

The background features an abstract graphic design. It consists of three overlapping circles of varying sizes, each composed of concentric rings in shades of blue. These circles are positioned in the upper right and lower right areas of the page. Two thin, light blue lines intersect to form a large 'V' shape that frames the central text area.

NZ Music Stats | Q2 2012
Report for the NZ Music Industry Commission

2012 – Second Quarter Summary

This is the second 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 4.14%** on the same period last year to **158,536** units.

(There was **+32.73%** growth across the physical and digital singles market as a whole).

*Sales of Albums by NZ artists were **down -25.29%** on the same period last year to **56,902** units.

(There was **+10.04%** growth across the albums market as a whole).

*Sales of Compilations by NZ artists were **down -19.01%** on the same period last year to **3856** units.

(There was **-6.36%** decline across the compilations market as a whole).

*Sales of DVDs by NZ artists were **down -6.76%** on the same period last year to **1351** units.

(There was **-24.85%** 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

down -6.76% on the same period last year to **17.41%** (based on **252,046 spins**).

Total Sales of ALBUMS by NZ Artists:

Second quarter of 2012: **56,902**

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

Same quarter last year: **76,167**

Top Sellers this quarter:

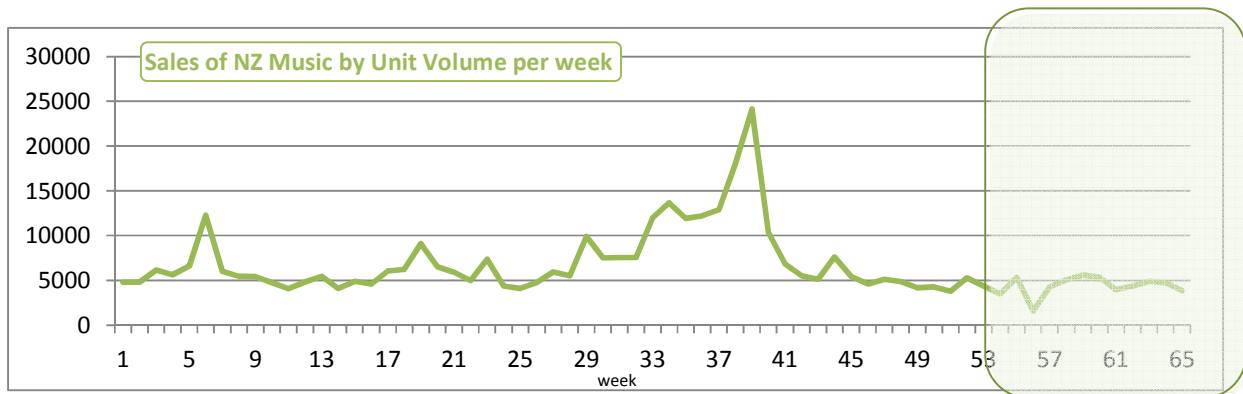
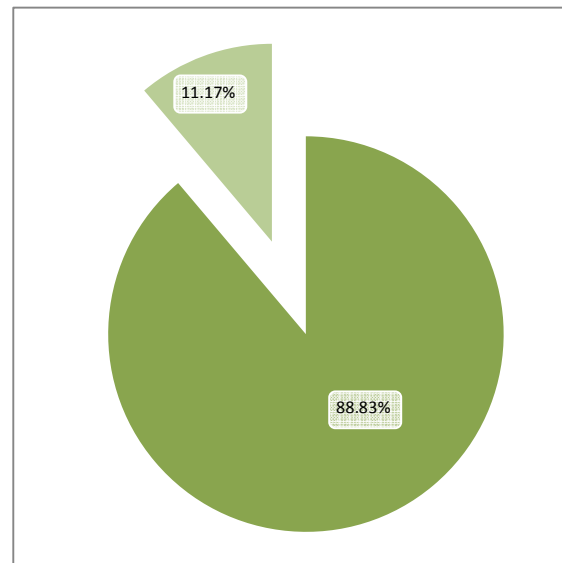
Six60 / **Six60** (Massive/Universal)

Dust And Dirt / **The Black Seeds** (BlackSeeds/RhythmMethod)

Home Brew / **Home Brew** (YG&B/FMG/Universal)

