



NZ Music Stats | Q1 2009
Report for the NZ Music Industry Commission

2009 – First Quarter Summary

This is the first statistical report of 2009 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 2008 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 Physical Sales:

Sales of Singles by NZ artists were **down -39.79%** on the same period last year to **2203** units.
(There was a **-80.72%** decline across the physical singles market as a whole).

Sales of Albums by NZ artists were **down -1.85%** on the same period last year to **57,698** units.
(There was a **-3.46%** decline across the albums market as a whole).

Sales of Compilations by NZ artists were **down -62.81%** on the same period last year to **938** units.
(There was a **-17.15%** decline across the compilations market as a whole).

Sales of DVDs by NZ artists were **up +217.04%** on the same period last year to **3535** units.
(There was a **-12.45%** decline across the DVD market as a whole).

Retail Digital Sales:

Sales of FTMDs by NZ artists were **up +86.74%** on the same period last year to **98,224** units.
(There was **+23.00%** growth across the digital singles market as a whole).

Radio:

Airplay of songs by NZ artists across all contemporary radio (RBA members and non-members) was **up +0.50%** on the same period last year to **19.69%** (**116,738 spins**).

Total Sales of ALBUMS by NZ Artists:

First quarter of 2009: **57,698**

Fourth quarter of 2008: **163,180**

Same quarter last year: **58,785**

Top Sellers this quarter:

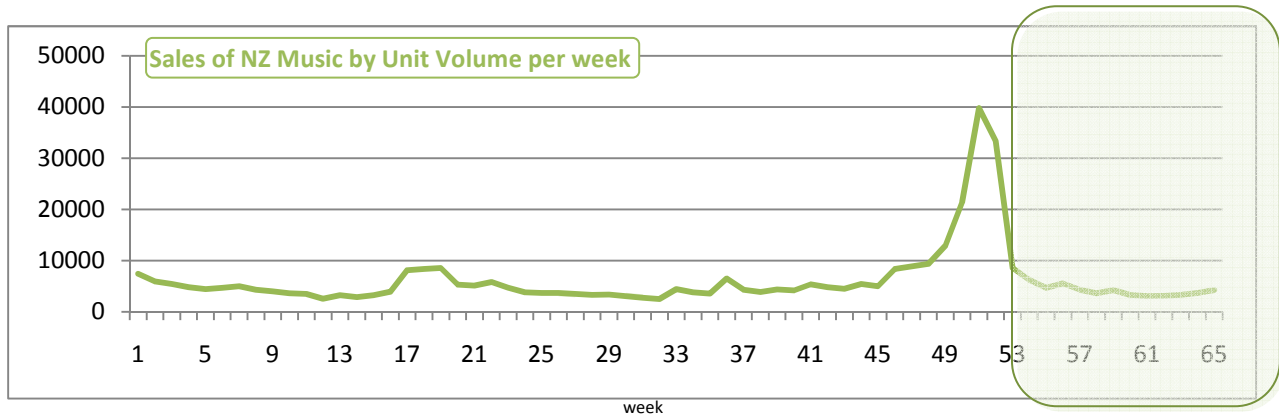
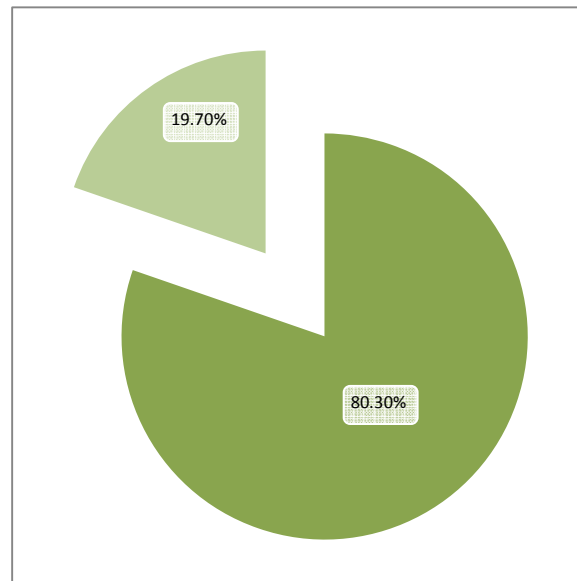
The Comic Genius Of / **Billy T James** (SonyMusic)

The Best: 1998-2008/ the feelers (WEA/Warner)

Past, Present, Future / **Tiki Taane** (DirtyDub/Rhythmmethod)

Second Hand Planet: Souvenir Edition / **OpShop** (Siren/174East)

Lights Of The Pacific: The Very Best Of / **Herbs** (WEA/Warner)

