

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 circles. The circles are positioned in the upper right and lower right areas of the page.

# **NZ Music Stats | Q1 2016**

**Report for the NZ Music Industry Commission**

# 2016 – First Quarter Summary

This is the first statistical report of 2016 by RadioScope 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 2015 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 -56.10%** on the same period last year to **50,874** units.  
(There was **-34.49%** decline across the single market as a whole).

Sales of Albums by NZ artists were **down -23.54%** on the same period last year to **38,657** units.  
(There was **-10.79%** decline across the album market as a whole).

Sales of Compilations by NZ artists were **down -59.94%** on the same period last year to **1124** units.  
(There was **-35.20%** decline across the compilation market as a whole).

Sales of DVDs by NZ artists were **down -79.14%** on the same period last year to **943** units.  
(There was **-50.98%** decline across the DVD market as a whole).

### Streaming:

Streaming of Singles by NZ artists was **up +45.08%** on the same period last year to **31,414,603** streams.  
(There was **+95.20%** growth across the streaming market as a whole).

### Radio:

Airplay of songs by NZ artists across all contemporary radio (RBA members and non-members) was **down -1.91%** on the same period last year to **16.60%** (based on **244,174 spins**).

## Total Sales of ALBUMS by NZ Artists:

First quarter of 2016: **38,657**

Fourth quarter of 2015: **104,389**

Same quarter last year: **50,556**

### Top Sellers this quarter:

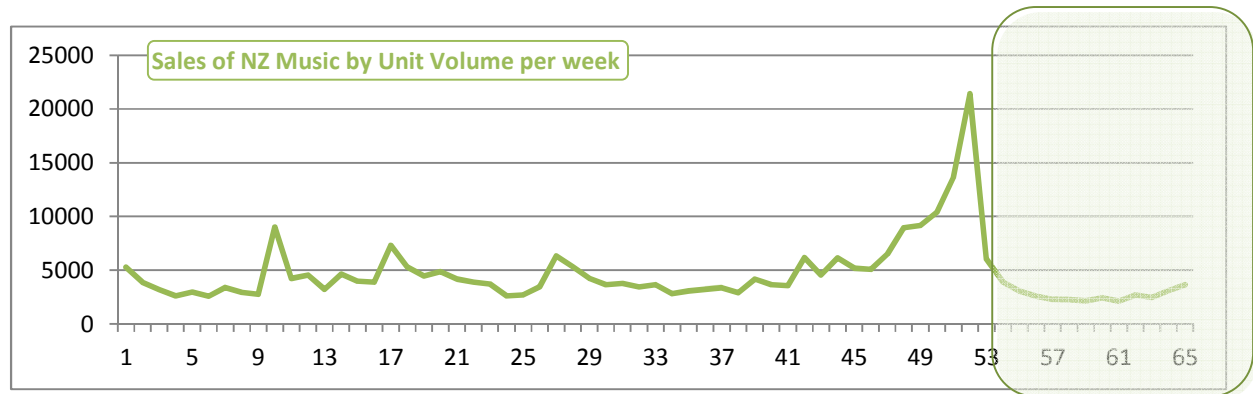
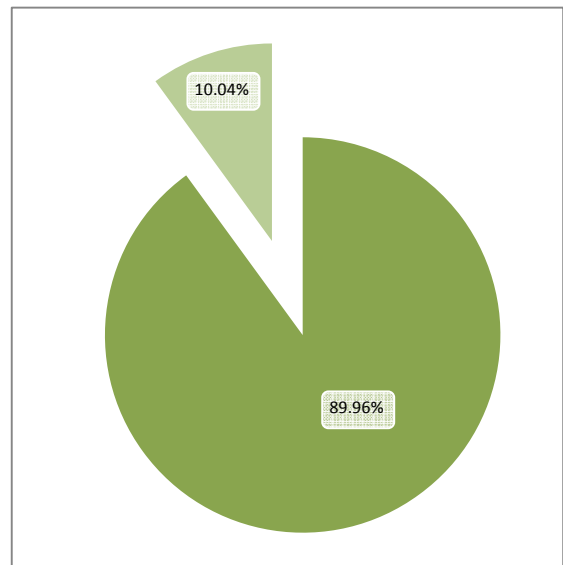
*On Another Note* / **Sol3 Mio** (Universal)

*Bays* / **Fat Freddy's Drop** (TheDrop/Rhythm/DRM)

*How Great Thou Art* / **Howard Morrison** (SonyMusic)

*Six60 (2)* / **Six60** (Massive/Universal)

*Welcome To My World* / **John Hore Grenell** (SonyMusic)

