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ON THE COVER

Katy Perry photograph by Ryan McGinley.



Moby photographed at his home studio in Los Angeles.

GEAR

P.17 "What I love about all this weird old equipment is that it doesn't really work that well. You can't touch the volume pot on the Korg synthesizer because it'll just stop working."

MOBY

FEATURE

P.24 "When you lose something, all your foundations crumble—but that also leaves a big hole that's open for something great to come through."

THE DEAL

P.10 "It's not our intention to beat people over the head with Pepsi—it's about their listening experience on iTunes Radio."

FEATURE

P.19 "Partnerships between subscription services and mobile carriers are extremely important. They've been a critical factor in the scale that we've seen in some of the European markets."

STEPHEN BRYAN, WARNER MUSIC GROUP

FRANK COOPER, PEPSICO

KATY PERRY



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Justin Moore's new album sold 97,000 copies in its first week.

COUNTRY

Forging His Own 'Path'

Justin Moore tops the country albums chart and scores No. 2 on the Billboard 200, thanks to radio—but not TV

By Deborah Evans Price

"They tell me I'm too country to do TV," says Justin Moore, whose third Valory Music album, *Off the Beaten Path*, bows atop Billboard's Top Country Albums chart and claims No. 2 on the Billboard 200, selling 97,000 units, according to Nielsen SoundScan. "I've never been on an awards show and I've never been on national TV. Country radio is what got me this far in my career, and we have an incredibly loyal fan base."

Moore's 2009 self-titled debut arrived at No. 3 on Top Country Albums while sophomore effort *Outlaws Like Me* bowed at No. 1. He's placed 10 titles on Hot Country Songs including the No. 1s "Small Town USA" and "If Heaven Wasn't So Far Away." Current single "Point at You" remains at No. 10 this week.

"Core country artists are a tough booking for morning and late-night television shows, and we knew that going in," Big Machine Label Group president/CEO Scott Borchetta says. "But our plan ended up winning in the end. Justin's sales are comparative to Keith Urban's from the week before, and even higher than some other superstar artists who recently released albums, despite all of the TV appearances those artists made."

Among the key sales drivers was a pre-order campaign at iTunes that started four weeks prior to street date and a special show in his home state. "Justin participated in several events, with the biggest being a free show in the parking lot of the University of Arkansas [on Sept. 13]," BMLG senior VP of marketing Kelly Rich says.

Moore also visited New York for "radio remotes, syndicated specials, media appearances [and] performances for MLB's Fan Cave, but no national TV," Rich says.

One of the most enjoyable promotions for Moore brought radio contest winners and industry folks to Gaston's White River Resort in Lakeview, Ark. "We hung out and fished. I even cooked for people because I love to cook," says Moore, who'll begin a headlining arena tour this fall with openers Randy Houser and Josh Thompson. "It was a lot of fun. We tried to do something different that portrayed the album." ●

BUBBLING UNDER

Coming To America

Following recent imported hits like Labrinth's "Beneath Your Beautiful" and Passenger's "Let Her Go," which scaled charts in multiple countries before crashing U.S. shores, John Newman's "Love Me Again" (Republic) is building below Mainstream Top 40. The song received play on 26 chart reporters last week, spurring a 128% increase in spins, according to Nielsen BDS. The British native's track has reached the top 10 in 15 countries and topped the Official U.K. Singles chart in July.

Turner Starts 'Keys'

California-raised singer/songwriter Leah Turner's debut single, "Take the Keys," gains traction just below the Country Airplay chart. She honed her music skills while attending college, where she met Kenny Loggins. He encouraged her to move to Los Angeles, where she worked with David Foster and Humberto Gatica before her pursuits ultimately led her to Nashville. Signed to Columbia, Turner is working on her major-label debut album.

Party Time

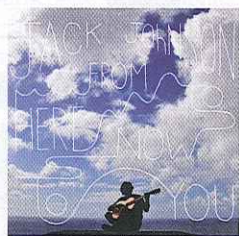
PartyNextDoor, the first signee on Drake's OVO Sound imprint, makes his first Billboard chart appearance, as the Drake-featured "Over Here" (Warner Bros.) debuts at No. 35 on Mainstream R&B/Hip-Hop. The cut reached 2.1 million listeners last week. Before linking with Drake, the Toronto-based singer was making EDM-infused R&B under his real name, Jahron Braithwaite. His *PartyNextDoor* mixtape has sold 4,000 copies since its July 1 release, according to Nielsen SoundScan, despite its free availability online.

