

The background features a minimalist design with three overlapping circles of varying sizes, each composed of concentric layers in shades of blue. Two thin, light blue lines intersect to form a large 'V' shape that frames the central text and circles.

**NZ Music Stats | Q1 2012**  
Report for the NZ Music Industry Commission

# 2012 – First Quarter Summary

This is the first statistical report of 2012 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 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 26.94%** on the same period last year to **220,283** units.  
(There was **+52.59%** growth across the physical and digital singles market as a whole).

\*Sales of Albums by NZ artists were **up 15.73%** on the same period last year to **72,805** units.  
(There was **+51.87%** growth across the albums market as a whole).

\*Sales of Compilations by NZ artists were **down -34.1%** on the same period last year to **4299** units.  
(There was **+4.30%** growth across the compilations market as a whole).

\*Sales of DVDs by NZ artists were **up 31.18%** on the same period last year to **2558** units.  
(There was **-5.16%** decline across the DVDs market as a whole).

\*Changes in the rules regarding eligibility of full-length products (albums, compilations, DVDs) able to be included in these tallies means that a greater cross-section of retail sales are included in the current totals than were included in the totals previously. This may create the impression that the full-length market has grown by a larger percentage than is necessarily the case.

### Radio:

Airplay of songs by NZ artists across all contemporary radio (RBA members and non-members) was **up +1.12%** on the same period last year to **17.80%** (based on **228,706 spins**).

## Total Sales of ALBUMS by NZ Artists:

First quarter of 2012: **72,805**

Fourth quarter of 2011: **148,815**

Same quarter last year: **62,908**

### Top Sellers this quarter:

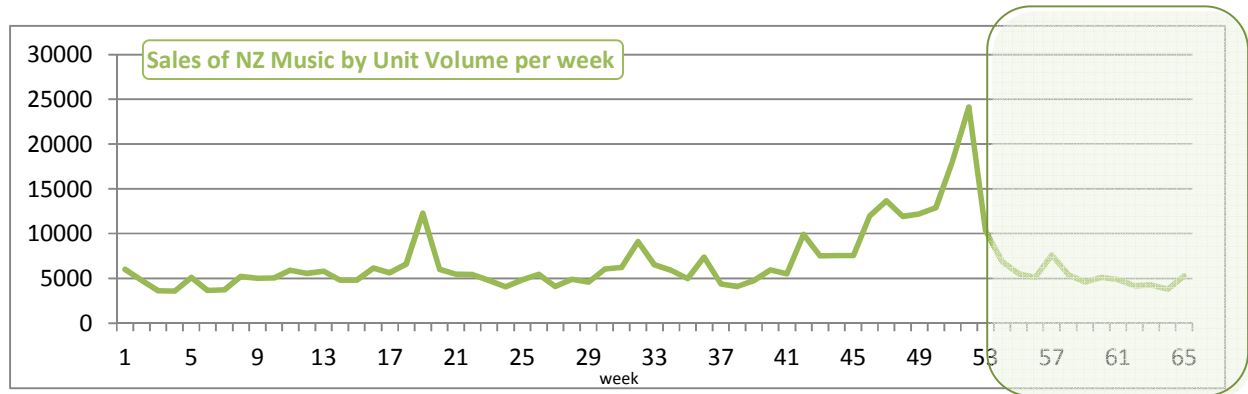
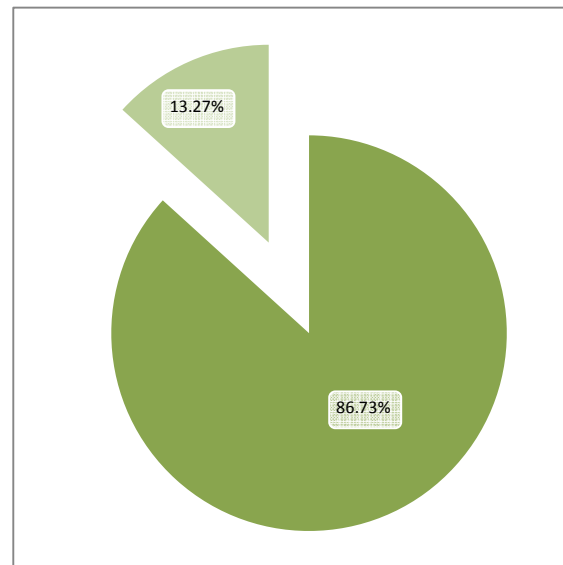
*Six60* / **Six60** (Massive/Universal)

