

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 largest of the three. Two thin, light blue diagonal lines intersect at the top-left, with one line passing through the top-left edge of the top-right circle and the other passing through the top-left edge of the middle circle. The bottom-right circle is partially cut off by the right edge of the frame.

NZ Music Stats | Q2 2015

Report for the NZ Music Industry Commission

2015 – Second Quarter Summary

This is the second statistical report of 2015 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 2014 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 **down -0.60%** on the same period last year to **107,753** units.
(There was **-12.54%** decline across the single market as a whole).

Sales of Albums by NZ artists were **down -1.98%** on the same period last year to **54,894** units.
(There was **+6.02%** rise across the album market as a whole).

Sales of Compilations by NZ artists were **up +80.24%** on the same period last year to **3156** units.
(There was **-10.40%** decline across the compilation market as a whole).

Sales of DVDs by NZ artists were **up +161.04%** on the same period last year to **1749** units.
(There was **-29.33%** 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 -0.06%** on the same period last year to **17.93%** (based on **302,638 spins**).

Total Sales of ALBUMS by NZ Artists:

Second quarter of 2015: **54,894**

First quarter of 2015: **50,556**

Same quarter last year: **56,005**

Top Sellers this quarter:

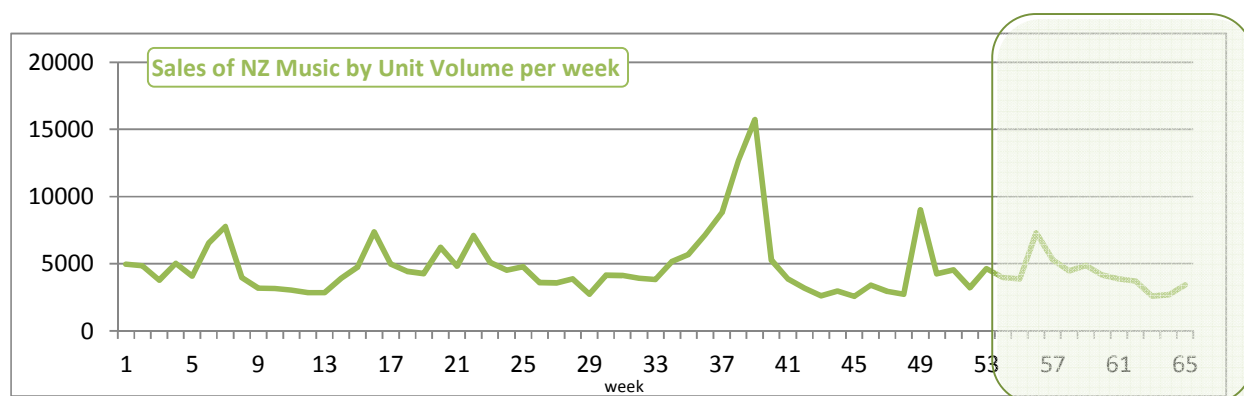
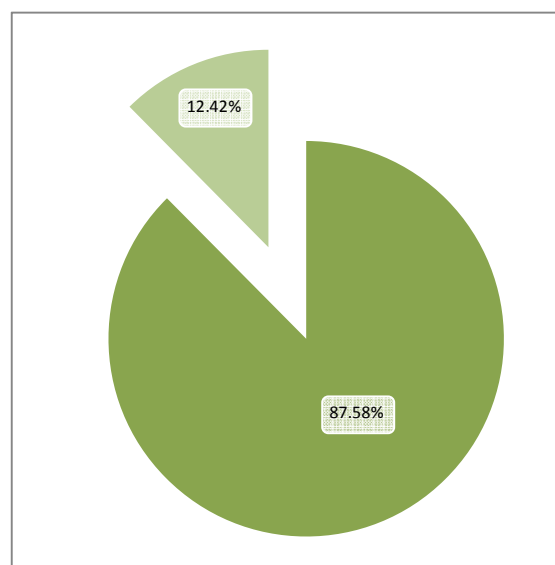
Lest We Forget / **Dennis Marsh** (SonyMusic)

