

The background features an abstract graphic design. It consists of three large, overlapping circles in various shades of blue, arranged in a triangular pattern. Two thin, light blue lines intersect at the top left, forming a large 'V' shape that frames the circles. The overall aesthetic is clean and modern.

NZ Music Stats | Q3 2010

Report for the NZ Music Industry Commission

2010 – Third Quarter Summary

This is the third statistical report of 2010 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 2009 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 +16.87%** on the same period last year to **148,546** units.
(There was **-0.46%** decline across the physical and digital singles market as a whole).

Sales of Albums by NZ artists were **down -4.58%** on the same period last year to **49,185** units.
(There was **-14.42%** decline across the albums market as a whole).

Sales of Compilations by NZ artists were **down -1.47%** on the same period last year to **11,540** units.
(There was **-19.22%** decline across the compilations market as a whole).

Sales of DVDs by NZ artists were **down -94.47%** on the same period last year to **220** units.
(There was **-52.47%** decline 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 -0.75%** on the same period last year to **17.67%** (**155,687 spins**).

Total Sales of ALBUMS by NZ Artists:

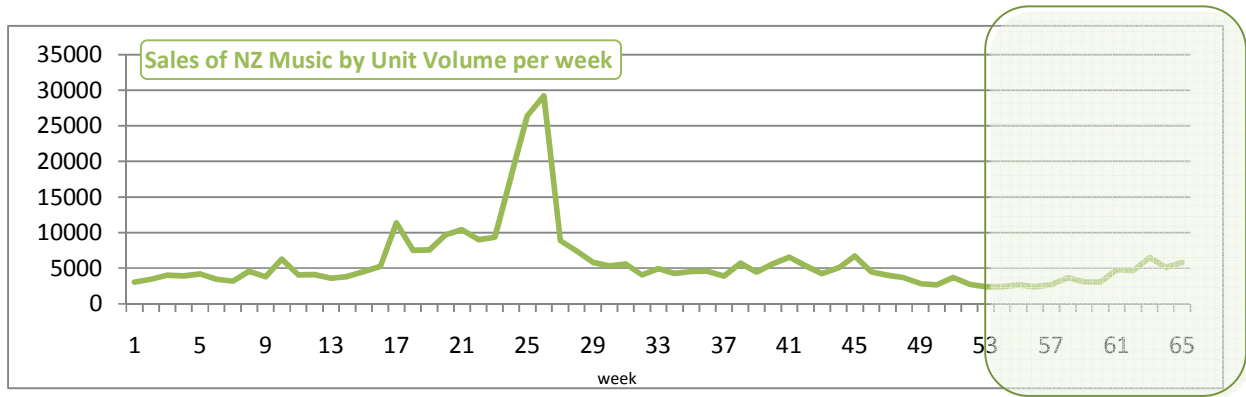
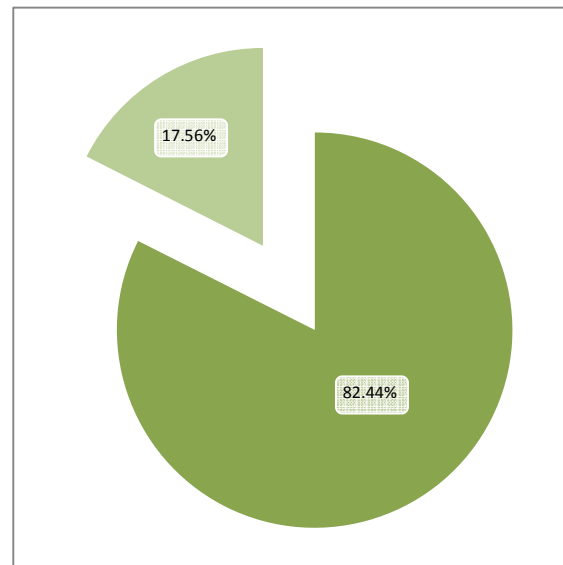
Third quarter of 2010: **49,185**

Second quarter of 2010: **57,522**

Same quarter last year: **51,548**

Top Sellers this quarter:

From The Inside Out / **Stan Walker** (SonyMusic)
Passive M, Aggressive You / **Naked And Famous** (Some/Universal)
Until The End Of Time / **OPSHOP** (OPSHOP/Rhythm)
Holy Smoke / **Gin** (Universal)
Sugarpills / **Kids Of 88** (DrydenStreet/SonyMusic)

