

The graphic features three blue circles of varying sizes, each composed of concentric layers of different shades of blue. Two thin, light blue lines intersect at the top left and extend diagonally across the page, framing the circles. The circles are positioned in the upper right and lower right areas of the page.

# **NZ Music Stats | Q3 2015**

**Report for the NZ Music Industry Commission**

# 2015 – Third Quarter Summary

This is the third statistical report of 2015 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 2014 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 -14.92%** on the same period last year to **90,457** units.  
(There was **-22.06%** decline across the single market as a whole).

Sales of Albums by NZ artists were **down -24.22%** on the same period last year to **49,887** units.  
(There was **-12.12%** decline across the album market as a whole).

Sales of Compilations by NZ artists were **down -64.37%** on the same period last year to **1324** units.  
(There was **-16.63%** decline across the compilation market as a whole).

Sales of DVDs by NZ artists were **down -14.92%** on the same period last year to **489** units.  
(There was **-54.05%** 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 -0.07%** on the same period last year to **17.98%** (based on **296,660 spins**).

## Total Sales of ALBUMS by NZ Artists:

Third quarter of 2015: **49,887**

Second quarter of 2015: **54,894**

Same quarter last year: **65,828**

### Top Sellers this quarter:

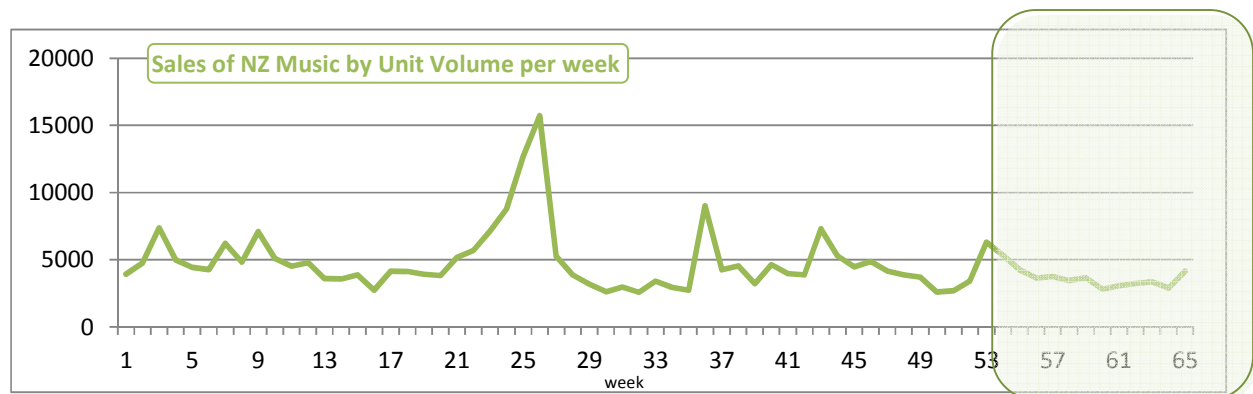
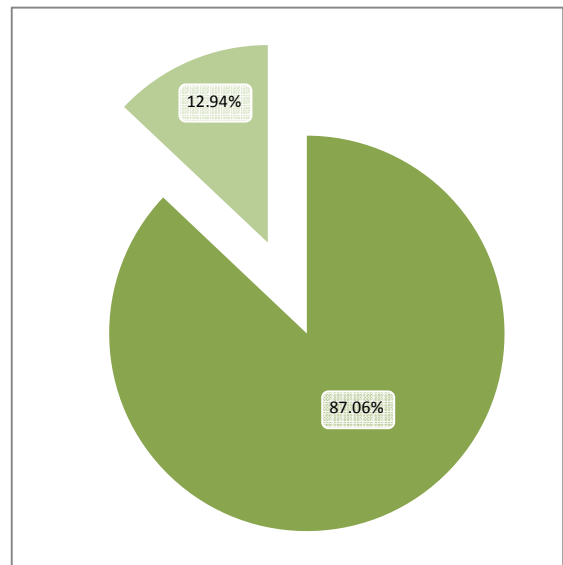
*The Quin Tikis* / **The Quin Tikis** (SonyMusic)

