

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 the circles. One line runs from the top-left towards the bottom-right, passing through the top-right and middle circles. The other line runs from the top-right towards the bottom-left, passing through the middle and bottom-right circles.

NZ Music Stats | Q3 2013

Report for the NZ Music Industry Commission

2013 – Third Quarter Summary

This is the Third 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 +40.63%** on the same period last year to **259,135** units.
(There was **-6.64%** decline across the physical and singles market as a whole).

Sales of Albums by NZ artists were **up +28.56%** on the same period last year to **76,547** units.
(There was **-12.95%** decline across the albums market as a whole).

Sales of Compilations by NZ artists were **up +15.63%** on the same period last year to **3758** units.
(There was **-11.59%** decline across the albums market as a whole).

Sales of DVDs by NZ artists were **down -54.34%** on the same period last year to **879** units.
(There was **-26.83%** 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 +2.60%** on the same period last year to **20.87%** (based on **313,014 spins**).

Total Sales of ALBUMS by NZ Artists:

Third quarter of 2013: **76,547**

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

Same quarter last year: **59,542**

Top Sellers this quarter:

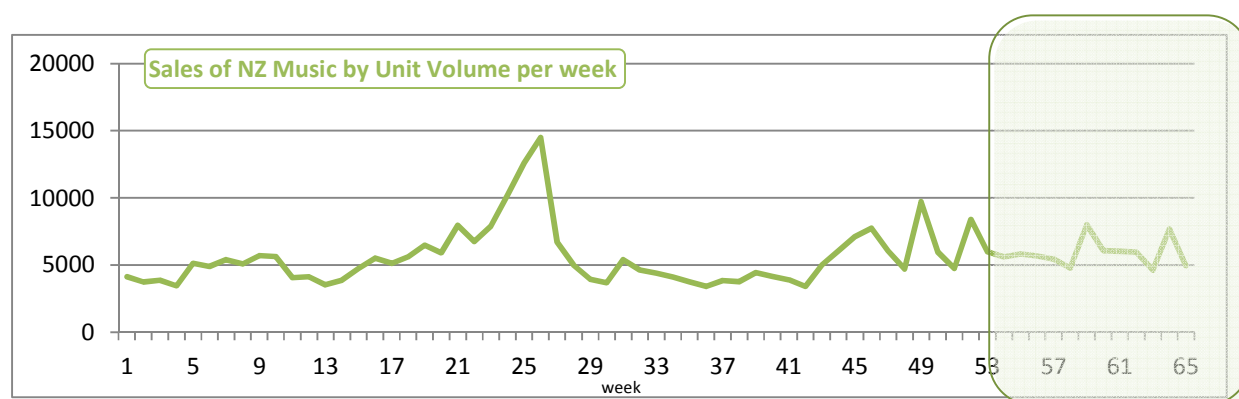
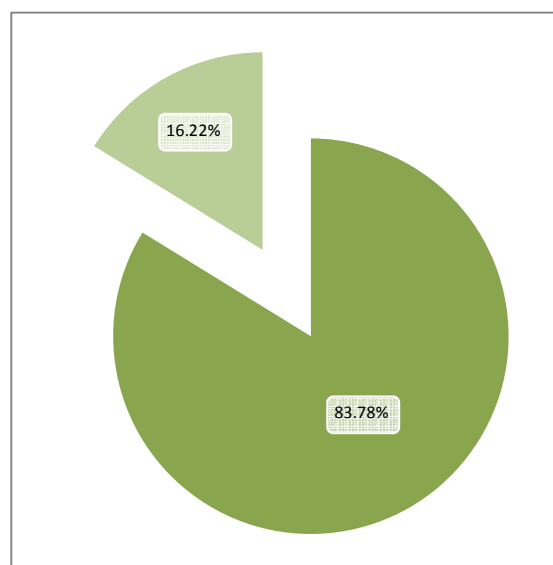
Blackbird: Deluxe / **Fat Freddy's Drop** (TheDrop/Rhythm/DRM)

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

Jackie Thomas / **Jackie Thomas** (SonyMusic)

Country Songbook / **Dennis Marsh** (SonyMusic)

Delta / **Shapeshifter** (Truetone/Universal)