Six60 (2) / **Six60** (Massive/Universal)

Truth & Soul / **Stan Walker** (SonyMusic)

Lucky Stars / **Don McGlashan** (DonMcGlashan/Border/DRM)

Ask Me Anything / **Jamie McDell** (Universal)

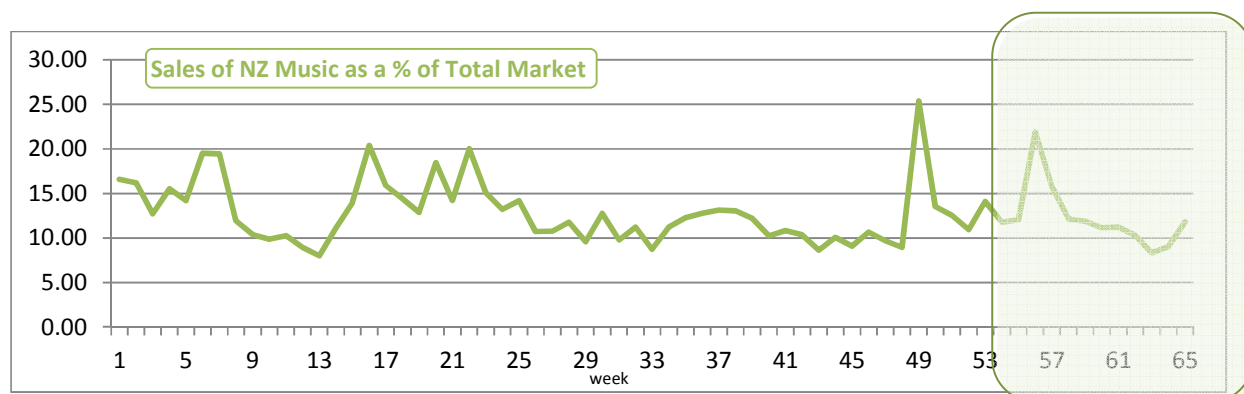


ALBUMS by NZ Artists – as a % of Total Market:

Second quarter of 2015: **12.42%**

First quarter of 2015: **11.71%**

Same quarter last year: **13.44%**



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 2015: **112** new albums by NZ artists (from a total album release schedule of 991 titles)

Second quarter of 2014: **101** new albums by NZ artists (from a total album release schedule of 954 titles)

Including:

Stan Walker (<i>Truth & Soul</i>)	SonyMusic
Jamie McDell (<i>Ask Me Anything</i>)	Universal
Marlon Williams (<i>Marlon Williams</i>)	Universal
Unknown Mortal Orchestra (<i>Multi-Love</i>)	Jagjaguwar/Rhythm
Dennish Marsh (<i>Lest We Forget</i>)	SonyMusic
Anika Moa (<i>Queen At The Table</i>)	D&K/Rhythm/DRM
Don McGlashan (<i>Lucky Stars</i>)	DMcGlashan/Border/DRM
SJD (<i>Saint John Divine</i>)	RoundTripMars/Universal
The Warratahs (<i>Runaway Days</i>)	NativTongue/Southbound
Mel Parsons (<i>Drylands</i>)	CapeRoad/Border/DRM
Head Like A Hole (<i>Narcocorrido</i>)	HLAH/Rhythm/DRM
Cairo Knife Fight (<i>The Colossus</i>)	Loretta/Warner
The Able Tasmans (<i>A Cuppa Tea And A Lie Down</i>)	FlyingNun/Warner
Beau Monga (<i>Beau Monga</i>)	SonyMusic
Barry Saunders (<i>Magnetic South</i>)	NativTongue/Rhythm/DRM
Princess Chelsea (<i>The Great Cybernetic Depression</i>)	LilChief/Rhythm/DRM
She's So Rad (<i>Tango</i>)	FTC/Rhythm/DRM
Tali (<i>Wolves</i>)	TaliMusic/Warner
Static Era (<i>Fit To Fight</i>)	StaticEra
The Labcoats (<i>O Potassium!</i>)	RPR/Rhythm/DRM
Jody Direen (<i>Breaks Out</i>)	JodyDireen/DRM
Sam Hunt With David Kilgour (<i>The 9th</i>)	BanditKing/Rhythm/DRM
Joseph And Maia (<i>Sorrento</i>)	JosephAndMaia
Aly Cook (<i>Horseshoe Rodeo Hotel</i>)	RodeoRecords
Esther Stephens And The Means (<i>Esther Stephens And The Means</i>)	EstherStephens
TastyBrown (<i>Chapter Two</i>)	TastyBrown/Border/DRM
Whaia And The Mahician (<i>Whaia</i>)	WhaiaAndTheMachican
The Impending Adorations (<i>Further</i>)	EscapeArtist/Border/DRM
Carb On Carb (<i>Carb On Carb</i>)	CarbOnCarb/FlyingOut
God Bows To Math (<i>Brighter Futures</i>)	Muzai/Rhythm/DRM

