

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 a smaller one in the middle. The text is centered on the left side of the page.

**NZ Music Stats | Q4 2015**  
Report for the NZ Music Industry Commission

# 2015 – Fourth Quarter Summary

This is the fourth 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 -53.13%** on the same period last year to **70,927** units. (There was **-30.18%** decline across the single market as a whole).

Sales of Albums by NZ artists were **up +28.22%** on the same period last year to **104,389** units. (There was **-2.47%** decline across the album market as a whole).

Sales of Compilations by NZ artists were **down -58.29%** on the same period last year to **2011** units. (There was **-29.04%** decline across the compilation market as a whole).

Sales of DVDs by NZ artists were **down -93.60%** on the same period last year to **1491** units. (There was **-61.86%** 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 -2.24%** on the same period last year to **17.20%** (based on **277,794 spins**).

## Total Sales of ALBUMS by NZ Artists:

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

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

Same quarter last year: **81,417**

### Top Sellers this quarter:

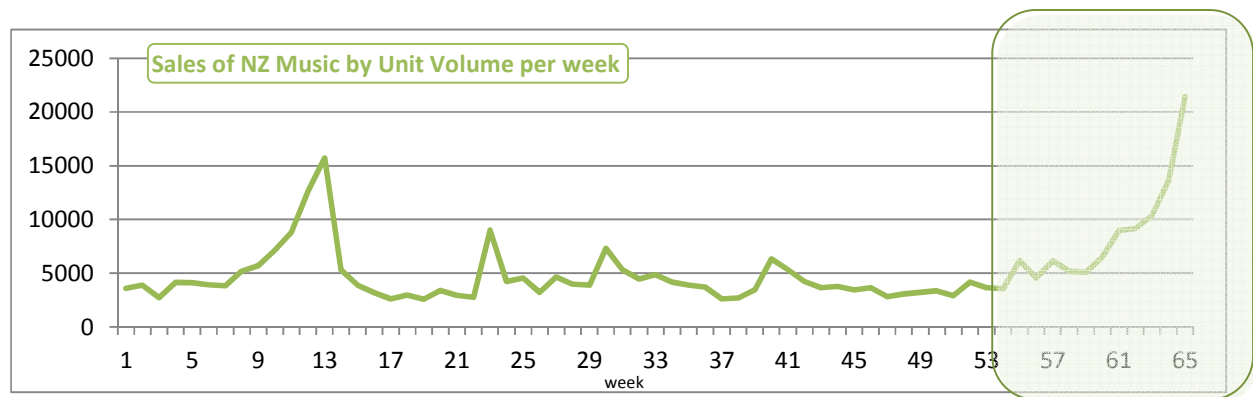
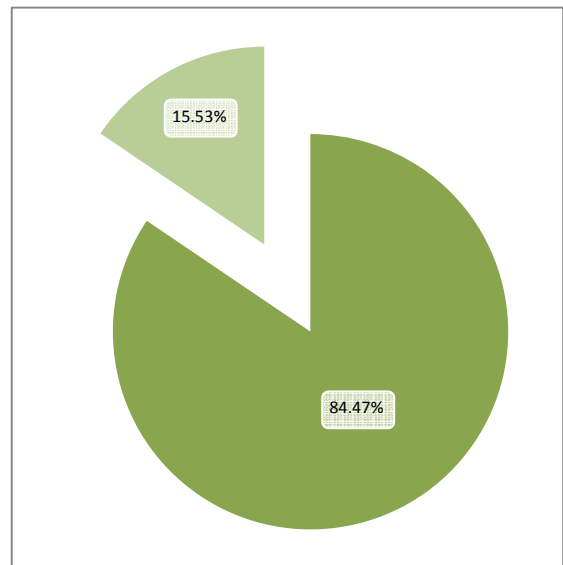
*On Another Note* / **Sol3 Mio** (Universal)

*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)

