

The image features an abstract graphic design with three blue circles of varying sizes, each composed of concentric layers of different shades of blue. These circles are arranged in a triangular pattern. Two thin, light blue lines intersect at a point above the top circle, forming a V-shape that frames the top and middle circles. The bottom circle is partially cut off by the bottom edge of the page.

NZ Music Stats | Q2 2016

Report for the NZ Music Commission

2016 – Second Quarter Summary

This is the second statistical report of 2016 by RadioScope for the NZ Music Commission, designed to track the health of the New Zealand music market.

Where possible, we've backdated data to the same quarter in 2015 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 -58.61%** on the same period last year to **44,597** units.
(There was **-37.71%** decline across the single market as a whole).

Sales of Albums by NZ artists were **down -33.22%** on the same period last year to **36,657** units.
(There was **-28.80%** decline across the album market as a whole).

Sales of Compilations by NZ artists were **down -75.03%** on the same period last year to **788** units.
(There was **-1.81%** decline across the compilation market as a whole).

Sales of DVDs by NZ artists were **down -84.68%** on the same period last year to **268** units.
(There was **-54.85%** decline across the DVD market as a whole).

Streaming:

Streaming of Singles by NZ artists was **up +109.45%** on the same period last year to **34,412,981** streams.
(There was **+147.98%** growth across the streaming market as a whole).

Radio:

Airplay of songs by NZ artists across all contemporary radio (RBA members and non-members) was **down -0.24%** on the same period last year to **16.36%** (based on **259,696 spins**).

Total Sales of ALBUMS by NZ Artists:

Second quarter of 2016: **36,657**

First quarter of 2016: **38,657**

Same quarter last year: **54,894**

Top Sellers this quarter:

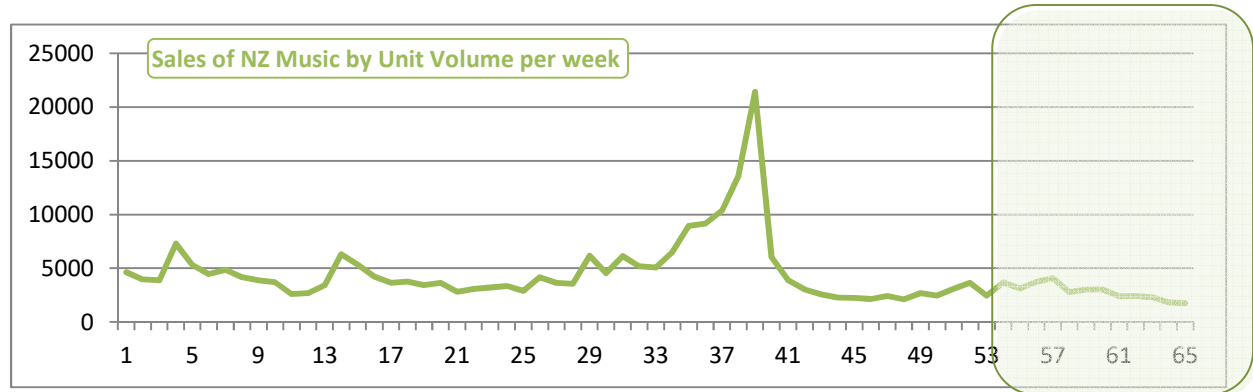
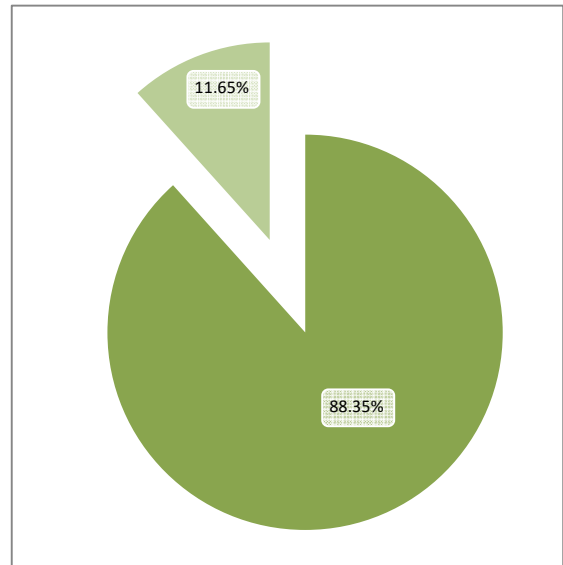
Songs For Bubbas 2 / **Anika Moa** (Diamond&Kowhai/Rhythm/DRM)

Water Or Gold / **Hollie Smith** (Soundsmith/Warner)

On Another Note / **Sol3 Mio** (Universal)

Six60 (2) / **Six60** (Massive/Universal)

Harmony House / **Dave Dobbyn** (RedTrolley/Border/DRM)

