

The background features three large, overlapping circles in shades of blue. Two thin, light blue lines intersect at a point near the top center, forming a V-shape that points towards the middle circle. The circles are positioned in the top right, middle right, and bottom right areas of the page.

NZ Music Stats | Q3 2012

Report for the NZ Music Industry Commission

2012 – Third Quarter Summary

This is the third statistical report of 2012 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 2011 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 19.49%** on the same period last year to **184,262** units.
(There was **+34.13%** growth across the physical and digital singles market as a whole).

Sales of Albums by NZ artists were **down -18.29%** on the same period last year to **59,542** units.
(There was **+9.52%** growth across the albums market as a whole).

Sales of Compilations by NZ artists were **down -60.98%** on the same period last year to **3250** units.
(There was **-21.15%** decline across the compilations market as a whole).

Sales of DVDs by NZ artists were **down -32.69%** on the same period last year to **1925** units.
(There was **-34.65%** 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 1.68%** on the same period last year to **18.27%** (based on **262,730 spins**).

Total Sales of ALBUMS by NZ Artists:

Third quarter of 2012: **59,542**

Second quarter of 2012: **56,902**

Third quarter of 2011: **72,870**

Top Sellers this quarter:

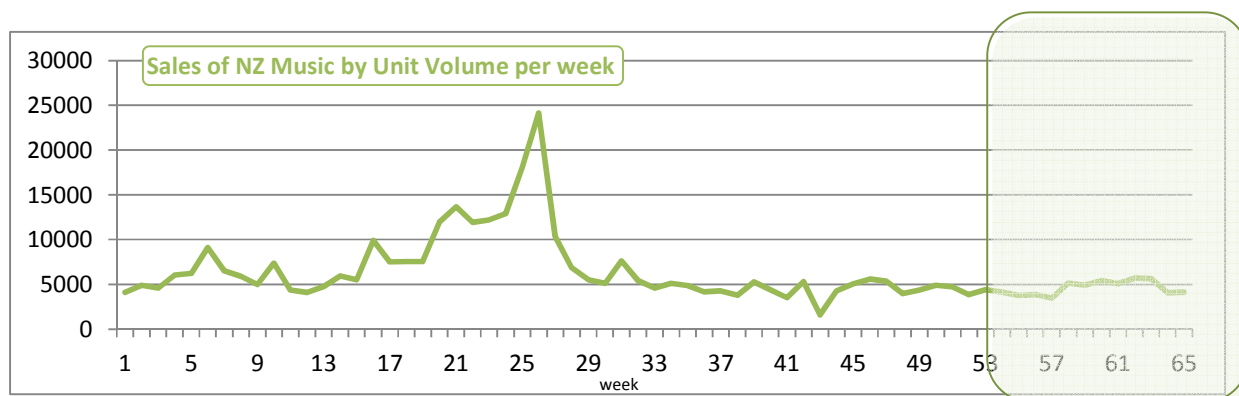
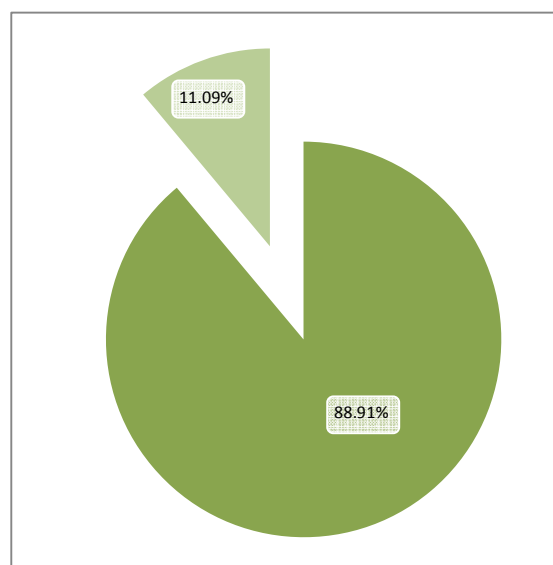
White Rabbit: The Very Best Of / **Peter Dinklage** (SonyMusic)

