

The page features a decorative graphic consisting of three blue circles of varying sizes and two diagonal lines. The circles are arranged in a vertical line, with the largest circle at the top right, a smaller one in the middle, and another large one at the bottom right. The diagonal lines intersect at the top left and extend towards the bottom right, framing the circles.

NZ Music Stats | Q2 2009

Report for the NZ Music Industry Commission

2009 – Second Quarter Summary

This is the second statistical report of 2009 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 2008 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 **up +88.91%** on the same period last year to **122,632** units.
(There was **+26.07%** growth across the digital singles market as a whole).

Sales of Albums by NZ artists were **down -14.80%** on the same period last year to **57,061** units.
(There was **+2.41%** growth across the albums market as a whole).

Sales of Compilations by NZ artists were **up +863.41%** on the same period last year to **19,403** units.
(There was **+22.83%** growth across the compilations market as a whole).

Sales of DVDs by NZ artists were **up +576.70%** on the same period last year to **4764** units.
(There was **+10.35%** 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 +0.80%** on the same period last year to **20.49%** (**121,696 spins**).

Total Sales of ALBUMS by NZ Artists:

Second quarter of 2009: **57,061**

First quarter of 2009: **57,698**

Same quarter last year: **66,974**

Top Sellers this quarter:

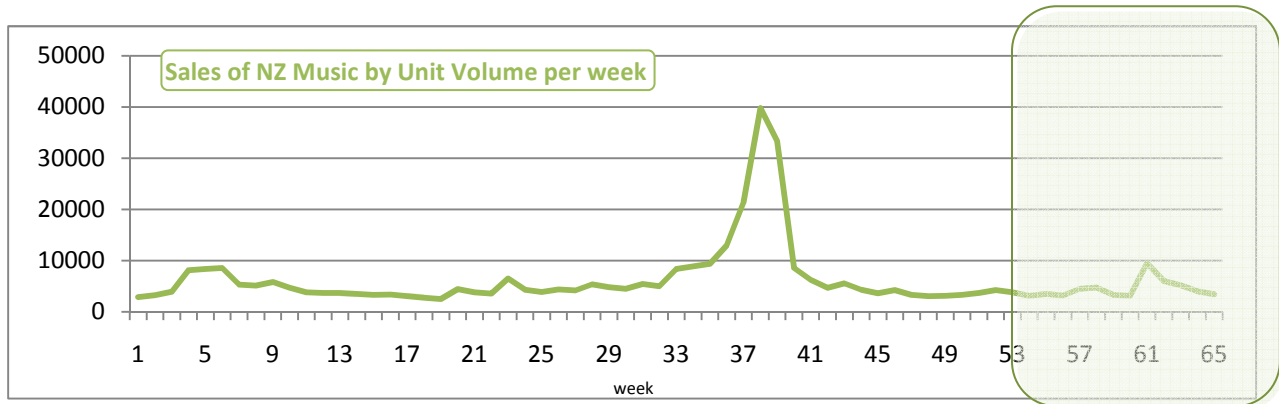
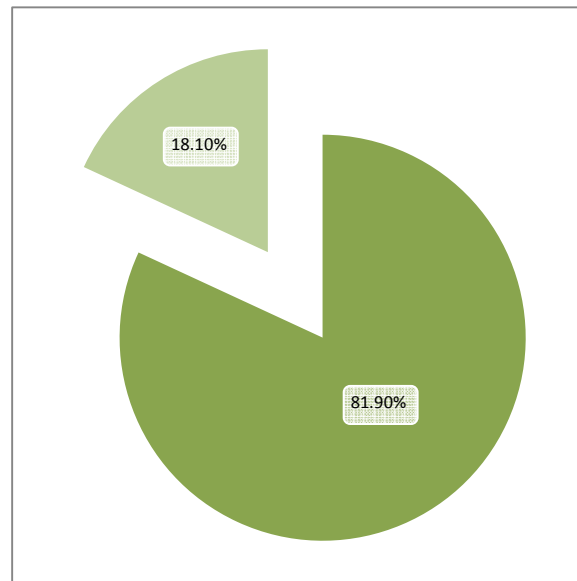
Dr Boondigga & The Big BW / **Fat Freddy's Drop** (Drop/Rhythm)

The Brave Don't Run / **Midnight Youth** (WEA/Warner)

The Weekend / **Smashproof** (MTC/Universal)

Get It Together / **Sola Rosa** (WayUp/Rhythm)

Ladyhawke: Collectors Edition / **Ladyhawke** (Modular/Universal)

