

An abstract graphic featuring three blue circles of varying sizes. The top-right circle is the largest, the middle one is smaller, and the bottom-right one is the largest again. Two thin, light blue diagonal lines intersect the circles, creating a sense of depth and movement. The circles have a layered, 3D effect with different shades of blue.

NZ Music Stats | Q2 2010

Report for the NZ Music Industry Commission

2010 – Second Quarter Summary

This is the first 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 +50.22%** on the same period last year to **184,213** units.
(There was **+40.28%** growth across the physical and digital singles market as a whole).

Sales of Albums by NZ artists were **up +0.81%** on the same period last year to **57,522** units.
(There was **-3.99%** decline growth across the albums market as a whole).

Sales of Compilations by NZ artists were **down -81.54%** on the same period last year to **3582** units.
(There was **-19.95%** decline across the compilations market as a whole).

Sales of DVDs by NZ artists were **down -90.39%** on the same period last year to **458** units.
(There was **-19.29%** 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 -1.10%** on the same period last year to **19.39% (146,260 spins)**.

Total Sales of ALBUMS by NZ Artists:

Second quarter of 2010: **57,522**

First quarter of 2010: **69,427**

Same quarter last year: **57,061**

Top Sellers this quarter:

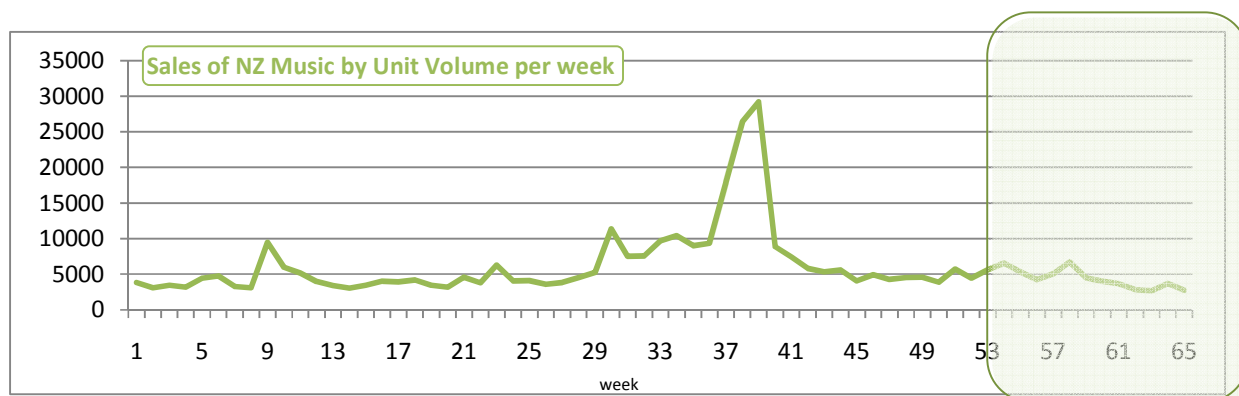
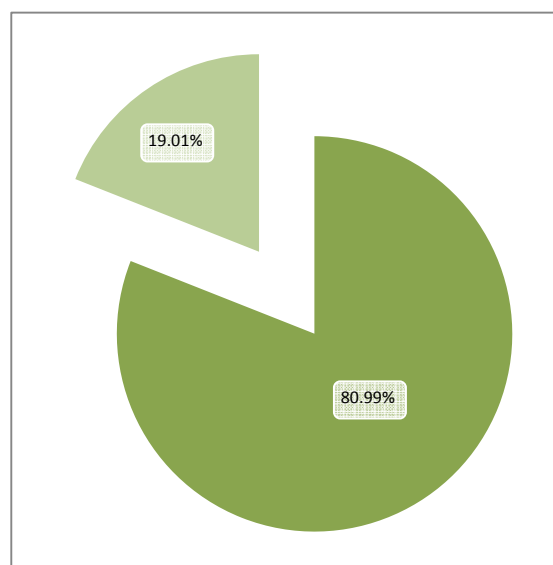
The Experiment / **Dane Rumble** (Rumble/Warner)

Holy Smoke / **Gin** (Universal)

The Very Best Of / **Dragon** (SonyMusic)

Love In Motion / **Anika Moa** (EMI)

Buffalo / **The Phoenix Foundation** (PhoenixFoundation/EMI)

