

An abstract graphic featuring three blue circles of varying sizes. The top-right circle is the largest, the middle one is smaller, and the bottom-right one is the largest of the three. Two thin, light blue diagonal lines intersect the circles. One line runs from the top-left towards the bottom-right, passing through the top-right and middle circles. The other line runs from the top-right towards the bottom-left, passing through the middle and bottom-right circles.

NZ Music Stats | Q4 2012

Report for the NZ Music Industry Commission

2012 – Fourth Quarter Summary

This is the fourth statistical report of 2012 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 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 +15.23%** on the same period last year to **238,539** units.
(There was **+29.66%** growth across the physical and singles market as a whole).

Sales of Albums by NZ artists were **down -34.80%** on the same period last year to **97,029** units.
(There was **+6.62%** growth across the albums market as a whole).

Sales of Compilations by NZ artists were **up +131.31%** on the same period last year to **20,783** units.
(There was **+1.18%** growth across the albums market as a whole).

Sales of DVDs by NZ artists were **down -66.23%** on the same period last year to **1526** units.
(There was **-41.66%** decline across the DVDs market as a whole).

Radio:

Airplay of songs by NZ artists across all contemporary radio (RBA members and non-members) was **up +3.20%** on the same period last year to **19.88%** (based on **262,730 spins**).

Total Sales of ALBUMS by NZ Artists:

Fourth quarter of 2012: **97,029**

Third quarter of 2012: **59,542**

Same quarter last year: **148,815**

Top Sellers this quarter:

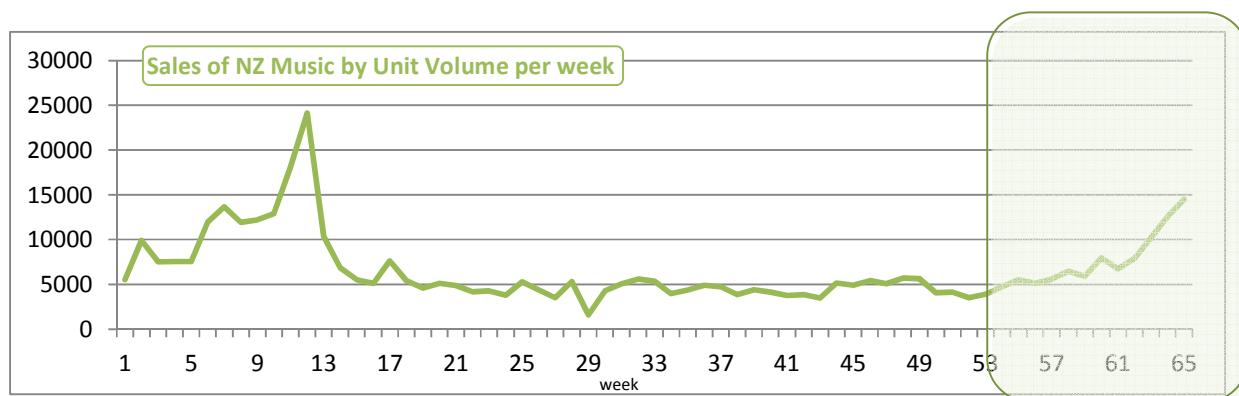
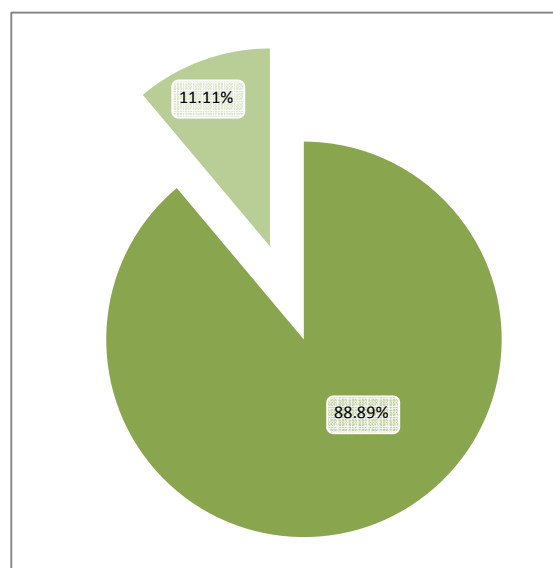
White Rabbit: The Very Best Of / **Peter Dinklage** (SonyMusic)

