



*Employment and
national GDP impacts
of the music industry
in New Zealand
2015*

October 2016

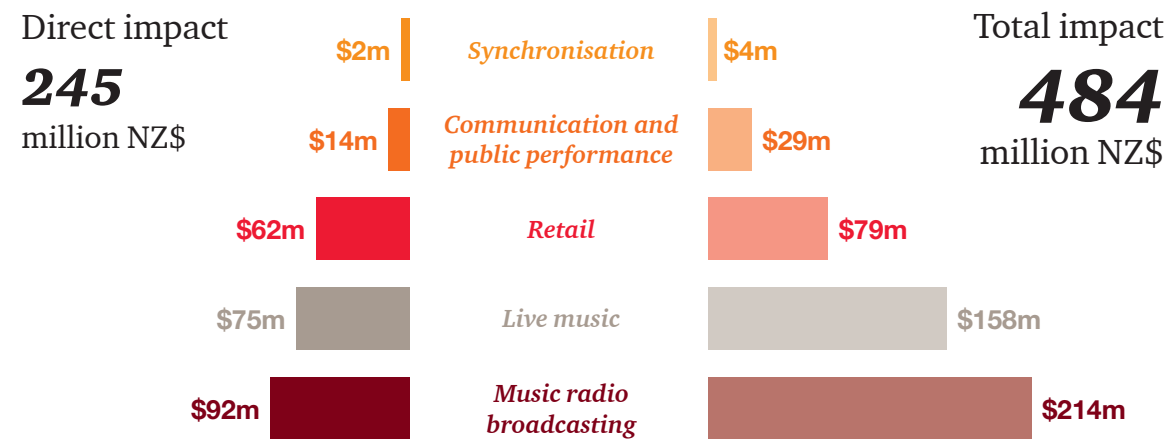


Music industry

New Zealand's music industry remains a significant contributor to national GDP and employment. In 2015, four out of the five key market segments grew. Notably the live music sector experienced a bumper year, supported by a number of major international artists touring New Zealand. The music retail sector, while still experiencing challenges with illegal and unauthorised use, returned to growth itself driven by the enthusiastic adoption of streaming and other on-demand music services by kiwi consumers.

Figure 1 shows the GDP impact of the music industry in New Zealand. In 2015, the direct contribution of the music industry to New Zealand's economy was \$245m. After accounting for multiplier effects, the total contribution to the New Zealand economy was \$484m.

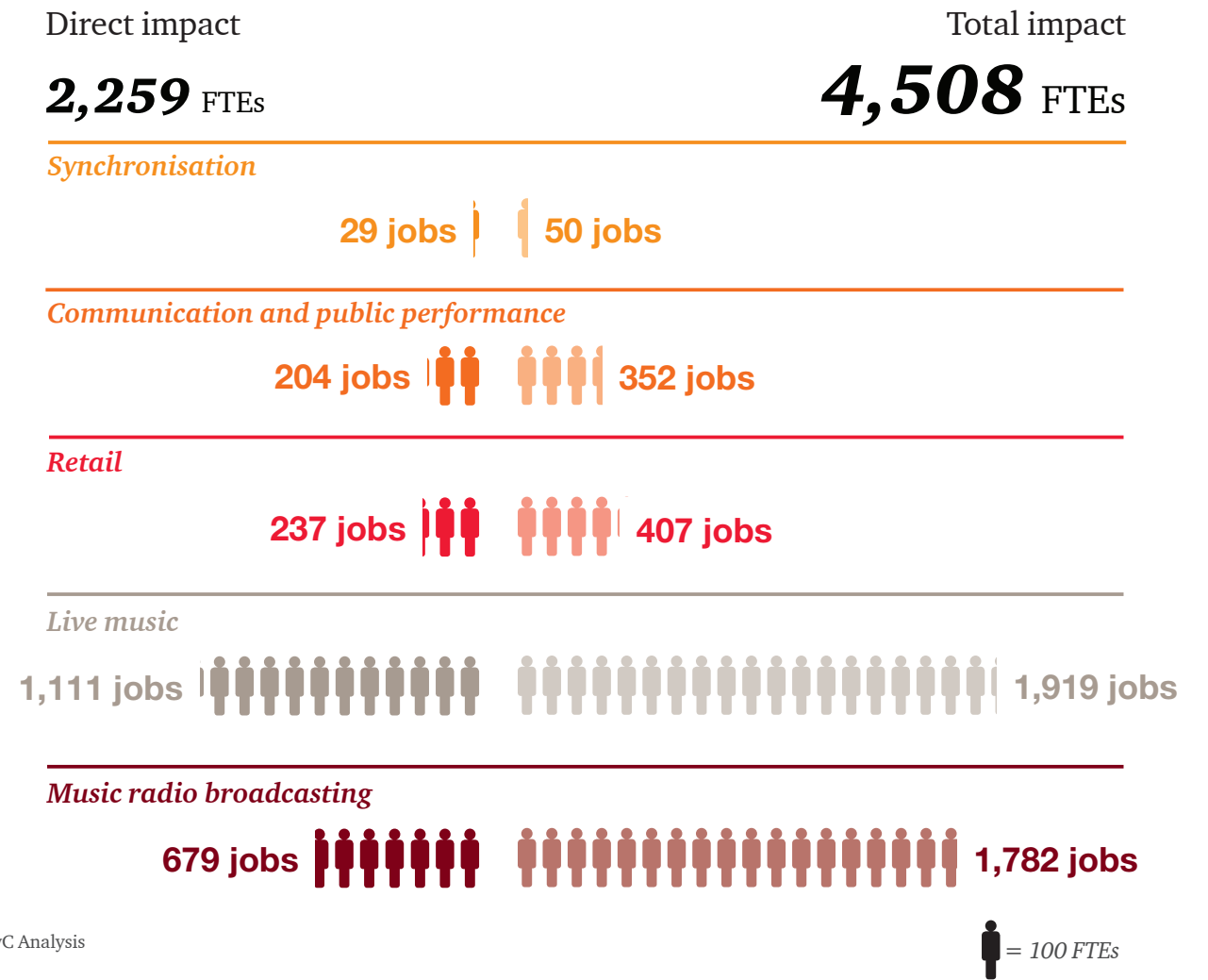
Figure 1: GDP impact of music (\$2015)