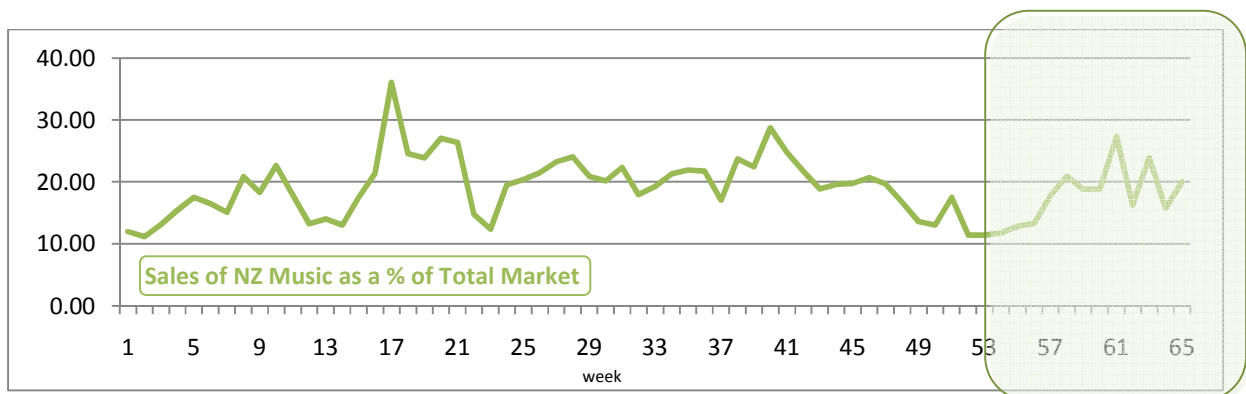


ALBUMS by NZ Artists – as a % of Total Market:

Third quarter of 2010: **17.56%**

Second quarter of 2010: **19.01%**

Same quarter last year: **15.75%**



Third 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.

Third quarter of 2010: **70** new albums by NZ artists (from a total album release schedule of 558 titles)

Third quarter of 2009: **65** new albums by NZ artists (from a total album release schedule of 633 titles)

Including:

OPSHOP (<i>Until The End Of Time</i>)	OPSHOP/Rhythmethod
Shihad (<i>Ignite</i>)	WEA/Warner
Stan Walker (<i>From The Inside Out</i>)	SonyMusic
The Naked And Famous (<i>Passive Me, Aggressive You</i>)	SomeDam/Universal
Kids Of 88 (<i>Sugarpills</i>)	DrydenStreet/SonyMusic
Nesian Mystik (<i>99AD</i>)	ArchDynasty/Warner
Deceptikonz (<i>Evolution: Past Present Beyond</i>)	DawnRaid/Universal
Die! Die! Die! (<i>Form</i>)	FlyingNun/Warner
Concord Dawn (<i>The Enemy Within</i>)	Uprising/Rhythmethod
TrinityRoots (<i>Music Is Choice</i>)	TrinityRoots/Rhythmethod
Street Chant (<i>Means</i>)	ArchHill/Rhythmethod
Sola Rosa (<i>Get It Together: The Remixes</i>)	WayUp/Rhythmethod
Black River Drive (<i>Perfect Flaws</i>)	BlackRiver/Rhythmethod
BARB (<i>BARB</i>)	Liberation/Universal
The Earlybirds (<i>Favourite Fears</i>)	LittleArrows/Warner
Julia Deans (<i>Modern Fables</i>)	Tardus/Isaac/Universal
Flip Grater (<i>While I'm Awake I'm At War</i>)	Maiden/Rhythmethod
Surf City (<i>Kudos</i>)	ArchHill/Rhythmethod
Pistol Youth (<i>My Own Private Amsterdam</i>)	Motherland/Rhythmethod
Robert Scott (<i>Ends Run Together</i>)	FlyingNun/Warner
Tommy III (<i>Tommy III</i>)	LOOP/Border
Deach (<i>Vision</i>)	MTC/Universal
Upper Hutt Posse (<i>Tohe</i>)	Kiakaha/Rhythmethod
Bannerman (<i>The Dusty Dream Hole</i>)	Bannerman/Rhythmethod
The Mark Of Man (<i>The Mark Of Man</i>)	MarkOfMan/Isaac/Universal
The Broken Heartbreakers (<i>Wintersun</i>)	BHB/Rhythmethod
Juliagrace (<i>Beautiful Survivor</i>)	Parachute
Greg Fleming (<i>Taken</i>)	LucaDiscs
The Frisk (<i>Cinema Smile</i>)	Parachute
Devil's Elbow (<i>Sand On Chrome</i>)	HitYourHead

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:

Third quarter of 2010: **1919**

Second quarter of 2010: **916**

Same quarter last year: **1448**

Top Sellers this quarter:

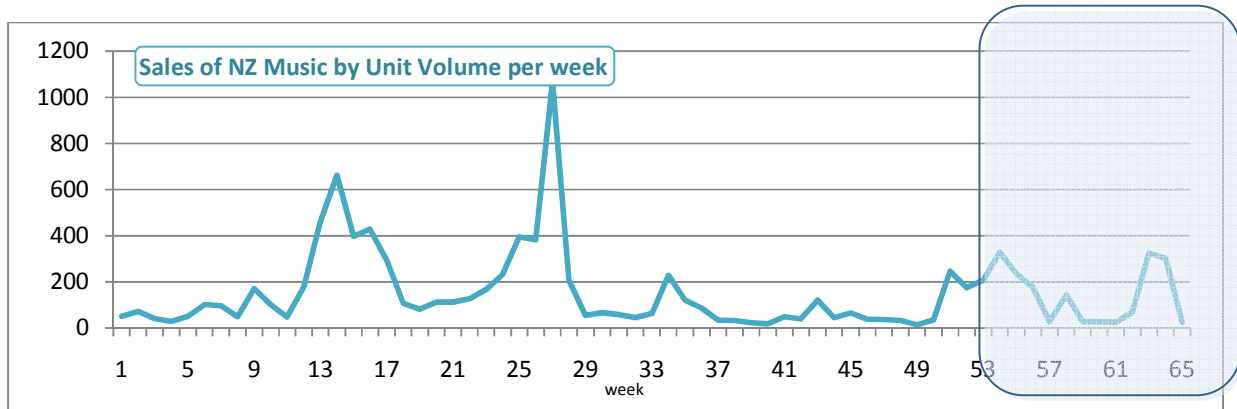
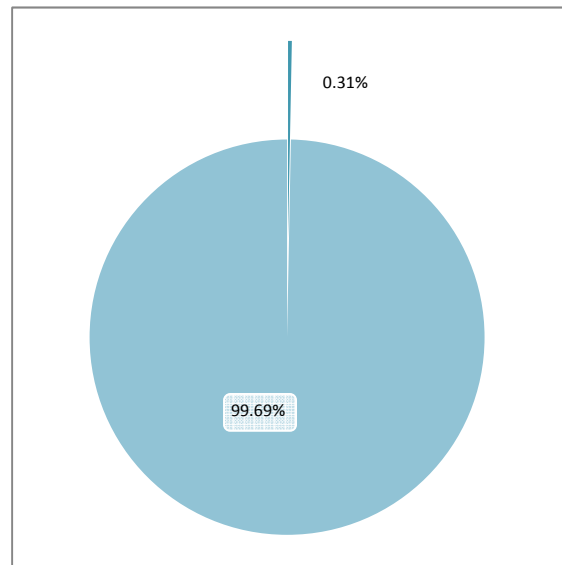
Neon Sunrise EP / I Am Giant (GiantSound/SonyMusic)

Rise Up 2.0 / Six60 (Massive/Universal)

Moving Up EP / Soljah (LTPS/Warner)

Right Here, Right Now / the feelers (SonyMusic)

Never Enough / Ivy Lies (LTPS/Warner)

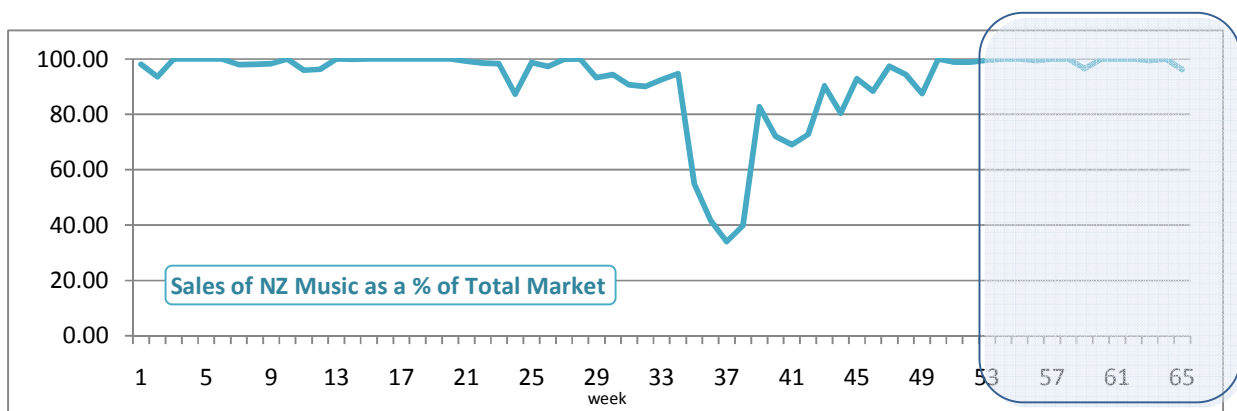


PHYSICAL SINGLES by NZ Artists – as a % of Total Market:

Third quarter of 2010: **99.69%**

Second quarter of 2010: **91.24%**

Same quarter last year: **98.57%**



Total Sales of DIGITAL SINGLES by NZ

Artists:

Third quarter of 2010: **146,627**

Second quarter of 2010: **183,297**

Same quarter last year: **125,648**

Top Sellers this quarter:

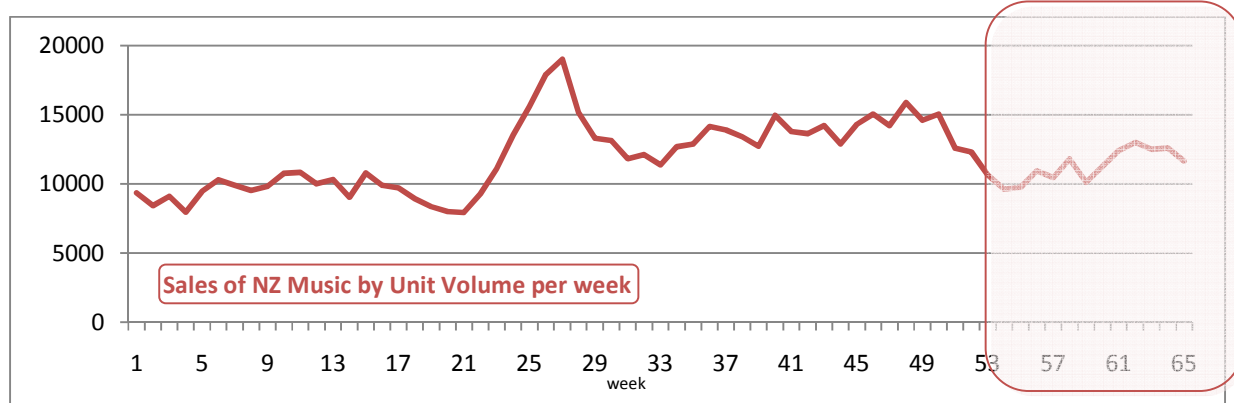
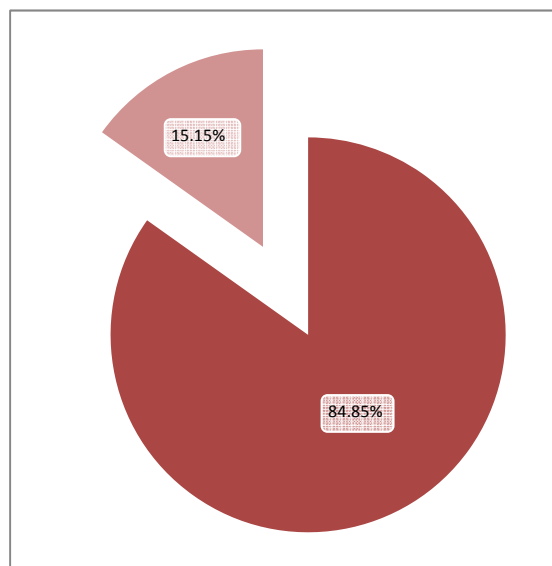
Choose You / **Stan Walker** (SonyMusic)

Takes Me Higher / **J. Williams feat. Dane Rumble** (Illegal/Warner)

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

Young Blood / **Naked And Famous** (SomeDam/Universal)

Stuck In A Box / **Young Sid feat. Stan Walker** (MTC/Universal)

