

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

NZ Music Stats | Q2 2013

Report for the NZ Music Industry Commission

2013 – Second Quarter Summary

This is the second statistical report of 2013 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 2012 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 +31.49%** on the same period last year to **208,455** units.
(There was **+2.02%** growth across the physical and singles market as a whole).

Sales of Albums by NZ artists were **up +35.18%** on the same period last year to **76,922** units.
(There was **+1.71%** growth across the albums market as a whole).

Sales of Compilations by NZ artists were **down -29.15%** on the same period last year to **2732** units.
(There was **-21.29%** decline across the albums market as a whole).

Sales of DVDs by NZ artists were **down -40.49%** on the same period last year to **804** units.
(There was **-10.77%** decline across the DVDs market as a whole).

Radio:

Airplay of songs by NZ artists across all contemporary radio (RBA members and non-members) was **up +3.46%** on the same period last year to **20.87%** (based on **322,268 spins**).

Total Sales of ALBUMS by NZ Artists:

Second quarter of 2013: **76,922**

First quarter of 2013: **56,945**

Same quarter last year: **56,902**

Top Sellers this quarter:

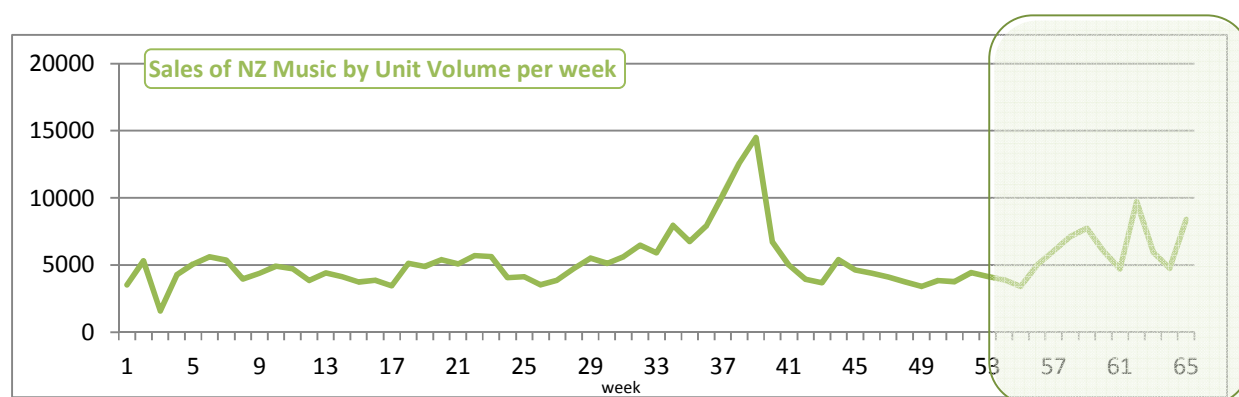
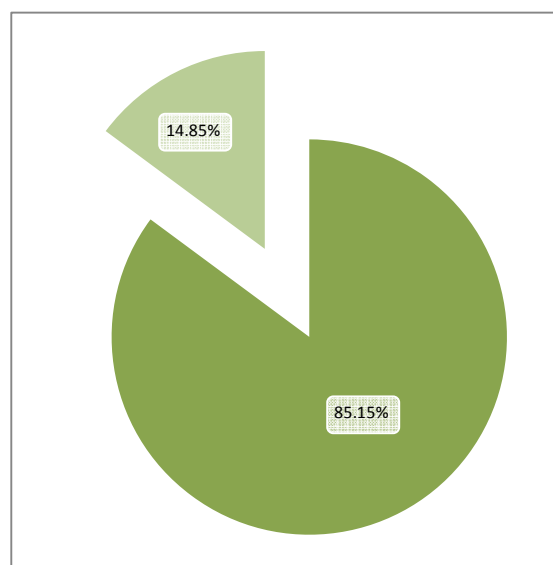
The Love Club EP / **Lorde** (Universal)

Delta / **Shapeshifter** (Truetime/Universal)

The Very Best Of: 1973-2013 / **Suzanne Prentice** (SonyMusic)

With Love / **Jessie Hillel** (SonyMusic)

Blackbird / **Fat Freddy's Drop** (TheDrop/Rhythmmethod)