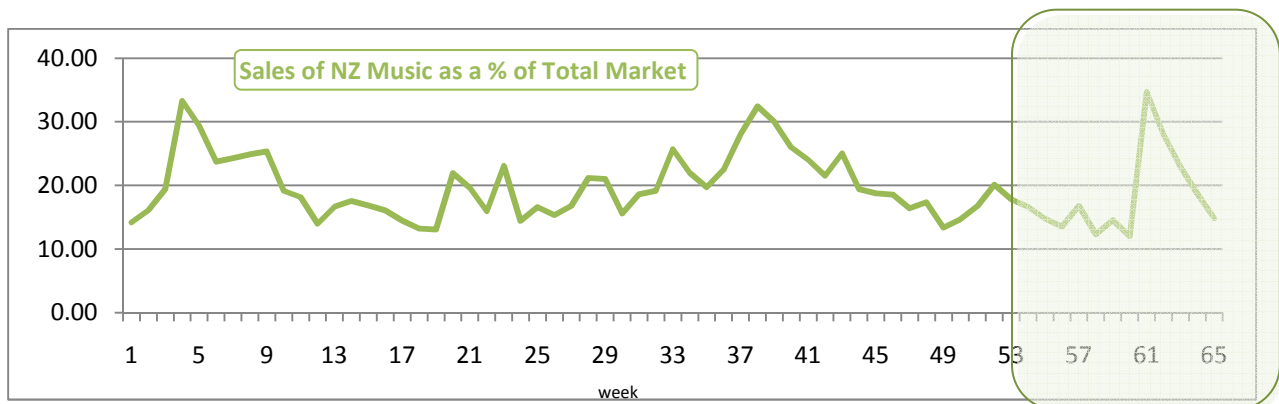


ALBUMS by NZ Artists – as a % of Total Market:

Second quarter of 2008: **18.10%**

First quarter of 2008: **19.70%**

Same quarter last year: **21.76%**



Second 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.

Second quarter of 2009: **61** new albums by NZ artists (from a total album release schedule of 624 titles)

Second quarter of 2008: **84** new albums by NZ artists (from a total album release schedule of 676 titles)

Including:

Fat Freddy's Drop (<i>Dr Boondigga & The Big BW</i>)	TheDrop/Rhythmethod
Midnight Youth (<i>The Brave Don't Run</i>)	WEA/Warner
Various (<i>The Great New Zealand Songbook</i>)	Thom/SonyMusic
The Checks (<i>Alice By The Moon</i>)	PieClub/Rhythmethod
Boh Runga (<i>Right Here</i>)	CRS/Universal
PNC (<i>Bazooka Kid</i>)	Dirty/Rhythmethod
The Lady Killers (<i>Black Is Black</i>)	LadyKiller/Ode
Pitch Black (<i>Rhythm, Sound And Movement</i>)	RemoteControl/Rhythmethod
An Emerald City (<i>Circa Scaria</i>)	BFTU/Border
HLAH (<i>Devil Makes Work For Idle Hands</i>)	HLAH/Rhythmethod
The BADS (<i>So Alive</i>)	Mana/Warner
Antiform (<i>City In Exile</i>)	SystemWide/Rhythmethod
David Kilgour And Sam Hunt (<i>Falling Debris</i>)	ArchHill/Rhythmethod
Motocade (<i>Tightrope Highway</i>)	Motocade/Universal
Dictaphone Blues (<i>On The Down And In</i>)	BLL/Universal
Hikoikoi (Hikoikoi)	SoundReserve/Border
Grand Prix (<i>The Speed Of Sound</i>)	ArchHill/Rhythmethod
Optimus Gryme (<i>Eclipse</i>)	OptimusGryme/Border
Bachelorette (<i>My Electric Family</i>)	ParticleTracks/Rhythmethod
Hannah Howes (<i>Candy</i>)	HH/Rhythmethod
Oval Office (<i>Oval Office</i>)	Oval/Rhythmethod
Julien Dyne (<i>Pins And Digits</i>)	FTC/Rhythmethod
The Eastern (<i>The Eastern</i>)	SocialEndProduct/Rhythmethod
New Telepathics (<i>Rudiments And Theory Of Silence</i>)	OurRecords/Rhythmethod
The Dead C (<i>Vain, Erudite And Stupid</i>)	BaDaBing/Rhythmethod
Jody Lloyd (<i>Loops Of Love</i>)	She'llBeRight/Rhythmethod
Insurgents (<i>All The Stupid Smiling Faces</i>)	Failsafe/Border
Wild Bill Ricketts (John Dryden)	WBR/Rhythmethod
Selon Recliner (<i>The Orchid Door</i>)	SelonRecliner/Universal

Stores Tracked:

The Warehouse, The CD Store, Planet Jack, Real Groovy, Dick Smith Electronics, JB HiFi, Marbecks, Checkers, SmokeCDs, Tower, PlayItAgain, Zinc, Music Oasis, iTunes, Vodafone, Telecom, Digirama, Amplifier, Ttxtunes, Rip It.

