

The background features an abstract design with three concentric blue circles of varying sizes. Two thin blue lines intersect at a point, forming a V-shape that points towards the center. The circles are positioned in the upper right and lower right areas, while the text is on the left.

NZ Music Stats | Q3 2014

Report for the NZ Music Industry Commission

2014 – Third Quarter Summary

This is the third 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 -58.97%** on the same period last year to **106,321** units.
(There was **-26.01%** decline across the single market as a whole).

Sales of Albums by NZ artists were **down -14.00%** on the same period last year to **65,828** units.
(There was **-7.03%** decline across the album market as a whole).

Sales of Compilations by NZ artists were **down -1.12%** on the same period last year to **3716** units.
(There was **-8.03%** decline across the compilation market as a whole).

Sales of DVDs by NZ artists were **down -36.75%** on the same period last year to **556** units.
(There was **-26.28%** 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 -2.82%** on the same period last year to **18.05%** (based on **299,563 spins**).

Total Sales of ALBUMS by NZ Artists:

Third quarter of 2014: **65,828**

Second quarter of 2014: **56,005**

Same quarter last year: **76,547**

Top Sellers this quarter:

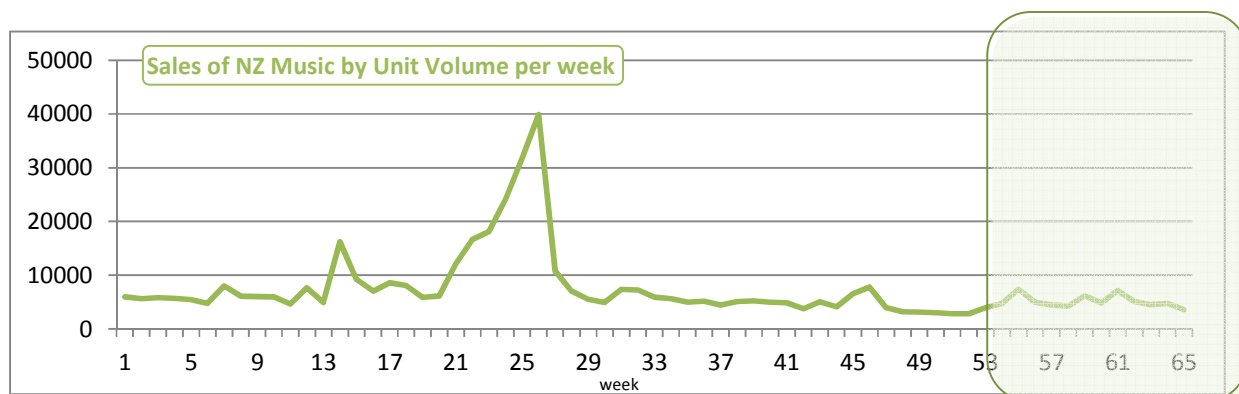
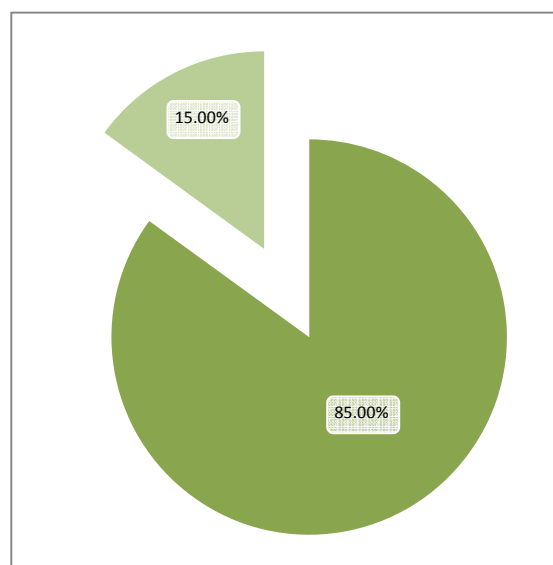
We Rise / **Devilskin** (Devilskin/Rhythm/DRM)

FVEY / **Shihad** (WEA/Warner)

Evergreen / **Broods** (DrydenStreet/Universal)

The Soul Sessions / **Whenua Patuwai** (SonyMusic)

Pure Heroine / **Lorde** (Universal)

