

The background features a minimalist design with three overlapping circles in shades of blue. Two thin, light blue lines intersect to form a large 'V' shape that frames the central text. The circles are positioned in the upper right and lower right corners, with a smaller one in the middle. The text is centered on the left side of the page.

NZ Music Stats | Q1 2011
Report for the NZ Music Industry Commission

2011 – First Quarter Summary

This is the first statistical report of 2011 by Media Sauce Ltd for the NZ Music Industry Commission, designed to track the health of the New Zealand music market.

Where possible, we've backdated data to the same quarter in 2010 to provide context for the current quarter's results and allow comparison with quarter just gone as well as the equivalent period 12 months earlier.

At A Glance... vs Same Quarter Last Year

Retail Sales (Physical and Digital):

Sales of Singles by NZ artists were **down -2.31%** on the same period last year to **173,531** units.
(There was **+30.57%** growth across the physical and digital singles market as a whole).

Sales of Albums by NZ artists were **down -9.39%** on the same period last year to **62,908** units.
(There was **+11.08%** growth across the albums market as a whole).

Sales of Compilations by NZ artists were **down -12.93%** on the same period last year to **6530** units.
(There was **+18.40%** growth across the compilations market as a whole).

Sales of DVDs by NZ artists were **up 75.99%** on the same period last year to **1950** units.
(There was **+59.37%** 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 **down -1.99%** on the same period last year to **19.10%** (**215,791 spins**).

Total Sales of ALBUMS by NZ Artists:

First quarter of 2011: **62,908**

Fourth quarter of 2010: **103,920**

Same quarter last year: **69,427**

Top Sellers this quarter:

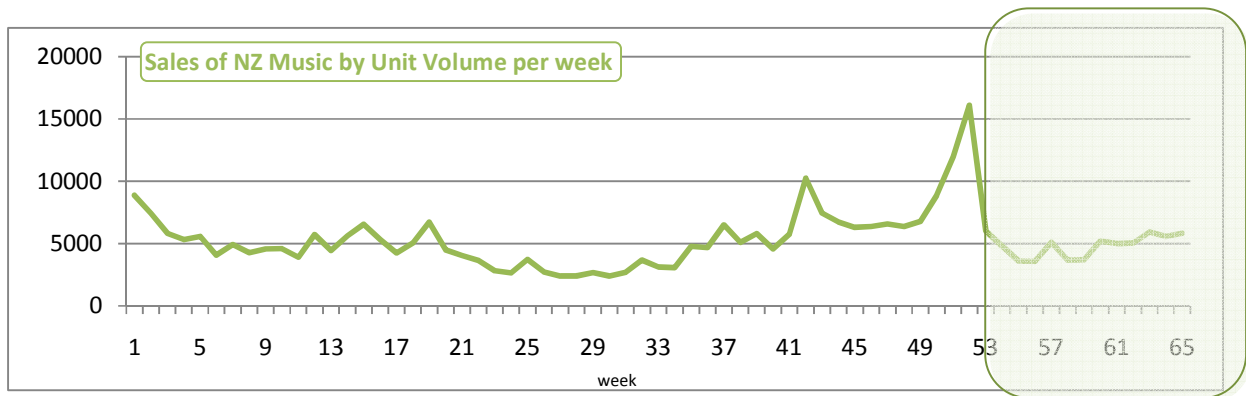
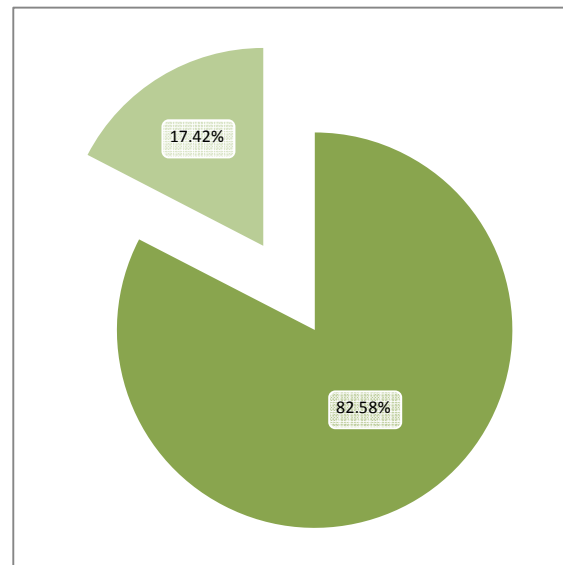
Flags / **Brooke Fraser** (SonyMusic)

Island Vibration / **House Of Shem** (HOS/Isaac/Universal)

Maori Songbook / **Dennis Marsh** (Rajon/SonyMusic)

On The Road Again / **Katchafire** (Katchafire/EMI)

From The Inside Out / **Stan Walker** (SonyMusic)