*Gravel And Wine* / **Gin Wigmore** (Universal)

*Vows* / **Kimbra** (WEA/Warner)

*Through The Years* / **Dennis Marsh** (SonyMusic)

*Our New Life Above The Ground* / **Avalanche City** (LTPS/Warner)

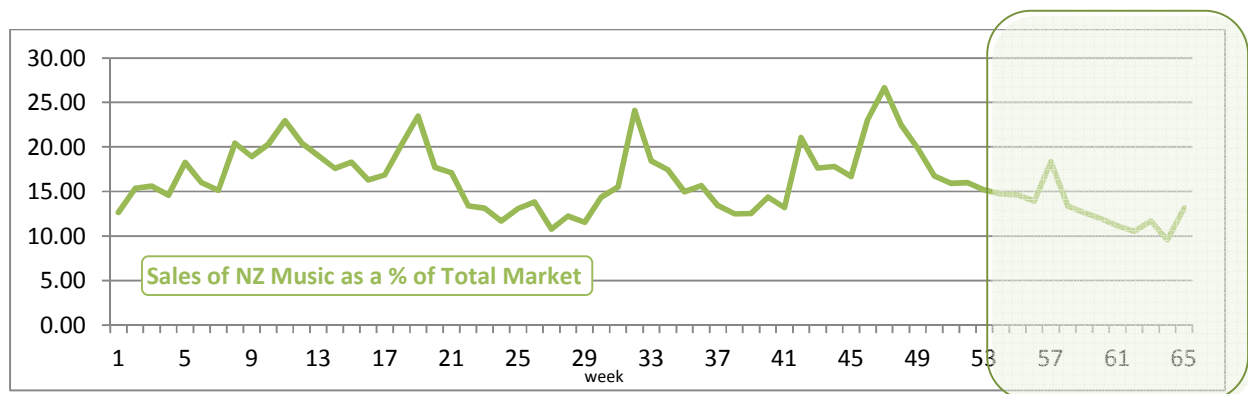


## ALBUMS by NZ Artists – as a % of Total Market:

First quarter of 2012: **13.27%**

Fourth quarter of 2011: **18.16%**

Same quarter last year: **17.42%**



## First 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.

First quarter of 2012: **65** new albums by NZ artists (from a total album release schedule of 466 titles)

First quarter of 2011: **84** new albums by NZ artists (from a total album release schedule of 424 titles)

