

An abstract graphic featuring three blue circles of varying sizes. The largest circle is in the top right, a medium-sized one is in the center, and the smallest one is in the bottom right. Two thin, light blue diagonal lines intersect the circles. The text is positioned to the left of the circles.

NZ Music Stats | Q3 2008

Report for the NZ Music Industry Commission

2008 – Third Quarter Summary

This is the third statistical report of 2008 by Media Sauce Ltd 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 2007 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 Physical Sales:

Sales of Singles by NZ artists were **down -22.37%** on the same period last year to **2585** units.
(There was a **-85.95%** decline across the physical singles market as a whole).

Sales of Albums by NZ artists were **down -17.02%** on the same period last year to **49,016** units.
(There was a **-23.45%** decline across the albums market as a whole).

Sales of Compilations by NZ artists were **down -76.77%** on the same period last year to **1181** units.
(There was **+5.22%** growth across the compilations market as a whole).

Sales of DVDs by NZ artists were **down -46.50%** on the same period last year to **577** units.
(There was a **-6.91%** decline across the DVD market as a whole).

Retail Digital Sales:

Sales of FTMDs by NZ artists were **up +177.21%** on the same period last year to **78,135** units.
(There was **+52.22%** growth across the digital singles market as a whole).

Radio:

Airplay of songs by NZ artists across all contemporary radio (RBA members and non-members) was **up +0.91%** on the same period last year to **19.39%** (**118,870 spins**).

Total Sales of ALBUMS by NZ Artists:

Third quarter of 2008: **49,016**

Second quarter of 2008: **66,974**

Same quarter last year: **59,072**

Top Sellers this quarter:

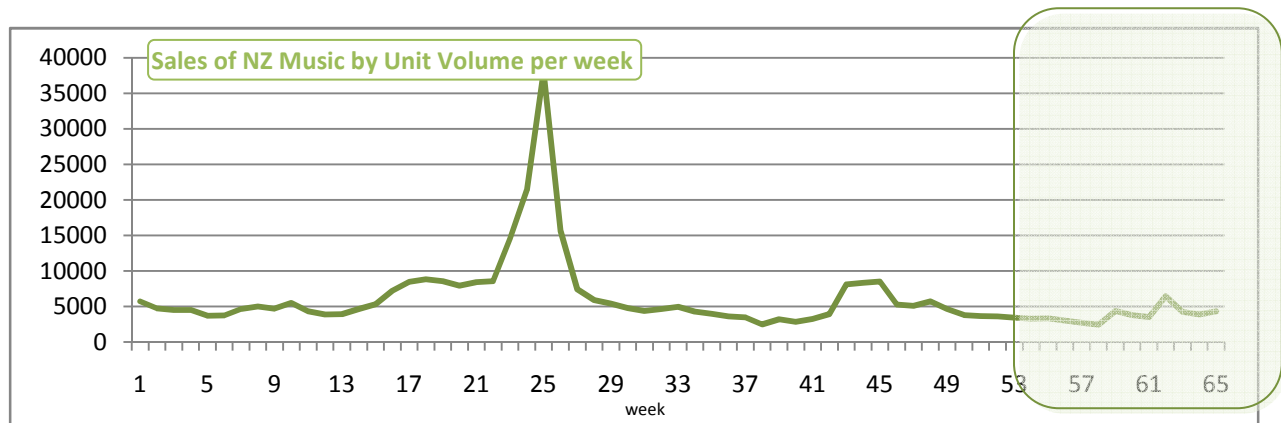
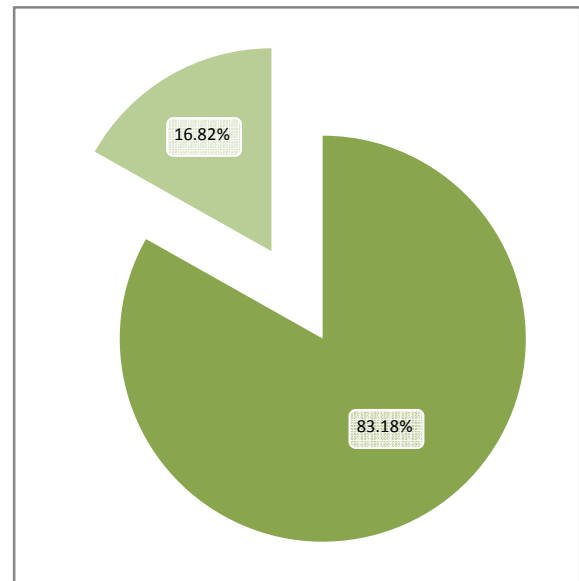
FOTC / Flight Of The Conchords (SubPop/Rhythmmethod)

Solid Ground / The Black Seeds (BlackSeeds/Rhythmmethod)

Past, Present, Future / Tiki Taane (DirtyDub/Rhythmmethod)

Anotherland / Dave Dobbyn (SonyMusic)