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

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

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

The Brightest Light / **King Cannons** (KingCannon/EMI)

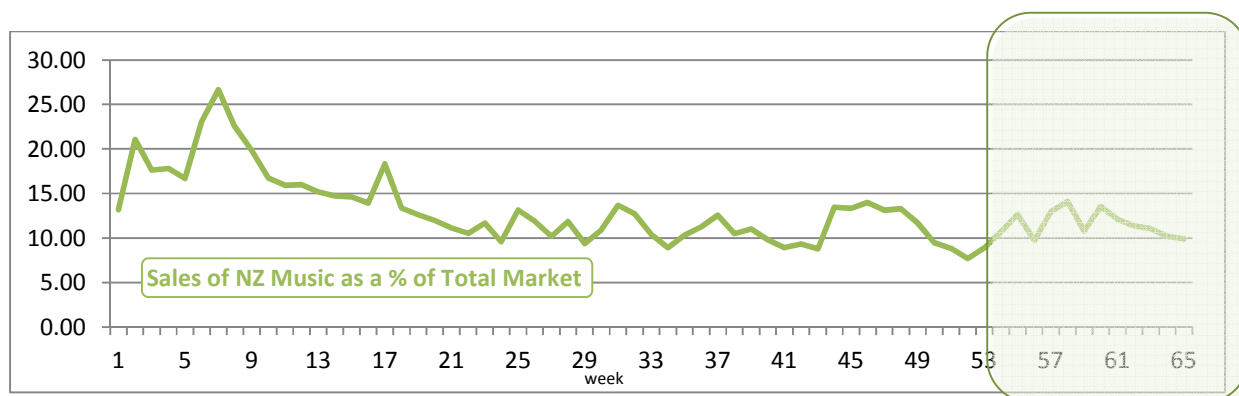


ALBUMS by NZ Artists – as a % of Total Market:

Fourth quarter of 2012: **11.11%**

Third quarter of 2012: **11.09%**

Same quarter last year: **18.16%**



Fourth 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.

Fourth quarter of 2012: **101** new albums by NZ artists (from a total album release schedule of 692 titles)

Fourth quarter of 2011: **107** new albums by NZ artists (from a total album release schedule of 587 titles)

Including:

Titanium (<i>All For You</i>)	WHK/Warner
KORA (<i>Light Years</i>)	KORA/Rhythm/DRM
John Rowles (<i>If I Only Had Time: The Anthology</i>)	Universal
Jamie McDell (<i>Six Strings And A Sailboat</i>)	EMI
Greg Johnson (<i>Exits</i>)	JMA
SJD (<i>Elastic Wasteland</i>)	RoundTripMars/Universal
Eddie Low (<i>Icons</i>)	SonyMusic
Minuit (<i>Last Night You Saw This Band</i>)	Minuit/DRM
K.One (<i>Far From Home</i>)	IllegalMusik/Warner
Aaradhna (<i>Treble And Reverb</i>)	DawnRaid/FMG/Universal
The Datsuns (<i>Death Rattle Boogie</i>)	Hellsquad/Border
1814 (<i>Relax</i>)	Manu/Ode/DRM
Maisey Rika (<i>Whitiora</i>)	Moonligh/Border/DRM
Kids Of 88 (<i>Modern Love</i>)	DrydenStreet/Universal
Dragon (<i>The Dragon Years: 40th Anniversary</i>)	Liberation/Universal
Hollie Smith And Mara TK (<i>Band Of Brothers Vol. 1</i>)	Soundsmith/EMI
Rival State (<i>Apollo Me</i>)	RivalState/Shock
These Four Walls (<i>Living To Write The End</i>)	TFW/Rhythm/DRM
Hello Sailor (<i>Surrey Crescent Moon</i>)	HelloSailor/Warner
Sweet And Irie (<i>Irie Inspiration</i>)	DawnRaid/FMG/Universal
Evermore (<i>Follow The Sun</i>)	Universal
Villainy (<i>Mode Set Clear</i>)	VillainMusic/Universal
Soulovus (<i>Love Foundation</i>)	KoruRecords/DRM
Delaney Davidson And Marlon Williams (<i>Sad But True</i>)	Lyttleton/Southbound
Dennis Marsh (<i>Sounds Of The Pacific</i>)	SonyMusic
GiantKilla (<i>GiantKilla</i>)	Groovehouse/Rhythm/DRM
Bic Runga (<i>Anthology</i>)	SonyMusic
Tayla Alexander (<i>Songbird</i>)	Manu/Ode/DRM
Foundation (<i>Give Thanks</i>)	Foundation/DRM

