billboard Country Update

BILLBOARD.COM/NEWSLETTERS

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Click Here For Friday's Billboard Country Update And Country Airplay Chart



and wrote with Musgraves, adds its 16th week atop *Billboard*'s multimetric Hot Country Songs chart, up 16% to 21.5 million official U.S. streams Jan. 5-11, according to Luminate. It also sold 4,000 downloads. On Country Airplay, it ranks at No. 28.

ASHLEY COOKE

The singer-songwriter from Parkland,

Fla., posts her second Hot Country

"Your Place"

Songs entry,

after "Never Til Now," with

Brett Young, reached No. 46 in

April 2022. "Your Place," which

Cooke co-authored, arrives at

No. 37. On Country Airplay, it

pushes 31-30 for a new best

(5.4 million, up 16%). It also

drew 993,000 streams.

ON THE CHARTS



Zach Bryan's 'Remember'

Sticks Atop Hot Country Songs

TIM McGRAW

Jim.Asker@billboard.com

"Live Like You Were Dying" Helped in part by its 69-cent sale price in the iTunes Store, the ballad, which

dominated Hot Country Songs for seven weeks in 2004 (marking **McGraw**'s 20th of 26 No. 1s), reenters Country Digital Song Sales at No. 3 with 3,000 sold (up 1,547%). It becomes his 20th top 10 on the sales survey.



44

DUSTIN LYNCH Featuring JELLY ROLL "Chevrolet" The single interpolates Dobie Gray's "Drift Away,"

which hit No. 5 on the Billboard Hot 100 in 1973. "Chevrolet," from the 2023 album *Killed the Cowboy* by **Lynch** (right), arrives on Hot Country Songs at No. 44. On Country Airplay, it ascends 52-48, up 22% to 1.1 million in reach.



BRYAN: SAMUEL ELKINS. MCGRAW, COOKE: ROBBIE KLEIN. LYNCH: ALYSSE GAFKJEN

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TOTAL

SUBSCRIBE TO BILLBOARD PRO FOR ACCESS TO NEW REPORTS AND THE ARCHIVE **ESSENTIAL ANALYSIS** of emerging business topics and trends with expert advice and action items to give industry players the competitive advantage in a rapidly changing market.

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CONGRATS ON YOUR RECORD BREAKING YEAR LAINER WILSON

SHE BECAME THE FIRST WOMAN IN OVER A DECADE TO HAVE TWO SONGS IN THE TOP TEN AT COUNTRY RADIO WITH "HEART LIKE A TRUCK" AND "WAIT IN THE TRUCK" WITH HARDY

SHE BROKE A RECORD HELD SINCE 1983 FOR THE SHORTEST TIME BETWEEN TWO #1 SINGLES WITH "HEART LIKE A TRUCK" AND "WAIT IN THE TRUCK" WITH HARDY

LAINEY HOLDS THE BILLBOARD CHART HISTORY RECORD FOR THE SHORTEST BREAK BETWEEN #1 SINGLES BY A FEMALE COUNTRY ARTIST WITH "WATERMELON MOONSHINE" AND "SAVE ME" WITH JELLY ROLL

THE FIRST FEMALE ARTIST IN HISTORY TO SCORE FOUR #1 HITS AT COUNTRY RADIO IN A SINGLE CALENDAR YEAR

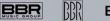
THE FASTEST GROWING COUNTRY ARTIST IN 2023 WITH 432% INCREASE IN ON-DEMAND STREAMS

THE FIRST ARTIST IN CMA AWARDS HISTORY TO TOP THE BALLOT THEIR FIRST TWO YEARS NOMINATED

LAINEY SET A NEW, ONE-YEAR RECORD FOR FEMALE ARTIST WINS AT THE CMA AWARDS, WINNING IN FIVE CATEGORIES.

LAINEY BROKE THE NEW YORK STATE FAIR ATTENDANCE RECORD BY 10,000 WITH MORE THAN 53,200 FANS IN ATTENDANCE.