*Blood To Bone* / **Gin Wigmore** (Island/Universal)

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

*We Are For The Wild Places* / **Avalanche City** (WEA/Warner)

*Give Up Your Dreams* / **The Phoenix Foundation** (Universal)

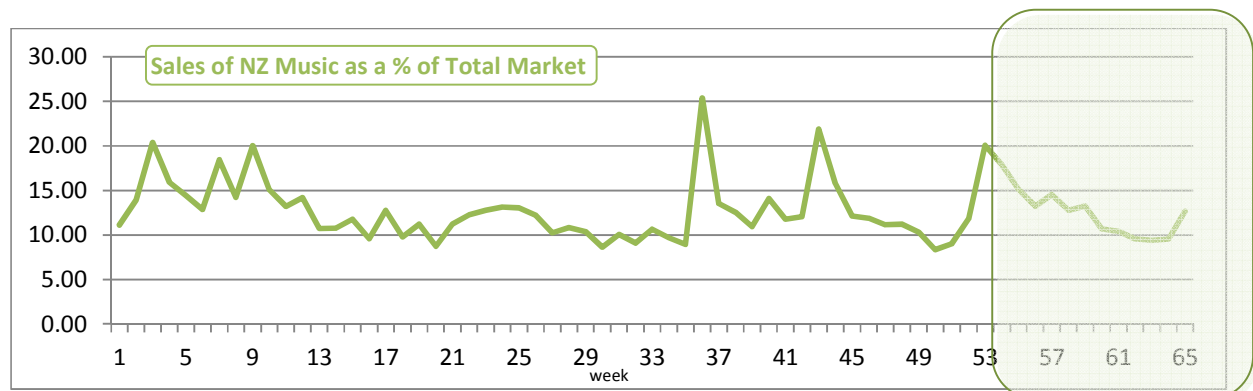


## ALBUMS by NZ Artists – as a % of Total Market:

Third quarter of 2015: **12.94%**

Second quarter of 2015: **12.42%**

Same quarter last year: **15.00%**



## 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 2015: **96** new albums by NZ artists (from a total album release schedule of 947 titles)

Third quarter of 2014: **114** new albums by NZ artists (from a total album release schedule of 892 titles)

### Including:

Gin Wigmore ( <i>Blood To Bone</i> )	Island/Universal
The Phoenix Foundation ( <i>Give Up Your Dreams</i> )	Universal
Avalanche City ( <i>We Are For The Wild Places</i> )	WEA/Warner
Silicon ( <i>Personal Computer</i> )	Domino/Universal
Villainy ( <i>Dead Sight</i> )	VillainMusic/Warner
AHoriBuzz ( <i>Into The Sunshine</i> )	Buzzbiz/Warner
The Quin Tikis ( <i>The Quin Tikis</i> )	SonyMusic
Delaney Davidson ( <i>Lucky Guy</i> )	RoughDiamnd/Southbound
J.Williams ( <i>Virgo</i> )	IllegalMusik/Warner
MAALA ( <i>MAALA EP</i> )	SonyMusic
Eden Mulholland ( <i>Hunted Haunted</i> )	Muholland/Warner
Eb And Sparrow ( <i>Sun / Son</i> )	Deadbeat/Soutbound
Vince Harder ( <i>Rare Vision</i> )	Harder/Warner
Glass Vaults ( <i>Sojourn</i> )	GlassVaults/FlyingOut
Rob Ruha ( <i>Pumau</i> )	RobRuha/DRM
New Gum Sarn ( <i>New Gold Mountain</i> )	Spunk/Universal
Kirsten Te Rito ( <i>Aiotanga</i> )	KirstenTeRito/DRM
Yoko-Zuna ( <i>This Place Here</i> )	Yoko-Zuna/Rhythm/DRM
Te Vaka ( <i>Haoloto</i> )	WarmEarth/Border
Swiss ( <i>You</i> )	Swiss
In Dread Response ( <i>Heavenshore</i> )	InDreadResponse
Anna van Riel ( <i>Cooking Up A Song</i> )	AnnavanRiel/Quirky
Kevin Field ( <i>The A List</i> )	WEA/Warner
Depths ( <i>The Mortal Compass</i> )	Deadboy/Universal
Rockets ( <i>Walking The Skeleton</i> )	Rockets
Sonic Delusion ( <i>Without Warning</i> )	SonicDelusion
Greg Fleming ( <i>Stranger In My Own Hometown</i> )	ForgetThePst/Rhythm/DRM
Arma Del Amor ( <i>Arma Del Amor</i> )	ArmaDelAmor/DRM
Ipswich ( <i>Baby Factory</i> )	Muzai/Rhythm/DRM