Vows: Deluxe Edition / **Kimbra** (WEA/Warner)

I'll Do It All Over Again / **Suzanne Prentice** (SonyMusic)

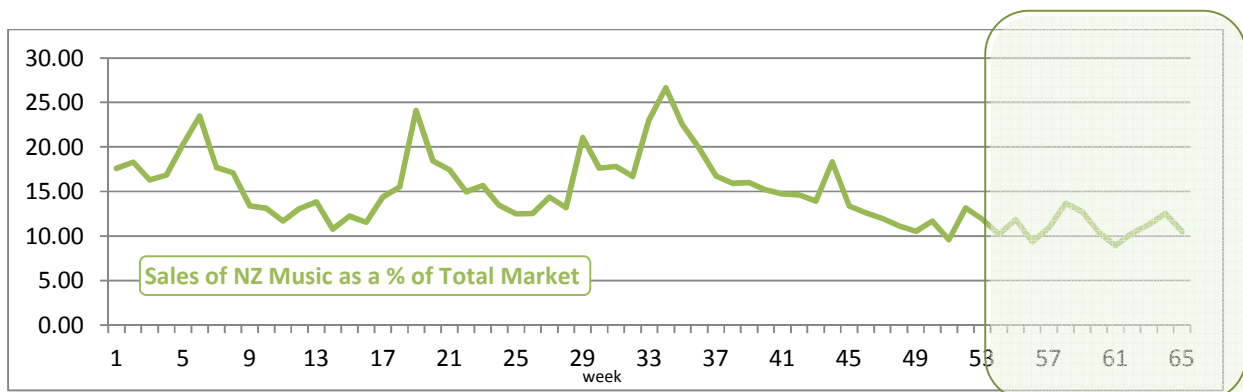


ALBUMS by NZ Artists – as a % of Total Market:

Second quarter of 2012: **11.17%**

First quarter of 2012: **13.27%**

Same quarter last year: **16.46%**



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.

First quarter of 2012: **69** new albums by NZ artists (from a total album release schedule of 602 titles)

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

Including:

| | |
|--|------------------------|
| Ladyhawke (<i>Anxiety</i>) | Modular/Universal |
| Zowie (<i>Love Demolition</i>) | SonyMusic |
| Home Brew (<i>Home Brew</i>) | YG&B/FMG/Universal |
| The Black Seeds (<i>Dust And Dirt</i>) | BlackSeeds/Rhythmethod |
| Opossom (<i>Electric Hawaii</i>) | DarkSummer/Rhythmethod |
| DJ CXL (<i>Represent</i>) | IllegalMusik/Warner |
| Ruby Frost (<i>Volition</i>) | Universal |
| Tomorrow People (<i>One</i>) | IllegalMusik/Warner |
| Clap Clap Riot (<i>Counting Spins</i>) | ClapClap/Universal |
| The Verlaines (<i>Untimely Meditations</i>) | FlyingNun/Warner |
| Various (<i>Songs From The Inside</i>) | SFTI/DRM |
| Dictaphone Blues (<i>Beneath The Crystal Palace</i>) | BFTU/EMI |
| UrbanTramper (<i>Internet Freedom Is Love</i>) | HomeAlone/Southbound |
| Sarah Brown (<i>Great Heart Robbery</i>) | BooMusic |
| Greath North (<i>Halves</i>) | B&W/Border |
| Five Mile Town (<i>Five Mile Town</i>) | FiveMileTown |
| Module (<i>Imagineering</i>) | LOOP/Ear/Border |
| James Duncan (<i>Vanishing</i>) | BFTU/EMI |
| November Zulu (<i>No More Fun And Games</i>) | LTPS/Warner |
| Tommy III (<i>New Hat And A Haircut</i>) | EMI |
| The Golden Awesome (<i>Autumn</i>) | GoldenAwesome |
| Left Or Right (<i>Buzzy</i>) | MrYoda/Border |
| Til Death Do Us Party (<i>Headlights</i>) | Shock |
| Luckless (<i>Luckless</i>) | Aeroplane/Rhythmethod |
| The Shifting Sands (<i>Feel</i>) | Fishrider/YellowEye |
| The Hypnotics (<i>Give It Time</i>) | HypnoticMusic |