Stores Tracked:

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

Total Sales of SINGLES by NZ Artists:

Fourth quarter of 2012: **238,539**

Third quarter of 2012: **184,262**

Same quarter last year: **207,011**

Top Sellers this quarter:

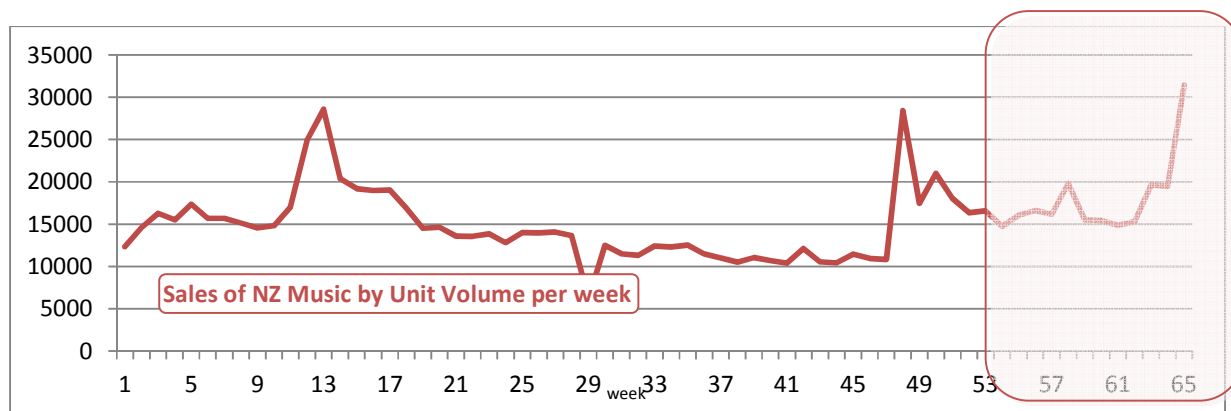
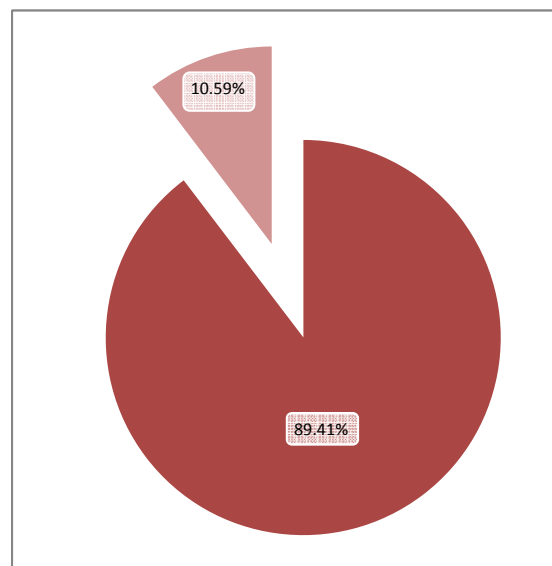
Feel Inside (And Stuff) / **Flight of The Conchords** (Collusion/DRM)

Come On Home / **Titanium** (WHK/Warner)

Rewind / **Jamie McDell** (EMI)

Till The End / **Brooke Duff** (IllegalMusik/Warner)