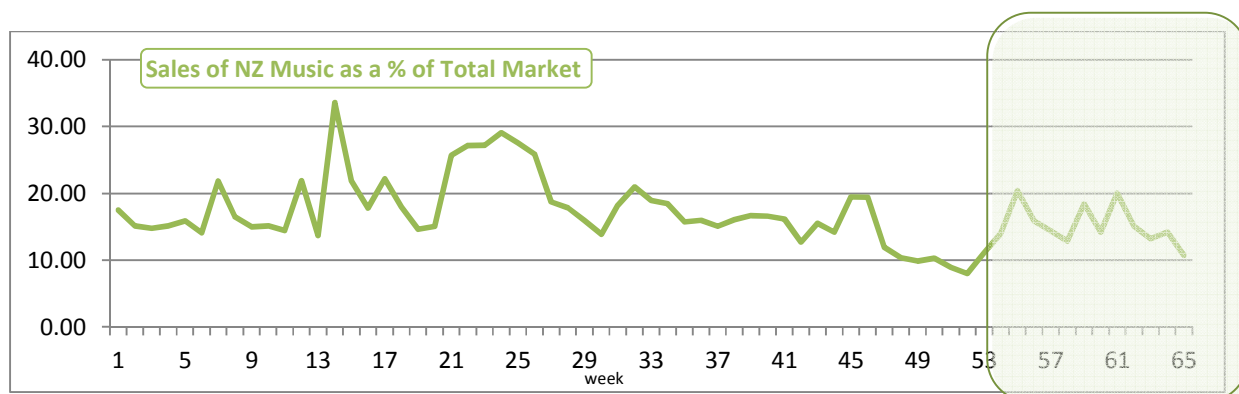


ALBUMS by NZ Artists – as a % of Total Market:

Third quarter of 2014: **15.00%**

Second quarter of 2014: **13.44%**

Same quarter last year: **16.22%**



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 2014: **114**- new albums by NZ artists (from a total album release schedule of 892 titles)

Third quarter of 2013: **102** new albums by NZ artists (from a total album release schedule of 742 titles)

Including:

Devilskin (<i>We Rise</i>)	Devilskin/Rhythm/DRM
Shihad (<i>FVEY</i>)	WEA/Warner
Broods (<i>Evergreen</i>)	DrydenStret/Universal
Whenua Patuwai (<i>The Soul Sessions</i>)	SonyMusic
I Am Giant (<i>Science & Survival</i>)	GiantSound/SonyMusic
PNC (<i>The Codes</i>)	RookieKid/Rhythm/DRM
Jeremy Redmore (<i>Clouds Are Alive</i>)	RedmoreBooks/Warner
Kimbra (<i>The Golden Echo</i>)	WEA/Warner
Die! Die! Die! (<i>S W I M</i>)	RecordsEtc/Rhythm
Robert Scott (<i>The Green House</i>)	FlyingNun/Warner
Electric Wire Hustle (<i>Love Can Prevail</i>)	EWB/Rhythm/DRM
Hamish Kilgour (<i>All Of It And Nothing</i>)	BaDaBing/Rhythm
David Kilgour And The Heavy Eights (<i>End Times Undone</i>)	Merge/Rhythm
Buckshot And P-Money (<i>Backpack Travels</i>)	Dirty/DuckDown
Midnight Gallery (<i>Midnight Gallery</i>)	MGMusic/Warner
Mulholland (<i>Stop And Start Again</i>)	Mulholland/Rhythm/DRM
Little Back (<i>USB</i>)	XX/FlyingOut
Oakley Grenell (<i>The Deep</i>)	Central/Border
Kerretta (<i>Pirohia</i>)	Midium/Universal
Ghetto Sunrise (<i>Ghetto Sunrise</i>)	GhettoSnrise/Rhythm/DRM
The All Seeing Hand (<i>Fog And Debris</i>)	Muzai/Rhythm/DRM
Eb And Sparrow (<i>Eb And Sparrow</i>)	HomeAlone/Southbound
Louie Knuxx (<i>PGT / GRR</i>)	LouieKnuxx/DRM
Cam Luxton (<i>Laid Back Man</i>)	CamLuxton/DRM
Malevolence (<i>Relentless Entropy</i>)	Malevolence/DRM
Will Wood (<i>Broken Man</i>)	Lyttleton/Soutbound
Vorn (<i>More Songs About Girls And The Apocalypse</i>)	Vorn
The Heart Of Katherine (<i>The Heart Of Katherine</i>)	TheHeartOfKatherine

