

The background features a minimalist design with three overlapping circles in shades of blue. Two thin, light blue lines intersect to form a large 'V' shape that frames the central text. The circles are positioned in the upper right and lower right areas of the page.

NZ Music Stats | Q3 2011

Report for the NZ Music Industry Commission

2011 – Third Quarter Summary

This is the third 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 **up 4.02%** on the same period last year to **154,519** units.
(There was **+49.39%** growth across the physical and digital singles market as a whole).

Sales of Albums by NZ artists were **up 48.15%** on the same period last year to **72,870** units.
(There was **+3.91%** growth across the albums market as a whole).

Sales of Compilations by NZ artists were **down -27.82%** on the same period last year to **8330** units.
(There was **-9.77%** decline across the compilations market as a whole).

Sales of DVDs by NZ artists were **up 1200.00%** on the same period last year to **2860** units.
(There was **+21.80%** growth 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 -1.08%** on the same period last year to **16.59%** (**175,502 spins**).

Total Sales of ALBUMS by NZ Artists:

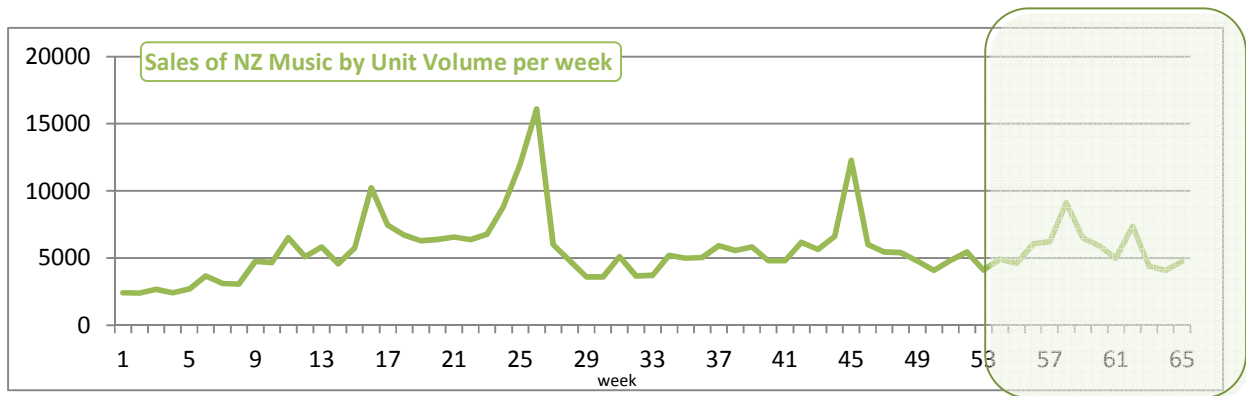
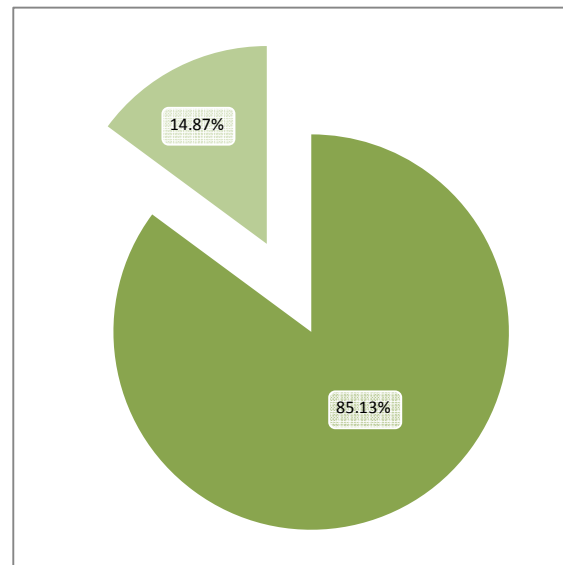
Third quarter of 2011: **72,870**

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

Same quarter last year: **49,185**

Top Sellers this quarter:

The Voice In A Million / **Eddie Low** (Rajon/SonyMusic)
The Horrifying Truth / I Am Giant (GiantSound/SonyMusic)
Hope Nature Forgives / the feelers (feelers/Border)
Hits And Love Songs / John Rowles (SonyMusic)
Vows / Kimbra (WEA/Warner)

