

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 the largest one at the bottom right and a smaller one above it. The text is centered in the lower-left quadrant.

NZ Music Stats | Q4 2010
Report for the NZ Music Industry Commission

2010 – Fourth Quarter Summary

This is the fourth 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 +22.68%** on the same period last year to **175,991** units.
(There was **+26.63%** growth across the physical and digital singles market as a whole).

Sales of Albums by NZ artists were **down -31.59%** on the same period last year to **103,920** units.
(There was **-10.74%** decline across the albums market as a whole).

Sales of Compilations by NZ artists were **up +14.57%** on the same period last year to **21,477** units.
(There was **+0.13%** growth across the compilations market as a whole).

Sales of DVDs by NZ artists were **down -12.39%** on the same period last year to **5447** units.
(There was **+24.36%** 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 -1.46%** on the same period last year to **18.56%** (**173,101 spins**).

Total Sales of ALBUMS by NZ Artists:

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

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

Same quarter last year: **151,915**

Top Sellers this quarter:

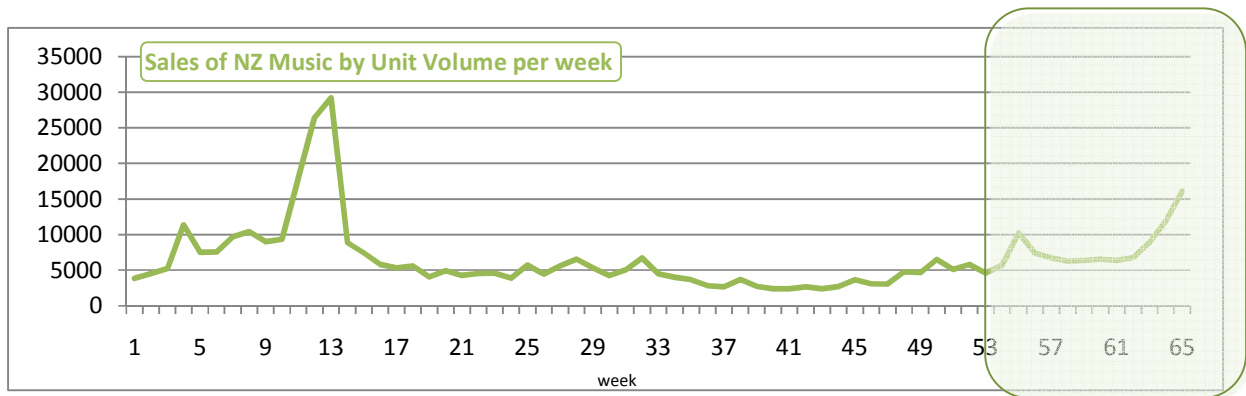
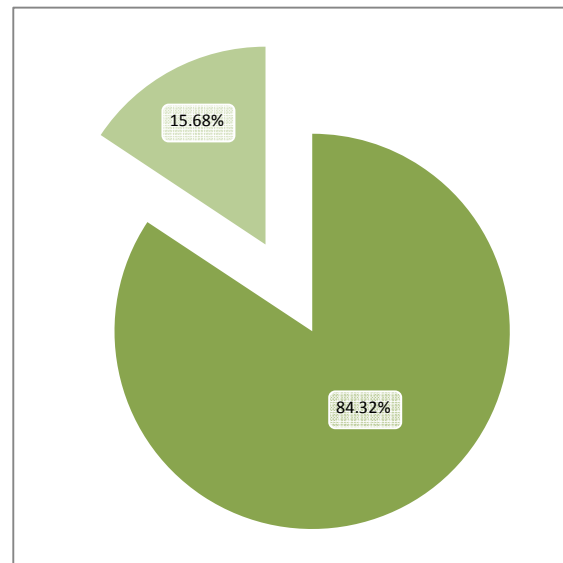
Flags / **Brooke Fraser** (SonyMusic)

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

Holy Smoke / **Gin** (Universal)

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

Passive M, Aggressive You / **Naked And Famous** (Some/Universal)