Stores Tracked:

The Warehouse, Real Groovy, JB HiFi, Slowboat, 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 2015: **107,753**

First quarter of 2015: **115,887**

Same quarter last year: **108,400**

Top Sellers this quarter:

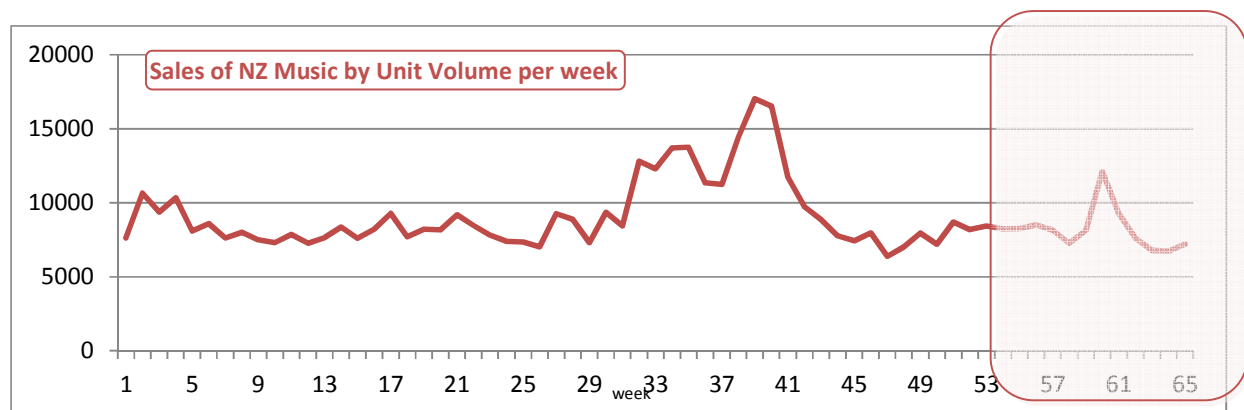
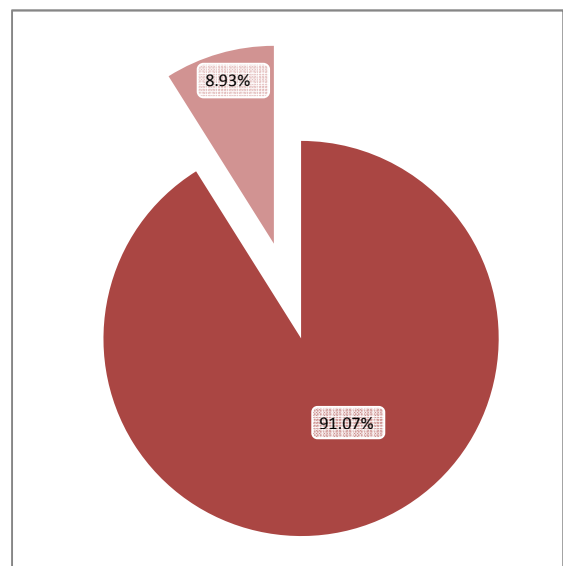
White Lines / **Six60** (Massive/Universal)