Total Sales of PHYSICAL SINGLES by NZ Artists:

Second quarter of 2009: **819**

First quarter of 2009: **2203**

Same quarter last year: **3763**

Top Sellers this quarter:

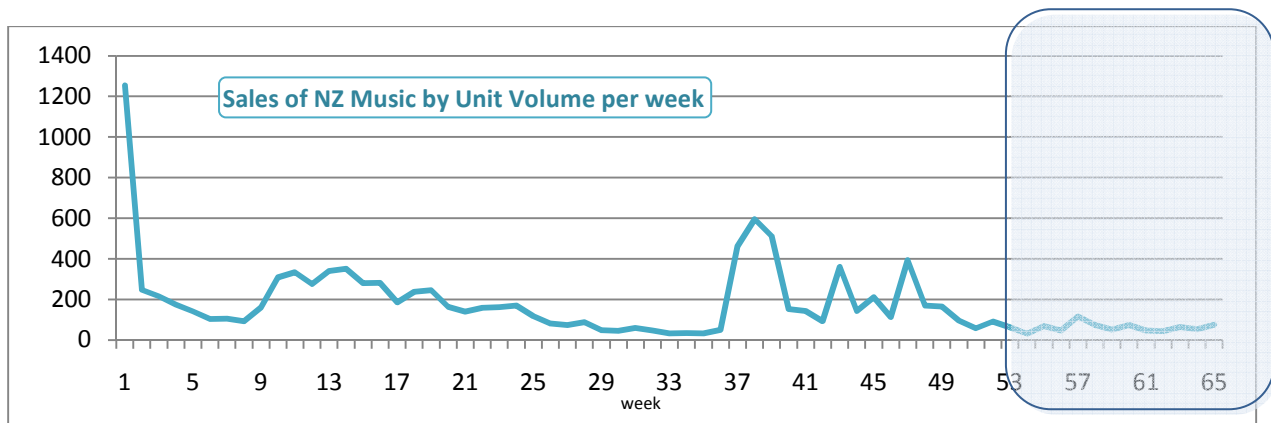
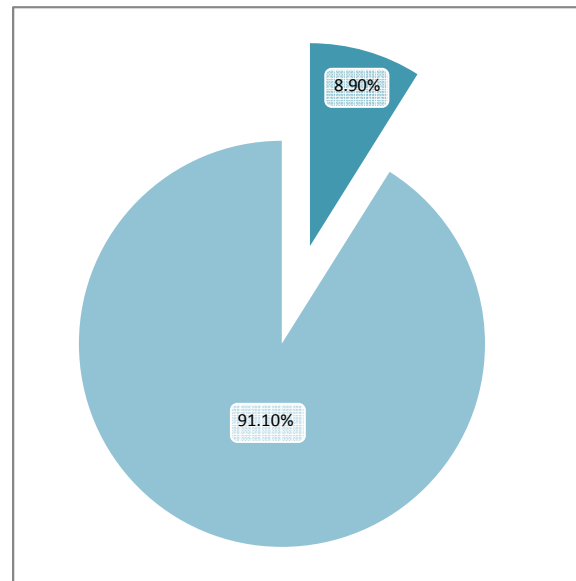
Extended Play EP / **Gin** (Universal)

A Little Bit Wonderful EP / **Wellington Uke Orch** (Rhythmethod)

Harbour City Electric EP / **Harbour City Electric** (HCE/Border)

The Letter / **Midnight Youth** (WEA/Warner)

Hello, Goodbye And Everything / **Lisa Crawley** (LC/Border)

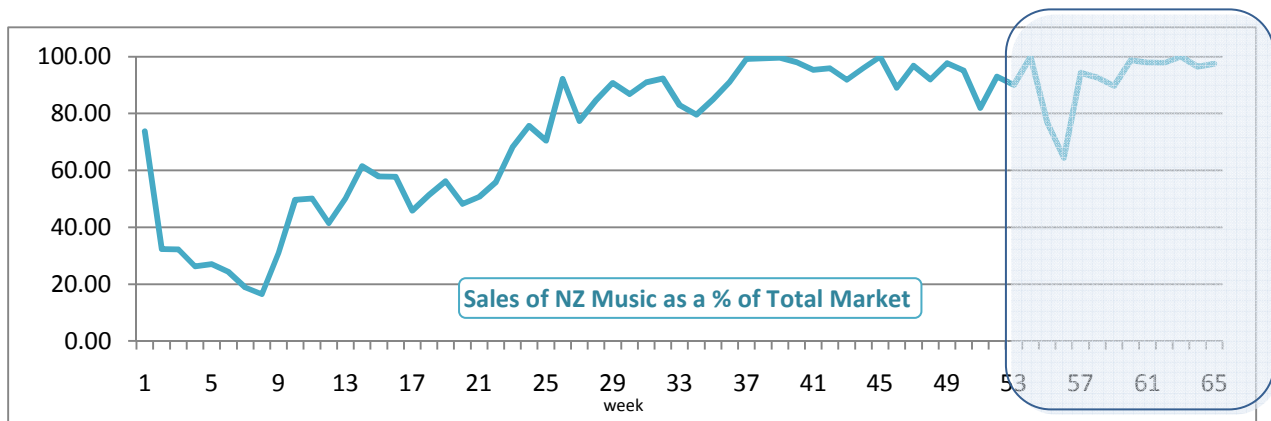


PHYSICAL SINGLES by NZ Artists – as a % of Total Market:

Second quarter of 2009: **91.10%**

First quarter of 2009: **94.71%**

Same quarter last year: **41.57%**



Total Sales of DIGITAL SINGLES by NZ Artists:

Second quarter of 2009: **121,813**

First quarter of 2009: **98,224**

Same quarter last year: **61,151**

Top Sellers this quarter:

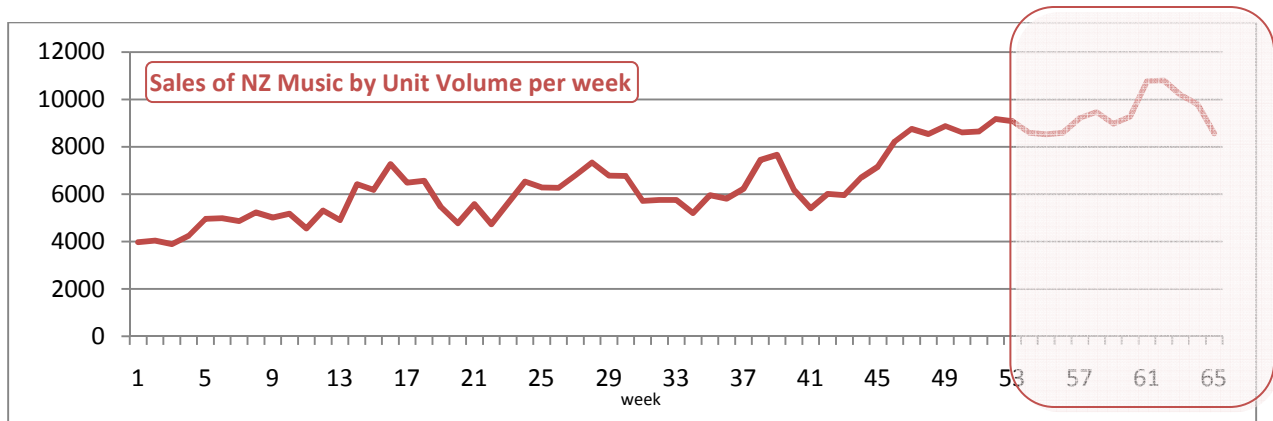
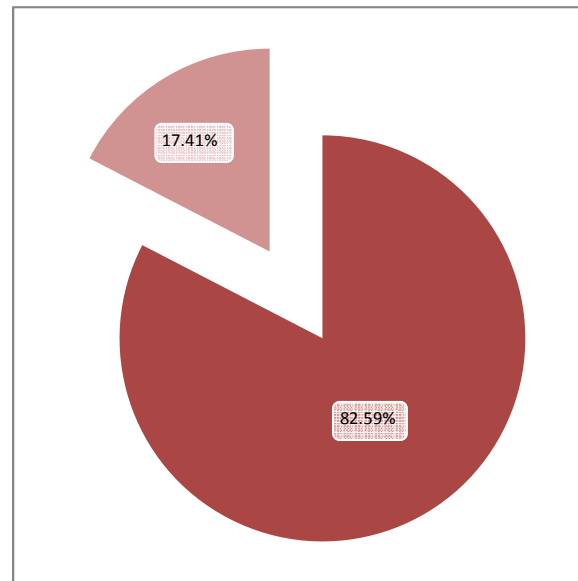
Brother / **Smashproof feat. Gin** (MTC/Universal)

Ghetto Flower / **J. Williams** (IllegalMusik/Warner)

My House / **Kids Of 88** (DrydenStreet)

All On Our Own / **Midnight Youth** (WEA/Warner)

Hey Boys And Girls / **Evermore** (WEA/Warner)