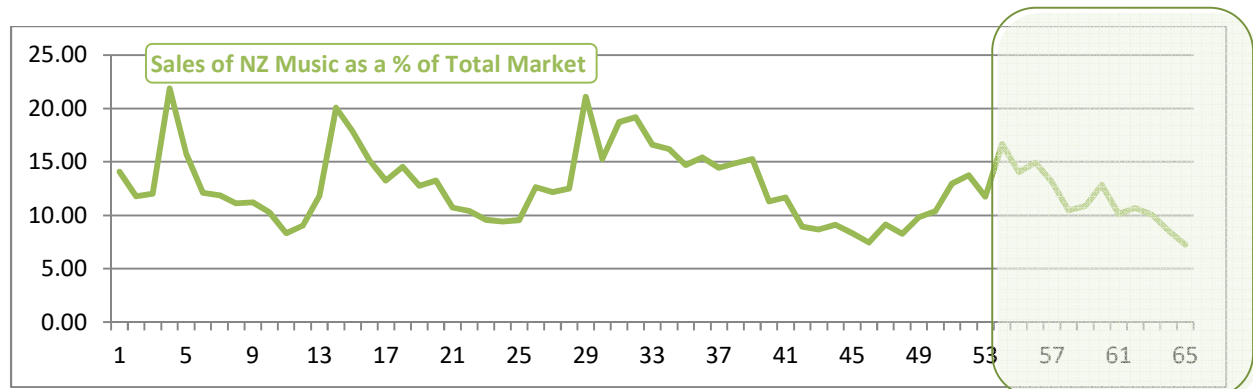


ALBUMS by NZ Artists – as a % of Total Market:

Second quarter of 2016: **11.65%**

First quarter of 2016: **10.94%**

Same quarter last year: **12.42%**



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 2016: **94** new albums by NZ artists (from a total album release schedule of 917 titles)

Second quarter of 2015: **112** new albums by NZ artists (from a total album release schedule of 991 titles)

Including:

Ladyhawke (<i>Wild Things</i>)	MidCentury/Universal
Lontalius (<i>I'll Forget 17</i>)	POD/Inertia/Rhythm
Anika Moa (<i>Songs For Bubbas 2</i>)	Diamond&Kowhai/Rhythm
Pacific Heights (<i>The Stillness</i>)	PacificHeights/Warner
SmokeyGotBeatz (<i>SWIDT vs Everybody</i>)	SWIDT/Universal
Hollie Smith (<i>Water Or Gold</i>)	Soundsmith/Warner
Street Chant (<i>Hauora</i>)	FlyingNun/FlyingOut
Beastwars (<i>The Death Of All Things</i>)	Destroy/Universal
Will Wood (<i>Magpie Brain And Other Stories</i>)	Lyttelton/Southbound
DRAX Project (<i>T/W/OO EP</i>)	DraxProject/Universal
The Jason McIver Collective (<i>I May No Perf</i>)	SouthernCollective/DRM
Avoid! Avoid (<i>Particle And Wave</i>)	FlyingNun/FlyingOut
Miloux (<i>EP1</i>)	LOOP/Border
Delaney Davidson (<i>Devil In Parlour</i>)	Lyttelton/Southbound
Moniker (<i>Hunt For The Wilderpeople OST</i>)	MajesticalPictures/DRM
Mice On Stilts (<i>Hope For A Mourning</i>)	AeroplaneMusic
Bailey Wiley (<i>S.O.M.M.</i>)	LOOPAot(ear)oa
The Jordan Luck Band (<i>Not Only... But Also</i>)	JLBKMB
Guy Wishart (<i>West By North</i>)	RedLeadMusic/Southbound
Into The East (<i>How To Turn A Blind Eye</i>)	SelfSownSongs/YellowEye
A Dead Forest Index (<i>In All That Drifts From Summit Down</i>)	SargentHouse/Southbound
Orchestra Of Spheres (<i>Brothers And Sisters Of The Black Lagoon</i>)	Fire/Southbound
DRAX Project (<i>Drax Project EP</i>)	DraxProject/Universal
Unity Pacific (<i>Blackbirder Dread</i>)	AMovingProd/Rhythm
Miller Yule (<i>Shoot Me In The Heart EP</i>)	MillerYule
Yumi Zouma (<i>Yoncalla</i>)	ArchHill/FlyingOut
Yoko-Zuna (<i>Luminols EP</i>)	LoopAot(ear)oa/DRM

Stores Tracked:

The Warehouse, Real Groovy, JB HiFi, Slowboat, Google Play, Southbound, Mint Music, Rough Peel, MightyApe, Groove, MyMusic, iTunes, Manna Music. Eligible direct-to-consumer sales are also included.