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:

Second quarter of 2012: **158,536**

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

Same quarter last year: **152,230**

Top Sellers this quarter:

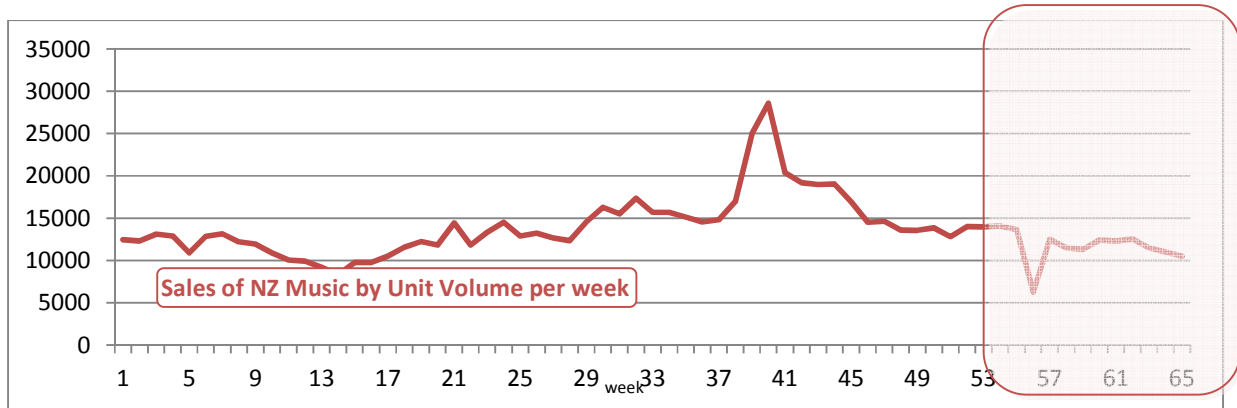
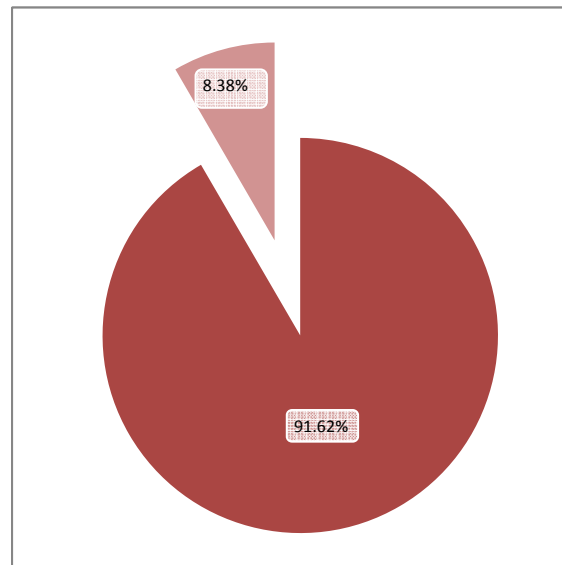
Forever / **Six60** (Massive/Universal)

You'll Never Take That Away / **Jamie McDell** (EMI)

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

Music Won't Break Your Heart / **Stan Walker** (SonyMusic)