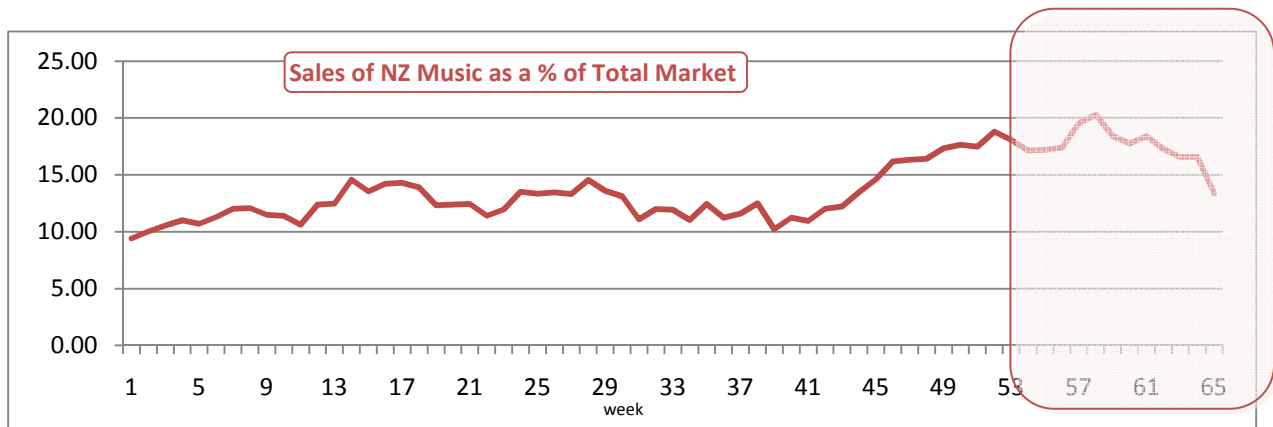


DIGITAL SINGLES by NZ Artists – as a % of Total Market:

Second quarter of 2009: **17.41%**

First quarter of 2009: **14.96%**

Same quarter last year: **11.19%**



Total Sales of COMPILATIONS by NZ

Artists:

Second quarter of 2009: **19,403**

First quarter of 2009: **938**

Same quarter last year: **2014**

Top Sellers this quarter:

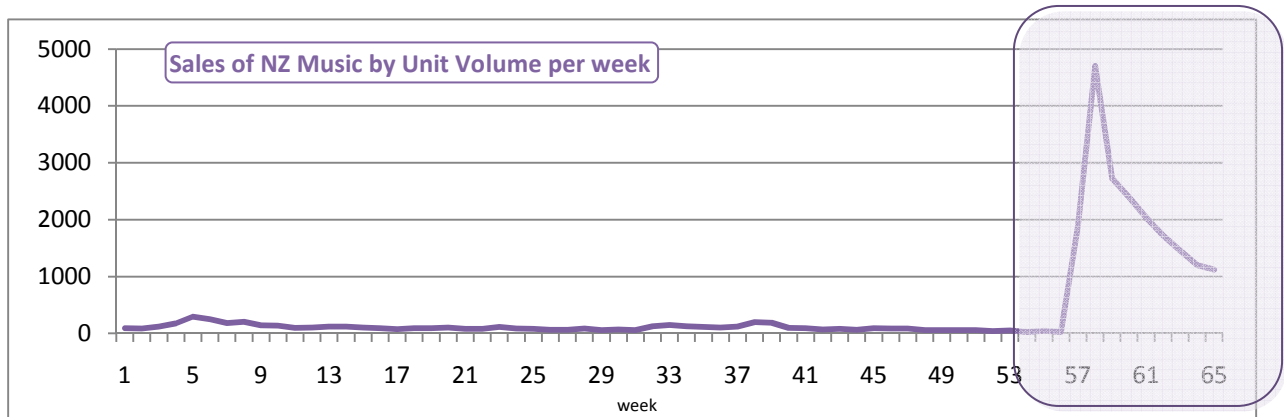
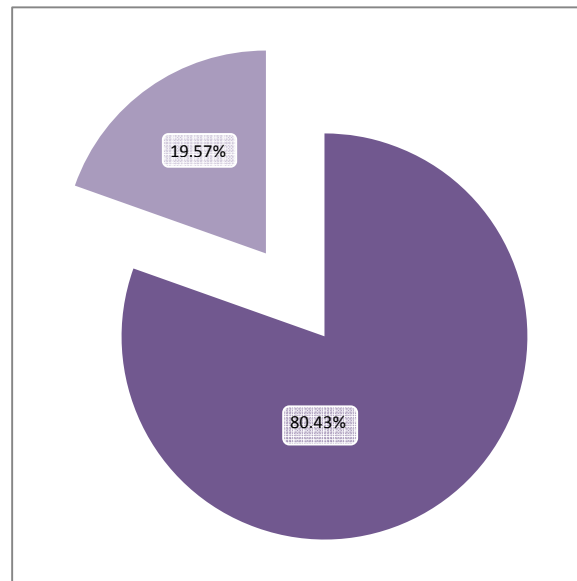
The Great NZ Songbook / **Various** (Thom/SonyMusic)

Nature's Best 1 / **Various** (SonyMusic)

Conscious Roots V / **Various** (MovingProduction/EMI)

Golden Kiwis / **Various** (EMI)

Sonic Museum / **Various** (AucklandMuseum)