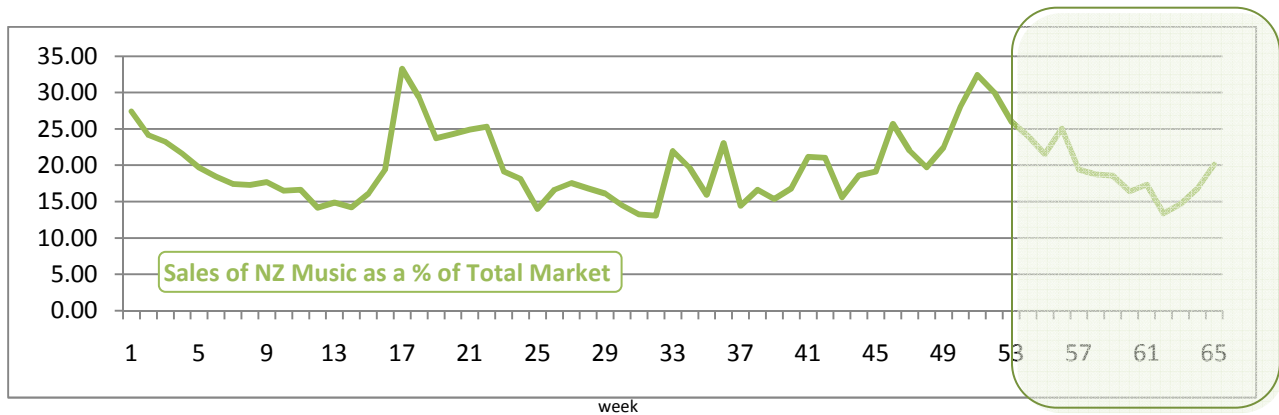


ALBUMS by NZ Artists – as a % of Total Market:

First quarter of 2008: **19.70%**

Fourth quarter of 2008: **25.32%**

Same quarter last year: **19.38%**



First 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.

First quarter of 2009: **65** new albums by NZ artists (from a total album release schedule of 556 titles)

First quarter of 2008: **41** new albums by NZ artists (from a total album release schedule of 467 titles)

Including:

Evermore (<i>Truth Of The World</i>)	WEA/Warner
The Mint Chicks (<i>Screens</i>)	FlyingNun/Warner
Savage (<i>Savage Island</i>)	DawnRaid/Universal
Smashproof (<i>The Weekend</i>)	MTC/Universal
Sola Rosa (<i>Get It Together</i>)	WayUp/Rhythm
Don McGlashan (<i>Marvellous Year</i>)	ArchHill/Rhythm
Don McGlashan (<i>Dean Spanley OST</i>)	ArchHill/Rhythm
The Veils (<i>Sun Gangs</i>)	RoughTrade/Rhythm
State Of Mind (<i>Faster Than Light</i>)	SOM/Rhythm
Cassette (<i>Jingle King</i>)	PayDirt/Rhythm
KORA (<i>Kora! Kora! Kora! Cabaret Voltaire Versions</i>)	Shiva/Border
Lawrence Arabia (<i>Chant Darling</i>)	HonoraryBed/Rhythm
Rhian Sheehan (<i>Standing In Silence</i>)	LOOP/Border
Tourettes (<i>Who Said You Can't Dance To Misery?</i>)	BWW/Rhythm
Ragamuffin Children (<i>The Seahorse Emporium</i>)	She'llBeRight/Rhythm
Tama Waipara (<i>Sir Plus And The Requirements</i>)	Tama/Rhythm
Subtract (<i>Winning Hearts And Minds</i>)	Isaac/Universal
Rosy Tin Teacaddy (<i>The Homeward Stretch</i>)	EarlGrey/Rhythm
Phil Judd (<i>Love Is A Moron</i>)	PJ/Ode
Mel Parsons (<i>Over My Shoulder</i>)	CapeRoad/Border
Rare Shot Blue (<i>Where I Was Born</i>)	Shinobi/Universal
Miscreant (<i>Complicated Characters</i>)	self-release
The Septembers (<i>Edge Of The World</i>)	EmberStep/Border
The Volunteers (<i>Family, Friends And Fools</i>)	Volunteers/Universal
Jamoa Jam (<i>Reprise</i>)	Oyster/Ode
Fever Ray (<i>When The Fever Takes Hold</i>)	Rabid
Kimo (<i>Surrender</i>)	Failsafe/Border
Drew Bowden (<i>Be Still</i>)	Manu/Ode
Mulchzoid (<i>Laptop Dancer</i>)	Failsafe/Border

Stores Tracked:

The Warehouse, The CD Store, Planet Jack, Real Groovy, Dick Smith Electronics, JB HiFi, Marbecks, Checkers, SmokeCDs, Tower, PlayItAgain, Zinc, Music Oasis, iTunes, Vodafone, Telecom, Digirama, Amplifier, Ttxtunes, Rip It.