Second Hand Planet / OpShop (Siren/174East)

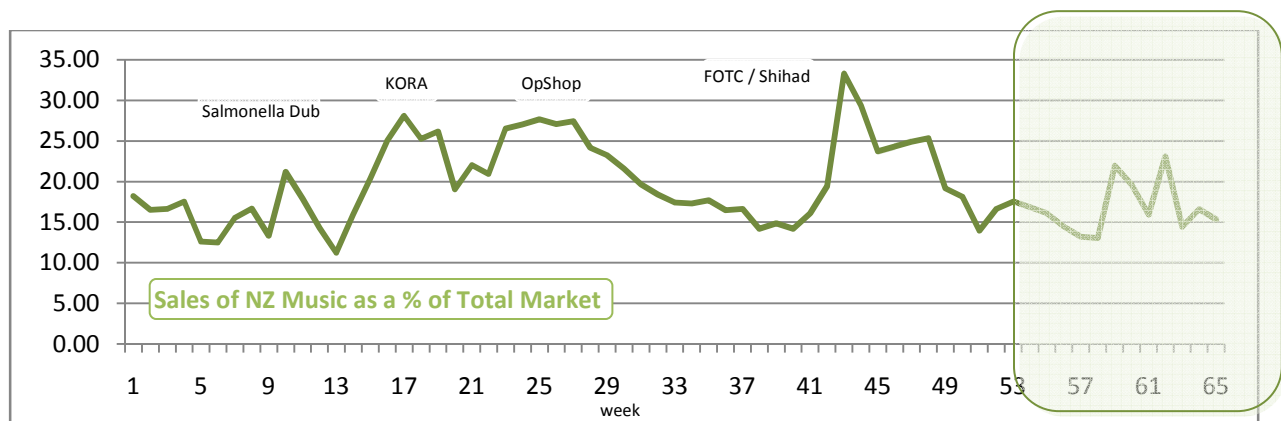


ALBUMS by NZ Artists – as a % of Total Market:

Third quarter of 2008: **16.82%**

Second quarter of 2008: **21.76%**

Same quarter last year: **15.52%**



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 2008: **83** new albums by NZ artists (from a total album release schedule of 739 titles)

Third quarter of 2007: **84** new albums by NZ artists (from a total album release schedule of 787 titles)

Including:

The Black Seeds (<i>Solid Ground</i>)	BlackSeeds/Rhythmethod
Ladyhawke (<i>Ladyhawke</i>)	Modular/Universal
Dave Dobbyn (<i>Anotherland</i>)	SonyMusic
Nathan King (<i>The Crowd</i>)	Universal
Various (<i>Outrageous Fortune: Repeat Offenders</i>)	WEA/Warner
SJD (<i>Dayglo Spectres</i>)	RoundTripMars/Universal
Salmonella Dub (<i>Feel The Seasons Change</i>)	Virgin/EMI
Greg Johnson (<i>Seven Day Cure</i>)	Capitol/EMI
Jonny Love (<i>Jonny Love</i>)	Limelight/Warner
Fur Patrol (<i>Local Kid</i>)	Tardus/Universal
Pacific Heights (<i>In A Quiet Storm</i>)	Truetone/Rhythmethod
Cut Off Your Hands (<i>You And I</i>)	SpeakNSpell/Universal
Hammond Gamble (<i>Ninety Mile Days</i>)	Liberation/Universal
John Rowles (<i>The Singer And The Songs</i>)	Rajon/SonyMusic
Mumsdollar (<i>Ruins</i>)	Cruel/Pure
Shane Cortese (<i>Jukebox 58</i>)	Manu/Ode/Rhythmethod
Flip Grater (<i>Be All And End All</i>)	Maiden/Rhythmethod
Streetwise Scarlet (<i>This Is Pop And Roll</i>)	Isaac/Universal
Fast Crew (<i>Truth, Lies And Red Tape</i>)	Akrite/Universal
Potheads (<i>No Myths, Just Legends</i>)	Disruptiv/Rhythmethod
White Swan Black Swan (<i>White Swan Black Swan</i>)	ArchHill/Rhythmethod
Vocoder (<i>It Should Have Been So Easy</i>)	Powertool
Deryn Trainer (<i>Deryn Trainer</i>)	Zodiac/Warner
The Clean (<i>Mashed</i>)	ArchHill/Rhythmethod
Jess Chambers (<i>And The Firefly Orchestra</i>)	JessChambers/Rhythmethod
Little Pictures (<i>Owl + Owl</i>)	LilChief/Rhythmethod
Renee-Louise Carafice (<i>Tells You To Fight</i>)	Monkey/Rhythmethod
Dave Murphy (<i>Yes That's Me</i>)	Ode/Rhythmethod
The DeSotos (<i>Cross Your Heart</i>)	Ode/Rhythmethod

Stores Tracked:

The Warehouse, The CD Store, Planet Jack, Real Groovy, Dick Smith Electronics, JB HiFi, Marbecks, Checkers, SmokeCDs, Tower, PlayItAgain, Zinc, Music Oasis, iTunes, Vodafone, Telecom, Digirama, Amplifier, Txttunes, Rip It.