Total Sales of SINGLES by NZ Artists:

Second quarter of 2016: **44,597**

First quarter of 2016: **50,874**

Same quarter last year: **107,753**

Top Sellers this quarter:

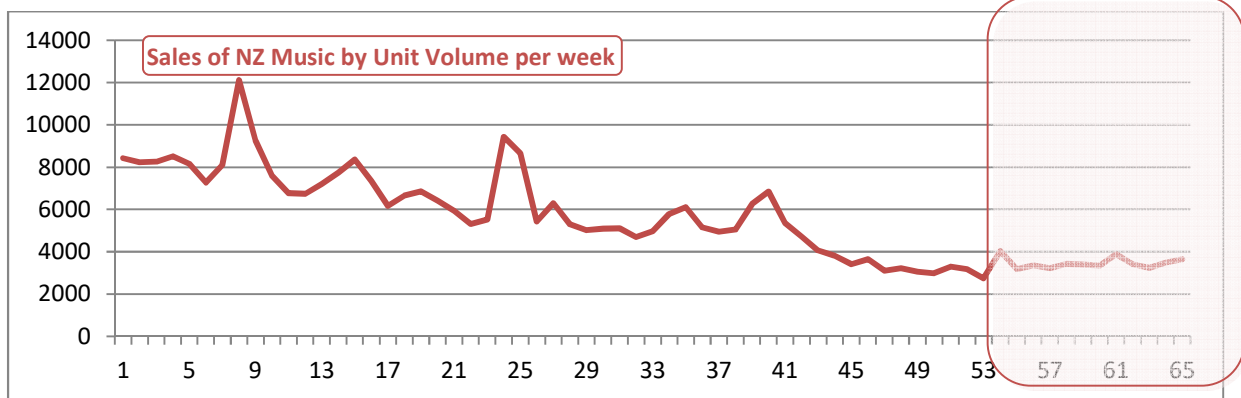
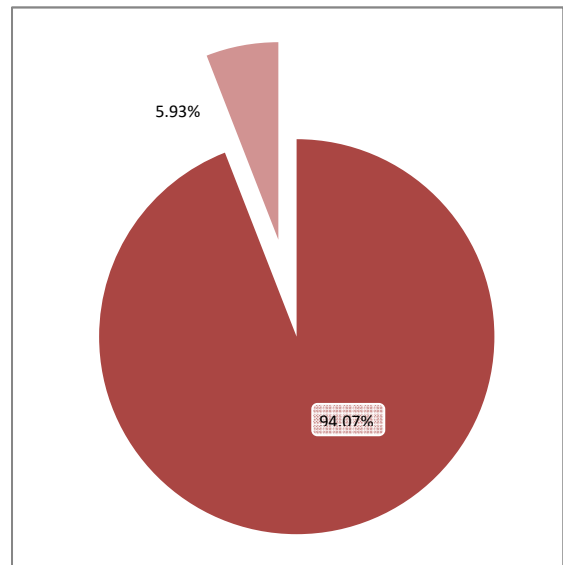
Free / Broods (DrydenStreet/Universal)

Oh My My / Nomad (Nomad/DRM)

Mother's Eyes / Six60 (Massive/Universal)

Freaks / Timmy Trumpet And Savage (Hussle/MOS/Universal)

White Lines / Six60 (Massive/Universal)

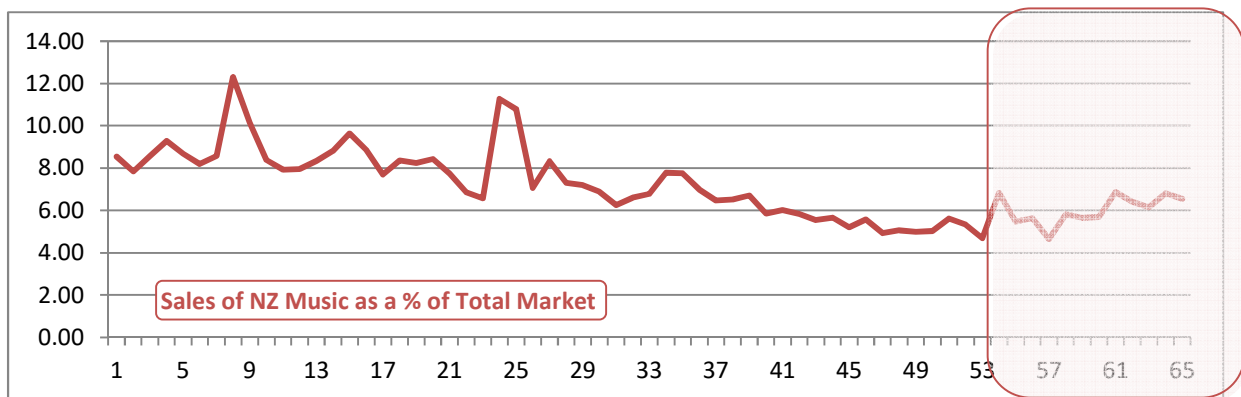


SINGLES by NZ Artists – as a % of Total Market:

Second quarter of 2016: **5.93%**

First quarter of 2016: **5.50%**

Same quarter last year: **8.93%**



Total STREAMING by NZ Artists:

Second quarter of 2016: **34,412,981**

First quarter of 2016: **31,414,603**

Same quarter last year: **16,430,116**

Top Streaming this quarter:

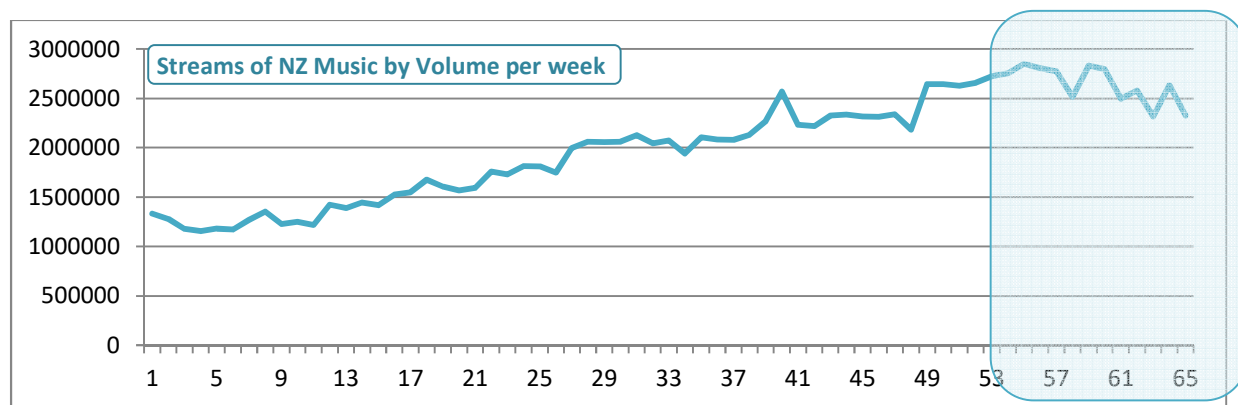
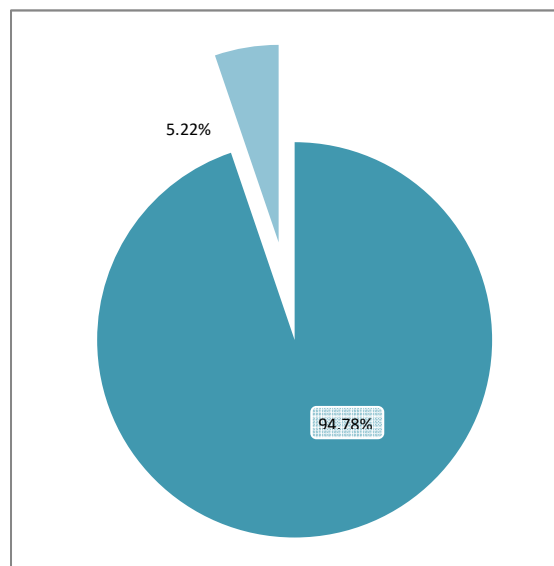
Free / Broods (DrydenStreet/Universal)

Magnets / Disclosure feat. Lorde (Island/Universal)

White Lines / Six60 (Massive/Universal)

Purple / Six60 (Massive/Universal)

Special / Six60 (Massive/Universal)

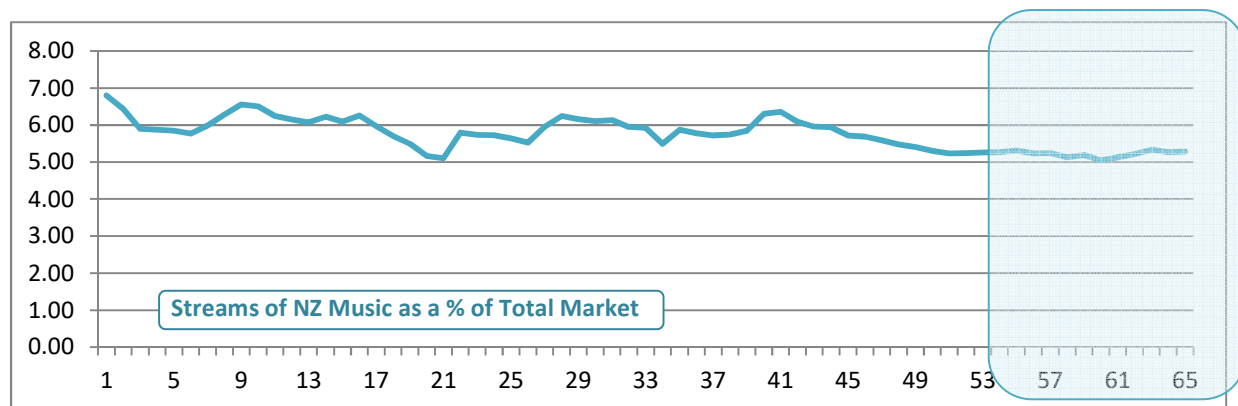


STREAMS by NZ Artists - as a % of Total Market:

Second quarter of 2016: **5.22%**

First quarter of 2016: **5.68%**

Same quarter last year: **6.18%**



Total Sales of COMPILATIONS by NZ

Artists:

Second quarter of 2016: **788**

First quarter of 2016: **1124**

Same quarter last year: **3156**

Top Sellers this quarter:

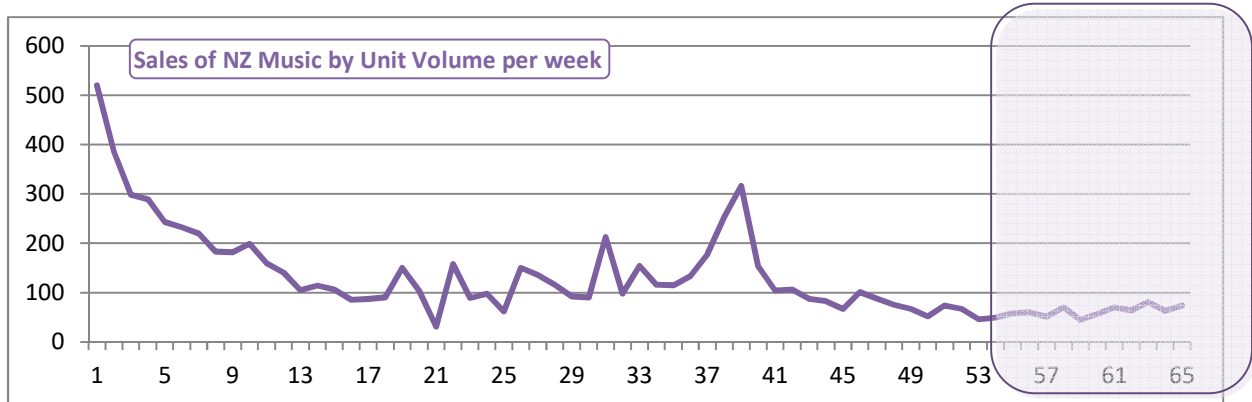
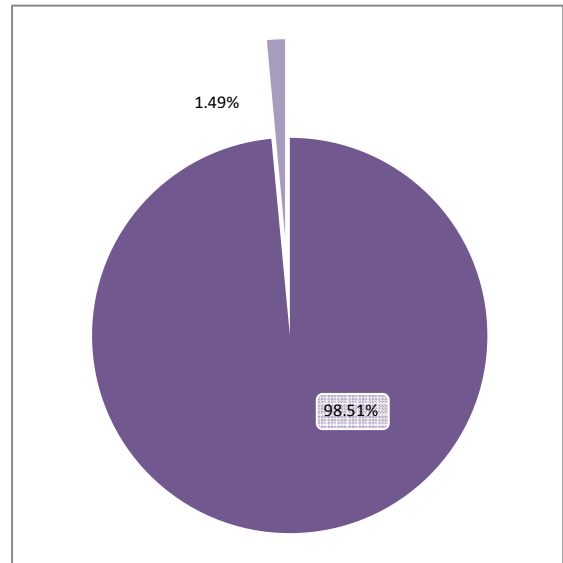
One Love 2016 / Various (SonyMusic)

Kiwi Country / Various (K-Tel)

Nature's Best: 40 NZ Number Ones / Various (SonyMusic)

One Love: Aotearoa Reggae / Various (SonyMusic)

A Century Of Maori Song / Various (Border)