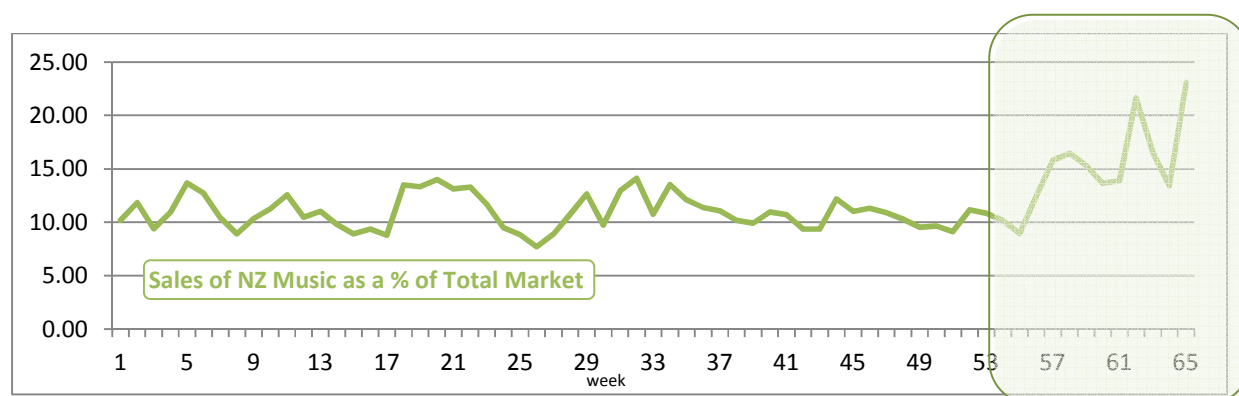


ALBUMS by NZ Artists – as a % of Total Market:

Second quarter of 2013: **14.85%**

First quarter of 2013: **10.47%**

Same quarter last year: **11.17%**



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 2013: **96** new albums by NZ artists (from a total album release schedule of 623 titles)

Second quarter of 2012: **69** new albums by NZ artists (from a total album release schedule of 602 titles)

Including:

Fat Freddy's Drop (<i>Blackbird</i>)	TheDrop/Rhythm/DRM
Shapeshifter (<i>Delta</i>)	Truetime/Universal
The Phoenix Foundation (<i>Fandango</i>)	PhoenixFound/Universal
Hayley Westenra (<i>Hushabye</i>)	Universal
Stan Walker (<i>The Complete Collection</i>)	SonyMusic
Suzanne Prentice (<i>The Very Best Of: 1973-2013</i>)	SonyMusic
Toni Gibson (<i>Echo In My Soul</i>)	Fanfare/EMI/Universal
The Veils (<i>Time Stays, We Go</i>)	PitchBeast/Rhythm
Beastwars (<i>Blood Becomes Fire</i>)	Destroy/FMG/Universal
P-Money (<i>Gratitude</i>)	Dirty/FMG/Universal
Joseph And Maia (<i>Roll Up Your Sleeves</i>)	SonyMusic
Pieter T (<i>Completion</i>)	Kog/Rhythm/DRM
Nathan Haines (<i>Vermillion Skies</i>)	Haven/Warner
Willy Moon (<i>Here's Willy Moon</i>)	Universal
Three Houses Down (<i>Moon And Back EP</i>)	FMG/Universal
Soljah (<i>Aotearoa</i>)	TMA/SonyMusic
Tiny Ruins (<i>Haunts EP</i>)	Spunk/Rhythm
Sam Allen (<i>Low Cost Culture</i>)	SamAllen/Rhythm/DRM
Jonathan Bree (<i>The Primrose Path</i>)	Lil'Chief/Rhythm/DRM
Into The East (<i>Fight From The Inside</i>)	SelfSown/DRM
BrownHill (<i>First Love</i>)	DawnRaid/FMG/Universal
Bannerman (Clawhammer)	Bannerman/Rhythm/DRM
Eden Mullholland (<i>Feed The Beast</i>)	FTB/Rhythm/DRM
Tattletale Saints (<i>AM Radio</i>)	OldOak/DRM
Hurricane Kids (<i>Live It Up</i>)	HurricaneKids/Shock
Leigh Franklin (<i>On A Saturday</i>)	Universal
Randa (<i>Summer Camp</i>)	Randa

Stores Tracked:

The Warehouse, Marbecks, Real Groovy, JB HiFi, Slowboat, RhythmCDs, 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:

Second quarter of 2013: **208,455**

First quarter of 2013: **198,899**

Same quarter last year: **158,536**

Top Sellers this quarter:

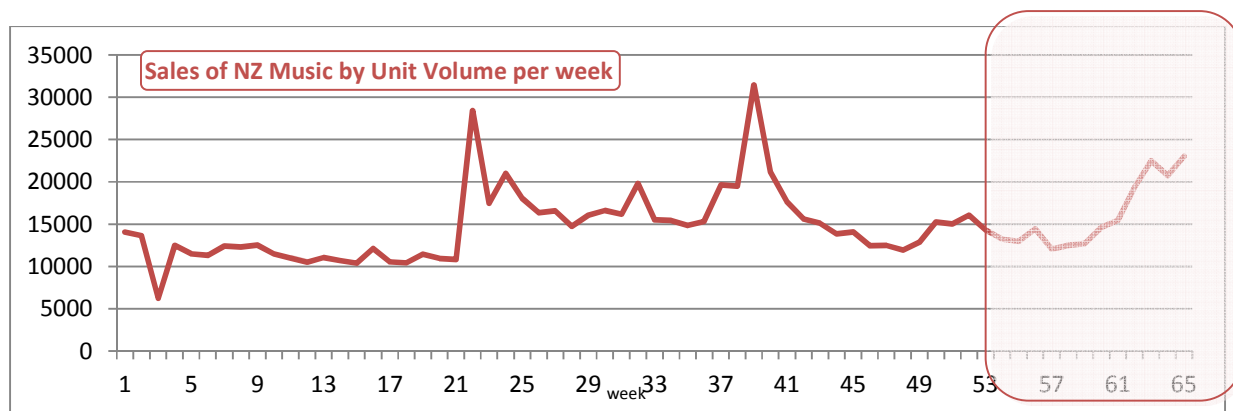
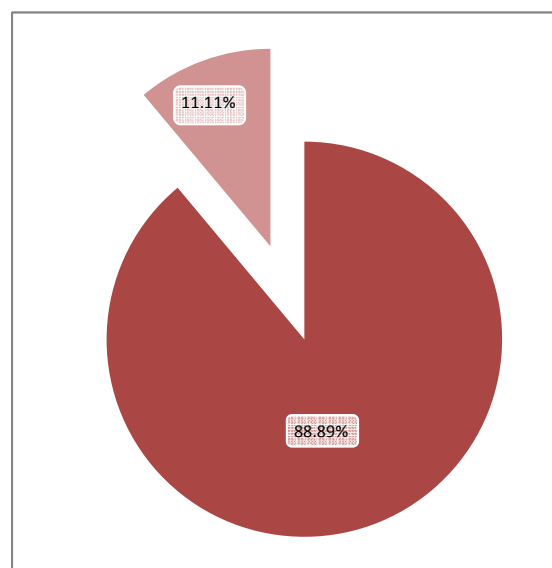
Royals / **Lorde** (Universal)

Tennis Court / **Lorde** (Universal)

Take It Easy / **Stan Walker** (SonyMusic)

Bulletproof / **Stan Walker** (SonyMusic)

The Love Club / **Lorde** (Universal)

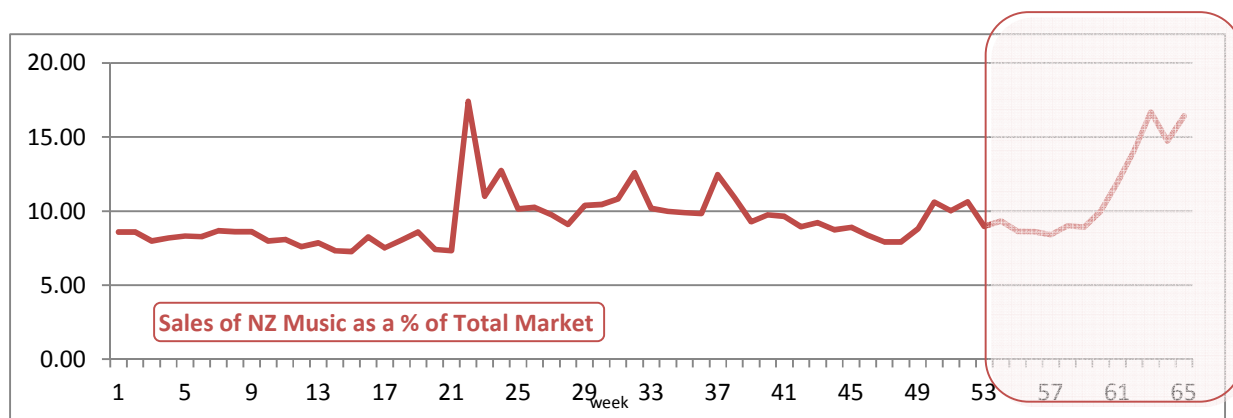


SINGLES by NZ Artists – as a % of Total Market:

Second quarter of 2013: **11.11%**

First quarter of 2013: **9.20%**

Same quarter last year: **8.38%**



Total Sales of COMPILATIONS by NZ

Artists:

Second quarter of 2013: **2732**

First quarter of 2013: **4701**

Same quarter last year: **3856**

Top Sellers this quarter:

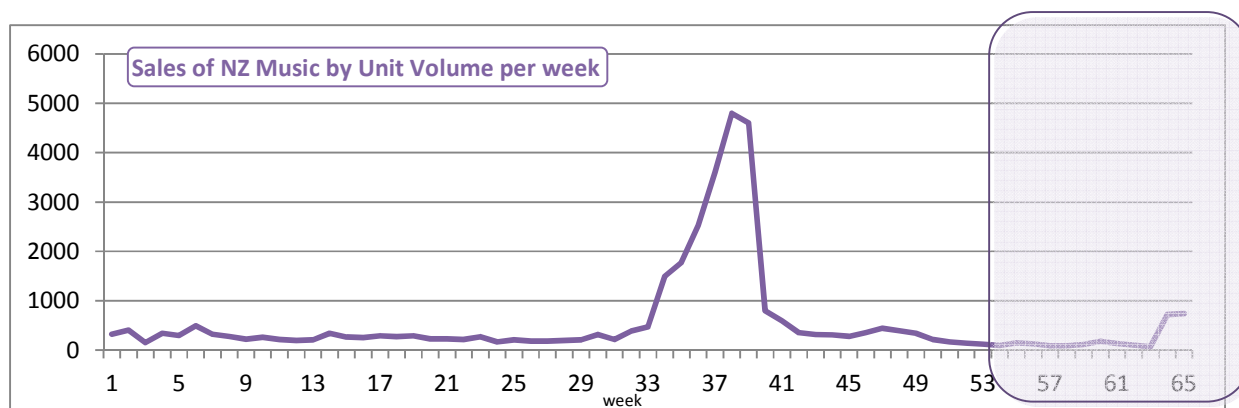
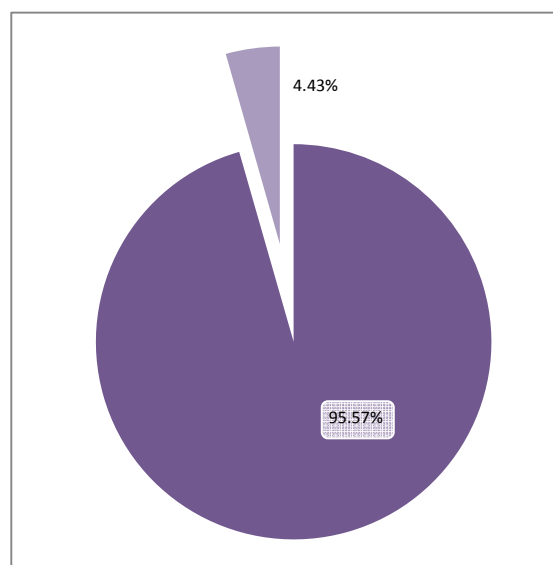
Waiata 2 / **Various** (SonyMusic)

The Great NZ Songbook: Souvenir Ed / **Various** (Thom/SonyMusic)

Everything Is Ka Pai / **Various** (KidsForKids/Pure/DRM)

Music From The Winery Tour: 2007-2013 / **Various** (Universal)

Kiwiana Goes Pop / **Various** (Universal)