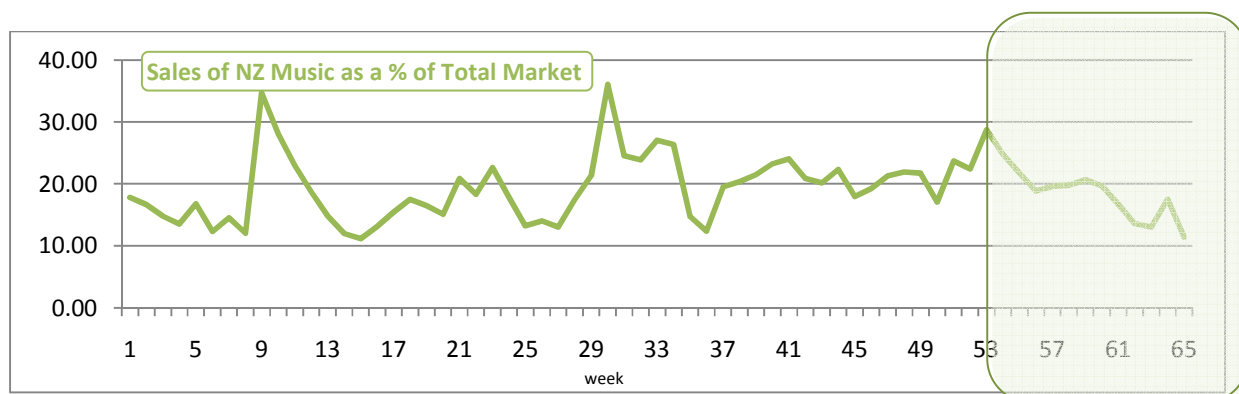


ALBUMS by NZ Artists – as a % of Total Market:

Second quarter of 2010: **19.01%**

First quarter of 2010: **21.35%**

Same quarter last year: **18.10%**



Second 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.

Second quarter of 2010: **59** new albums by NZ artists (from a total album release schedule of 553 titles)

Second quarter of 2009: **61** new albums by NZ artists (from a total album release schedule of 624 titles)

Including:

Crowded House (<i>Intriguer</i>)	Universal
Dane Rumble (<i>The Experiment</i>)	Rumble/Warner
Fat Freddy's Drop (<i>Live At The Roundhouse, London</i>)	TheDrop/Rhythmethod
The Phoenix Foundation (<i>Buffalo</i>)	PhoenixFoundation/EMI
P-Money (<i>Everything</i>)	Dirty/Rhythmethod
Young Sid (<i>What Doesn't Kill Me</i>)	MTC/Universal
Bulletproof (<i>Soundtrack To Forever</i>)	Bulletproof/Rhythmethod
Pieter T (<i>Life, Love And Lessons</i>)	Handmade/Rhythmethod
Kirsten Morrell (<i>Ultraviolet</i>)	KMR/Warner
Grayson Gilmour (<i>No Constellation</i>)	FlyingNun/Warner
Nightchoir (<i>24 Hours Of Night</i>)	1157/Rhythmethod
Benny Tones (<i>Chrysalis</i>)	EWB/Rhythmethod
Various (<i>Boy OST</i>)	FranklinRd
Dead Fools Fiesta (<i>Dead Fools Fiesta</i>)	Isaac/Universal
True Lovers (<i>True Lovers</i>)	Altra/Universal
Derty Sesh (<i>Sic Love</i>)	MTC/Universal
The Jury And The Saints (<i>As Aliens And Strangers</i>)	BigTime
Farmer Pimp (<i>Sweet Hot Pepper Pop</i>)	FamilyFarm/Border
JR (<i>Another Beginning, Another End</i>)	JR/Universal
The Thomas Oliver Band (<i>Every Penny</i>)	EtCetera
Tim Guy (<i>Big World</i>)	Monkey/Rhythmethod
The Outsiders (<i>The Words Will Write Themselves</i>)	Isaac/Universal
George And Queen (<i>Teenagers And Grown Ups</i>)	GoneQuiet/Universal
Fornax Chemica (<i>Chemical Furnace</i>)	FornaxChem/Universal
JDubs (<i>The Keynotes</i>)	Truetone/Rhythmethod
Eden Mulholland (<i>Music For Dance</i>)	Isaac/Universal
Addison (<i>Closer To Home</i>)	AddisonMusic
The Bayonets (<i>King, Country And Title</i>)	Bayonets
Craig Smith (<i>Not Just For Kids</i>)	Ode/Rhythmethod
Susan Rose (<i>This Is My Story</i>)	ShowcaseEnt

Stores Tracked:

The Warehouse, Marbecks, Real Groovy, JB HiFi, PlayItAgain, Slowboat, Music Oasis, RhythmCDs, MightyApe, MyMusic, iTunes, Vodafone, Telecom, Digirama, Amplifier.

