

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

# **NZ Music Stats | Q2 2011**

**Report for the NZ Music Industry Commission**

# 2011 – Second Quarter Summary

This is the second statistical report of 2011 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 2010 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 **down -17.36%** on the same period last year to **152,230** units.  
(There was **+40.83%** growth across the physical and digital singles market as a whole).

Sales of Albums by NZ artists were **up 32.41%** on the same period last year to **76,167** units.  
(There was **-1.36%** decline across the albums market as a whole).

Sales of Compilations by NZ artists were **up 32.91%** on the same period last year to **4761** units.  
(There was **+5.29%** growth across the compilations market as a whole).

Sales of DVDs by NZ artists were **up 216.38%** on the same period last year to **1449** units.  
(There was **-4.71%** 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 **down -1.46%** on the same period last year to **17.93%** (**196,154 spins**).

## Total Sales of ALBUMS by NZ Artists:

Second quarter of 2011: **76,167**

First quarter of 2011: **62,908**

Same quarter last year: **57,522**

### Top Sellers this quarter:

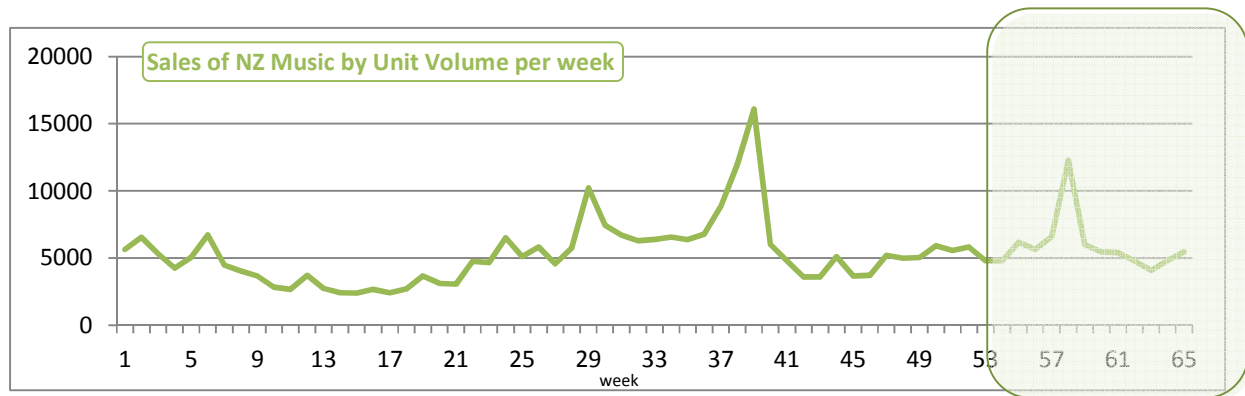
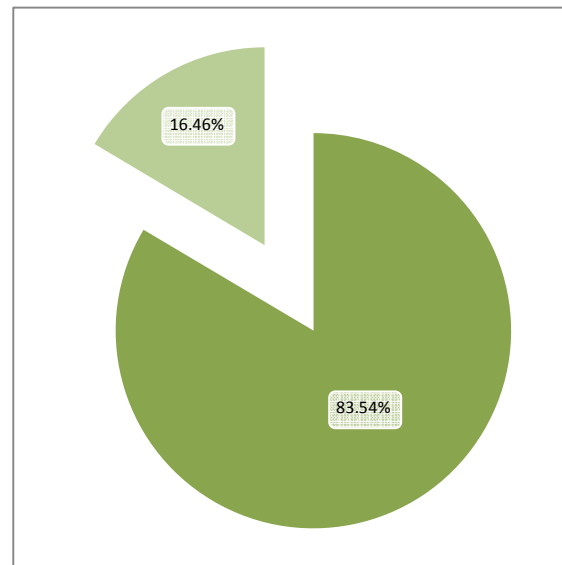
*Maori Songbook* / **Dennis Marsh** (Rajon/SonyMusic)

*Paradiso* / **Hayley Westenra** (Universal)

*Hits And Love Songs* / **John Rowles** (SonyMusic)

*Here I Am* / **Janice Bateman** (No8/EMI)