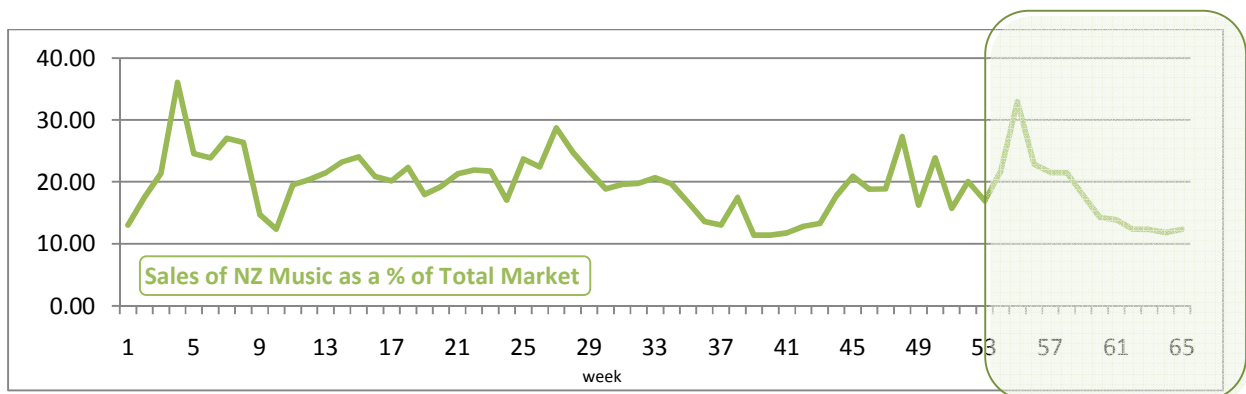


ALBUMS by NZ Artists – as a % of Total Market:

Fourth quarter of 2010: **15.68%**

Third quarter of 2010: **17.56%**

Same quarter last year: **20.46%**



Fourth 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.

Fourth quarter of 2010: **117** new albums by NZ artists (from a total album release schedule of 797 titles)

Fourth quarter of 2009: **61** new albums by NZ artists (from a total album release schedule of 763 titles)

Including:

Brooke Fraser (<i>Flags</i>)	SonyMusic
Crowded House (<i>The Very Very Best Of</i>)	Capitol/EMI
Ladi6 (<i>The Liberation Of</i>)	Question/Rhythmethod
Will Martin (<i>Inspirations</i>)	Universal
Katchafire (<i>On The Road Again</i>)	Katchafire/EMI
Various (<i>Band Together: Concert For Canterbury</i>)	SonyMusic
Dukes (<i>Still Life</i>)	PlayNicely/Rhythmethod
Greg Johnson (<i>Secret Weapon</i>)	JMA/Border
Ardijah (<i>The Best Poly Fonk</i>)	PolyFonk/Border
Cornerstone Roots (<i>Future Is Now</i>)	Motherland/Rhythmethod
Steriogram (<i>Taping The Radio</i>)	BedroomEmpire/Border
Autozamm (<i>5th Degree</i>)	LTPS/Warner
Chong Nee (<i>Chong Nee And Friends</i>)	Handmade/Rhythmethod
Tom Sharplin (<i>Let's Sing In The Sunshine</i>)	Rajon/SonyMusic
Dear Time's Waste (<i>Spells</i>)	DTW/Isaac/Universal
The Midnights (<i>Outside</i>)	LOOP/Border
Pine (<i>Books And Magazines</i>)	ArchHill/Rhythmethod
Luke Hurley (<i>High Risk</i>)	Monkey
Pikachunes (<i>Pikachunes</i>)	LilChief/Rhythmethod
Eva Prowse (<i>I Can't Keep Secrets</i>)	EvaProwse/Rhythmethod
Svelte (<i>Cat's Paws</i>)	Svelte/Isaac/Universal
Lydia Cole (<i>Twenty Years</i>)	CRS/Rhythmethod
Renee-Louise Carafice (<i>I Will Raise A Bird Army</i>)	BirdArmy
Donna Muir (<i>Beauty In The Ashes</i>)	Jayrem
Mandy Pickering (<i>Mandy Pickering</i>)	StarWorld
Wayne Mason (<i>Between Frames</i>)	Ode
Gareth Thomas (<i>Lady Alien</i>)	Hark/EMI
Deer Park (<i>Walk Into The Sea</i>)	Mole/Border
Sophie Burbery And Little Bark (<i>Hope Is Rubbery</i>)	XXRecords

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:

Fourth quarter of 2010: **1057**

Third quarter of 2010: **1919**

Same quarter last year: **3499**

Top Sellers this quarter:

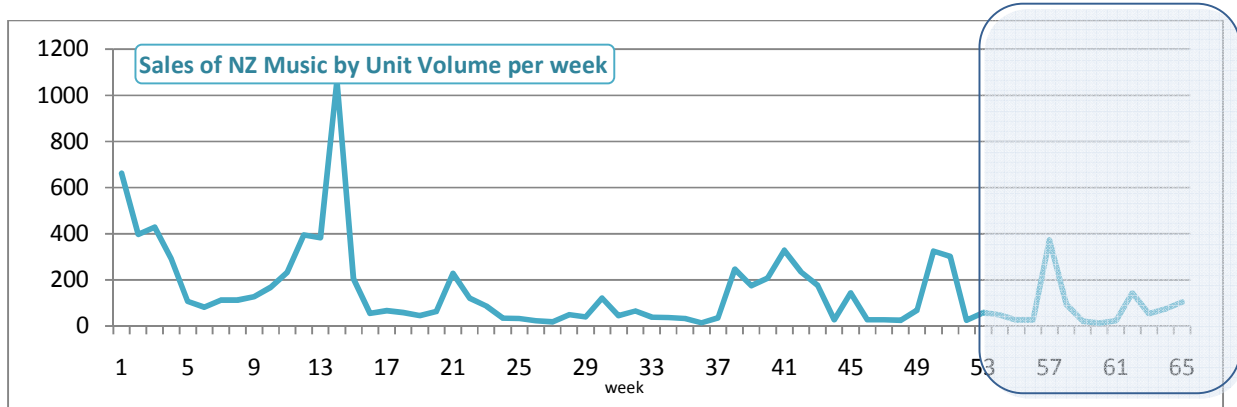
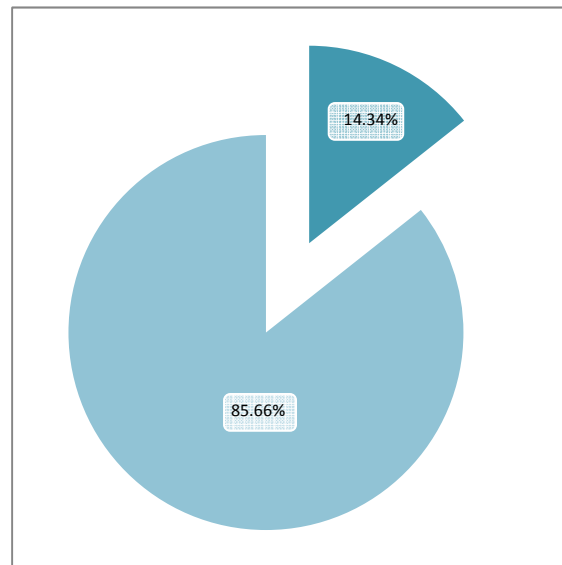
Love Will Find A Way EP / **Lydia Cole** (CRS/Rhythmethod)

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

That Girl / **Hamish Polson** (Dimension)

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

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

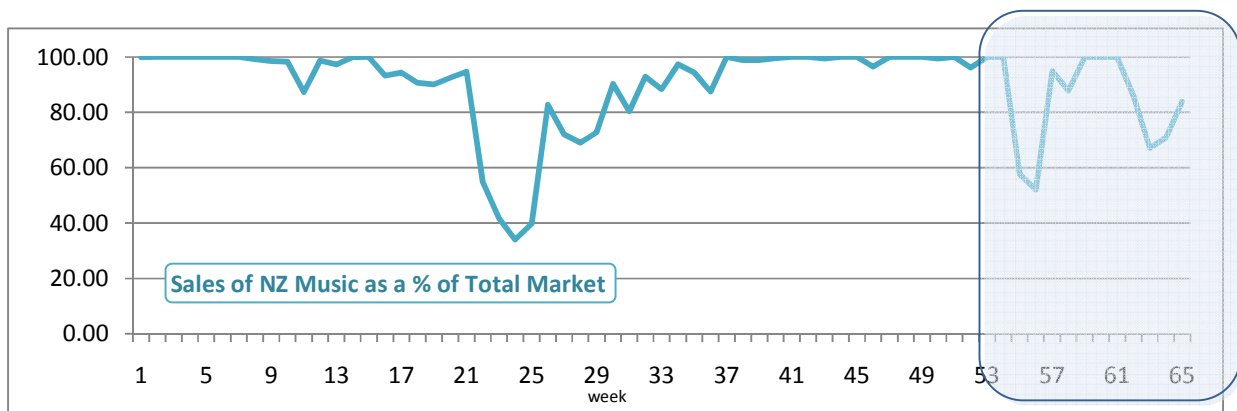


PHYSICAL SINGLES by NZ Artists – as a % of Total Market:

Fourth quarter of 2010: **85.66%**

Third quarter of 2010: **99.69%**

Same quarter last year: **98.40%**



Total Sales of DIGITAL SINGLES by NZ

Artists:

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

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

Same quarter last year: **139,953**

Top Sellers this quarter:

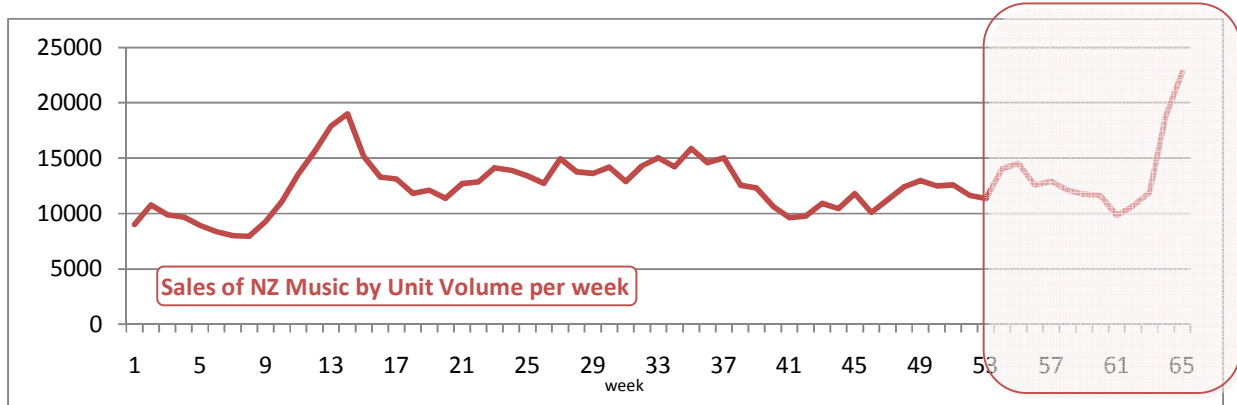
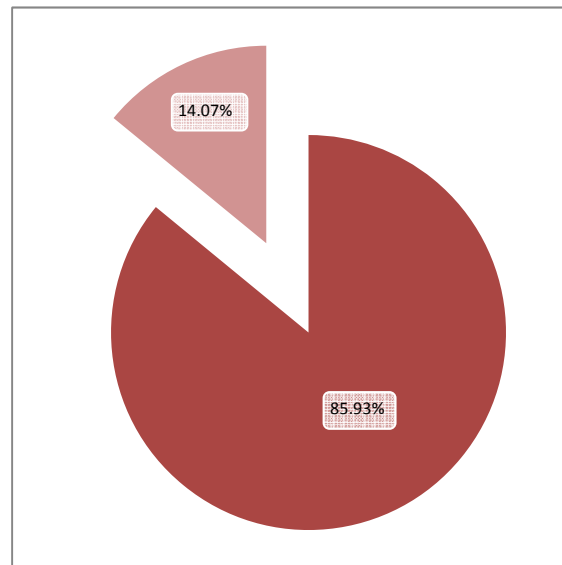
Something In The Water / **Brooke Fraser** (SonyMusic)

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

Night Of Your Life / **J.Williams feat. K.One** (Illegal/Warner)

Broken Machine / **Zowie** (SonyMusic)

Homesick / **Stan Walker** (SonyMusic)