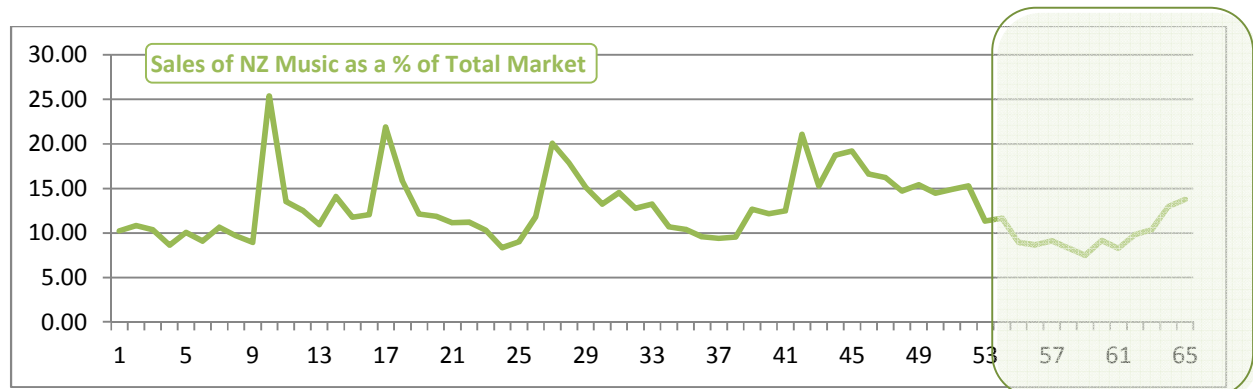


## ALBUMS by NZ Artists – as a % of Total Market:

First quarter of 2016: **10.94%**

Fourth quarter of 2015: **15.53%**

Same quarter last year: **11.71%**



## 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 2016: **51** new albums by NZ artists (from a total album release schedule of 1071 titles)

First quarter of 2015: **60** new albums by NZ artists (from a total album release schedule of 888 titles)

### Including:

Dave Dobbyn ( <i>Harmony House</i> )	RedTrolley/Border/DRM
Mae Valley ( <i>Mae Valley EP</i> )	SonyMusic
Kane Strang ( <i>Blue Cheese</i> )	FlyingNun/FlyingOut
Gray Bartlett ( <i>Private Conversations</i> )	GrayBartlett/Ode
Doprah ( <i>Wasting</i> )	ArchHill/FlyingOut
Ashley Hughes ( <i>Cold Night Dark Mourning</i> )	MTC/Warner
Purple Pilgrims ( <i>Eternal Delight</i> )	NotNotFun
The Renderers ( <i>In Sodium Light</i> )	BaDaBing/Rhythm
Jackie Bristow ( <i>Shot Of Gold</i> )	MontanaMusic
The Leers ( <i>Are You Curious?</i> )	LeverStreet/Southbound
Charity Children ( <i>Fabel</i> )	CharityChildren
Edge Kingsland ( <i>Edge Vol. 3: The Common Good</i> )	EdgeKingsland
Lanu ( <i>The Double Sunrise</i> )	PacificTheatre/Inertia
Louie Knuxx ( <i>Tiny Warm Hearts</i> )	LouieKnuxx/DRM
Mothra ( <i>Decision Process</i> )	Mothra
Mermaidens ( <i>Undergrowth</i> )	Mermaidens/FlyingOut
Jason Kerrison ( <i>#JKEP2</i> )	NoiseControl
Carnivorous Plant Society ( <i>Phantom Finger</i> )	CarnivorousPlantSociety
Grace Vineyard Music ( <i>Seek You: Live</i> )	GraceVineyardMusic
Opposite Sex ( <i>Hamlet</i> )	OppositeSex
Leonard Charles ( <i>Abracelebrex</i> )	FTC/Rhythm/DRM
Paua ( <i>Sometimes</i> )	PauaMusic
The Cavemen ( <i>The Cavemen</i> )	DirtyWater
Seth Frightening ( <i>But We Love Our Brothers And Sisters</i> )	SonorousCircle
HDSPNS ( <i>∕ 'E N (D) , G A M ∕</i> )	PrisonTapes
Mi-Sex ( <i>Extended Play</i> )	GoldenRobot
Salad Boys ( <i>Scarce Tracks EP</i> )	Chunlet
LVJ ( <i>The Shaka Tape</i> )	PrisonTapes
Psychic Maps ( <i>1<sup>st</sup> Second Lo-Fi-Record</i> )	PsychicMaps

### Stores Tracked:

The Warehouse, Real Groovy, JB HiFi, Slowboat, Google Play, Southbound, Mint Music, Rough Peel, MightyApe, Groove, MyMusic, iTunes, Manna Music. Eligible direct-to-consumer sales are also included.

