



NZ Music Stats | Q4 2008
Report for the NZ Music Industry Commission

2008 – Fourth Quarter Summary

This is the fourth statistical report of 2008 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 2007 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 -80.73%** on the same period last year to 2090 units.
(There was a **-91.85%** decline across the physical singles market as a whole).

Sales of Albums by NZ artists were up **+3.47%** on the same period last year to 163,180 units.
(There was **+1.85%** growth across the albums market as a whole).

Sales of Compilations by NZ artists were **down -50.83%** on the same period last year to 1459 units.
(There was **+0.93%** growth across the compilations market as a whole).

Sales of DVDs by NZ artists were **down -72.60%** on the same period last year to 542 units.
(There was a **-32.50%** decline across the DVD market as a whole).

Retail Digital Sales:

Sales of FTMDs by NZ artists were **up +93.56%** on the same period last year to 83,212 units.
(There was **+44.18%** 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 +0.55%** on the same period last year to 19.94% (121,065 spins).

Total Sales of ALBUMS by NZ Artists:

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

Third quarter of 2008: **49,016**

Same quarter last year: **157,712**

Top Sellers this quarter:

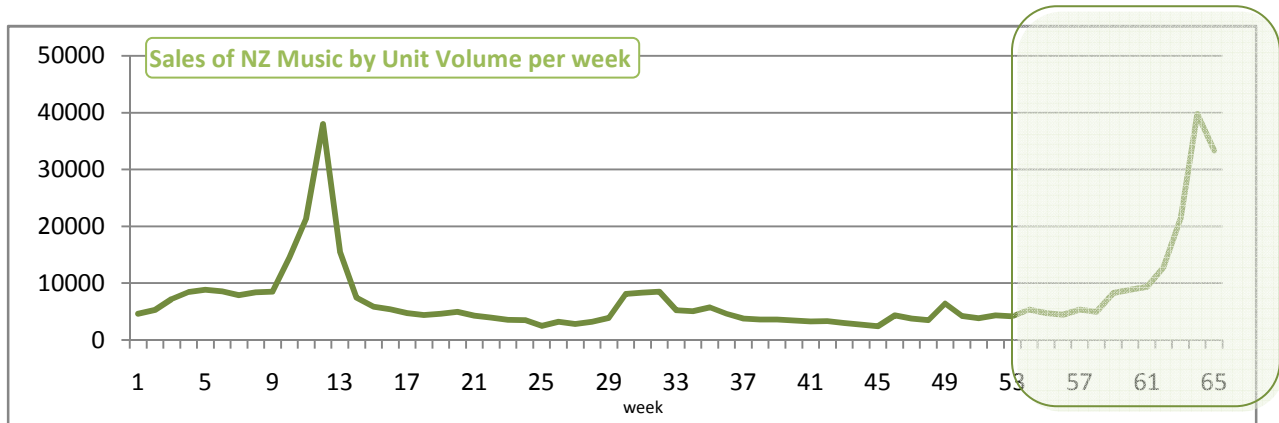
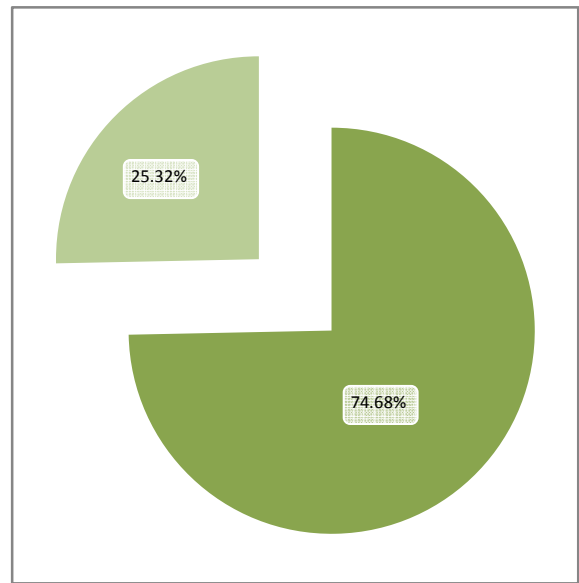
The Comic Genius Of / Billy T James (SonyMusic)

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

Rob Guest: 1950-2008 / Rob Guest (Thom/SonyMusic)