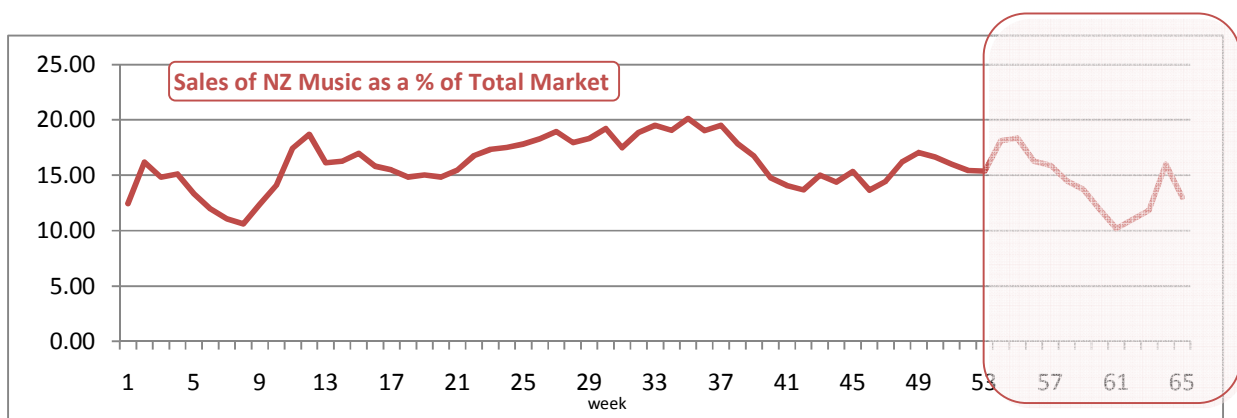


DIGITAL SINGLES by NZ Artists - as a % of Total Market:

Fourth quarter of 2010: **14.07%**

Third quarter of 2010: **15.15%**

Same quarter last year: **14.29%**



Total Sales of COMPILATIONS by NZ

Artists:

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

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

Same quarter last year: **18,745**

Top Sellers this quarter:

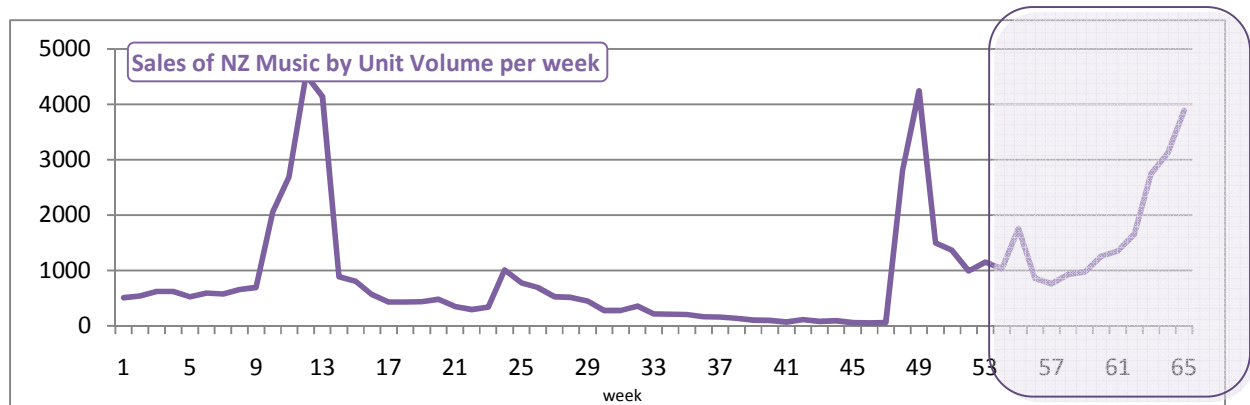
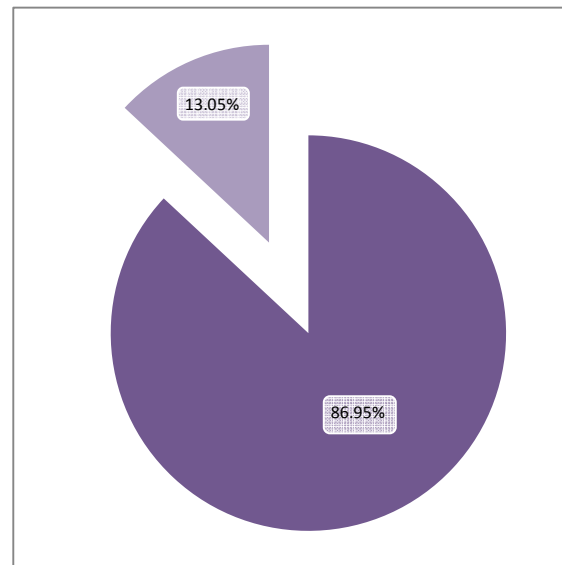
The Great NZ Songbook Vol. 2 / **Various** (Thom/SonyMusic)

