

An abstract graphic featuring three blue circles of varying sizes. The top circle is the largest, the middle one is the smallest, and the bottom one is the same size as the top. Two thin, light blue diagonal lines intersect at the center, creating an 'X' shape that frames the circles.

NZ Music Stats | Q1 2014

Report for the NZ Music Industry Commission

2014 – First Quarter Summary

This is the first statistical report of 2014 by RadioScope 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 2013 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 -22.80%** on the same period last year to **153,550** units.
(There was **-20.22%** decline across the single market as a whole).

Sales of Albums by NZ artists were **up +38.96%** on the same period last year to **79,128** units.
(There was **-15.63%** decline across the album market as a whole).

Sales of Compilations by NZ artists were **down -37.44%** on the same period last year to **2941** units.
(There was **-21.57%** decline across the compilation market as a whole).

Sales of DVDs by NZ artists were **down -7.34%** on the same period last year to **593** units.
(There was **-26.10%** decline across the DVD market as a whole).

Radio:

Airplay of songs by NZ artists across all contemporary radio (RBA members and non-members) was **down -0.50%** on the same period last year to **19.74%** (based on **336,819 spins**).

Total Sales of ALBUMS by NZ Artists:

First quarter of 2014: **79,128**

Fourth quarter of 2013: **203,838**

Same quarter last year: **56,945**

Top Sellers this quarter:

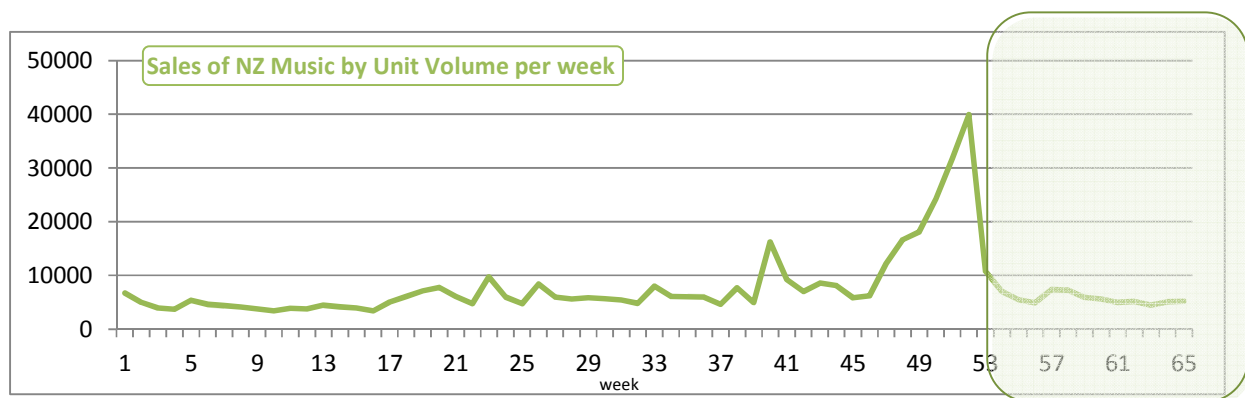
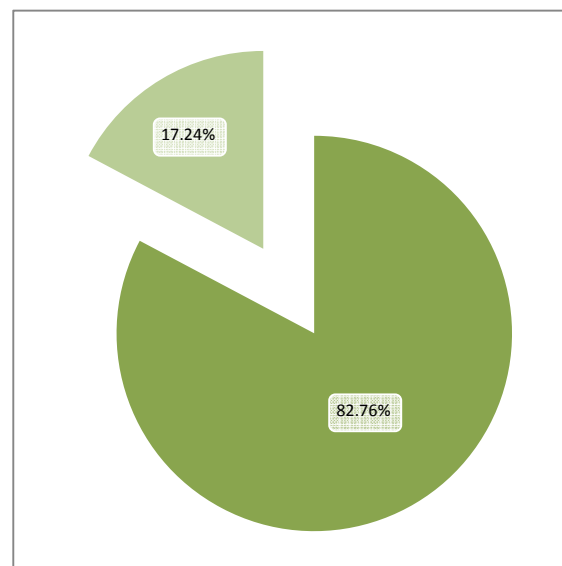
Sol3 Mio / **Sol3 Mio** (Universal)