### Stores Tracked:

The Warehouse, Real Groovy, JB HiFi, Slowboat, Bandit, Rough Peel, MightyApe, XboxMusic, My Generation, MyMusic, iTunes, Vodafone, Telecom, Amplifier, 2Degrees, Manna Music. Eligible direct-to-consumer sales are also included.

## Total Sales of SINGLES by NZ Artists:

Third quarter of 2015: **90,457**

Second quarter of 2015: **107,753**

Same quarter last year: **106,321**

### Top Sellers this quarter:

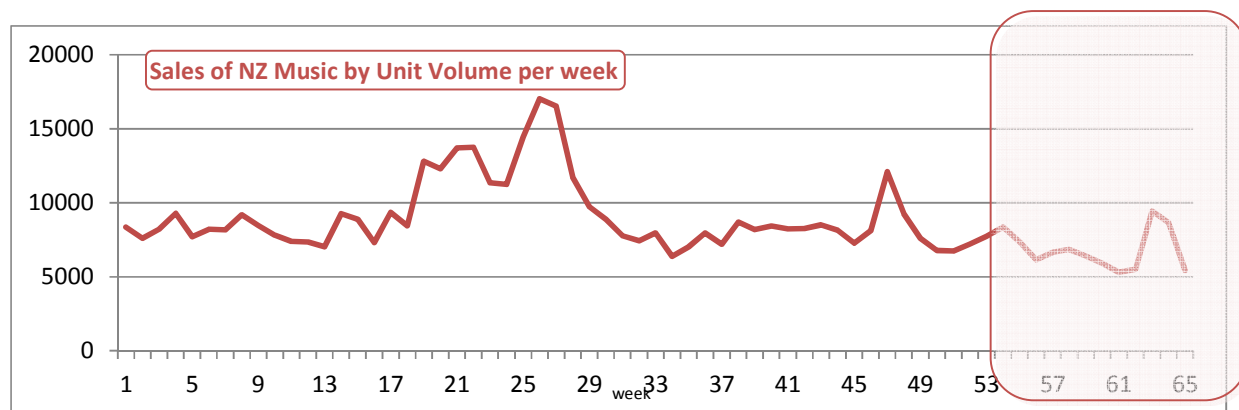
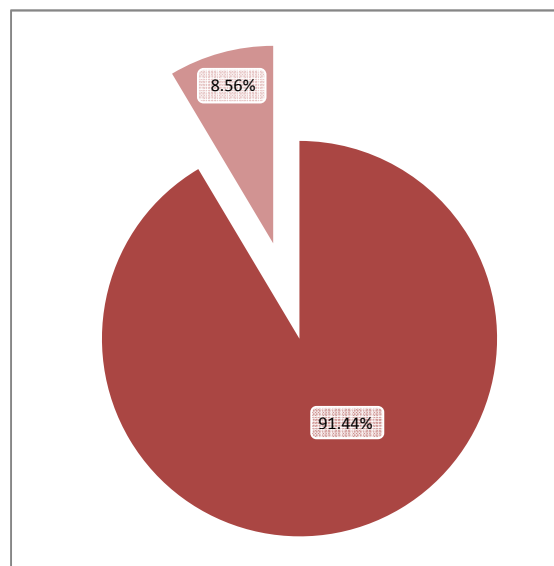
*Inside Out* / **Avalanche City** (WEA/Warner)