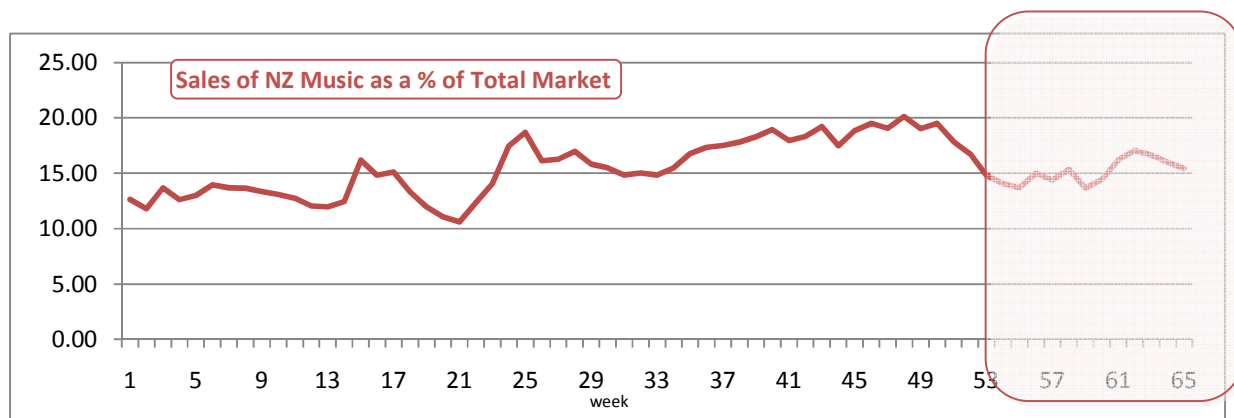


DIGITAL SINGLES by NZ Artists - as a % of Total Market:

Third quarter of 2010: **15.15%**

Second quarter of 2010: **18.67%**

Same quarter last year: **12.92%**



Total Sales of COMPILATIONS by NZ Artists:

Third quarter of 2010: **11,540**

Second quarter of 2010: **3582**

Same quarter last year: **11,712**

Top Sellers this quarter:

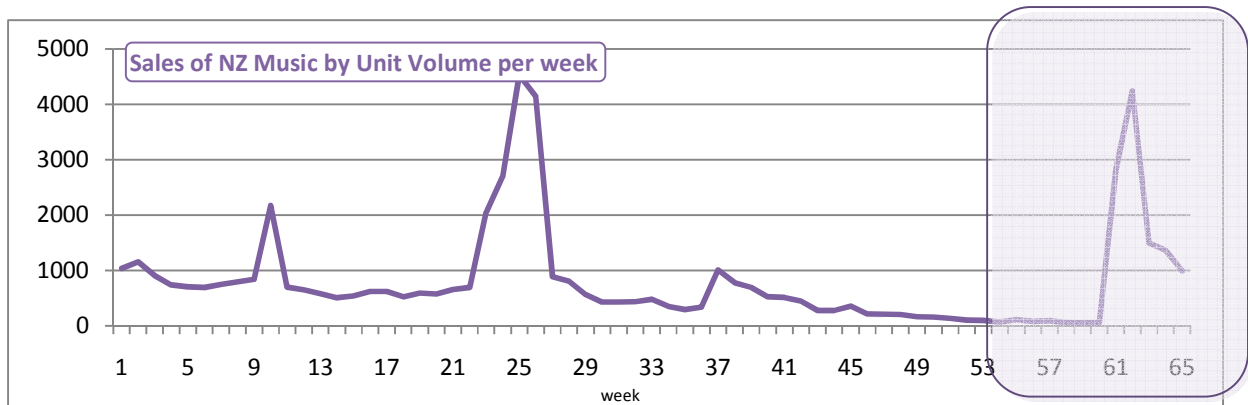
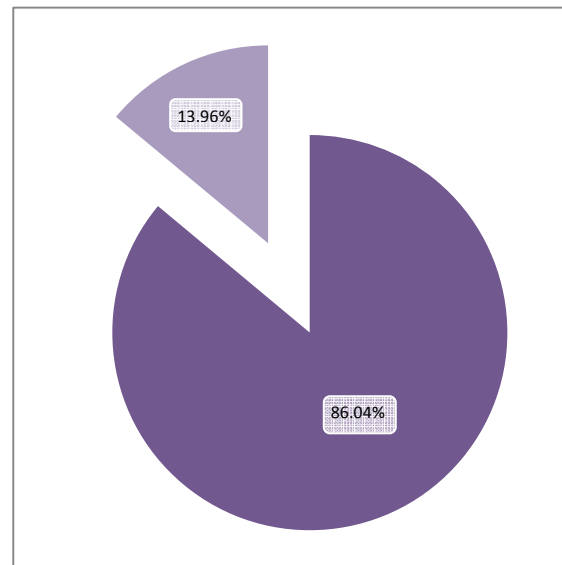
The Great NZ Songbook Vol. 2 / Various (Thom/SonyMusic)

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

Pasifika: The Collection / Various (DawnRaid/Universal)

Nature's Best 1 / Various (SonyMusic)

Nature's Best 2 / Various (SonyMusic)