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

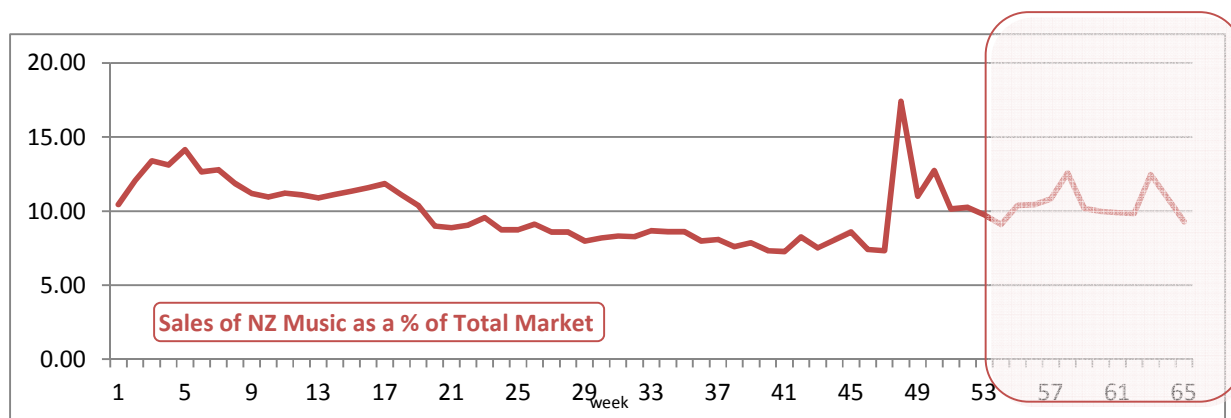


SINGLES by NZ Artists – as a % of Total Market:

Fourth quarter of 2012: **10.59%**

Third quarter of 2012: **9.45%**

Same quarter last year: **11.92%**



Total Sales of COMPILATIONS by NZ

Artists:

Fourth quarter of 2012: **20,783**

Third quarter of 2012: **3250**

Same quarter last year: **8985**

Top Sellers this quarter:

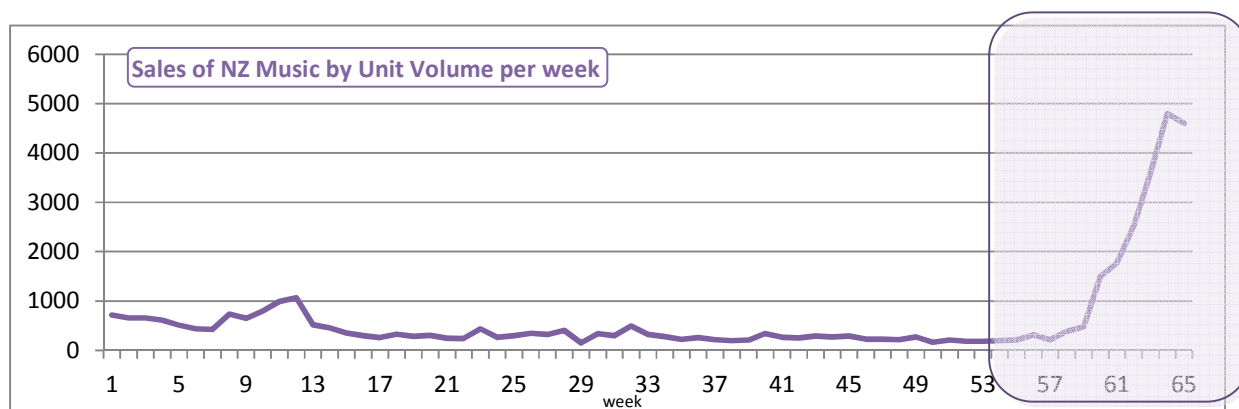
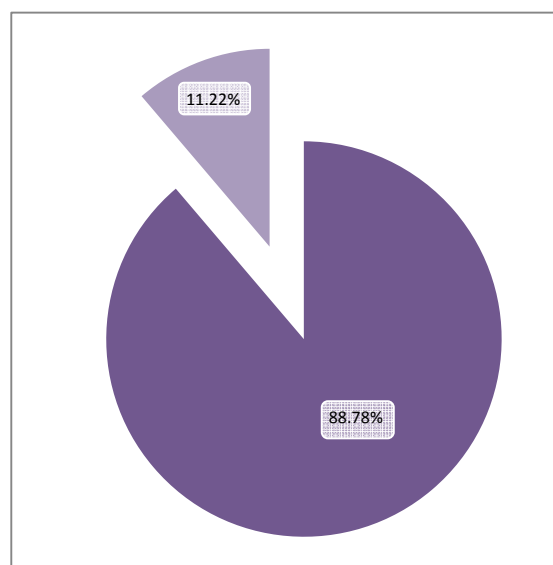
The Great NZ Songbook: Souvenir Ed / **Various** (Thom/SonyMusic)

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

Kiwi Country / **Various** (K-Tel)

Haere Mai: Welcome To New Zealand / **Various** (Viking)