Pure Heroine / **Lorde** (Universal)

Broods EP / **Broods** (DrydenStreet/Universal)

Anthology / **Hamilton County Bluegrass Band** (EMI/Universal)

Inventing Myself / **Stan Walker** (SonyMusic)

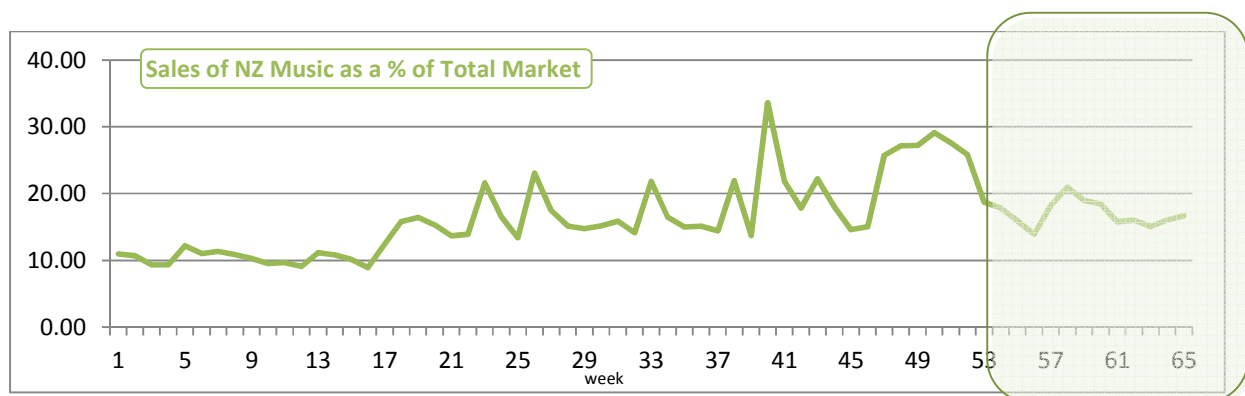


ALBUMS by NZ Artists – as a % of Total Market:

First quarter of 2014: **17.24%**

Fourth quarter of 2013: **24.80%**

Same quarter last year: **10.47%**



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 2014: **77** new albums by NZ artists (from a total album release schedule of 792 titles)

First quarter of 2013: **46** new albums by NZ artists (from a total album release schedule of 572 titles)

Including:

Broods (<i>Broods EP</i>)	DrydenStreet/Universal
Neil Finn (<i>Dizzy Heights</i>)	Lester/Rhythm/DRM
Benny Tipene (<i>Toulouse</i>)	SonyMusic
@Peace (<i>@Peace And The Plutonian Noise Symphony</i>)	YG&B/Rhythm/DRM
Smashproof (<i>Forever</i>)	MTC/Warner
Delaney Davidson And Marlon Williams (<i>Sad But True Vol. III</i>)	Lyttleton/Southbound
Clap Clap Riot (<i>Nobody / Everybody</i>)	ClapClap/Universal
Breaks Co-Op (<i>Sounds Familiar</i>)	BreaksCo/Warner
Tiki Taane (<i>With Strings Attached</i>)	TikiDub/Rhythm/DRM
Tami Neilson (<i>Dynamite!</i>)	TamiNeilson/Southbound
Team Dynamite (<i>Shepherd's Delight</i>)	TeamDynmte/Rhythm/DRM
Yumi Zouma (<i>EP I</i>)	Cascine/Spunk/Universal
Like A Storm (<i>Chaos Theory Pt. One</i>)	Hurricane/Warner
Trick Mammoth (<i>Floristry</i>)	Fishrider/Rhythm/DRM
Saving Grace (<i>The Urgency</i>)	Deadboy/Universal
L40 (<i>Reggae Sunshine</i>)	L40
Dead Fools Fiesta (<i>Black Diamond</i>)	DeadFoolsFiesta
Rapture Ruckus (<i>Invader Vol. 1</i>)	RaptureRuckus
David Grace And Injustice (<i>Rebelling EP</i>)	Jayrem/Border/DRM
City Oh Sigh (<i>Fragments Fine</i>)	HomeAlone/Border/DRM
Mamaku (<i>Twigs Of Gold</i>)	Mamaku/Rhythm/DRM
Supermodel (<i>Rimu And Roses</i>)	Supermodel/DRM
Manea (<i>Manea</i>)	BlackMedia/DRM
Ariana Tikao (<i>Whaea</i>)	Horomako/Rhythm/DRM
Kylie Price (<i>Wanderer // Wonderer</i>)	Quirky/DRM
Devil's Elbow (<i>Absolute Domain</i>)	HitYourHead/Rhythm/DRM
Goon (<i>Flying Numb</i>)	Powertool
Dave McCartney (<i>Nomad's Land</i>)	RH/Rhythm/DRM
Opiuo (<i>Meraki</i>)	SlurpMusic

