

Spotify is a digital music, podcast, and video streaming service that provides access to millions of songs and other content from artists and creators all over the world.

THE GREATEST CLASSICAL SONGS OF ALL-TIME

USING SPOTIFY TO MEASURE THE POPULARITY OF
OLDER MUSIC

This is a story about proving, with data, that
No Diggity by Blackstreet is timeless.

Until recently, it was impossible to measure the popularity of older music. Billboard charts and album sales only tell us about a song's popularity at the time of its release.

But now we have Spotify, a buffet of all of music, new and old. Tracks with fewer plays are fading into obscurity. And those with more plays are remaining in the cultural ether.

20 years have passed since No Diggity's release. Its popularity on Spotify, relative to every other song from the 90s, is a strong signal for whether it will be remembered by our children's children. So let's examine every song that ever charted, 1990 - 1999, and rank them by number of plays on Spotify, today.

MOST-PLAYED HITS ON SPOTIFY (2014 - 2023)

SPOTIFY PLAYCOUNTS IN 2023



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#1 Songs in the Americas

TOP 10 IN AMERICAS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

CANADA

UNITED STATES

MEXICO

BRAZIL

ARGENTINA

PERU

VENEZUELA

BOLIVIA

CHILE

URUGUAY

PARAGUAY

DOMINICAN REPUBLIC

HONDURAS

EL SALVADOR

GUATEMALA

NICARAGUA

PANAMA

COLombIA

PUERTO RICO

DOMINICA

SAINT LUCIA

SAINT VINCENT AND THE GRENADINES

SAINT KITTS AND NEVIS

TRINIDAD AND TOBAGO

BARBADOS

ANTIGUA AND BARBUDA

MAURITIUS

REPUBLIC OF THE GAMBIA

SIERRA LEONE

LIBERIA

GUINEA

SIERRA LEONE

NETHERLANDS ANTILLES

SAINT VINCENT AND THE GRENADINES

SAINT KITTS AND NEVIS

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