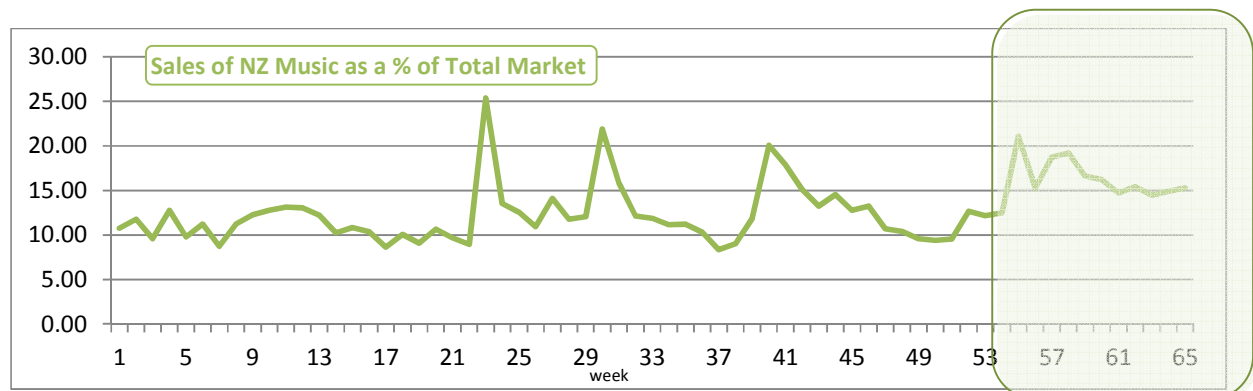


## ALBUMS by NZ Artists – as a % of Total Market:

Fourth quarter of 2015: **15.53%**

Third quarter of 2015: **12.94%**

Same quarter last year: **11.81%**



## 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 2015: **97** new albums by NZ artists (from a total album release schedule of 961 titles)

Fourth quarter of 2014: **104** new albums by NZ artists (from a total album release schedule of 997 titles)

### Including:

Sol3 Mio ( <i>On Another Note</i> )	Universal
Fat Freddy's Drop ( <i>Bays</i> )	TheDrop/Rhythm/DRM
Malvina Major ( <i>Ovation: The Very Best Of</i> )	SonyMusic
Howard Morrison ( <i>How Great Thou Art: The Very Best Of</i> )	SonyMusic
John Hore Grenell ( <i>Welcome To My World: The Very Best Of</i> )	SonyMusic
Tami Neilson ( <i>Don't Be Afraid</i> )	TamiNeilson/Southbound
Ginny Blackmore ( <i>Over The Moon</i> )	SonyMusic
Tomorrow People ( <i>Bass And Bassinets</i> )	IllegalMusik/Warner
Dennis Marsh ( <i>Maori Songbook 2</i> )	SonyMusic
The Chills ( <i>Silver Bullets</i> )	Fire/FlyingOut
Anna Hawkins ( <i>Divine</i> )	AnnaHawkins/Soutbound
Moana And The Moahunters ( <i>Toru</i> )	BlackPearl/Rhythm/DRM
Tunes Of I ( <i>Restless</i> )	JamJar/Rhythm/DRM
Hopetoun Brown ( <i>Burning Fuse</i> )	MelitaMusic/Soutbound
Ekko Park ( <i>Know Hope</i> )	EkkoPark
Jonathan Bree ( <i>A Little Night Music</i> )	Lil'Chief/Rhythm/DRM
Tablefox ( <i>Objects</i> )	Arcadien
Greg Johnson ( <i>Swing The Lantern</i> )	JMA/Border/DRM
Dudley Benson ( <i>Deforestation</i> )	GoldenRetriever/Border
Amiria Grenell ( <i>Autumn</i> )	QuietBird/Border/DRM
Julian Temple Band ( <i>Ceiling In The Sky</i> )	JulianTempleBand
Ciaran McMeeken ( <i>Screaming Man</i> )	CiaranMcMeeken/DRM
Derek Lind ( <i>Solo</i> )	SomeoneUpThere
Team Dynamite ( <i>Never Again</i> )	TeamDynamite/Rhyth/DRM
The Broken Heartbreakers ( <i>How We Got To Now</i> )	BHB/Rhythm/DRM
Israel Starr ( <i>Through The Ages And Forever</i> )	BlessUp/Border/DRM
Kaylee Bell ( <i>Wayward</i> )	WJO/Ode
Sunken Seas ( <i>Glass</i> )	SunkenSeas
The Shifting Sands ( <i>Cosmic Radio Station</i> )	Fishrider/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:

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

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

Same quarter last year: **151,315**

### Top Sellers this quarter:

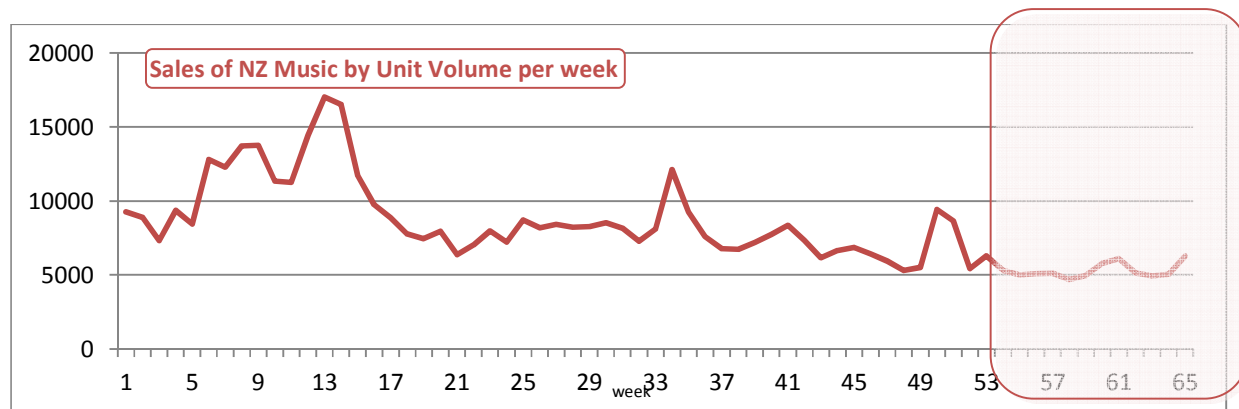
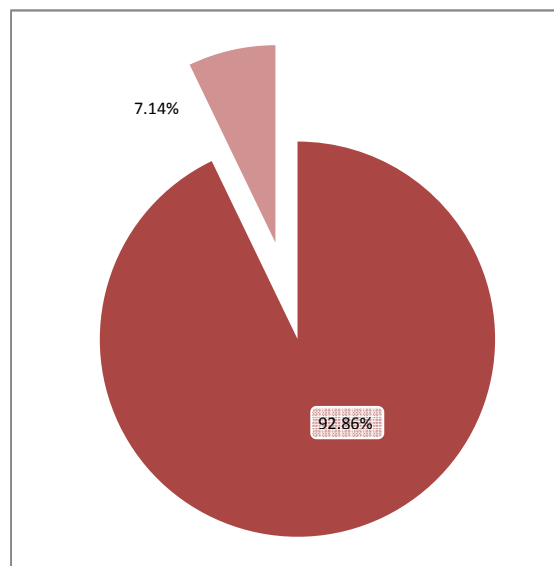
*Magnets* / Disclosure feat. Lorde (Island/Universal)

*White Lines* / Six60 (Massive/Universal)

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

*Purple* / Six60 (Massive/Universal)