## Total Sales of SINGLES by NZ Artists:

First quarter of 2016: **50,874**

Fourth quarter of 2015: **70,927**

Same quarter last year: **115,887**

### Top Sellers this quarter:

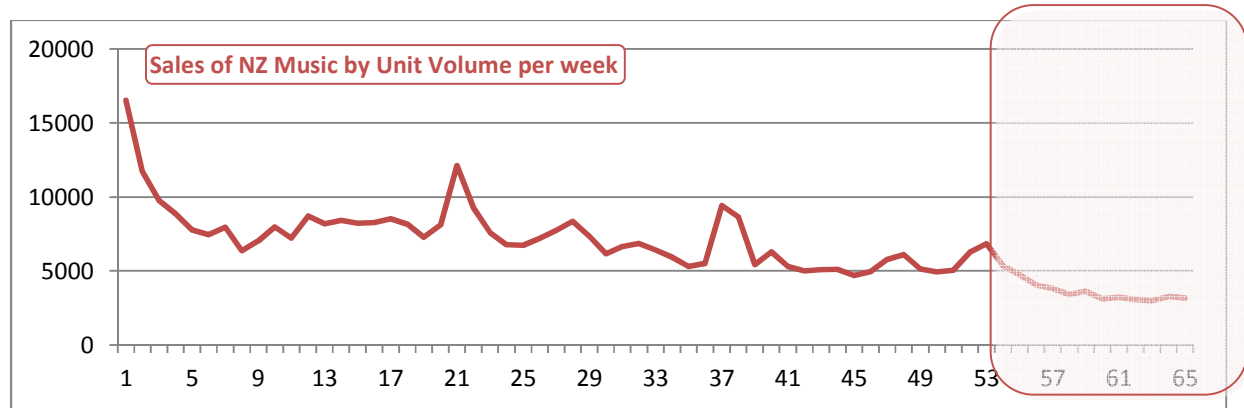
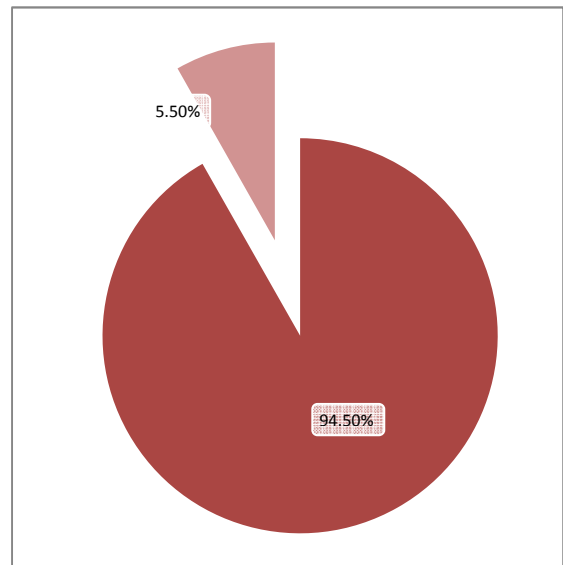
*Magnets* / Disclosure feat. Lorde (Island/Universal)

*White Lines* / Six60 (Massive/Universal)

*Inside Out* / Avalanche City (WEA/Warner)

*Purple* / Six60 (Massive/Universal)

*Freaks* / Timmy Trumpet And Savage (Hussle/MOS/Universal)