AND MORE TO COME IN 2024



BMG

billboard Hot Country Songs

AIRPLAY, STREAMING & SALES DATA COMPILED BY

							,
THIS WEEK	LAST WEEK	TWO WEEKS AGO	WKS ON Chart	TITLE PRODUCER (SONGWRITER)	Artist	COUNTRY Airplay Bank	PEAK Position
1	1	1	20	I REMEMBER EVERYTHING ** No. 1 (16 Weeks) ** ZLIBRYAN (ZLIBRYAN,K.MUSGRAVES)	Zach Bryan Featuring Kacey Musgraves INTERSCOPE/BELTING BRONCO/WARNER/MCA NASHVILLE/WAR	28	1
2	2	2	50	LAST NIGHT J.MOI (J.BYRON,A.G.GORLEY,J.K.HINDLIN, CHARLIE HANDSOME)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	RC	1
3	3	4	42	FAST CAR CHIP MATTHEWS, J.D.SINGLETON, LCOMBS (T.L.CHAPMAN)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	RC	1
4	4	3	45	THINKIN' BOUT ME J.MOI,CHARLIE HANDSOME (J.BYRON,A.G.GORLEY,T.PHILLIPS,CHARLIE HANDSOME)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	6	3
6	5	5	25	WHITE HORSE C.STAPLETON,D.COBB,M.STAPLETON (C.STAPLETON,D.D.WILSON)	Chris Stapleton SOUND/MERCURY NASHVILLE	5	5
6	7	7	31	WORLD ON FIRE ★★ Sales Gainer ★★ LRIMES (N.SMITH,A.G.GORLEY,T.PHILLIPS,L.RIMES)	Nate Smith ARISTA NASHVILLE/RCA NASHVILLE	1	6
7	6	6	50	NEED A FAVOR A.NIVAREL (J.B.DEFORD,A.A.NIVAREL,J.RAGOSTA,R.RAGOSTA)	Jelly Roll BAILEE & BUDDY/BROKEN BOW/BMG/STONEY CREEK	RC	3
8	8	8	33	SAVE ME Z.CROWELL,D.R.STEVENS (J.B.DEFORD,D.R.STEVENS)	Jelly Roll With Lainey Wilson BAILEE & BUDDY/BROKEN BOW/BMG/STONEY CREEK	2	6
9	9	9	31	PRETTY LITTLE POISON R.COPPERMAN (W.ZEIDERS, J.KEIM, R.BEAVER)	Warren Zeiders 717/WARNER/WEA	10	8
0	10	11	41	TRUCK BED J.MOI,D.WELLS,HARDY,B.JOHNSON (M.W.HARDY,A.G.GORLEY,B.J.JOHNSON,H.PHELPS)	HARDY BIG LOUD	13	10
0	12	10	14	WILD ONES JEFF GITTY (J.MURPH,F.FERRARO,J.GITELMAN,G.HEIN,J.B.DEFORD)	Jessie Murph & Jelly Roll COLUMBIA	-	8
Ð	13	14	22	THE PAINTER * * Airplay Gainer * * t.w.willMon (K.HigGINS, B.DAVIS, R.LARKINS) ************************************	Cody Johnson Cojo/Warner Music Nashville/WMN	11	12
13	11	12	24	SAVE ME THE TROUBLE D.SMYERS,S.HENDRICKS (A.G.GORLEY,D.SMYERS,J.T.MINTON,J.REYNOLDS,S.MOONEY)	Dan + Shay WARNER MUSIC NASHVILLE/WAR	3	11
12	14	13	12	WHERE THE WILD THINGS ARE CHIP MATTHEWS, J.D. SINGLETON, L. COMBS (R. MONTANA, D. TURNBULL)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	8	13
Ð	15	15	29	BURN IT DOWN JON RANDALL (P.MCCOLLUM,H.LINDSEY,L.MCKENNA,L.ROSE)	Parker McCollum MCA NASHVILLE	15	15
16	17	17	20	HEY DRIVER ZLBRYAN (ZLBRYAN)	Zach Bryan Featuring The War And Treaty BELTING BRONCO/WARNER	-	5
Ð	16	21	16	I CAN FEEL IT D.HUFF (P.D.C.COLLINS,K.BROWN,G.FOUST,J.FREE)	Kane Brown ZONE 4/RCA NASHVILLE	12	16
18	19	19	21	DIFFERENT 'ROUND HERE D.HUFF (R.GREEN,R.MONTANA,J.D.SINGLETON)	Riley Green Featuring Luke Combs BMLG	7	18
Ð	RE-EI	NTRY	21	MAN MADE A BAR J.MOI (R.H.BLOCK, J.DOZZI, LFLEET, BRETT TYLER)	Morgan Wallen Featuring Eric Church MERCURY/REPUBLIC/BIG LOUD	20	8
20	20	20	34	23 R.COPPERMAN (C.BECKHAM)	Chayce Beckham 19/BMG/WHEELHOUSE	14	20
2	21	24	21	WE DON'T FIGHT ANYMORE S.MCANALLY,J.OSBORNE,C.PEARCE (C.PEARCE,P.GOOD,S.MCANALLY)	Carly Pearce Featuring Chris Stapleton BIG MACHINE	21	21
2	22	18	6	WONDERING WHY THE RED CLAY STRAYS (A.G.NIX, B.L.COLEMAN, D.COUCH)	The Red Clay Strays RED CLAY STRAYS	-	18
23	18	16	13	MIND ON YOU A.BOWERS (G.BIRGE,J.BOYER,M.TYLER,COLT FORD)	George Birge RECORDS NASHVILLE	4	16
24	24	23	22	RICH MEN NORTH OF RICHMOND D.RIFFE (C.A.LUNSFORD)	Oliver Anthony Music OLIVER ANTHONY MUSIC	RC	1
25	29	29	15	MAMAW'S HOUSE D.HUFF,J.FRASURE (THOMAS RHETT,M.DRAGSTREM,C.MCGILL,M.C.WALLEN)	Thomas Rhett Featuring Morgan Wallen VALORY	17	14

COUNTRY SONGWRITERSTM

	1	#1 58 WKS	ZACH BRYAN
	2	AS	HLEY GORLEY
	3	TR	ACY CHAPMAN
	4	JEI	LLY ROLL
	5	KA	CEY MUSGRAVES
TIE	6	CH	ARLIE HANDSOME
TIE	6	JO	HN BYRON
	8	TA	LOR PHILLIPS
TIE	9	СН	RIS STAPLETON
TIE	9	DA	NWILSON



COUNTRY PRODUCERSTM

1	20 WKS ZACH BRYAN
2	JOEY MOI
3	ROSS COPPERMAN
4	DANN HUFF
5	LINDSAY RIMES
6	AUSTIN NIVAREL
7	TRENT WILLMON
8	ZACH CROWELL
9	JEFF GITTY
10	CHARLIE HANDSOME

The weekly Country Songwriters and Country Producers charts are based on total points accrued by a songwriter and producer, respectively, for each attributed song that appears on the Hot Country Songs chart. As with Billboard's yearly recaps, multiple writers or producers split points for each song equally (and the dividing of points will lead to occasional ties on rankings).

