

The background features three large, overlapping blue circles of varying sizes. Two thin, light blue diagonal lines intersect to form a triangular shape in the upper right quadrant. The text is positioned in the lower left area.

# **NZ Music Stats | 2008**

**Report for the NZ Music Industry Commission**

# 2008 – Full Year Summary

This is the 2008 end of year summary by Media Sauce Ltd for the NZ Music Industry Commission, designed to track the health of the New Zealand music market.

## At A Glance... 2008 vs 2007

### Retail Physical Sales:

Sales of Singles by NZ artists were **down -58.68%** on the same period last year to **12,097** units.  
(There was a **-84.32%** decline across the physical singles market as a whole).

Sales of Albums by NZ artists were **up +1.32%** on the same period last year to **337,955** units.  
(There was **-11.34%** decline across the albums market as a whole).

Sales of Compilations by NZ artists were **down -39.36%** on the same period last year to **7176** units.  
(There was **+9.84%** growth across the compilations market as a whole).

Sales of DVDs by NZ artists were **down -46.69%** on the same period last year to **2938** units.  
(There was a **-13.50%** decline across the DVD market as a whole).

### Retail Digital Sales:

Sales of FTMDs by NZ artists were **up +167.72%** on the same period last year to **275,098** units.  
(There was **+64.18%** growth across the physical singles market as a whole).

### Radio:

Airplay of songs by NZ artists across all contemporary radio (RBA members and non-members) was **up +0.80%** versus the same period last year at **19.30%** (**462,533 spins**).