Total Sales of PHYSICAL SINGLES by NZ Artists:

Third quarter of 2008: **2585**

Second quarter of 2008: **3763**

Same quarter last year: **3330**

Top Sellers this quarter:

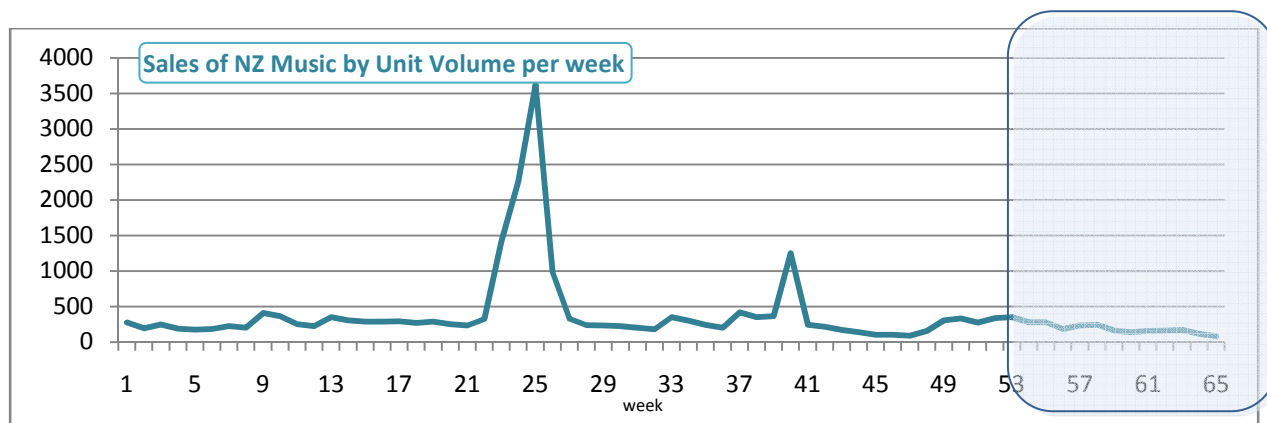
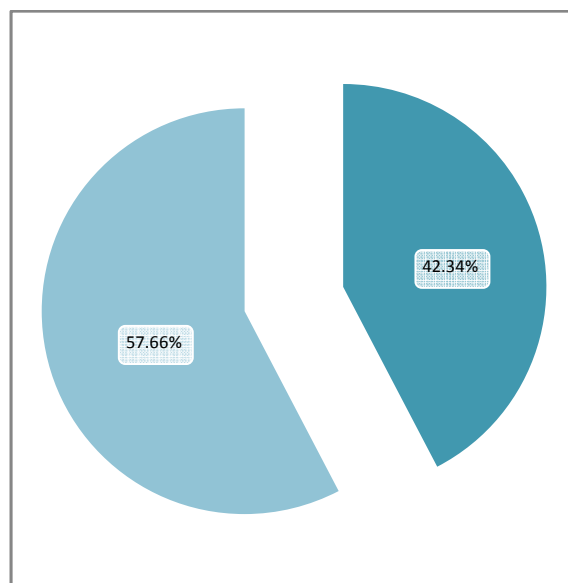
Extended Play EP / **Gin** (Universal)

Mama Don't Cry / **Sweet And Irie** (DawnRaid/Universal)

Distant Future EP / **Flight Of The Conchords** (SubPop/Rhythm)

The Camel / **Fat Freddy's Drop** (TheDrop/Rhythmmethod)

Re-Bottled EP / **Salmonella Dub** (Virgin/EMI)