Total Sales of PHYSICAL SINGLES by NZ Artists:

Second quarter of 2010: **916**

First quarter of 2010: **2086**

Same quarter last year: **819**

Top Sellers this quarter:

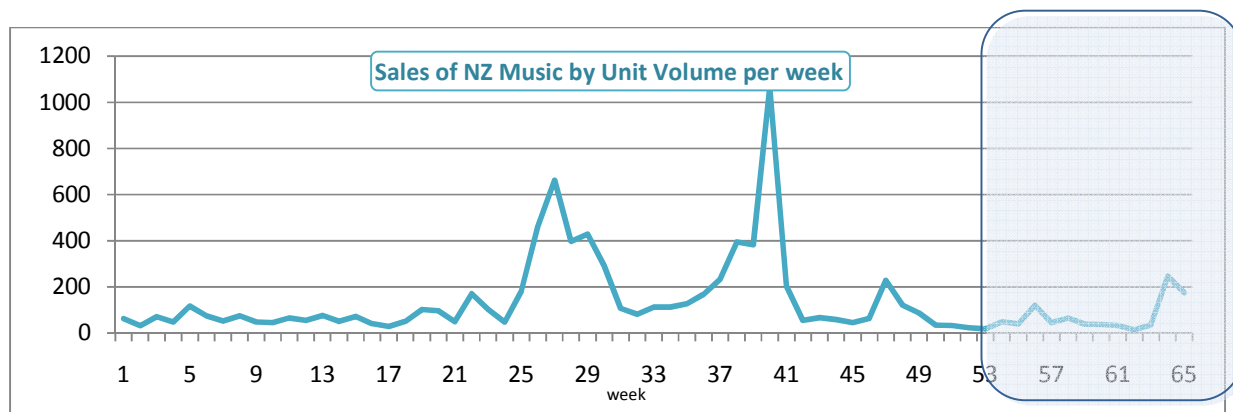
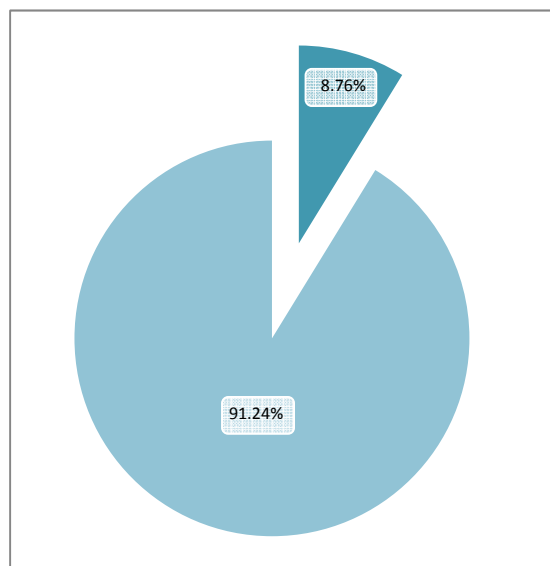
Neon Sunrise EP / I Am Giant (GiantSound/SonyMusic)

The Dreaming EP / Wellington Ukulele Orch (Rhythmmethod)

Extended Play EP / Gin (Universal)

Blue Smoke / Shelley Hirini (BlueSmoke)

Bird And Bone EP / Artisan Guns (EMI)