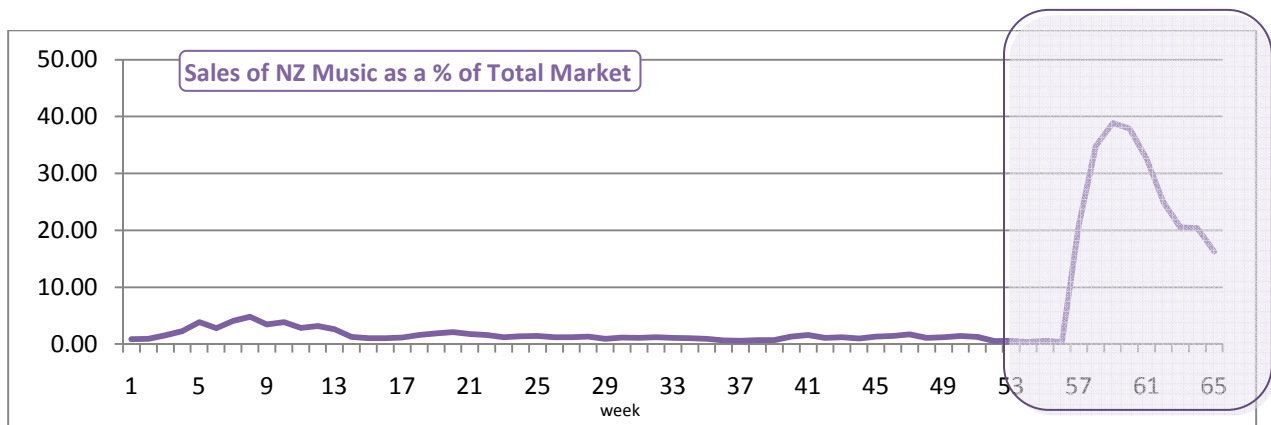


COMPILATIONS by NZ Artists - as a % of Total Market:

Second quarter of 2009: **19.57%**

First quarter of 2009: **1.21%**

Same quarter last year: **2.49%**



Total Sales of DVDS by NZ Artists:

Second quarter of 2009: **4764**

First quarter of 2009: **3535**

Same quarter last year: **704**

Top Sellers this quarter:

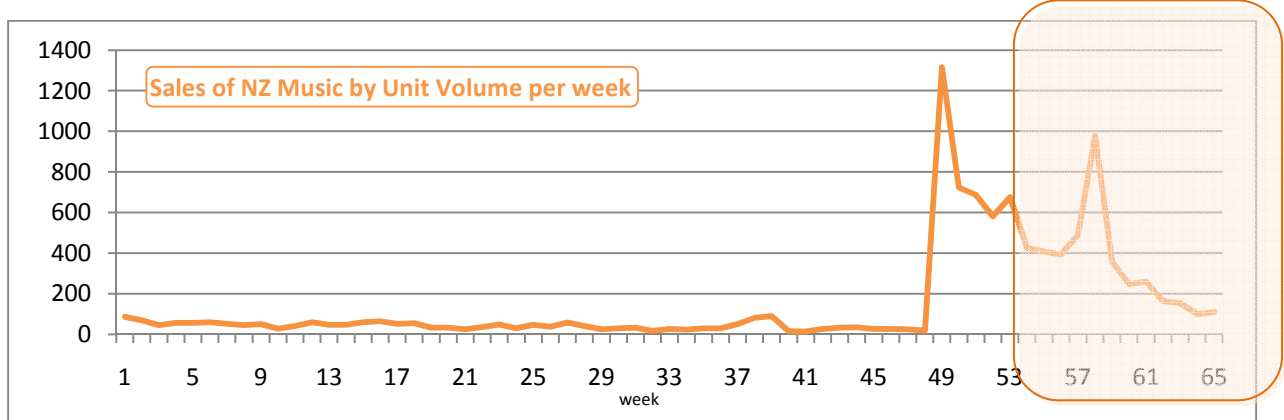
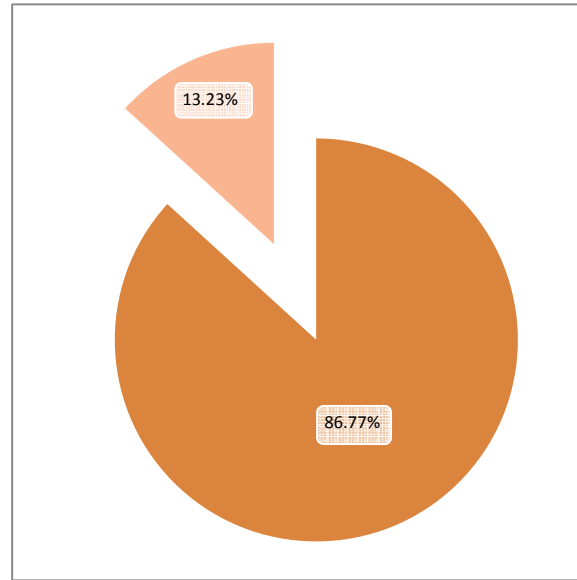
To Sir With Love: Sir Howard Tribute / Various (TVNZ/Roadshow)