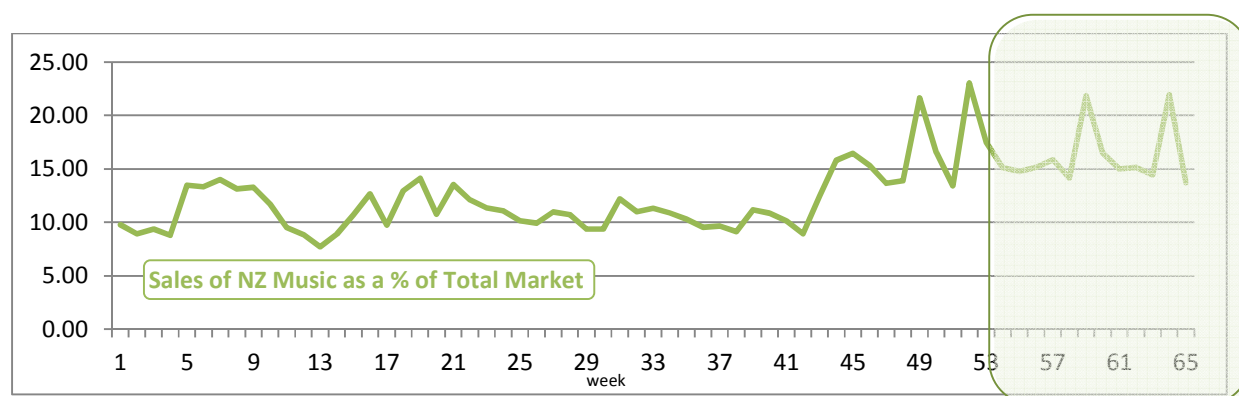


ALBUMS by NZ Artists – as a % of Total Market:

Third quarter of 2013: **16.22%**

Second quarter of 2013: **14.85%**

Same quarter last year: **11.09%**



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 2013: **102** new albums by NZ artists (from a total album release schedule of 742 titles)

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

Including:

Lorde (<i>Pure Heroine</i>)	Universal
Jackie Thomas (<i>Jackie Thomas</i>)	SonyMusic
Blacklistt (<i>Blacklistt</i>)	Blacklistt/Rhythm/DRM
Ladi6 (<i>Automatic</i>)	Question/Universal
Dennis Marsh (<i>Country Songbook</i>)	SonyMusic
The Naked And Famous (<i>In Rolling Waves</i>)	SomeDamaged/Universal
Lisa Crawley (<i>All In My Head</i>)	LisaCrawley/Rhythm/DRM
Janine And The Mixtape (<i>Dark Mind</i>)	WEA/Warner
Ghost Wave (<i>Ages</i>)	ArchHill/Rhythm/DRM
Sheep, Dog And Wolf (<i>Egospect</i>)	LilChief/Rhythm/DRM
8 Foot Sativa (<i>The Shadow Masters</i>)	8Foot/Rhythm/DRM
The Map Room (<i>The Map Room</i>)	MapRoom/Rhythm/DRM
Bella Kalolo (<i>Time And Space</i>)	BellaSounds/FMG/Universal
Tama Waipara (<i>Fill Up The Silence</i>)	Tama/Rhythm/DRM
Bulletproof (<i>#Listen</i>)	Bulletproof/Universal
Mt Eden (<i>Walking On Air</i>)	MtEden/Universal
Transistors (<i>Is This Anything?</i>)	ArchHill/Rhythm/DRM
Thomas Oliver (<i>Beneath The Weissenborn</i>)	ThomasOliver/Rhythm/DRM
The Dead C (<i>Armed Courage</i>)	BaDaBing/Rhythm
Surf City (<i>We Knew It Was Not Going To Be Like This</i>)	ArchHill/Rhythm/DRM
Jody Direen (<i>Here We Go</i>)	JodyDireen
The Sou'Westers (<i>Going West</i>)	TorchMusic/Futures
Hollywoodfun Downstairs (<i>The Mancunian Swing</i>)	Muzai/Rhythm/DRM
Sharpie Crows (<i>Nostalgia Kills</i>)	FlyingNun/Warner
Evan Sinton (<i>Phosphenes</i>)	SonyMusic
One Man Bannister (<i>Evolver</i>)	Powertool/DRM
Rockets (<i>Friends</i>)	Frisbee/Border
Charity Children (<i>The Autumn Came</i>)	Monkey/Southbound
Kingston (<i>Black And Bloom</i>)	Aeroplane/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:

Third quarter of 2013: **259,135**

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

Same quarter last year: **184,262**

Top Sellers this quarter:

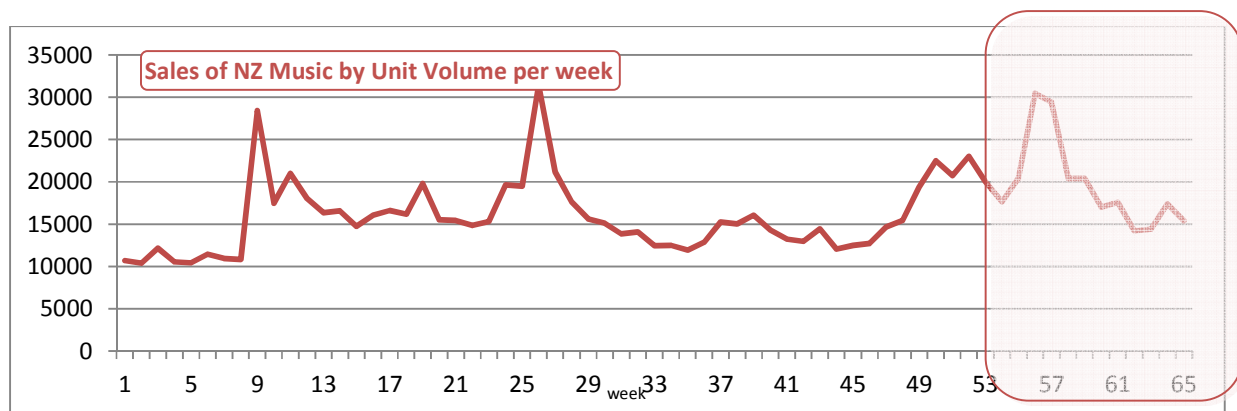
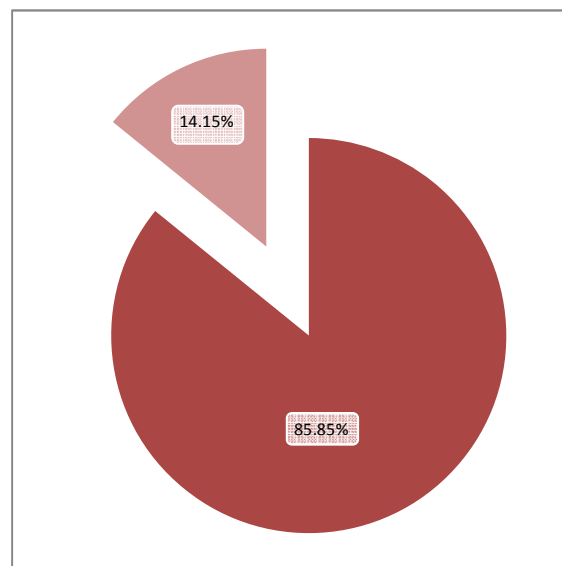
Bones / **Ginny Blackmore** (SonyMusic)

It's Worth It / **Jackie Thomas** (SonyMusic)

Tennis Court / **Lorde** (Universal)

Royals / **Lorde** (Universal)

Walking On Water / **Benny Tipene** (SonyMusic)