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:

Third quarter of 2014: **106,321**

Second quarter of 2014: **108,400**

Same quarter last year: **259,135**

Top Sellers this quarter:

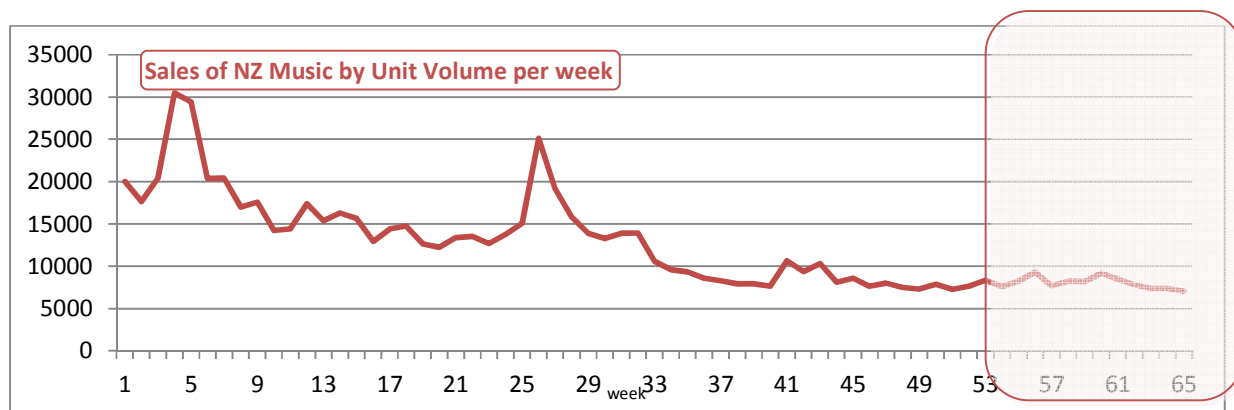
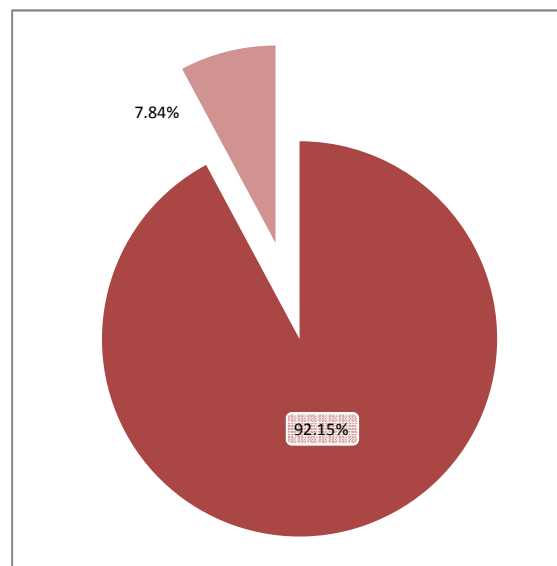
Mother & Father / **Broods** (DrydenStreet/Universal)

Aotearoa / **Stan Walker And Co** (SonyMusic)

With You / **Jupiter Project And Jetski Safari** (LTPS/Warner)

Holding You / **Ginny Blackmore And Stan Walker** (SonyMusic)