billboard Hot Country Songs

AIRPLAY, STREAMING & SALES DATA Compiled by LUMINATE

LAST WEEK	TWO WEEKS Ago	WKS ON Chart	TITLE PRODUCER (SONGWRITER)	Artist IMPRINT / PROMOTION LABEL	COUNTRY Airplay Rank	PEAK Position
27	26	14	COAL ** Streaming Gainer ** D.GOSSETT (D.GOSSETT)	Dylan Gossett Dylan gossett/Big Loud texas/Mercury/Republic/Big Loud	-	26
25	25	20	TOURNIQUET Z.L.BRYAN (Z.L.BRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	8
30	27	15	ALL I NEED IS YOU J.RAYMOND (C.JANSON,B.CLAWSON,A.G.GORLEY,MITCH OGLESBY)	Chris Janson BMLG	9	27
26	30	8	WILDFLOWERS AND WILD HORSES J.JOYCE (LWILSON,TANDERSON,PSIKES)	Lainey Wilson BROKEN BOW	23	26
28	28	24	IN YOUR LOVE T. CHILDERS,THE FOOD STAMPS (T.CHILDERS,G.A.SEALE, JR.)	Tyler Childers HICKMAN HOLLER/RCA	52	7
33	32	20	SPOTLESS Z.L.BRYAN (Z.L.BRYAN, W.K.SCHULTZ, J.C.FRAITES)	Zach Bryan Featuring The Lumineers BELTING BRONCO/WARNER	-	6
34	33	25	WE RIDE N.GIBBENS (B.MARTIN,V.D.BROWN JR.)	Bryan Martin AVERAGE JOES	38	29
32	35	19	I'M NOT PRETTY K.BUSH (M.MORONEY,B.WILLIAMS,M.E.CARPENTER,M.CARPENTER)	Megan Moroney MEGAN MORONEY/COLUMBIA/ARISTA NASHVILLE	31	32
31	31	16	SARAH'S PLACE Z.L.BRYAN (Z.L.BRYAN)	Zach Bryan Featuring Noah Kahan BELTING BRONCO/WARNER	-	5
35	34	8	CREEK WILL RISE Z.CROWELL (C.MCGILL,C.SMITH,C.LA CORTE,P.WELLING)	Conner Smith VALORY	16	34
36	38	9	GLORY DAYS R.COPPERMAN, G.BARRETT (G.BARRETT, J.MCNAIR, E.L.WEISBAND, S.MOSLEY)	Gabby Barrett WARNER MUSIC NASHVILLE/WAR	24	36
37	37	7	TUCSON TOO LATE	Jordan Davis MCA NASHVILLE	22	37
NE	W	1	YOUR PLACE ** Hot Shot Debut **	Ashley Cooke BACK BLOCKS/BIG LOUD	30	38
48	_	14	OUTSKIRTS Z.CROWELL, C.LA CORTE, S. HUNT (S.L. HUNT, J. OSBORNE, J. FLOWERS, Z. CROWELL)	Sam Hunt MCA NASHVILLE	35	35
RE-EI	NTRY	4	FEARLESS (THE ECHO) LDICK (J.DEAN,C.LDICK,J.S.SHERWOOD)	Jackson Dean BIG MACHINE	19	40
41	36	20	EAST SIDE OF SORROW ZLBRYAN (ZLBRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	7
44	42	10	DIRT CHEAP T.W.WILLMON (J.PHILLIPS)	Cody Johnson COJO/WARNER MUSIC NASHVILLE/WMN	-	33
45	39	8	PLEASE DON'T GO TWOODWARD,A.YANKUNAS (W.R.FLORES,R.B.PRICE)	Wyatt Flores OEG/ISLAND/REPUBLIC	-	39
40	43	19	EL DORADO ZLIBRYAN (ZLIBRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	15
NE	w	1	CHEVROLET Z.CROWELL, B.PHILLIPS (C.MCGILL, J.L.ALEXANDER, H.PHELPS, M.WILLIAMS)	Dustin Lynch Featuring Jelly Roll BROKEN BOW	48	45
50	49	5	BOYS BACK HOME J.A.FOX (D.MARLOWE,S.ENNIS,J.A.FOX)	Dylan Marlowe & Dylan Scott PIA/CURB/COLUMBIA NASHVILLE	60	46
42	_	4	CAN'T BREAK UP NOW K.BUSH.R.COPPERMAN,OLD DOMINION (M.RAMSEY,T. ROSEN,T.BROWN,E.L.WEISBAND)	Old Dominion & Megan Moroney COLUMBIA NASHVILLE	33	42
NE	w	1	BACK THEN RIGHT NOW J.M.SCHMIDT,T.HUBBARD (J.J.J.ILLON,G.WARBURTON,D.A.GARCIA)	Tyler Hubbard HUBBARD HOUSE/EMI NASHVILLE	25	48
43	44	7	THIS TOWN'S BEEN TOO GOOD TO US J.DURRETI,CHARLIE HANDSOME (D.SCOTT,A.G.GORLEY,CHARLIE HANDSOME,J.BYRON,T.PHILLIPS)	Dylan Scott CURB	-	36
47	46	12	LOVE YOU AGAIN A.R.SHAWN,C.BROWN (C.BROWN,CHASE MATTHEW,T.PHILLIPS)	Chase Matthew CHASE MATTHEW/WARNER MUSIC NASHVILLE/WMN	34	42
	WEEK 27 25 30 26 28 33 34 32 31 35 36 37 NE 44 45 40 NE 50 42 NE 43	NAST WEEKS WEEKS272625253027263028283433323534313534363837378-48-413644424539404342-504942-4344	NARC WERKS WKRS MY 27 266 14 25 20 30 26 30 8 26 20 15 26 30 8 28 28 24 33 32 20 34 33 25 32 35 19 31 31 16 35 34 8 36 38 9 37 37 7 48 - 14 48 - 14 41 36 20 44 42 10 45 39 8 40 43 19 50 49 5 42 - 1 50 49 5 42 - 4	LAST WERDS WISSION TTTLE 27 26 14 COAL DOBSSETT () BOSSETT () DOBSSETT () BOSSETT () DOSSETT () BOSSETT () ZLEBRAN (ZLEBRAN) ** Streaming Gainer ** 26 27 15 ALRANDOLER () ANSON A.G. BORLEY, MITCH OGLESBY () JARAMOND (C.A.MSON, B.C.LAWSON, A.G. BORLEY, MITCH OGLESBY () ZLEBRANA (Z.BERNAN, W.SCHULTZ, J.C.FRAITES) 33 32 20 SPOTLESS ZLEBRANA (Z.BERNAN, W.SCHULTZ, J.C.FRAITES) 34 33 16 SARAMI S PLACEC ZLEBRANA (Z.BERNAN), W.SCHULTZ, J.C.FRAITES) 35 34 8 CREEK WILL RISE ZLEBRANA (Z.BERNAN), L.C.A.CORTE, PWELLING) 36 38 9 GLORPY DAYS R.C.DOWELL (C.MCGLL, S.MITH, C.LA CORTE, PWELLING) 37 7 PUGOSON MITLAND, MARAMET (E.B	Mits Wiss Use and the second	MAXMAXMAXMAXMAXMAXMAX1272614COAL COA