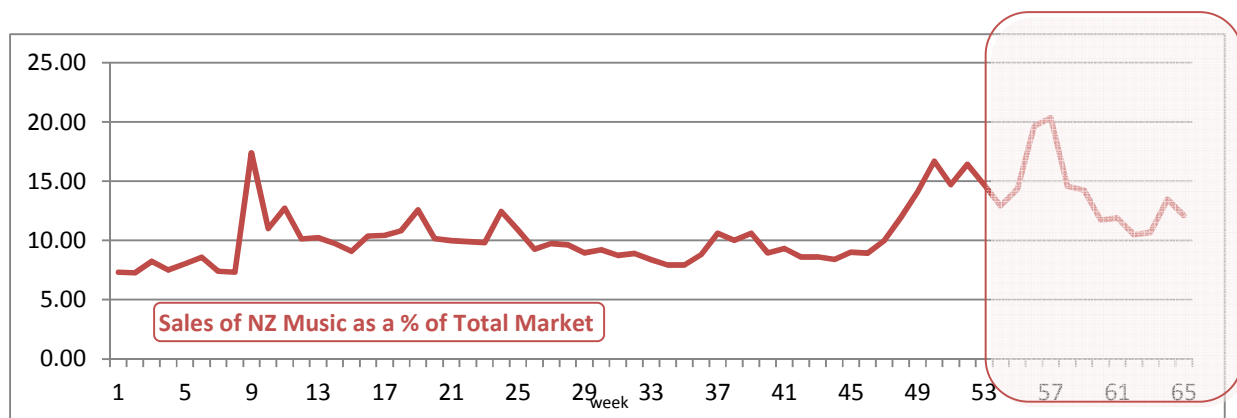


SINGLES by NZ Artists – as a % of Total Market:

Third quarter of 2013: **14.15%**

Second quarter of 2013: **11.11%**

Same quarter last year: **9.45%**



Total Sales of COMPILATIONS by NZ

Artists:

Third quarter of 2013: **3758**

Second quarter of 2013: **2732**

Same quarter last year: **3250**

Top Sellers this quarter:

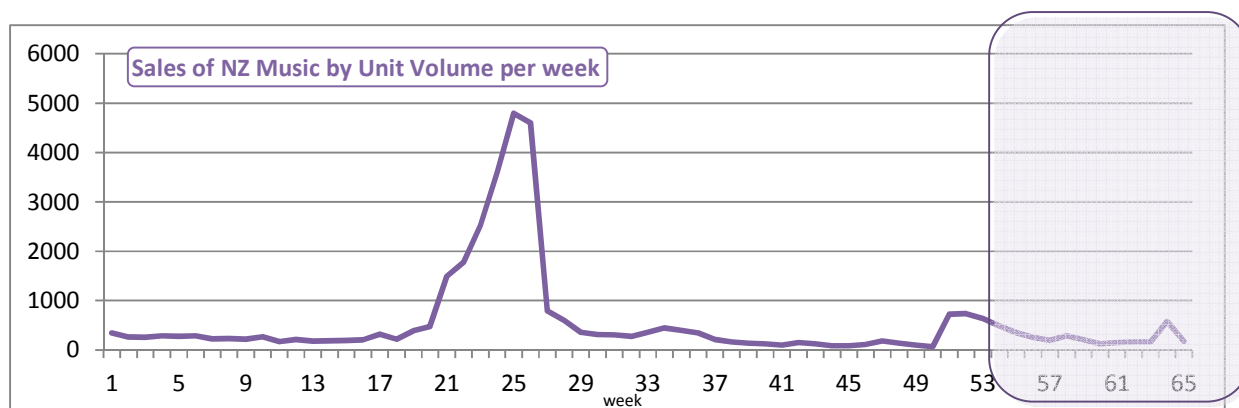
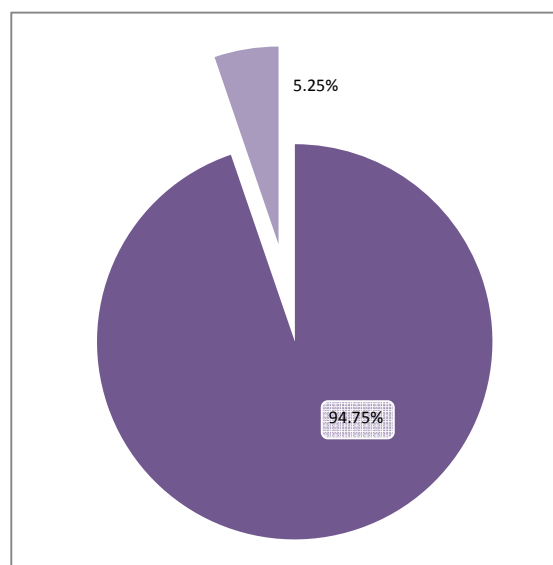
Waiata 2 / **Various** (SonyMusic)

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

Waiata: Maori Showbands / **Various** (EMI/Universal)

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

True Legends / **Various** (EMI/Universal)

