- Short sounds are what becomes popular while the longer version of the song might not appeal to the audience.

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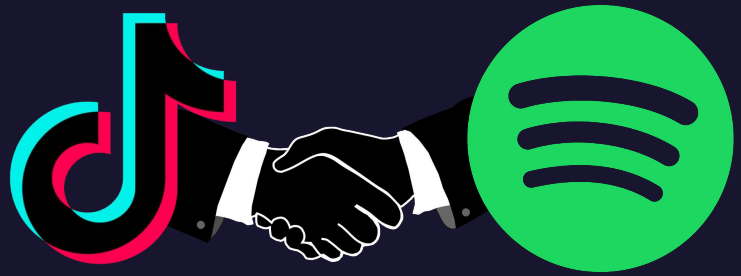
Conclusion

- Starting hypothesis: TikTok always influences Spotify charts.
- Conclusion: TikTok *sometimes* influences Spotify's charts, but for the most part, both tend to trend at the same time.



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Thanks!
Questions?

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