

# THE HOT BOX

A WEEKLY ROUNDUP OF NOTABLE CHART ACHIEVEMENTS



## DR. JOHN'S 'DOWN'

>> Dr. John scores his highest debut on the Billboard 200—and second-highest charting set—as *Locked Down* bows at No. 33 with 13,000 sold, according to Nielsen SoundScan. The set is his None-such debut and was produced by the Black Keys' Dan Auerbach. Dr. John notched his best rank with 1973's *In the Right Place* (No. 24).

## 'WHERE' HE GOES

>> After Katherine Jenkins and Mark Ballas danced to a rendition of Josh Groban's "To Where You Are" on "Dancing With the Stars" (April 2), Groban's recording zips to the top of Classical Digital Songs for the first time. It bounds 15-1 with an 835% sales jump (moving from 1,000 to 5,000 downloads).



## DOLLY'S BIG DEBUT

>> Dolly Parton makes a grand entrance at No. 2 on Music Video Sales with "An Evening With Dolly: Live," which sells 10,000 copies in its first week. The DVD/CD package is the country icon's second set to reach the list. Her first was 2004's "Live & Well," which spent one week on the list at No. 36.

# CHART BEAT

>> Madonna earns her record-extending 42nd No. 1 on Dance Club Songs with "Girl Gone Wild" (4-1). The song reigns just three weeks after "Give Me All Your Lovin'," featuring Nicki Minaj and M.I.A., reached the summit, granting Madonna her quickest span of back-to-back No. 1s on the chart. She previously linked faster consecutive leaders when "Vogue" ruled seven weeks after "Keep It Together" in 1990.

>> Also on Dance Club Songs, Martha Reeves—formerly of Martha & the Vandellas—ranks on a Billboard singles chart for the first time since 1975, as the Crystal Method's "I'm Not Leaving," on which she guests, enters at No. 47. The two acts performed the song on "Jimmy Kimmel Live!" on April 3.

Read Chart Beat every week at [billboard.com/chartbeat](http://billboard.com/chartbeat).

MADONNA: MIERT AND MARCUS; DR. JOHN: LISA HOULGRAVE

Billboard

# CHARTS

## Minaj Is Tops While Madonna Takes Tumble

**Nicki Minaj** scores her second No. 1 album on the Billboard 200 as *Pink Friday: Roman Reloaded* debuts atop the list with 253,000 copies sold, according to Nielsen SoundScan. That's a slightly better-than-expected sales figure, as industry sources had suggested last week that the album was on course for a launch somewhere in the 215,000-235,000 range.

It follows her debut studio set, *Pink Friday*, which climbed to No. 1 on Feb. 19, 2011, just as her "Super Bass" single was taking off. *Pink Friday* bowed at No. 2 on Dec. 11, 2010, with 375,000 sold, according to SoundScan. (Its big debut was fueled by Christmas shopping, as the album bowed during Thanksgiving week.)

Despite its title, *Pink Friday: Roman Reloaded* isn't a reissue of the original *Pink Friday* album. It's an all-new release, led by its official first single, "Starships." The track has already sailed to No. 5 on the Billboard Hot 100.

**DIVA DROPS:** The album that **Nicki Minaj's** set replaces, **Madonna's** *MDNA*, falls to No. 8 with 48,000 (down 86.7%). It debuted at No. 1 last week with 359,000. Its steep drop is the largest second-week percentage decline for a No. 1-debuting album since Nielsen SoundScan began tracking sales in 1991.

The percentage dip surpasses the record set by **Lady Gaga's** *Born This Way*, when it fell 84.3% in its second week on the June 18, 2011, chart. *Born This Way* bowed during the previous frame at No. 1 with 1.1 million and then sold 174,000 in

its second week atop the chart.

Both *MDNA* and *Born This Way* wouldn't have had such steep drops had it not been for unusually enhanced first-week sales. *Born This Way's* debut was amplified by Amazon MP3's decision to offer the set at 99 cents twice on two separate days during its premiere week. *MDNA's* large fall was expected, as its debut was bolstered by sales gained from a concert ticket/album promotion as well as pre-orders from iTunes. Further, without a current hit single on Billboard's major airplay charts nor any substantial recent promotion on Madonna's part, the drop was bound to be significant.

While *MDNA* has the biggest drop for



a No. 1-debuting set in SoundScan history, it's actually the second-biggest fall for a top 10-bowing album. The largest second-week collapse for a top 10 debut was for rock compilation *The Edge* on April 10, 2010. It sold 53,000 when it bowed at No. 4 and then fell by 87.2% to 7,000 (No. 81) in its second week. The Razor & Tie collection's sizable first-week sales were generated by a direct-response TV ad campaign and preorders.