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

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

Pasifika: The Collection / **Various** (DawnRaid/Universal)

Birds Of Paradise / **Various** (174East/EMI)

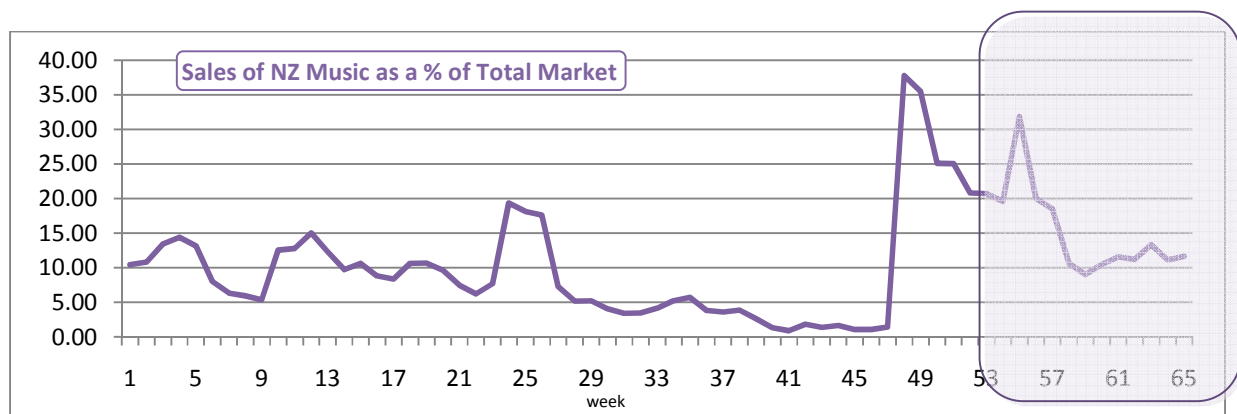


COMPILATIONS by NZ Artists - as a % of Total Market:

Fourth quarter of 2010: **13.05%**

Third quarter of 2010: **13.96%**

Same quarter last year: **11.41%**



Total Sales of DVDS by NZ Artists:

Fourth quarter of 2010: **5447**

Third quarter of 2010: **220**

Same quarter last year: **6217**

Top Sellers this quarter:

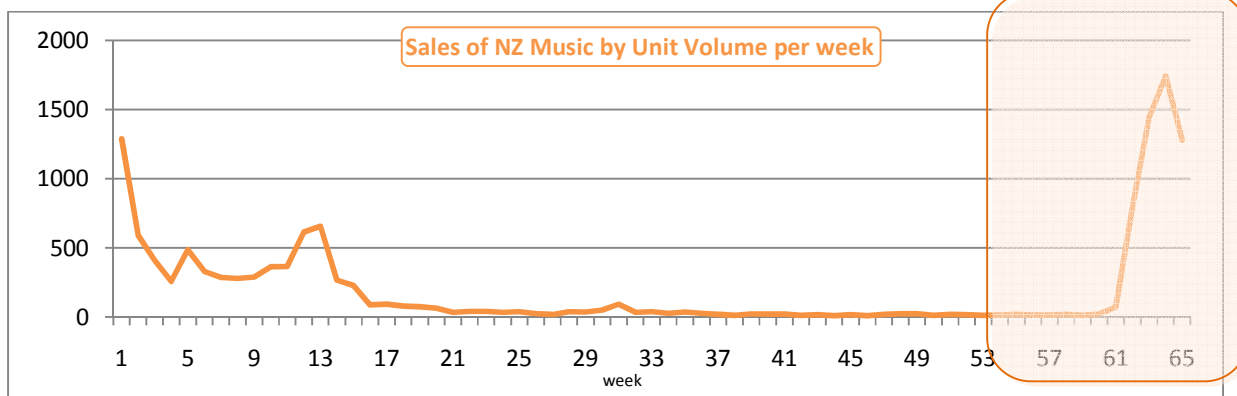
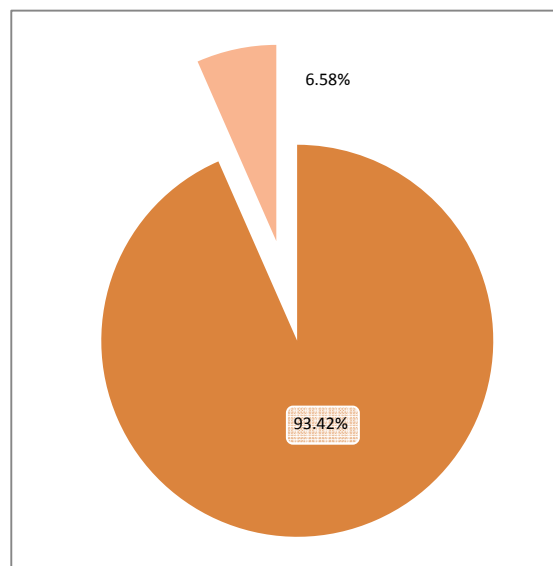
That's Country / **Various** (SonyMusic)