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

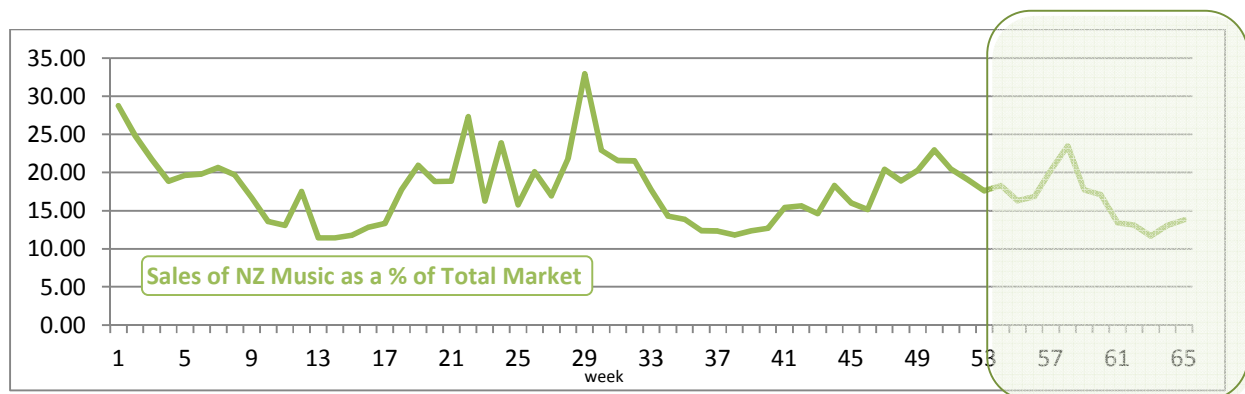


## ALBUMS by NZ Artists – as a % of Total Market:

Second quarter of 2011: **16.46%**

First quarter of 2011: **17.42%**

Same quarter last year: **19.01%**



## Second 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.

Second quarter of 2011: **73** new albums by NZ artists (from a total album release schedule of 538 titles)

Second quarter of 2010: **59** new albums by NZ artists (from a total album release schedule of 553 titles)

### Including:

Hayley Westenra ( <i>Paradiso</i> )	Universal
John Rowles ( <i>Hits And Love Songs</i> )	SonyMusic
Liam Finn ( <i>FOMO</i> )	Liberation/Universal
State Of Mind ( <i>Nil By Ear</i> )	SOM/Rhythmmethod
PNC ( <i>Man On Wire</i> )	Dirty/DawnRaid/Universal
Annabel Fay ( <i>Show Me The Right Way</i> )	Siren/EMI
Janice Bateman ( <i>Here I Am</i> )	No8/EMI
The Adults ( <i>The Adults</i> )	WEA/Warner
Vince Harder ( <i>The Space Between Us</i> )	Illegal/Warner
Luger Boa ( <i>New Hot Nights</i> )	Stukka/Rhythmmethod
Unknown Mortal Orchestra ( <i>Unknown Mortal Orchestra</i> )	Seeing/Isaac/Universal
Little Bushman ( <i>Te Oranga</i> )	LittleB/Rhythmmethod
Johnny Love ( <i>Courage</i> )	Limelight/Warner
Carl Doy ( <i>East / West</i> )	Thom/SonyMusic
Simon Spire ( <i>Four Letter Word</i> )	Spire/FMG/Universal
Beastwars ( <i>Beastwars</i> )	Destroy/FMG/Universal
The Yoots ( <i>Sing Along With The Yoots</i> )	Economy/Rhythmmethod
Surf Friends ( <i>Surf Friends</i> )	Powertool
Ghost Wave ( <i>Ghost Wave</i> )	ArchHill/Rhythmmethod
David Kilgour ( <i>Left By Soft</i> )	ArchHill/Rhythmmethod
Princess Chelsea ( <i>Lil Golden Book</i> )	LilChief/Rhythmmethod
Scratch 22 ( <i>Distance From View</i> )	RoundTripMars/Universal
Bachelorette ( <i>Bachelorette</i> )	ParticleTracks/Rhythm
Miss Black And The Light ( <i>Black Light</i> )	BlackMusic/Ode
Paua ( <i>Paua</i> )	Paua
AMMP ( <i>From The Back Of The Sun</i> )	AMMP
Aly Cook ( <i>Brand New Day</i> )	Manu/Ode
The Harbour Union ( <i>The Harbour Union</i> )	SocialEndProduct/Rhythm
In Dread Response ( <i>Embers In The Spiritless Void</i> )	Deadboy/Universal
The Family Cactus ( <i>Spirit Lights</i> )	ArchHill/Rhythmmethod)

### Stores Tracked:

The Warehouse, Marbecks, Real Groovy, JB HiFi, Slowboat, Music Oasis, RhythmCDs, MightyApe, MyMusic, iTunes, Vodafone, Telecom, Digirama, Amplifier.