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

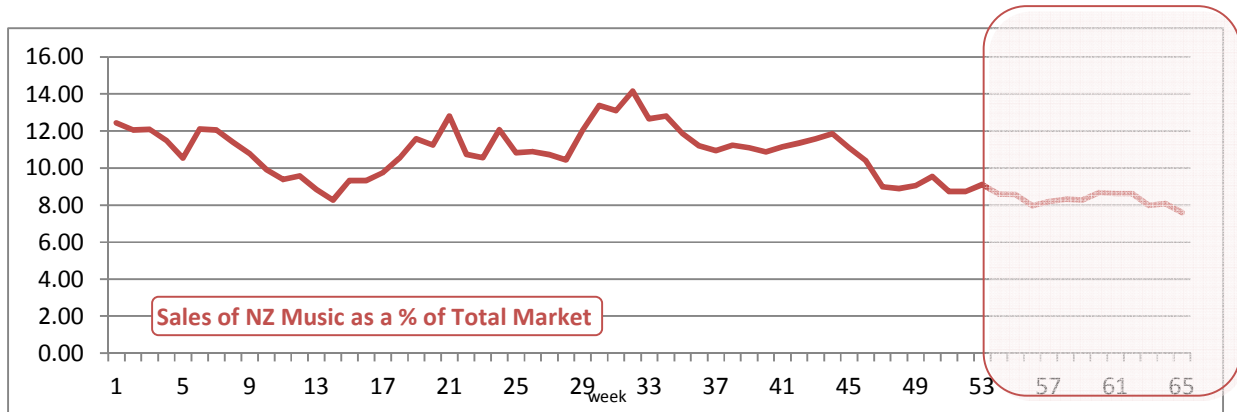


SINGLES by NZ Artists – as a % of Total Market:

Second quarter of 2012: **8.38%**

First quarter of 2012: **10.25%**

Same quarter last year: **10.07%**



Total Sales of COMPILATIONS by NZ

Artists:

Second quarter of 2012: **3856**

First quarter of 2012: **4299**

Same quarter last year: **4761**

Top Sellers this quarter:

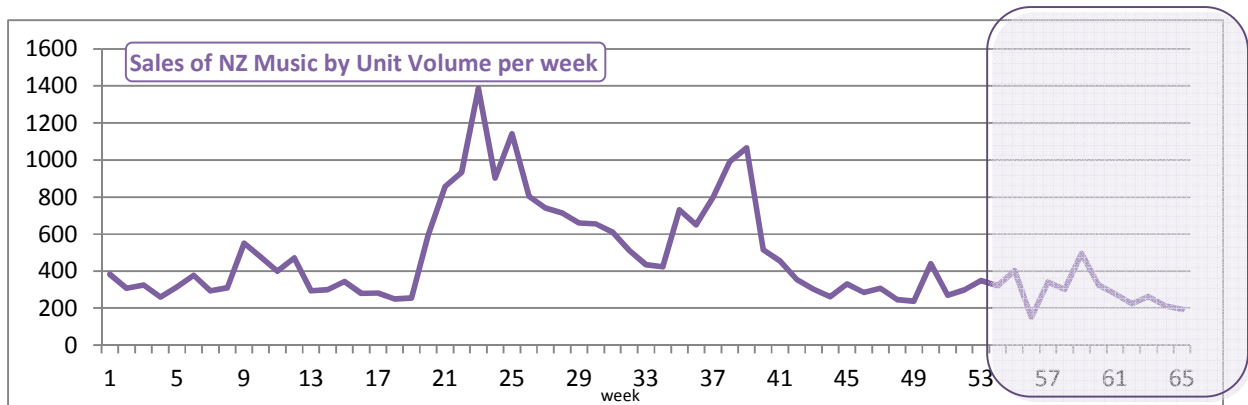
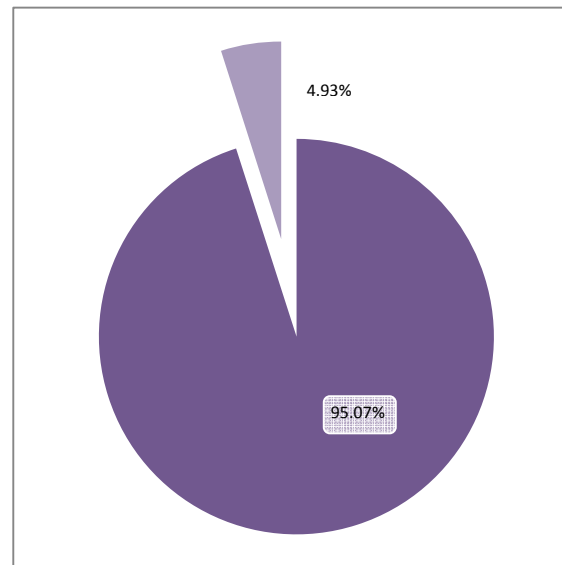
The Great NZ Songbook: Souvenir Ed / Various (Thom/SonyMusic)

The Best of Conscious Roots / Various (MovingProductions/EMI)