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

*Team Ball Player Thing* / **#KiwisCureBatten** (Collusion/DRM)

*The Pigeon Song* / **Guy Williams feat. Scribe** (WHK/Warner)

*Purple* / **Six60** (Massive/Universal)

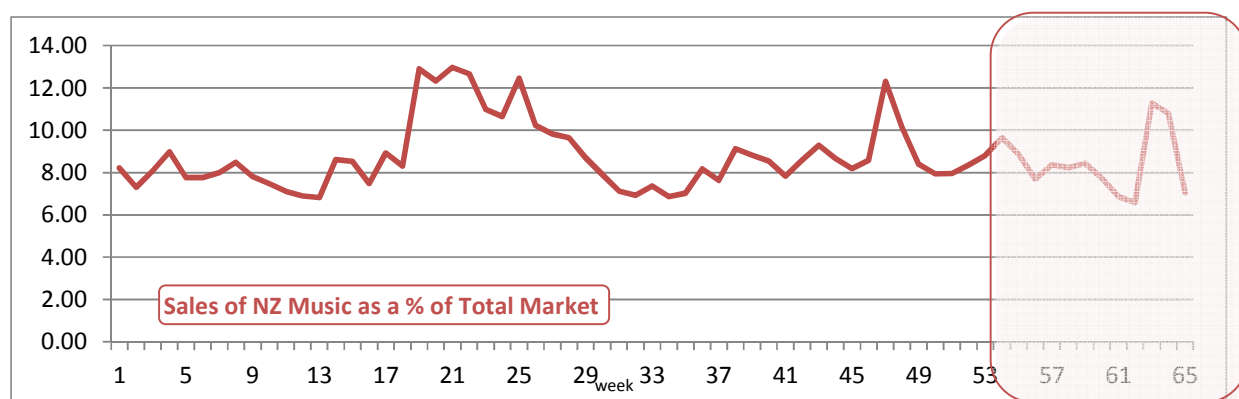


## SINGLES by NZ Artists – as a % of Total Market:

Third quarter of 2015: **8.56%**

Second quarter of 2015: **8.93%**

Same quarter last year: **7.84%**