## Total Sales of PHYSICAL SINGLES by NZ Artists:

Second quarter of 2011: **426**

First quarter of 2011: **433**

Same quarter last year: **916**

### Top Sellers this quarter:

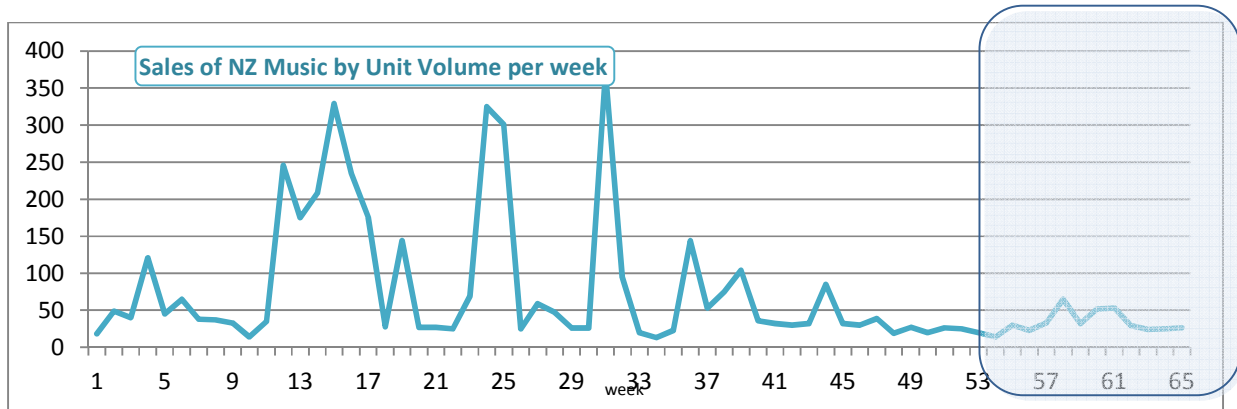
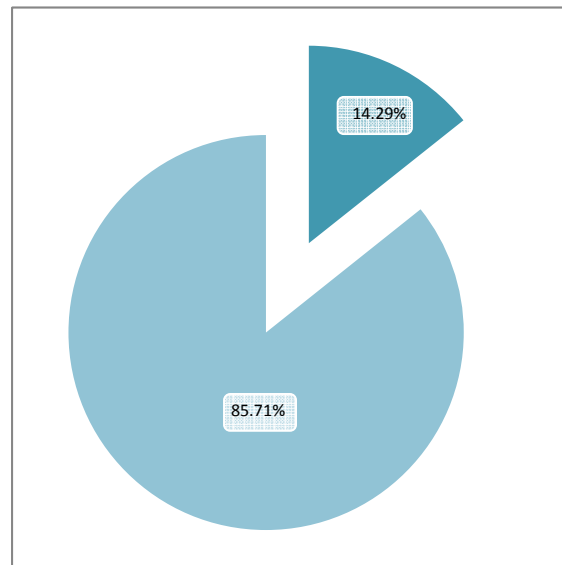
*Neon Sunrise EP / I Am Giant* (GiantSound/SonyMusic)

*Over You / Ria Hall* (M4U/Pure)

*Extended Play EP / Gin* (Universal)

*The Dreaming EP / Wellington Uke Orch* (Ukulele/Rhythm)

*A Little Bit Wonderful EP / Wellington Uke Orch* (Ukulele/Rhythm)