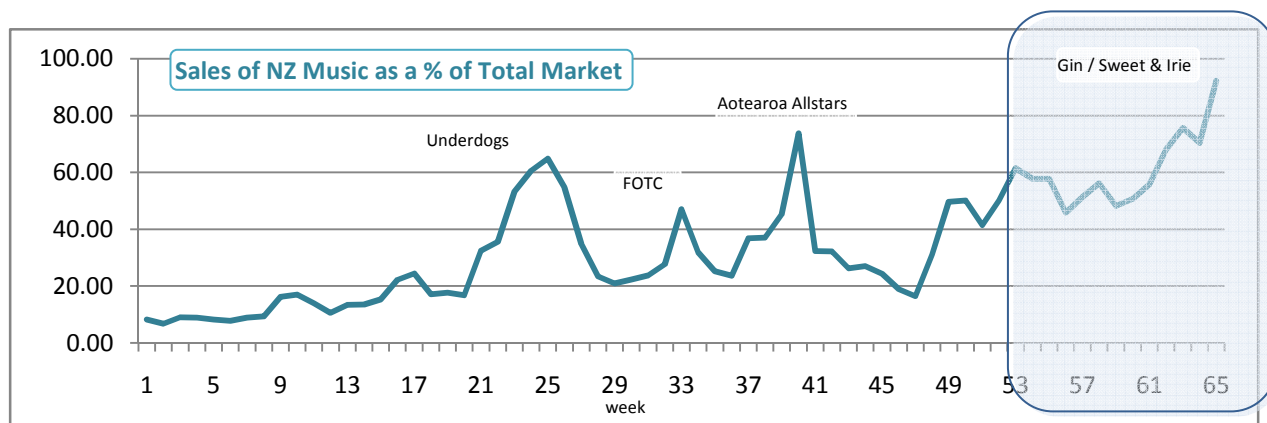


PHYSICAL SINGLES by NZ Artists – as a % of Total Market:

Third quarter of 2008: **57.66%**

Second quarter of 2008: **41.57%**

Same quarter last year: **16.44%**



Total Sales of DIGITAL SINGLES by NZ Artists:

Third quarter of 2008: **78,135**

Second quarter of 2008: **61,151**

Same quarter last year: **28,186**

Top Sellers this quarter:

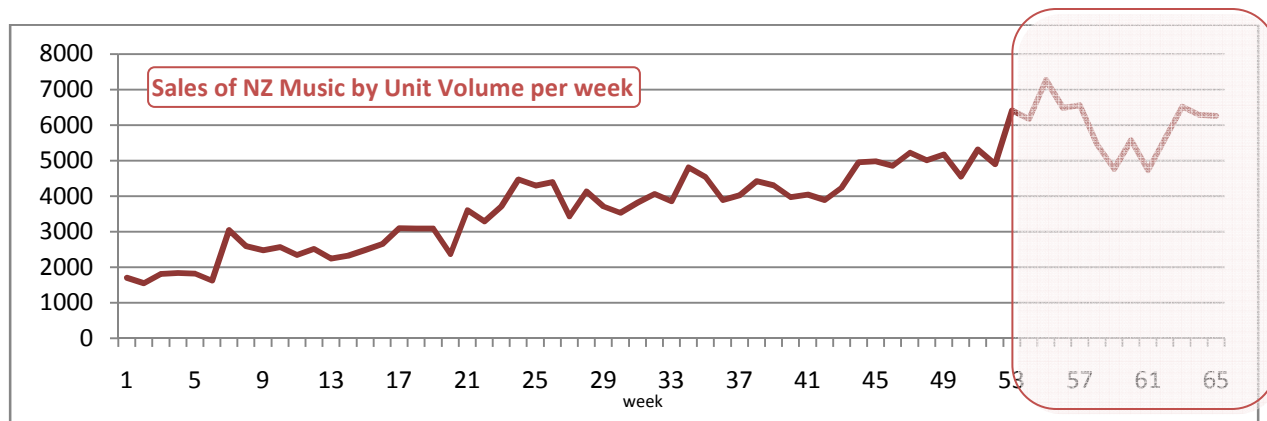
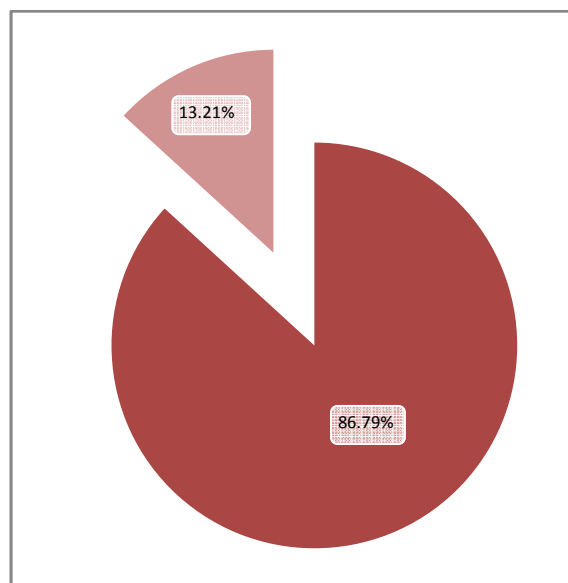
Nesian 101 / **Nesian Mystik** (Bounce/Universal)

Always On My Mind / **Tiki Taane** (DirtyDub/Rhythmmethod)

Baby Come On / **Elemeno P** (Universal)

Everything / **P-Money feat. Vince Harder** (DirtyMGMT)

Under My Skin / **Gin** (Universal)