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

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

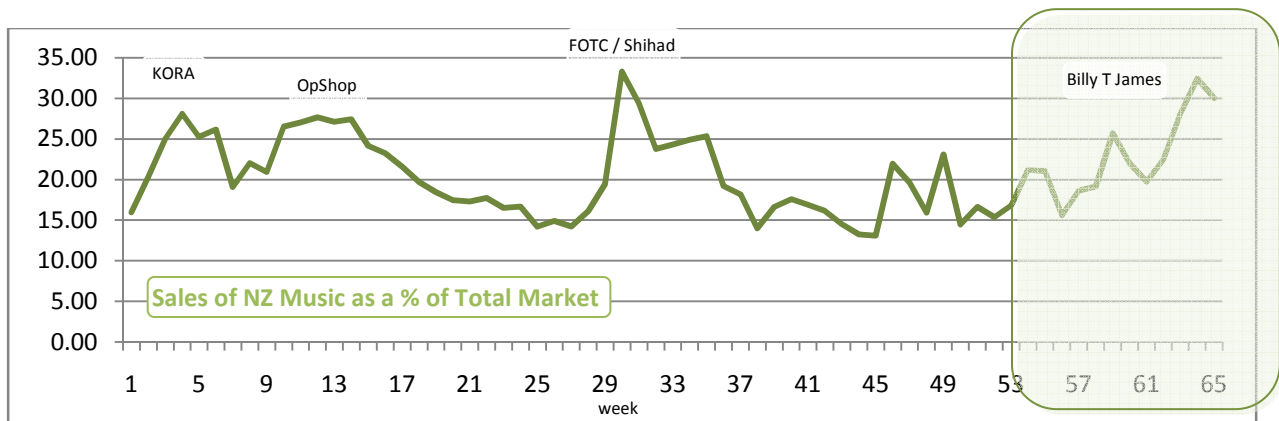


ALBUMS by NZ Artists - as a % of Total Market:

Fourth quarter of 2008: **25.32%**

Third quarter of 2008: **16.82%**

Same quarter last year: **24.92%**



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 2008: **80** new albums by NZ artists (from a total album release schedule of 799 titles)

Fourth quarter of 2007: **90** new albums by NZ artists (from a total album release schedule of 849 titles)

Including:

Billy T James (<i>The Comic Genius Of</i>)	SonyMusic
the feelers (<i>The Best: 1998-2008</i>)	WEA/Warner
Bic Runga (<i>Try To Remember Everything</i>)	SonyMusic
Nesian Mystik (<i>Elevator Musiq</i>)	Bounce/Universal
Herbs (<i>Lights Of The Pacific: The Best Of</i>)	WEA/Warner
Ladi6 (<i>Time Is Not Much</i>)	Question/Rhythmethod
Tim Finn (<i>The Conversation</i>)	Periscope/EMI
Luger Boa (<i>Mutate Or Die!</i>)	Stukka/Warner
Devolu (<i>Heaven And Hell</i>)	DawnRaid/Universal
Rob Guest (<i>Rob Guest: 1950-2008</i>)	Thom/SonyMusic
The Bats (<i>The Guilty Office</i>)	ArchHill/Rhythmethod
Over The Atlantic (<i>Dimensions</i>)	ALowHum/Border
Don McGlashan (<i>Show Of Hands OST</i>)	ArchHill/Rhythmethod
Rhombus (<i>Rhombus</i>)	Rhombus/Rhythmethod
Barry Saunders (<i>Zodiac</i>)	Mana/Ode/Rhythmethod
The Woolshed Sessions (<i>The Woolshed Sessions</i>)	Woolshed/Rhythmethod
The Datsuns (<i>Headstunts</i>)	Hellsquad/Universal
Pistol You (<i>Smiling Can Backfire</i>)	Motherland/Universal
The Mots (<i>The Mots</i>)	Isaac/Universal
The Parachute Band (<i>Technicolor</i>)	Parachute/Soul
Nathan Haines (<i>Music For Cocktail Lovers</i>)	Thom/SonyMusic
Luke Buda (<i>Vesuvius</i>)	ArchHill/Rhythmethod
Dennis Marsh (<i>Memories Of Home</i>)	Rajon/SonyMusic
Solstate (<i>Whispers And Tremors</i>)	SoundsOfLiberty/Universal
The Tutts (<i>Get In The Club</i>)	Tutt/Border
The Mamaku Project (<i>Mal De Terre</i>)	Mamaku/Rhythmethod
Sheba (<i>Sheba</i>)	LOOP/Border
Reb Fountain (<i>Holster</i>)	Fountain/Border
LA Mitchell (<i>Live At The Matterhorn</i>)	HonestyBox/Rhythmethod

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:

Fourth quarter of 2008: **2090**

Third quarter of 2008: **2585**

Same quarter last year: **10,844**

Top Sellers this quarter:

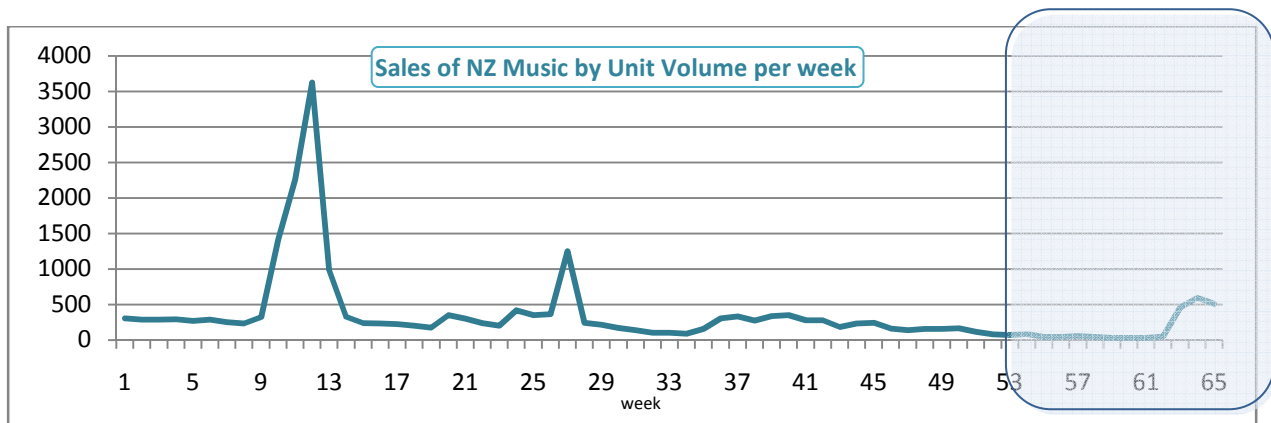
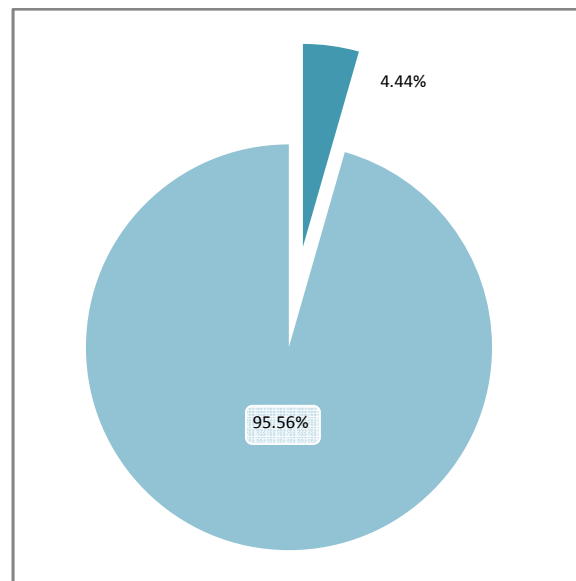
A Little Bit Wonderful EP / **Wellington Uke Orch** (Rhythmethod)

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

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

Re-Bottled EP / **Salmonella Dub** (Virgin/EMI)

Distant Future EP / **Flight Of The Conchords** (SubPop/Rhythm)

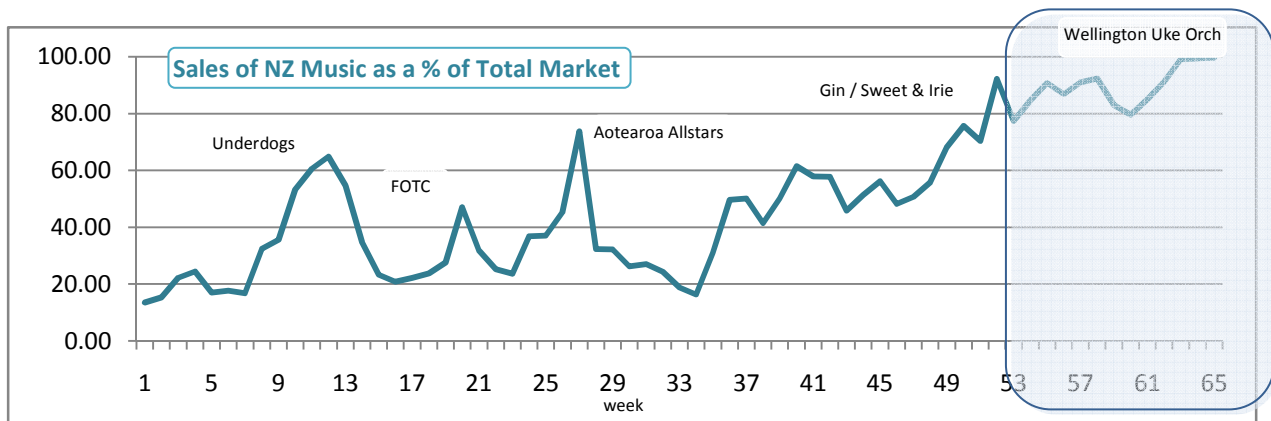


PHYSICAL SINGLES by NZ Artists – as a % of Total Market:

Fourth quarter of 2008: **95.56%**

Third quarter of 2008: **57.66%**

Same quarter last year: **40.41%**



Total Sales of DIGITAL SINGLES by NZ Artists:

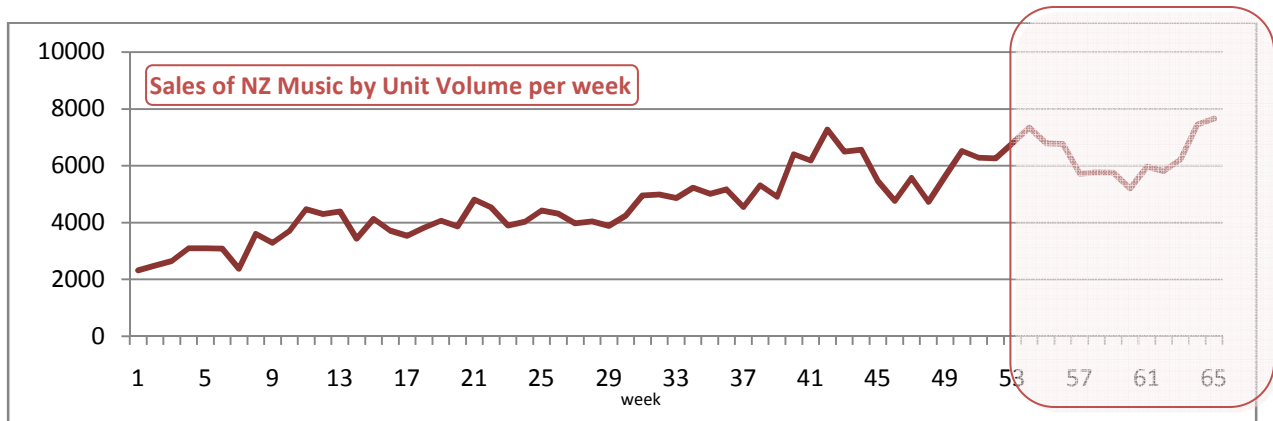
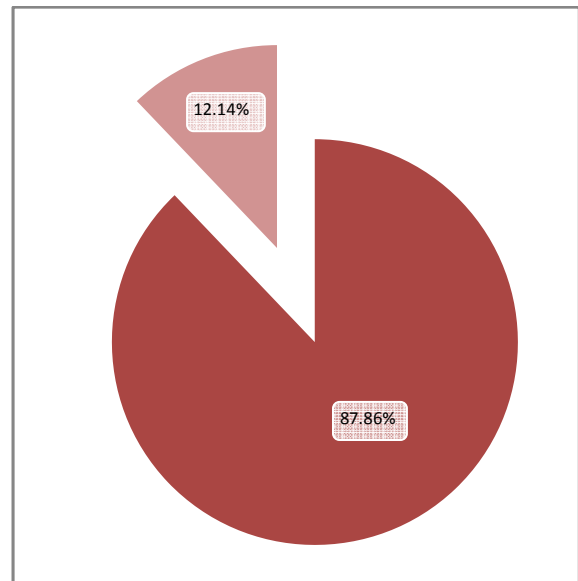
Fourth quarter of 2008: **83,212**

Third quarter of 2008: **78,135**

Same quarter last year: **42,991**

Top Sellers this quarter:

Everything / **P-Money feat. Vince Harder** (DirtyMGMT)
Always On My Mind / **Tiki Taane** (DirtyDub/Rhythmethod)
Dancefloor / **Nesian Mystik** (Bounce/Universal)
Too Shy / **Devol** (DawnRaid/Universal)
Nesian 101 / **Nesian Mystik** (Bounce/Universal)