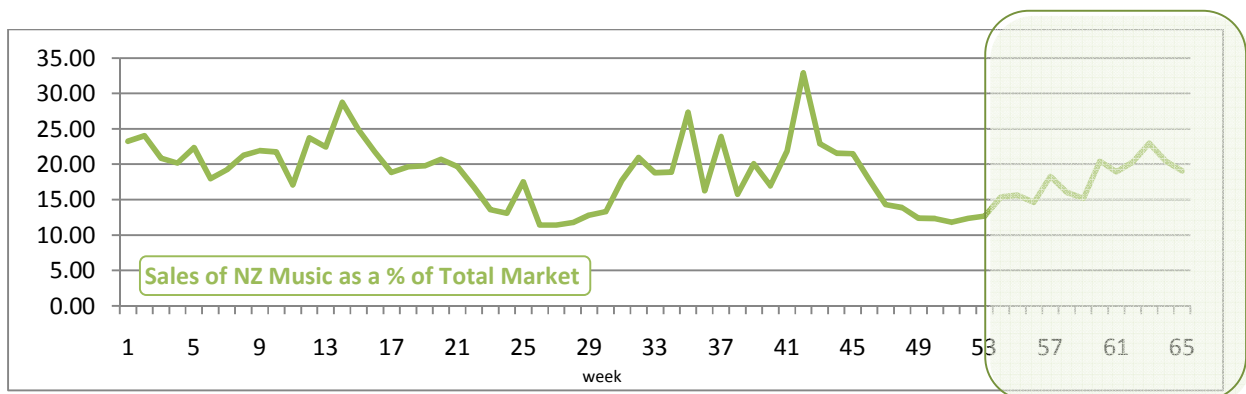


ALBUMS by NZ Artists – as a % of Total Market:

First quarter of 2011: **17.42%**

Fourth quarter of 2010: **15.68%**

Same quarter last year: **21.35%**



First Quarter Album Releases:

*This list is based on albums to have registered in our weekly sales round-up (releases that did not meet chart inclusion criteria, or did not sell any copies at a chart contributing store, may not appear) . The 'release date' is taken to be the first week in which it sold at least 1 copy at a chart contributing store.

First quarter of 2011: **84** new albums by NZ artists (from a total album release schedule of 424 titles)

First quarter of 2010: **52** new albums by NZ artists (from a total album release schedule of 444 titles)

Including:

Avalanche City (<i>Our New Life Above The Ground</i>)	LTPS/Warner
Tiki Taane (<i>In The World Of Light</i>)	Dirty/Isaac/Rhythmmethod
House Of Shem (<i>Island Vibration</i>)	HOS/Isaac/Universal
Dennis Marsh (<i>Maori Songbook</i>)	Rajon/SonyMusic
Erakah (<i>Infatuated</i>)	IllegalMusik/Warner
Elizabeth Marvelly (<i>Home</i>)	EMI
Barnaby Weir (<i>Tarot Card Rock</i>)	NativeTongue/EMI
Concord Dawn (<i>Twilight</i>)	Uprising/Universal
Anna Coddington (<i>Cat And Bird</i>)	TeaSet/Rhythmmethod
Shapeshifter (<i>System Remix</i>)	Truetone/Rhythmmethod
An Emerald City (<i>The Fourth</i>)	BFTU/Isaac/Universal
Ivy Lies (<i>Little Mind Games</i>)	LTPS/Warner
Various (<i>Ihimaera</i>)	Universal
The Veils (<i>Troubles Of The Brain</i>)	PitchBeast/Rhythmmethod
The Thomas Oliver Band (<i>Baby, I'll Play</i>)	TTOB/Rhythmmethod
NRG Rising (<i>From Darkness To Light</i>)	Manu/Ode
Zionhill (<i>Roots Rock Raglan</i>)	Zionhill
Andrew Keoghan (<i>Arctic Tales Divide</i>)	AK/Border
Phil Edwards (<i>Slow Borders</i>)	Hark/EMI
Cern (<i>Terminus</i>)	Uprising/Universal
Will Crummer (<i>Shoebox Lovesongs</i>)	Manu/Ode
Jayson Norris (<i>Freedom Twenty Eight</i>)	LOOP/Border
The Jury And The Saints (<i>Day Dreams</i>)	BigTime/Universal
Shane (<i>Full Circle</i>)	Zodiac/Ode
Cindy Ruakere (<i>Karakia</i>)	SomeoneUpThere/Pure
The Parachute Band (<i>Love Without Measure</i>)	Parachute/Soul
The Lookie Loos (<i>The Lookie Loos</i>)	Mole/Border
Tokyo Keys (<i>Tokyo Keys</i>)	FriendsFromJapan
The Dunstan Rangers (<i>Second Life</i>)	Dunstan/Ode
Nevernudes (<i>Creepy Crawlies</i>)	Mole/Border

Stores Tracked:

The Warehouse, Marbecks, Real Groovy, JB HiFi, Slowboat, Music Oasis, RhythmCDs, MightyApe, MyMusic, iTunes, Vodafone, Telecom, Digirama, Amplifier.