The week's most popular country songs, ranked by radio airplay audience impressions as measured by Luminate, sales data as compiled by Luminate and streaming activity data from online music sources tracked by Luminate. Descending titles below No. 25 are moved to recurrent after 20 weeks.

COUNTRY MARKET WATCH

A Weekly National Music Sales Report

WEEKLY UNIT O	COUNT			YEAR-TO-DAT	TE .			YEAR-OVER-YEAR
	ALBUM CONSUMPTION	AUDIO ON-DEMAND	VIDEO ON-DEMAND		2023	2024	CHANGE	ALBUM CONSUMPTION
This Week	1,539,000	1,873,597,000	115,558,000	Album Consumption	2,846,000	3,084,000	8.4%	'23 2.85 million
Last Week	1,545,000	1,849,767,000	117,213,000	Album Sales	250,000	233,000	-6.8%	'24 3.08 million
Change	-0.4%	1.3%	-1.4%					TOTAL ON-DEMAND STREAMS
This Week Last Year	1,436,000	1,713,640,000	125,202,000	Audio On-Demand	3,365,021,000	3,723,453,000	10.7%	'23 3.61 billion
Change	7.2%	9.3%	-7.7%	Video On-Demand	247,919,000	232,775,000	-6.1%	'24 3.96 billion

All data measures U.S. activity as of the week ending January 11, 2024. All units counts are rounded to the nearest thousand. Album consumption units — also known as albums plus TEA plus SEA — consists of albums sales: track-equivalent album (TEA) sales whereby 10 tracks equal one consumption unit. and stream equivalent album (SEA) whereby 1,250 paid and/or 3,750 ad-supported audio on-demand streams (OAD) and one consumption unit.

For inquiries about any Luminate, please contact Howard Lin at hlin@liuminatedata.com

LUMINATE

NEW SINGLE FROM

IMPACTING THIS MONDAY 1/22 500K FIRST WEEK STREAMS

1 Tried a Ring

"HARMONICALLY SAVVY SIBLING DUO UNEARTHS THE NUANCE OF RETICENCE OF MOVING ON AFTER A RELATIONSHIP THAT ONCE HELD SO MUCH HOPE HAS FIZZLED" - billboard



MAKIN' TRACKS TOM ROLAND tom.roland@billboard.com

'I Think It Matters': Justin Moore Explores His Personal Values In 'This Is My Dirt'



JANUARY 16, 2024 | PAGE 6 OF 11

Justin Moore's current single, "This Is My Dirt," is a three-and-a-half-minute musical evolution.

It starts with acoustic guitar finger-picking, as a quasi-folk song that transforms into a country piece and eventually finds Moore in a big-voiced, arenalevel anthem that reinforces family values and personal history. It also subtly explores the modern urban/rural battle over America's very identity.

Moore wasn't thinking about the latter part when he wrote it last spring,

and neither were his co-writers: **Randy Montana** ("Beer Never Broke My Heart," "I Hope You're Happy Now"), **Paul DiGiovanni** ("How Not To," "The Ones That Didn't Make It Back Home") and producer **Jeremy Stover** ("Why We Drink," "You're Like Comin' Home"). They were instead gearing it toward Moore's own circumstances. He lives on a 50-acre plot of Arkansas land that has been in his family since the mid-1800s, and it provides a sense of security, privacy and identity.

"We had horses and cows and animals, and we always had gardens," says Moore. "The cows and stuff was just more of a hobby. It wasn't really my grandpa's main job certainly it's not mine, my parents', either but it's special to be able to have it and be able to pass it down to my crew."

Not everyone stays where they were raised, as Montana knows. He purchased some land in Tennessee and built a house, and when he visited the property during its construction, he recognized how much of the area's farmland is undergoing a renovation.

"It's just what's going on in Nashville," he

says. "It's growing so quick that a lot of these places are getting bought and turning into big subdivisions. And I get it. I love the growth. I love that people love this city. But I also have that nostalgia side of me. [The farms] are so aesthetically pretty that I wish they would stay that way."

On a two-hour drive with his sons in spring 2023, Montana contemplated how that transformation happens — how someone pulls into a driveway, approaches the owner with an offer and, suddenly, 100 acres become 150 homes. He pictured a farmer passing on the deal, and he came up with a title: "This Is My Dirt." Montana worked on it in Nashville with DiGiovanni and Stover, creating a verse and chorus, and he finished it in a Zoom meeting from Di-Giovanni's studio with Moore and Stover, who were in Destin, Fla.