Live In Concert / Geoff Sewell & Incognito (SewellMusic/Ode)

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

One Out Of The Bag / Split Enz (Mushroom/Warner)

Th' Reunion Tour Live / Th' Dudes (EMI)

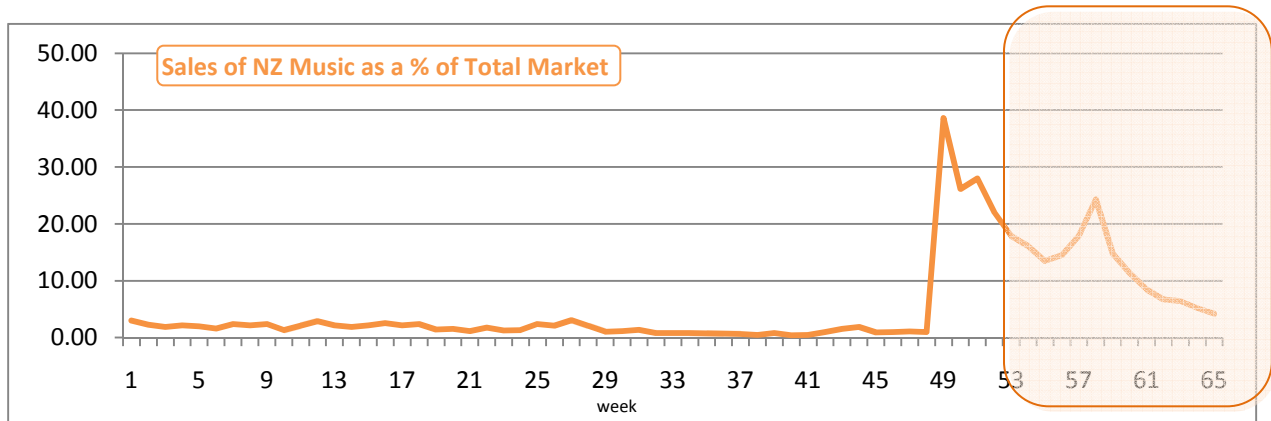


DVDS by NZ Artists – as a % of Total Market:

Second quarter of 2009: **13.23%**

First quarter of 2009: **10.09%**

Same quarter last year: **2.16%**



Total Airplay of NZ Artists:

Second quarter of 2009: **20.49%**

First quarter of 2009: **19.69%**

Same quarter last year: **18.66%**

No. of NZ Song Spins: **121,696**

No. of Unique NZ Songs Played: **1601**

No. of Unique NZ Artists Played: **847**

Most Played this quarter:

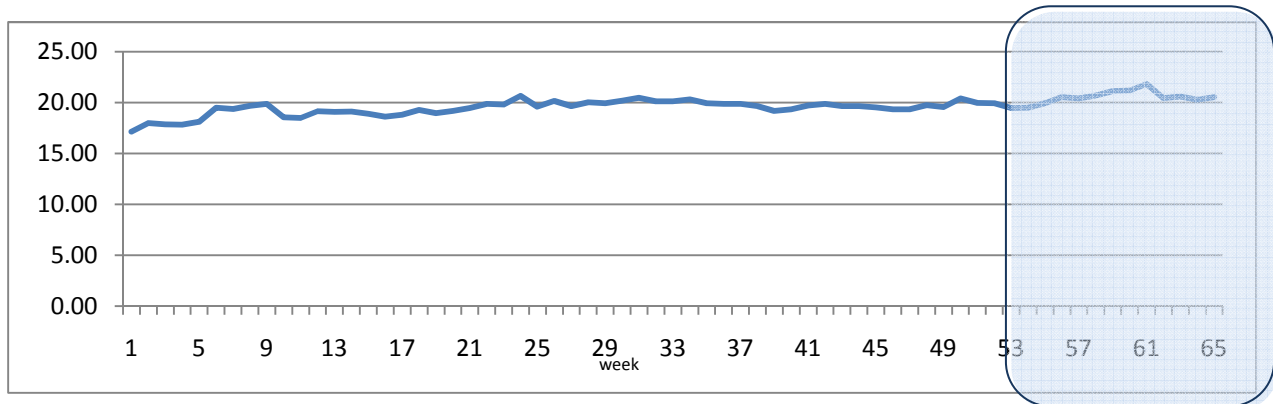
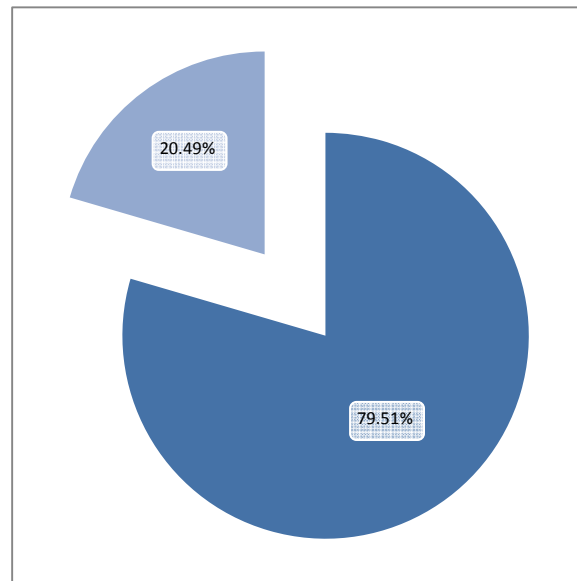
All On Our Own / **Midnight Youth** (WEA/Warner)