Stores Tracked:

The Warehouse, Real Groovy, JB HiFi, Slowboat, Bandit, Rough Peel, MightyApe, XboxMusic, My Generation, MyMusic, iTunes, Vodafone, Telecom, Amplifier, 2Degrees, Manna Music. Eligible direct-to-consumer sales are also included.

Total Sales of SINGLES by NZ Artists:

First quarter of 2014: **153,550**

Fourth quarter of 2013: **193,809**

Same quarter last year: **198,899**

Top Sellers this quarter:

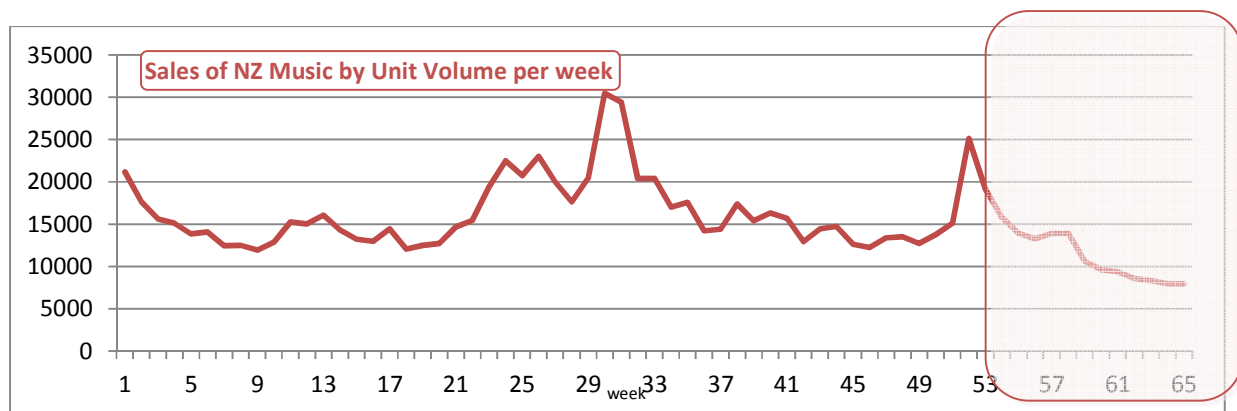
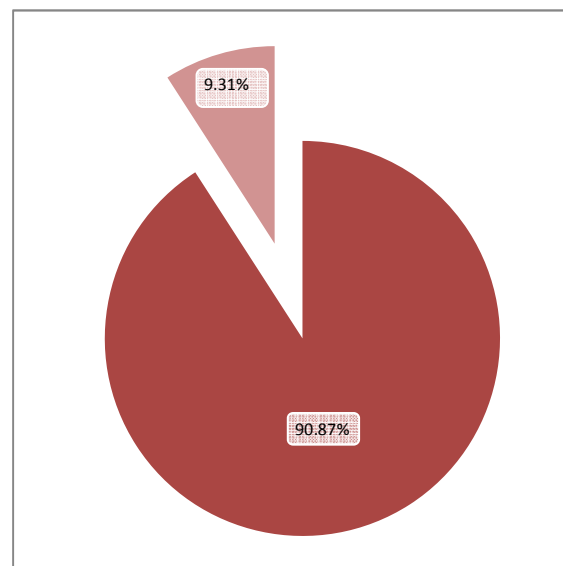
The Wire / **David Dallas feat. Ruby Frost** (Dirty/FMG/Universal)

