



Her streams are up
481%
from prior weekend

UNIVERSE

Weekend of 4/12 - 4/14:
640k unique streams

Weekend of 4/19 - 4/21:
653k unique streams
(weekend of Taylor Swift Album Release)

Taylor Swift Streams:
3,736

Taylor Swift Streams:
21,699

TAYLOR SWIFT DOMINATES: *STREAMS SURGE 481% WITH NEW ALBUM RELEASE*

Swift's Album Drop Boosts Streams by 5.5x, Grabs 3% of Spotify's Weekend Plays



PLAY DURATION

Average Play Duration:
141 seconds

Weekend of 4/19 - 4/21:
Average Taylor Swift Play Duration:
152 seconds

1989 had a **171% increase**
when the album dropped compared to
TTPD, which had a **481% increase**

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714.754.1234.

Data witnessed April 2024

Image: <https://people.com/taylor-swift-announces-tortured-poets-department-double-album-2-am-8635744>

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