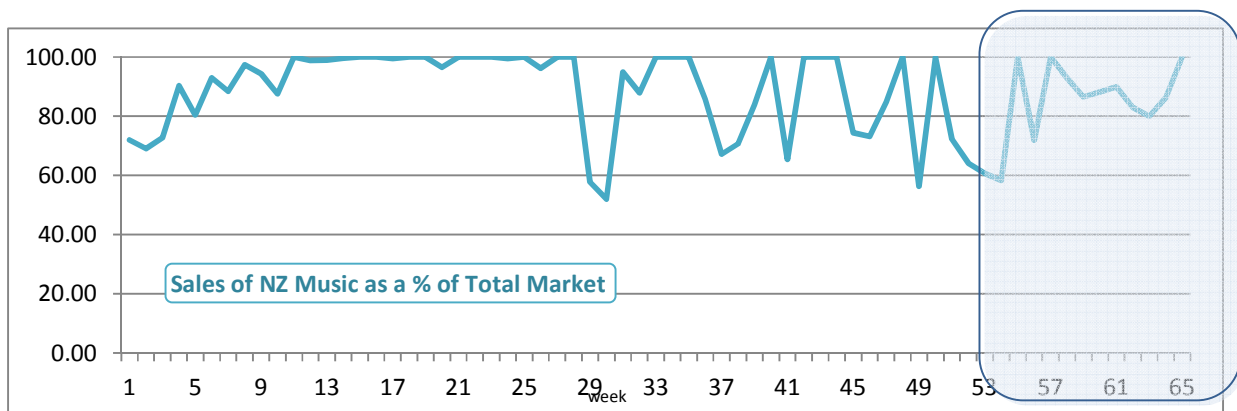


## PHYSICAL SINGLES by NZ Artists – as a % of Total Market:

Second quarter of 2011: **85.71%**

First quarter of 2011: **82.63%**

Same quarter last year: **91.24%**



## Total Sales of DIGITAL SINGLES by NZ

### Artists:

Second quarter of 2011: **151,804**

First quarter of 2011: **173,098**

Same quarter last year: **183,297**

### Top Sellers this quarter:

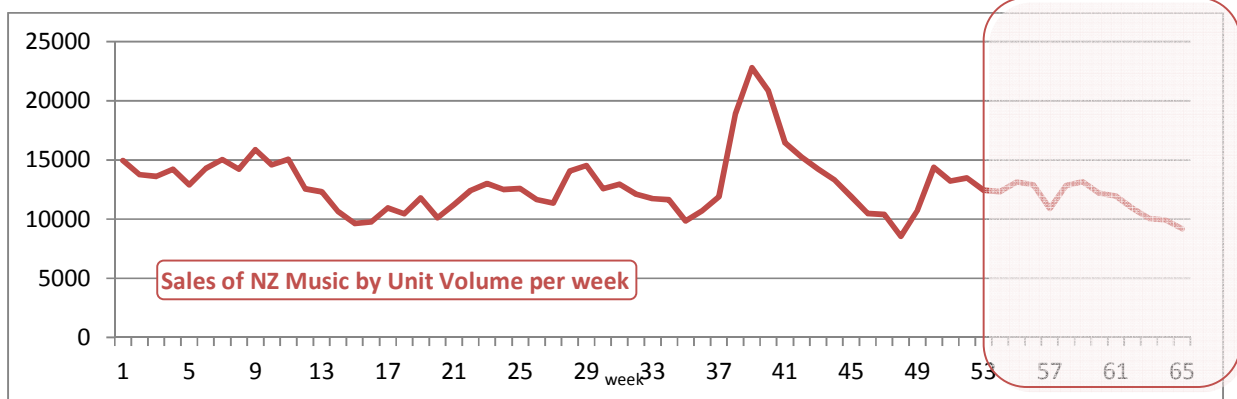
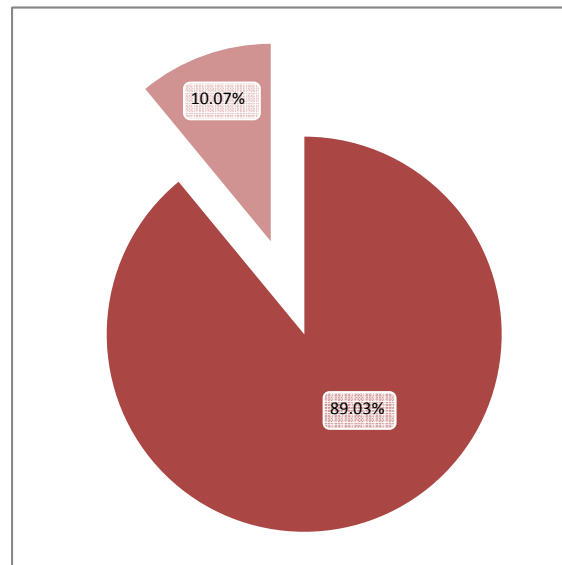
*Love Love Love* / **Avalanche City** (LTPS/Warner)

*Like Water* / **Ladi6** (Question/Rhythmmethod)

*Loud* / **Stan Walker** (SonyMusic)

*Show Me The Right Way* / **Annabel Fay** (Siren/EMI)

*She's A Killer* / **K.One feat. J.Williams** (Illegal/Warner)