### Including:

Fly My Pretties ( <i>Fly My Pretties IV</i> )	LOOP/Border
Heavy Metal Ninjas ( <i>Heavy Metal Ninjas EP</i> )	HMN/Warner
Nathan Haines ( <i>The Poet's Embrace</i> )	Haven/Warner
Lydia Cole ( <i>Me And Moon</i> )	LydiaCole/Rhythmmethod
Parachute Band ( <i>Matins : Vespers</i> )	Parachute/Universal
The Eastern ( <i>Hope And Wire</i> )	RoughPeel/Rhythmmethod
Hallelujah Picassos ( <i>Picasso Core Jukebox</i> )	LoopyFruit/Rhythmmethod
Batucada Sound Machine ( <i>Don't Keep Silent</i> )	BSM/Border
Tono And The Finance Company ( <i>Up Here For Dancing</i> )	B&W/Border
Doug Jerebine ( <i>Doug Jerebine Is Jesse Harper</i> )	DragCity/Rhythmmethod
Derty Sesh ( <i>Apology Accepted</i> )	MTC/Warner
Julien Dyne ( <i>Glimpse</i> )	JD/Rhythmmethod
Massad ( <i>Overture</i> )	MassadMusic
Myele Manzanza ( <i>One</i> )	EveryWakingHour
Jacqui Keelan ( <i>Wahine</i> )	Jayrem/Border
Cool Rainbows ( <i>Whale Rocket</i> )	LilChief/Rhythmmethod
Missing Teeth ( <i>Same Ol' Brew Re-Bottled</i> )	PuppyKiller/Rhythmmethod
Fiona Pears ( <i>Feeling</i> )	FionaPears/Ode
Rosy Tin Teacaddy ( <i>Blind Leading The Blind</i> )	EarlGrey/Rhythmmethod
The Murderchord ( <i>The BluntCut</i> )	PuppyKiller/Rhythmmethod
Miho Wada ( <i>Morning After</i> )	Florestar
City Oh Sigh ( <i>Like A Light EP</i> )	HomeAlone

### Stores Tracked:

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

## Total Sales of SINGLES by NZ Artists:

First quarter of 2012: **220,283**

Fourth quarter of 2011: **207,011**

Same quarter last year: **173,531**

### Top Sellers this quarter:

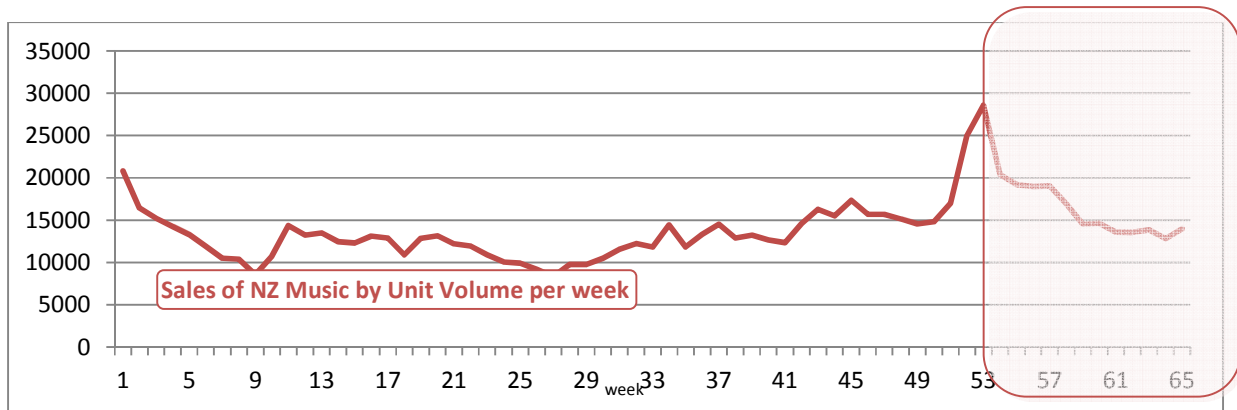
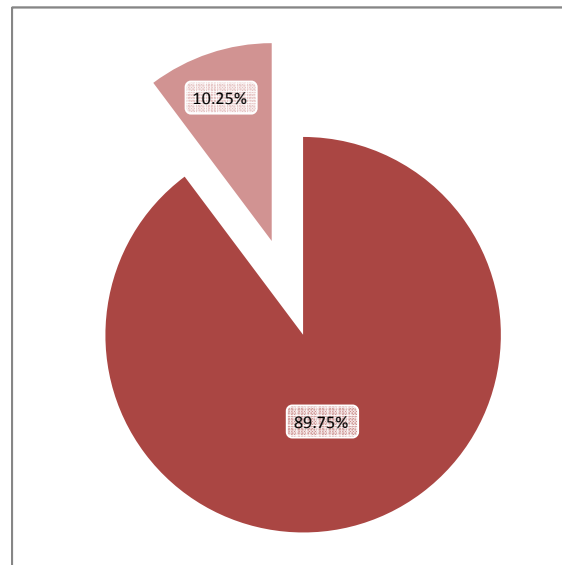
*Girl In Stilettos* / **Annah Mac** (SonyMusic)