Alam A Arrives

Entering Tropical Airplay at No. 40, "Enamorado" (RDM) marks the first charted single for bachata singer Alam A. A 15% bump in airplay pushes the song onto the chart with plays at seven stations. Born in the Dominican Republic, the artist grew up stateside and began his musical career as a DJ at age 15. He's teamed with former *Aventura* member Lenny Santos for the production of *It's Me (Soy Yo)*, due early next year.

Reporting by Wade Jessen, Amaya Mendizabal, Raul Ramirez and Gary Trust.

Battle Plan: Jack Johnson



Jack Johnson's sixth album, *From Here to Now to You*, is his fourth No. 1 on the Billboard 200, with 117,000 first-week copies sold, according to Nielsen SoundScan.

3 MONTHS AGO

The album was announced June 10 along with single "I Got You" and an iTunes pre-order. Johnson's label Brushfire had initiated the release strategy with iTunes a few months earlier, selecting the September release date to coincide with a scheduled appearance by Johnson at the iTunes Festival on Sept. 16. "At that point we became very focused on a good plan with iTunes," says Emmett Malloy, Johnson's manager and co-founder of Brushfire. "The first component was the pre-order, and we had the video for the single out at the same time. I could tell the imagery got people into the song."

1 MONTH AGO

Although parent company Republic doesn't typically do prerelease album streams, Brushfire planned for iTunes to stream *From Here to Now to You* the week before along with a film Malloy had shot. "For the first time ever iTunes had a video component to the stream," Malloy says. "Basically you got to watch a film in real time as you listened to the record. It gave people real insight into how Jack made the record and where he grew up in Hawaii. The feedback we got was that super-excited feeling from people, and that's all I wanted to get going to market this record."

RELEASE WEEK

After his performance at the iTunes Festival, Johnson headed to New York, where he shot a performance for PBS' "Front and Center" and appeared on "Late Night With Jimmy Fallon" and "The Colbert Report." He performed the album's second single, "Radiate," on "Fallon," but also recorded a Christmas song with the Roots that will be released as an iTunes single "closer to the holidays," according to Malloy. "Radiate" officially goes to triple A stations on Sept. 30 and alternative outlets on Oct. 1 as the label gears up to promote the song to radio following the album release.

NEXT UP

Johnson will be featured in a Sonos advertorial spot running in Target stores through the holidays, augmenting Target's deluxe edition of *From Here to Now to You*. Johnson also kicked off his headlining North American tour on Sept. 25 and will tour internationally through the fall and spring. "We'll keep this record going strong until summertime, when it's the time people are used to seeing Jack [perform]," Malloy says. "We'll do a big run of the U.S. in the big outdoor spots then. We always try to pick cool spots rather than the typical venues all across the country."

—Emily Zemler

CHARTS

OVER THE COUNTER KEITH CAULFIELD

Jack's Back At No. 1; Country's Top 10 Party

Jack Johnson logs fourth No. 1 on the Billboard 200; country sets claim half of top 10 in rare feat



Singer/songwriter **Jack Johnson** claims his fourth No. 1 album on the Billboard 200, as *From Here to Now to You* bows atop the list with 117,000 sold in its first week, according to Nielsen SoundScan.

The new effort is his third consecutive studio set to debut at No. 1, following *Sleep Through the Static* (2008) and *To the Sea* (2010). (He also opened at No. 1 with his soundtrack to the film "Curious George" in 2006.)

From Here to Now to You, however, starts with Johnson's lowest debut sales week since his first album, 2001's *Brushfire Fairytales*. That set arrived in February of that year, selling fewer than 1,000 copies in its first week. Comparably, Johnson's last two albums started with more than twice the opening sum of *From Here to Now to You*. His last studio set, *To the Sea*, sailed in with 243,000, and *Sleep Through the Static* bowed with 375,000.

Some of the soft sales for the new album can be partially attributed to the reception of its lead single, "I Got You." It peaked at No. 31 on the Rock Airplay chart on Aug. 24. Comparably, *To the Sea's* lead cut, "You and Your Heart," reached No. 13. Also, while both singles hit No. 1 on the Triple A chart, "I Got You" spent just two weeks at No. 1, versus the 11-week reign of "You and Your Heart."

Johnson leads a debut-filled top 10 where all of the top five titles are new entries for the first time in a little more than a year. That last occurred on Sept. 29, 2012 (reflecting the sales week ending Sept. 16) when **Dave Matthews Band**, **Little Big Town**, **Bob Dylan**, **the Avett Brothers** and **the xx** started at Nos. 1-5, respectively.