Some of the original phrases got reworked in the process. Montana's initial opening line, about "Arkansas dirt on his overalls," became "hard work caked on his overalls." And the setup line before the hook shifted from "You can't put a price on what it's worth" to something less common.

"I'll never forget it," says Montana. "I remember Jeremy going, like, 'Dude, I just wish it was something a little odd.' And then he literally goes, 'What if it's like, "You can't put a greenback dollar..." 'And I thought that was so cool because it's an old-school way of describing a dollar."

Moore personalized "This Is My Dirt" a bit beyond that, replacing several words and jacking the chorus melody into a higher range.

"Justin, with his voice, he can do things most other singers in town maybe wish they could do, as far as like range and hitting those high notes," Di-Giovanni says. "He really wanted to pick it up an octave in the chorus and really make that soaring melody."

They tailored it further to his situation in a short, two-line bridge, the first line devoted to the five generations of Moores who have occupied his land.

so subtly Ever. Period," says Moore. "That will be written into our will." DiGiovanni produced a demo in Nashville around a light but incessant drumbeat, and Montana laid down a vocal, challenged by the enhanced melody that Moore had created. "He's got incredible range, and so it was kind of a stretch for me as a singer," Montana allows. "It's effortless for him."

The math is correct - his kids are the fifth generation - and if the bridge's last

can sell trucks and boats and this and that, but there is no selling this [land].

"My 14-year-old knows, 'Hey, you guys are going to be taken care of, and you

line follows his plans, Moore will be buried on the property, too.

They sent the track to Destin, and Moore recut the vocal at Stover's house. Much of that casual take ended up in the recording's final vocal. Moore and Stover, who co-produced with Big Machine Label Group president/ CEO **Scott Borchetta**, cut the master instrumental tracks at The Castle in Franklin, Tenn., with guitarist **Danny Rader** augmenting Moore's road band: guitarists **Stephan LaPlante** and **Roger Coleman**, keyboardist **Wil Houchens**, drummer **Tucker Wilson** and bassist **Dave Dubas**.

"They crushed it," Stover says. "He has a really, really great band. I mean, these guys are super seasoned."

Borchetta suggested Moore try to enhance the vocal performance even further on the last chorus, and the singer hit some higher notes, despite attacking it in the morning when his vocal cords weren't fully ready to go.

"The first time I heard it, I got super goose 's an epic song at the end of the day, and to

bumps," recalls DiGiovanni. "It's an epic song at the end of the day, and to really kick it up one more notch at the end - I was like, 'Yep, this is what it should be.'"

The plot for "This Is My Dirt" makes a classic statement, as Moore's character chooses his family's history—and his kids' future—over the greenback dollars.

"The story of this song for me is the guy values the memories more than the money," Stover says.

But the song also points to larger societal issues. Every time a farm becomes a subdivision, it reduces the nation's food-production abilities and the inhabitable area for wild animals. That sometimes includes endangered species.

"Everywhere we go, we destroy it," observes Moore.

If, however, farmers routinely hang on to their property rather than sell to developers, the cities face more congestion. How Americans incentivize the decisions around population growth makes a statement about who we are and what we value. It also shapes the world for future generations.

"This Is My Dirt" was written as a focused song about a man taking a stand for his family and his lifestyle, and it's a good bet that most listeners will take it at that level, but it's also a gateway to deeper conversations for anyone who cares to explore the topic further. Valory released "Dirt" to country radio via PlayMPE on Nov. 16, and it ranks at No. 49 on the Country Airplay chart dated Jan. 20.

"We haven't really done what you would consider maybe a lifestyle-type song in a little while," Moore says. "We've done the beer-drinkin' stuff, and we've had some love songs out. I don't know that we've done one like this in a while. And I think that's really been an important part of my career and has contributed to our longevity. It's being upfront and honest with who I am as a person. I think it matters."





CELEBRATING THE POWER PLAYERS IN THE MUSIC INDUSTRY

The 2024 **BILLBOARD POWER 100** will celebrate the executives who are creating excitement and making a difference in the global music industry. Featured will be those who have had the greatest impact in recorded music, live entertainment, touring, publishing and other industry verticals who have had great success in the past year.

Take this opportunity to congratulate the 2024 *Billboard* Power 100 honorees. Your ad will reach an influential and affluent audience of decision-makers in the global music industry.

CONTACT

East Coast/Midwest: Joe Maimone | joe maimone@billboard.com. Southeast: Lee Ann Photoglo | laphotoglo@gmail.com Latin: Marcia Olival | marciaolival29@gmail.com Touring & West Coast: Cynthia Mellow | cmellow615@gmail.com International: Ryan O'Donnell | rodonnell@pmc.com