## Total Sales of COMPILATIONS by NZ

### Artists:

Third quarter of 2015: **1324**

Second quarter of 2015: **3156**

Same quarter last year: **3716**

### Top Sellers this quarter:

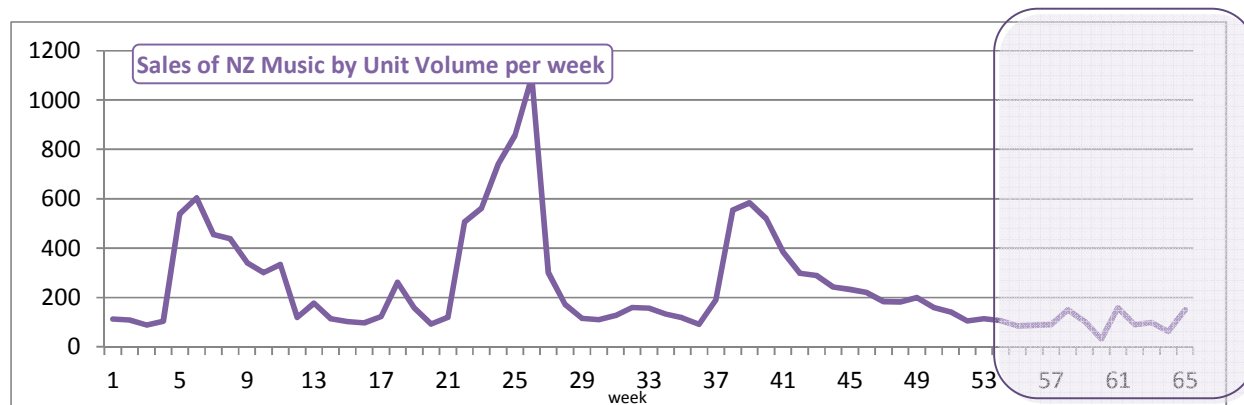
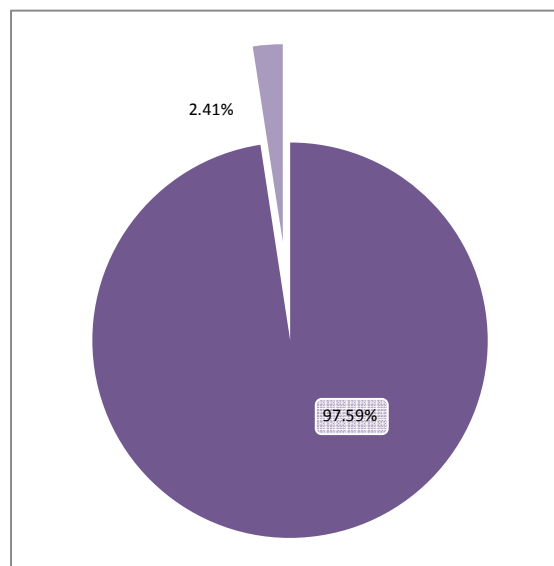
*One Love: Aotearoa Reggae* / **Various** (SonyMusic)

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

*Godzone Country* / **Various** (SonyMusic)

