

The Chainsmokers: Consumer Re-Engagement Boosts Revenue

- In August 2019 Hipgnosis bought the Publishing and Writer's Share of Income of 42 songs written by The Chainsmokers, which contained 53 Number 1 global chart positions and 238 Top 10 global chart positions.
- Here we showcase their top 3 hits: **Don't Let Me Down (Feat. Daya)**, **Closer (Feat. Halsey)** and **Something Just Like This (Feat. Coldplay)**, looking at their royalty statements from the publishing administrator.
- Each of these Songs has over 1 billion streams, on Spotify alone, making The Chainsmokers one of the first artists to achieve this with 3 Songs.
- As of April 2021, **Closer (feat. Halsey)**, is one of only 6 Songs to have achieved 2 billion streams on Spotify.
- We see that the consumer re-engages with the Catalogue when there is a new release or touring from the writers or featured artists and as such the revenues have been greater than, and the decay has been slower than anticipated.
- **Something Just Like This (feat. Coldplay)** released in January 2017 is Coldplay's most streamed song at over 1.6 billion streams and continues to drive uplift when The Chainsmokers or Coldplay perform or release new songs.



Growth of The Chainsmokers Songs Compared to Base Royalty Earnings

