

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 of the three. 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 | 2010**

**Report for the NZ Music Industry Commission**

# 2010 – Full Year Summary

This is the 2010 end of year summary by Media Sauce Ltd for the NZ Music Industry Commission, designed to track the health of the New Zealand music market.

## At A Glance... 2010 vs 2009

### Retail Sales (Physical and Digital):

Sales of Singles by NZ artists were **up +39.05%** on the same period last year to **686,385** units.

(There was **+28.92%** growth across the singles market as a whole).

Sales of Albums by NZ artists were **down -11.99%** on the same period last year to **280,054** units.

(There was **-6.39%** decline across the albums market as a whole).

Sales of Compilations by NZ artists were **down -13.19%** on the same period last year to **44,099** units.

(There was **-10.89%** decline across the compilations market as a whole).

Sales of DVDs by NZ artists were **down -60.89%** on the same period last year to **7233** units.

(There was **-4.64%** 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 -0.59%** versus the same period last year at **19.04%** (**608,925 spins**).