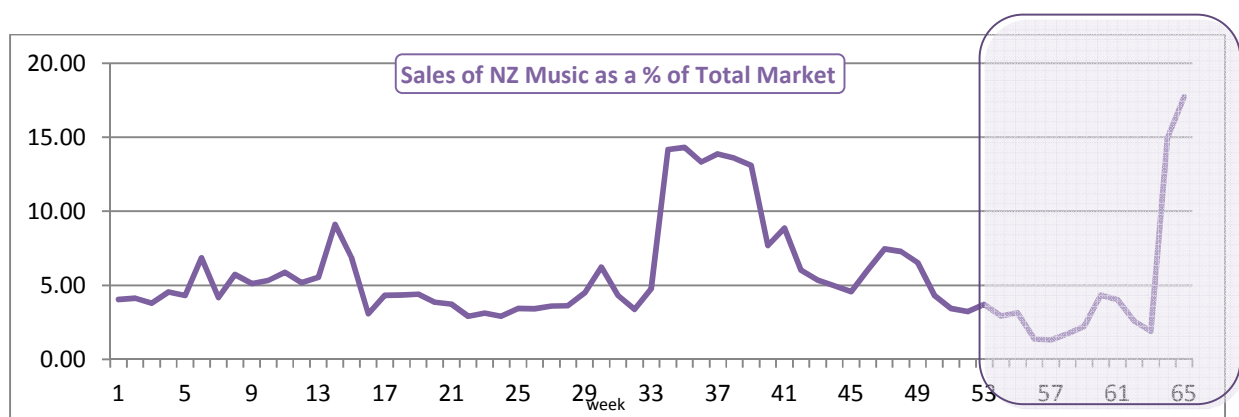


COMPILATIONS by NZ Artists – as a % of Total Market:

Second quarter of 2013: **4.43%**

First quarter of 2013: **6.05%**

Same quarter last year: **4.93%**



Total Sales of DVDS by NZ Artists:

Second quarter of 2013: **804**

First quarter of 2013: **640**

Same quarter last year: **1351**

Top Sellers this quarter:

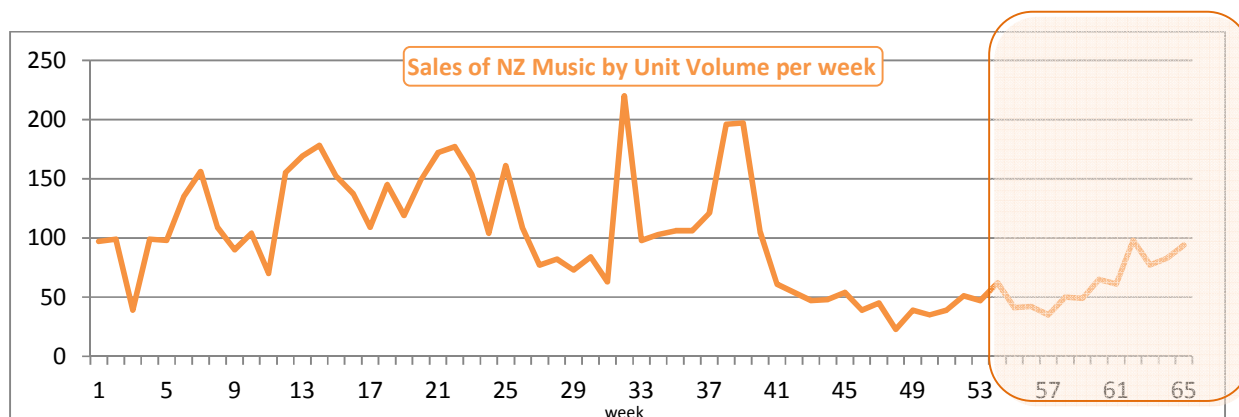
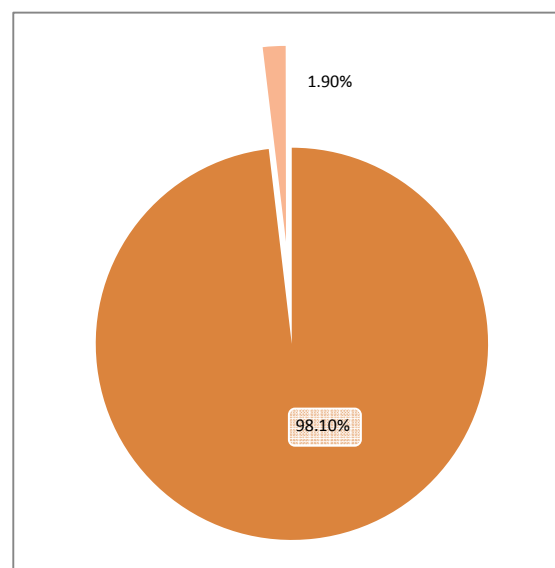
Nature's Best: A Video Selection / **Various** (SonyMusic)

That's Country / **Various** (SonyMusic)