Total Sales of PHYSICAL SINGLES by NZ Artists:

First quarter of 2011: **433**

Fourth quarter of 2010: **1057**

Same quarter last year: **2086**

Top Sellers this quarter:

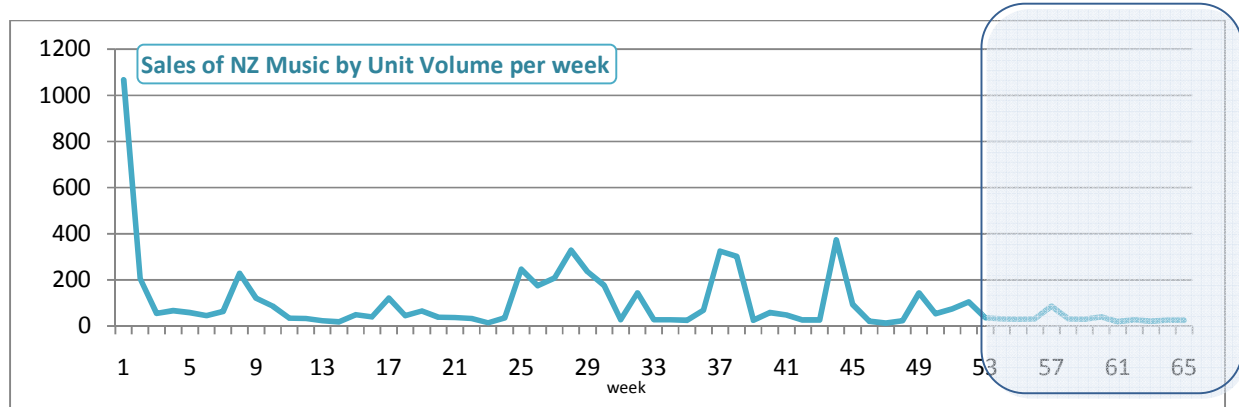
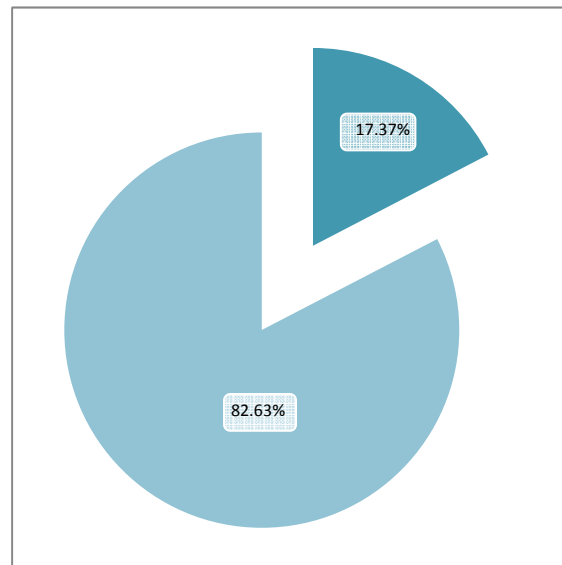
Neon Sunrise EP / I Am Giant (GiantSound/SonyMusic)

Moonlight / Ruby Frost (Universal)

Extended Play EP / Gin (Universal)

Rise Up 2.0 / Six60 (Massive/Universal)

Bird And Bone EP / Artisan Guns (EMI)

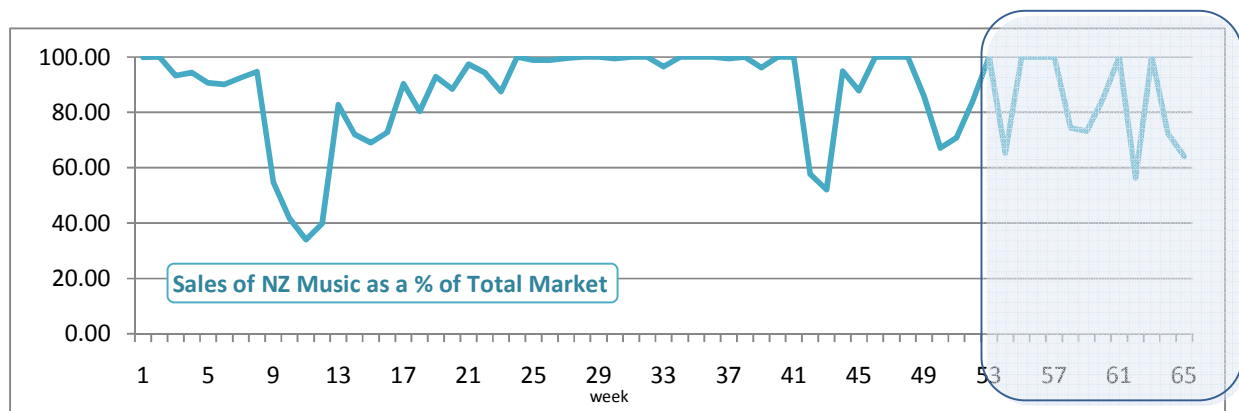


PHYSICAL SINGLES by NZ Artists – as a % of Total Market:

Fourth quarter of 2011: **82.63%**

Fourth quarter of 2010: **85.66%**

Same quarter last year: **84.56%**



Total Sales of DIGITAL SINGLES by NZ

Artists:

First quarter of 2011: **173,098**

Fourth quarter of 2010: **174,934**

Same quarter last year: **175,549**

Top Sellers this quarter:

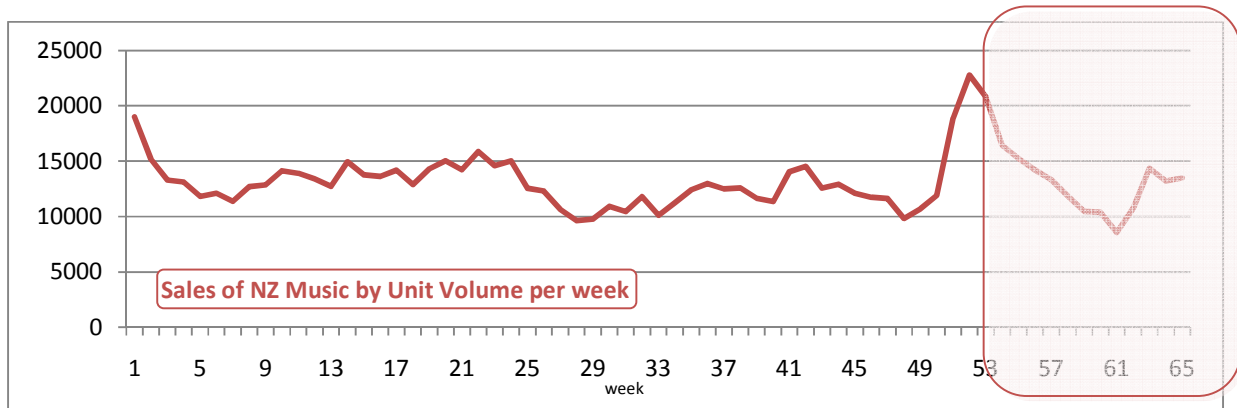
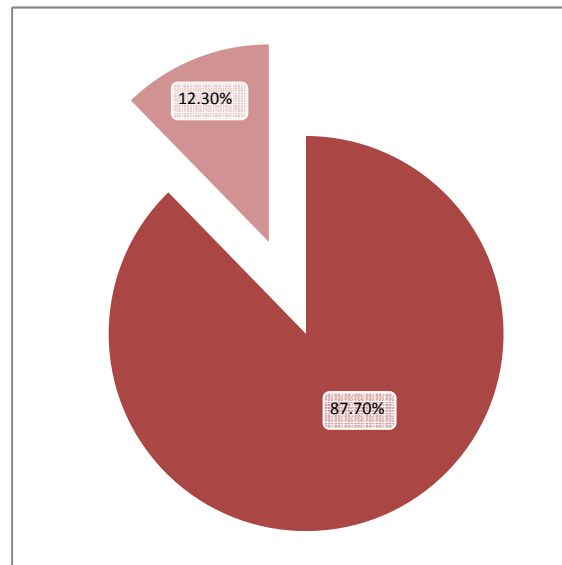
Rise Up 2.0 / **Six60** (Massive/Universal)

Love Love Love / **Avalanche City** (LTPS/Warner)

Something In The Water / **Brooke Fraser** (SonyMusic)

Betty / **Brooke Fraser** (SonyMusic)

Homesick / **Stan Walker** (SonyMusic)

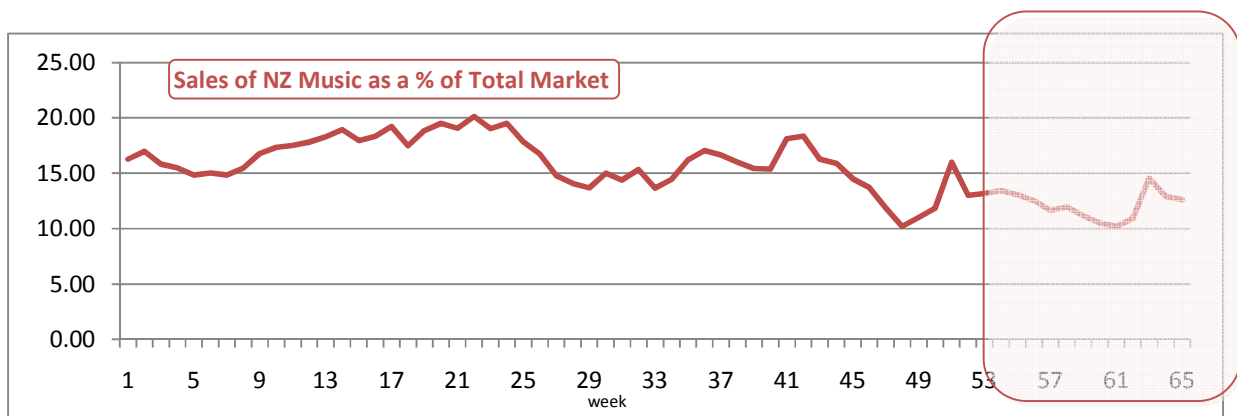


DIGITAL SINGLES by NZ Artists - as a % of Total Market:

First quarter of 2011: **12.30%**

Fourth quarter of 2010: **14.07%**

Same quarter last year: **16.32%**



Total Sales of COMPILATIONS by NZ

Artists:

First quarter of 2011: **6530**

Fourth quarter of 2010: **21,477**

Same quarter last year: **7500**

Top Sellers this quarter:

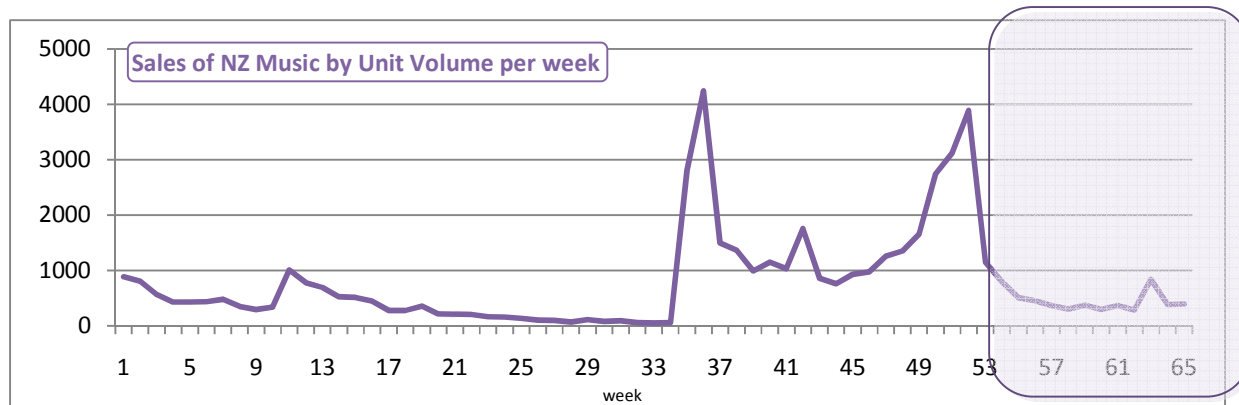
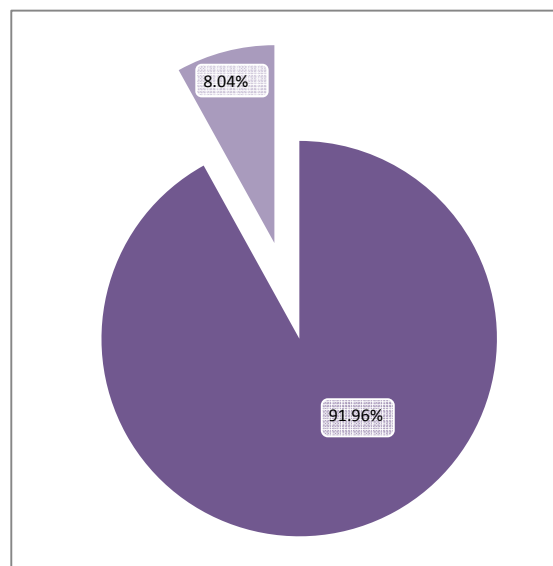
The Great NZ Songbook Vol. 2 / **Various** (Thom/SonyMusic)

The Great NZ Songbook Vol. 1 / **Various** (Thom/SonyMusic)

Pasifika: The Collection Vol. 2 / **Various** (DawnRaid/Universal)

Aotearoa Dubstep Allstars Vol. 1 / **Various** (Optimus/Border)

Pasifika: The Collection Vol. 1 / **Various** (DawnRaid/Universal)

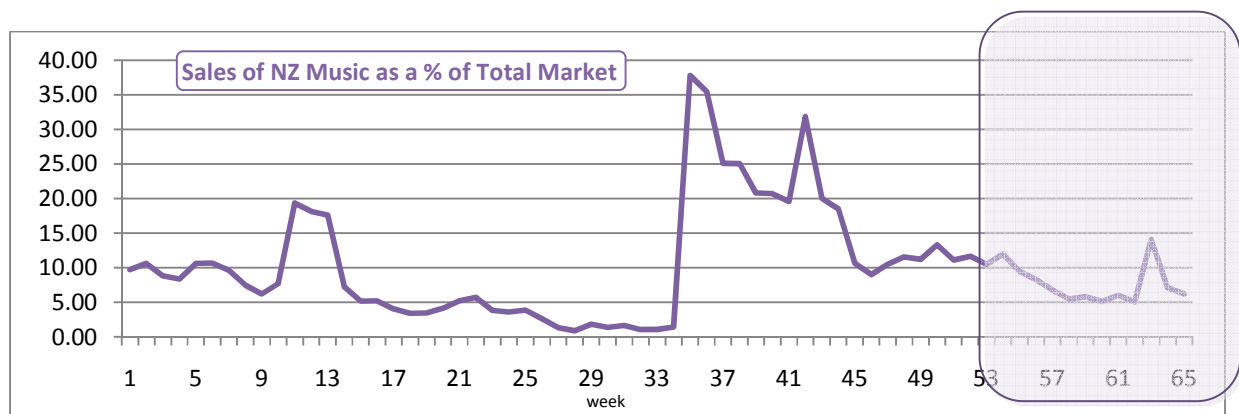


COMPILATIONS by NZ Artists - as a % of Total Market:

First quarter of 2011: **8.04%**

Fourth quarter of 2010: **13.05%**

Same quarter last year: **10.94%**



Total Sales of DVDS by NZ Artists:

First quarter of 2011: **1950**

Fourth quarter of 2010: **5447**

Same quarter last year: **1108**

Top Sellers this quarter:

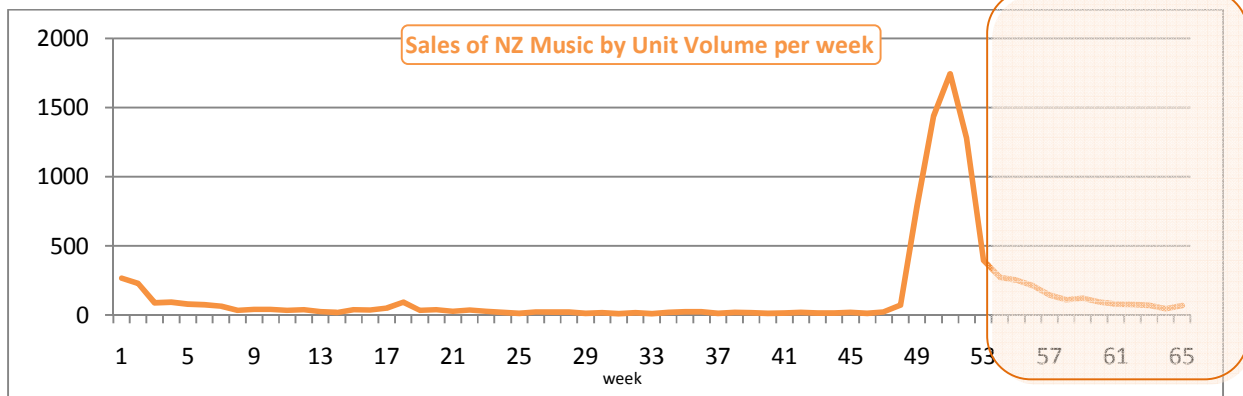
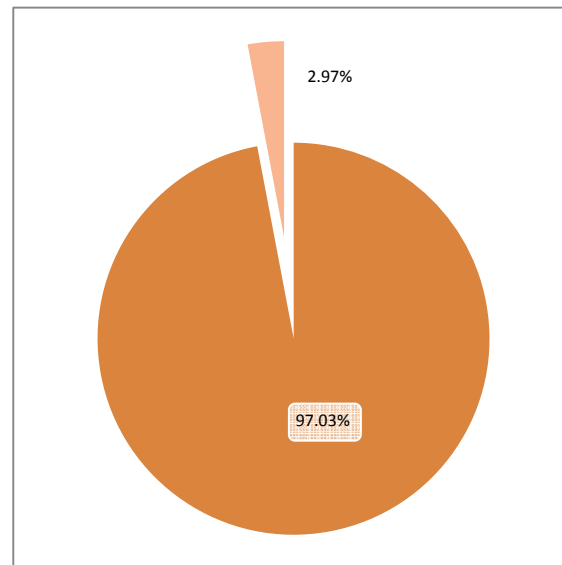
That's Country / **Various** (SonyMusic)

Nature's Best: A Video Selection / **Various** (SonyMusic)

7 Worlds Collide / **Neil Finn And Friends** (Capitol/EMI)

To Sir With Love: Sir Howard Tribute / **Various** (TVNZ/Roadshow)

Timeless: Live At The Civic Theatre / **Ardijah** (PolyFonk/Border)