*Only To Be* / **Six60** (Massive/Universal)

*Everything's Gonna Be Alright* / **Babysitters Circus** (ContrlFrk/EMI)

*My Baby* / **Pieter T** (Kog/Rhythmmethod)

*Don't Forget Your Roots* / **Six60** (Massive/Universal)

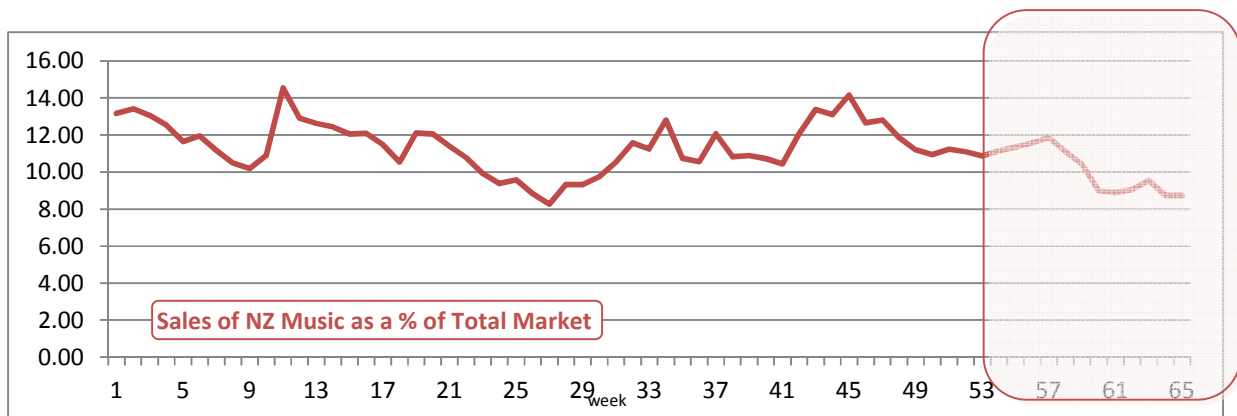


## SINGLES by NZ Artists – as a % of Total Market:

First quarter of 2012: **10.25%**

Fourth quarter of 2011: **11.92%**

Same quarter last year: **12.30%**



## Total Sales of COMPILATIONS by NZ

### Artists:

First quarter of 2012: **4299**