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

10 Years Of... Dirty / Various (Dirty/FMG/Universal)

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

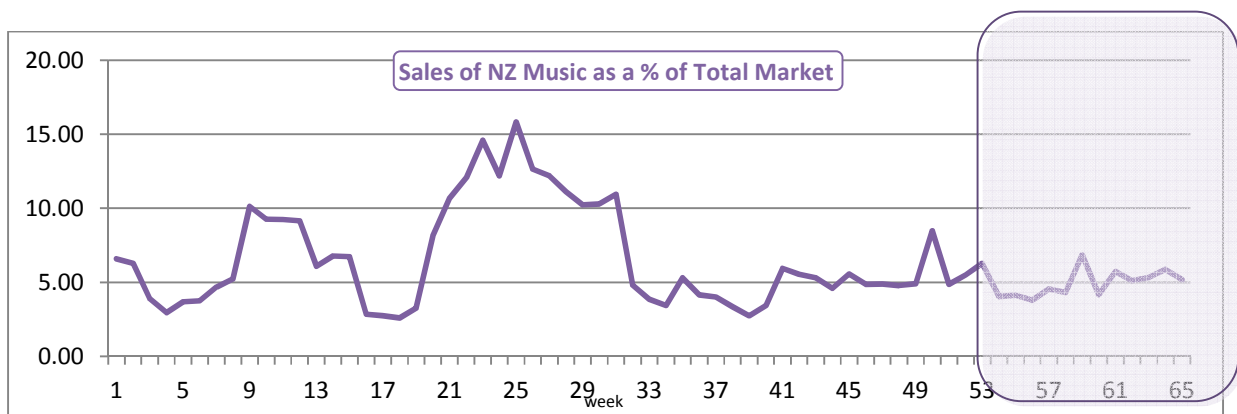


COMPILATIONS by NZ Artists - as a % of Total Market:

Second quarter of 2012: **4.93%**

First quarter of 2012: **5.08%**

Same quarter last year: **5.70%**



Total Sales of DVDS by NZ Artists:

Second quarter of 2012: **1351**

First quarter of 2012: **2558**

Same quarter last year: **1449**

Top Sellers this quarter:

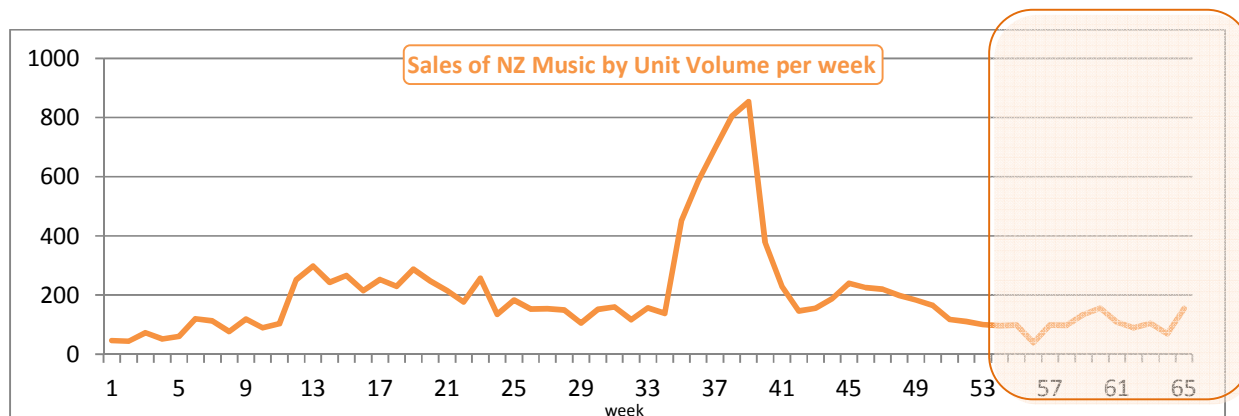
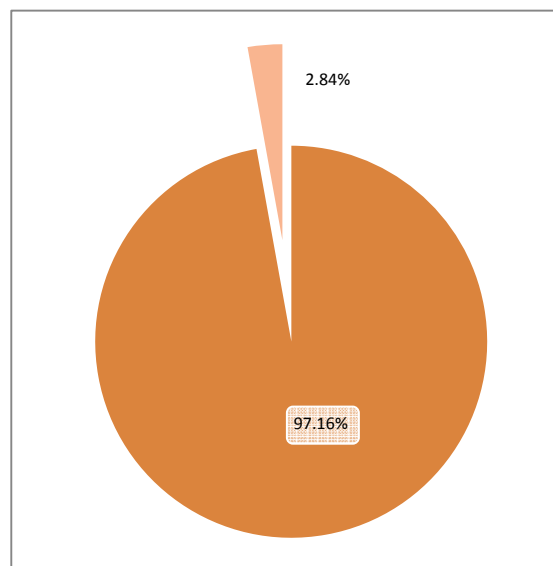
That's Country: Encore / **Various** (SonyMusic)