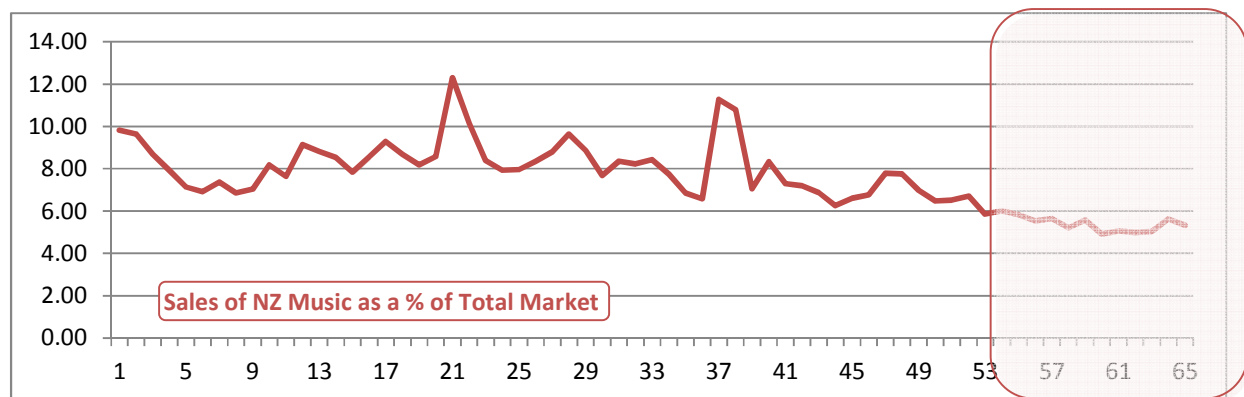


## SINGLES by NZ Artists – as a % of Total Market:

First quarter of 2016: **5.50%**

Fourth quarter of 2015: **7.14%**

Same quarter last year: **8.20%**



## Total STREAMING by NZ Artists:

First quarter of 2016: **31,414,603**

Fourth quarter of 2015: **27,039,021**

Same quarter last year: **21,653,029**

### Top Streaming this quarter:

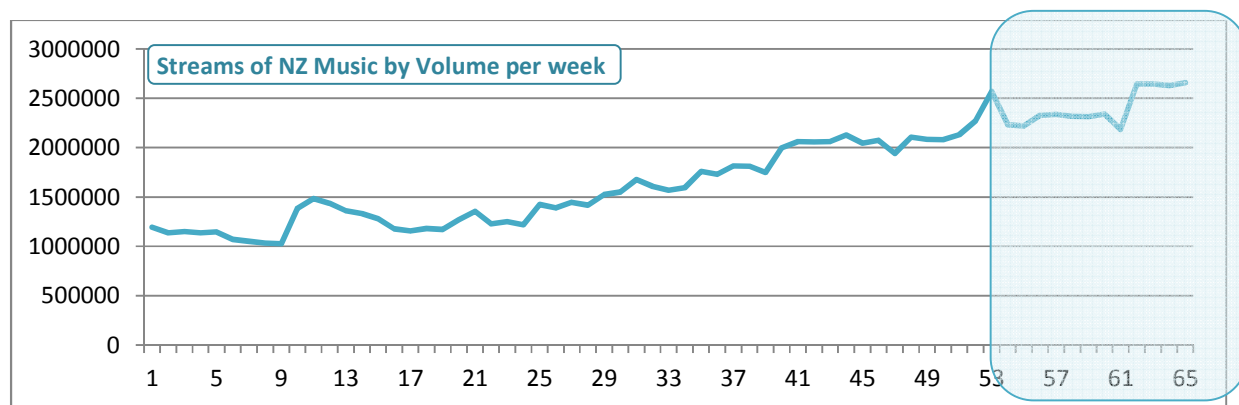
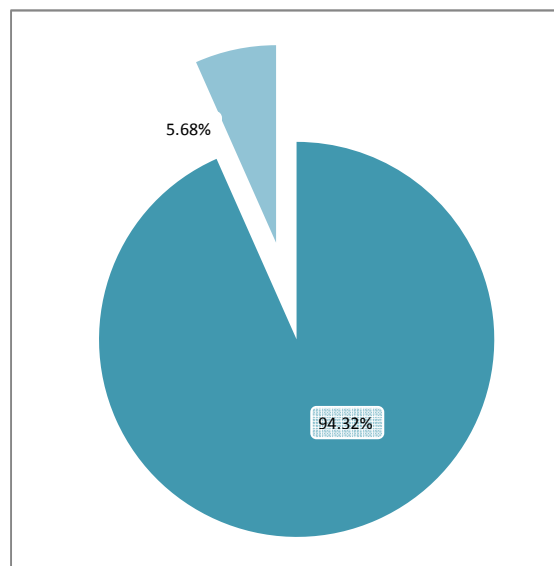
*Magnets* / Disclosure feat. Lorde (Island/Universal)

*White Lines* / Six60 (Massive/Universal)

*Inside Out* / Avalanche City (WEA/Warner)

*Purple* / Six60 (Massive/Universal)

*Freaks* / Timmy Trumpet And Savage (Hussle/MOS/Universal)