King And Queen / **Beau Monga** (SonyMusic)

Inside Out / **Avalanche City** (WEA/Warner)

Freaks / **Timmy Trumpet And Savage** (Hussle/MOS/Universal)

Fight Song / **The X Factor NZ Top 12** (SonyMusic)

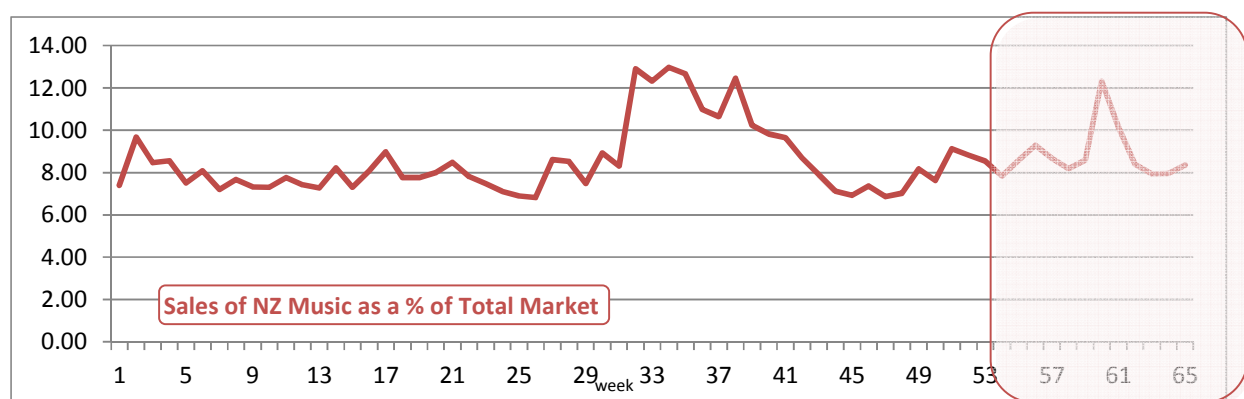


SINGLES by NZ Artists – as a % of Total Market:

Second quarter of 2015: **8.93%**

First quarter of 2015: **8.20%**

Same quarter last year: **7.85%**



Total Sales of COMPILATIONS by NZ Artists:

Second quarter of 2015: **3156**

First quarter of 2015: **2806**

Same quarter last year: **1751**

Top Sellers this quarter:

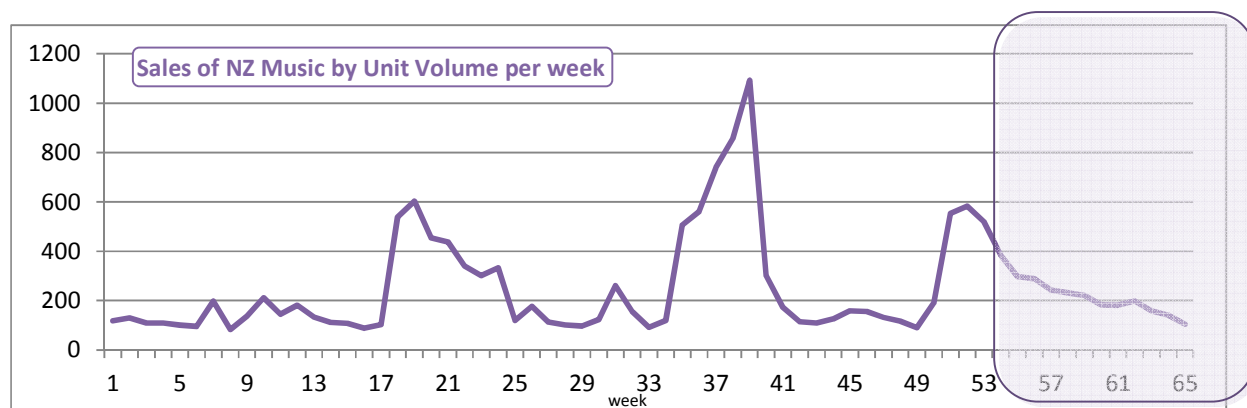
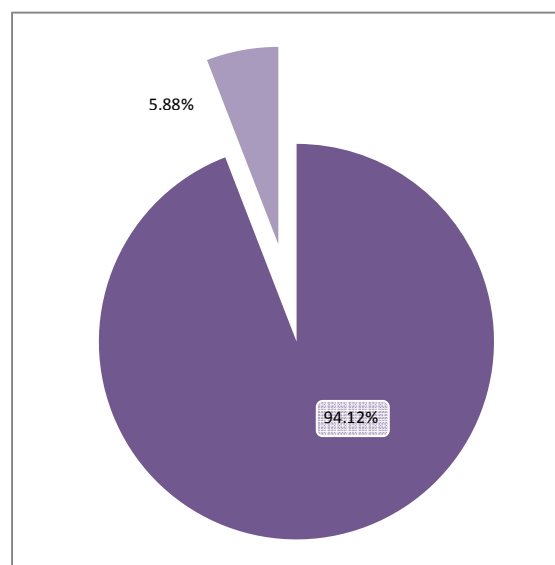
One Love: Aotearoa Reggae / **Various** (SonyMusic)

Godzone Country / **Various** (SonyMusic)

Nature's Best: 40 NZ Number Ones / **Various** (SonyMusic)

Aotearoa: The Very Best Of Our Music / **Various** (SonyMusic)

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

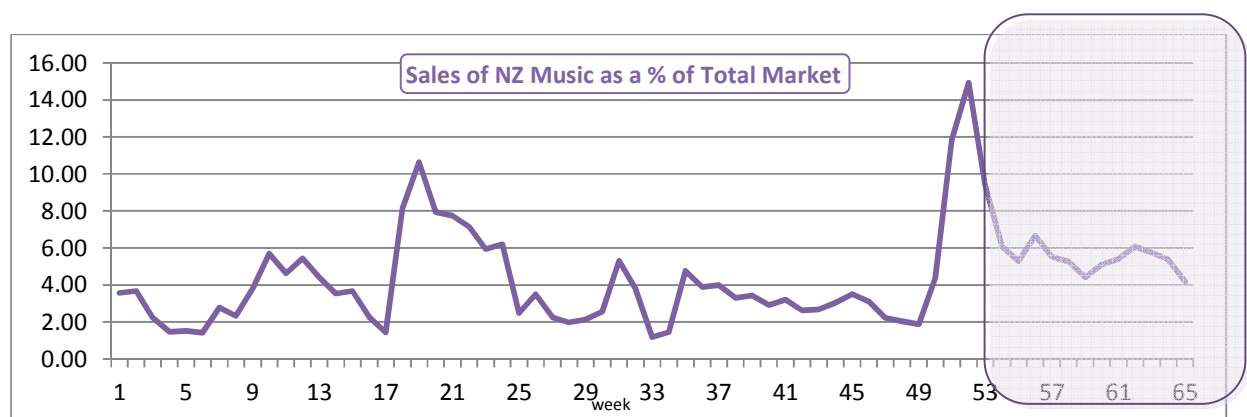


COMPILATIONS by NZ Artists – as a % of Total Market:

Second quarter of 2015: **5.88%**

First quarter of 2015: **4.17%**

Same quarter last year: **2.92%**



Total Sales of DVDS by NZ Artists:

Second quarter of 2015: **1749**

First quarter of 2015: **4520**

Same quarter last year: **670**

Top Sellers this quarter:

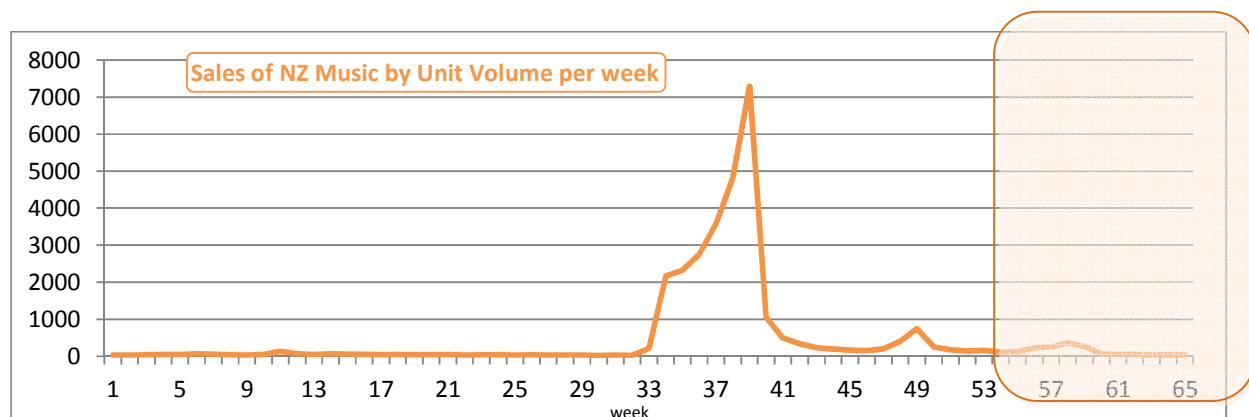
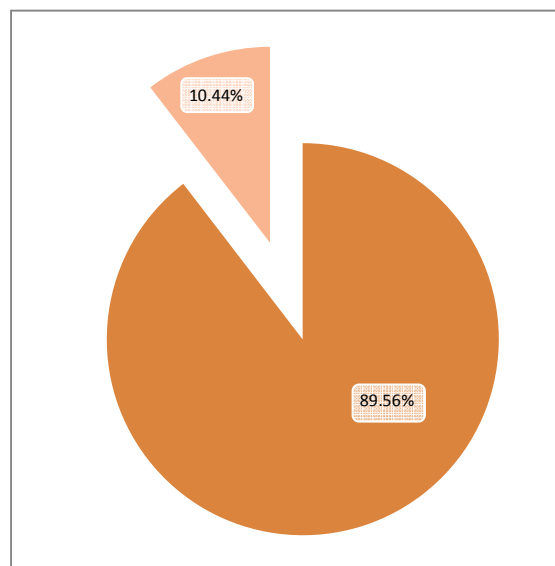
Ladies And Gentlemen / **Sol3 Mio** (Universal)

Live / **Stan Walker** (SonyMusic)

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

Beautiful Machine / **Shihad** (Rialto)