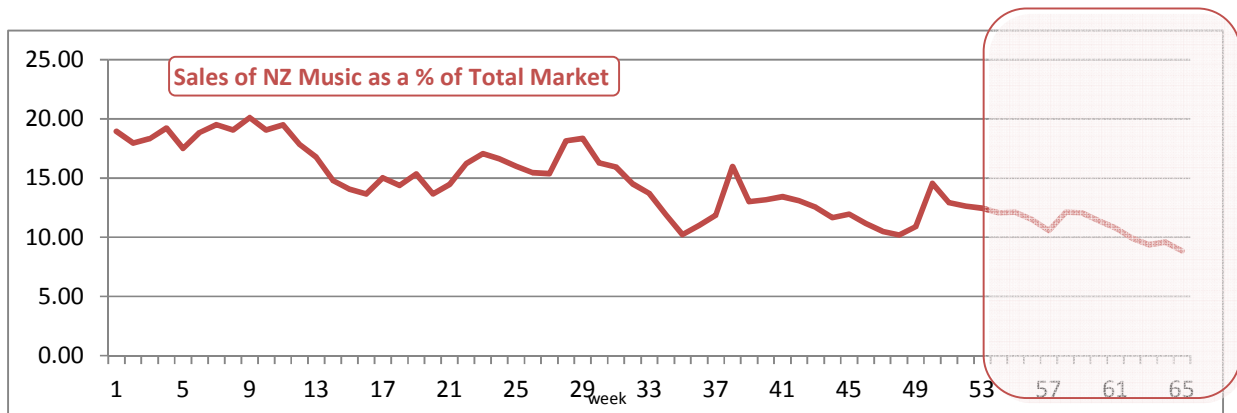


## DIGITAL SINGLES by NZ Artists - as a % of Total Market:

Second quarter of 2011: **10.07%**

First quarter of 2011: **12.30%**

Same quarter last year: **18.67%**



## Total Sales of COMPILATIONS by NZ

### Artists:

Second quarter of 2011: **4761**

First quarter of 2011: **6530**

Same quarter last year: **3582**

### Top Sellers this quarter:

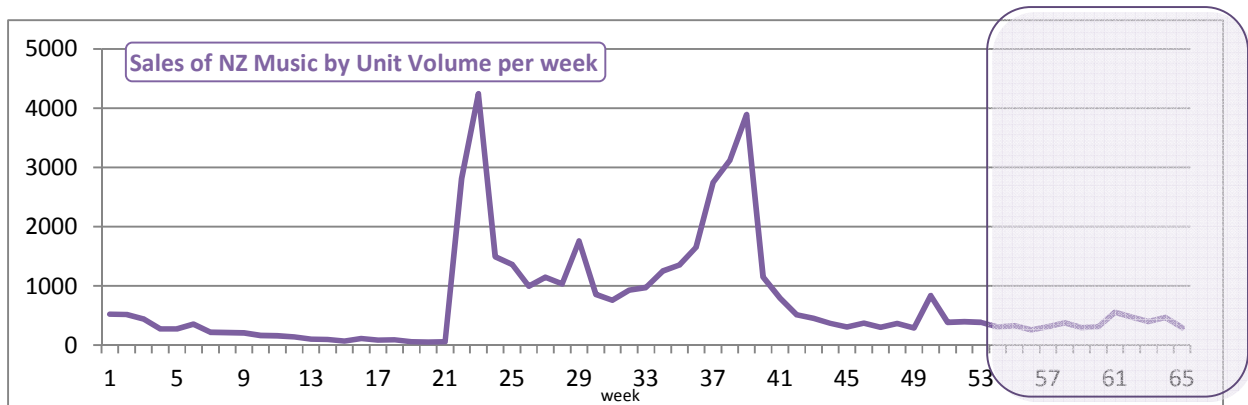
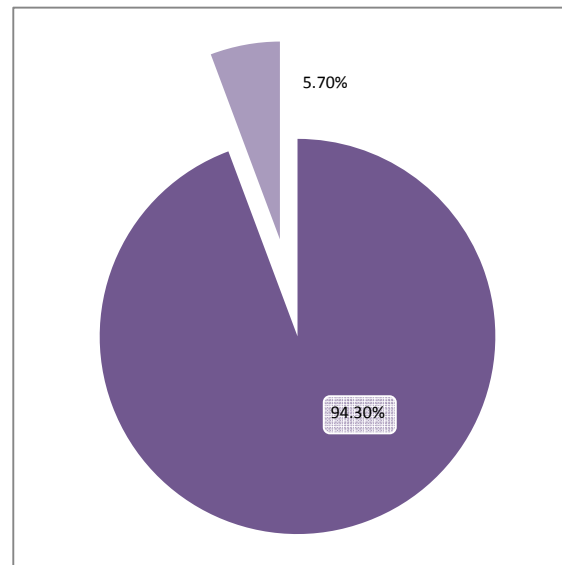
*Heartland / Various* (SonyMusic)

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

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

*Pasifika: The Collection Vol. 2 / Various* (DawnRaid/Universal)

*Aotearoa Dubstep Allstars Vol. 1 / Various* (Optimus/Border)