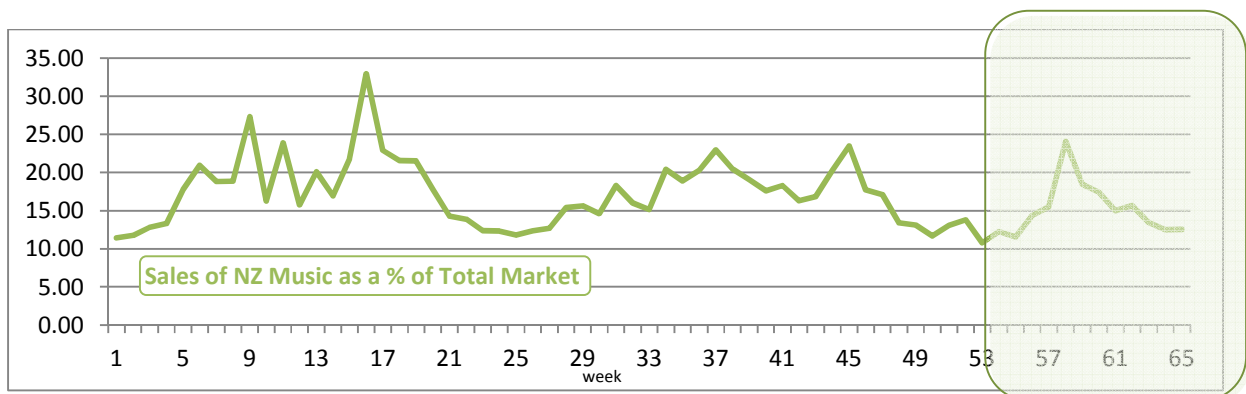


ALBUMS by NZ Artists – as a % of Total Market:

Third quarter of 2011: **14.87%**

Second quarter of 2011: **16.46%**

Same quarter last year: **17.56%**



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 2011: **61** new albums by NZ artists (from a total album release schedule of 519 titles)

Third quarter of 2010: **70** new albums by NZ artists (from a total album release schedule of 558 titles)

Including:

| | |
|---|--------------------------|
| the feelers (<i>Hope Nature Forgives</i>) | thefeelers/Border |
| I Am Giant (<i>The Horrifying Truth</i>) | GiantSound/SonyMusic |
| Kimbra (<i>Vows</i>) | WEA/Warner |
| Eddie Low (<i>The Voice In A Million</i>) | Rajon/SonyMusic |
| David Dallas (<i>The Rose Tint</i>) | Dirty/DawnRaid/Universal |
| Pajama Club (<i>Pajama Club</i>) | Lester/FMG/Universal |
| Bulletproof (<i>Dub Me Crazy</i>) | Bulletproof/EMI |
| Tim Finn (<i>The View Is Worth The Climb</i>) | Periscope/Universal |
| Billy T James (<i>Billy T: Te Soundtrack</i>) | SonyMusic |
| Head Like A Hole (<i>Blood Will Out</i>) | HLAH/Rhythm |
| Cut Off Your Hands (<i>Hollow</i>) | SpeakNSpell/Universal |
| Hollie Smith And Mara TK (<i>Band Of Brothers Vol. 1</i>) | Soundsmith/EMI |
| Awa (<i>Native Intel</i>) | AwaMusic/Warner |
| The Sami Sisters (<i>Happy Heartbreak!</i>) | PDG/Rhythm |
| Adeaze (<i>Rise And Shine</i>) | Str8Up/Universal |
| Seth Haapu (<i>Seth Haapu</i>) | SonyMusic |
| Tourettes (<i>Tiger Belly</i>) | RoundTripMars/Universal |
| Pixie Williams (<i>For The Record</i>) | BlueSmoke/Ode |
| Haunted Love (<i>Spirit Revival</i>) | Monkey |
| Hanna Grace (<i>Concrete And Roses</i>) | HannaGrace/Universal |
| She's So Rad (<i>Circles</i>) | RoundTripMars/Universal |
| Annah Mac (<i>Little Stranger</i>) | SonyMusic |
| Mel Parsons (<i>Red Grey Blue</i>) | CapeRoad/Border |
| The Drab Doo Riffs (<i>A Fistful Of Doo-Riffs</i>) | Liberation/Universal |
| The Vietnam War (<i>The Vietnam War</i>) | RoundTripMars/Universal |
| Jess Chambers (<i>Desire</i>) | JessChambers/Rhythm |
| Bella Kalolo (<i>Without The Paper</i>) | BK/Border |
| Whitney Irwin (<i>Fly</i>) | Manu/Ode |
| The Nudge (<i>Big Nudge Pie</i>) | Keen |