Total Sales of PHYSICAL SINGLES by NZ Artists:

First quarter of 2009: **2203**

Fourth quarter of 2008: **2090**

Same quarter last year: **3659**

Top Sellers this quarter:

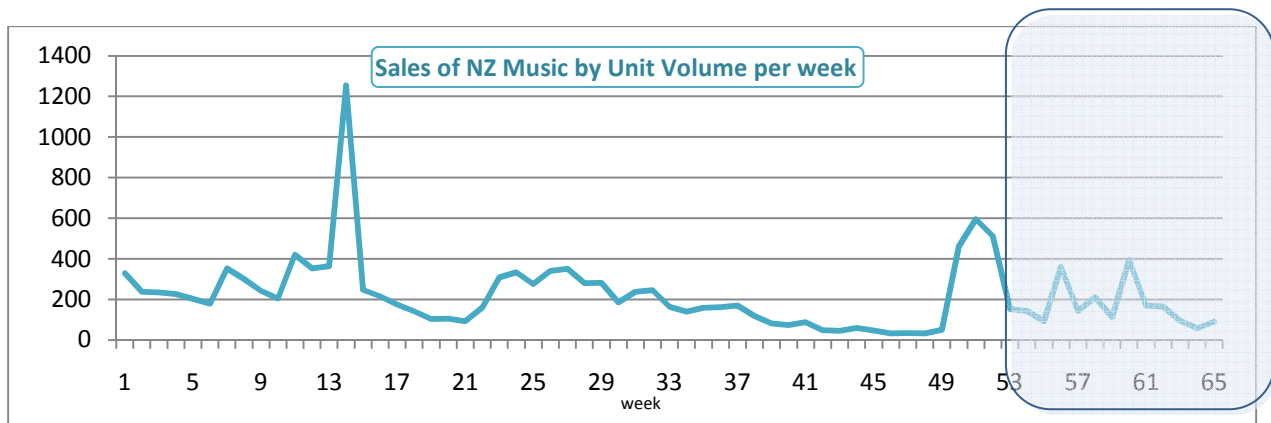
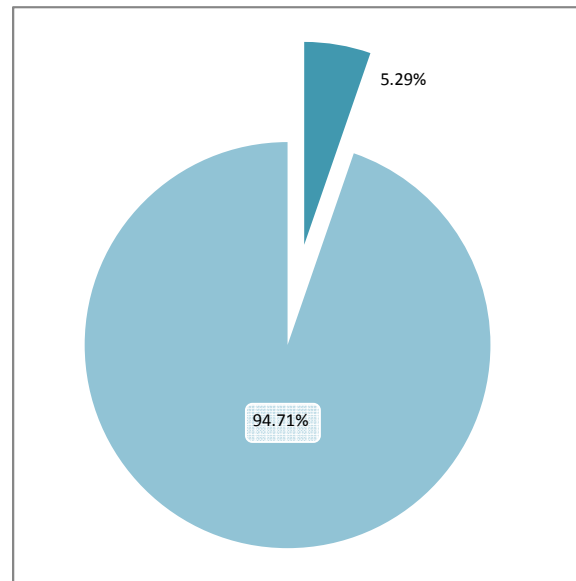
A Little Bit Wonderful EP / **Wellington Uke Orch** (Rhythmethod)

Beside You / **Anika Moe And OpShop** (174East)

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

The Letter / **Midnight Youth** (WEA/Warner)

Brothers In Arms / **MumsDollar** (Cruel/Pure)

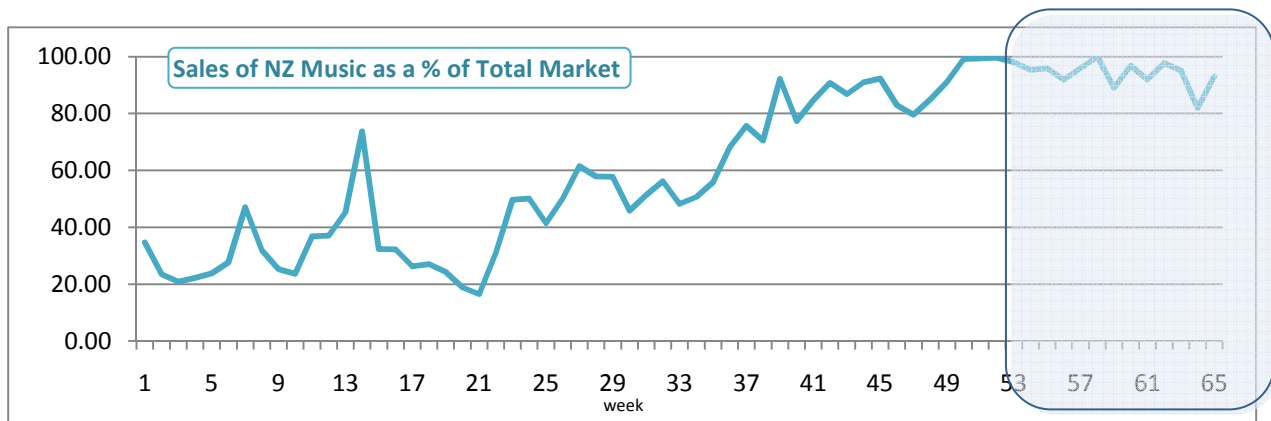


PHYSICAL SINGLES by NZ Artists - as a % of Total Market:

First quarter of 2009: **94.71%**

Fourth quarter of 2008: **95.56%**

Same quarter last year: **30.32%**



Total Sales of DIGITAL SINGLES by NZ Artists:

First quarter of 2009: **98,224**

Fourth quarter of 2008: **83,212**

Same quarter last year: **52,600**

Top Sellers this quarter:

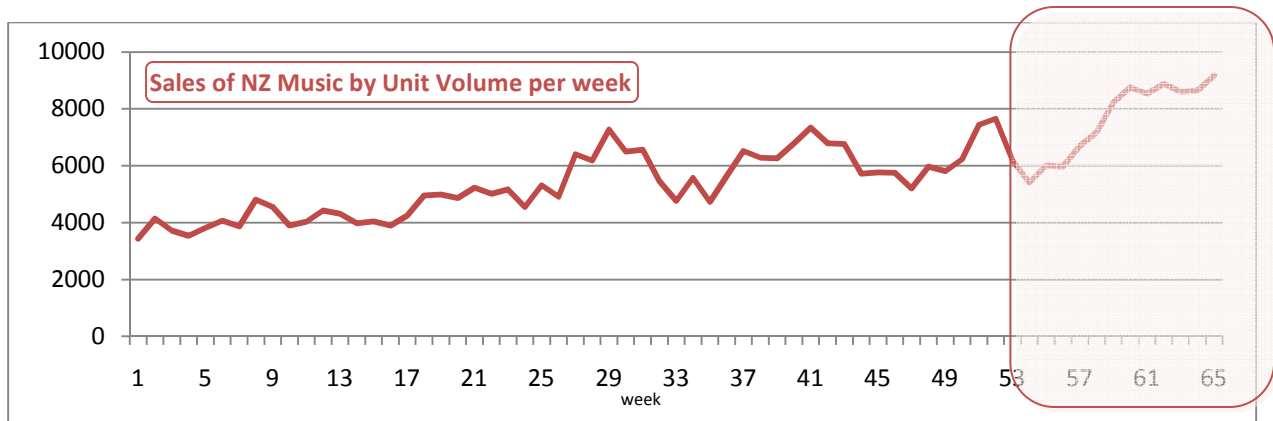
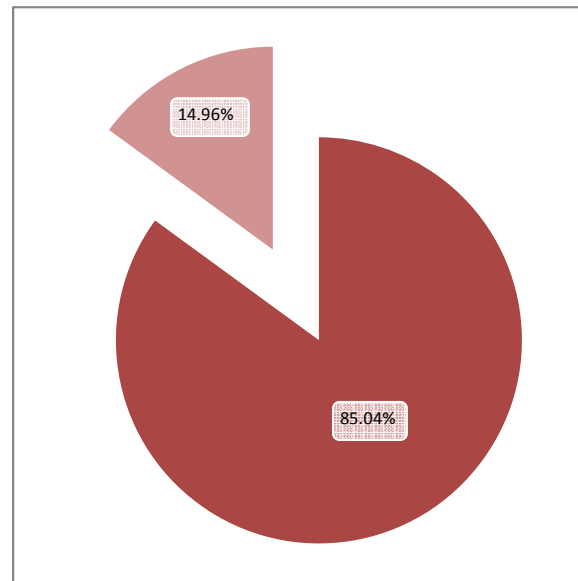
Brother / **Smashproof feat. Gin** (MTC/Universal)

Mr Mista / **Nesian Mystik** (Bounce/Universal)

Wild Out (Chooo Hooo) / **Savage** (DawnRaid/Universal)

My Delirium / **Ladyhawke** (Modular/Universal)

Hey Boys And Girls / **Evermore** (WEA/Warner)