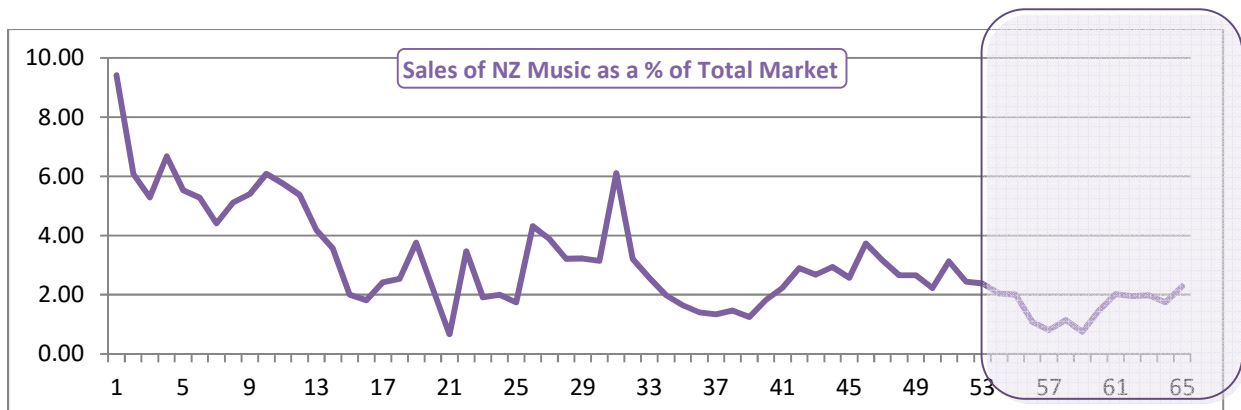


COMPILATIONS by NZ Artists - as a % of Total Market:

Second quarter of 2016: **1.49%**

First quarter of 2016: **2.58%**

Same quarter last year: **5.88%**



Total Sales of DVDS by NZ Artists:

Second quarter of 2016: **268**

First quarter of 2016: **943**

Same quarter last year: **1749**

Top Sellers this quarter:

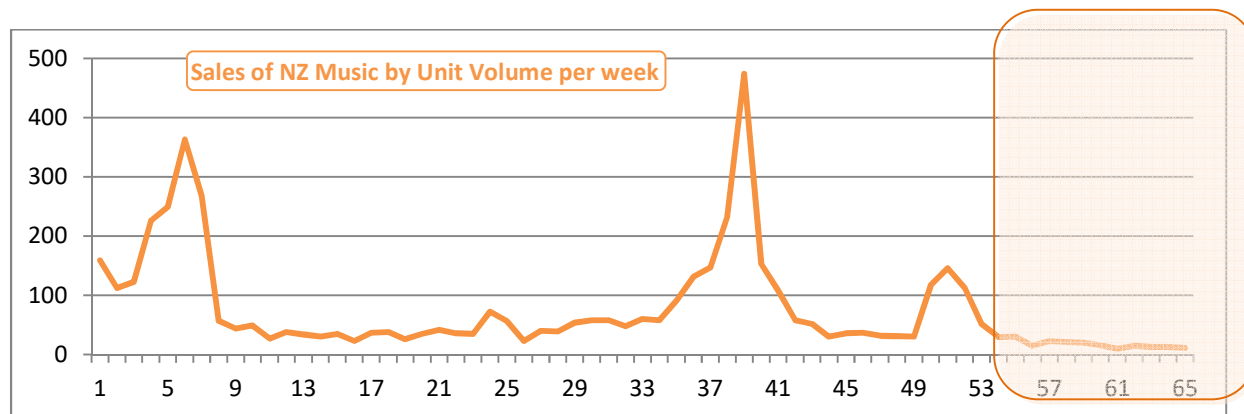
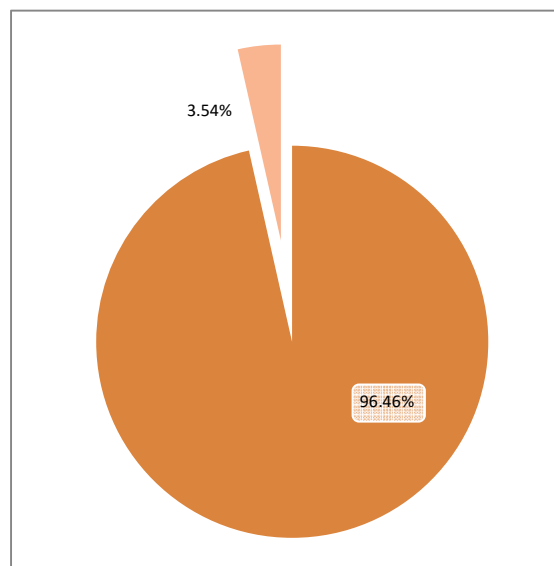
Ladies And Gentlemen / **Sol3 Mio** (Universal)

Live / **Stan Walker** (SonyMusic)

Sheen Of Gold / **Skeptics** (FlyingNun/FlyingOut)

Live In Concert / **Te Vaka** (WarmEarth/Border)