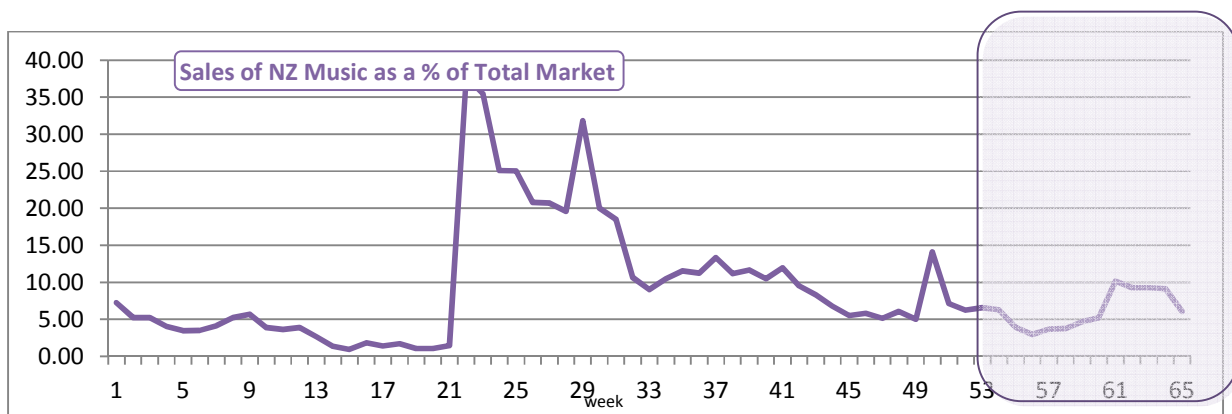


## COMPILATIONS by NZ Artists - as a % of Total Market:

Second quarter of 2011: **5.70%**

First quarter of 2011: **8.04%**

Same quarter last year: **4.51%**



## Total Sales of DVDS by NZ Artists:

Second quarter of 2011: **1449**

First quarter of 2011: **1950**

Same quarter last year: **458**

### Top Sellers this quarter:

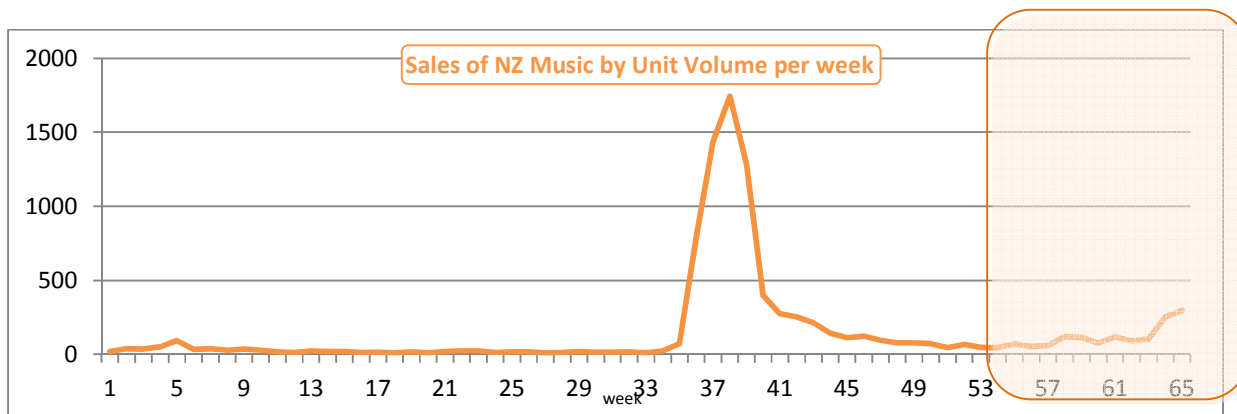
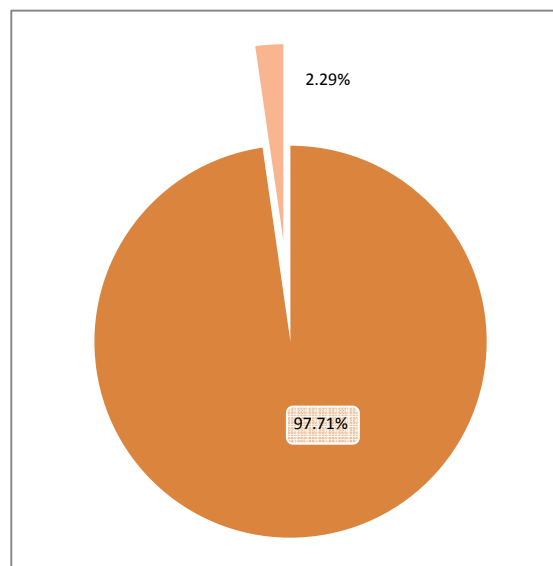
*That's Country* / **Various** (SonyMusic)

*Live In Concert* / **John Rowles** (Rajon/SonyMusic)