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

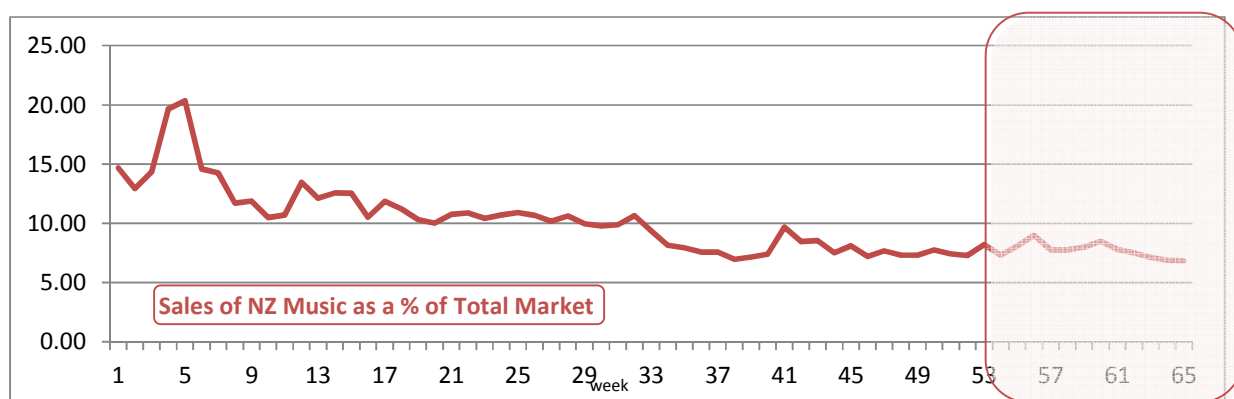


SINGLES by NZ Artists – as a % of Total Market:

Third quarter of 2014: **7.84%**

Second quarter of 2014: **7.85%**

Same quarter last year: **14.15%**



Total Sales of COMPILATIONS by NZ

Artists:

Third quarter of 2014: **3716**

Second quarter of 2014: **1751**

Same quarter last year: **3758**

Top Sellers this quarter:

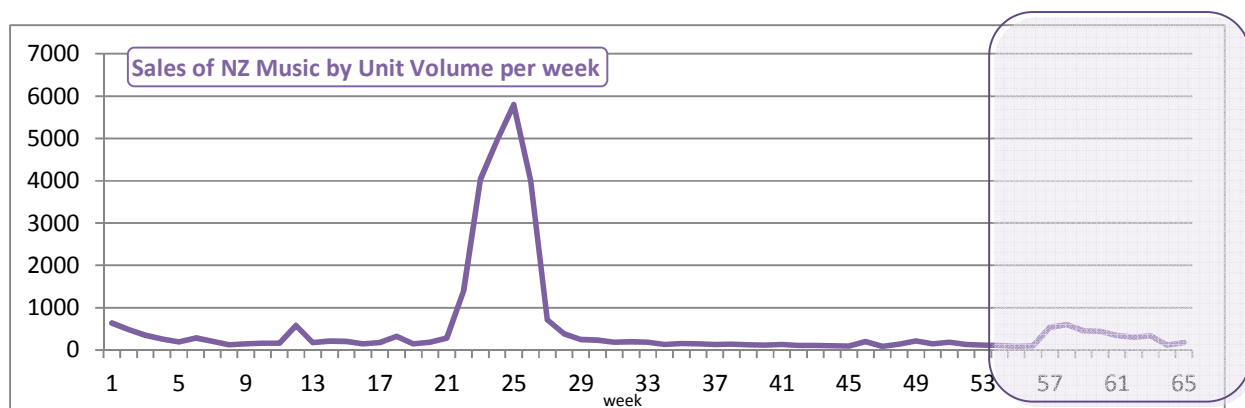
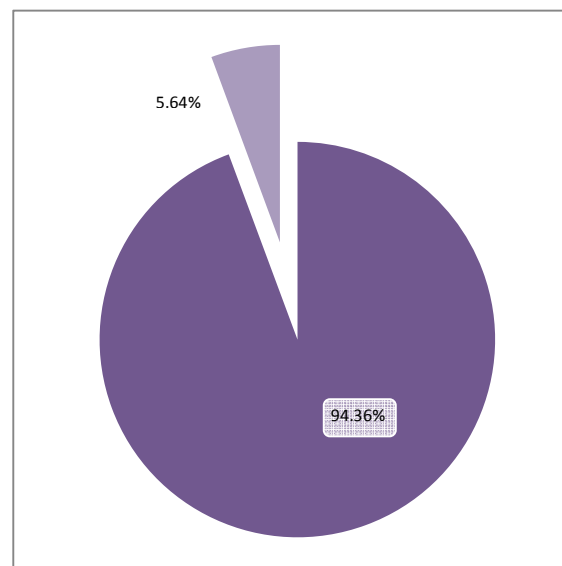
Godzone Country / **Various** (SonyMusic)

Everything Is Ka Pai / **Various** (KidsForKids/Pure)