Always Be Here / **Dane Rumble** (Rumble/Warner)

Brother / **Smashproof feat. Gin** (MTC/Universal)

Hey Boys And Girls / **Evermore** (WEA/Warner)

The Letter / **Midnight Youth** (WEA/Warner)



ALL Radio: **20.49%**

Pop Radio: **14.53%**

Rock Radio: **21.09%**

Urban Radio: **21.83%**

AC Radio: **16.41%**

Easy Radio: **13.67%**

Alternative Radio: **43.74%**

Stations Tracked:

Classic Hits, More FM, The Edge, The Rock, ZM, The Breeze, Mai FM, 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 Northland, The Zone Queenstown, Peak FM, Radio Control, Sun FM, Taiohi FM, The Rhythm, Ski FM, Awa FM, Radio Tairua, Nga Iwi FM, 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).

2009 (Second quarter only):

Gold Albums: **9** (1 NZ)

Platinum Albums: **21** (1 NZ)

Gold Singles: **15** (4 NZ)

Platinum Singles: **5** (2 NZ)

2009 (First quarter only):

Gold Albums: **9** (0 NZ)

Platinum Albums: **14** (3 NZ)

Gold Singles: **22** (2 NZ)

Platinum Singles: **6** (0 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**

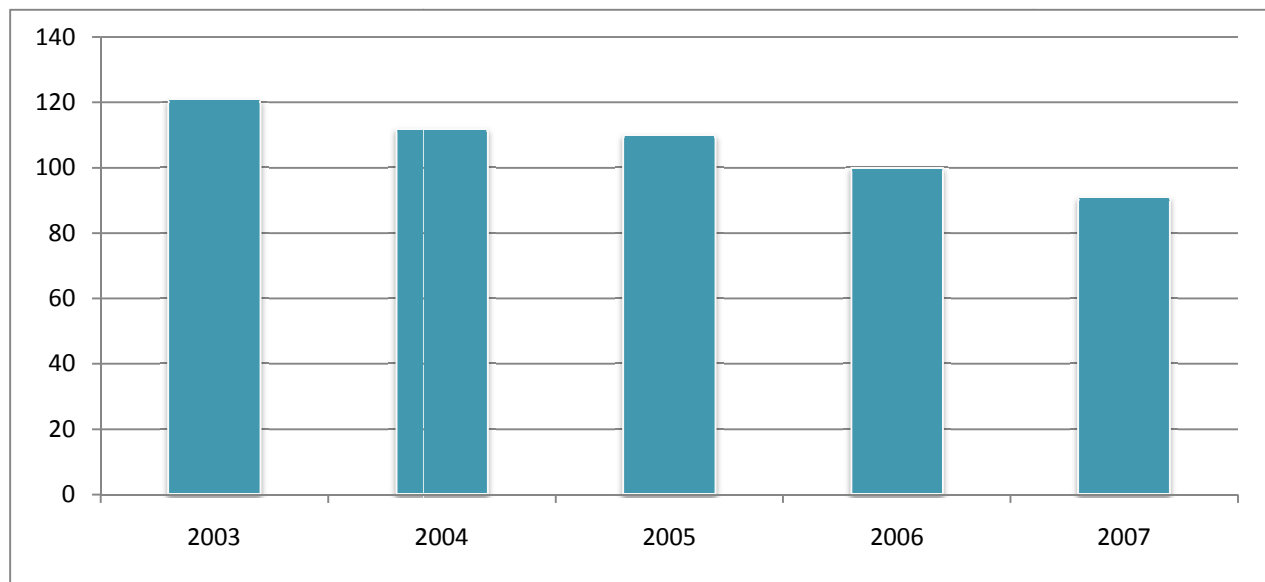
2004:

Gold Albums: **105**

Platinum Albums: **137**

Gold Singles: **33**

Platinum Singles: **18**



IFPI

Total Recorded Music Sales in New Zealand

(Retail Value):

2008: \$-- (results not yet available)

2007: **\$90.9 million** (world rank by market value: 29th)

2006: **\$100.0 million** (world rank by market value: 29th)

2005: **\$110.0 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)