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:

Third quarter of 2011: **314**

Second quarter of 2011: **426**

Same quarter last year: **1919**

Top Sellers this quarter:

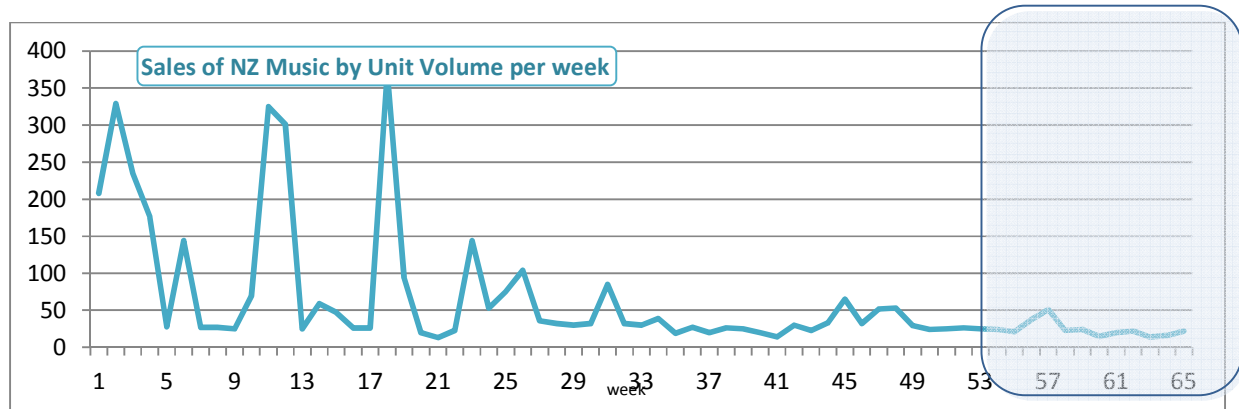
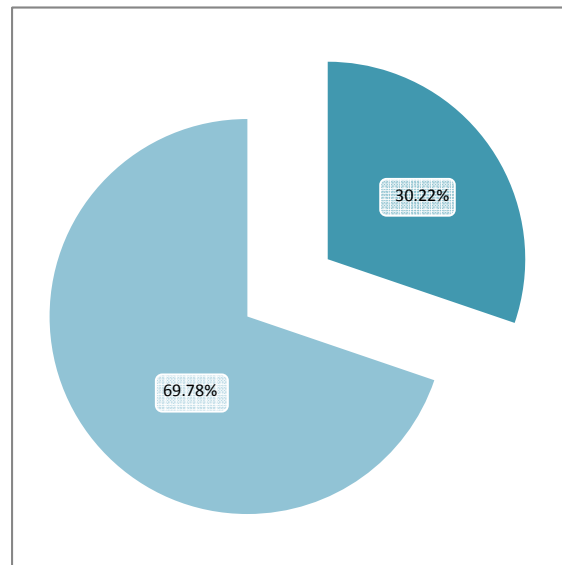
Extended Play EP / **Gin** (Universal)

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

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

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

Right Here, Right Now / **the feelers** (feelers/Border)

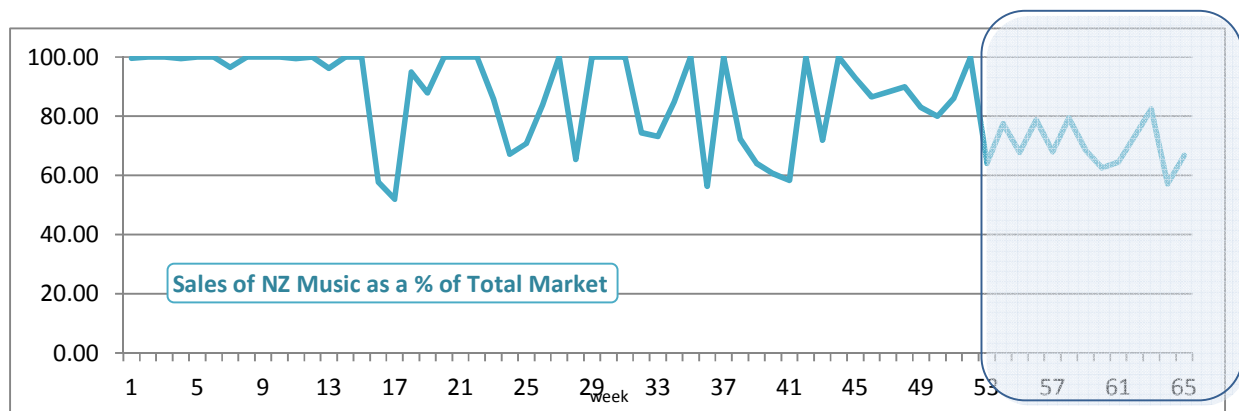


PHYSICAL SINGLES by NZ Artists – as a % of Total Market:

Third quarter of 2011: **69.78%**

Second quarter of 2011: **85.71%**

Same quarter last year: **99.69%**



Total Sales of DIGITAL SINGLES by NZ

Artists:

Third quarter of 2011: **154,205**

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

Same quarter last year: **146,627**

Top Sellers this quarter:

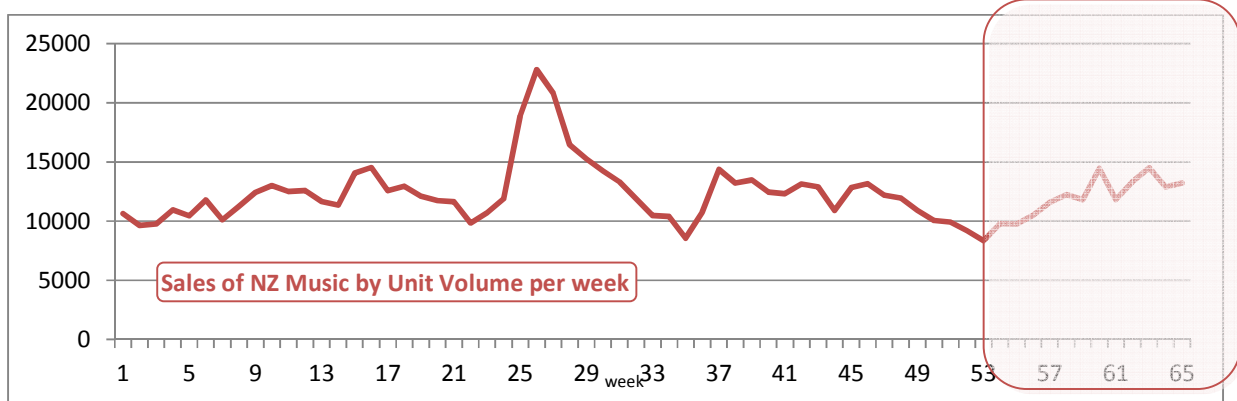
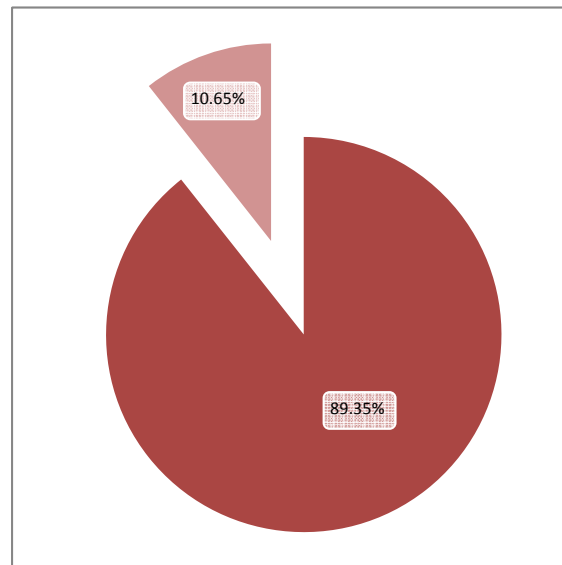
Don't Forget Your Roots / **Six60** (Massive/Universal)

Loud / **Stan Walker** (SonyMusic)

Dub Me Crazy / **Bulletproof feat. Jessie G** (Bulletproof/EMI)