Bridges / **Broods** (DrydenStreet/Universal)

Royals / **Lorde** (Universal)

Team / **Lorde** (Universal)

Make You Mine / **Benny Tipene** (SonyMusic)

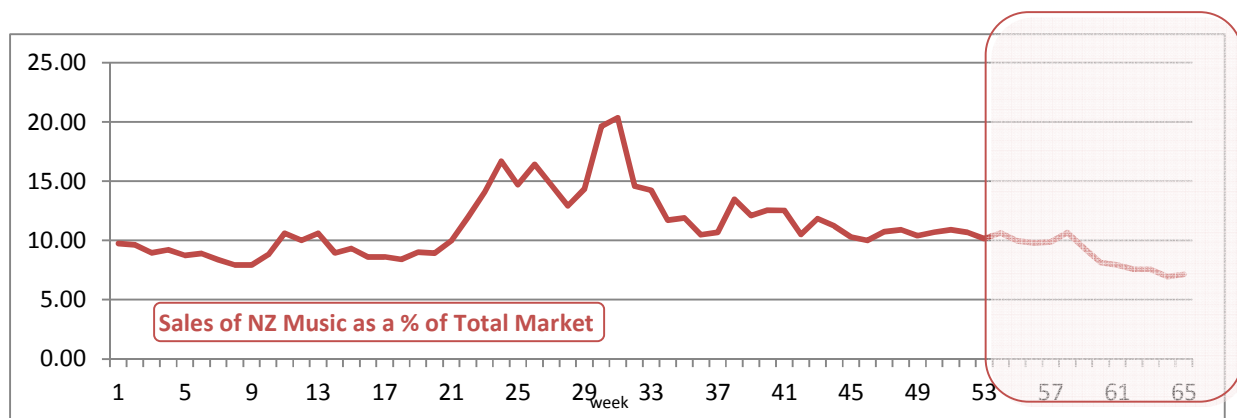


SINGLES by NZ Artists – as a % of Total Market:

First quarter of 2014: **9.31%**

Fourth quarter of 2013: **11.07%**

Same quarter last year: **9.20%**



Total Sales of COMPILATIONS by NZ Artists:

First quarter of 2014: **2941**

Fourth quarter of 2013: **21,869**

Same quarter last year: **4701**

Top Sellers this quarter:

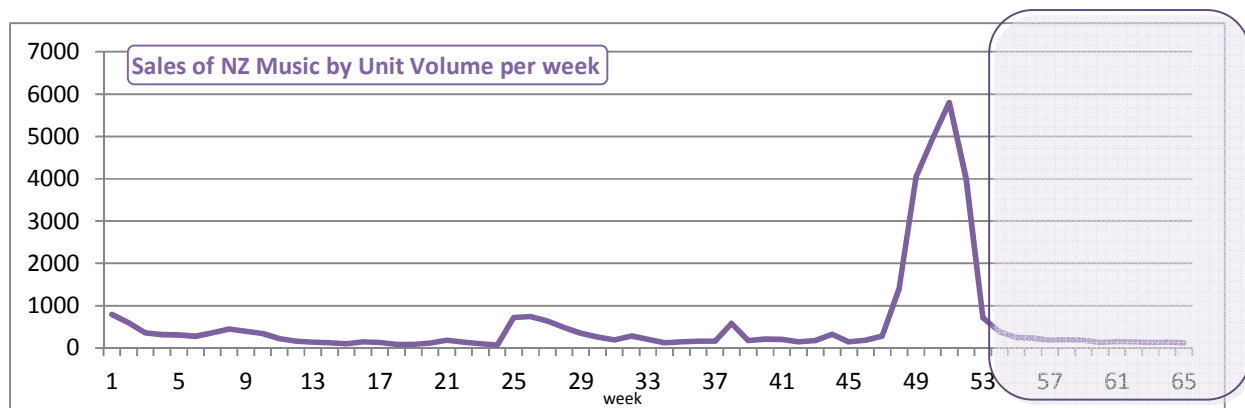
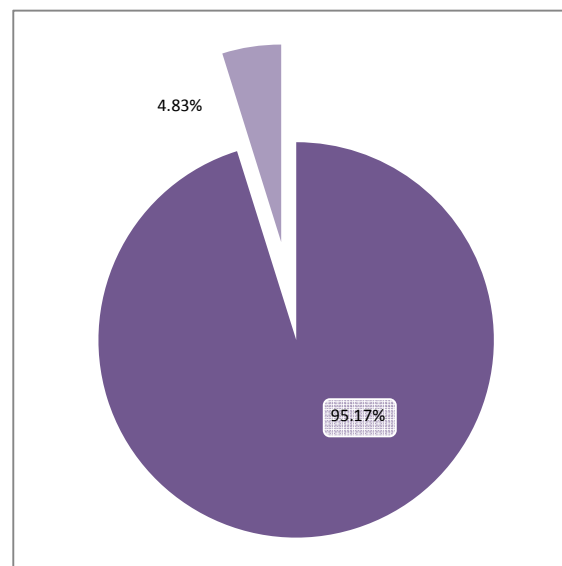
Nature's Best: 40 NZ Number Ones / **Various** (SonyMusic)

The Great New Zealand Songbook: Souvenir / **Various** (SonyMusic)

Kiwiana Goes Pop Vol. 2 / **Various** (Frenzy/Ode)

Aotearoa Bass All Starz / **Various** (OptimusGryme/Border)

The Starship Christmas Album 2013 / **Various** (Universal)

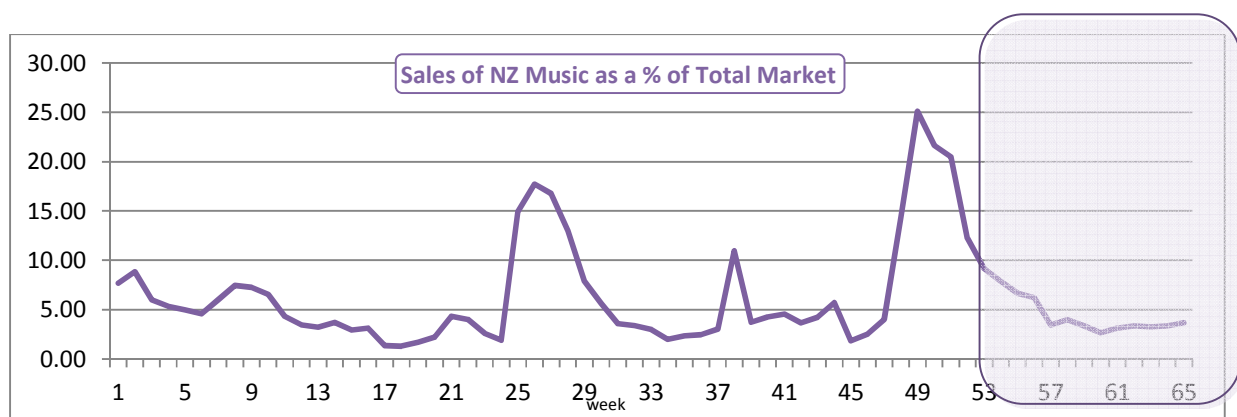


COMPILATIONS by NZ Artists – as a % of Total Market:

First quarter of 2014: **4.83%**

Fourth quarter of 2013: **14.11%**

Same quarter last year: **6.05%**



Total Sales of DVDS by NZ Artists:

First quarter of 2014: **593**

Fourth quarter of 2013: **1056**

Same quarter last year: **640**

Top Sellers this quarter:

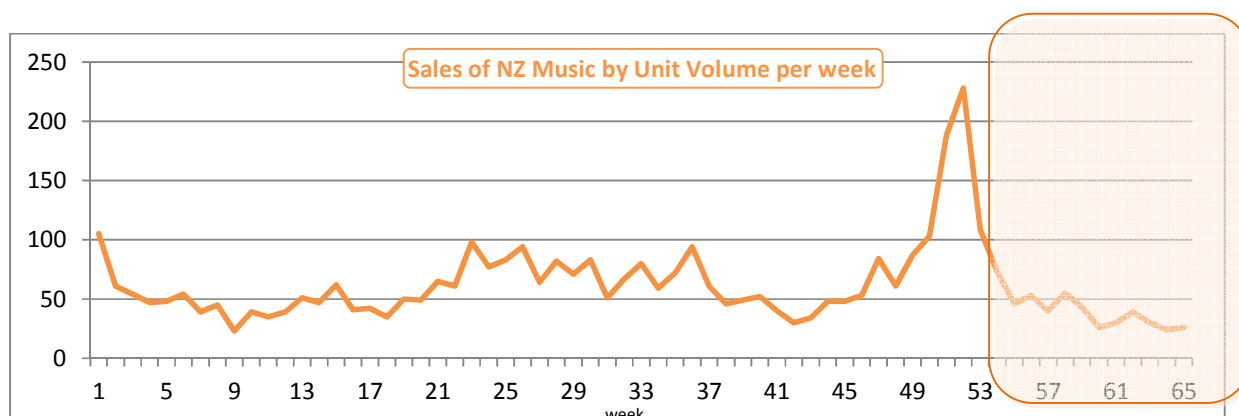
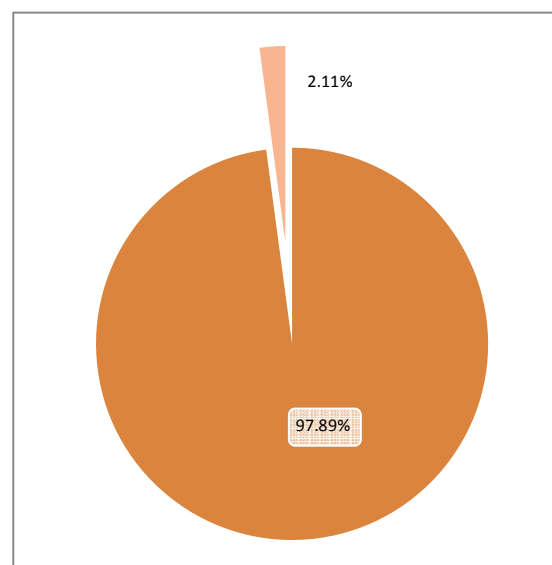
That's Country: Encore / **Various** (SonyMusic)

Beautiful Machine / **Shihad** (Rialto/Gamewizz)

Goin' Your Way: Live / **Neil Finn And Paul Kelly** (Universal)

Once In A Lifetime / **Howard Morrison** (Rajon/SonyMusic)