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

Vows: Deluxe Edition / **Kimbra** (WEA/Warner)

Home Brew / **Home Brew** (YG&B/FMG/Universal)

The Brightest Light / **King Cannons** (KingCannon/EMI)

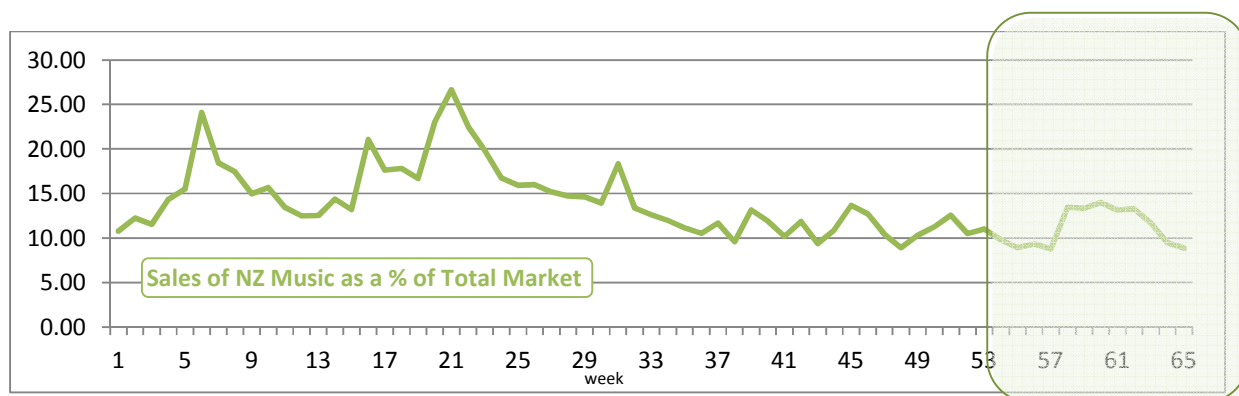


ALBUMS by NZ Artists – as a % of Total Market:

Third quarter of 2012: **11.09%**

Second quarter of 2012: **11.17%**

Same quarter last year: **14.87%**



Third 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.

Third quarter of 2012: **87** new albums by NZ artists (from a total album release schedule of 696 titles)

Third quarter of 2011: **61** new albums by NZ artists (from a total album release schedule of 519 titles)

Including:

Peter Posa (<i>White Rabbit: The Very Best Of</i>)	SonyMusic
@Peace (@Peace)	YG&B/FMG/Universal
Sola Rosa (<i>Low And Behold, High And Beyond</i>)	WayUp/Rhythm/DRM
Iva Lamkum (<i>Black Eagle</i>)	IceLtd/SonyMusic
Bailterspace (Strobosphere)	ArchHill/Rhythm/DRM
Lawrence Arabia (<i>The Sparrow</i>)	HonoraryBed/Rhythm/DRM
Die! Die! Die! (<i>Harmony</i>)	RecordsEtc/Rhythm/DRM
Deane Waretini (<i>Now Is The Hour</i>)	Manu/Ode/DRM
Savage (<i>Mayhem And Miracles</i>)	DawnRaid/FMG/Universal
Harbour City Electric (<i>Without A Sound</i>)	HCE/Border/DRM
King Cannons (<i>The Brightest Light</i>)	KingCannons/EMI
The Wyld (<i>Preface</i>)	DrydenStreet/Universal
Ray Woolf (<i>The Sixties Collection</i>)	Frenzy/Ode/DRM
Swiss (<i>Mr Slow Wind</i>)	DawnRaid/FMG/Universal
Toni Huata (<i>Hopukia</i>)	WaaHuu/DRM
Opposite Sex (<i>Opposite Sex</i>)	Fishrider/YellowEye
Maitreya (<i>Aio</i>)	ControlFreak/EMI
Concord Dawn (<i>Air Chrysalis</i>)	Uprising
Kristen Te Rito (<i>Te Rito</i>)	TeRito/DRM
Dear Time's Waste (<i>Some Kind Of Eden</i>)	DTW/FMG/Universal
Collapsing Cities (<i>Strangers Again</i>)	PastelPistol/DRM
Greg Fleming And The Trains (<i>Edge Of The City</i>)	LucaDiscs/Rhythm/DRM
New Way Home (<i>Mirrors</i>)	MadHatter/DRM
The Sun And The Wolf (<i>White Buffalo</i>)	BFTU/EMI
Antagonist A.D. (Nothing From No One)	MediaSkare/Shock
Coach (<i>Family Tree</i>)	Coach/DRM
Sunken Seas (<i>Null Hour</i>)	Muzai/Rhythm/DRM
Bemsha Swing (<i>Against Friends And Lovers</i>)	Muzai/Rhythm/DRM
The CVE (<i>It Is What It Is</i>)	CVE/Hark
Nightchoir (See The First Star)	1157/Rhythm/DRM