Fourth quarter of 2011: **8985**

Same quarter last year: **6530**

### Top Sellers this quarter:

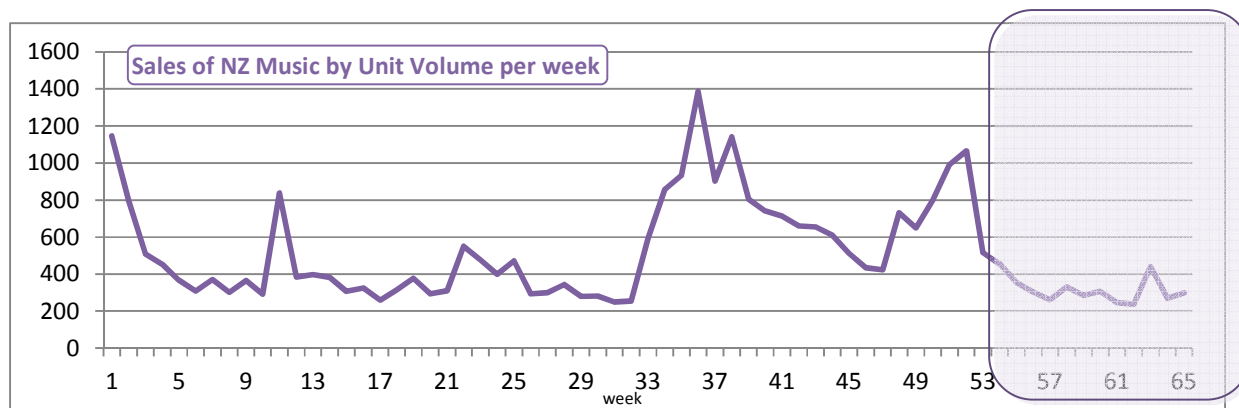
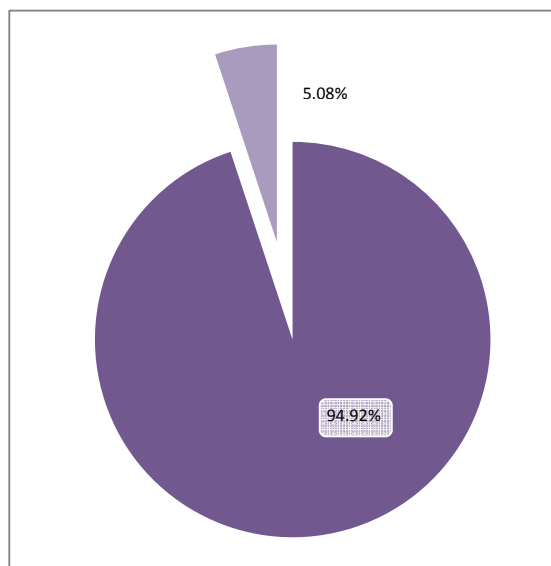
*The Great NZ Songbook: Souvenir Ed* / **Various** (Thom/SonyMusic)

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

*The Great NZ Songbook Vol. 2* / **Various** (Thom/SonyMusic)

*Tally Ho! Flying Nun's Greatest Bits* / **Various** (FlyingNun/Warner)