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

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

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

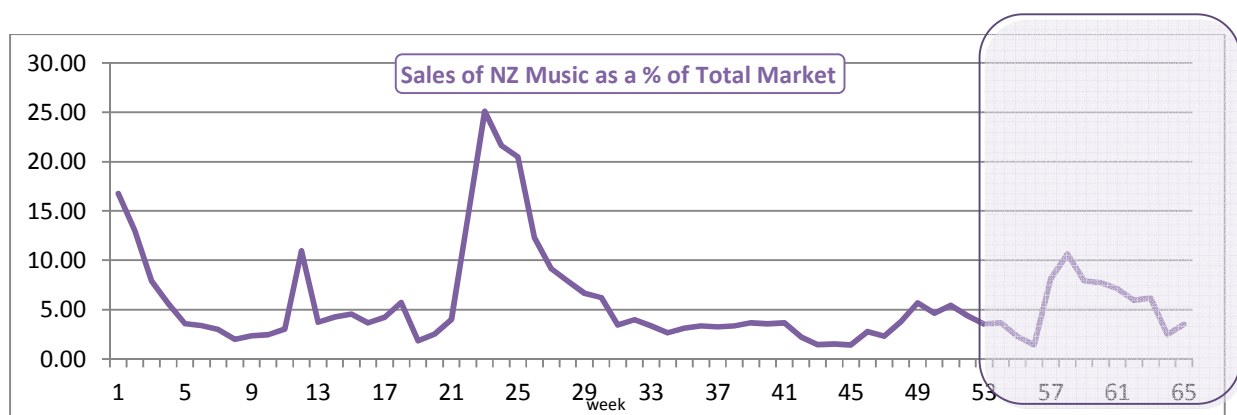


COMPILATIONS by NZ Artists – as a % of Total Market:

Third quarter of 2014: **5.64%**

Second quarter of 2014: **2.92%**

Same quarter last year: **5.25%**



Total Sales of DVDS by NZ Artists:

Third quarter of 2014: **556**

Second quarter of 2014: **670**

Same quarter last year: **879**

Top Sellers this quarter:

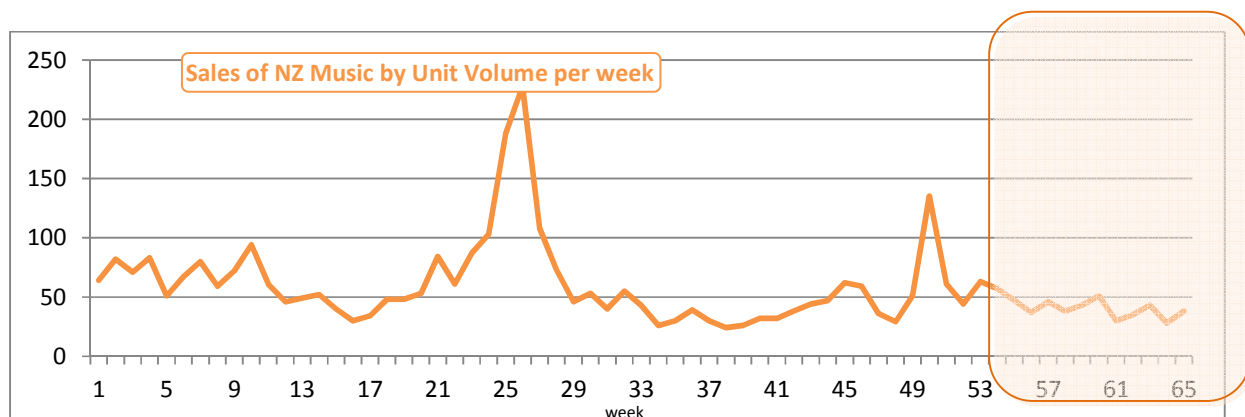
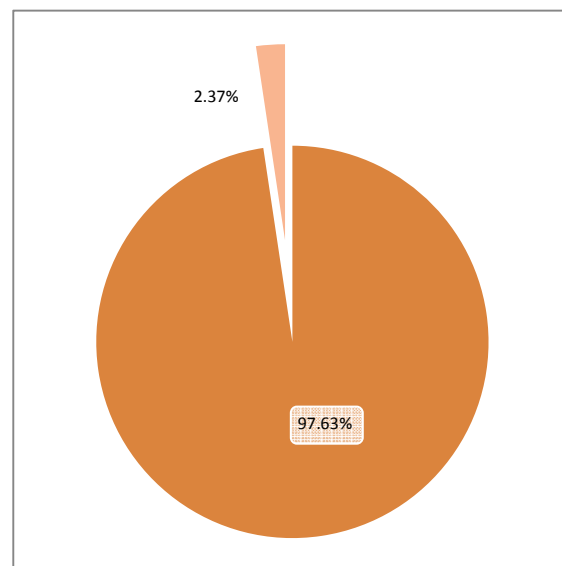
Once In A Lifetime / **Howard Morrison** (Rajon/SonyMusic)