Stores Tracked:

The Warehouse, Marbecks, Real Groovy, JB HiFi, Slowboat, RhythmCDs, Bandit, Rough Peel, MightyApe, MyMusic, iTunes, Vodafone, Telecom, Amplifier.

Total Sales of SINGLES by NZ Artists:

Third quarter of 2012: **184,262**

Second quarter of 2012: **158,536**

Same quarter last year: **154,205**

Top Sellers this quarter:

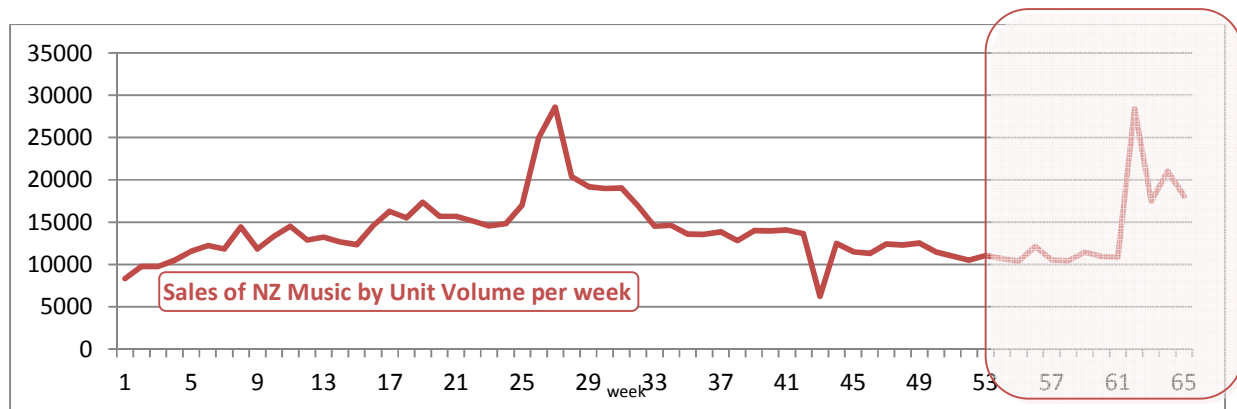
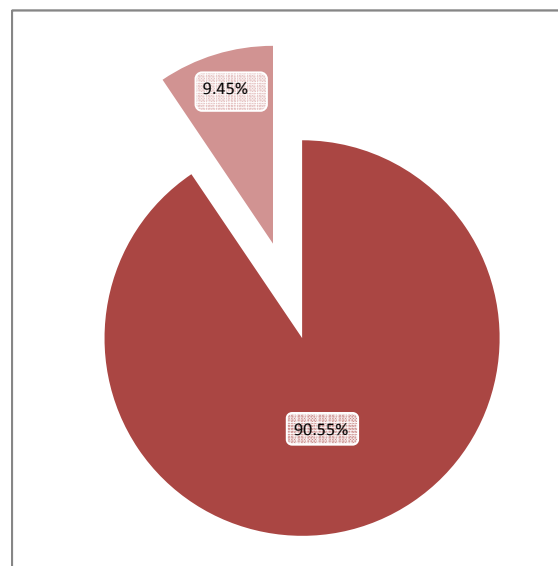
Feel Inside (And Stuff) / **Flight of The Conchords** (Collusion/DRM)