ISSUE DATE 1/27 | AD CLOSE 1/16 | MATERIALS DUE 1/18

	200			DATA	MING 8 COMPIL	ED B
$\mathbf{\mathbf{y}}$						
THIS WEEK	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE	CERT	PEAK POS.
1	1	1	45	MORGAN WALLEN ONE THING AT A TIME BIG LOUD/MERCURY 037570*/REPUBLIC	5	1
2	2	4	20	ZACH BRYAN ZACH BRYAN BELTING BRONCO 725898*/WARNER		1
3	3	8	157	MORGAN WALLEN DANGEROUS: THE DOUBLE ALBUM BIG LOUD 033180*/REPUBLIC	6	1
4	5	10	86	ZACH BRYAN AMERICAN HEARTBREAK BELTING BRONCO 86979*/WARNER		1
5	4	5	27	TAYLOR SWIFT SPEAK NOW (TAYLOR'S VERSION) REPUBLIC 455678*		1
6	6	11	113	TAYLOR SWIFT RED (TAYLOR'S VERSION) REPUBLIC 034504*		1
7	7	15	35	BAILEY ZIMMERMAN RELIGIOUSLY. THE ALBUM. ELEKTRA/WARNER MUSIC NASHVILLE 712554*/3EE/WMN		3
8	8	14	42	LUKE COMBS GETTIN' OLD RIVER HOUSE/COLUMBIA NASHVILLE 877494*/SMN	•	2
9	10	13	9	CHRIS STAPLETON HIGHER SOUND/MERCURY NASHVILLE 037345*/UMGN		1
10	9	12	144	TAYLOR SWIFT FEARLESS (TAYLOR'S VERSION) REPUBLIC 033578*		1
11	11	17	345	LUKE COMBS THIS ONE'S FOR YOU RIVER HOUSE/COLUMBIA NASHVILLE 538883*/SMN	6	1
12	12	16	32	JELLY ROLL WHITSITT CHAPEL BAILEE & BUDDY/BROKEN BOW/BMG 538907672*/BBMG		2
13	13	19	293	MORGAN WALLEN IF I KNOW ME BIG LOUD 783*	3	1
14	15	25	51	HARDY THE MOCKINGBIRD & THE CROW BIG LOUD ROCK/BIG LOUD 26885*		1
15	14	18	454	CHRIS STAPLETON TRAVELLER MERCURY NASHVILLE 019405*/UMGN	6	1
16	16	22	15	THOMAS RHETT 20 NUMBER ONES VALORY TRO6001A*/BMLG		7
17	18	23	218	LUKE COMBS WHAT YOU SEE IS WHAT YOU GET RIVER HOUSE/COLUMBIA NASHVILLE 595687*/SMN	4	1
18	19	26	165	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1
19	17	27	63	LAINEY WILSON BELL BOTTOM COUNTRY BROKEN BOW/BMG 538841512*/BBMG		9
20	20	30	10	CODY JOHNSON LEATHER COJO/WARNER MUSIC NASHVILLE 725512/WMN		5
2	26	33	259	ELVIS PRESLEY ELVIS: 30 #1 HITS RCA 68079*/LEGACY (19.98/12.98)	6	1
2	24	29	79	ZACH BRYAN ELISABETH BELTING BRONCO DIGITAL EX/WARNER		17
23	22	31	47	JORDAN DAVIS BLUEBIRD DAYS MCA NASHVILLE 037040*/UMGN	٠	3
24	23	24	235	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS		9
25	27	32	363	GEORGE STRAIT 50 NUMBER ONES MCA NASHVILLE 000459/UMGN (25.98)	7	1

albums). Copyright 2024, Billboard Media, LLC and Luminate. All rights reserved.

b	i	b	DC	AMERICANA/		COMPI	& SALES LED BY
THIS WEEK	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST IMPRINT & NUMBER / DISTRIBUTING LABEL	TITLE	CERT.	PEAK POS.
0	1	1	31	NOAH KAHAN MERCURY 036702*/REPUBLIC	STICK SEASON		1
2	2	2	20	ZACH BRYAN BELTING BRONCO 725898*/WARNER	ZACH BRYAN		1
3	3	3	86	ZACH BRYAN BELTING BRONCO 86979*/WARNER	AMERICAN HEARTBREAK		1
4	4	4	9	CHRIS STAPLETON SOUND/MERCURY NASHVILLE 037345*/UMGN	HIGHER		1
5	5	5	400	CHRIS STAPLETON MERCURY NASHVILLE 019405*/UMGN	TRAVELLER	6	1
6	6	6	446	HOZIER RUBYWORKS/COLUMBIA 309996*/LEGACY	HOZIER	3	1
7	7	8	165	CHRIS STAPLETON MERCURY NASHVILLE 032689*/UMGN	STARTING OVER		1
8	9	11	110	ZACH BRYAN Belting Bronco Digital EX/WARNER	ELISABETH		6
9	8	7	252	TYLER CHILDERS HICKMAN HOLLER 001*/THIRTY TIGERS	PURGATORY		2
10	10	9	78	ZACH BRYAN BELTING BRONCO /WARNER	SUMMERTIME BLUES		2

Americana/Folk Albums ranks the most popular Americana/folk albums of the week, as compiled by Luminate, based on multi-metric consumption (blending traditional album sales, track equivalent albums, and streaming equivalent albums). Copyright 2024, Billibard Media, LLC and Luminate, All rights reserved.