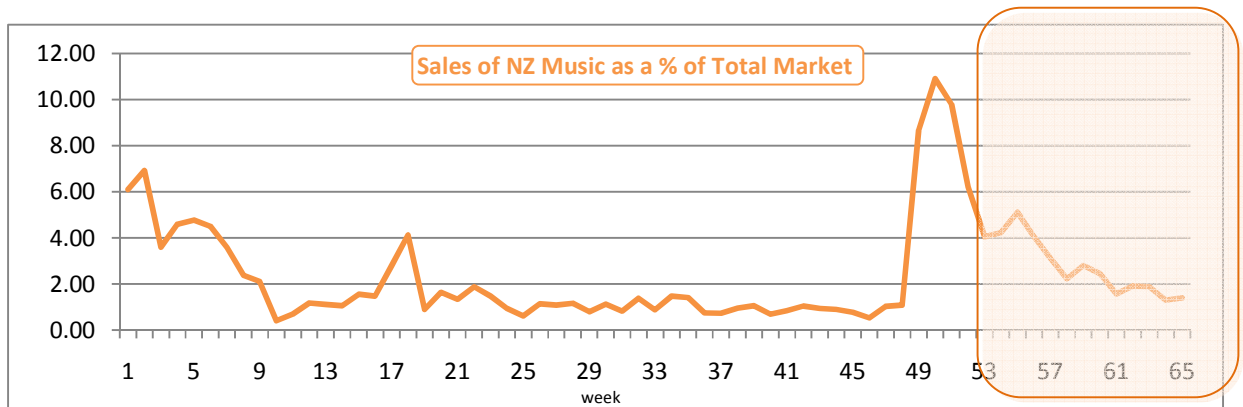


DVDS by NZ Artists – as a % of Total Market:

First quarter of 2011: **2.97%**

Fourth quarter of 2010: **6.58%**

Same quarter last year: **2.69%**



Total Airplay of NZ Artists:

First quarter of 2011: **19.10%**

Fourth quarter of 2010: **18.56%**

Same quarter last year: **21.09%**

No. of NZ Song Spins: **215,791**

No. of Unique NZ Songs Played: **4115**

No. of Unique NZ Artists Played: **1586**

Most Played this quarter:

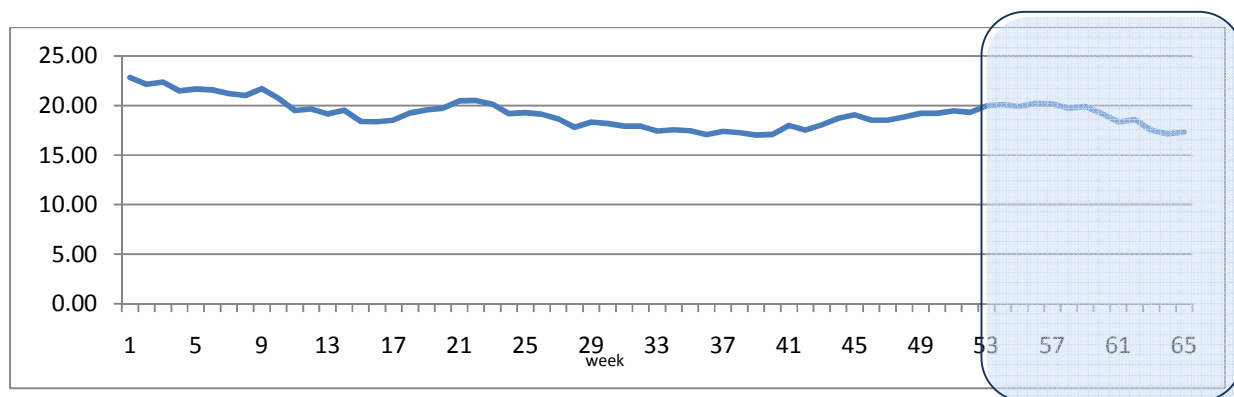
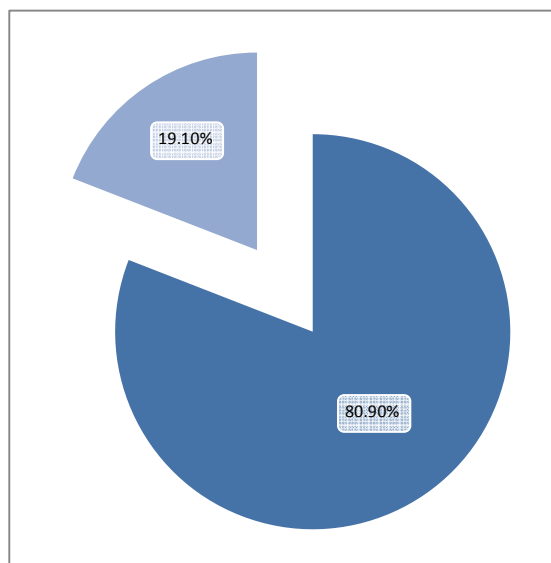
Betty / **Brooke Fraser** (SonyMusic)

Love Love Love / **Avalanche City** (LTPS/Warner)

Homesick / **Stan Walker** (SonyMusic)

Rise Up 2.0 / **Six60** (Massive/Universal)

Choose You / **Stan Walker** (SonyMusic)



ALL Radio: **19.10%**

Pop Radio: **12.60%**

Rock Radio: **18.03%**

Urban Radio: **25.05%**

AC Radio: **13.63%**

Easy Radio: **6.05%**

Alternative Radio: **29.91%**

Stations Tracked:

Classic Hits, More FM, The Edge, The Rock, ZM, The Breeze, Mai FM, Radio Hauraki, Coast, Flava, EasyMix, Niu FM, BigFM, Kiwi, 95bFM, Radio Rhema, Life FM, Southern Star, Active 89FM, Coromandel FM, Times Radio, rdu, Hokonui Gold, Tainui FM, Bayrock, 1XX, Port FM, Fox FM, Radio One, The Most, Coast FM Greymouth, Kix FM, The Zone Queenstown, Peak FM, Radio Control, Sun FM, Taiohi FM, The Rhythm, Ski FM, Awa FM, Radio Tairua, Nga Iwi FM, Te Korimako FM, BOP FM, Radio Tairua, Central FM, The Mix, Vision.