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

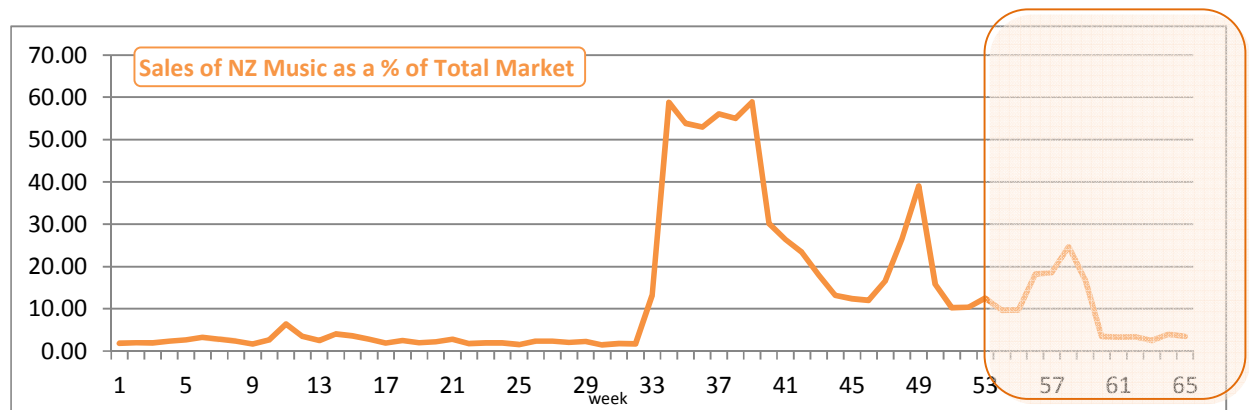


DVDS by NZ Artists – as a % of Total Market:

Second quarter of 2015: **10.44%**

First quarter of 2015: **21.20%**

Same quarter last year: **2.83%**



Total Airplay of NZ Artists:

Second quarter of 2015: **17.93%**

First quarter of 2015: **18.51%**

Same quarter last year: **17.99%**

No. of NZ Song Spins: **302,638**

No. of Unique NZ Songs Played: **6828**

No. of Unique NZ Artists Played: **2612**

Most Played this quarter:

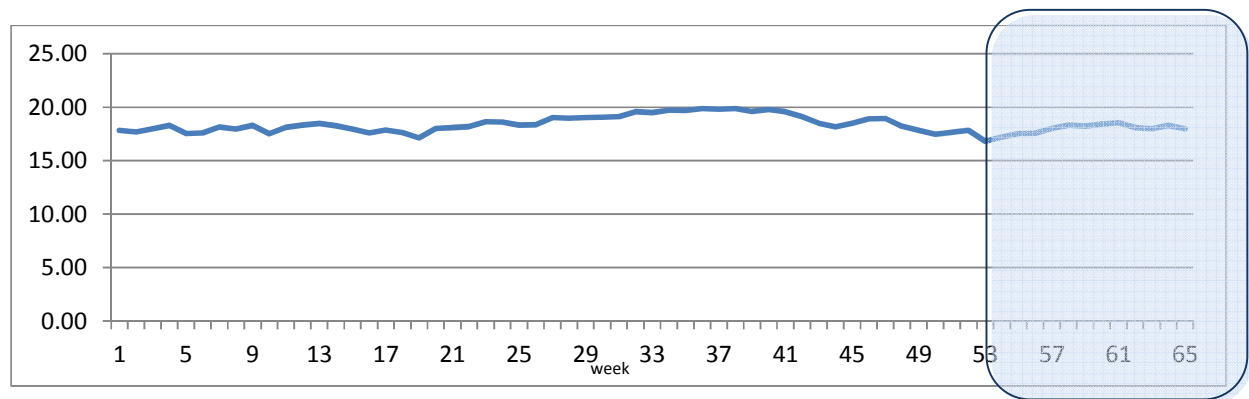
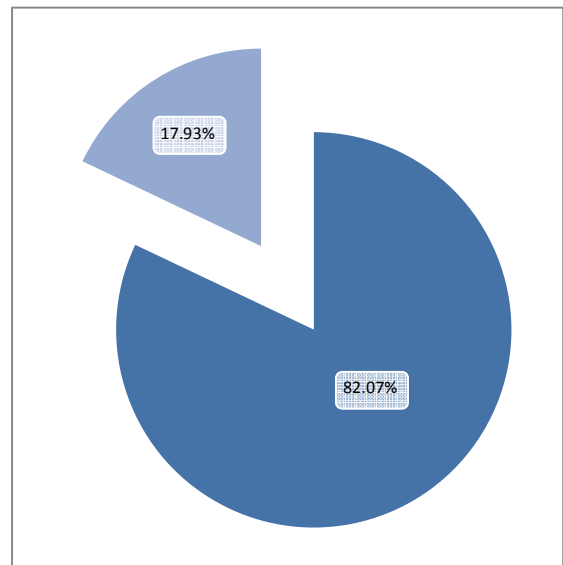
So High / **Six60** (Massive/Universal)