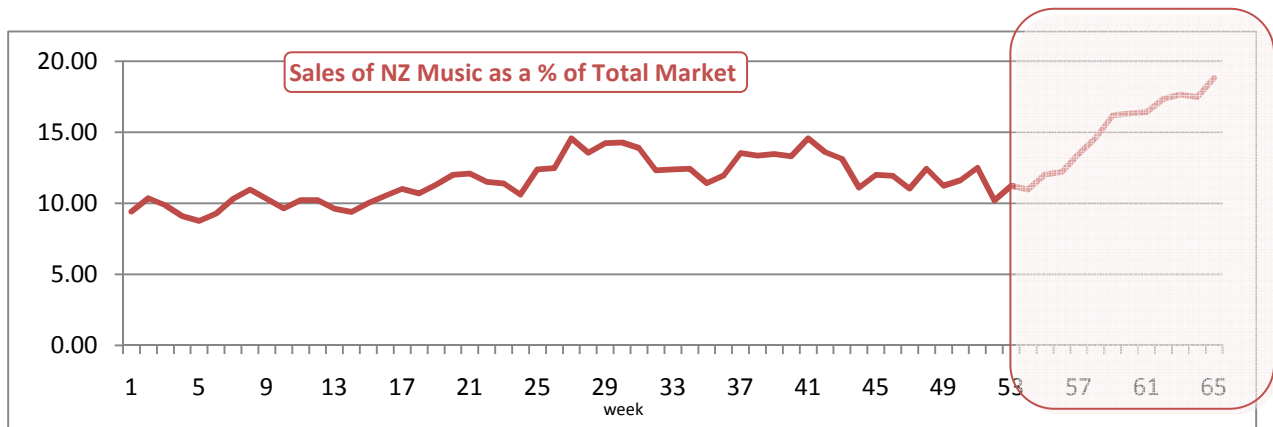


DIGITAL SINGLES by NZ Artists – as a % of Total Market:

First quarter of 2009: **14.96%**

Fourth quarter of 2008: **12.14%**

Same quarter last year: **9.85%**



Total Sales of COMPILATIONS by NZ

Artists:

First quarter of 2009: **938**

Fourth quarter of 2008: **1459**

Same quarter last year: **2522**

Top Sellers this quarter:

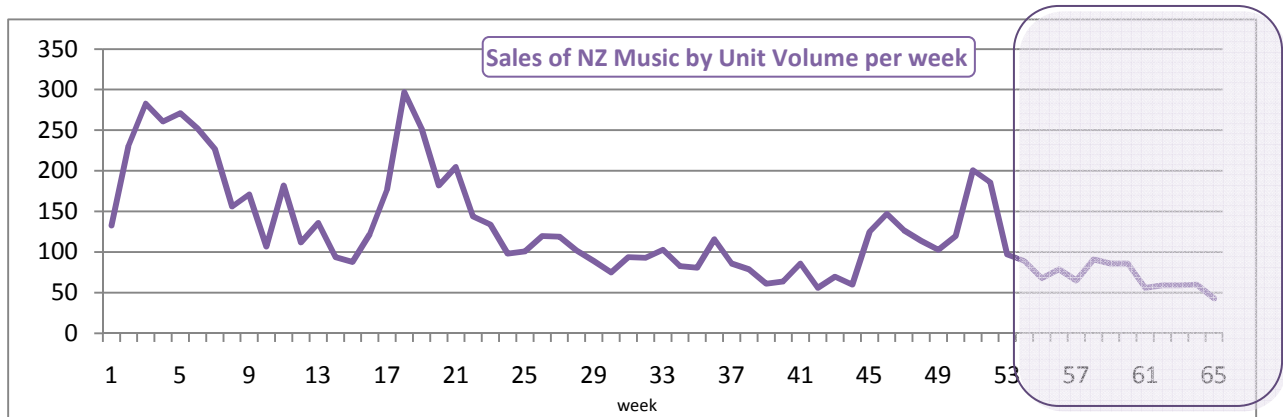
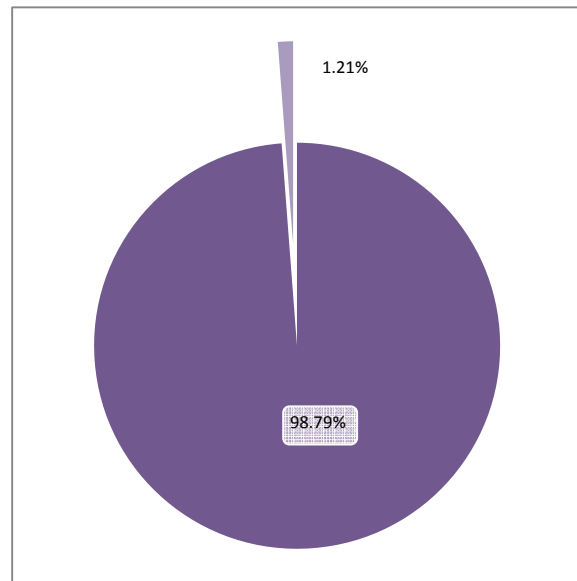
Nature's Best 1 / **Various** (SonyMusic)

Conscious Roots V / **Various** (MovingProduction/EMI)

Homegrown 2008 / **Various** (EMI)

Dub Conspiracy / **Various** (DubCon/Rhythmmethod)

Conscious Roots III / **Various** (MovingProduction/EMI)