Most superstar albums that start at or near the top of the chart fall by 60%-80% in their second week. And high-debuting sets that are especially front-loaded by pre-orders, niche fan bases or unusual marketing campaigns take harder hits.

*MDNA's* lead single, "Give Me All Your Lovin'" (featuring Minaj and M.I.A.), peaked at No. 10 on the Billboard Hot 100 thanks to strong initial sales. However, on the Mainstream Top 40 airplay chart—the diva's home radio format—the single faltered at No. 24 and spent only five weeks on the list. The album's second single, "Girl Gone Wild," has yet to dent the Mainstream Top 40 tally.

In terms of recent promotion, Madonna has basically been off the radar, instead focusing her energy on rehearsals for her upcoming world tour.

Madonna's manager **Guy Oseary** tweeted in response to a fan's question

on April 10: "I wish we could have done TV last week but we were in rehearsals morning and night. 7 more weeks to show time."

**FEEL THE HEAT (SEEKERS):** Effective this week, our social activity-based Uncharted ranking (see page 36) changes

## Over The Counter

KEITH CAULFIELD



its inclusion rules to allow current or former Heatseekers artists to appear among the other new and developing acts on the list. To get on the Uncharted tally, an act must not have appeared on specifically outlined Billboard charts (more than 80 overall). Heatseekers, which includes artists whose albums haven't peaked within the top 100 of the Billboard 200 or in the top 10 of certain genre charts, was one of those specified lists.

However, due to increasing sales volatility, many acts were making brief—oftentimes single-week appearances—on Heatseekers. This didn't seem to merit their exclusion from Uncharted, which is meant to spotlight up-and-coming acts still striving to become household names. The top beneficiary to this adjustment on Uncharted is **Stalley** at No. 12. The rapper's *Lincoln Way Night* spent one week on Heatseekers Albums (No. 31, November 2011) and has sold 4,000 copies, according to Nielsen SoundScan.

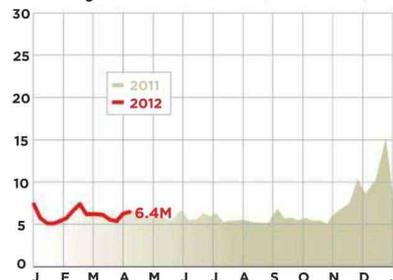
## Market Watch A Weekly National Music Sales Report

### Weekly Unit Sales

	ALBUMS	DIGITAL ALBUMS*	DIGITAL TRACKS
This Week	6,391,000	2,229,000	29,121,000
Last Week	6,160,000	2,331,000	26,676,000
Change	3.8%	-4.4%	9.2%
This Week Last Year	5,871,000	1,857,000	23,167,000
Change	8.9%	20.0%	25.7%

\*Digital album sales are also counted within album sales.

### Weekly Album Sales (Million Units)



### Year-To-Date

	2011	2012	CHANGE
<b>OVERALL UNIT SALES</b>			
Albums	83,699,000	84,227,000	0.6%
Digital Tracks	362,283,000	390,441,000	7.8%
Store Singles	748,000	762,000	1.9%
<b>Total</b>	<b>446,730,000</b>	<b>475,430,000</b>	<b>6.4%</b>
Albums w/TEA*	119,927,300	123,271,100	2.8%

\*Includes track equivalent album sales (TEA) with 10 track downloads equivalent to one album sale.

### DIGITAL TRACKS SALES

'11	362.3 million
'12	390.4 million

### SALES BY ALBUM FORMAT

CD	55,812,000	51,504,000	-7.7%
Digital	26,967,000	31,624,000	17.3%
Vinyl	903,000	1,083,000	19.9%
Other	19,000	18,000	-5.3%

For week ending April 8, 2012. Figures are rounded. Compiled from a national sample of retail store and rack sales reports collected and provided by

nielsen SoundScan

	2011	2012	CHANGE
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### YEAR-TO-DATE SALES BY ALBUM CATEGORY

Current	44,184,000	40,801,000	-7.7%
Catalog	39,515,000	43,426,000	9.9%
Deep Catalog	30,840,000	34,840,000	13.0%

### CURRENT ALBUM SALES

'11	44.2 million
'12	40.8 million

### CATALOG ALBUM SALES

'11	39.5 million
'12	43.4 million

Nielsen SoundScan counts as current only sales within the first 18 months of an album's release (12 months for classical and jazz albums). Titles that stay in the top half of the Billboard 200, however, remain as current. Titles older than 18 months are catalog. Deep catalog is a subset of catalog for titles out more than 36 months.