About 20,000 copies behind Johnson this week is country singer **Justin Moore**, who logs his best sales week yet with his new album, *Off the Beaten Path*. It debuts at No. 2 with 97,000 and secures him a second

No. 1 on Top Country Albums.

The new set is his third full-length studio album, following *Outlaws Like Me* in 2011 and his self-titled debut in 2009. The former bowed at No. 5 on the Billboard 200 with 65,000 in its first week. The self-titled album entered at No. 10 with 34,000.

Off the Beaten Path is enjoying a No. 2 single on the Country Airplay chart: "Point at You" rises 3-2 this week. It's his fifth top 10 on the tally and will mark his fourth leader if it rises to No. 1.

Moore's *Off the Beaten Path* is one of five country albums in the top 10 on the Billboard 200—the most in the region in nearly three years. Joining Moore in the country parade are the debuting **Chris Young** (*A.M.* at No. 3; 53,000) and **Billy Currington** (*We Are Tonight* at No. 10; 26,000), along with **Luke Bryan** (*Crash My Party*, moving 4-6 in its sixth week with 47,000; down 11%) and **Keith Urban** (*Fuse*, falling 1-8 in its second week with 31,000; down 69%).

Country last swamped the top 10 with five titles on Oct. 30, 2010. That week, **Darius Rucker's** *Charleston, SC 1966* (No. 2), **the Band Perry's** self-titled album (No. 4), **Kenny Chesney's** *Hemingway's Whiskey* (No. 6), **Zac Brown Band's** *You Get What You Give* (No. 8) and **Toby Keith's** *Bullets in the Gun* (No. 9) reigned in the top 10.

Moreover, since the chart began using SoundScan data on May 25, 1991, this is just the fourth time that half of the top 10 has been country albums. It also happened on the charts dated Nov. 17, 2007, and Jan. 23, 1993. This is also the only time in SoundScan history where there have been five male solo country artists in the top 10.

Imagine A Million: **Imagine Dragons' Night Visions** becomes the third album to sell 1 million copies in 2013. The set, which moves 23-25 with 15,000 for the week (down 2%), sees its 2013 total rise to 1.01 million, and its cumulative total climb to 1.4 million. (The album was released in September 2012.) *Night Visions* is the third album to surpass 1 million this year, following **Justin Timberlake's The 20/20 Experience** (2.3 million) and **Bruno Mars' Unorthodox Jukebox** (1.2 million). In the next month or so, there should be four more current albums breaking 1 million. The Nos. 4-7 sellers, year to date, are **Mumford & Sons' Babel**, **Jay Z's Magna Carta... Holy Grail**, **Luke Bryan's Crash My Party** and **Florida Georgia Line's Here's to the Good Times**. All four have sold between 925,000 and 994,000 this year.

A year ago at this point (the SoundScan week ending Sept. 23, 2012), there were also three albums that had sold a million. But, they were the only titles that had exceeded 900,000. The fourth-largest seller at that point was **Justin Bieber's Believe**, with 887,000 copies. ●



KEITH URBAN'S *FUSE*
SALES THIS WEEK
31,000
↓ 69%

INTERNET/MAIL ORDER/
VENUE ALBUM SALES YTD
21.7 MILLION
↑ 6%

BOB MARLEY'S FACEBOOK
FAN GROWTH THIS WEEK
564,000
↑ 137%



Comedy Seller

Taylor Williamson, the newly anointed runner-up on NBC's "America's Got Talent," makes his Billboard chart debut, as first set *Laughter? I Hardly Know Her!* starts at No. 3 on Comedy Albums. Self-released almost a year ago, the album debuts following the show's ninth-season finale (Sept. 18). Williamson won fans (if not the heart of judge Heidi Klum, with whom he often flirted) with his Steven Wright/Demetri Martin-esque viewpoints. "If you give a man a fish, he'll eat for a day," he muses on the album. "But if you give a fish a man, it'll eat for a lifetime."

—Gary Trust

THE BIG NUMBER

675K

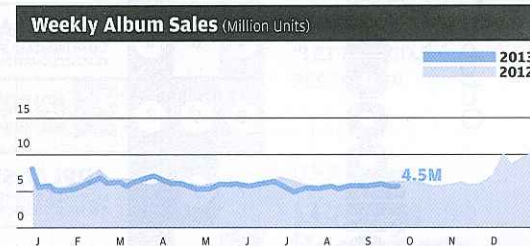
Drake's *Nothing Was the Same* (Sept. 24) is on course for No. 1 on the Billboard 200 with the second-largest sales week of the year. Industry sources say it may debut with 675,000.