Come On Home / **Titanium** (WHK/Warner)

Rewind / **Jamie McDell** (EMI)

Till The End / **Brooke Duff** (IllegalMusik/Warner)

Warrior / **Kimbra** (WEA/Warner)

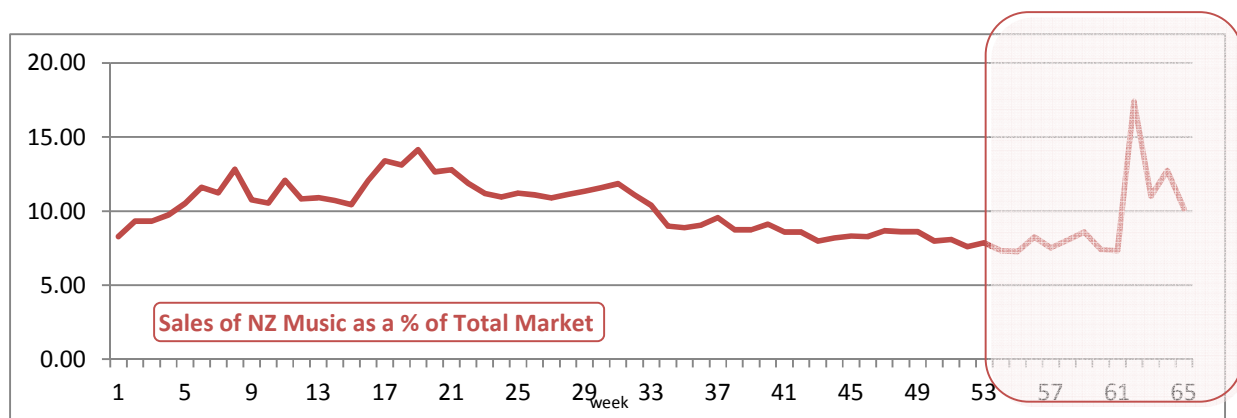


SINGLES by NZ Artists – as a % of Total Market:

Third quarter of 2012: **9.45%**

Second quarter of 2012: **8.38%**

Same quarter last year: **10.65%**



Total Sales of COMPILATIONS by NZ Artists:

Third quarter of 2012: **3250**

Second quarter of 2012: **3856**

Same quarter last year: **8330**

Top Sellers this quarter:

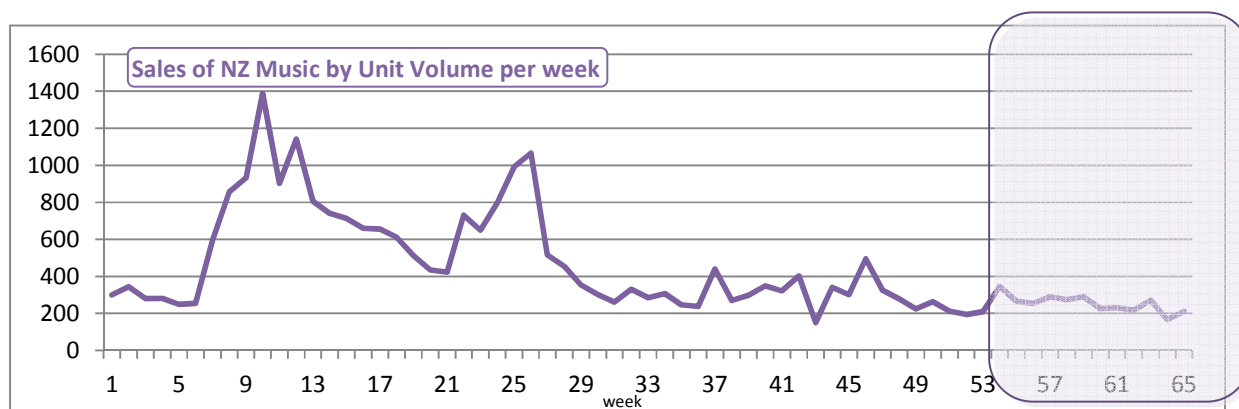
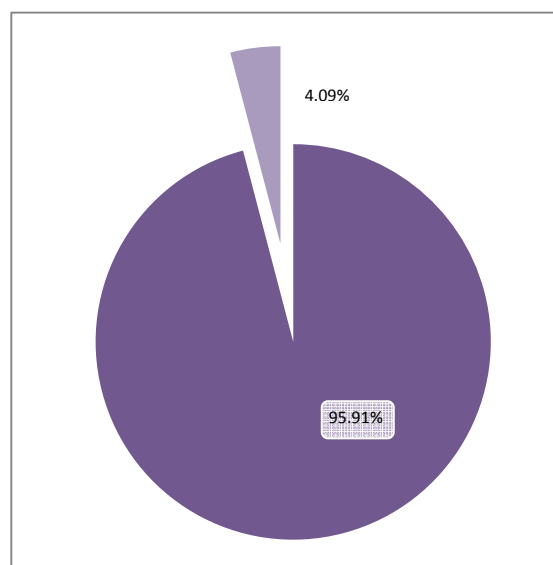
The Great NZ Songbook: Souvenir Ed / **Various** (Thom/SonyMusic)

The Great NZ Songbook Vol. 1 / **Various** (Thom/SonyMusic)

Kiwi Country / **Various** (K-Tel)

Haere Mai: Welcome To New Zealand / **Various** (Viking)

The Best of Conscious Roots / **Various** (MovingProductions/EMI)

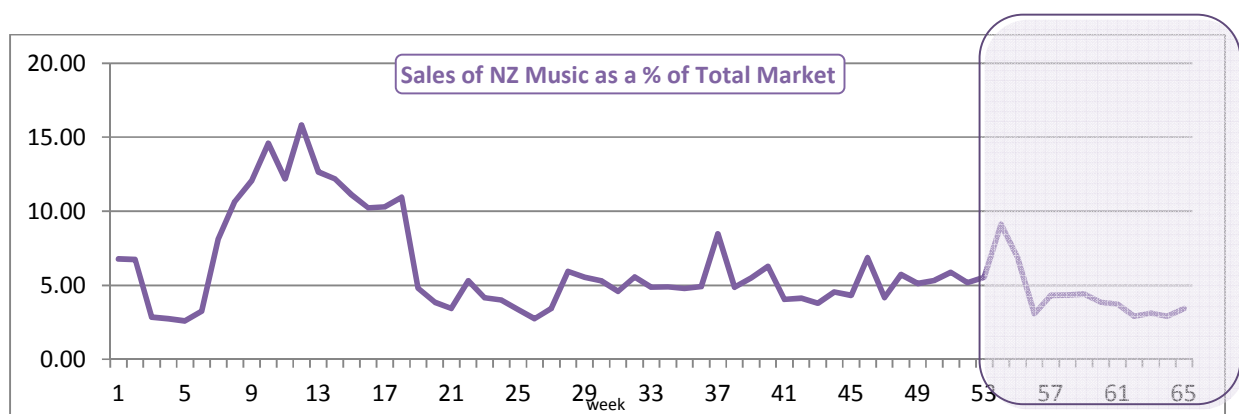


COMPILATIONS by NZ Artists – as a % of Total Market:

Third quarter of 2012: **4.09%**

Second quarter of 2012: **4.93%**

Same quarter last year: **8.27%**



Total Sales of DVDS by NZ Artists:

Third quarter of 2012: **1925**

Second quarter of 2012: **1351**

Same quarter last year: **2860**

Top Sellers this quarter:

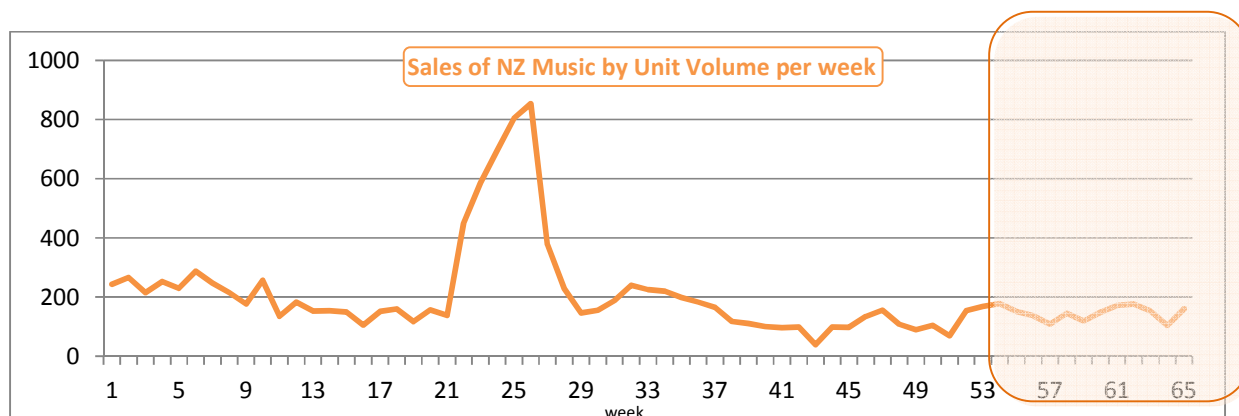
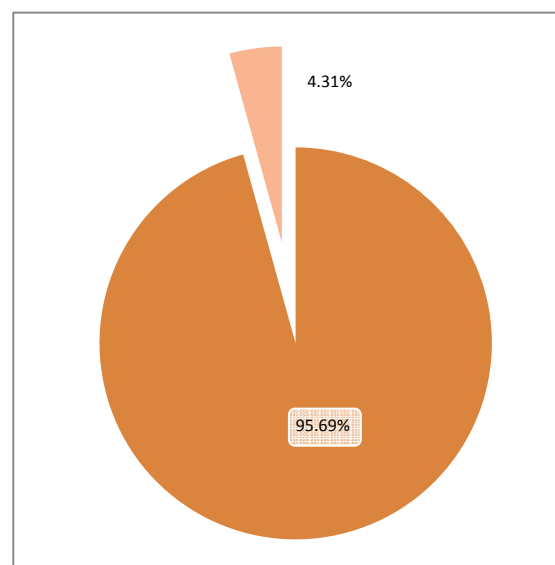
That's Country: Encore / **Various** (SonyMusic)

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

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

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

Live: The Naked Sessions / **the feelers** (feelers/Border)