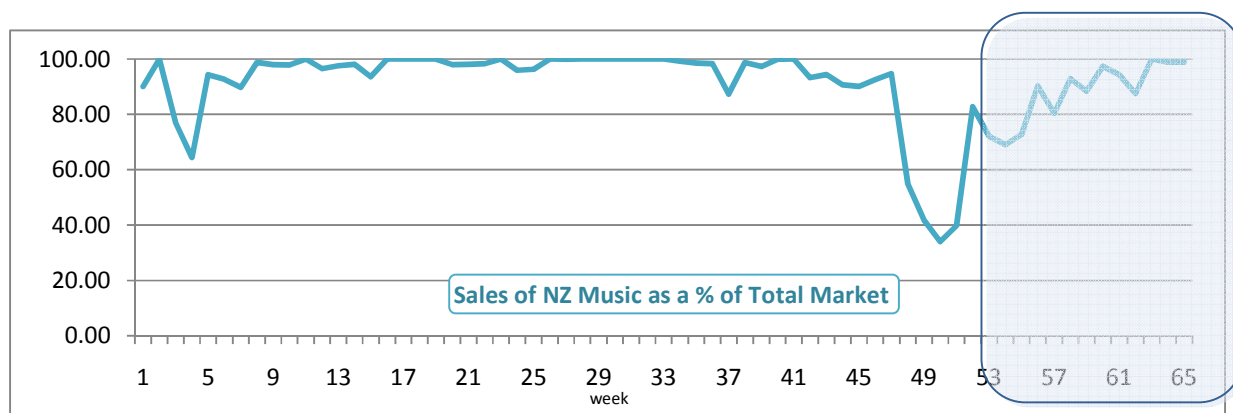


PHYSICAL SINGLES by NZ Artists – as a % of Total Market:

Second quarter of 2010: **91.24%**

First quarter of 2010: **84.56%**

Same quarter last year: **91.01%**



Total Sales of DIGITAL SINGLES by NZ Artists:

Second quarter of 2010: **183,297**

First quarter of 2010: **175,549**

Same quarter last year: **121,813**

Top Sellers this quarter:

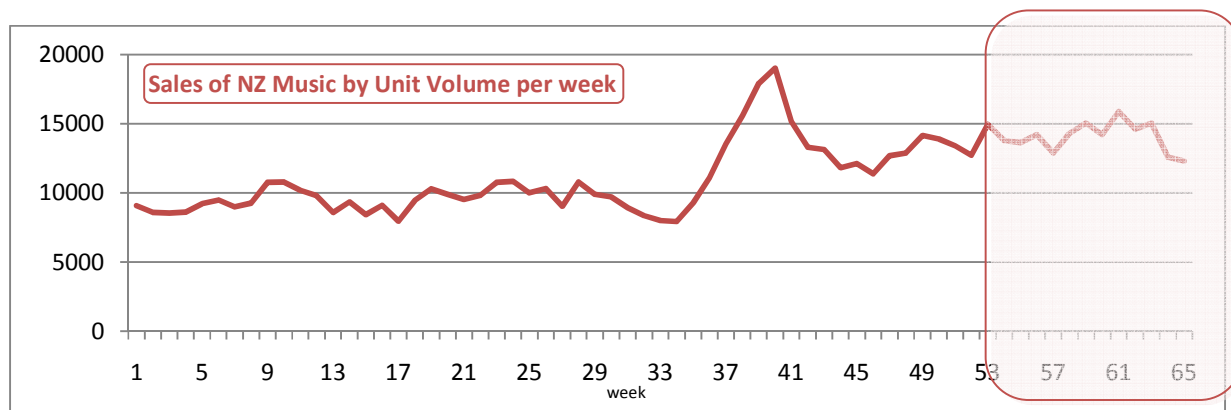
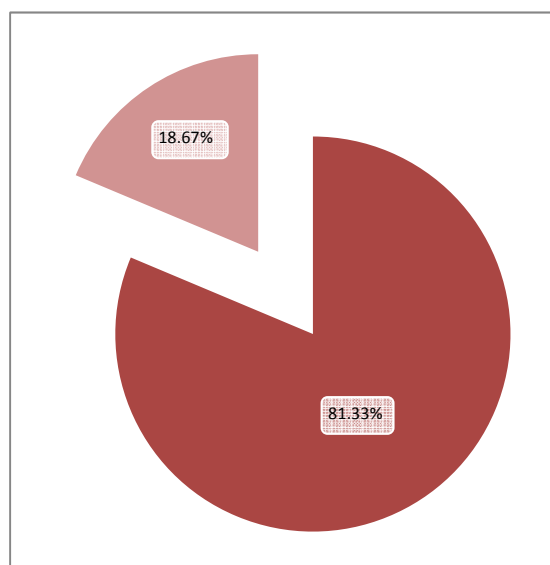
You Got Me / **J.Williams feat. Scribe** (Illegal/Warner)

Sun Goes Down / **Nesian Mystik** (ArchDynasty/Warner)

Poi E / **The Patea Maori Club** (Maui/Jayrem/DRM)

Takes Me Higher / **J.Williams feat. Dane Rumble** (Illegal/Warner)

Vampires / **Dukes** (PlayNicely/DRM)