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

*Topp Twins And The APO* / **Topp Twins** (Vendetta)

*To Sir With Love: Sir Howard Tribute* / **Various** (TVNZ/Roadshow)

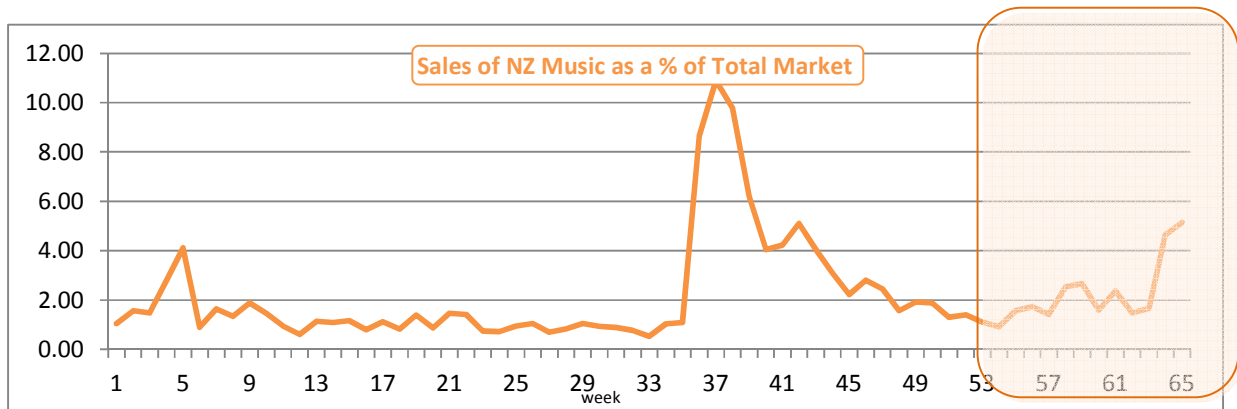


## DVDS by NZ Artists – as a % of Total Market:

Second quarter of 2011: **2.29%**

First quarter of 2011: **2.97%**

Same quarter last year: **1.58%**





## Total Airplay of NZ Artists:

Second quarter of 2011: **17.93%**

First quarter of 2011: **19.10%**

Same quarter last year: **19.39%**

No. of NZ Song Spins: **196,154**

No. of Unique NZ Songs Played: **3973**

No. of Unique NZ Artists Played: **1546**

### Most Played this quarter:

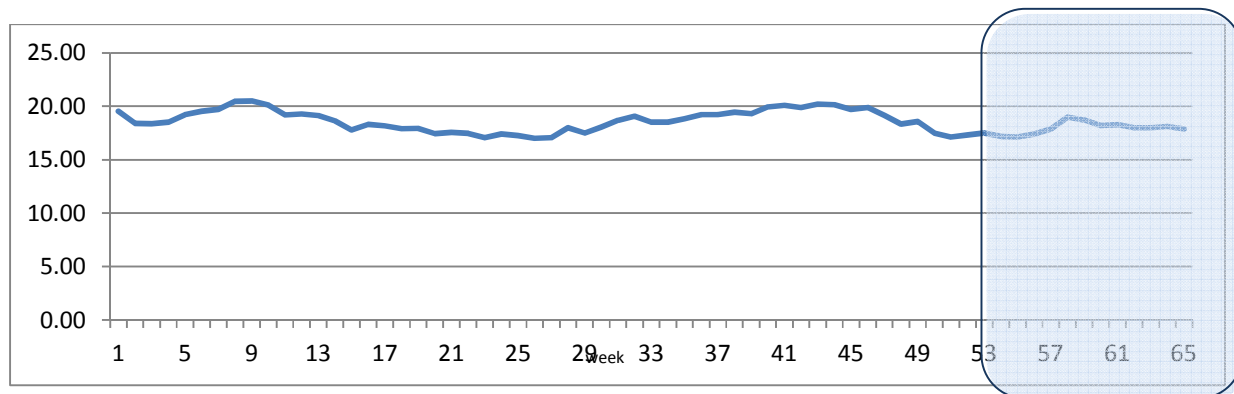
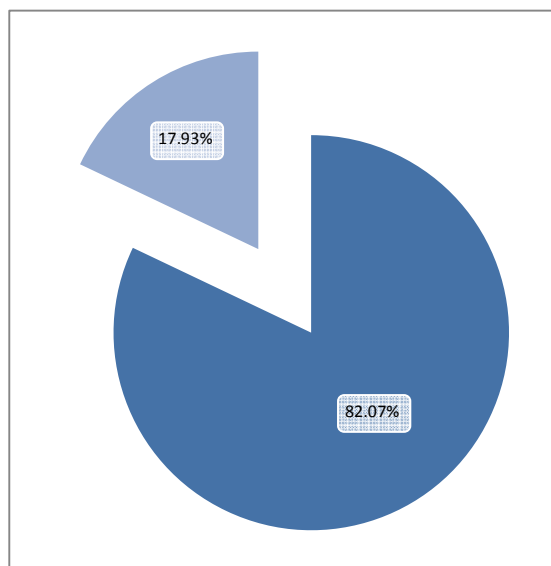
*Love Love Love* / **Avalanche City** (LTPS/Warner)