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

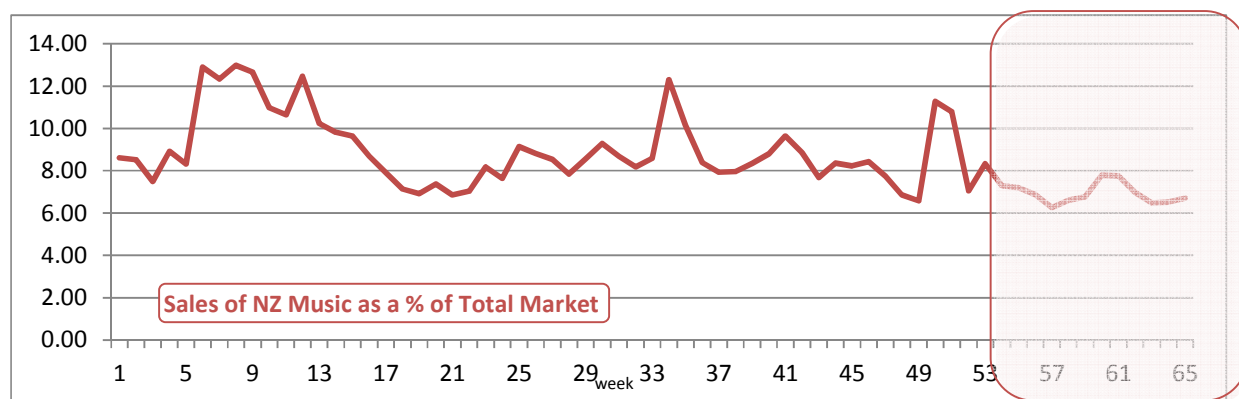


## SINGLES by NZ Artists – as a % of Total Market:

Fourth quarter of 2015: **7.14%**

Third quarter of 2015: **8.56%**

Same quarter last year: **10.63%**



## Total Sales of COMPILATIONS by NZ

### Artists:

Fourth quarter of 2015: **2011**

Third quarter of 2015: **1324**

Same quarter last year: **4821**

### Top Sellers this quarter:

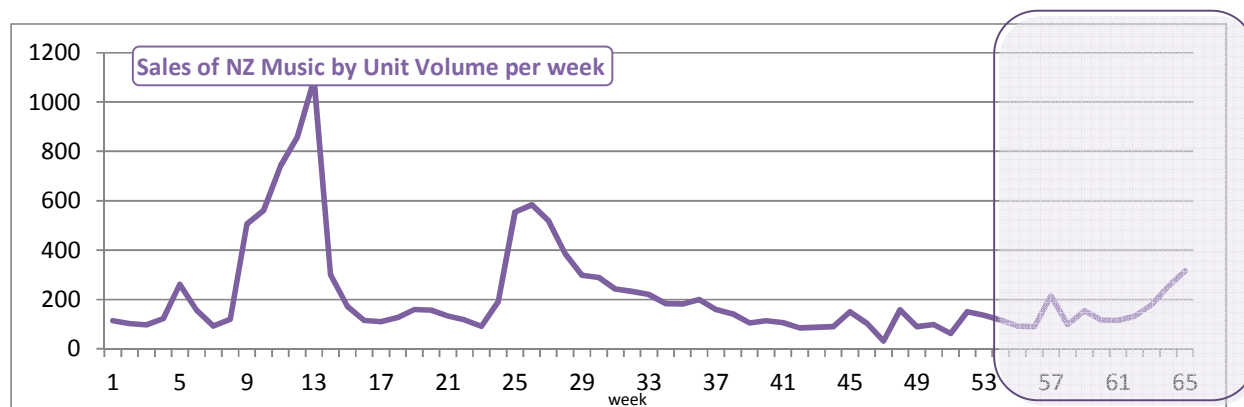
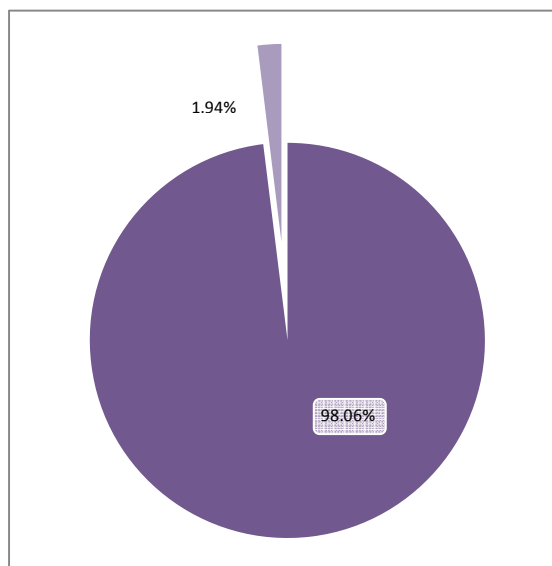
*One Love 2016* / **Various** (SonyMusic)

*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)