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

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

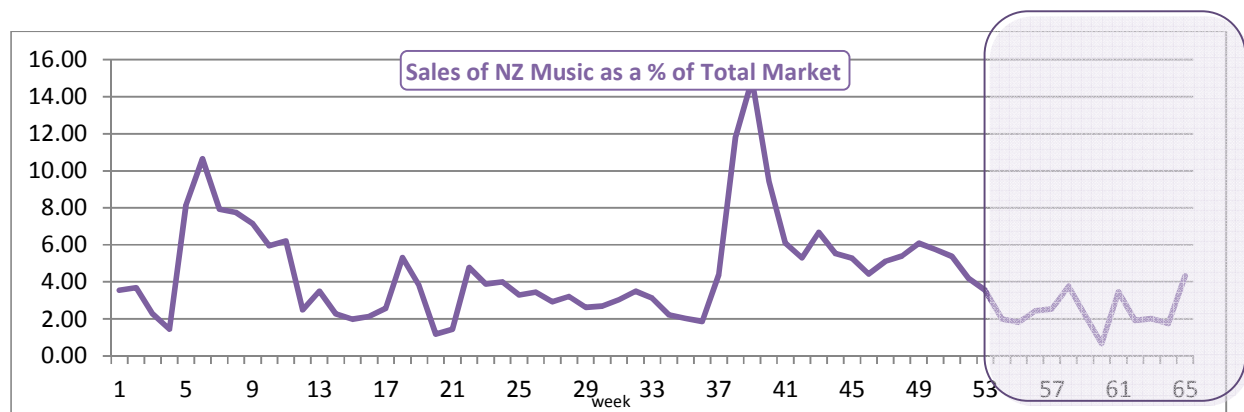


## COMPILATIONS by NZ Artists - as a % of Total Market:

Third quarter of 2015: **2.41%**

Second quarter of 2015: **5.88%**

Same quarter last year: **5.64%**



## Total Sales of DVDS by NZ Artists:

Third quarter of 2015: **489**

Second quarter of 2015: **1749**

Same quarter last year: **556**

### Top Sellers this quarter:

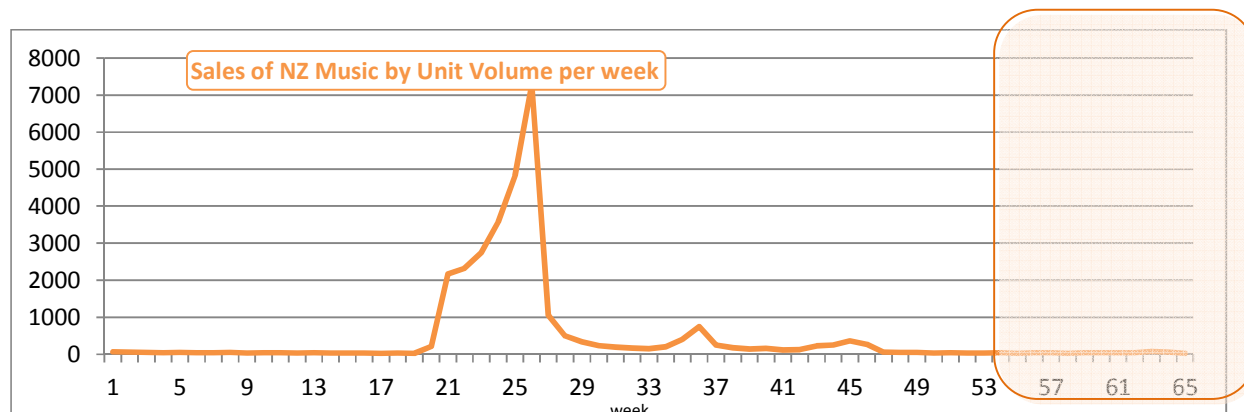
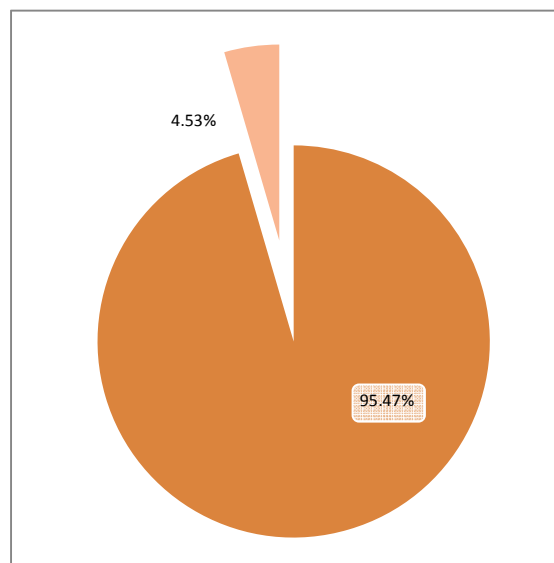
*Ladies And Gentlemen* / **Sol3 Mio** (Universal)

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

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

*Live In Concert* / **Te Vaka** (WarmEarth/Border)