*Like Water* / **Ladi6** (Question/Rhythmmethod)

*Show Me The Right Way* / **Annabel Fay** (Siren/EMI)

*Betty* / **Brooke Fraser** (SonyMusic)

*One Thing* / **Stan Walker** (SonyMusic)



ALL Radio: **17.93%**

Pop Radio: **12.45%**

Rock Radio: **16.39%**

Urban Radio: **27.31%**

AC Radio: **13.52%**

Easy Radio: **6.11%**

Alternative Radio: **36.26%**

### Stations Tracked:

Classic Hits, More FM, The Edge, The Rock, ZM, The Breeze, Mai FM, Radio Hauraki, Coast, Flava, EasyMix, Niu FM, BigFM, 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 Queenstown, Peak FM, Radio Control, Sun FM, Taiohi FM, The Rhythm, Ski FM, Awa FM, Radio Tairua, Nga Iwi FM, Te Korimako FM, BOP FM, Radio Tairua, Central FM, The Mix, Vision.

## 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 2007, to include digital retail sales (7500 for gold, 15,000 for platinum).

### 2011 (Second quarter only):

Gold Albums: **5** (3 NZ)

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

Gold Singles: **35** (3 NZ)

Platinum Singles: **18** (3 NZ)

### 2011 (First quarter only):

Gold Albums: **5** (1 NZ)

Platinum Albums: **12** (1 NZ)

Gold Singles: **37** (4 NZ)

Platinum Singles: **18** (2 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**

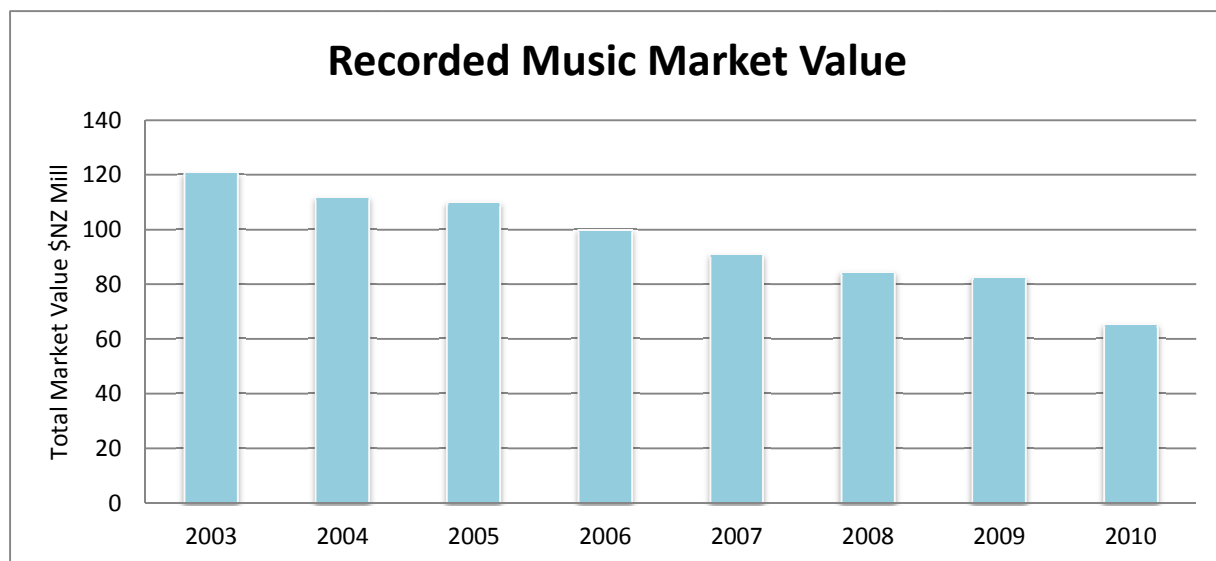
### 2005:

Gold Albums: **100**

Platinum Albums: **205**

Gold Singles: **35**

Platinum Singles: **1**



**Source: IFPI**

### **Total Recorded Music Sales in New Zealand**

#### **(Retail Value):**

2010: **\$65.4 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>)