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

Live: The Naked Sessions / **the feelers** (feelers/Border)

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

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

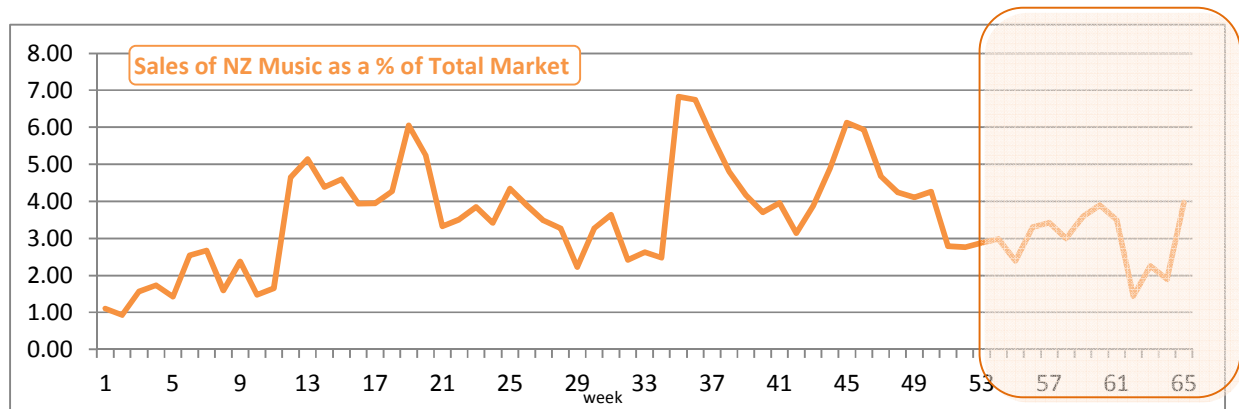


DVDS by NZ Artists – as a % of Total Market:

Second quarter of 2012: **2.84%**

First quarter of 2012: **4.11%**

Same quarter last year: **2.29%**



Total Airplay of NZ Artists:

Second quarter of 2012: **17.41%**

First quarter of 2012: **17.80%**

Same quarter last year: **17.93%**

No. of NZ Song Spins: **252,046**

No. of Unique NZ Songs Played: **4742**

No. of Unique NZ Artists Played: **1859**

Most Played this quarter:

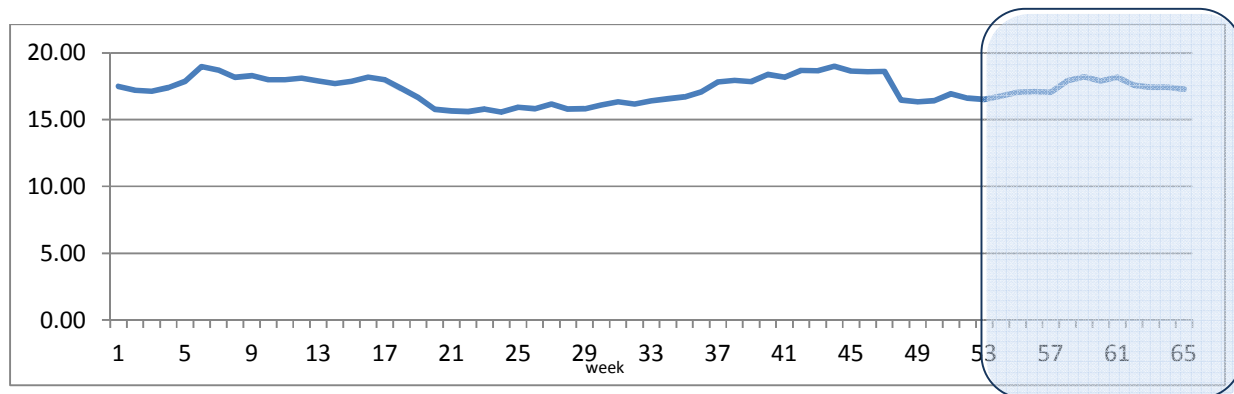
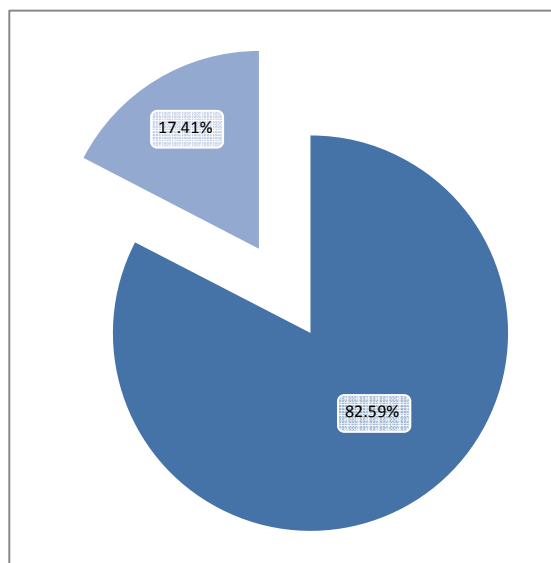
Music Won't Break Your Heart / **Stan Walker** (SonyMusic)