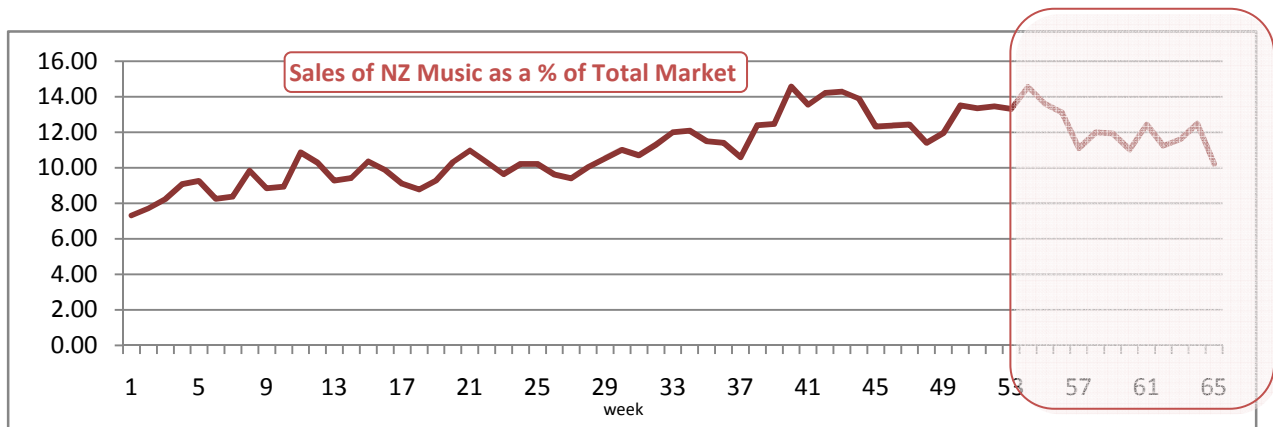


DIGITAL SINGLES by NZ Artists – as a % of Total Market:

Fourth quarter of 2008: **12.14%**

Third quarter of 2008: **13.21%**

Same quarter last year: **9.03%**



Total Sales of COMPILATIONS by NZ

Artists:

Fourth quarter of 2008: **1459**

Third quarter of 2008: **1181**

Same quarter last year: **2967**

Top Sellers this quarter:

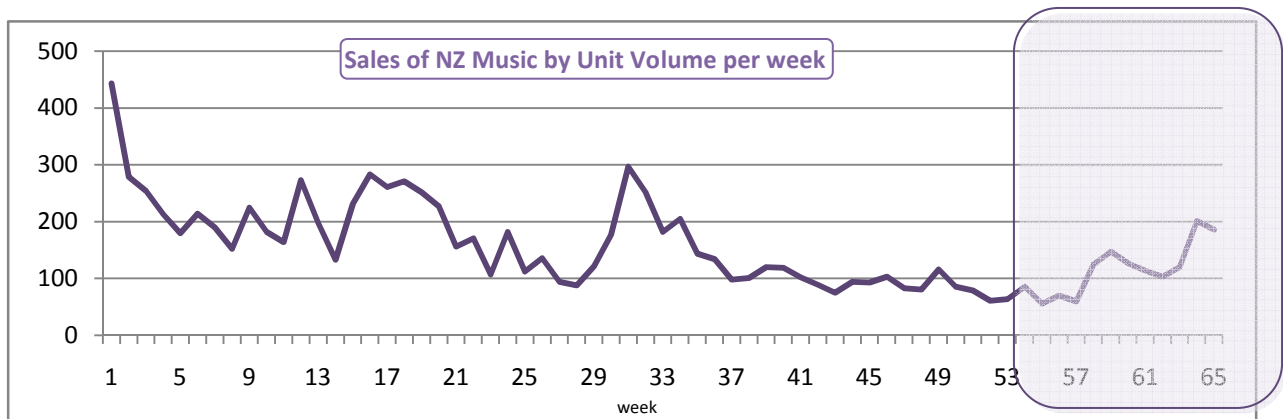
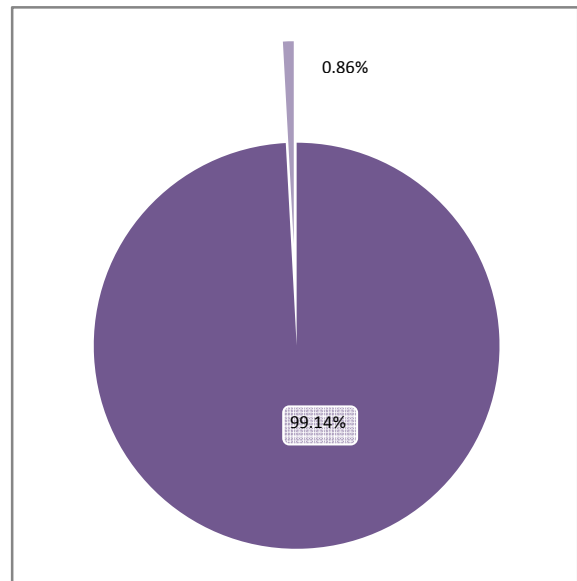
Nature's Best 1 / **Various** (SonyMusic)