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

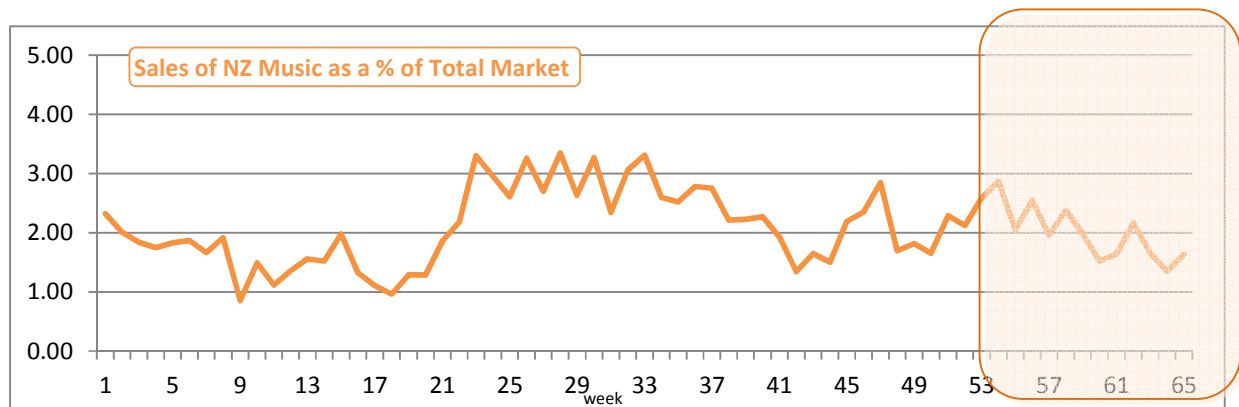


DVDS by NZ Artists – as a % of Total Market:

First quarter of 2014: **2.11%**

Fourth quarter of 2013: **2.00%**

Same quarter last year: **1.68%**



Total Airplay of NZ Artists:

First quarter of 2014: **19.74%**

Fourth quarter of 2013: **20.37%**

Same quarter last year: **20.24%**

No. of NZ Song Spins: **336,819**

No. of Unique NZ Songs Played: **6448**

No. of Unique NZ Artists Played: **2324**

Most Played this quarter:

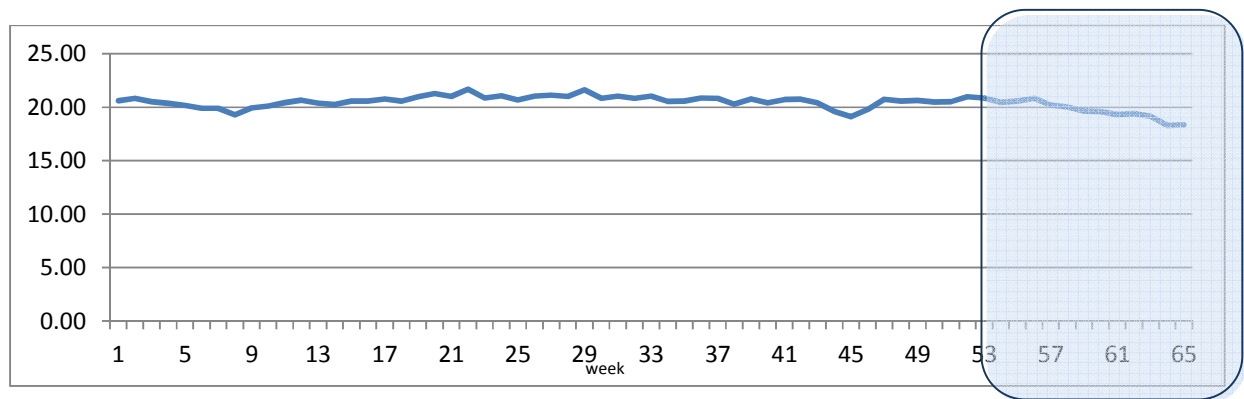
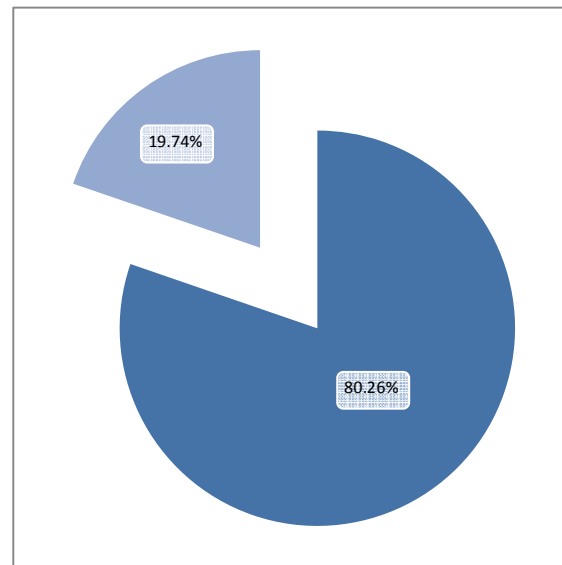
Make You Mine / **Benny Tipene** (SonyMusic)