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

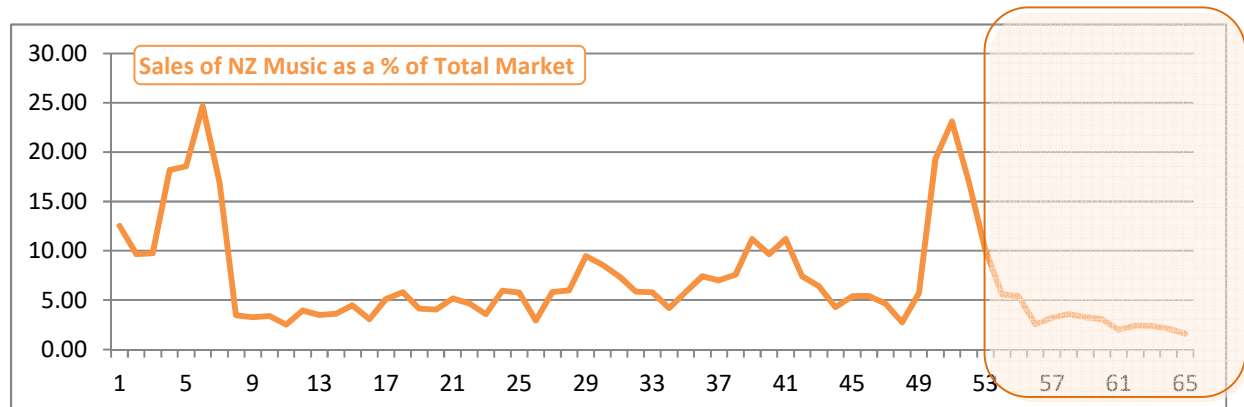


DVDS by NZ Artists – as a % of Total Market:

Second quarter of 2016: **3.54%**

First quarter of 2016: **9.02%**

Same quarter last year: **10.44%**



Total Airplay of NZ Artists:

Second quarter of 2016: **16.36%**

First quarter of 2016: **16.60%**

Same quarter last year: **17.93%**

No. of NZ Song Spins: **259,696**

No. of Unique NZ Songs Played: **7807**

No. of Unique NZ Artists Played: **3053**

Most Played this quarter:

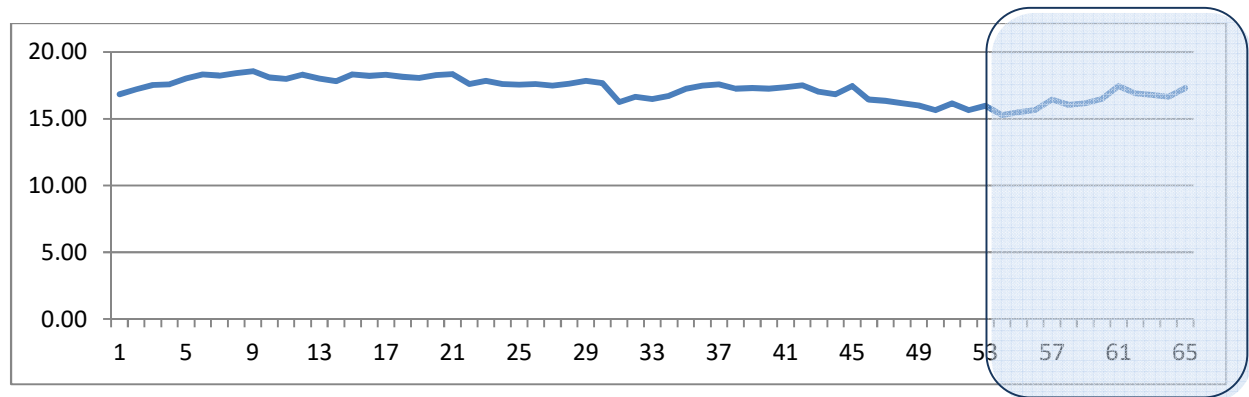
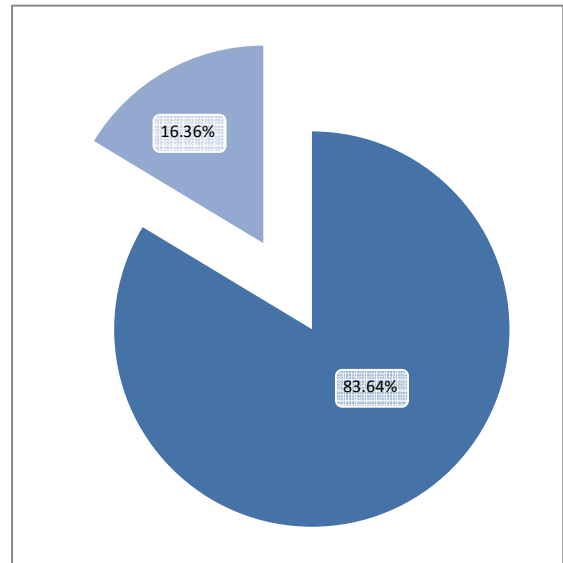
Free / Broods (DrydenStreet/Universal)

Mother's Eyes / Six60 (Massive/Universal)

A Love Song / Ladyhawke (MidCentury/Universal)