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

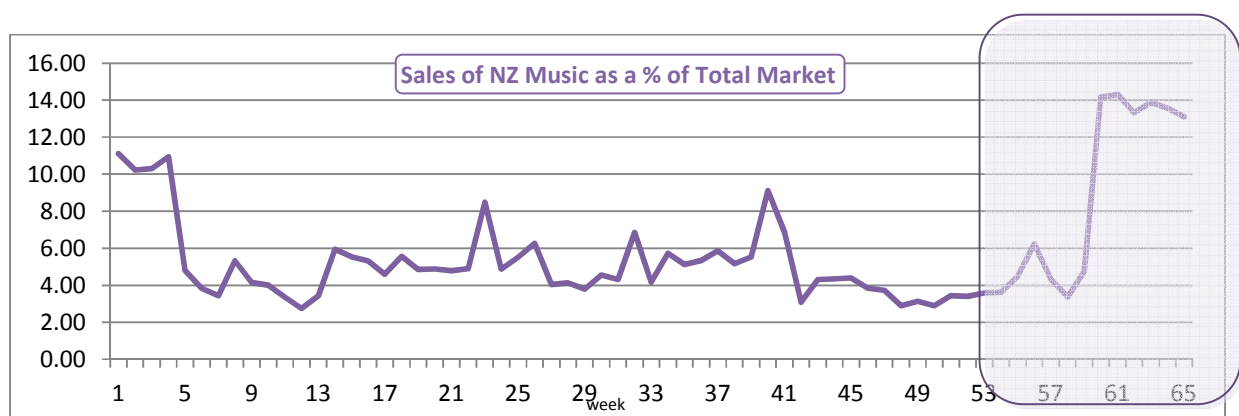


COMPILATIONS by NZ Artists – as a % of Total Market:

Fourth quarter of 2012: **11.22%**

Third quarter of 2012: **4.09%**

Same quarter last year: **4.91%**



Total Sales of DVDS by NZ Artists:

Fourth quarter of 2012: **1526**

Third quarter of 2012: **1925**

Same quarter last year: **4519**

Top Sellers this quarter:

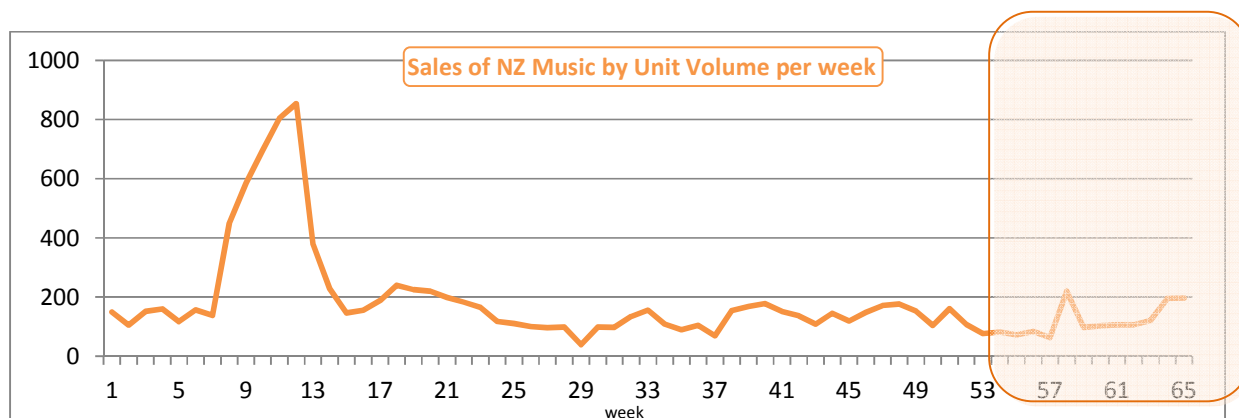
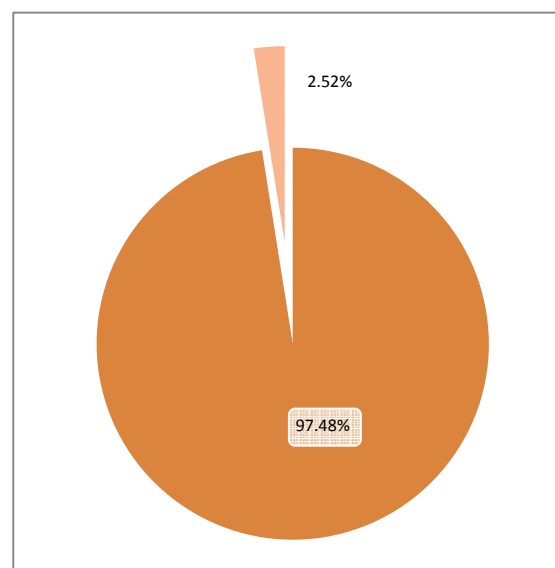
That's Country: Encore / **Various** (SonyMusic)