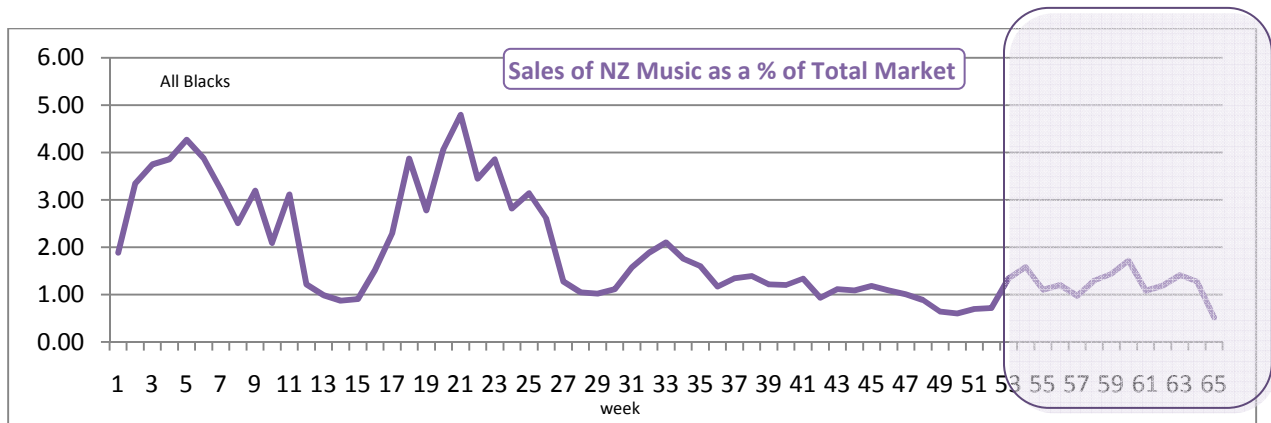


COMPILATIONS by NZ Artists - as a % of Total Market:

First quarter of 2009: **1.21%**

Fourth quarter of 2008: **0.86%**

Same quarter last year: **2.69%**



Total Sales of DVDS by NZ Artists:

First quarter of 2009: **3535**

Fourth quarter of 2008: **542**

Same quarter last year: **1115**

Top Sellers this quarter:

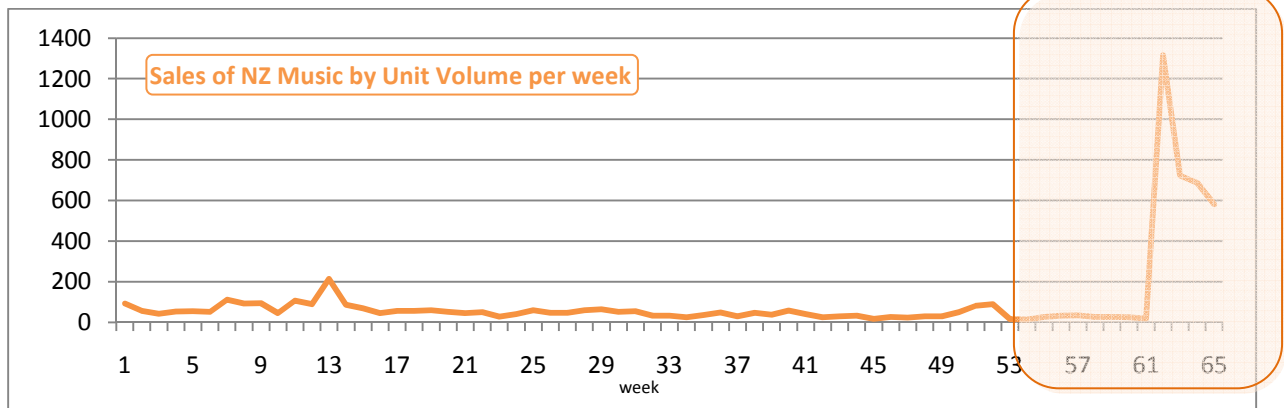
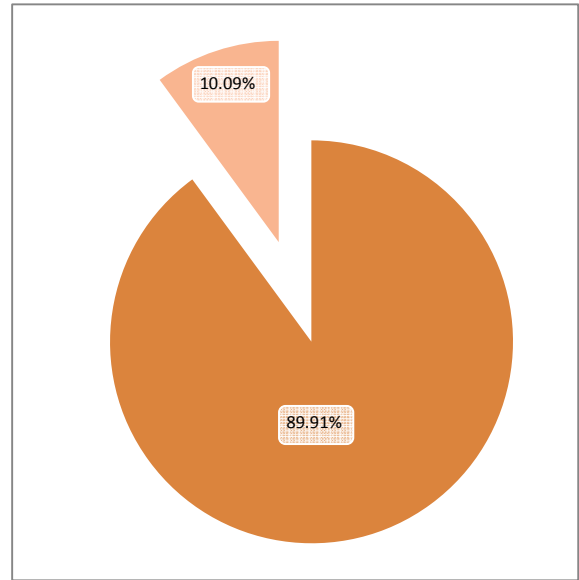
Live In Concert / Geoff Sewell & Incognito (SewellMusic/Ode)