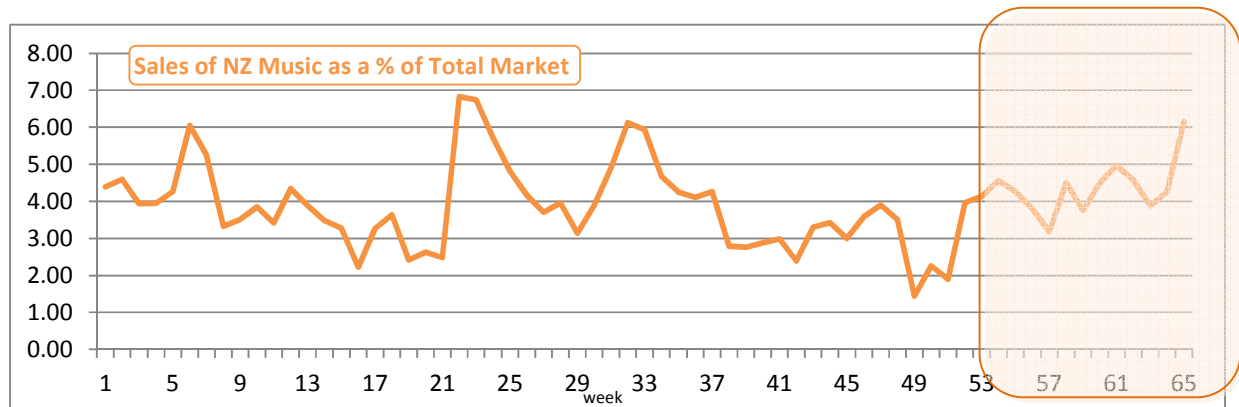


DVDS by NZ Artists – as a % of Total Market:

Third quarter of 2012: **4.31%**

Second quarter of 2012: **2.84%**

Same quarter last year: **4.19%**



Total Airplay of NZ Artists:

Third quarter of 2012: **18.27%**

Second quarter of 2012: **17.41%**

Same quarter last year: **16.59%**

No. of NZ Song Spins: **262,730**

No. of Unique NZ Songs Played: **4548**

No. of Unique NZ Artists Played: **1826**

Most Played this quarter:

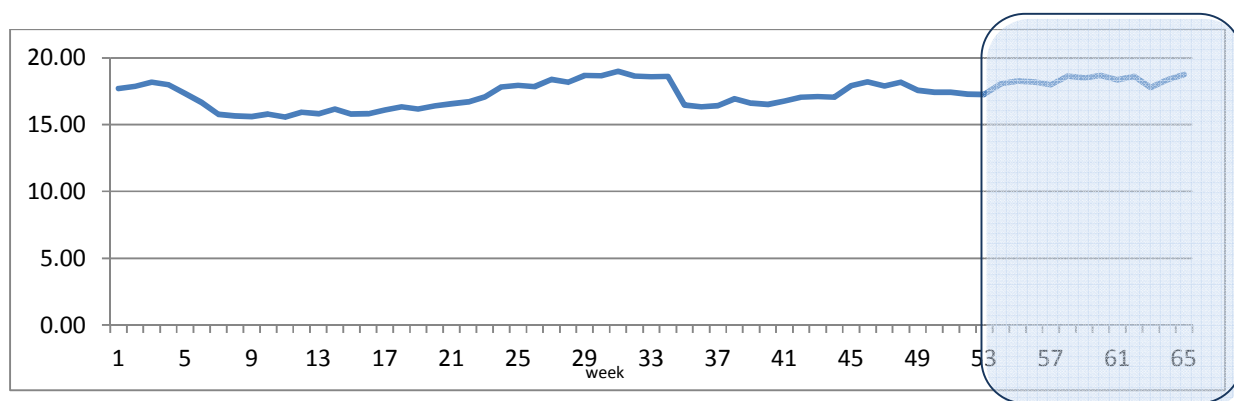
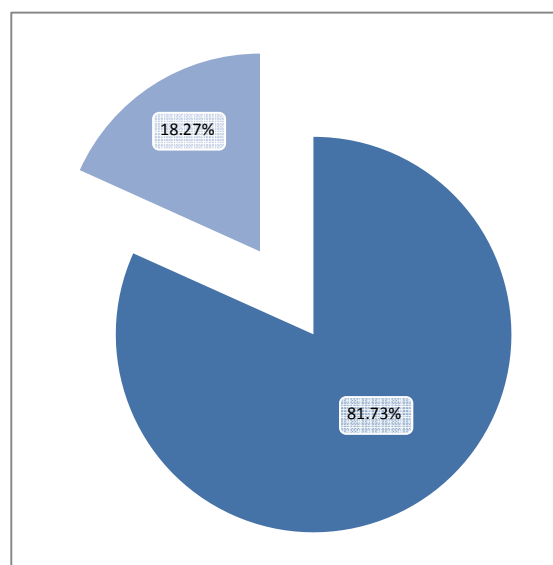
Till The End / **Brooke Duff** (IllegalMusik/Warner)