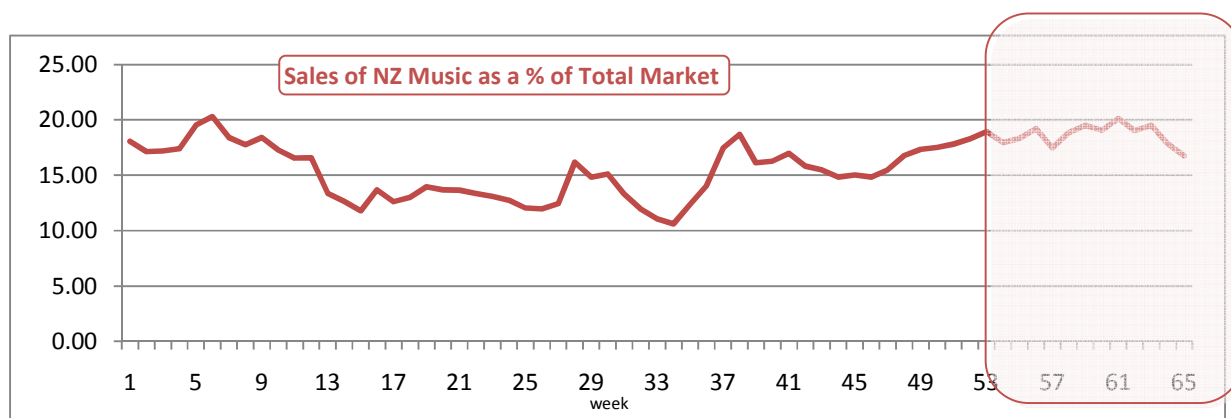


DIGITAL SINGLES by NZ Artists – as a % of Total Market:

Second quarter of 2010: **18.67%**

First quarter of 2010: **16.32%**

Same quarter last year: **17.41%**



Total Sales of COMPILATIONS by NZ Artists:

Second quarter of 2010: **3582**

First quarter of 2010: **7500**

Same quarter last year: **19,403**

Top Sellers this quarter:

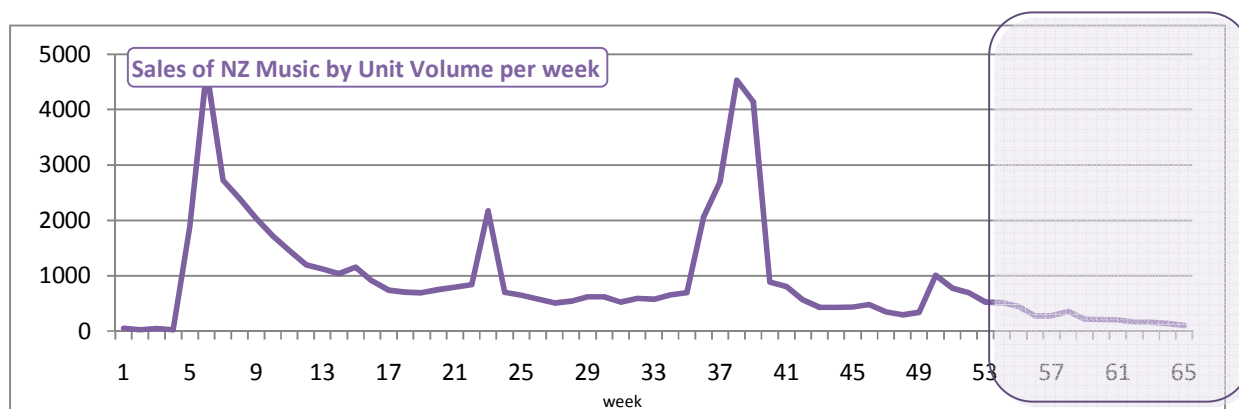
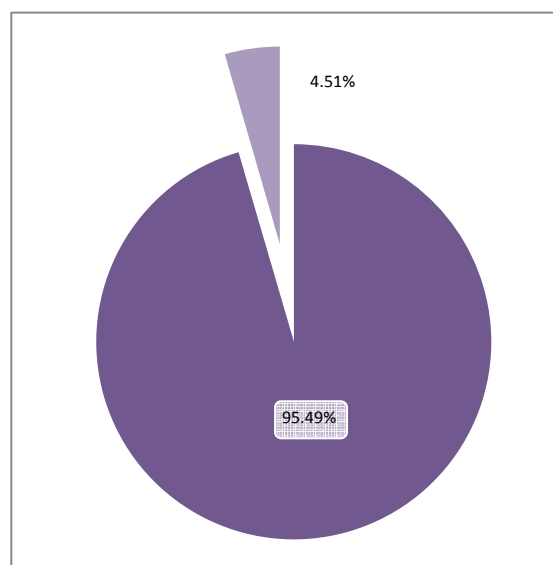
Pasifika: The Collection / **Various** (DawnRaid/Universal)