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

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

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

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

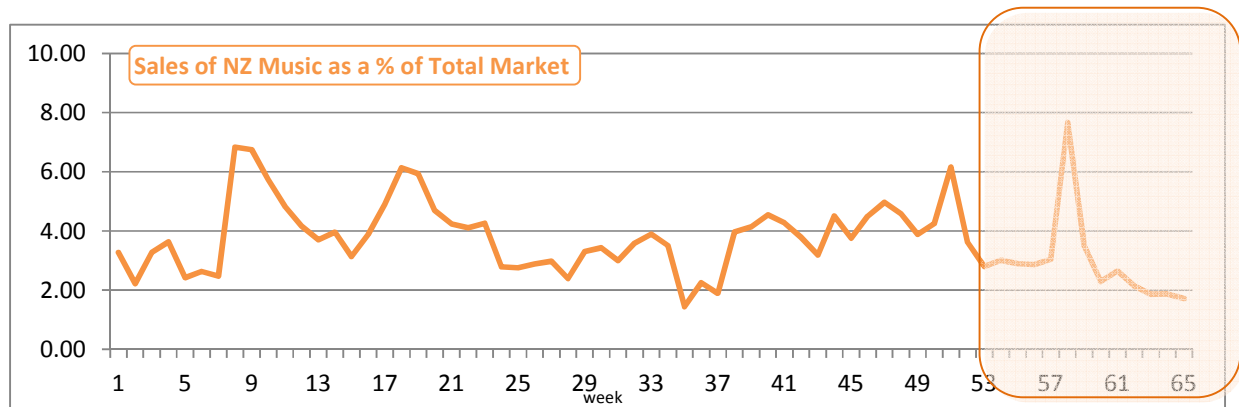


DVDS by NZ Artists – as a % of Total Market:

Fourth quarter of 2012: **2.52%**

Third quarter of 2012: **4.31%**

Same quarter last year: **4.36%**



Total Airplay of NZ Artists:

Fourth quarter of 2012: **19.88%**

Third quarter of 2012: **18.27%**

Same quarter last year: **16.68%**

No. of NZ Song Spins: **262,730**

No. of Unique NZ Songs Played: **4548**

No. of Unique NZ Artists Played: **1826**

Most Played this quarter:

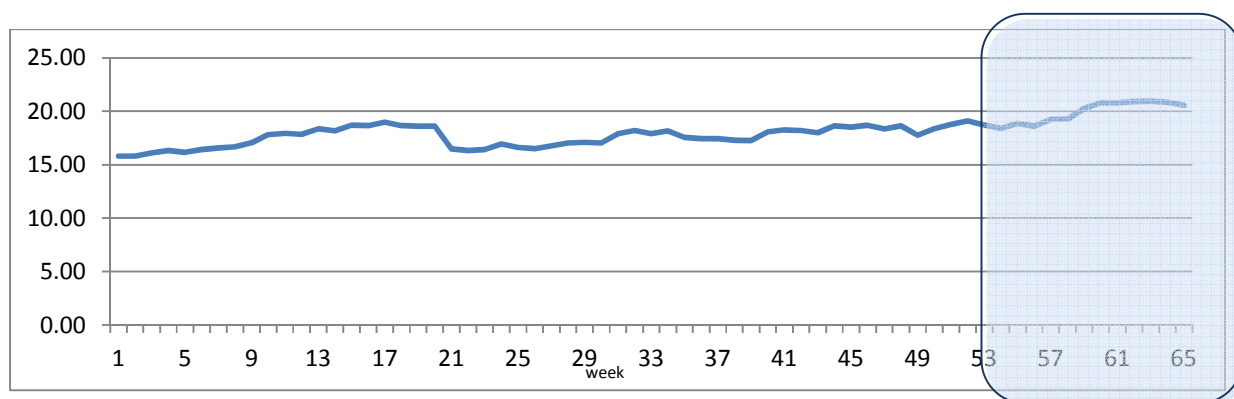
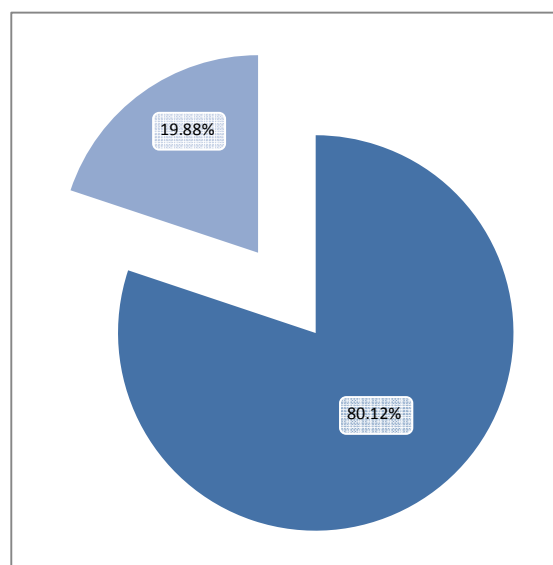
Till The End / **Brooke Duff** (IllegalMusik/Warner)