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

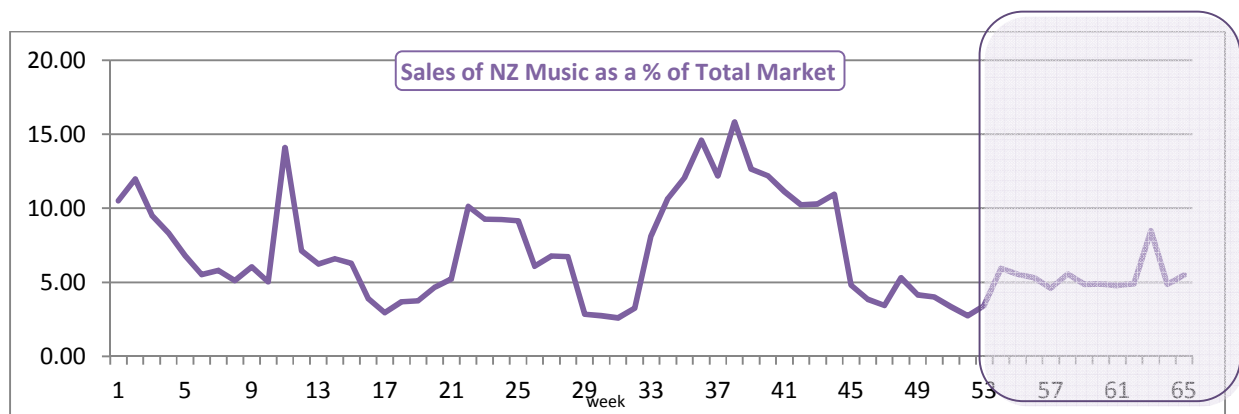


## COMPILATIONS by NZ Artists - as a % of Total Market:

First quarter of 2012: **5.08%**

Fourth quarter of 2011: **4.91%**

Same quarter last year: **8.04%**



## Total Sales of DVDS by NZ Artists:

First quarter of 2012: **2558**

Fourth quarter of 2011: **4519**

Same quarter last year: **1950**

### Top Sellers this quarter:

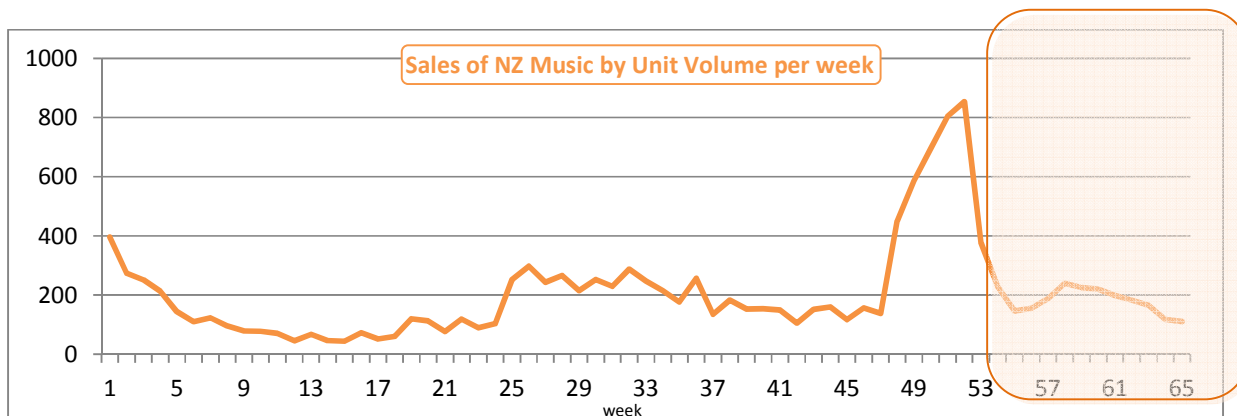
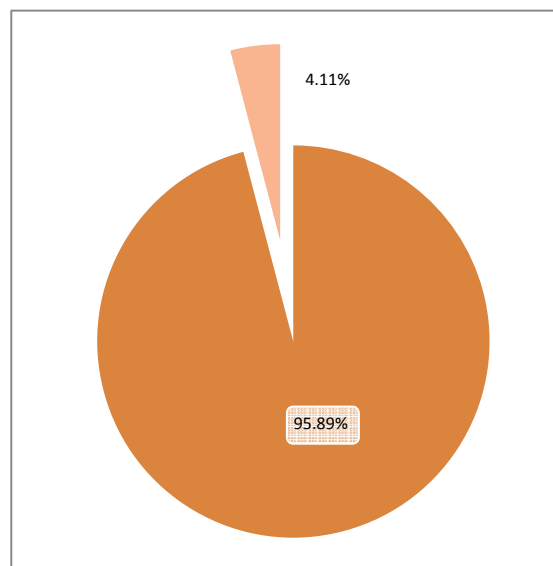
*That's Country: Encore* / **Various** (SonyMusic)

*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)