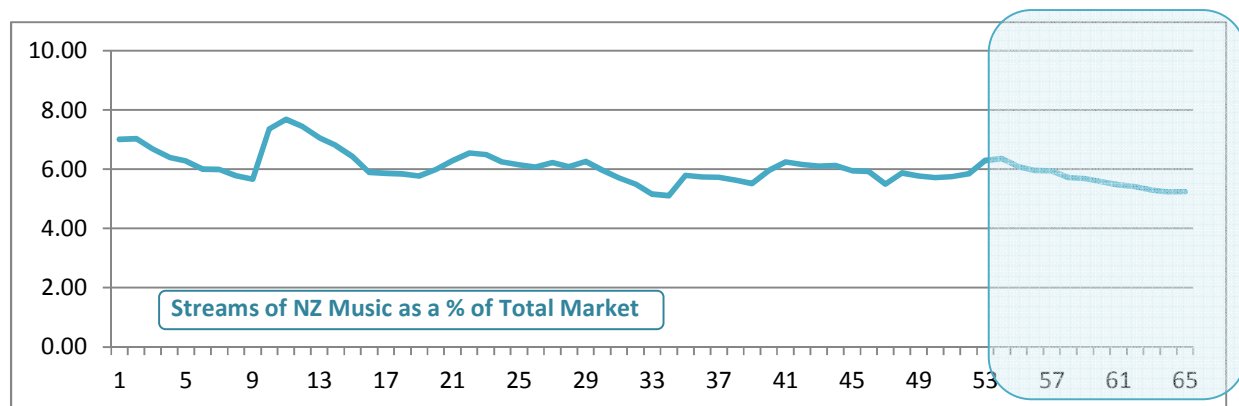


## STREAMS by NZ Artists - as a % of Total Market:

First quarter of 2016: **5.68%**

Fourth quarter of 2015: **5.91%**

Same quarter last year: **6.80%**



## Total Sales of COMPILATIONS by NZ

### Artists:

First quarter of 2016: **1124**

Fourth quarter of 2015: **2011**

Same quarter last year: **2806**

### Top Sellers this quarter:

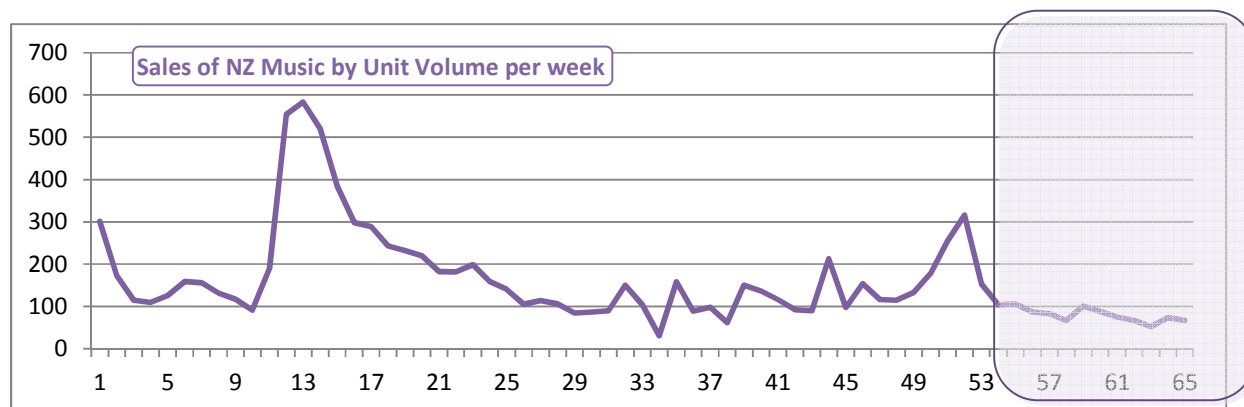
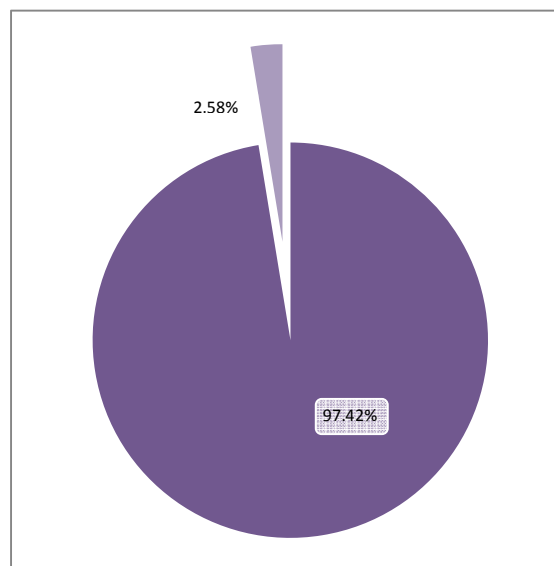
*One Love 2016* / **Various** (SonyMusic)

*One Love: Aotearoa Reggae* / **Various** (SonyMusic)

*Slice Of Heaven* / **Various** (KidsForKids/Pure)

*Pohutukawas And Pavlova* / **Various** (Frenzy/Ode)

*Nature's Best: 40 NZ Number Ones* / **Various** (SonyMusic)