The Great NZ Songbook / **Various** (Thom/SonyMusic)

Nature's Best 2 / **Various** (SonyMusic)

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

Golden Kiwis / **Various** (EMI)

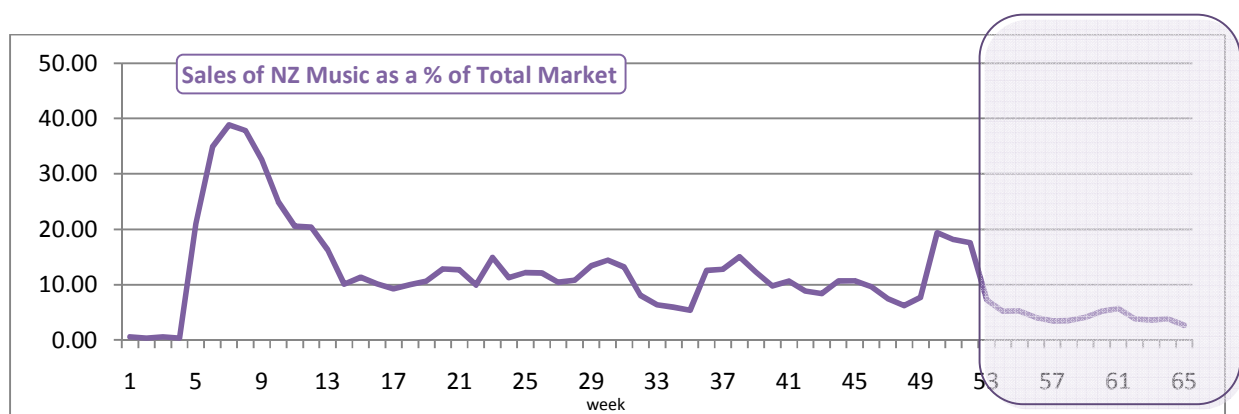


COMPILATIONS by NZ Artists – as a % of Total Market:

Second quarter of 2010: **4.51%**

First quarter of 2010: **10.94%**

Same quarter last year: **19.57%**



Total Sales of DVDS by NZ Artists:

Second quarter of 2010: **458**

First quarter of 2010: **1108**

Same quarter last year: **4764**

Top Sellers this quarter:

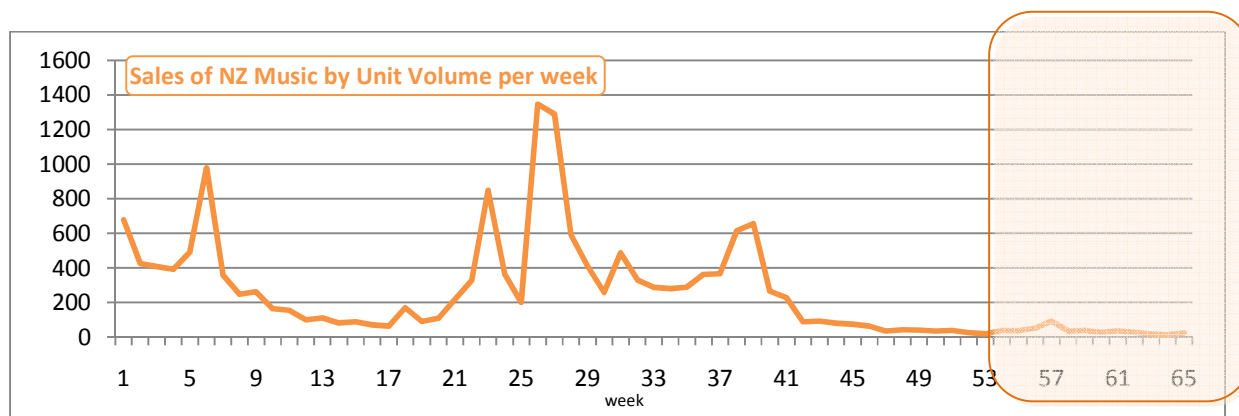
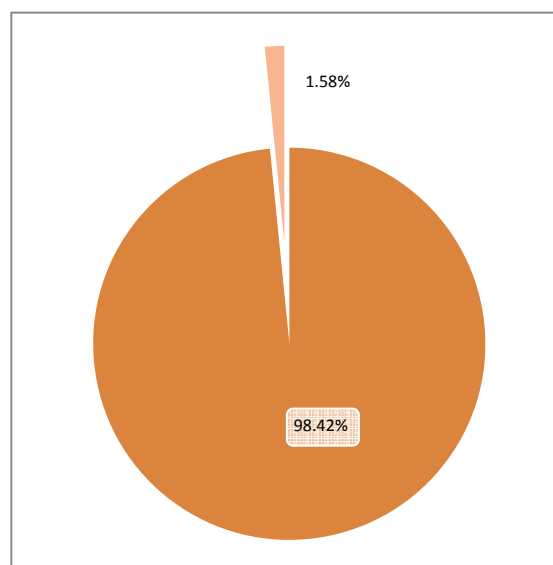
To Sir With Love: Sir Howard Tribute / **Various** (TVNZ/Roadshow)