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

Homegrown 2008 / **Various** (EMI)

Highway Of Legends III / **Various** (Rajon/SonyMusic)

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

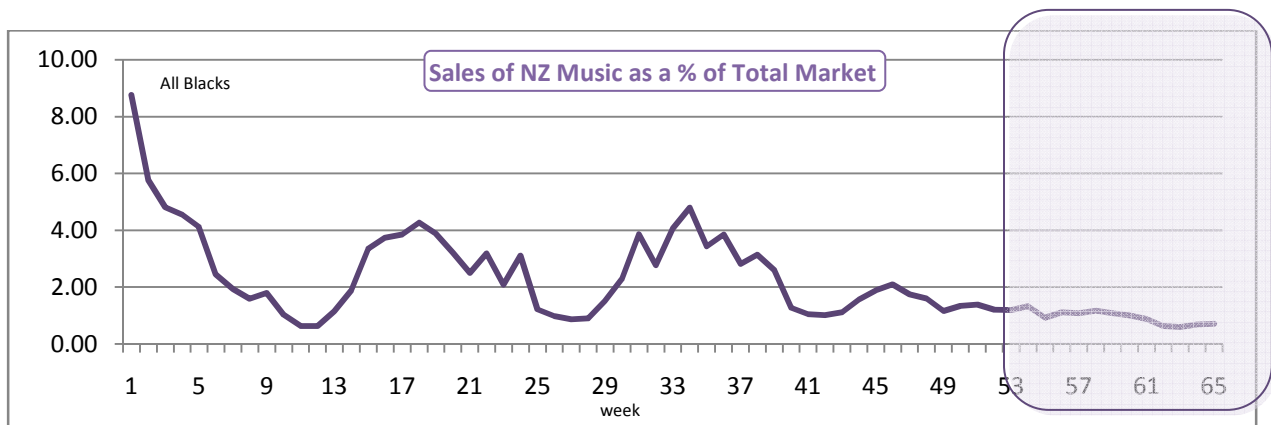


COMPILATIONS by NZ Artists - as a % of Total Market:

Fourth quarter of 2008: **0.86%**

Third quarter of 2008: **1.36%**

Same quarter last year: **1.76%**



Total Sales of DVDS by NZ Artists:

Fourth quarter of 2008: **542**

Third quarter of 2008: **577**

Same quarter last year: **1978**

Top Sellers this quarter:

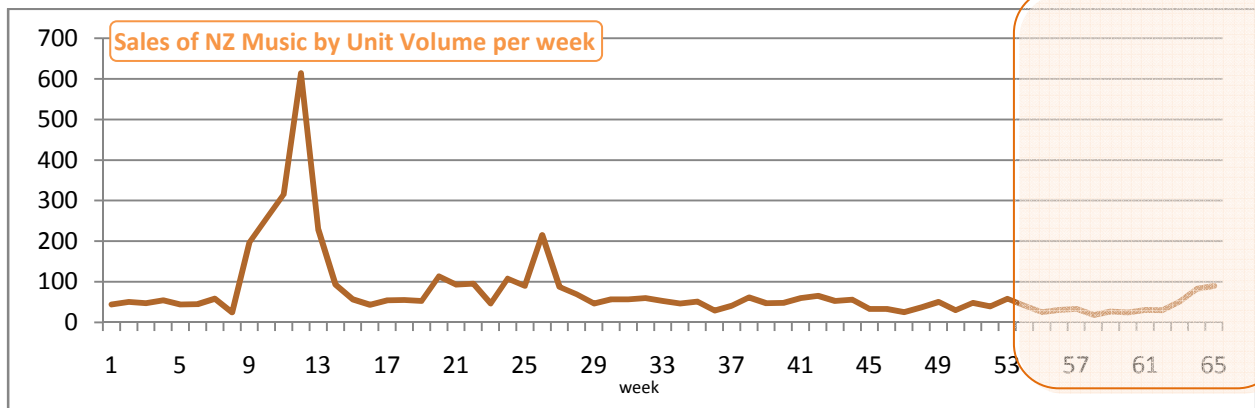
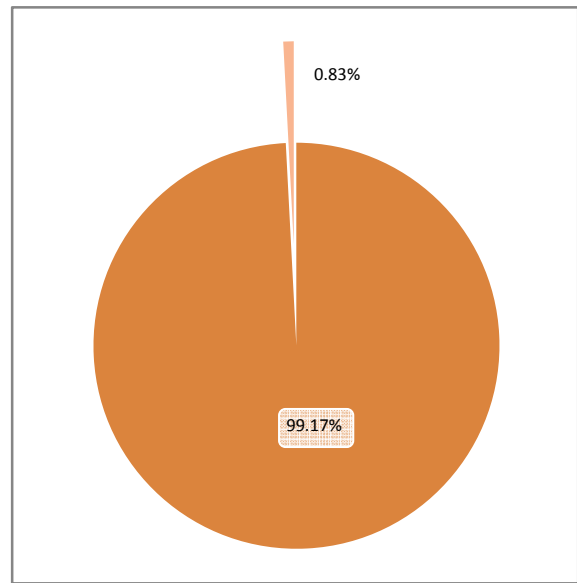
Nature's Best: A Video Selection / Various (SonyMusic)