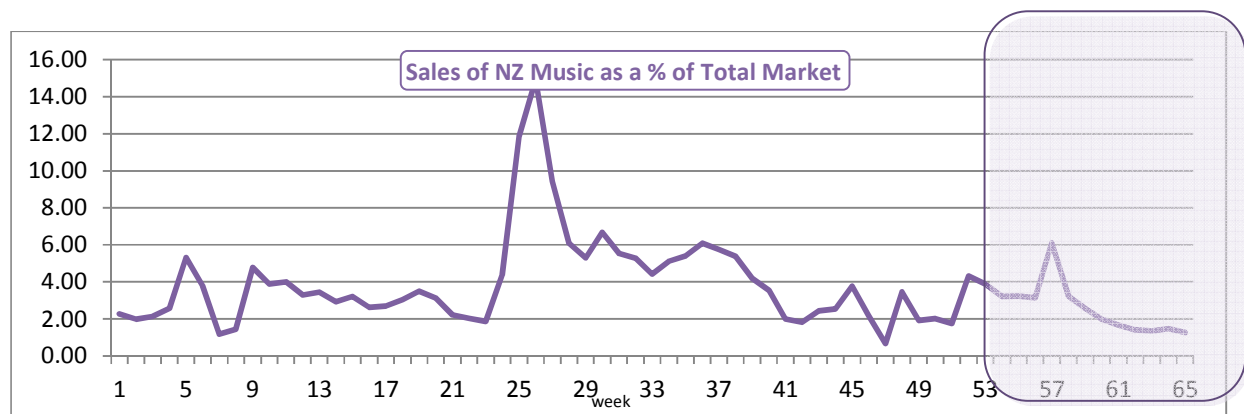


## COMPILATIONS by NZ Artists - as a % of Total Market:

Fourth quarter of 2015: **1.94%**

Third quarter of 2015: **2.41%**

Same quarter last year: **3.30%**



## Total Sales of DVDS by NZ Artists:

Fourth quarter of 2015: **1491**

Third quarter of 2015: **489**

Same quarter last year: **23,301**

### Top Sellers this quarter:

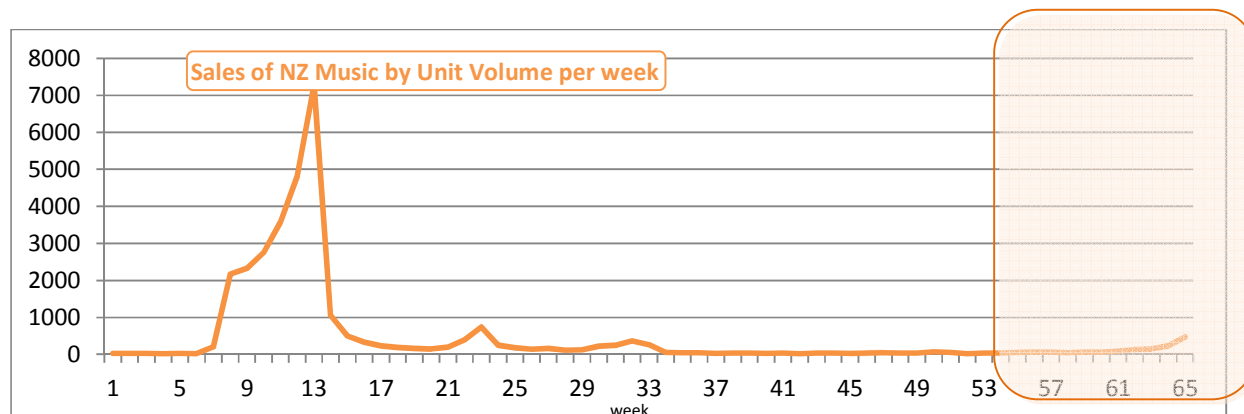
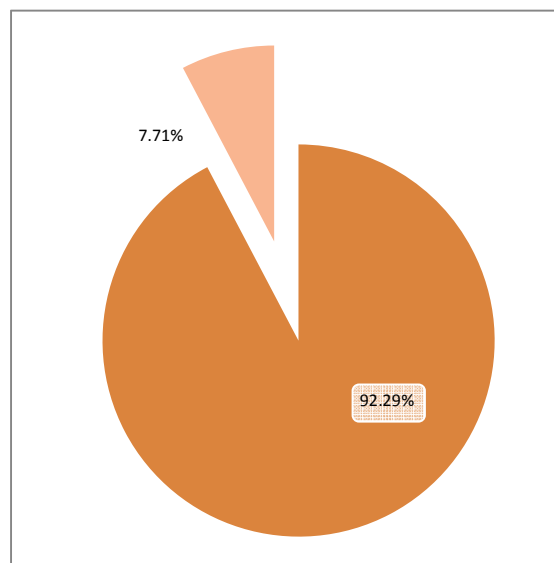
*Ladies And Gentlemen* / **Sol3 Mio** (Universal)