White Lines / **Six60** (Massive/Universal)

Love Me Anyway / **Ginny Blackmore** (SonyMusic)

Inside Out / **Avalanche City** (WEA/Warner)

New Rush / **Gin Wigmore** (Island/Universal)



ALL Radio: **17.93%**

Pop Radio: **12.23%**

Rock Radio: **11.26%**

Urban Radio: **36.66%**

AC Radio: **9.12%**

Alternative Radio: **44.32%**

Dance Radio: **17.26%**

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 88.6FM, Coromandel FM, Times Radio, rdu, Hokonui Gold, Tainui FM, Bayrock, 1XX, Port FM, Radio One, Pulsar FM, The Most, Coast FM Greymouth, Central FM, Peak FM, 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).

2015 (Second quarter only):

Gold Albums: **2** (1 NZ)

Platinum Albums: **5** (1 NZ)

Gold Singles: **130** (9 NZ)

Platinum Singles: **77** (2 NZ)

2015 (First quarter only):

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

Platinum Albums: **8** (2 NZ)

Gold Singles: **83** (11 NZ)

Platinum Singles: **136** (12 NZ)

2014 (TOTAL):

Gold Albums: **26** (4 NZ)

Platinum Albums: **29** (6 NZ)

Gold Singles: **142** (12 NZ)

Platinum Singles: **117** (8 NZ)

2013 (TOTAL):

Gold Albums: **41** (16 NZ)

Platinum Albums: **37** (12 NZ)

Gold Singles: **165** (19 NZ)

Platinum Singles: **142** (13 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:

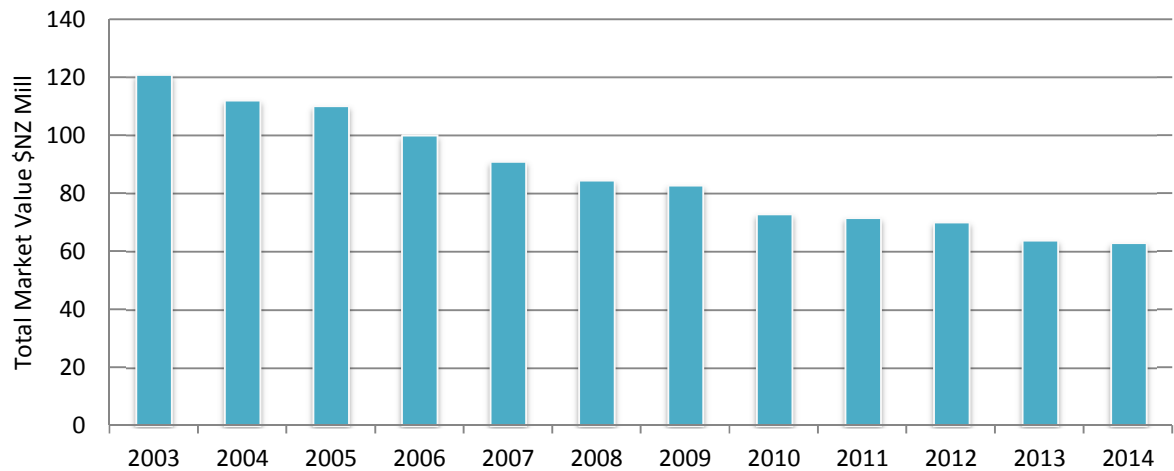
Gold Albums: **57** (7 NZ)

Platinum Albums: **90** (13 NZ)

Gold Singles: **89** (14 NZ)

Platinum Singles: **32** (3 NZ)

Record Music Market Value



Source: IFPI

Total Recorded Music Sales in New Zealand

(Retail Value):

2014: **\$63.0 million** (world rank by market value: 28th)
2013: **\$63.9 million** (world rank by market value: 29th)
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)