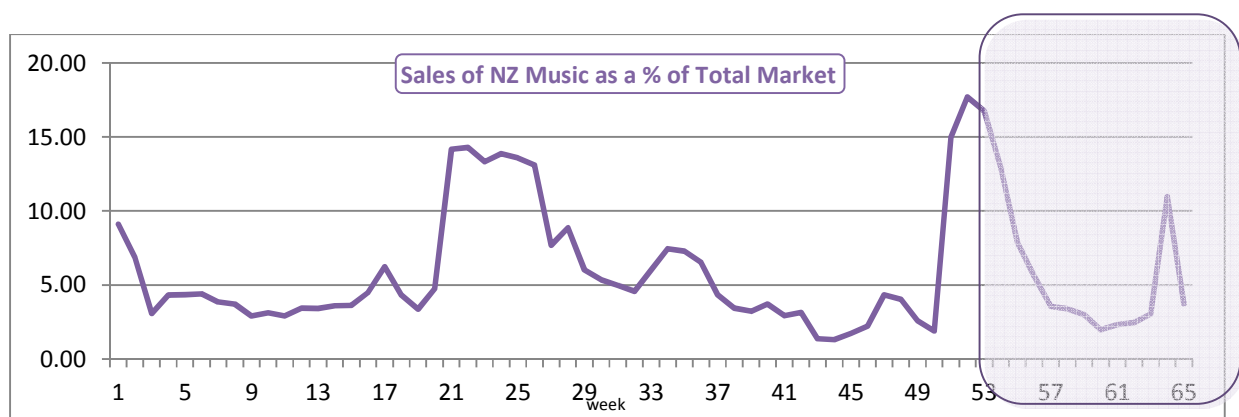


COMPILATIONS by NZ Artists – as a % of Total Market:

Third quarter of 2013: **5.25%**

Second quarter of 2013: **4.43%**

Same quarter last year: **4.09%**



Total Sales of DVDS by NZ Artists:

Third quarter of 2013: **879**

Second quarter of 2013: **804**

Same quarter last year: **1925**

Top Sellers this quarter:

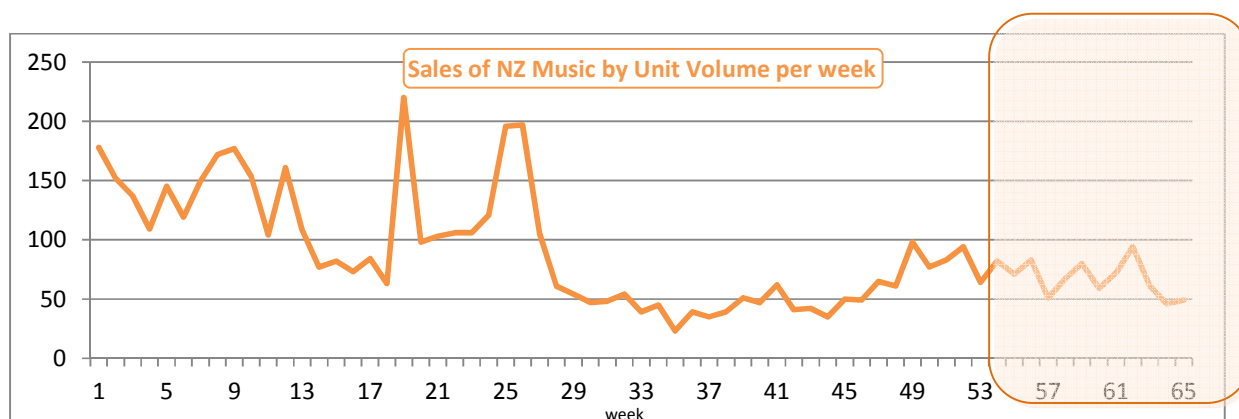
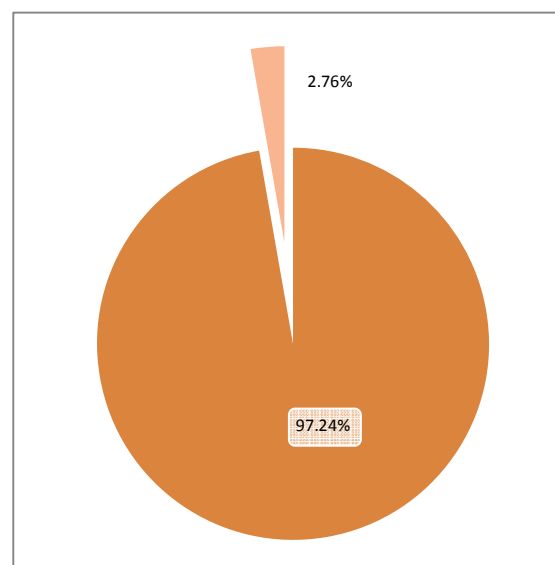
That's Country: Encore / **Various** (SonyMusic)