			JF	INU	AR	T T	6, 2024 PAGE 8 OF 11
CC)U	NT	Dard RY IING SONGS	CC)U	NT	STREAMING & SALES
THIS WEEK	LAST WEEK	WKS ON CHART	TITLE ARTIST	THIS WEEK	LAST WEEK	WKS ON CHART	TITLE ARTIST
0	1	20	I REMEMBER EVERYTHING ZACH BRYAN FEAT. KACEY MUSGRAVES	1	1	20	I REMEMBER EVERYTHING ZACH BRYAN FEAT. KACEY MUSGRAVES
2	2	50	LAST NIGHT MORGAN WALLEN	2	3	35	SAVE ME Jelly Roll with Lainey Wilson
3	3	90	SOMETHING IN THE ORANGE Zach Bryan	3	RE-E	NTRY	LIVE LIKE YOU WERE DYING TIM MCGRAW
4	4	45	THINKIN' BOUT ME MORGAN WALLEN	4	2	25	WHITE HORSE CHRIS STAPLETON
6	6	21	WHITE HORSE CHRIS STAPLETON	5	4	55	NEED A FAVOR JELLY ROLL
6	5	42	FAST CAR LUKE COMBS	6	8	10	WHERE THE WILD THINGS ARE LUKE COMBS
0	7	14	WILD ONES Jessie Murph & Jelly Roll	7	6	45	THINKIN' BOUT ME MORGAN WALLEN
8	8	13	PRETTY LITTLE POISON WARREN ZEIDERS	8	12	13	TO BE A MAN DAX & DARIUS RUCKER
9	9	155	WASTED ON YOU MORGAN WALLEN	9	RE-E	NTRY	HARD TO LOVE Lee Brice
0	12	20	HEY DRIVER ZACH BRYAN FEAT. THE WAR AND TREATY	10	5	17	TRUCK BED HARDY
11	11	87	YOU PROOF MORGAN WALLEN	11	7	48	LAST NIGHT Morgan Wallen
12	10	348	TENNESSEE WHISKEY CHRIS STAPLETON	Ð	RE-E	NTRY	A COUNTRY BOY CAN SURVIVE Hank Williams Jr.
ß	13	20	TRUCK BED HARDY	13	RE-E	NTRY	SOMETHING IN THE ORANGE Zach Bryan
1	16	36	RELIGIOUSLY BAILEY ZIMMERMAN	14	10	41	FAST CAR LUKE COMBS
Ð	15	18	SAVE ME Jelly Roll with Lainey Wilson	15	14	12	WILD ONES Jessie Murph & Jelly Roll
16	17	31	NEED A FAVOR Jelly Roll				
Ð	14	4	WORLD ON FIRE NATE SMITH				
13	18	4	BURN IT DOWN Parker McCollum				
₽	21	5	THE PAINTER Cody Johnson				
20	23	248	BEAUTIFUL CRAZY LUKE COMBS				
2	20	14	OKLAHOMA SMOKESHOW Zach Bryan				
22	19	80	ROCK AND A HARD PLACE BAILEY ZIMMERMAN		1		
23	22	85	YOU SHOULD PROBABLY LEAVE CHRIS STAPLETON				1. 01
24	25	82	THOUGHT YOU SHOULD KNOW Morgan Wallen				
25	RE-EI	NTRY	WHISKEY GLASSES MORGAN WALLEN	N	ELS	ION	

The week's top-streamed and top-selling paid download country songs, respectively, from sales reports collected and provided by Luminate. Charts update weekly on Tuesdays at www.Billboard.Biz/charts. Copyright 2024, Billboard Media, LLC and Luminate. All rights reserved.

b		b	C		COMPI	LED B
THIS WEEK	LAST WEEK	2 WEEKS AGO	WEEKS	ARTIST IMPRINT & NUMBER / DISTRIBUTING LABEL	CERT.	PEAK
1	1	1	17	WILLIE NELSON BLUEGRASS LEGACY 881657*		1
2	2	3	25	MOLLY TUTTLE & GOLDEN HIGHWAY CITY OF GOLD NONESUCH 698603*/WARNER		1
3	4	5	34	MARTY STUART AND HIS FABULOUS SUPERLATIVES ALTITUDE SUPERLATONE/SNAKEFARM 800068*/PIAS		1
4	3	2	60	BILLY STRINGS ME / AND / DAD ROUNDER 610179*/CONCORD		1
5	9	10	40	TRAMPLED BY TURTLES ALPENGLOW BANJODAD 15*/THIRTY TIGERS		1
6	5	4	38	NICKEL CREEK CELEBRANTS REPAIR 04015*/THIRTY TIGERS		1
0	8	6	17	OLD CROW MEDICINE SHOW JUBILEE ATO 0882573423*		1
8	7	9	18	BELA FLECK / ZAKIR HUSSAIN / EDGAR MEYER FEAT. RAKESH CHAURASIA AS WE SPEAK BELA FLECK 582*/THIRTY TIGERS		1
9	6	8	16	THE STEELDRIVERS TOUGHER THAN NAILS GAITHER 49534*/CAPITOL CMG		2
10	RE-E	NTRY	12	MIGHTY POPLAR: HARGREAVES / PIKELNY / ELDRIDGE / MARLIN / GARRISON MIGHTY POPLAR FREE DIRT 0111*/TRADE ROOT		2

Bluegrass Albums ranks the most popular bluegrass albums of the week, as compiled by Luminate, based on album sales. Copyright 2024, Billboard Media, LLC and Luminate. All rights reserved.

SALES DATA

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CONTACTS

East Coast/Midwest: Joe Maimone | joe.maimone@billboard.com Southeast: Lee Ann Photoglo | laphotoglo@gmail.com Latin: Marcia Olival | marciaolival29@gmail.com Touring & West Coast: Cynthia Mellow | cmellow615@gmail.com International: Ryan O'Donnell | rodonnell@pmc.com

billboard Hot Country Songs Index

TITLE Publishing-Licensing Org. (Songwriter) Chart Position

23 Chayce Beckham Publishing Designee, BMI (C. Beckham) 20

ALL I NEED IS YOU Anthem Red Vinyl Music, BMI/Buckkilla Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Murphy The Wolf Music, BMI/Mandy's Favorite Songs, BMI/Round Hill Songs II, ASCAP/Sony Cross Keys Publishing, ASCAP/Master Of My Domain Music, ASCAP/WC Music Corp., ASCAP/Mitchell Marlow Music, ASCAP/KJM Music Publishing, ASCAP/Five Miles West Songs, BMI (C.Janson, B.Clawson, A.G.Gorley, Mitch Oglesby) 28

BACK THEN RIGHT NOW I Tree Music. BMI/ Warner-Tamerlane Publishing Corp., BMI/Big Music Machine, BMI/Big Ass Pile Of Dimes Music, BMI/Works by Range Music Partners, BMI/Warbanger Publishing, BMI/Songs of Spirit II Nashville, ASCAP/Spirit Vault Songs, ASCAP/4Ever Songs, ASCAP (T.R.Hubbard, J.J.Dillon, G.Warburton, D.A.Garcia) 48