*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)

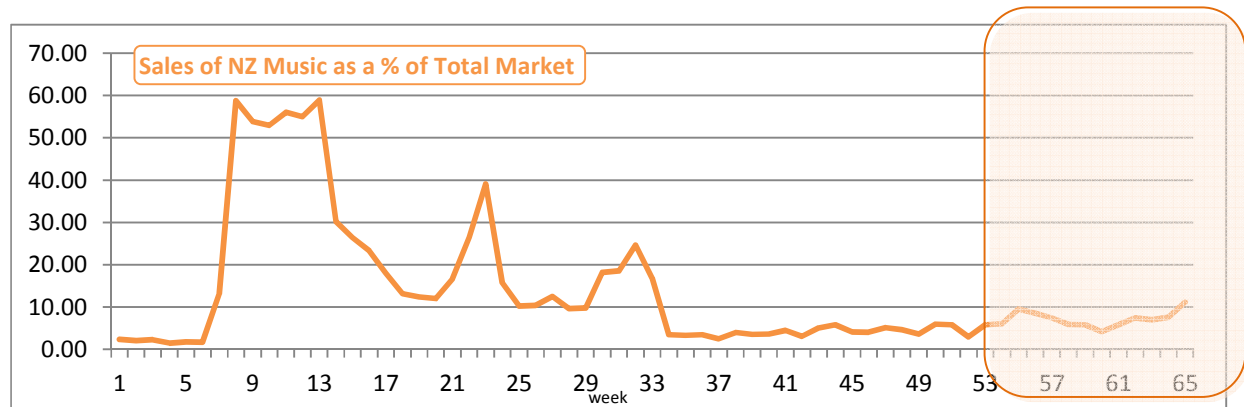


## DVDS by NZ Artists – as a % of Total Market:

Fourth quarter of 2015: **7.71%**

Third quarter of 2015: **4.53%**

Same quarter last year: **45.96%**



## Total Airplay of NZ Artists:

Fourth quarter of 2015: **17.20%**

Third quarter of 2015: **17.98%**

Same quarter last year: **19.44%**

No. of NZ Song Spins: **277,794**

No. of Unique NZ Songs Played: **6674**

No. of Unique NZ Artists Played: **2617**

### Most Played this quarter:

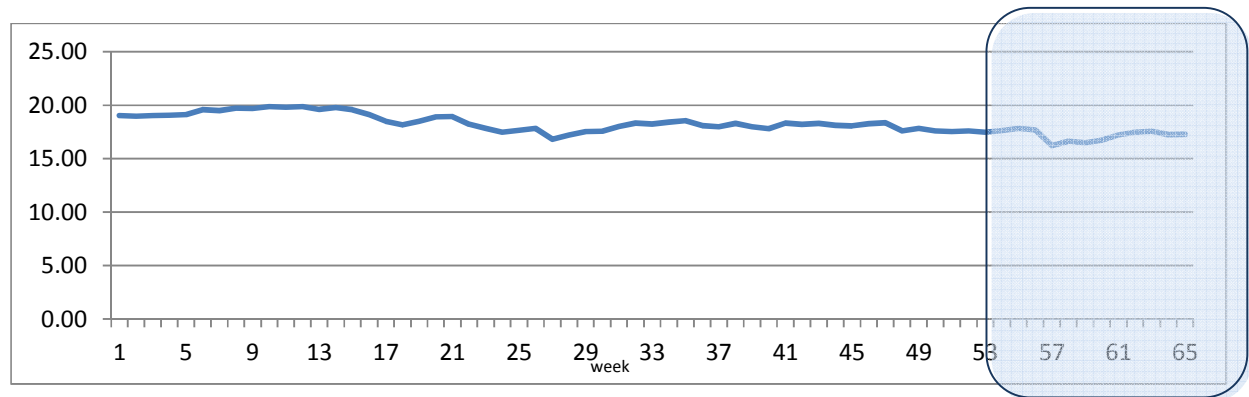
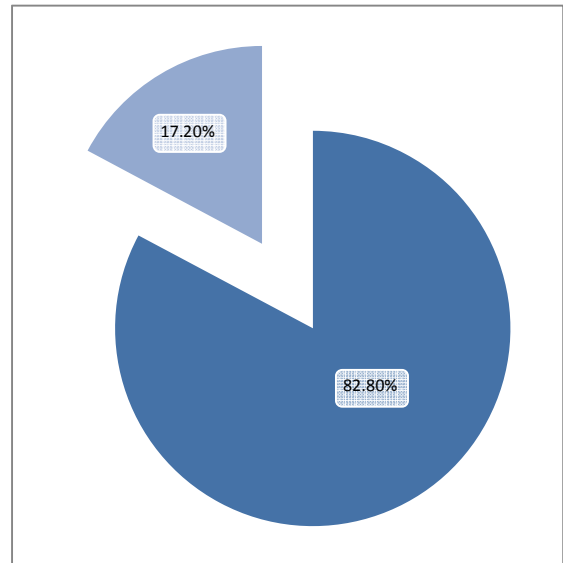
*Magnets* / **Disclosure feat. Lorde** (Island/Universal)

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

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