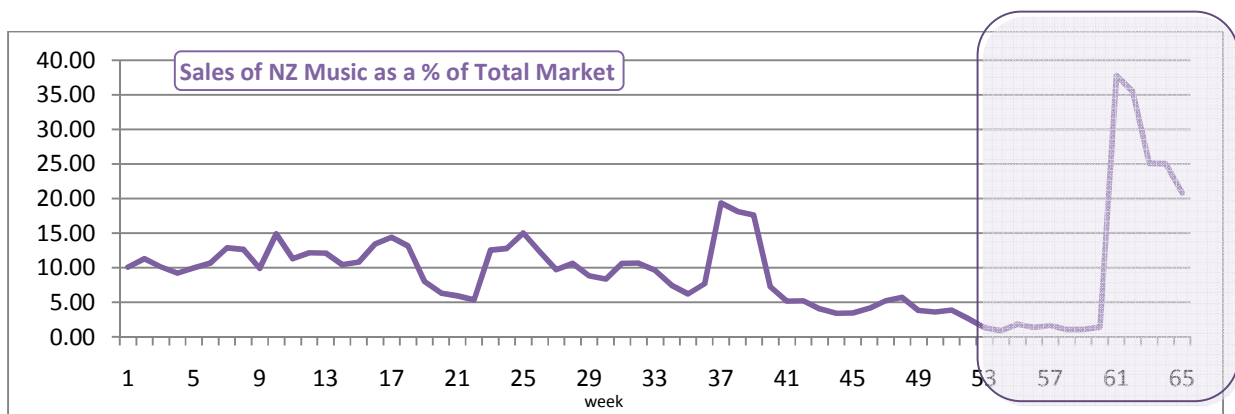


COMPILATIONS by NZ Artists - as a % of Total Market:

Third quarter of 2010: **13.96%**

Second quarter of 2010: **4.51%**

Same quarter last year: **11.44%**



Total Sales of DVDS by NZ Artists:

Third quarter of 2010: **220**

Second quarter of 2010: **458**

Same quarter last year: **3979**

Top Sellers this quarter:

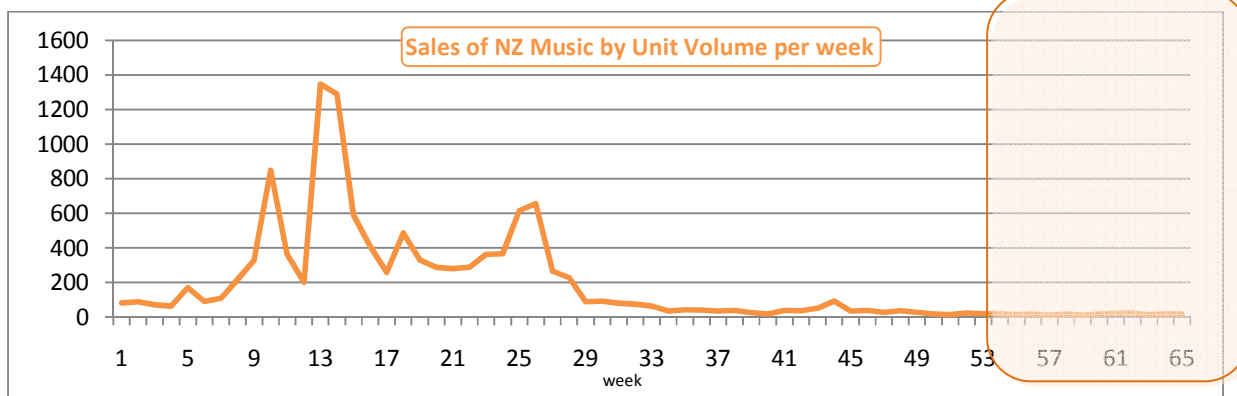
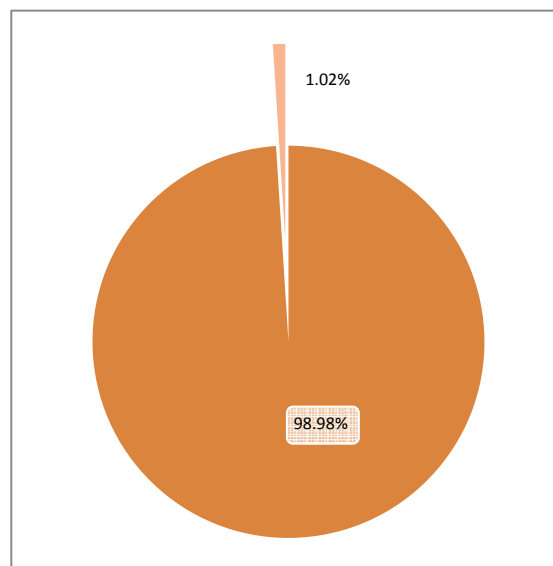
Nature's Best: A Video Selection / **Various** (SonyMusic)

