PROBABLY HAVE A
Last-minute gifts, delivered. Amazon

SHOW MORE | 09/09/2021

'HEATED RIVALRY' SYNCHS LEAD TO BIG GAINS FOR TOUST, WOLF PARADE, WET LEG & MORE INDIE FAVORITES

This week's Trending Up looks at the queer-themed Canadian hockey romance drama that's slowly infiltrating pop culture, as well as year-end Cameron Winter bumps and more.

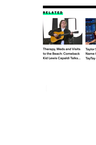
By Kyle Pinna, Jason Lipshutz

Jonathan Scott and Hudson McLaughlin, in "Heated Rivalry"

EPISODE 1 | 1 HOUR | TV-MA | 2021

LISTEN TO THIS ARTICLE NOW 4 min listen | Powered by Trinity Audio

TRENDING ON BILLBOARD



Welcome to Billboard Pro's Trending Up newsletter, where we take a closer look at the songs, artists, curiosities and trends that have caught the music industry's attention. Some have come out of nowhere, others have been rumbling for months on end, all of them could become ubiquitous in the blink of a TikTok clip.

This week, a viral TV drama leads to growth for a number of its featured soundtrack artists on streaming, while Cameron Winter and his main band reap the benefits of year-end list season and more.

ADVERTISEMENT

RELATED

Therapy, Blades and Crystal Lake Dominate Alternative Kid Lounge Quarter Finals...

Taylor Swift Added to Netflix Film Plot Twists Starring Jack...

Taylor Swift Says They Were Inspired by Lana Del Rey's Cultish Backstage Video...

ADVERTISEMENT

Steamy Gay Hockey Drama 'Heated Rivalry' Spurs Streaming Gains for Little Mix, Wet Leg & Feist

Heated Rivalry — a steamy new Crave-produced gay hockey drama that's airing in the Bates on Max and based on Rachel Reid's *Game Changers* series — has quickly taken over the Internet with just its first three episodes. Led by actors Connor Storrie and Hudson Williams, the Jacob Tierney-helmed show is also making a real-world impact, with the series trailer airing during the **Tampa Bay v. Montreal NHL game** on Tuesday night (Dec. 6).

ADVERTISEMENT

The third and most recent *Heated Rivalry* episode aired on Dec. 3, and followed the story of a different, but equally compelling, couple. The episode opens with Wolf Parade's "I'll Believe In Anything," which spiked back to over 23,000 official streams (Dec. 3-8), and closes with Baxter Dury's "Lips," which landed a whopping 14,329% to over 19,000 official streams (Dec. 3-8). The latter song earned just 127 official on-demand U.S. streams during the four-day period of Nov. 28-Dec. 1.

Finally, Heated Rivalry has naturally invigorated the online "ship" community, with **hundreds** of **heart-wrenching video montages** flooding social media over the past two weeks. Though it has not appeared in the series, Little Mix's "Secret Love Song, Pt. II" — which beautifully captures the show's theme of nurturing love in the shadows, and had also been gaining TikTok traction in recent weeks — has emerged as the main *Heated Rivalry* ship song. During the four-day period of Nov. 28-Dec. 1, "Secret" logged 20,000 on-demand U.S. streams. That figure rose nearly 40% to 40,000 official streams by the period of Dec. 3-8.

ADVERTISEMENT

With three more episodes still to go in its first season, expect to hear a whole lot more about *Heated Rivalry* in the new year. — *KYLE PINNA*

Getting Killed With Kindness: Geese (and Geese Frontman) Streams Boosted by Year-End Lists

Geese's third album, *Getting Killed*, has represented a critical and commercial breakthrough for the Brooklyn indie band — with the great toward more outlandish, often cosmic songwriting and elliptical structures earning the group rave reviews upon the September release and its biggest live crowds to date in the following months. Now, with year-end season providing a flurry of critics' best of lists, *Getting Killed* is scoring a new round of acclaim — top co-showings on the *New Yorker*, *Newsweek*, *Rolling Stone* and *Paste* lists, among many others — and as is *Heavy Metal*, the lovably weird debut solo album from Geese frontman Cameron Winter, which came out last December but is being lumped in with lists of 2021 music lists. While Pitchfork named *Getting Killed* the No. 7 album of 2021, for instance, they ranked *Heavy Metal* the No. 3 album of the year — and Winter's shambolic pop anthem "Love Takes Miles" as the best song of 2021.