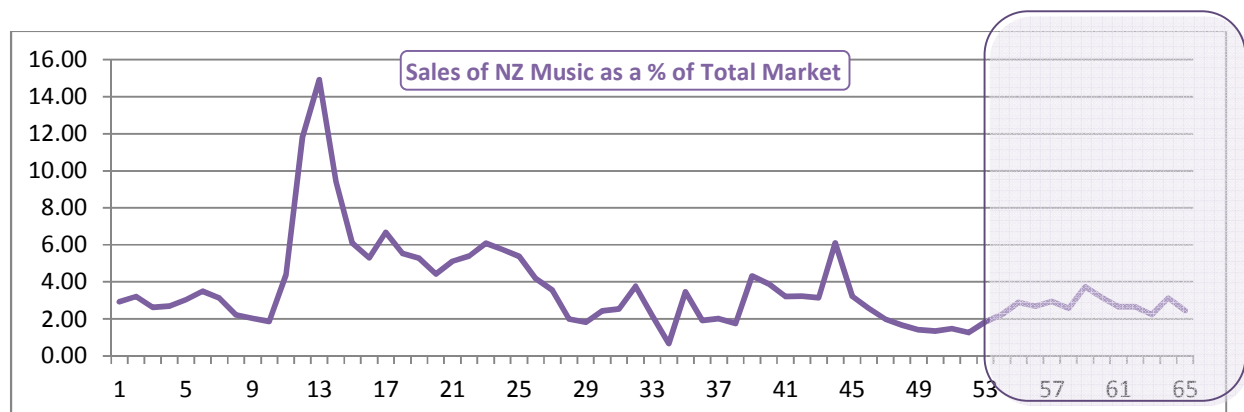


## COMPILATIONS by NZ Artists - as a % of Total Market:

First quarter of 2016: **2.58%**

Fourth quarter of 2015: **1.94%**

Same quarter last year: **4.17%**



## Total Sales of DVDS by NZ Artists:

First quarter of 2016: **943**

Fourth quarter of 2015: **1491**

Same quarter last year: **4520**

### Top Sellers this quarter:

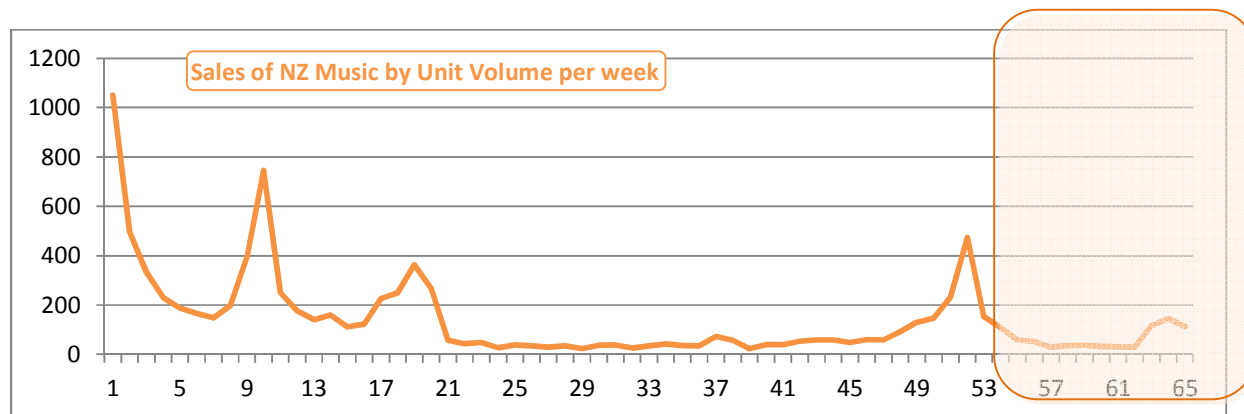
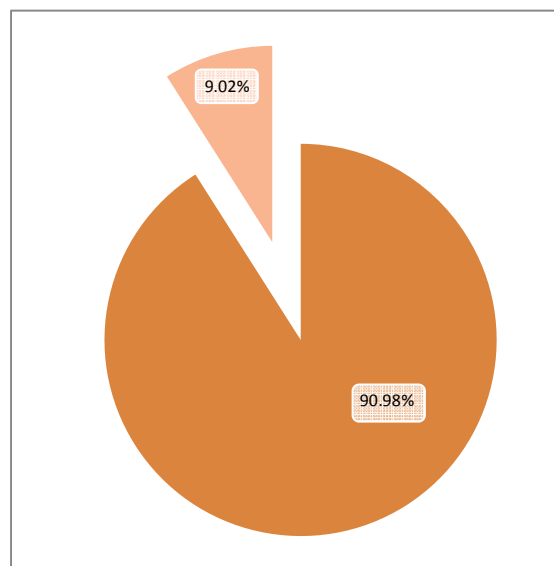
*Ladies And Gentlemen* / **Sol3 Mio** (Universal)

*Live* / **Stan Walker** (SonyMusic)

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

*7 Worlds Collide, 7 Years Apart* / **Neil Finn & Friends** (Madman)

*Beautiful Machine* / **Shihad** (Rialto/Gamewizz)