Bridges / **Broods** (DrydenStreet/Universal)

Team / **Lorde** (Universal)

Like It's Over / **Stan Walker feat. Ria Hall** (SonyMusic)

Ribs / **Lorde** (Universal)



ALL Radio: **19.74%**

Pop Radio: **11.02%**

Rock Radio: **12.18%**

Urban Radio: **37.38%**

AC Radio: **9.59%**

Alternative Radio: **35.38%**

Dance Radio: **24.42%**

Stations Tracked:

Classic Hits, More FM, The Edge, The Rock, ZM, The Breeze, Mai FM, Radio Hauraki, Coast, Flava, Niu FM, The Sound, Kiwi, 95bFM, Radio Rhema, Life FM, Southern Star, George FM, Active 89FM, Coromandel FM, Times Radio, rdu, Hokonui Gold, Tainui FM, Bayrock, 1XX, Port FM, Fox FM, Radio One, Pulsar FM, 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).

2014 (First quarter only):

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

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

Gold Singles: **47** (4 NZ)

Platinum Singles: **39** (3 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)

2009:

Gold Albums: **57** (7 NZ)

Platinum Albums: **90** (13 NZ)

Gold Singles: **89** (14 NZ)

Platinum Singles: **32** (3 NZ)

2008:

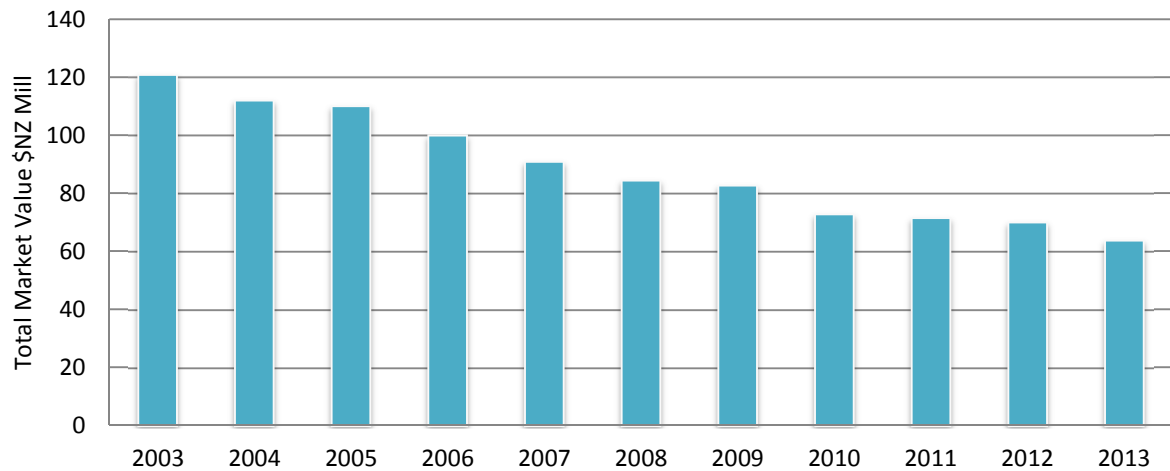
Gold Albums: **60** (17 NZ)

Platinum Albums: **62** (16 NZ)

Gold Singles: **49** (6 NZ)

Platinum Singles: **21** (5 NZ)

Record Music Market Value



Source: IFPI

Total Recorded Music Sales in New Zealand

(Retail Value):

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)