Once In A Lifetime / **Howard Morrison** (Rajon/SonyMusic)

Fantastic Voyages Vol. 1 / **Fat Freddy's Drop** (TheDrop/Rhythm)

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

Farewell To The World / **Crowded House** (Capitol/EMI)

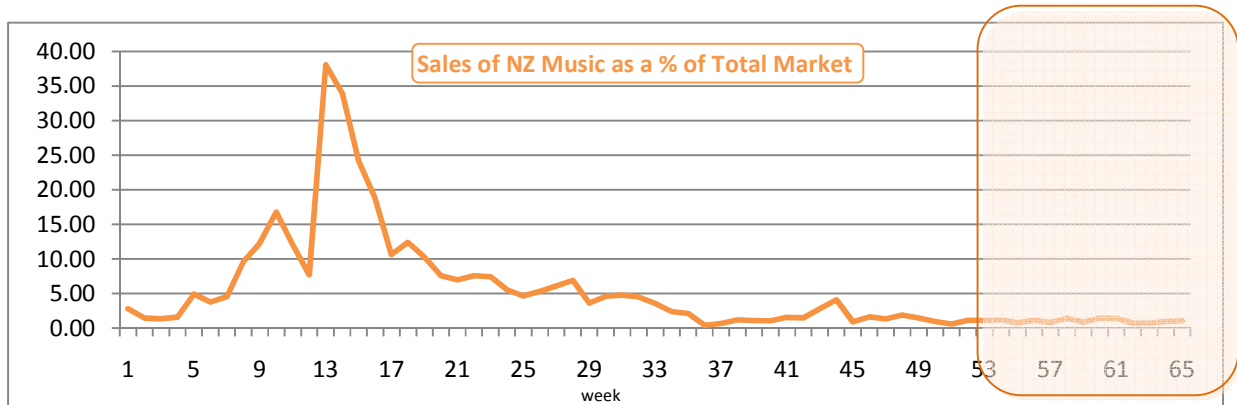


DVDS by NZ Artists – as a % of Total Market:

Third quarter of 2010: **1.02%**

Second quarter of 2010: **1.58%**

Same quarter last year: **8.74%**



Total Airplay of NZ Artists:

Third quarter of 2010: **17.67%**

Second quarter of 2010: **19.39%**

Same quarter last year: **18.42%**

No. of NZ Song Spins: **155,687**

No. of Unique NZ Songs Played: **3650**

No. of Unique NZ Artists Played: **1432**

Most Played this quarter:

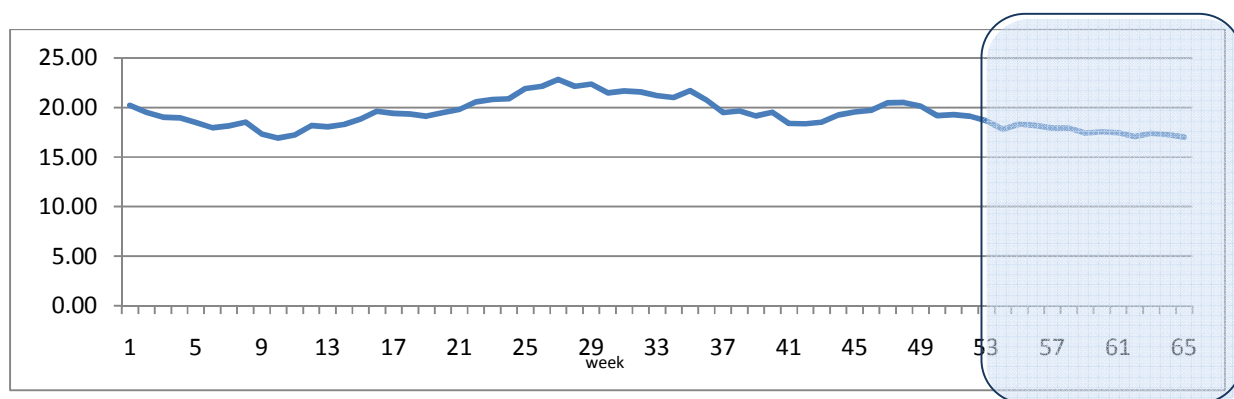
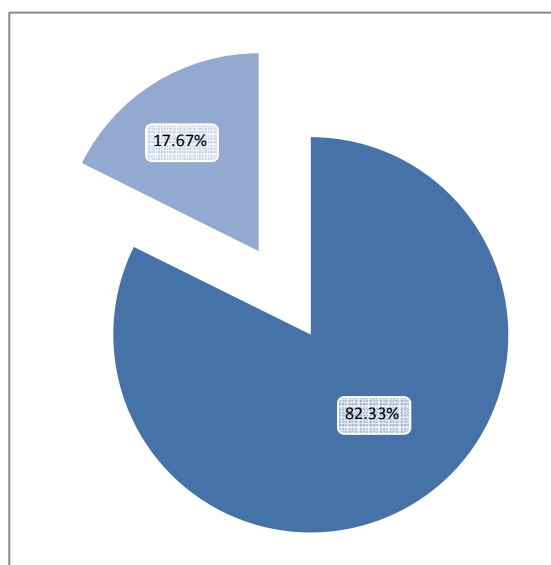
Takes Me Higher / **J. Williams feat. Dane Rumble** (Illegal/Warner)