Gold / Platinum Certifications:

*Platinum figure includes multi-platinum awards (ie. titles moving from one platinum tier to the next).

** Gold and Platinum thresholds for Singles were changed midway through 2007, to include digital retail sales (7500 for gold, 15,000 for platinum).

2011 (First quarter only):

Gold Albums: **5** (1 NZ)

Platinum Albums: **12** (1 NZ)

Gold Singles: **37** (4 NZ)

Platinum Singles: **18** (2 NZ)

2010:

Gold Albums: **54** (10 NZ)

Platinum Albums: **43** (12 NZ)

Gold Singles: **96** (16 NZ)

Platinum Singles: **61** (14 NZ)

2009:

Gold Albums: **57** (7 NZ)

Platinum Albums: **90** (13 NZ)

Gold Singles: **89** (14 NZ)

Platinum Singles: **32** (3 NZ)

2008:

Gold Albums: **60** (17 NZ)

Platinum Albums: **62** (16 NZ)

Gold Singles: **49** (6 NZ)

Platinum Singles: **21** (5 NZ)

2007:

Gold Albums: **109** (15 NZ)

Platinum Albums: **86** (16 NZ)

Gold Singles: **35** (1 NZ)

Platinum Singles: **16** (1 NZ)

2006:

Gold Albums: **97**

Platinum Albums: **89**

Gold Singles: **17**

Platinum Singles: **1**

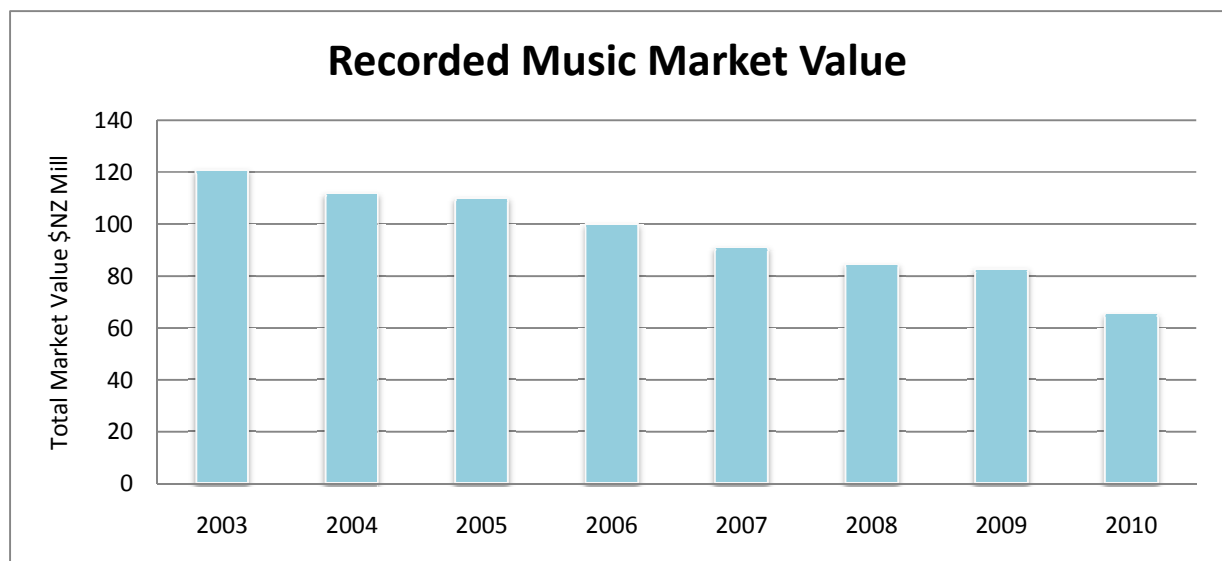
2005:

Gold Albums: **100**

Platinum Albums: **205**

Gold Singles: **35**

Platinum Singles: **1**



Source: IFPI

Total Recorded Music Sales in New Zealand

(Retail Value):

2010: **\$65.4 million** (world rank by market value: 32nd)
 2009: **\$82.7 million** (world rank by market value: 32nd)
 2008: **\$84.5 million** (world rank by market value: 30th)
 2007: **\$90.9 million** (world rank by market value: 29th)
 2006: **\$100.0 million** (world rank by market value: 29th)
 2005: **\$112.1 million** (world rank by market value: 26th)
 2004: **\$111.9 million** (world rank by market value: 31st)
 2003: **\$120.8 million** (world rank by market value: 30th)