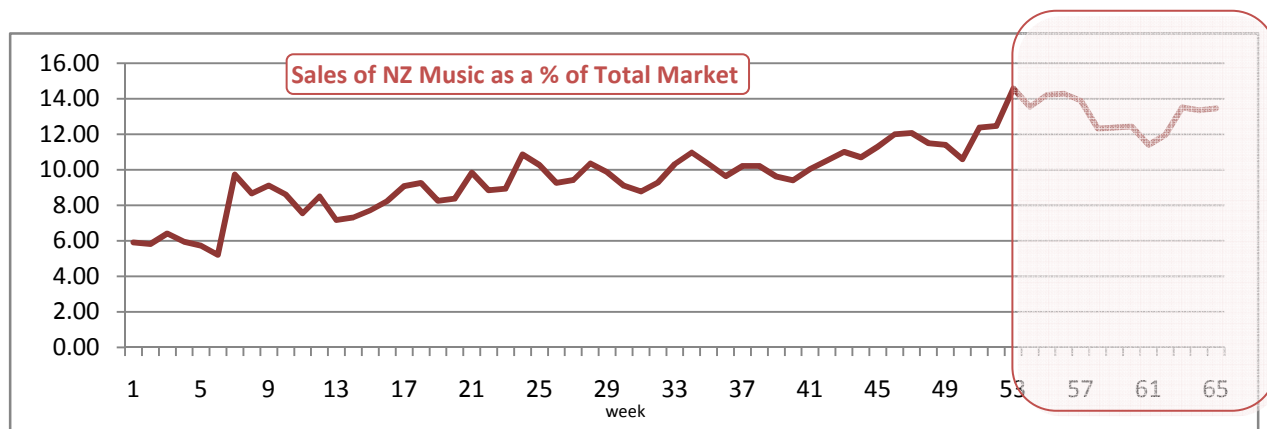


DIGITAL SINGLES by NZ Artists – as a % of Total Market:

Third quarter of 2008: **13.21%**

Second quarter of 2008: **11.19%**

Same quarter last year: **7.26%**



Total Sales of COMPILATIONS by NZ

Artists:

Third quarter of 2008: **1181**

Second quarter of 2008: **2014**

Same quarter last year: **5084**

Top Sellers this quarter:

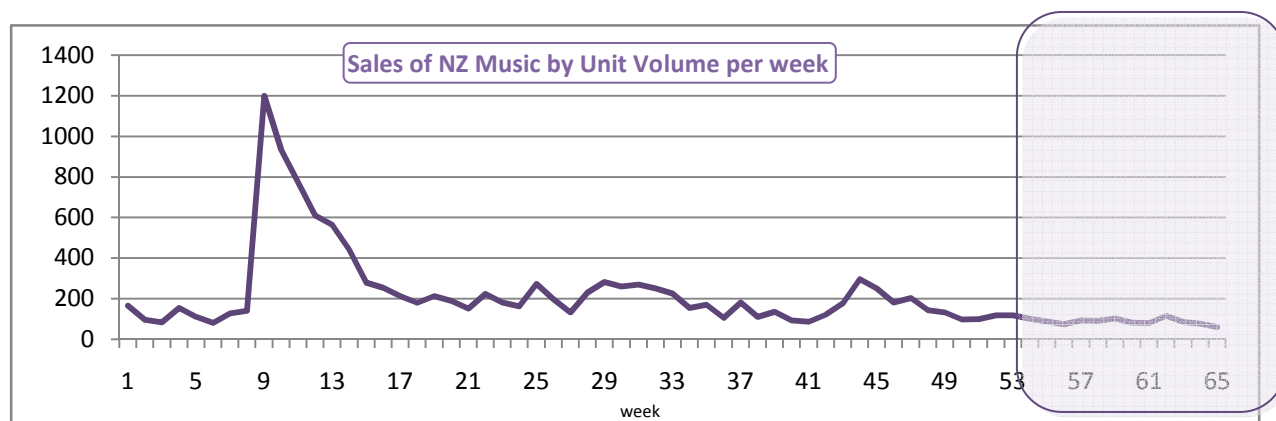
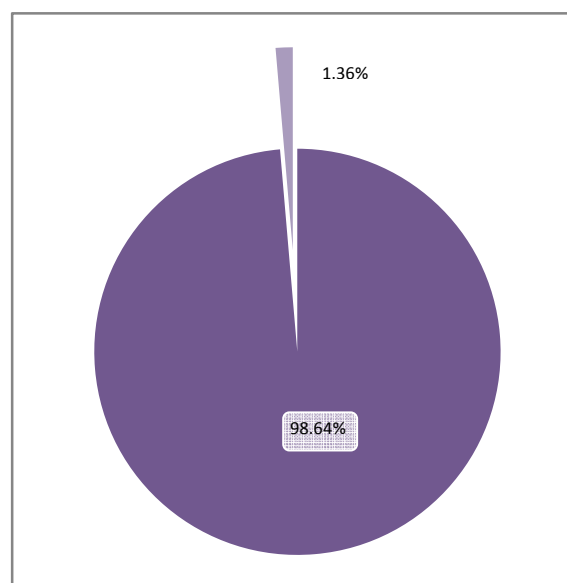
Nature's Best 1 / **Various** (SonyMusic)

Homegrown 2008 / **Various** (EMI)

Conscious Roots IV / **Various** (MovingProduction/EMI)