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

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

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

Live In Concert / **Hayley Westenra** (Universal)

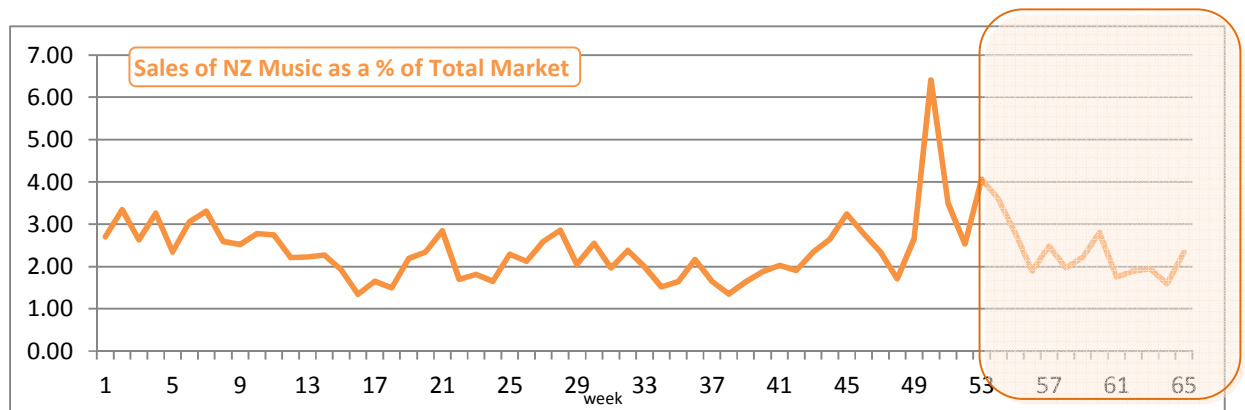


DVDS by NZ Artists – as a % of Total Market:

Third quarter of 2014: **2.37%**

Second quarter of 2014: **2.83%**

Same quarter last year: **2.76%**



Total Airplay of NZ Artists:

Third quarter of 2014: **18.05%**

Second quarter of 2014: **17.99%**

Same quarter last year: **20.87%**

No. of NZ Song Spins: **299,563**

No. of Unique NZ Songs Played: **6267**

No. of Unique NZ Artists Played: **2291**

Most Played this quarter:

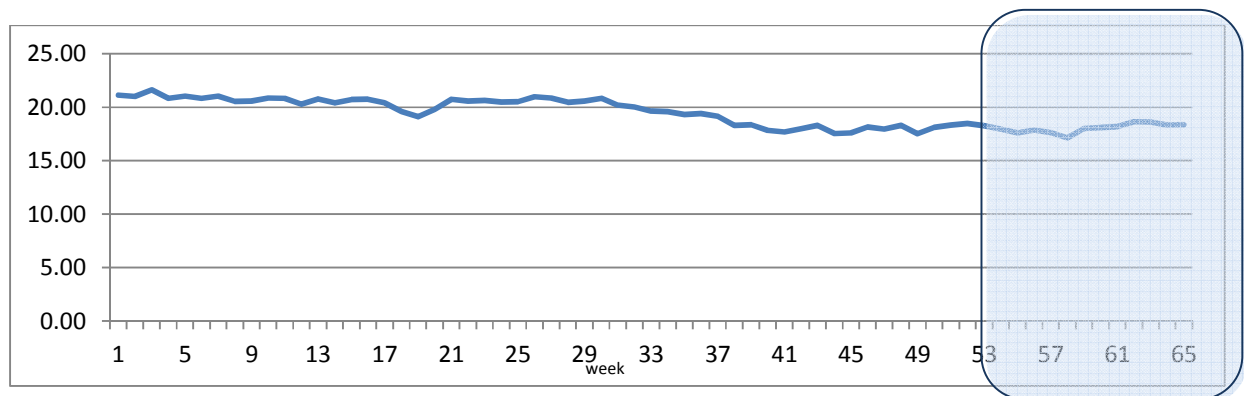
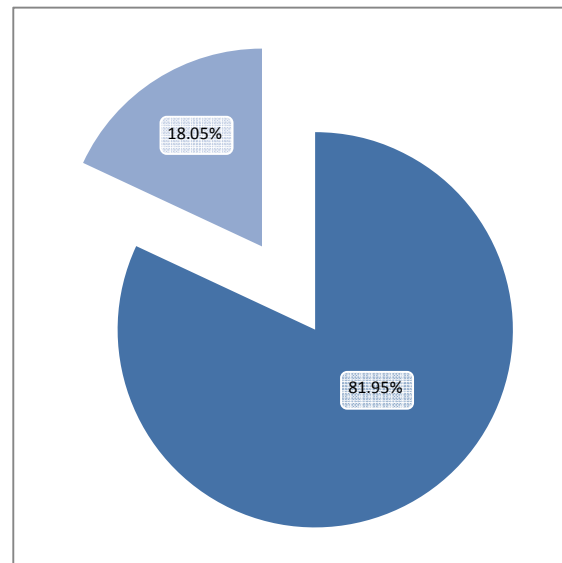
Mother & Father / **Broods** (DrydenStreet/Universal)

Holding You / **Ginny Blackmore And Stan Walker** (SonyMusic)

With You / **Jupiter Project And Jetski Safari** (LTPS/Warner)

Dumb / **Jamie McDell** (Universal)

Bad Philosophy / **Jeremy Redmore** (RedmoreBooks/Warner)



ALL Radio: **18.05%**

Pop Radio: **10.96%**

Rock Radio: **12.30%**

Urban Radio: **34.32%**

AC Radio: **8.92%**

Alternative Radio: **41.97%**

Dance Radio: **20.02%**

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, Pulzar 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 (Third quarter only):

Gold Albums: **3** (1 NZ)

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

Gold Singles: **32** (1 NZ)

Platinum Singles: **27** (1 NZ)

2014 (Second quarter only):

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

Platinum Albums: **3** (1 NZ)

Gold Singles: **38** (3 NZ)

Platinum Singles: **27** (1 NZ)

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:

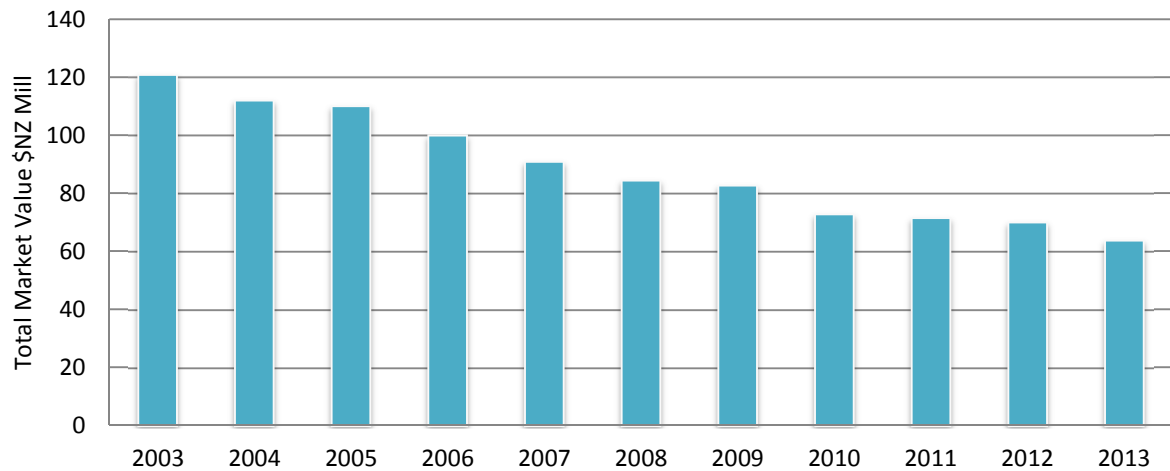
Gold Albums: **60** (17 NZ)

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)