Stay Together / Six60 (Massive/Universal)

Oh My My / Nomad (Nomad/DRM)



ALL Radio: **16.36%**

Pop Radio: **12.48%**

Rock Radio: **10.99%**

Urban Radio: **30.44%**

AC Radio: **7.66%**

Alternative Radio: **49.99%**

Dance Radio: **20.17%**

Stations Tracked:

The Hits, More FM, The Edge, The Rock, ZM, The Breeze, Mai FM, Radio Hauraki, Coast, Flava, Niu FM, The Sound, Mix FM, Magic, 95bFM, Radio Rhema, Life FM, Southern Star, George FM, Active 88.6FM, Times Radio, rdu, Hokonui Gold, Tainui FM, Bayrock, 1XX, QFM, Port FM, Radio One, Pulzar FM, The Most, Coast FM Greymouth, Central FM, Peak FM, Radio Control, 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 / stream equivalents = gold; 15,000 sales / stream equivalents = platinum).

2016 (Second quarter only):

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

Platinum Albums: **5** (0 NZ)

Gold Singles: **141** (9 NZ)

Platinum Singles: **131** (6 NZ)

2016 (First quarter only):

Gold Albums: **4** (1 NZ)

Platinum Albums: **2** (0 NZ)

Gold Singles: **175** (12 NZ)

Platinum Singles: **136** (4 NZ)

2015 (TOTAL):

Gold Albums: **25** (6 NZ)

Platinum Albums: **35** (7 NZ)

Gold Singles: **473** (29 NZ)

Platinum Singles: **395** (27 NZ)

2014 (TOTAL):

Gold Albums: **26** (4 NZ)

Platinum Albums: **29** (6 NZ)

Gold Singles: **142** (12 NZ)

Platinum Singles: **117** (8 NZ)

2013 (TOTAL):

Gold Albums: **41** (16 NZ)

Platinum Albums: **37** (12 NZ)

Gold Singles: **165** (19 NZ)

Platinum Singles: **142** (13 NZ)

2012 (TOTAL):

Gold Albums: **37** (6 NZ)

Platinum Albums: **38** (4 NZ)

Gold Singles: **202** (16 NZ)

Platinum Singles: **190** (23 NZ)

2011 (TOTAL):

Gold Albums: **31** (13 NZ)

Platinum Albums: **41** (7 NZ)

Gold Singles: **160** (19 NZ)

Platinum Singles: **82** (7 NZ)

2010:

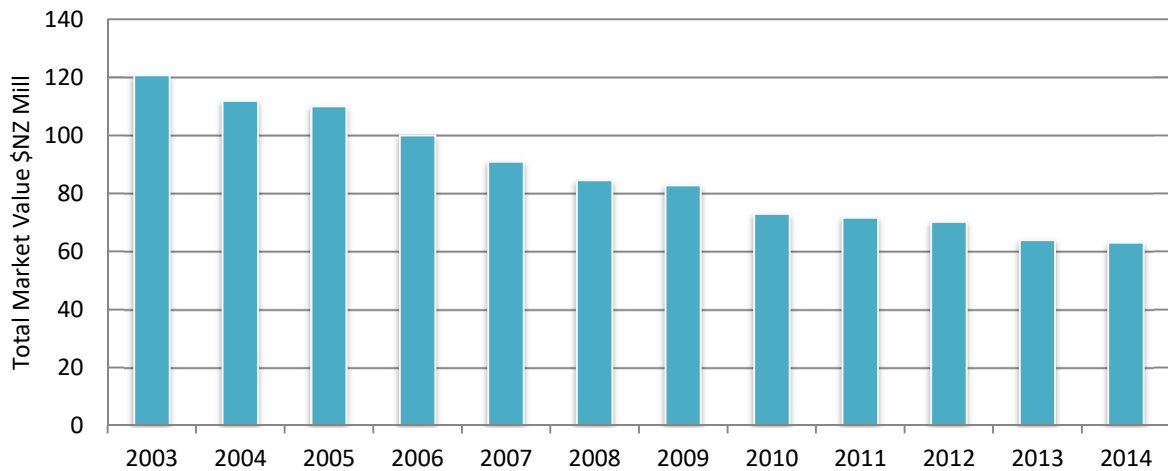
Gold Albums: **54** (10 NZ)

Platinum Albums: **43** (12 NZ)

Gold Singles: **96** (16 NZ)

Platinum Singles: **61** (14 NZ)

Record Music Market Value



Source: IFPI

Total Recorded Music Sales in New Zealand

(Retail Value):

- 2014: **\$63.0 million** (world rank by market value: 28th)
- 2013: **\$63.9 million** (world rank by market value: 29th)
- 2012: **\$70.1 million** (world rank by market value: 29th)
- 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)