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

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

Farewell To The World / Crowded House (EMI)

Live In Concert / John Rowles (Rajon/SonyMusic)

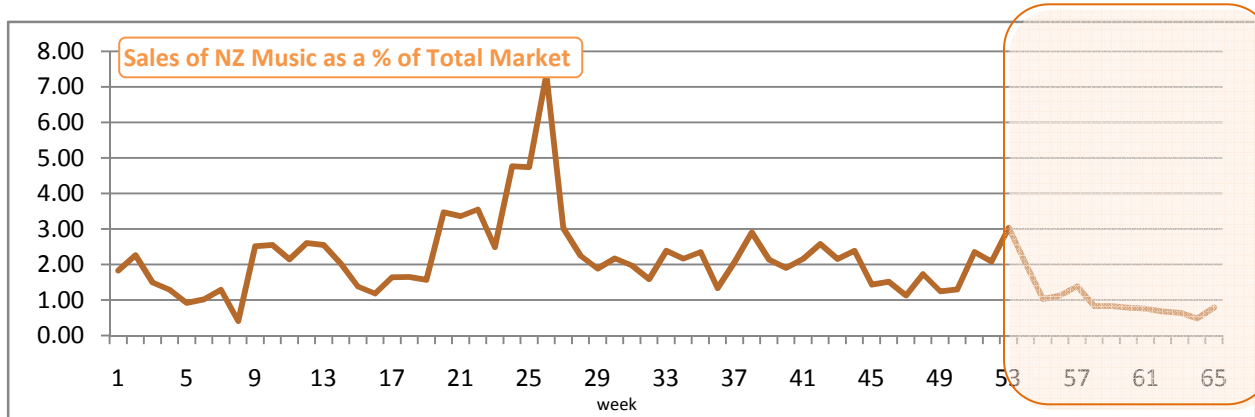


DVDS by NZ Artists – as a % of Total Market:

Fourth quarter of 2008: **0.83%**

Third quarter of 2008: **1.82%**

Same quarter last year: **2.04%**



Total Airplay of NZ Artists:

Fourth quarter of 2008: **19.94%**

Third quarter of 2008: **19.39%**

Same quarter last year: **18.30%**

No. of NZ Song Spins: **121,065**

No. of Unique NZ Songs Played: **1549**

No. of Unique NZ Artists Played: **805**

Most Played this quarter:

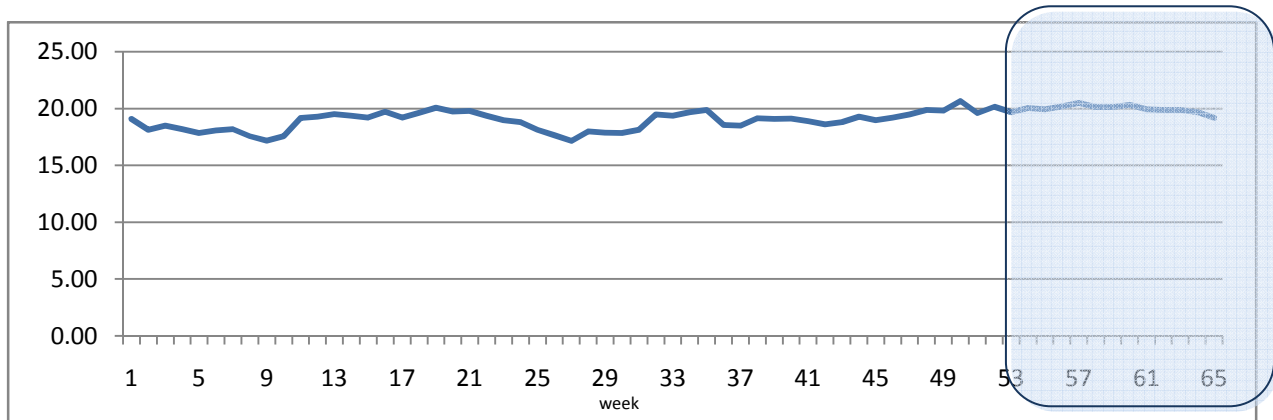
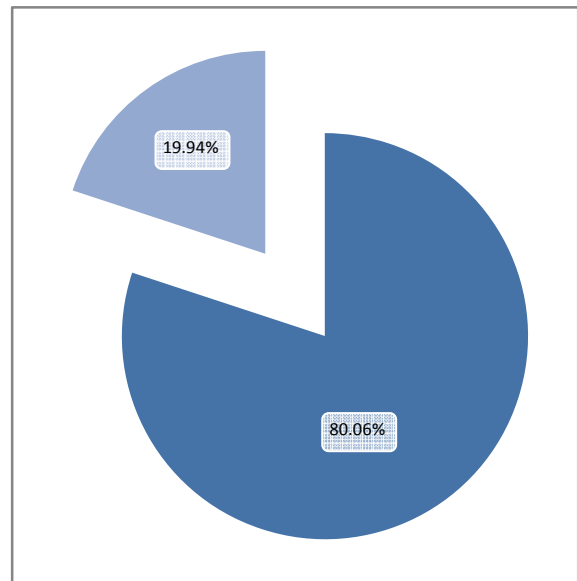
Everything / **P-Money feat. Vince Harder** (Dirty/Rhythmethod)

Never Too Late / **Nathan King** (Hum/Universal)

Always On My Mind / **Tiki Taane** (DirtyDub/Rhythmethod)

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

Big Energy In Little Spaces / **OpShop** (Siren/174East)



ALL Radio: **19.94%**

Pop Radio: **9.73%**

Rock Radio: **22.50%**

Urban Radio: **20.38%**

AC Radio: **15.92%**

Easy Radio: **16.21%**

Alternative Radio: **43.82%**

Stations Tracked:

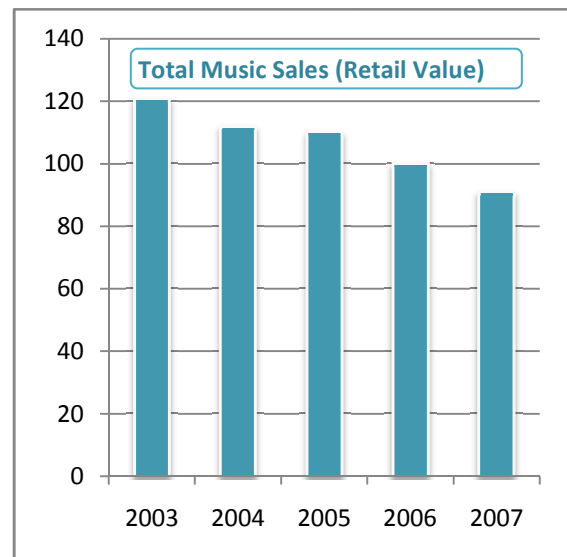
Classic Hits, More FM, The Edge, The Rock, ZM, The Breeze, Mai FM, Flava, EasyMix, Niu FM, BigFM, Kiwi, 95bFM, Radio Rhema, Life FM, Southern Star, Active 89FM, Coromandel FM, Times Radio, rdu, Hokonui Gold, Tainui FM, Bayrock, 1XX, Port FM, Fox FM, Radio One, The Most, Coast FM Greymouth, Kix FM, The 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.

IFPI

Total Recorded Music Sales

(Retail Value):

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)



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).

2008 (Fourth quarter only):

Gold Albums: **30** (9 NZ)

Platinum Albums: **27** (7 NZ)

Gold Singles: **19** (1 NZ)

Platinum Singles: **9** (3 NZ)

2008 (Third quarter only):

Gold Albums: **5** (2 NZ)

Platinum Albums: **10** (0 NZ)

Gold Singles: **8** (2 NZ)

Platinum Singles: **3** (1 NZ)

2008 (Second quarter only):

Gold Albums: **15** (3 NZ)

Platinum Albums: **11** (5 NZ)

Gold Singles: **9** (1 NZ)

Platinum Singles: **4** (1 NZ)

2008 (First quarter only):

Gold Albums: **10** (3 NZ)

Platinum Albums: **14** (4 NZ)

Gold Singles: **13** (2 NZ)

Platinum Singles: **5** (0 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: **10**

2004:

Gold Albums: **105**

Platinum Albums: **137**

Gold Singles: **33**

Platinum Singles: **18**