All Blacks: The Music / **Various** (LOOP/SonyMusic)

Conscious Roots III / **Various** (MovingProduction/EMI)

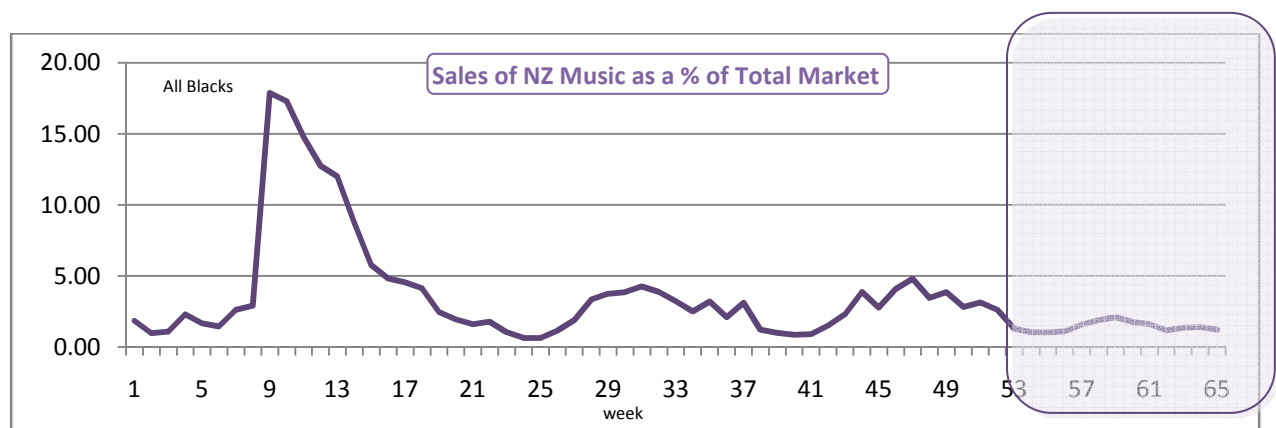


COMPILATIONS by NZ Artists – as a % of Total Market:

Third quarter of 2008: **1.36%**

Second quarter of 2008: **2.49%**

Same quarter last year: **6.11%**



Total Sales of DVDs by NZ Artists:

Third quarter of 2008: **577**

Second quarter of 2008: **704**

Same quarter last year: **1088**

Top Sellers this quarter:

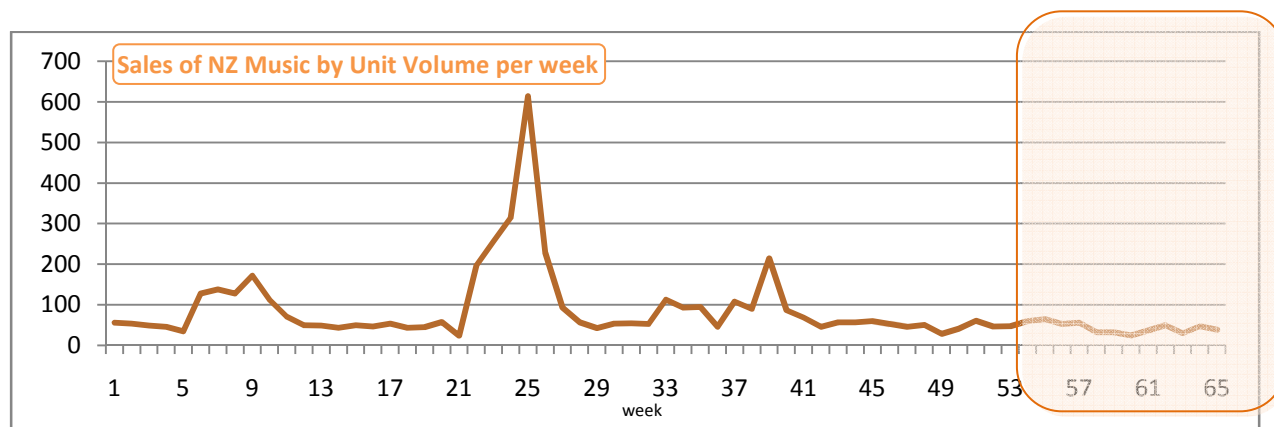
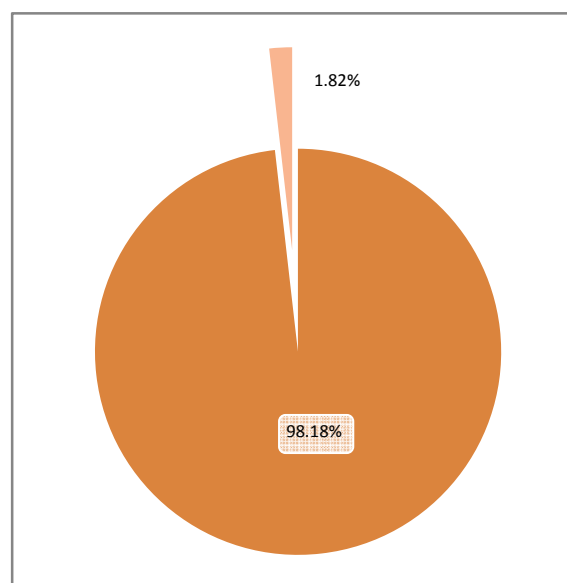
Nature's Best: A Video Selection / **Various** (SonyMusic)