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

*Under My Feet* / **Ginny Blackmore** (SonyMusic)



ALL Radio: **17.20%**

Pop Radio: **11.66%**

Rock Radio: **13.35%**

Urban Radio: **32.29%**

AC Radio: **8.12%**

Alternative Radio: **46.69%**

Dance Radio: **23.2%**

### 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 / stream equivalents = gold; 15,000 sales / stream equivalents = platinum).

### 2015 (Fourth quarter only):

Gold Albums: **12** (2 NZ)

Platinum Albums: **17** (3 NZ)

Gold Singles: **112** (5 NZ)

Platinum Singles: **91** (3 NZ)

### 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)

### 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:

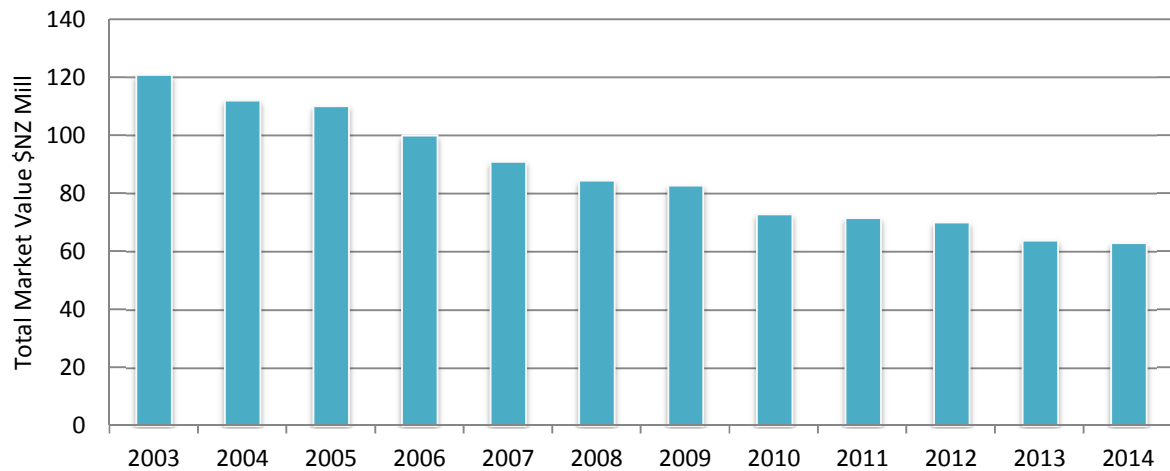
Gold Albums: **54** (10 NZ)

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>)