In Concert / **Dennis Marsh** (Rajon/SonyMusic)

That's Country: Encore / **Various** (SonyMusic)

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

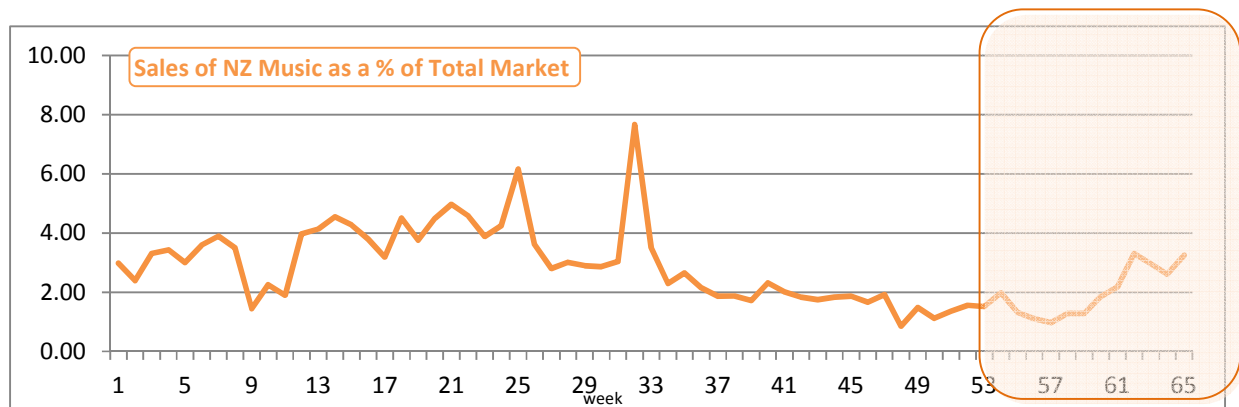


DVDS by NZ Artists – as a % of Total Market:

Second quarter of 2013: **1.90%**

First quarter of 2013: **1.68%**

Same quarter last year: **2.84%**



Total Airplay of NZ Artists:

Second quarter of 2013: **20.87%**

First quarter of 2013: **20.24%**

Same quarter last year: **17.41%**

No. of NZ Song Spins: **322,268**

No. of Unique NZ Songs Played: **5034**

No. of Unique NZ Artists Played: **2018**

Most Played this quarter:

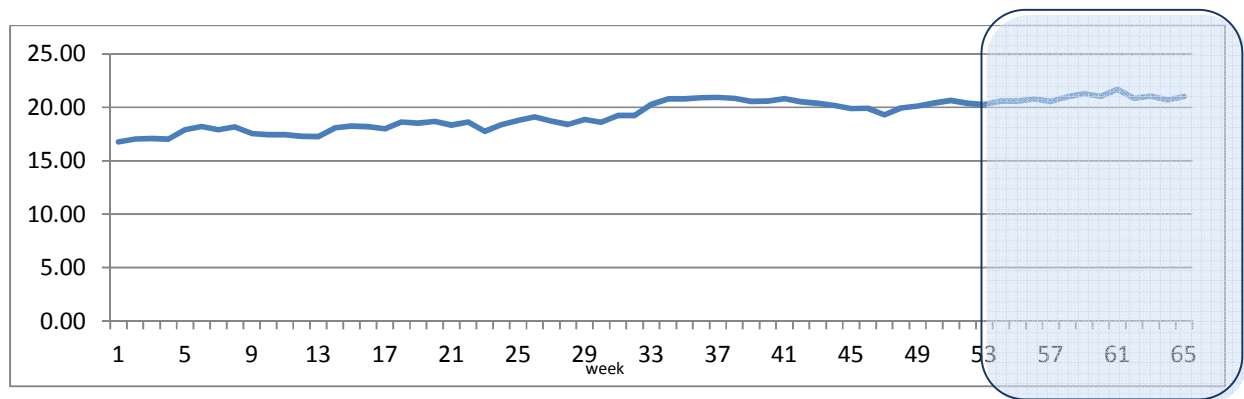
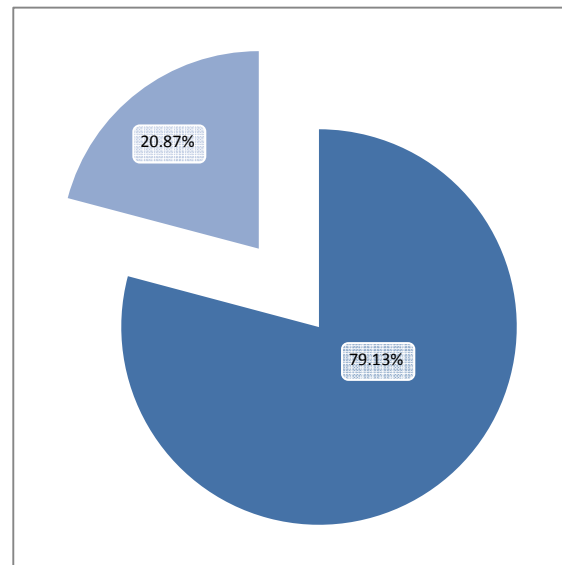
Royals / **Lorde** (Universal)