One Out Of The Bag / **Split Enz** (Mushroom/Warner)

Dreaming: The Videos / **Crowded House** (Capitol/EMI)

7 Worlds Collide / **Neil Finn And Friends** (EMI)

Th' Reunion Tour Live / **Th' Dudes** (EMI)

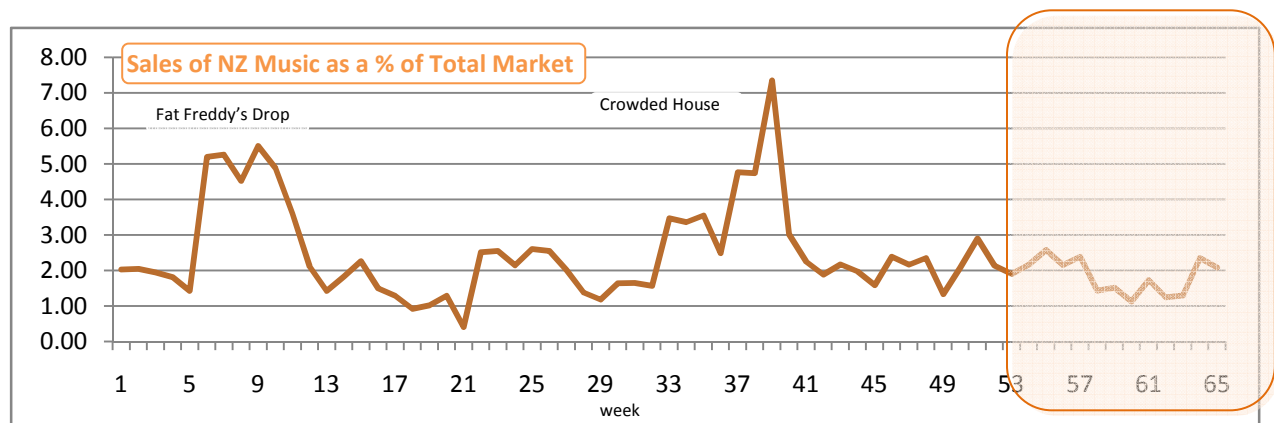


DVDs by NZ Artists – as a % of Total Market:

Third quarter of 2008: **1.82%**

Second quarter of 2008: **2.16%**

Same quarter last year: **3.20%**



Total Airplay of NZ Artists:

Third quarter of 2008: **19.39%**

Second quarter of 2008: **18.66%**

Same quarter last year: **18.48%**

No. of NZ Song Spins: **118,870**

No. of Unique NZ Songs Played: **1568**

No. of Unique NZ Artists Played: **823**

Most Played this quarter:

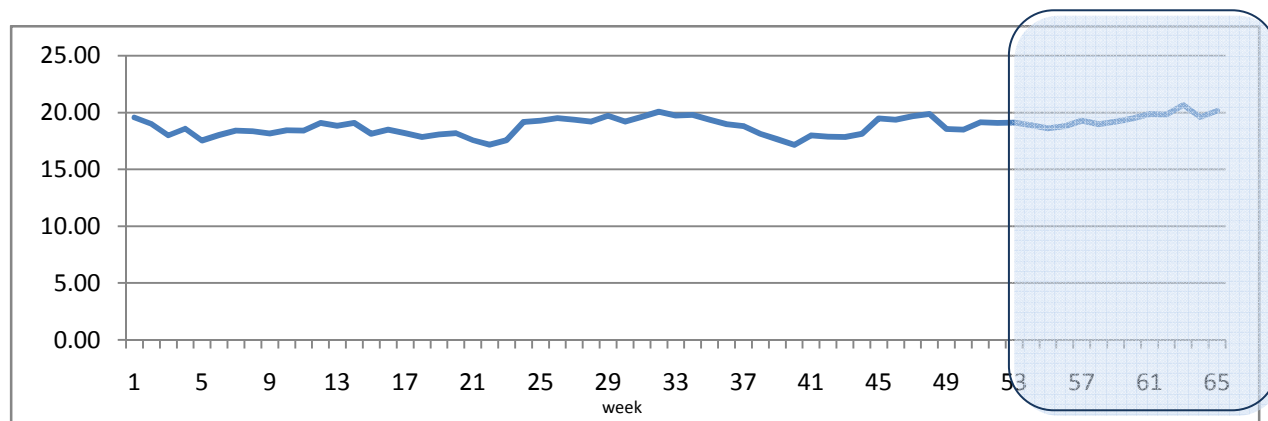
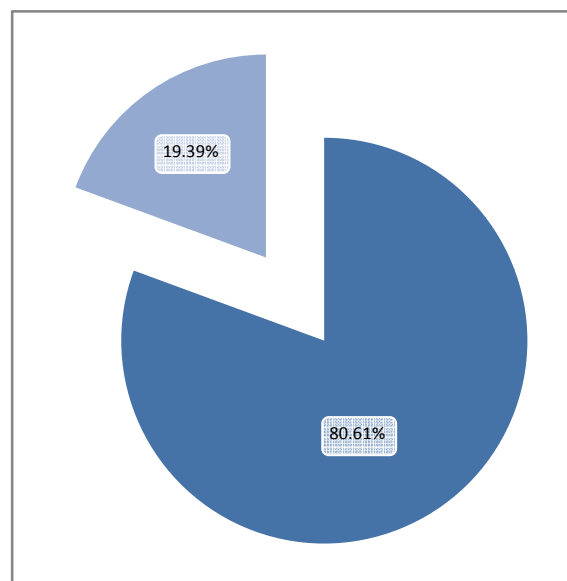
Always On My Mind / **Tiki Taane** (DirtyDub/Rhythmethod)