You'll Never Take That Away / **Jamie McDell** (EMI)

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

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

Warrior / **Kimbra** (WEA/Warner)



ALL Radio: **17.41%**

Pop Radio: **12.22%**

Rock Radio: **13.25%**

Urban Radio: **31.79%**

AC Radio: **13.96%**

Alternative Radio: **39.91%**

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 (Second quarter only):

Gold Albums: **4** (0 NZ)

Platinum Albums: **6** (0 NZ)

Gold Singles: **44** (4 NZ)

Platinum Singles: **42** (6 NZ)

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)

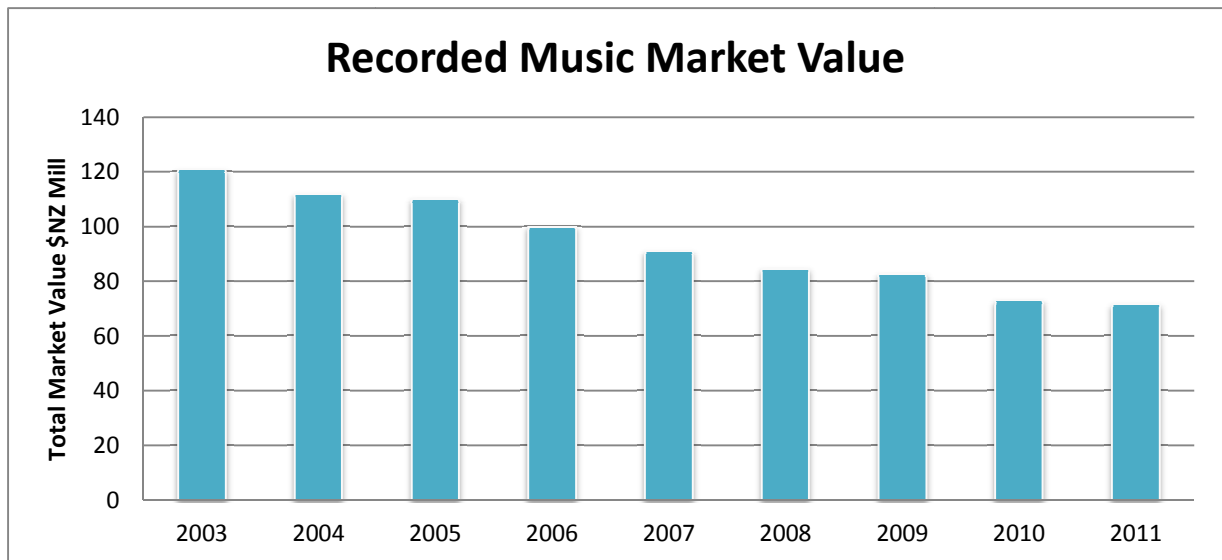
2006:

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: 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)