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

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

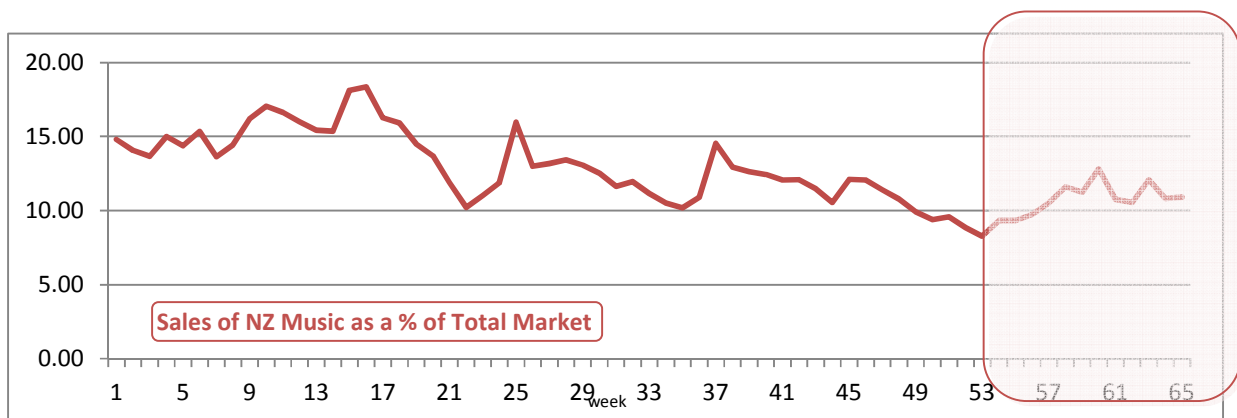


DIGITAL SINGLES by NZ Artists - as a % of Total Market:

Third quarter of 2011: **10.65%**

Second quarter of 2011: **10.07%**

Same quarter last year: **15.15%**



Total Sales of COMPILATIONS by NZ

Artists:

Third quarter of 2011: **8330**

Second quarter of 2011: **4761**

Same quarter last year: **11,540**

Top Sellers this quarter:

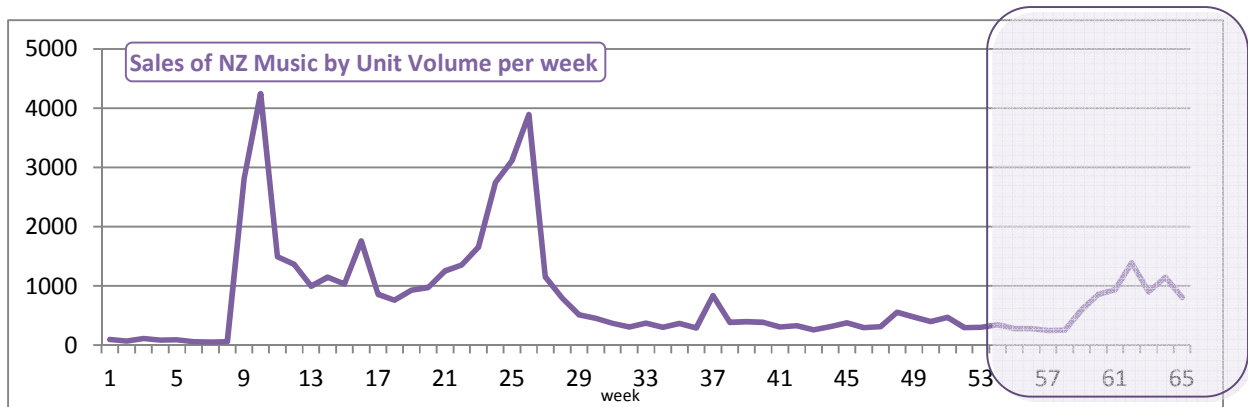
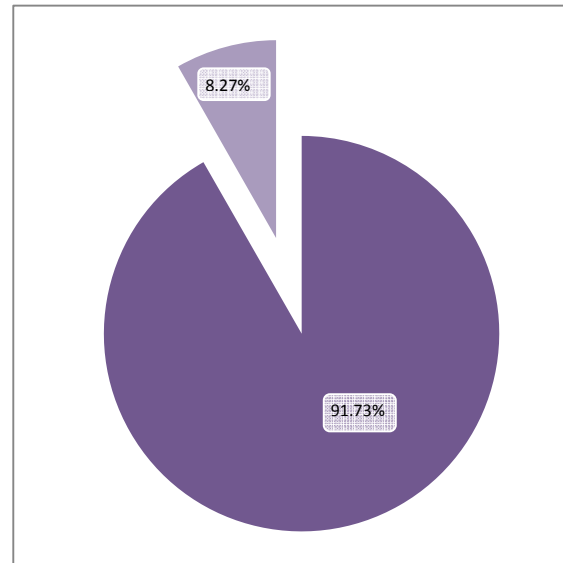
The Great NZ Songbook: Souvenir Ed / **Various** (Thom/SonyMusic)