MARKET WATCH

A WEEKLY NATIONAL MUSIC SALES REPORT

	Weekly Unit Sales		
	ALBUMS	DIGITAL ALBUMS*	DIGITAL TRACKS
This Week	4,545,000	1,931,000	21,916,000
Last Week	4,541,000	1,924,000	22,060,000
Change	0.1%	0.4%	-0.7%
This Week Last Year	5,424,000	2,299,000	23,534,000
Change	-16.2%	-16.0%	-6.9%

*Digital album sales are also counted within album sales.



YEAR-TO-DATE

	2012	2013	CHANGE
	Albums	Digital Tracks	Store Singles
Albums	212,717,000	200,038,000	-6.0%
Digital Tracks	985,967,000	954,303,000	-3.2%
Store Singles	2,578,000	2,289,000	-11.2%
Total	1,201,262,000	1,156,630,000	-3.7%
Album w/TEA*	311,313,700	295,468,300	-5.1%

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

Album Sales

2012	212.7 Million
2013	200.0 Million

Sales by Album Format

	2012	2013	CHANGE
CD	126,602,000	110,388,000	-12.8%
Digital	82,947,000	85,385,000	2.9%
Vinyl	3,078,000	4,023,000	30.7%
Other	89,000	242,000	171.9%

Sales by Album Category

	2012	2013	CHANGE
Current	104,601,000	101,740,000	-2.7%
Catalog	108,116,000	98,298,000	-9.1%
Deep Catalog	86,321,000	79,409,000	-8.0%

Current Album Sales

2012	104.6 Million
2013	101.7 Million

Catalog Album Sales

2012	108.1 Million
2013	98.3 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.

For week ending Sept. 22, 2013. Figures are rounded. Compiled from a national sample of retail store and rack sales reports collected by Nielsen SoundScan.



Read more
Chart Beat at
billboard.com/
chartbeat.

October 5 2013 The Billboard 200

2 WKS. AGO	LAST WEEK	THIS WEEK	ARTIST IMPRINT/DISTRIBUTING LABEL	Title	CERT.	PEAK POS.	WKS. ON CHART
HOT SHOT DEBUT	1	1	JACK JOHNSON BRUSHFIRE/REPUBLIC	From Here To Now To You		1	1
NEW	2	2	JUSTIN MOORE VALORY/BMLG	Off The Beaten Path		2	1
NEW	3	3	CHRIS YOUNG RCA NASHVILLE/SMN	A.M.		3	1
NEW	4	4	VARIOUS ARTISTS MAYBACH/ATLANTIC/AG	MMG: Self Made 3		4	1
NEW	5	5	AVICII PRMD/ISLAND/IDJMG	True		5	1
5	4	6	LUKE BRYAN CAPITOL NASHVILLE/UMGN	Crash My Party		1	6
-	3	7	2 CHAINZ DEF JAM/IDJMG	B.O.A.T.S. II #METIME		3	2
-	1	8	KEITH URBAN HIT RED/CAPITOL NASHVILLE/UMGN	Fuse		1	2
-	2	9	THE WEEKND XO/REPUBLIC	Kiss Land		2	2
NEW	10	10	BILLY CURRINGTON MERCURY NASHVILLE/UMGN	We Are Tonight		10	1
2	8	11	TAMAR BRAXTON STREAMLINE/EPIC	Love And War		2	3
7	14	12	ROBIN THICKE STAR TRAK/INTERSCOPE/IGA	Blurred Lines		1	8
			His sixth album becomes his second-largest seller, as it moves another 19,000 (down 10%, according to Nielsen SoundScan) to bring its cumulative sum to 489,000. Only 2006's <i>The Evolution of Robin Thicke</i> has sold more, with 1.7 million.				
4	10	13	JOHN LEGEND G.O.O.D./COLUMBIA	Love In The Future		4	3
NEW	14	14	MGMT COLUMBIA	MGMT		14	1
			After the breakthrough success of 2008's <i>Oracular Spectacular</i> (No. 38 peak, 111 weeks on the chart), follow-up <i>Congratulations</i> (2010) bowed at No. 2 with 66,000 (but spent only 12 weeks on the tally). Its new third album enters with 19,000.				
1	9	15	ARIANA GRANDE REPUBLIC	Yours Truly		1	3
NEW	16	16	ELVIS COSTELLO AND THE ROOTS BLUE NOTE	Wise Up Ghost And Other Songs 2013		16	1
			Costello's collaboration with the Roots gives him his fourth-highest-charting album ever. Only <i>Armed Forces</i> (No. 10, 1979), <i>Get Happy!!</i> (No. 11, 1980) and <i>Secret, Profane & Sugarcane</i> (No. 13, 2009) have gone higher.				
8	13	17	AVENGED SEVENFOLD WARNER BROS.	Hail To The King		1	4
17	15	18	FLORIDA GEORGIA LINE REPUBLIC NASHVILLE/BMLG	Here's To The Good Times		4	42
NEW	19	19	GRATEFUL DEAD GRATEFUL DEAD/RHINO	Sunshine Daydream: Veneta, Oregon August 27, 1972		19	1