ADVERTISEMENT

The critical double-dipping for Winter has boosted streams for his own music and that of his ascendant band. Geese's *Getting Killed* earned 1.66 million official on-demand U.S. streams from Dec. 3-4, a 4% bump from the previous four-day period before year-end lists started rolling out, according to Luminate. *Heavy Metal* had fewer streams (454,000) from Dec. 3-4 but is experiencing an even larger percentage bump (up 74%), while "Love Takes Miles" has more than doubled its streams thanks in part to the Pitchfork co-sign. The song earned 106,000 streams from Nov. 28-Dec. 1; in the three days after Pitchfork's **best songs of **2021** list was unveiled on Dec. 1, that number rose to 243,000 streams, a 129% increase. — *JASON LIPSHUTZ*

Sienna Spiro Eyes Global Breakthrough as Two Viral Tracks Continue Their Ascent

British singer-songwriter Sienna Spiro first earned some traction with 2019's "Shallow," and, this year, she earned her first U.K. Official Singles top 10 hit with "Die on This Hill," one of her two rising tracks that appear to signal a very major arrival.

ADVERTISEMENT

Streaming activity for "Hill" has risen 486% over the past seven weeks, thanks due to the TikTok virality of the song's bridge. During the week of Oct. 10-16, "Hill" earned 197,000 official on-demand U.S. streams; that figure ballooned to a little over three million official streams by the week of Nov. 28-Dec. 4, On TikTok, the **official "Hill" sound** plays in over 200,000 posts.

"Fire Bride the Show," which arrived in July ahead of a September U.K. tour, laid the groundwork for "Hill," reaching No. 34 in the U.K. The song's chorus proved the big draw — soundtracking **lyrical dance combinations** and **wedding clips** alike — earning over 4.66 million official streams during the week of Oct. 10-16. By the week of Nov. 28-Dec. 4, "Show" exploded (with its just over two million official streams. On TikTok, the **official "Show" sound** plays in 10,000 clips, while an **unofficial sound** credited to Spiro's account boasts an additional 24,000.

ADVERTISEMENT

*At the top of next year (Feb. 18), Spiro will compete against Jacob Alon and Rose Gray for the prize's Brits Critics' Choice Award. — *K.O.*

Last-minute gifts, delivered. Amazon

billboard | Get weekly rankings straight to your inbox | Sign Up
READ MORE ABOUT | TRENDING UP

RECOMMENDED BILLBOARD NEWS
State Farm® Partnership Spotlights NBCU Alumni at Annual Hip-Hop/R&B LIVE...

Want to know what everyone in the music business is talking about?
GET IN THE KNOW ON billboard PRO

SPONSORED STORIES
Travis Kelce Puts Taylor Swift Proposal... Over!
Donald Trump's Golf Footage Sparks ... Stunn
9 Great New Anti Christmas Films
Dua Fitness Brightline Joins to Deliver an Unbelievable ...
Ask A Vet: "How Long Does $25 Dog Last in Retirement?"
Arizona Residents With Lung Cancer Don't Just Die So Fast Cause Peop...
Billionaire Jack Ellenoff Sells Offensively Tall Beach Attributes His Sharp ...
Sponsored by Outbrain | Sponsored by Taboola

NEW PRESTIGIOUS ELEMENTS ARE
Smart meets stunning.
See Now
Adobe Photoshop Elements

MOST POPULAR
1 Billboard
Lana Del Rey Kicks Off 'SNL' With Positive Monologue on Dire Tabloid Ta ...
2 Variety
Elon Schlossman & Partia Jo Reach Alleged Deal Over Suits in LA Film Of Kid Rock ...
3 Billboard
The Mystery of PnB's Daddy
4 AllThings
Tulsa Gowdy is the Artist on Every Fashion Brand's Mood Board
5 Billboard
Stephen Colbert Mocks Why The Late Show' Was Canceled ...
6 Billboard
Views From The Studio: Bangladesh Sets Crowding Hits With ...
7 Variety
JK Anderson's Show Pop-up With The Bolester Open Doors ...
8 Variety
BOLCAR, Michael Jordan's 23X Racing Settle Antitrust ...
YOU MIGHT ALSO LIKE

billboard
FOLLOW US
THE BEAT | A daily briefing on what matters in the music industry.
Enter Your Email | Sign Up
BILLBOARD: Subscribe | Advertise | Accessibility | Subscribe Today | Events | Contact Us
LEGAL: Privacy Policy | Do Not Sell My Personal Information | Regulatory & Permissions
SITEMAP: Charts | Reviews | Awards | Blog
HELP & TIPS | Sign up for weekly rankings and exclusive features | Send us a tip
SUBSCRIPTIONS: Subscribe | Customer Service
OUR SITES
Billboard and Billboard Music Awards are a BPI/Guidetti Media Group, LLC. All Rights Reserved.
Powered by WordPress.com VIP