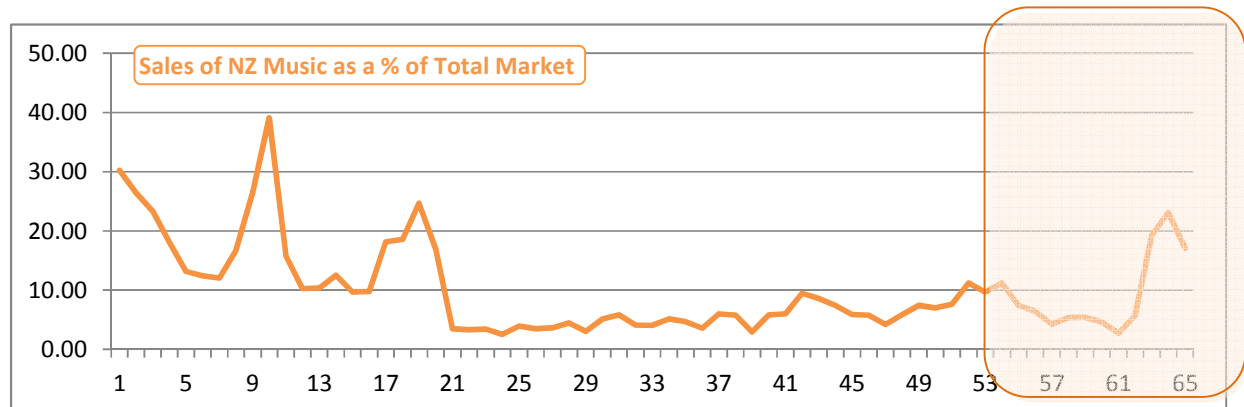


## DVDS by NZ Artists – as a % of Total Market:

First quarter of 2016: **9.02%**

Fourth quarter of 2015: **7.71%**

Same quarter last year: **21.20%**





## Total Airplay of NZ Artists:

First quarter of 2016: **16.60%**

Fourth quarter of 2015: **17.20%**

Same quarter last year: **18.51%**

No. of NZ Song Spins: **244,174**

No. of Unique NZ Songs Played: **6839**

No. of Unique NZ Artists Played: **2721**

### Most Played this quarter:

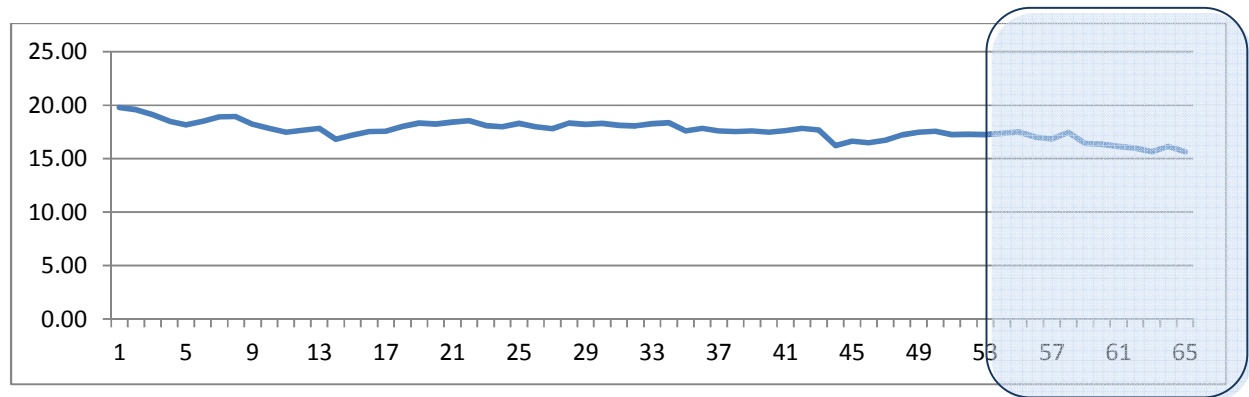
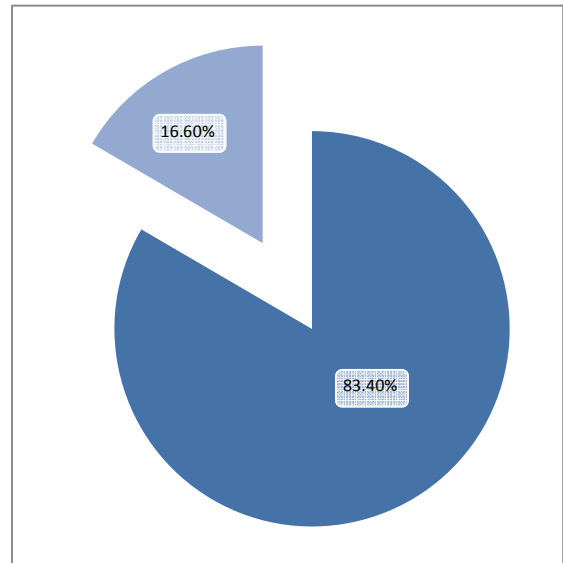
*Stay Together* / **Six60** (Massive/Universal)

*White Lines* / **Six60** (Massive/Universal)

*Come With Me* / **PT feat. Jasmine** (PieterTuhoro/DRM)

*Magnets* / **Disclosure feat. Lorde** (Island/Universal)

*City* / **Ciaran McMeeken** (CiaranMcMeeken/DRM)



ALL Radio: **16.60%**

Pop Radio: **10.59%**

Rock Radio: **11.91%**

Urban Radio: **32.30%**

AC Radio: **7.99%**

Alternative Radio: **47.20%**

Dance Radio: **18.06%**

### Stations Tracked:

The Hits, More FM, The Edge, The Rock, ZM, The Breeze, Mai FM, Radio Hauraki, Coast, Flava, Niu FM, The Sound, Mix FM, Magic, 95bFM, Radio Rhema, Life FM, Southern Star, George FM, Active 88.6FM, Coromandel FM, Times Radio, rdu, Hokonui Gold, Tainui FM, Bayrock, 1XX, QFM, Port FM, Radio One, Pulzar FM, The Most, Coast FM Greymouth, Central FM, Peak FM, Radio Control, Ngati Hine FM, Tuatoko FM, Raukawa FM, Nga Iwi FM, Maniapoto FM, Sun FM, Te Korimako FM, Radio Kahungunu, Turanga FM, Te Hiku O Te Ika, Tainui FM, Moana AM, Ngati Porou FM, Kia Ora FM, Atiawa Toa FM, Radio Waatea, Te Upoko O Te Ika, Awa FM, Tuwharetoa FM, Tahu FM.