Nesian 101 / **Nesian Mystik** (Bounce/Universal)

Big Energy In Little Spaces / **OpShop** (Siren/174East)

Under My Skin / **Gin** (Universal)

Closer To Home / **Autozamm** (Hark/174East)



ALL Radio: **19.39%**

Pop Radio: **11.93%**

Rock Radio: **19.32%**

Urban Radio: **18.29%**

AC Radio: **13.07%**

Easy Radio: **14.63%**

Alternative Radio: **46.00%**

Stations Tracked:

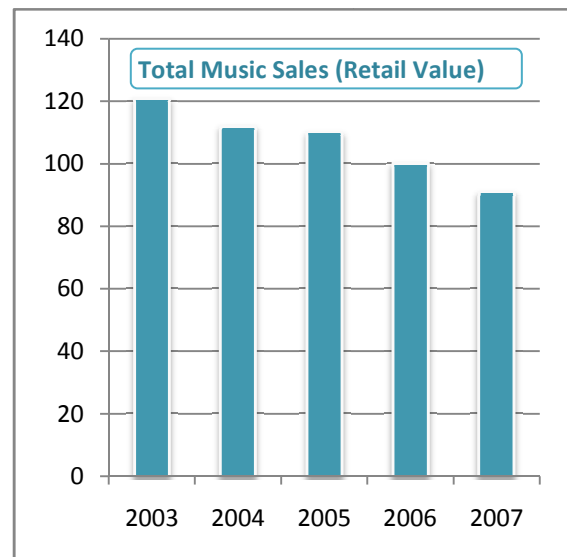
Classic Hits, More FM, The Edge, The Rock, ZM, The Breeze, Mai FM, Flava, EasyMix, Niu FM, Kiwi, 95bFM, Radio Rhema, Life FM, Southern Star, Active 89FM, Coromandel FM, Times Radio, rdu, Hokonui Gold, Tainui FM, Bayrock, 1XX, Port FM, Fox FM, Radio One, The Most, Coast FM Greymouth, Kix FM, The Zone Northland, The Zone Queenstown, Peak FM, Radio Control, Sun FM, Taiohi FM, The Rhythm, Ski FM, Awa FM, Radio Tairua, Nga Iwi FM, Central FM, Vision.

IFPI

Total Recorded Music Sales

(Retail Value):

2007: **\$90.9 million** (world rank by market value: 29th)
2006: **\$100.0 million** (world rank by market value: 29th)
2005: **\$110.0 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)



Gold / Platinum Certifications:

*Platinum figure includes multi-platinum awards (ie. titles moving from one platinum tier to the next).

** Gold and Platinum thresholds for Singles were changed midway through the latest quarter, to include digital retail sales (7500 for gold, 15,000 for platinum).

2008 (Third quarter only):

Gold Albums: **5** (2 NZ)

Platinum Albums: **10** (0 NZ)

Gold Singles: **8** (2 NZ)

Platinum Singles: **3** (1 NZ)

2008 (Second quarter only):

Gold Albums: **15** (3 NZ)

Platinum Albums: **11** (5 NZ)

Gold Singles: **9** (1 NZ)

Platinum Singles: **4** (1 NZ)

2008 (First quarter only):

Gold Albums: **10** (3 NZ)

Platinum Albums: **14** (4 NZ)

Gold Singles: **13** (2 NZ)

Platinum Singles: **5** (0 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**

2005:

Gold Albums: **100**

Platinum Albums: **205**

Gold Singles: **35**

Platinum Singles: **10**

2004:

Gold Albums: **105**

Platinum Albums: **137**

Gold Singles: **33**

Platinum Singles: **18**