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

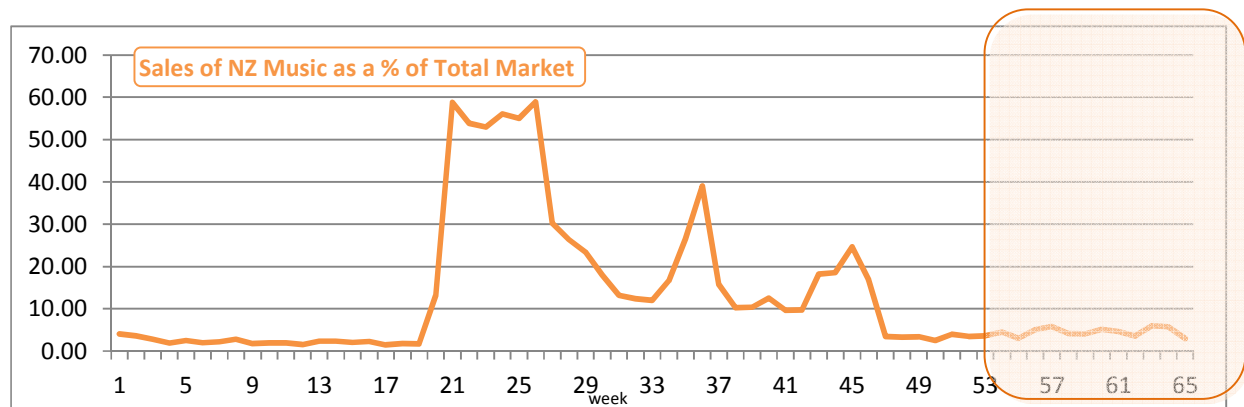


## DVDS by NZ Artists – as a % of Total Market:

Third quarter of 2015: **4.53%**

Second quarter of 2015: **10.44%**

Same quarter last year: **2.37%**



## Total Airplay of NZ Artists:

Third quarter of 2015: **17.98%**

Second quarter of 2015: **17.93%**

Same quarter last year: **18.05%**

No. of NZ Song Spins: **296,660**

No. of Unique NZ Songs Played: **6763**

No. of Unique NZ Artists Played: **2646**

### Most Played this quarter:

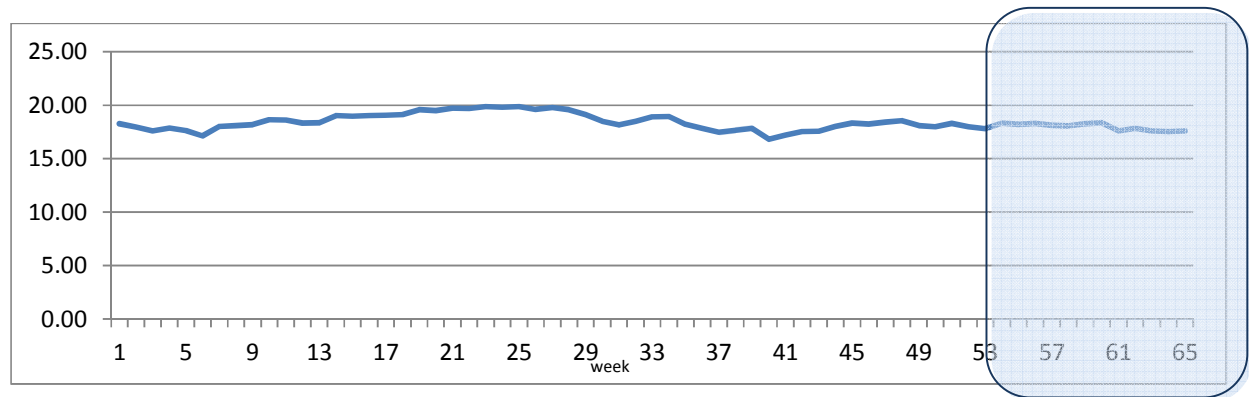
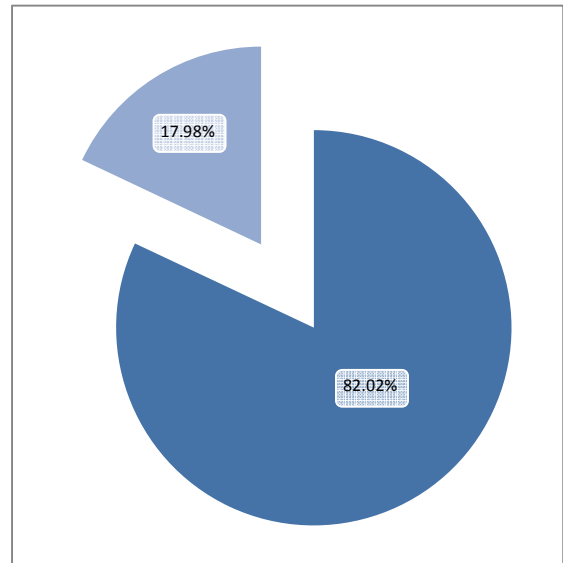
*Inside Out* / **Avalanche City** (WEA/Warner)