## Gold / Platinum Certifications:

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

\*\* 7500 sales / stream equivalents = gold; 15,000 sales / stream equivalents = platinum).

### 2016 (First quarter only):

Gold Albums: **4** (1 NZ)

Platinum Albums: **2** (0 NZ)

Gold Singles: **175** (12 NZ)

Platinum Singles: **136** (4 NZ)

### 2015 (TOTAL):

Gold Albums: **25** (6 NZ)

Platinum Albums: **35** (7 NZ)

Gold Singles: **473** (29 NZ)

Platinum Singles: **395** (27 NZ)

### 2014 (TOTAL):

Gold Albums: **26** (4 NZ)

Platinum Albums: **29** (6 NZ)

Gold Singles: **142** (12 NZ)

Platinum Singles: **117** (8 NZ)

### 2013 (TOTAL):

Gold Albums: **41** (16 NZ)

Platinum Albums: **37** (12 NZ)

Gold Singles: **165** (19 NZ)

Platinum Singles: **142** (13 NZ)

### 2012 (TOTAL):

Gold Albums: **37** (6 NZ)

Platinum Albums: **38** (4 NZ)

Gold Singles: **202** (16 NZ)

Platinum Singles: **190** (23 NZ)

### 2011 (TOTAL):

Gold Albums: **31** (13 NZ)

Platinum Albums: **41** (7 NZ)

Gold Singles: **160** (19 NZ)

Platinum Singles: **82** (7 NZ)

### 2010:

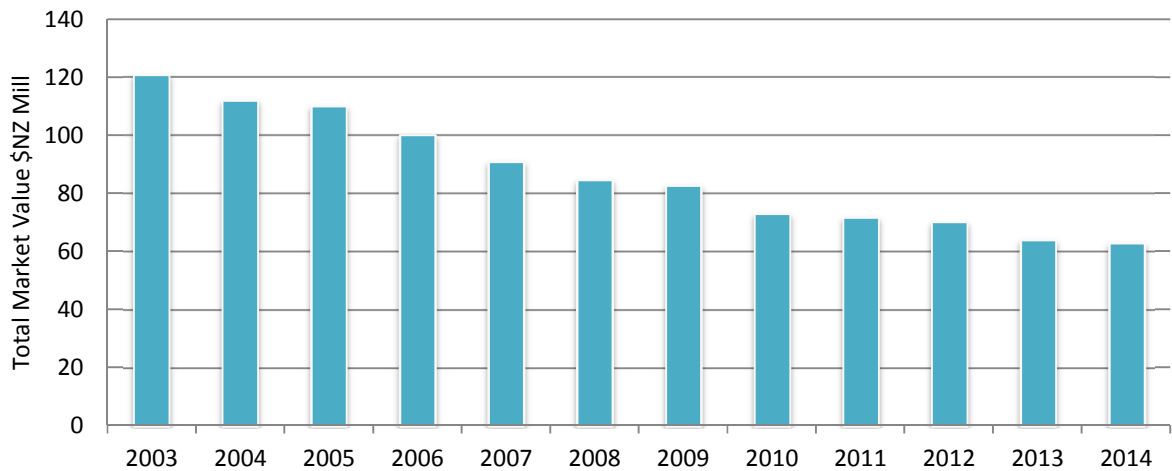
Gold Albums: **54** (10 NZ)

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

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

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

## Record Music Market Value



Source: IFPI

### Total Recorded Music Sales in New Zealand

#### (Retail Value):

- 2014: **\$63.0 million** (world rank by market value: 28<sup>th</sup>)
- 2013: **\$63.9 million** (world rank by market value: 29<sup>th</sup>)
- 2012: **\$70.1 million** (world rank by market value: 29<sup>th</sup>)
- 2011: **\$71.6 million** (world rank by market value: 32<sup>nd</sup>)
- 2010: **\$72.9 million** (world rank by market value: 32<sup>nd</sup>)
- 2009: **\$82.7 million** (world rank by market value: 32<sup>nd</sup>)
- 2008: **\$84.5 million** (world rank by market value: 30<sup>th</sup>)
- 2007: **\$90.9 million** (world rank by market value: 29<sup>th</sup>)
- 2006: **\$100.0 million** (world rank by market value: 29<sup>th</sup>)
- 2005: **\$112.1 million** (world rank by market value: 26<sup>th</sup>)
- 2004: **\$111.9 million** (world rank by market value: 31<sup>st</sup>)
- 2003: **\$120.8 million** (world rank by market value: 30<sup>th</sup>)