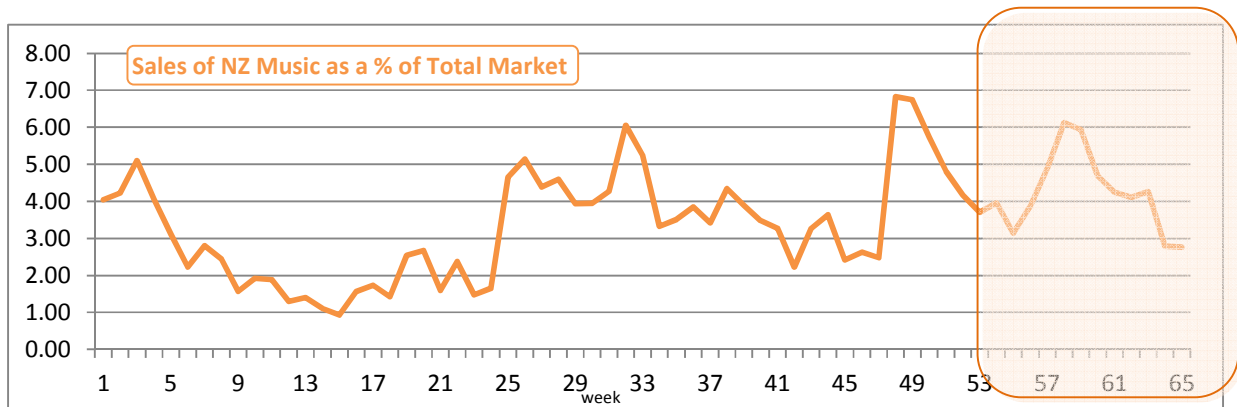


## DVDS by NZ Artists – as a % of Total Market:

First quarter of 2012: **4.11%**

Fourth quarter of 2011: **4.36%**

Same quarter last year: **2.97%**



## Total Airplay of NZ Artists:

First quarter of 2012: **17.80%**

Fourth quarter of 2011: **16.68%**

Same quarter last year: **19.10%**

No. of NZ Song Spins: **228,706**

No. of Unique NZ Songs Played: **4129**

No. of Unique NZ Artists Played: **1601**

### Most Played this quarter:

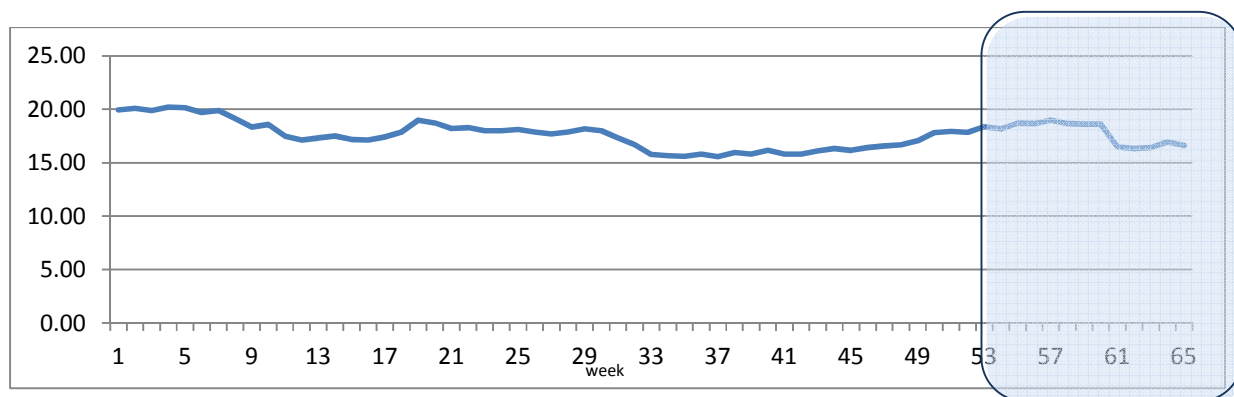
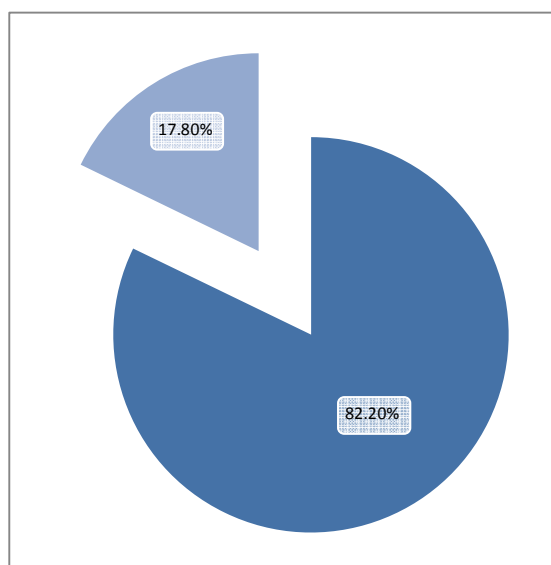
*Only To Be* / **Six60** (Massive/Universal)