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

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

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

Beautiful Machine / **Shihad** (Rialto/Gamewizz)

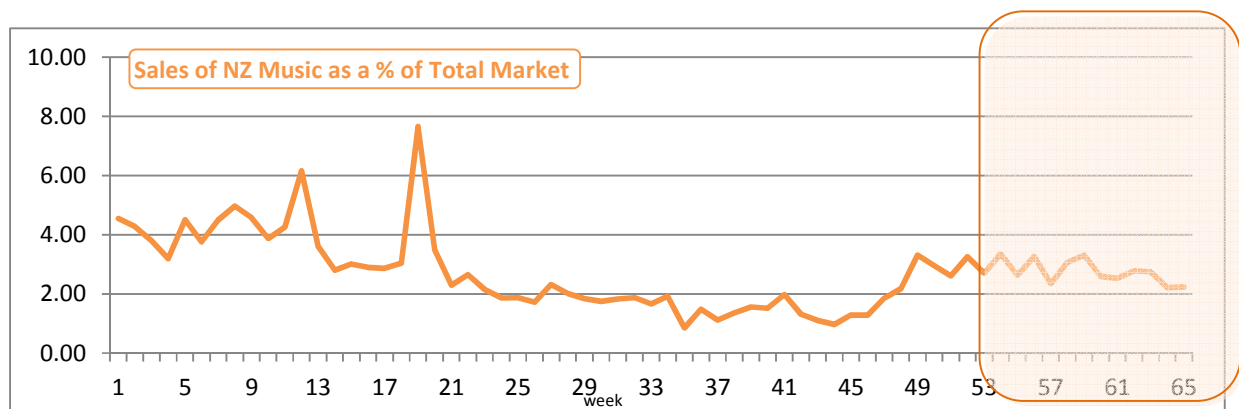


DVDS by NZ Artists – as a % of Total Market:

Third quarter of 2013: **2.76%**

Second quarter of 2013: **1.90%**

Same quarter last year: **4.31%**



Total Airplay of NZ Artists:

Third quarter of 2013: **20.87%**

Second quarter of 2013: **20.87%**

Same quarter last year: **18.27%**

No. of NZ Song Spins: **313,014**

No. of Unique NZ Songs Played: **5482**

No. of Unique NZ Artists Played: **2063**

Most Played this quarter:

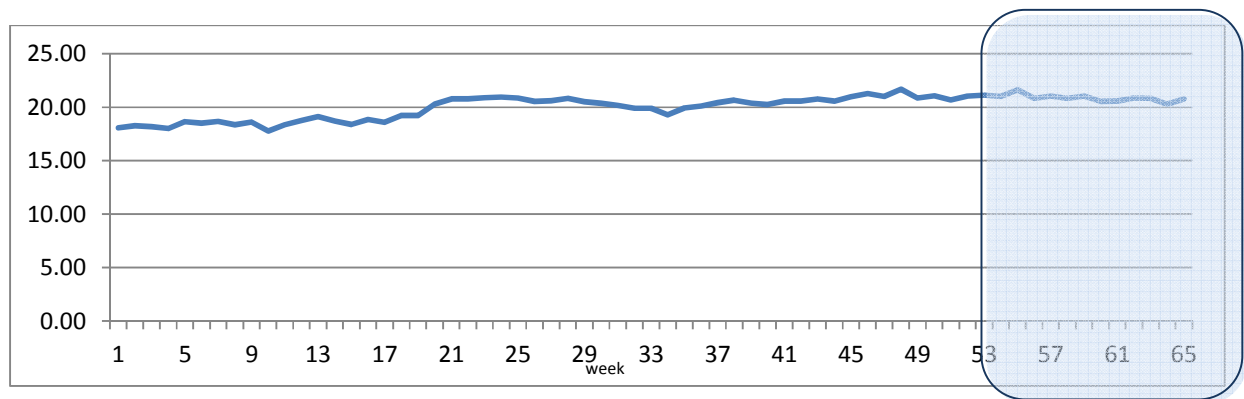
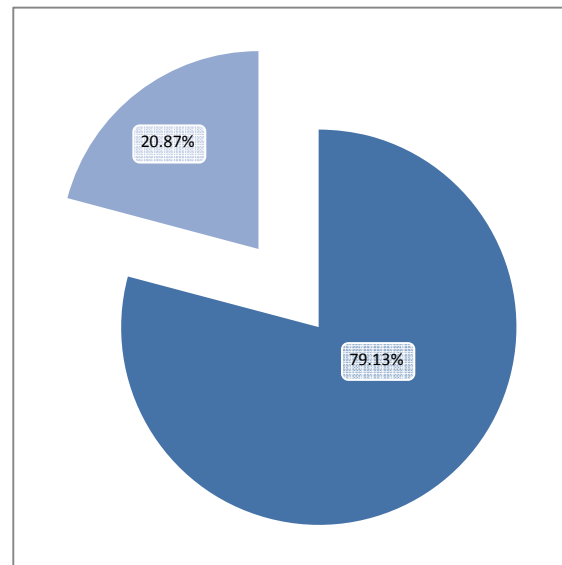
Bulletproof / **Stan Walker** (SonyMusic)

Bones / **Ginny Blackmore** (SonyMusic)

Tennis Court / **Lorde** (Universal)

It's Worth It / **Jackie Thomas** (SonyMusic)

Walking On Water / **Benny Tipene** (SonyMusic)



ALL Radio: **20.87%**

Pop Radio: **14.30%**

Rock Radio: **12.53%**

Urban Radio: **38.11%**

AC Radio: **11.59%**

Alternative Radio: **36.57%**

Dance Radio: **25.19%**

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 (Third quarter only):

Gold Albums: **9** (3 NZ)

Platinum Albums: **9** (1 NZ)

Gold Singles: **40** (7 NZ)

Platinum Singles: **34** (6 NZ)

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:

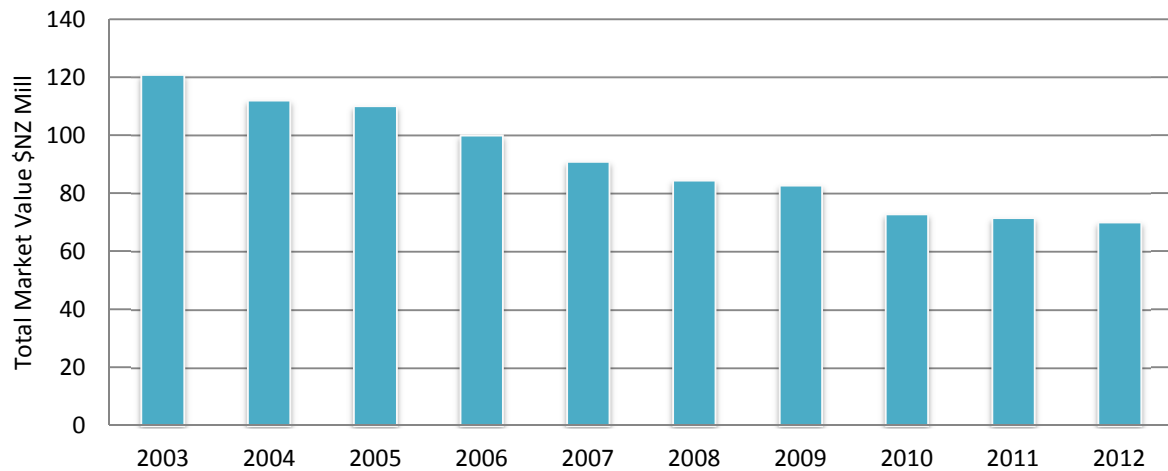
Gold Albums: **109** (15 NZ)

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)