Take It Easy / **Stan Walker** (SonyMusic)

Not Alone / **Dane Rumble feat. Jupiter Project** (Rumble/Warner)

Tell Her / **Sons Of Zion** (SonyMusic)

Finest Wine / **Six60** (Massive/Universal)



ALL Radio: **20.87%**

Pop Radio: **11.44%**

Rock Radio: **13.72%**

Urban Radio: **39.62%**

AC Radio: **11.59%**

Alternative Radio: **42.08%**

Dance Radio: **19.21%**

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 89FM, Coromandel FM, Times Radio, rdu, Hokonui Gold, Tainui FM, Bayrock, 1XX, Port FM, Fox FM, Radio One, Pulzar FM, The Most, Coast FM Greymouth, Central FM, Peak FM, Radio Tairua, 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 = gold; 15,000 sales = platinum).

2013 (Second quarter only):

Gold Albums: **14** (7 NZ)

Platinum Albums: **7** (2 NZ)

Gold Singles: **44** (2 NZ)

Platinum Singles: **40** (2 NZ)

2013 (First quarter only):

Gold Albums: **7** (2 NZ)

Platinum Albums: **5** (0 NZ)

Gold Singles: **39** (8 NZ)

Platinum Singles: **38** (2 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)

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:

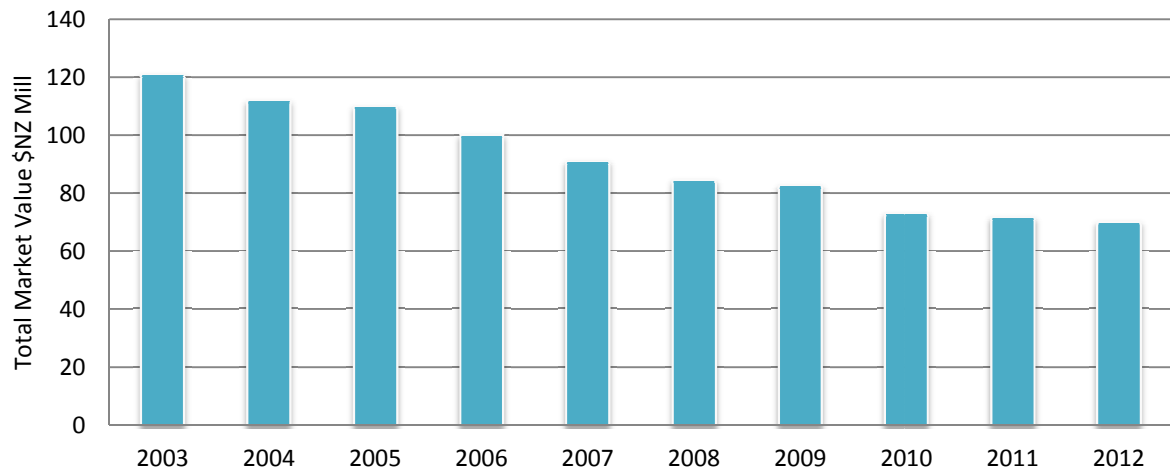
Gold Albums: **109** (15 NZ)

Platinum Albums: **86** (16 NZ)

Gold Singles: **35** (1 NZ)

Platinum Singles: **16** (1 NZ)

Record Music Market Value



Source: IFPI

Total Recorded Music Sales in New Zealand

(Retail Value):

2012: **\$70.1 million** (world rank by market value: 29th)
2011: **\$71.6 million** (world rank by market value: 32nd)
2010: **\$72.9 million** (world rank by market value: 32nd)
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)