*Girl In Stiletto's* / **Annah Mac** (SonyMusic)

*Everything's Gonna Be Alright* / **Babysitters Circus** (ContrlFrk/EMI)

*Light It Up* / **Stan Walker** (SonyMusic)

*Galaxy* / **Stan Walker feat. Jessica Mauboy** (SonyMusic)



ALL Radio: **17.80%**

Pop Radio: **14.59%**

Rock Radio: **14.59%**

Urban Radio: **26.83%**

AC Radio: **14.40%**

Easy Radio: **6.58%**

Alternative Radio: **33.96%**

### 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 (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)

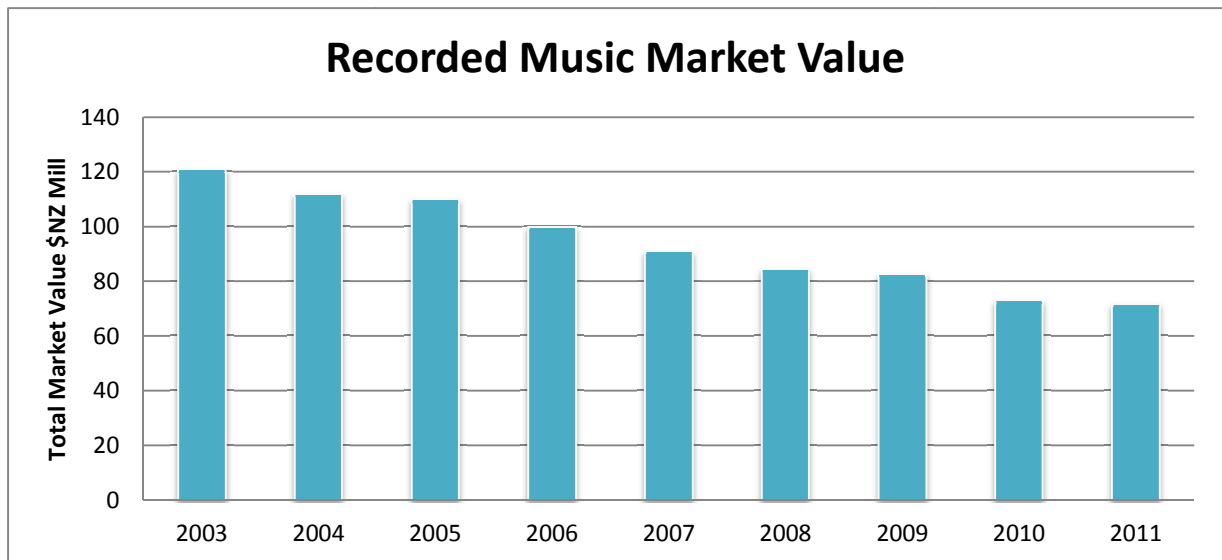
### 2006:

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: 32<sup>nd</sup>)
- 2010: **\$72.9 million** (world rank by market value: 32<sup>nd</sup>)
- 2009: **\$82.7 million** (world rank by market value: 32<sup>nd</sup>)
- 2008: **\$84.5 million** (world rank by market value: 30<sup>th</sup>)
- 2007: **\$90.9 million** (world rank by market value: 29<sup>th</sup>)
- 2006: **\$100.0 million** (world rank by market value: 29<sup>th</sup>)
- 2005: **\$112.1 million** (world rank by market value: 26<sup>th</sup>)
- 2004: **\$111.9 million** (world rank by market value: 31<sup>st</sup>)
- 2003: **\$120.8 million** (world rank by market value: 30<sup>th</sup>)