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

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

Th' Reunion Tour Live / Th' Dudes (EMI)

One Out Of The Bag / Split Enz (Mushroom/Warner)

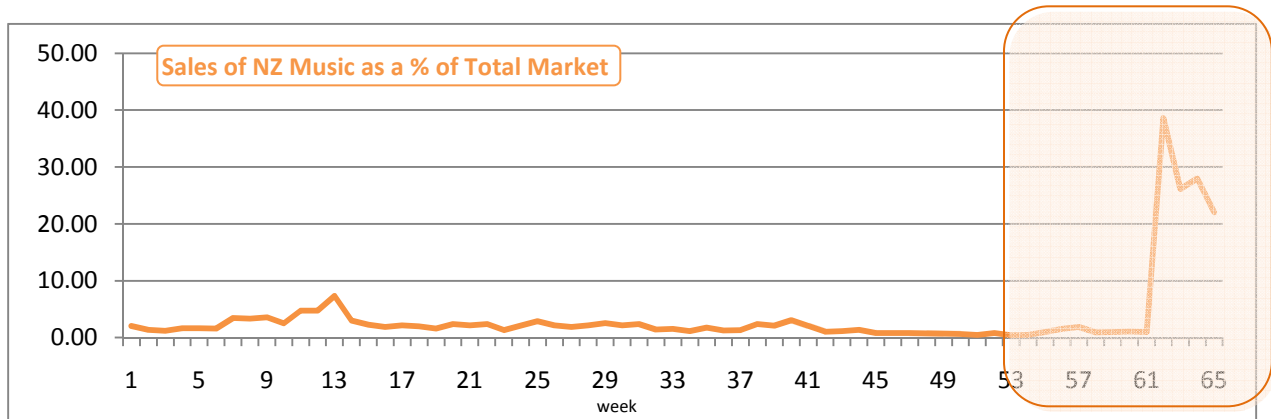


DVDS by NZ Artists – as a % of Total Market:

First quarter of 2009: **10.09%**

Fourth quarter of 2008: **0.83%**

Same quarter last year: **2.79%**



Total Airplay of NZ Artists:

First quarter of 2009: **19.69%**

Fourth quarter of 2008: **19.94%**

Same quarter last year: **19.19%**

No. of NZ Song Spins: **116,738**

No. of Unique NZ Songs Played: **1707**

No. of Unique NZ Artists Played: **825**

Most Played this quarter:

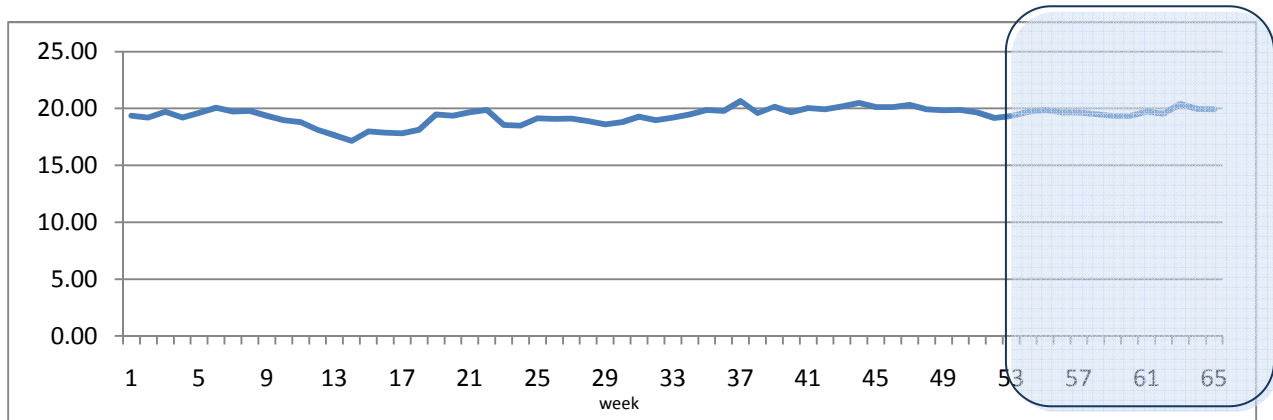
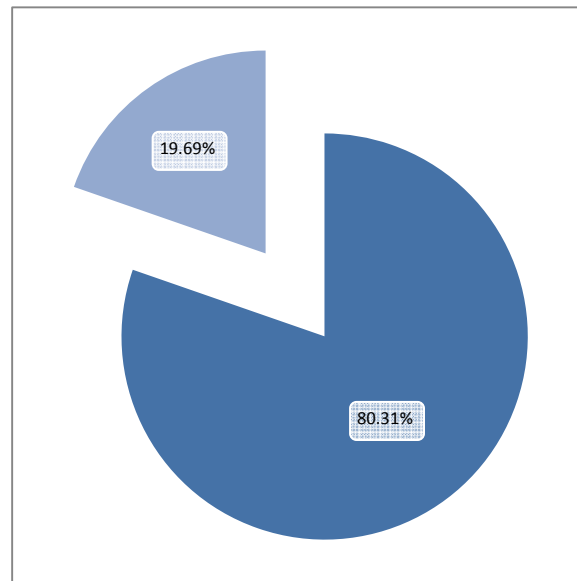
The Letter / **Midnight Youth** (WEA/Warner)