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

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

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

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

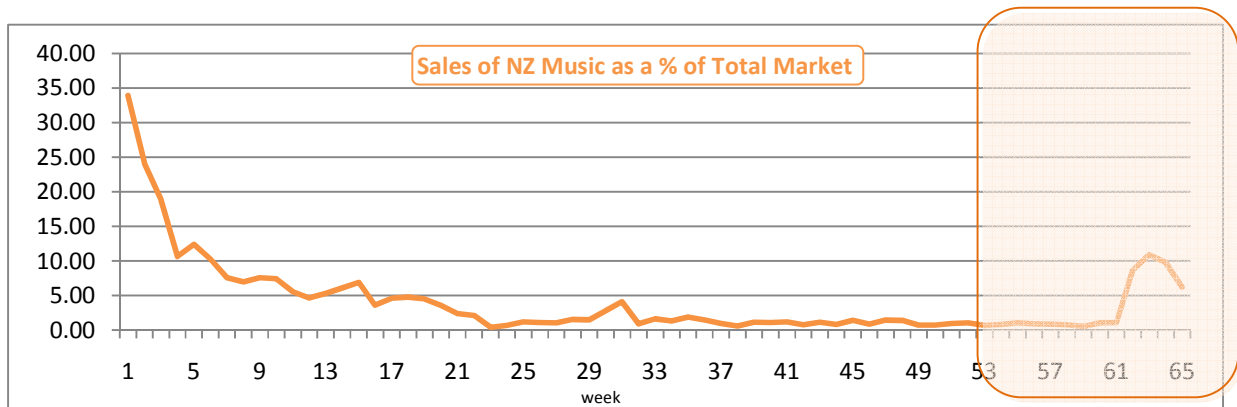


DVDS by NZ Artists – as a % of Total Market:

Fourth quarter of 2010: **6.58%**

Third quarter of 2010: **1.02%**

Same quarter last year: **9.34%**



Total Airplay of NZ Artists:

Fourth quarter of 2010: **18.56%**

Third quarter of 2010: **17.67%**

Same quarter last year: **20.02%**

No. of NZ Song Spins: **173,101**

No. of Unique NZ Songs Played: **3742**

No. of Unique NZ Artists Played: **1469**

Most Played this quarter:

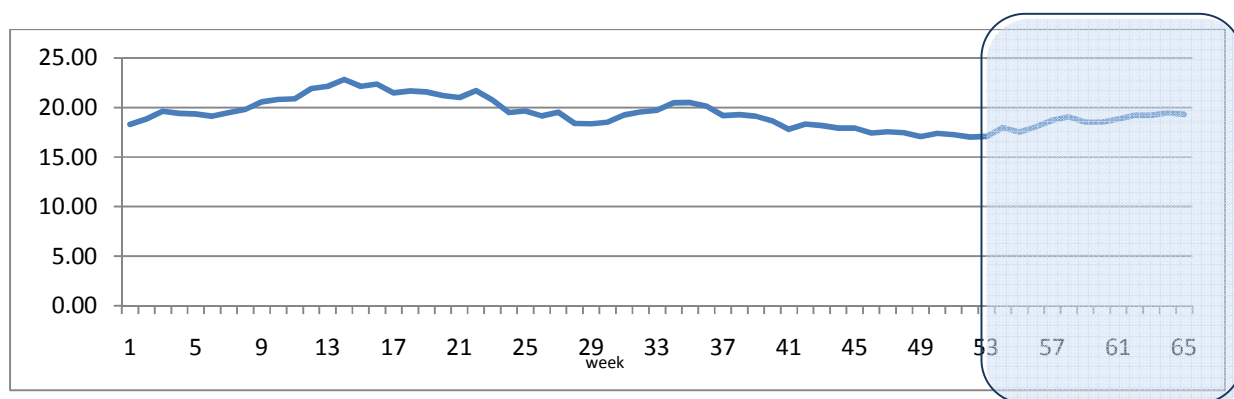
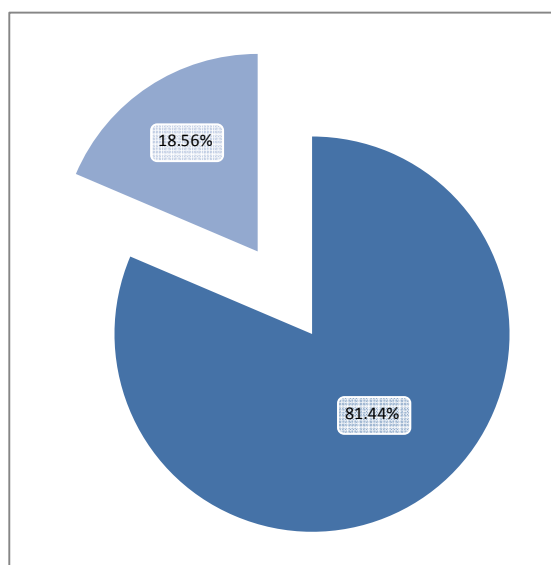
Something In The Water / **Brooke Fraser** (SonyMusic)

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

River / **Annabel Fay** (Siren/EMI)

Night Of Your Life / **J.Williams feat. K.One** (Illegal/Warner)

Homesick / **Stan Walker** (SonyMusic)



ALL Radio: **18.56%**

Pop Radio: **14.26%**

Rock Radio: **16.73%**

Urban Radio: **20.72%**

AC Radio: **13.73%**

Easy Radio: **5.99%**

Alternative Radio: **30.84%**

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 (Fourth quarter only):

Gold Albums: **24** (3 NZ)

Platinum Albums: **16** (4 NZ)

Gold Singles: **22** (4 NZ)

Platinum Singles: **17** (4 NZ)

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**

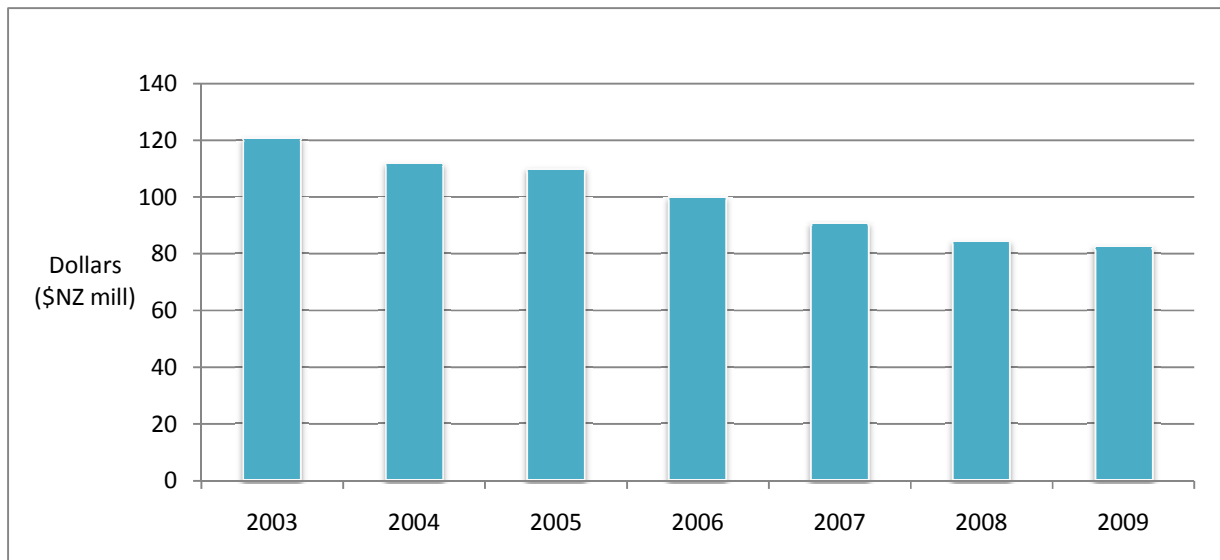
2004:

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)