Slow Wind / **Swiss** (DawnRaid/FMG/Universal)

Sunset / **Avalanche City** (LTPS/Warner)

Music Won't Break Your Heart / **Stan Walker** (SonyMusic)

Rewind / **Jamie McDell** (EMI)



ALL Radio: **18.27%**

Pop Radio: **9.63%**

Rock Radio: **12.18%**

Urban Radio: **34.90%**

AC Radio: **9.97%**

Alternative Radio: **34.69%**

Stations Tracked:

Classic Hits, More FM, The Edge, The Rock, ZM, The Breeze, Mai FM, Radio Hauraki, Coast, Flava, EasyMix, Niu FM, The Sound, 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, 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).

2012 (Third quarter only):

Gold Albums: **12** (2 NZ)

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

Gold Singles: **57** (3 NZ)

Platinum Singles: **38** (4 NZ)

2012 (Second quarter only):

Gold Albums: **4** (0 NZ)

Platinum Albums: **6** (0 NZ)

Gold Singles: **44** (4 NZ)

Platinum Singles: **42** (6 NZ)

2012 (First quarter only):

Gold Albums: **10** (2 NZ)

Platinum Albums: **11** (2 NZ)

Gold Singles: **51** (6 NZ)

Platinum Singles: **57** (8 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)

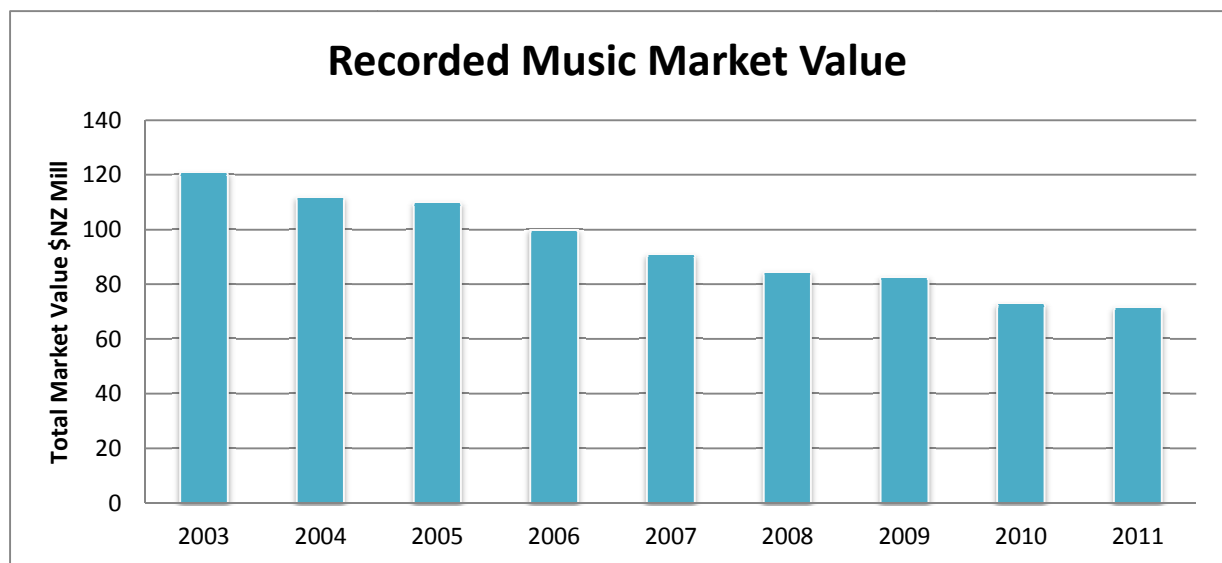
2006:

Gold Albums: **97**

Platinum Albums: **89**

Gold Singles: **17**

Platinum Singles: **1**



Source: IFPI

Total Recorded Music Sales in New Zealand

(Retail Value):

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)