Brother / **Smashproof feat. Gin** (MTC/Universal)

Closer To Home / **Autozamm** (Hark/174East)

Everything / **P-Money feat. Vince Harder** (Dirty/Rhythmmethod)

Mr Mista / **Nesian Mystik** (Bounce/174East)



ALL Radio: **19.69%**

Pop Radio: **11.01%**

Rock Radio: **23.07%**

Urban Radio: **21.07%**

AC Radio: **17.94%**

Easy Radio: **14.84%**

Alternative Radio: **37.25%**

Stations Tracked:

Classic Hits, More FM, The Edge, The Rock, ZM, The Breeze, Mai FM, 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 Northland, The Zone Queenstown, Peak FM, Radio Control, Sun FM, Taiohi FM, The Rhythm, Ski FM, Awa FM, Radio Tairua, Nga Iwi FM, Central FM, 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).

2009 (First quarter only):

Gold Albums: **9** (0 NZ)

Platinum Albums: **14** (3 NZ)

Gold Singles: **22** (2 NZ)

Platinum Singles: **6** (0 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**

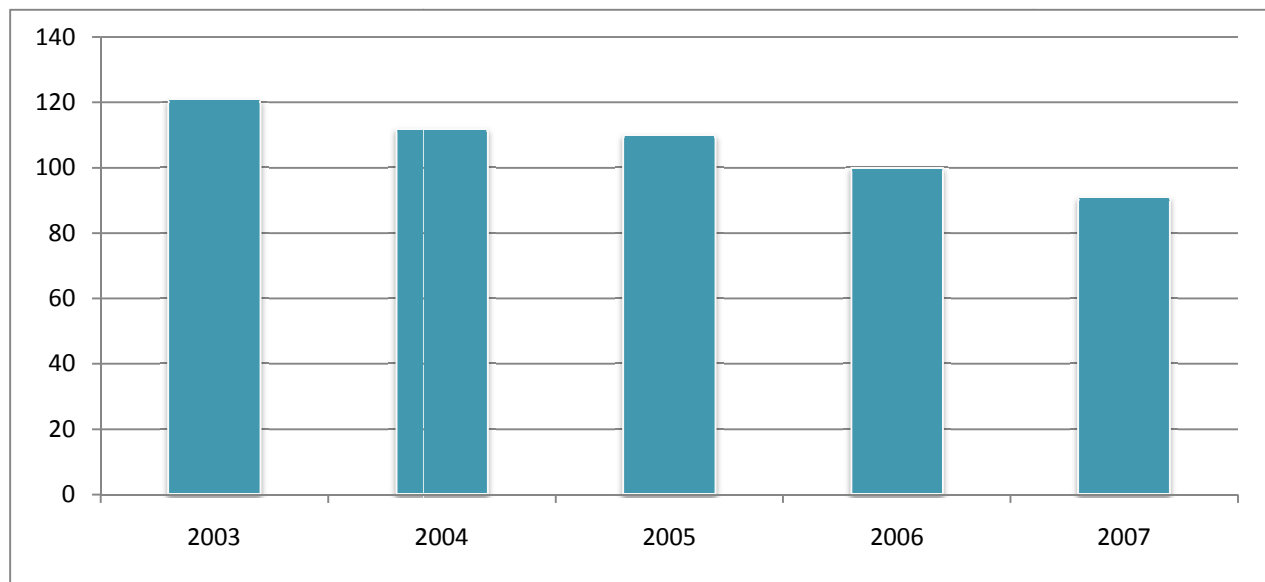
2004:

Gold Albums: **105**

Platinum Albums: **137**

Gold Singles: **33**

Platinum Singles: **18**



IFPI

Total Recorded Music Sales in New Zealand

(Retail Value):

2008: \$-- (results due to be reported in second quarter)

2007: **\$90.9 million** (world rank by market value: 29th)

2006: **\$100.0 million** (world rank by market value: 29th)

2005: **\$110.0 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)