2 WKS. AGO	LAST WEEK	THIS WEEK	ARTIST IMPRINT/DISTRIBUTING LABEL	Title	CERT.	PEAK POS.	WKS. ON CHART
NEW	20	20	THE DEVIL WEARS PRADA ROADRUNNER	8:18		20	1
NEW	21	21	GROUPOLOVE CANVASBACK/ATLANTIC/AG	Spreading Rumours		21	1
18	18	22	JAY Z ROC-A-FELLA/ROC NATION	Magna Carta... Holy Grail		1	11
-	5	23	JANELLE MONAE BAD BOY/WONDALAND/ATLANTIC/AG	The Electric Lady		5	2
-	7	24	SHERYL CROW WARNER BROS./WMN	Feels Like Home		7	2
10	23	25	IMAGINE DRAGONS KIDINAKORNER/INTERSCOPE/IGA	Night Visions		2	55
36	24	26	LORDE LAVA/REPUBLIC	The Love Club (EP)		23	15
26	21	27	BRUNO MARS ATLANTIC/AG	Unorthodox Jukebox		1	41
-	6	28	ARCTIC MONKEYS DOMINO	AM		6	2
19	22	29	VARIOUS ARTISTS UNIVERSAL/SONY MUSIC/UME	NOW 47		2	7
3	12	30	NINE INCH NAILS THE NULL CORPORATION/COLUMBIA	Hesitation Marks		3	3
23	32	31	LANA DEL REY POLYDOR/INTERSCOPE/IGA	Born To Die		2	86
16	26	32	JOHN MAYER COLUMBIA	Paradise Valley		2	5
9	31	33	JUSTIN TIMBERLAKE RCA	The 20/20 Experience		1	27
20	25	34	SOUNDTRACK WALT DISNEY	Teen Beach Movie		3	10
6	17	35	JAHEIM ATLANTIC	Appreciation Day		6	3
27	30	36	MACKLEMORE & RYAN LEWIS MACKLEMORE	The Heist		2	50
11	27	37	BASTILLE VIRGIN/CAPITOL	Bad Blood		11	3
13	34	38	BLAKE SHELTON WARNER BROS. NASHVILLE/WMN	Based On A True Story ...		3	26
21	29	39	TGT ATLANTIC/AG	Three Kings		3	5
NEW	40	40	STRAY FROM THE PATH SUMERIAN	Anonymous		40	1
NEW	41	41	CARCASS NUCLEAR BLAST	Surgical Steel		41	1
-	11	42	EARTH, WIND & FIRE ALL WAYS GONE TOURING/LEGACY	Now, Then & Forever		11	2
35	35	43	FIVE FINGER DEATH PUNCH PROSPECT PARK	The Wrong Side Of Heaven And The Righteous Side Of Hell: Volume 1		2	8
15	28	44	JUICY J KEMOSABE/COLUMBIA	Stay Trippy		4	4
51	46	45	JASON ALDEAN BROKEN BOW/BBMG	Night Train		1	49
NEW	46	46	EARNEST PUGH P-MAN	The W.I.N. (Worship In Nassau) Experience: Live In Nassau Bahamas		46	1
46	41	47	MUMFORD & SONS GENTLEMAN OF THE ROAD/GLASSNOTE	Babel		1	52
NEW	48	48	THE NAKED AND FAMOUS SOMEWHAT DAMAGED/POLYDOR/FICTION/REPUBLIC	In Rolling Waves		48	1
14	48	49	P!NK RCA	The Truth About Love		1	53