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

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

Too Late For Lovers / **Gin** (Universal)

Young Blood / **Naked And Famous** (SomeDam/Universal)



ALL Radio: **17.67%**

Pop Radio: **14.00%**

Rock Radio: **14.98%**

Urban Radio: **21.08%**

AC Radio: **15.40%**

Easy Radio: **6.20%**

Alternative Radio: **29.02%**

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).

2010 (Third quarter only):

Gold Albums: **10** (2 NZ)

Platinum Albums: **6** (2 NZ)

Gold Singles: **26** (5 NZ)

Platinum Singles: **12** (2 NZ)

2010 (Second quarter only):

Gold Albums: **12** (3 NZ)

Platinum Albums: **14** (2 NZ)

Gold Singles: **23** (4 NZ)

Platinum Singles: **14** (4 NZ)

2010 (First quarter only):

Gold Albums: **8** (2 NZ)

Platinum Albums: **7** (4 NZ)

Gold Singles: **25** (3 NZ)

Platinum Singles: **18** (4 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**

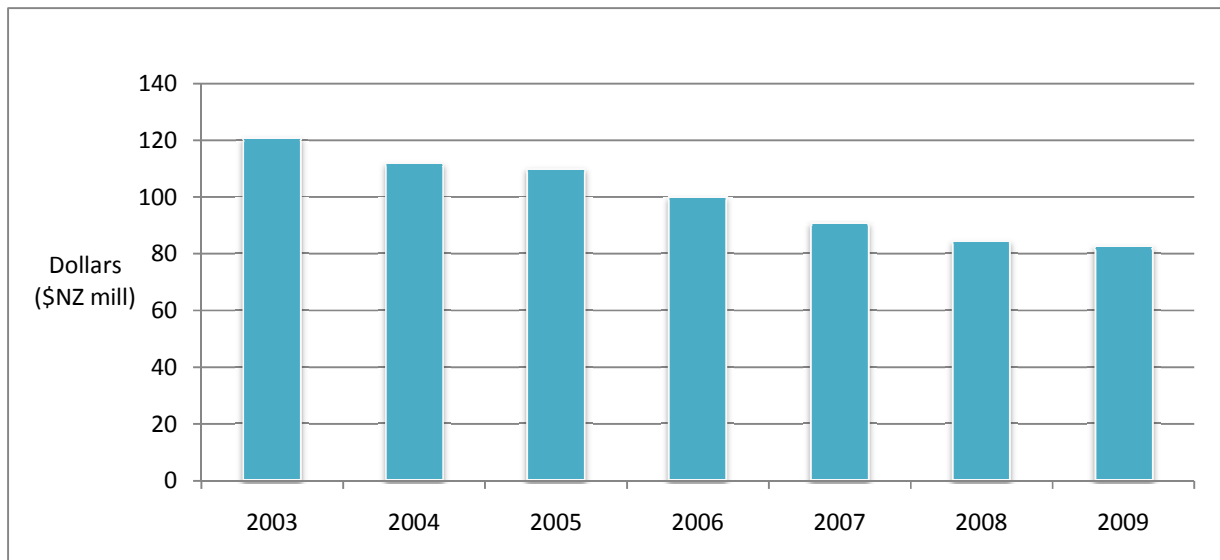
2004:

Gold Albums: **105**

Platinum Albums: **137**

Gold Singles: **33**

Platinum Singles: **18**



IFPI:

Total Recorded Music Sales in New Zealand

(Retail Value):

- 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)