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

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

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

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

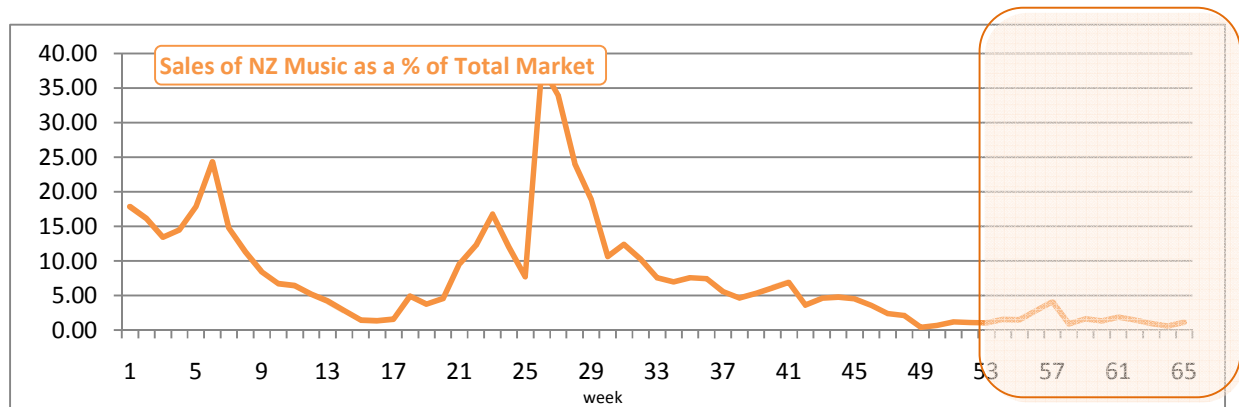


DVDS by NZ Artists – as a % of Total Market:

Second quarter of 2010: **1.58%**

First quarter of 2010: **2.69%**

Same quarter last year: **13.23%**



Total Airplay of NZ Artists:

Second quarter of 2010: **19.39%**

First quarter of 2010: **21.09%**

Same quarter last year: **20.49%**

No. of NZ Song Spins: **146,260**

No. of Unique NZ Songs Played: **3261**

No. of Unique NZ Artists Played: **1308**

Most Played this quarter:

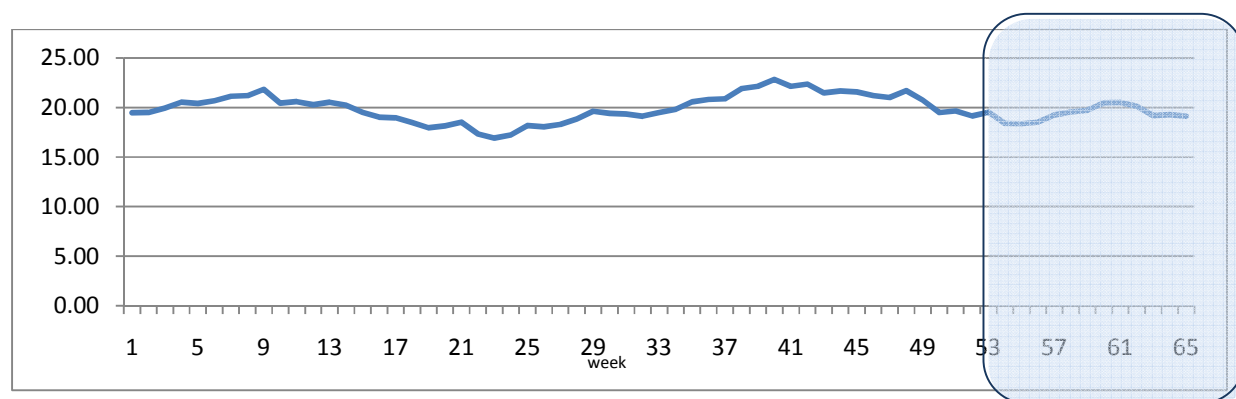
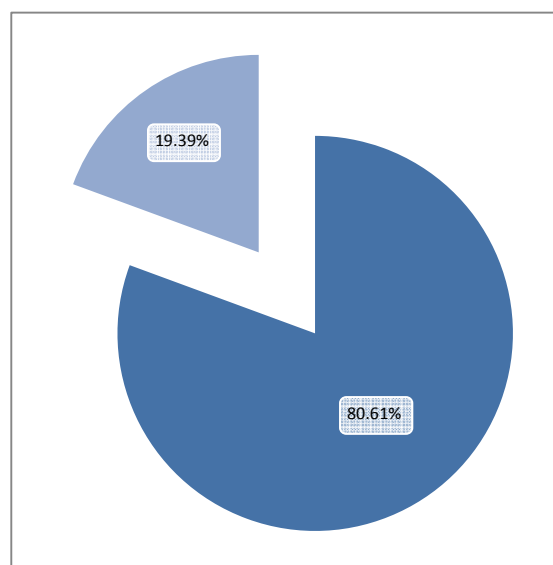
You Got Me / **J.Williams feat. Scribe** (IllegalMusik/Warner)

Just A Little Bit / **Kids Of 88** (DrydenStreet/SonyMusic)

Cruel / **Dane Rumble** (Rumble/Warner)

Everything (Take Me Down) / **Dane Rumble** (Rumble/Warner)

Sun Goes Down / **Nesian Mystik** (ArchDynasty/Warner)



ALL Radio: **19.39%**

Pop Radio: **16.13%**

Rock Radio: **13.42%**

Urban Radio: **22.80%**

AC Radio: **17.38%**

Easy Radio: **7.62%**

Alternative Radio: **30.54%**

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 (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**

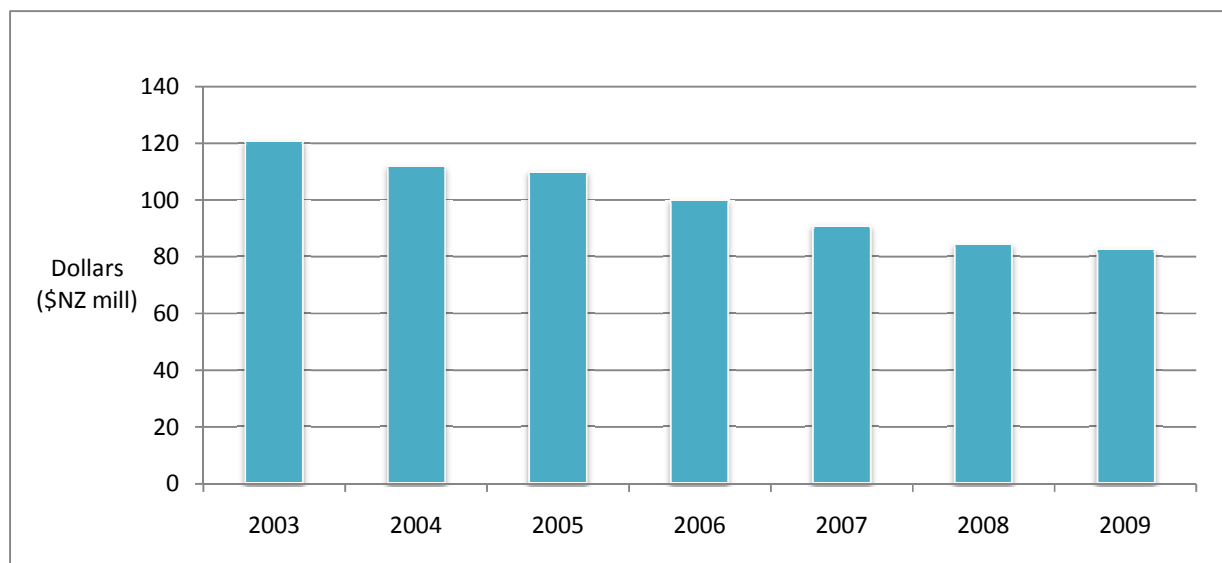
2004:

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)