Waiata: Maori Showbands / **Various** (EMI)

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

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

Rucks, Tries And Choruses / **Various** (EMI)

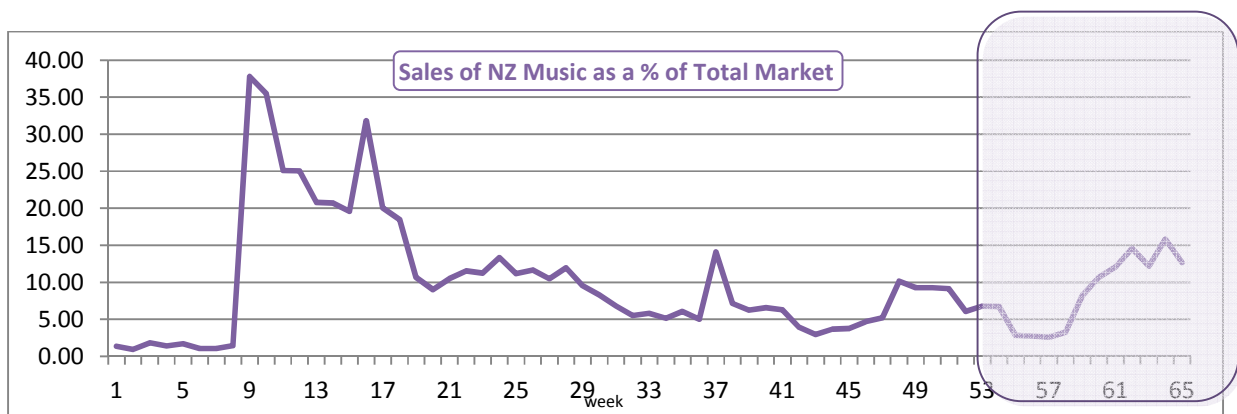


COMPILATIONS by NZ Artists - as a % of Total Market:

Third quarter of 2011: **8.27%**

Second quarter of 2011: **5.70%**

Same quarter last year: **13.96%**



Total Sales of DVDS by NZ Artists:

Third quarter of 2011: **2860**

Second quarter of 2011: **1449**

Same quarter last year: **220**

Top Sellers this quarter:

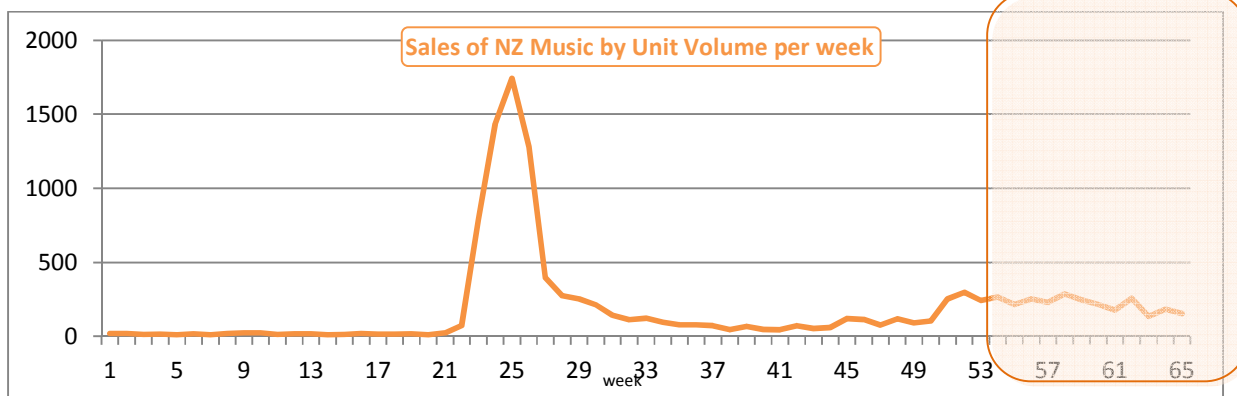
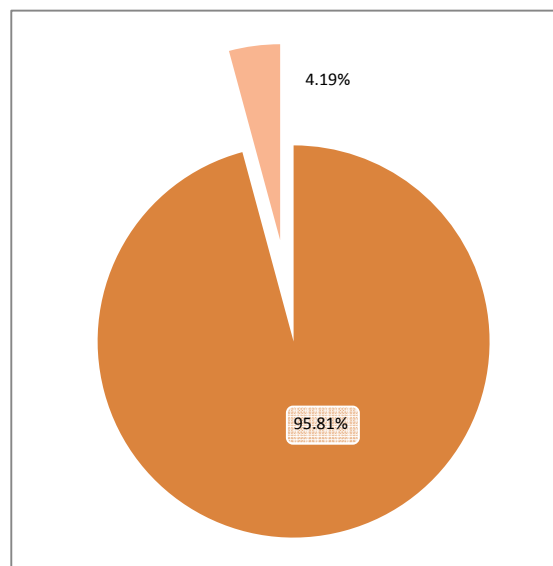
That's Country / **Various** (SonyMusic)