Source: PwC Analysis²

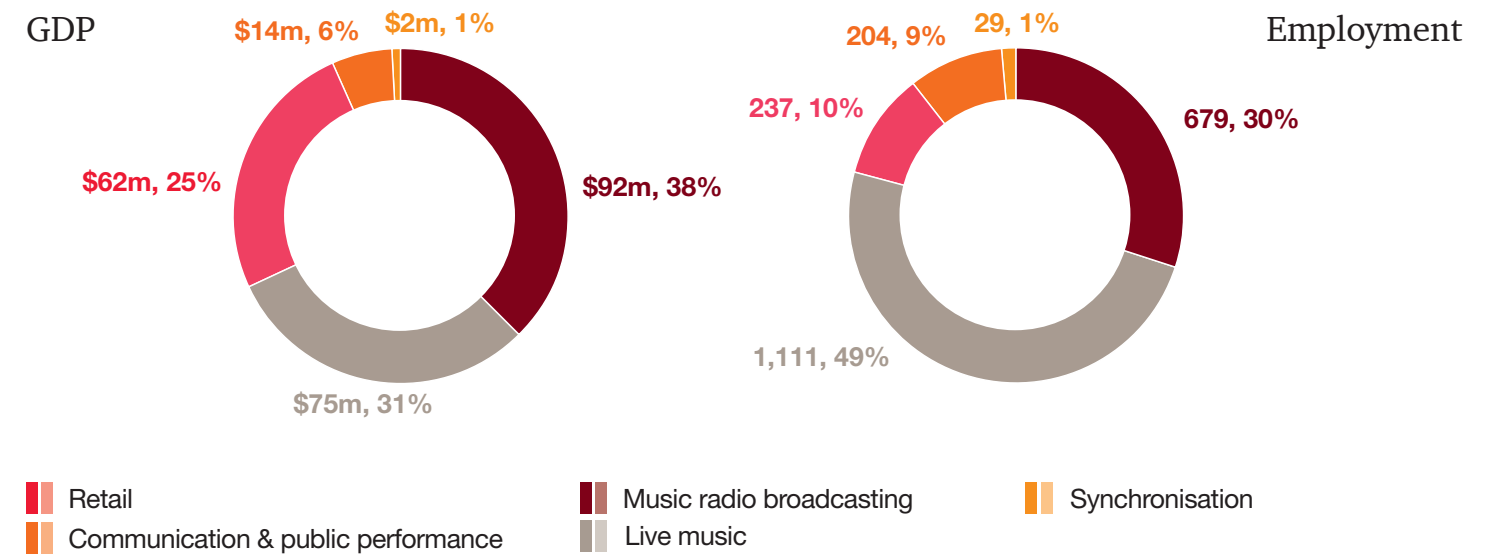
As shown in Figure 2, the music industry directly employed 2,259 FTEs in 2015. After accounting for multiplier effects, the music industry supported total employment of 4,508 FTEs. The music radio broadcasting and live music subsectors are the largest contributors to the industry's employment and GDP, as shown in Figure 3.

Figure 2: Employment impact of music (FTEs)



Source: PwC Analysis

Figure 3: Direct impacts of music in terms of GDP and employment



2. PwC calculations in this section use data from Statistics New Zealand, Recorded Music New Zealand, APRA AMCOS and the NZ Music Industry Commission. Totals may not add due to rounding.



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