



NZ Music Stats | 2009
Report for the NZ Music Industry Commission

2009 – Full Year Summary

This is the 2008 end of year summary by Media Sauce Ltd for the NZ Music Industry Commission, designed to track the health of the New Zealand music market.

At A Glance... 2009 vs 2008

Retail Sales (Physical and Digital):

Sales of Singles by NZ artists were **up +71.87%** on the same period last year to 493,607 units.

(There was **+39.04%** growth across the singles market as a whole).

Sales of Albums by NZ artists were **down -5.85%** on the same period last year to 318,222 units.

(There was **+8.88%** growth across the albums market as a whole).

Sales of Compilations by NZ artists were **up +607.89%** on the same period last year to 50,798 units.

(There was **+2.87%** growth across the compilations market as a whole).

Sales of DVDs by NZ artists were **up +529.51%** on the same period last year to 18,495 units.

(There was **+7.92%** growth across the DVD market as a whole).

Radio:

Airplay of songs by NZ artists across all contemporary radio (RBA members and non-members) was **up +0.33%** versus the same period last year at 19.63% (477,046 spins).