Slow Wind / **Swiss** (DawnRaid/FMG/Universal)

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

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

Rewind / **Jamie McDell** (EMI)



ALL Radio: **19.88%**

Pop Radio: **12.39%**

Rock Radio: **13.38%**

Urban Radio: **36.39%**

AC Radio: **11.20%**

Alternative Radio: **39.37%**

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, 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 (Fourth quarter only):

Gold Albums: **11** (2 NZ)

Platinum Albums: **14** (0 NZ)

Gold Singles: **50** (3 NZ)

Platinum Singles: **53** (5 NZ)

2012 (Third quarter only):

Gold Albums: **12** (2 NZ)

Platinum Albums: **7** (2 NZ)

Gold Singles: **57** (3 NZ)

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

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)

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)

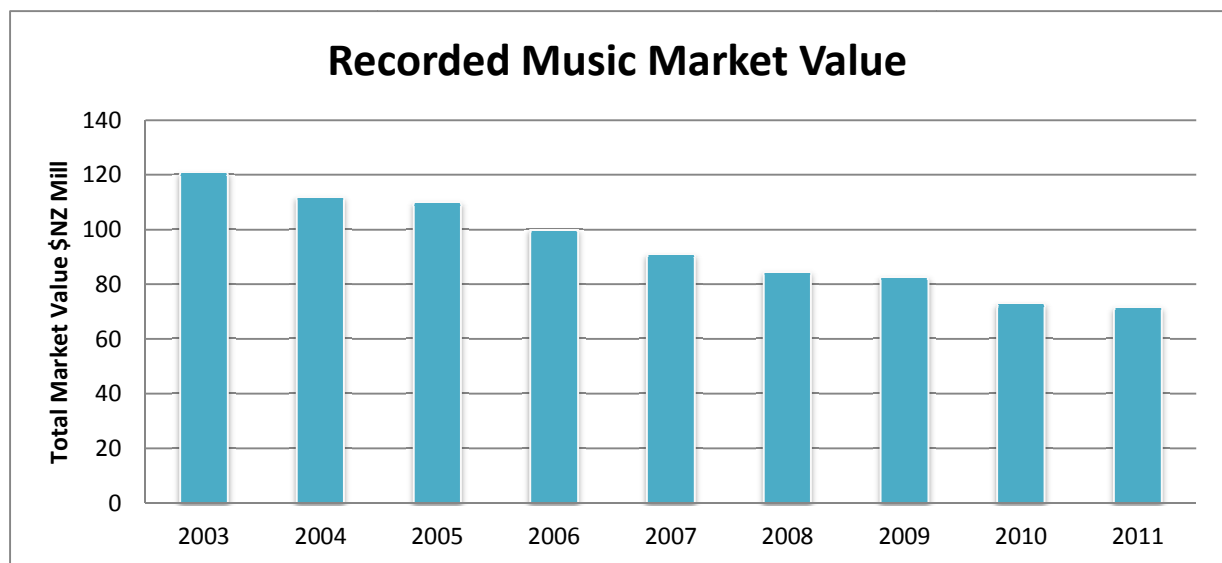
2007:

Gold Albums: **109** (15 NZ)

Platinum Albums: **86** (16 NZ)

Gold Singles: **35** (1 NZ)

Platinum Singles: **16** (1 NZ)



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)