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

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

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

Timeless: Live At The Civic / **Ardijah** (Polyfunk/Border)

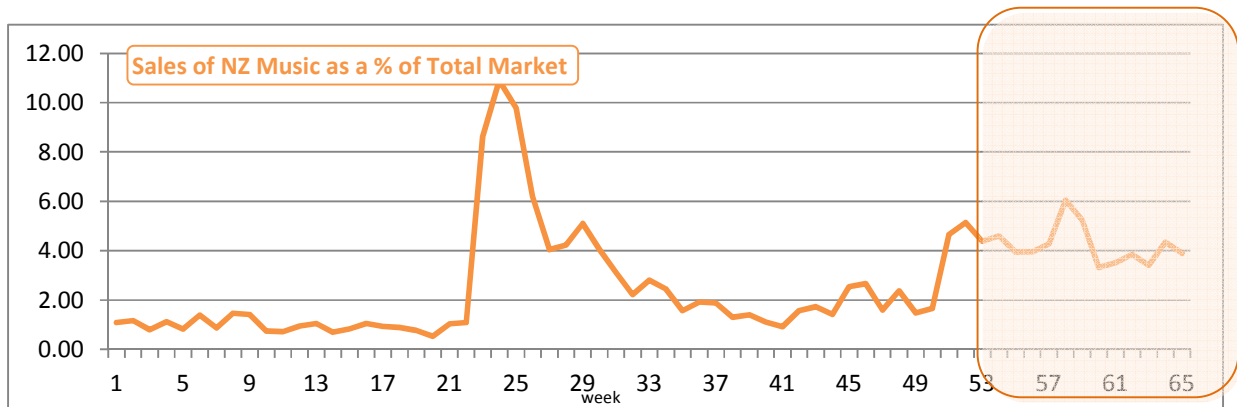


DVDS by NZ Artists – as a % of Total Market:

Third quarter of 2011: **4.19%**

Second quarter of 2011: **2.29%**

Same quarter last year: **1.02%**



Total Airplay of NZ Artists:

Third quarter of 2011: **16.59%**

Second quarter of 2011: **17.93%**

Same quarter last year: **17.67%**

No. of NZ Song Spins: **175,502**

No. of Unique NZ Songs Played: **3535**

No. of Unique NZ Artists Played: **1401**

Most Played this quarter:

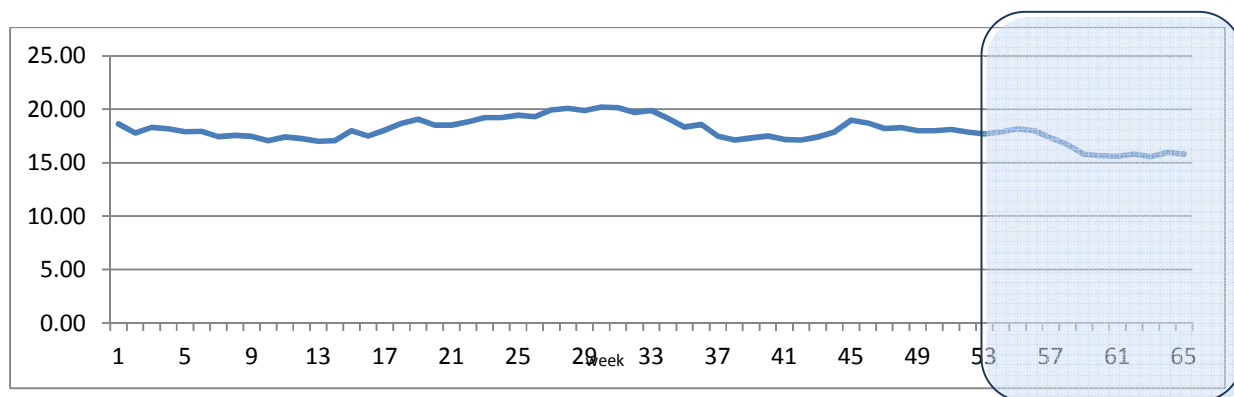
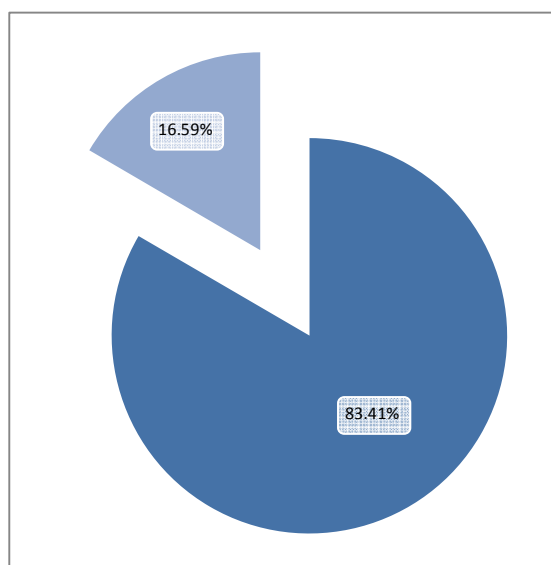
Living In My House / **Junica feat. Pip Brown** (DrydenStreet)

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

Loud / **Stan Walker** (SonyMusic)

And We'll Defy / **I Am Giant** (SonyMusic)

New Hot Nights / **Luger Boa** (Stukka/Rhythmethod)



ALL Radio: **16.59%**

Pop Radio: **11.65%**

Rock Radio: **17.73%**

Urban Radio: **22.90%**

AC Radio: **13.27%**

Easy Radio: **5.25%**

Alternative Radio: **35.91%**

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 (Third quarter only):

Gold Albums: **6** (2 NZ)

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

Gold Singles: **44** (6 NZ)

Platinum Singles: **19** (1 NZ)

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**

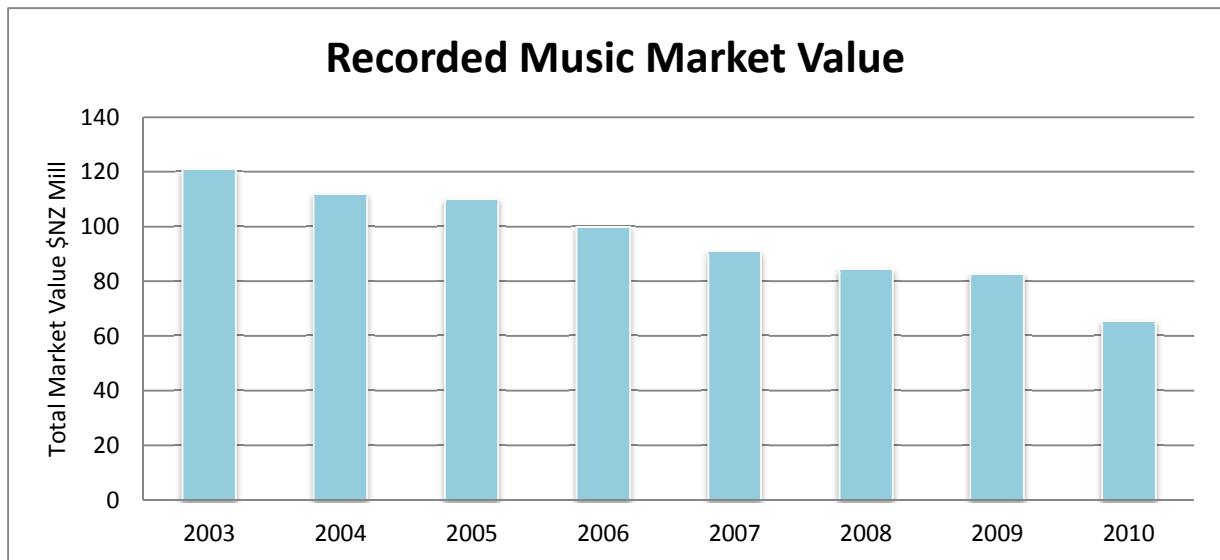
2005:

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: 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)