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BOYS BACK HOME Warner-Tamerlane Publishing Corp., BMI/Songs of PIA Entertainment, BMI/WC Music Corp., ASCAP/Songs From The Rose Hotel, ASCAP/W.C.M. Music Corp., SESAC/Situation Songs, SESAC (D.Marlowe, S.Ennis, J.A.Fox) 46

BURN IT DOWN Warner-Tamerlane Publishing Corp., BMI/Parkermac Publishing, BMI/Concord Sounds, ASCAP/410 Music, ASCAP/Concord Copyrights, BMI/ BMCMD Songs, BMI/Creative Pulse Music, BMI/Songs From The Sendero Music, BMI (P.McCollum, H.Lindsey, L.McKenna, L.Rose) 15

CAN'T BREAK UP NOW WC Music Corp. ASCAP/Bird And Bean Music, ASCAP/Razor And Tie Music Publishing, BMI/Concord Copyrights, BMI/Tofer The Musical, BMI/Weistribe Publishing, ASCAP/Sony Cross Keys Publishing, ASCAP/Trevor's Advocate Publishing, ASCAP/Twelve6 Dogwood, ASCAP (M.Ramsey, T. Rosen, T.Brown, E.L.Weisband) 47

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COAL Dylan Gossett Publishing Designee, BMI (D. Gossett) 26

CREEK WILL RISE Warner-Tamerlane Publishing Corp., BMI/Home Team Harmonies, BMI/South Lick Creek Songs, BMI/Songs Of Miller Crow, BMI/Tunes By Tralierparker, BMI/Concord Tunes, SESAC/Card Tables Music, SESAC/Hang Your Hat Hits, SESAC/Songs Of Universal, Inc., BMI/Family Farm Songs, BMI (C.McGill, C.Smith, C.La Corte, P.Welling) 35

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GLORY DAYS Sony Tree Publishing, BMI/GBF Music Global, BMI/Young Man Publishing, BMI/Sony Cross Keys Publishing, ASCAP/WeisOwl, ASCAP/Sony Timber Publishing, SESAC/M&M College Fund, SESAC (G.Barrett, J.McNair, E.L.Weisband, S.Mosley) 36

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HEY DRIVER Zach Lane Bryan Publishing Designee. BMI/Warner-Tamerlane Publishing Corp., BMI (Z.L.Bryan)

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I CAN FEEL IT Concord Sounds, ASCAP/Phil Collins LTD, PRS/Sony Tree Publishing, BMI/Songs Of Family Publishing, BMI/Sony Cross Keys Publishing, ASCAP/ Chorus 3 Music Publishing, ASCAP/Goat Island Palms, LLC, BMI/Songs By 10K HRS Publishing, BMI (P.D.C.Collins, K.Brown, G.Foust, J.Free) 17

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IN YOUR LOVE Hickman Holler Songs, BMI/ Hares And Haints Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI (T.Childers, G.A.Seale, Jr.) 30

I REMEMBER EVERYTHING Zach Lane Bryan Publishing Designee, BMI/Warner-Tamerlane Publishing Corp., BMI/351 Music, BMI (Z.L.Bryan, K.Musgraves) 1

LAST NIGHT Warner-Tamerlane Publishing Corp., BMI/Big Loud Mountain LLC, BMI/Sony Cross Keys Publishing, ASCAP/Master Of My Domain Music, ASCAP/ Poppy's Picks, ASCAP/Rap Kingpin Music, ASCAP/ Prescription Songs, ASCAP/Sony Songs LLC, BMI/Kobalt Songs Music Publishing LLC, ASCAP (J.Byron, A.G.Gorley, J.K.Hindlin. Charlie Handsome) 2

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MAMAW'S HOUSE Warner-Tamerlane Publishing Corp., BMI/Cricket On The Line, BMI/Bo Wallace Publishing, BMI/Big Loud Mountain LLC, BMI/EMI Blackwood Music Inc., BMI/Super Big Music, ASCAP/ Round Hill Songs BLS JV, ASCAP/Big Loud Proud Songs, ASCAP/Songs Of Universal, Inc., BMI (Thomas Rhett, M.Dragstrem, C.McGill, M.C.Wallen) 25

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THIS TOWN'S BEEN TOO GOOD TO US Curb Songs, ASCAP/Sony Cross Keys Publishing, ASCAP/ Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/Big Loud Mountain LLC, BMI/Warner-Tamerlane Publishing Corp., BMI/Hits From The Tape Room, BMI (D. Scott, A.G.Gorley, Charlie Handsome, J.Byron, T.Phillips) 49



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WORSTER

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TUCSON TOO LATE Anthem Music Publishing II, ASCAP/Jordan Davis Music, ASCAP/Universal Music Corp., ASCAP/Bent Prop Publishing, ASCAP/Smackworks Music, SESAC/Follow Me Where I Go, SESAC/Kobalt Group Publishing, SESAC/Songs Of Madfun, ASCAP/WC Music Corp., ASCAP/Jenktown, ASCAP (J.Davis, J.Davis, J.Jenkins, M.Jenkins) 37

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WOMEN IN MUSIC

On March 2nd, *Billboard* will publish its highly anticipated Women in Music special issue, featuring top women in the music industry who are creating excitement and making their mark across labels, publishing and touring.

Coinciding with the issue, *Billboard's* Women in Music awards ceremony will be held March 6th. This event will bring together music's most prominent female artists and the industry's top female business executives to recognize and celebrate their achievements.

Take this opportunity to congratulate the most powerful and talented women in music and wish them continued success.

CONTACT

East Coast: Joe Maimone | joe.maimone@billboard.com. Southeast: Lee Ann Photoglo | laphotoglo@gmail.com Latin: Marcia Olival | marciaolival29@gmail.com Touring & West Coast: Cynthia Mellow| cmellow615@gmail.com International: Ryan O'Donnell | rodonnell@pmc.com

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