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

*Purple* / **Six60** (Massive/Universal)

*Written In The Water* / **Gin Wigmore** (Island/Universal)

*Start Again* / **Stan Walker feat. Samantha Jade** (SonyMusic)



ALL Radio: **17.98%**

Pop Radio: **12.48%**

Rock Radio: **12.19%**

Urban Radio: **34.40%**

AC Radio: **9.36%**

Alternative Radio: **44.42%**

Dance Radio: **18.03%**

### Stations Tracked:

Classic Hits, More FM, The Edge, The Rock, ZM, The Breeze, Mai FM, Radio Hauraki, Coast, Flava, Niu FM, The Sound, Kiwi, 95bFM, Radio Rhema, Life FM, Southern Star, George FM, Active 88.6FM, Coromandel FM, Times Radio, rdu, Hokonui Gold, Tainui FM, Bayrock, 1XX, Port FM, Radio One, Pulsar FM, The Most, Coast FM Greymouth, Central FM, Peak FM, Radio Control, Ski FM, 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 = gold; 15,000 sales = platinum).

### 2015 (Third quarter only):

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

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

Gold Singles: **148** (4 NZ)

Platinum Singles: **91** (10 NZ)

### 2015 (Second quarter only):

Gold Albums: **2** (1 NZ)

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

Gold Singles: **130** (9 NZ)

Platinum Singles: **77** (2 NZ)

### 2015 (First quarter only):

Gold Albums: **7** (2 NZ)

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

Gold Singles: **83** (11 NZ)

Platinum Singles: **136** (12 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)

### 2009:

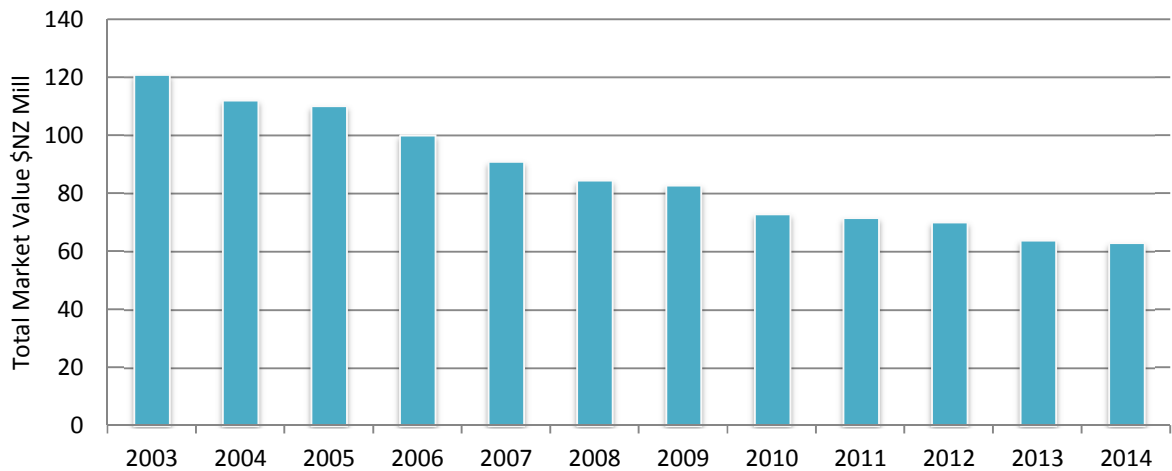
Gold Albums: **57** (7 NZ)

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

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

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