



**Quarterly Report for the NZ Music Commission**

**Quarter 3: July, August, September 2021**

This report has been created by Recorded Music NZ for The NZ Music Commission.

The purpose of the report is to track the consumption of NZ Music consumed within NZ across various media: Streaming, Downloads, Physical formats and Radio.

At a glance: **Quarter 3 – July, August, September 2021**

## Streaming

- The number of streams by NZ artists streamed in NZ was **down 3.6%** from last quarter to **189,342,404** streams this quarter.
- The number of Waiata Reo streams by artists streamed in Aotearoa was **up 30.9%** from last quarter to 12,894,478 streams this quarter.
- Overall streaming units were **down 0.5%** during this period to **2,232,276,260** total streams.

## Single Sale Units

- The number of single sale units by NZ artists purchased digitally in NZ was **up 14.7%** from last quarter to **19,771** units this quarter.
- Overall Single Sales units were **up 6.9%** during this period to **147,386** total units.

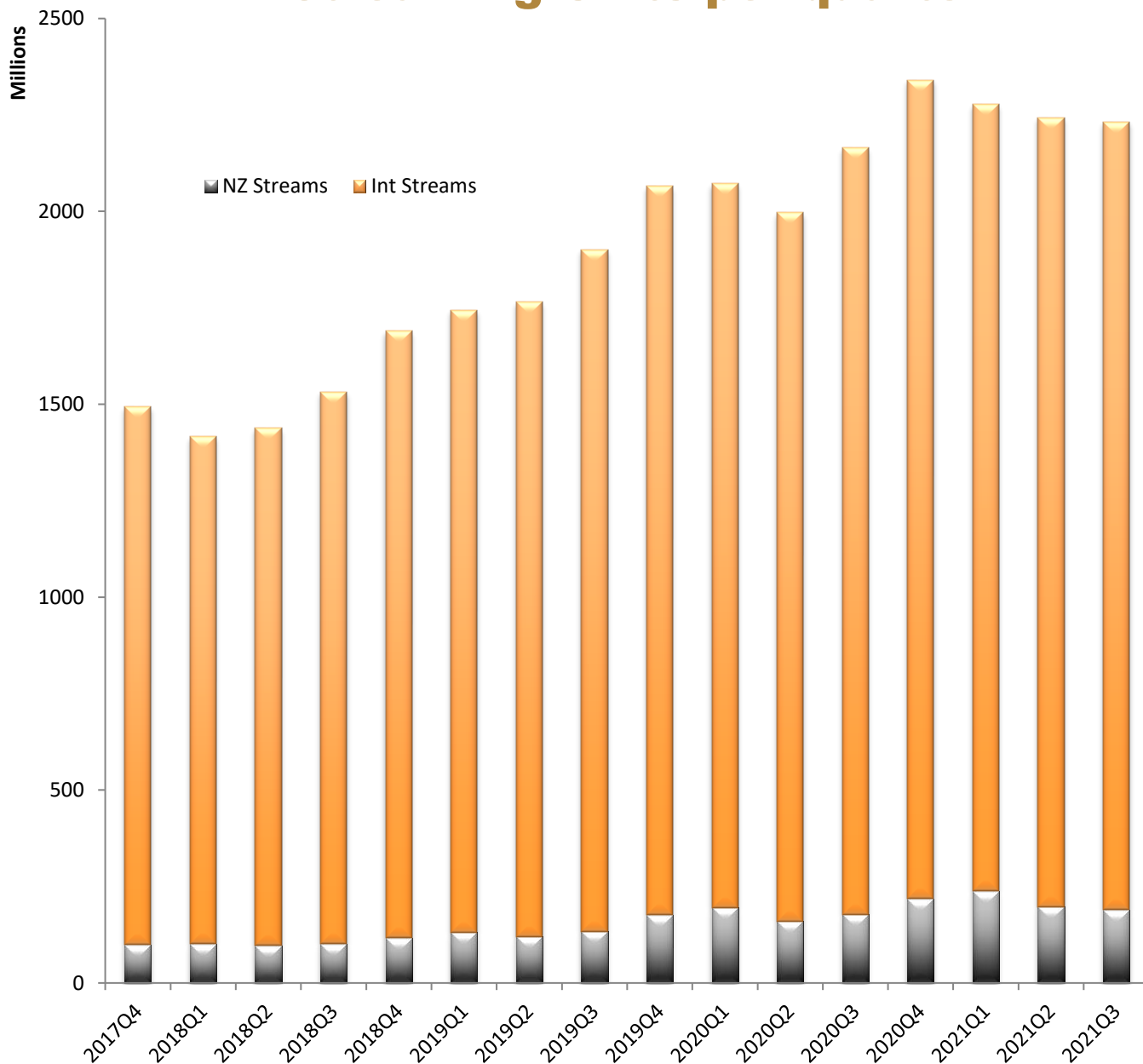
## Album Sales Units

- The number of album sales units by NZ artists purchased digitally or physically in NZ was **down 39.1%** from last quarter to **10,696** units this quarter.
- Overall Album Sales units were **down 35.8%** during this period to **60,222** total units.

## Radio

- Individual spins of songs by NZ artists across all radio in NZ was **up 0.2%** from last quarter to **412,953** spins this quarter.
- Individual spins of Waiata Reo across all radio in NZ was up **3.6%** from last quarter to 136,233 spins this quarter.

# Streaming Units per quarter



## Top 10 Q3 2021

	Title	Artist	Label
1	Why Oh Why	L.A.B.	LOOP
2	Love On The Run	Sons Of Zion feat. Jackson Owens	SonyMusic
3	In The Air	L.A.B.	LOOP
4	All She Wrote	Six60	Massive/Universal
5	Controller	L.A.B.	LOOP
6	Wavy	Muroki	Olive/Universal
7	Yes I Do	L.A.B.	LOOP
8	Sundown	Six60	Massive/Universal
9	Solar Power	Lorde	Universal
10	Catching Feelings	DRAX Project feat. Six60	DRAXProject/Universal

### Q3 2021 (July to September)

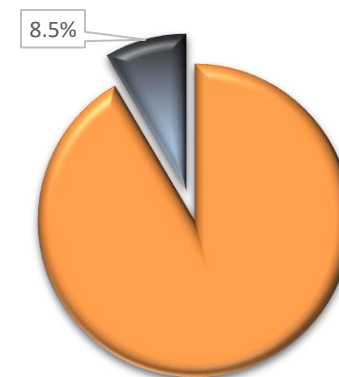
- Total # of streams = 2,232,276,260
- # of NZ Music streams = 189,342,404 (8.5%)

### Q2 2021 (April to June)

- Total # of streams = 2,243,001,679
- # of NZ Music streams = 196,435,720 (8.8%)

### Same quarter last year: Q3 2020 (July to Sep)

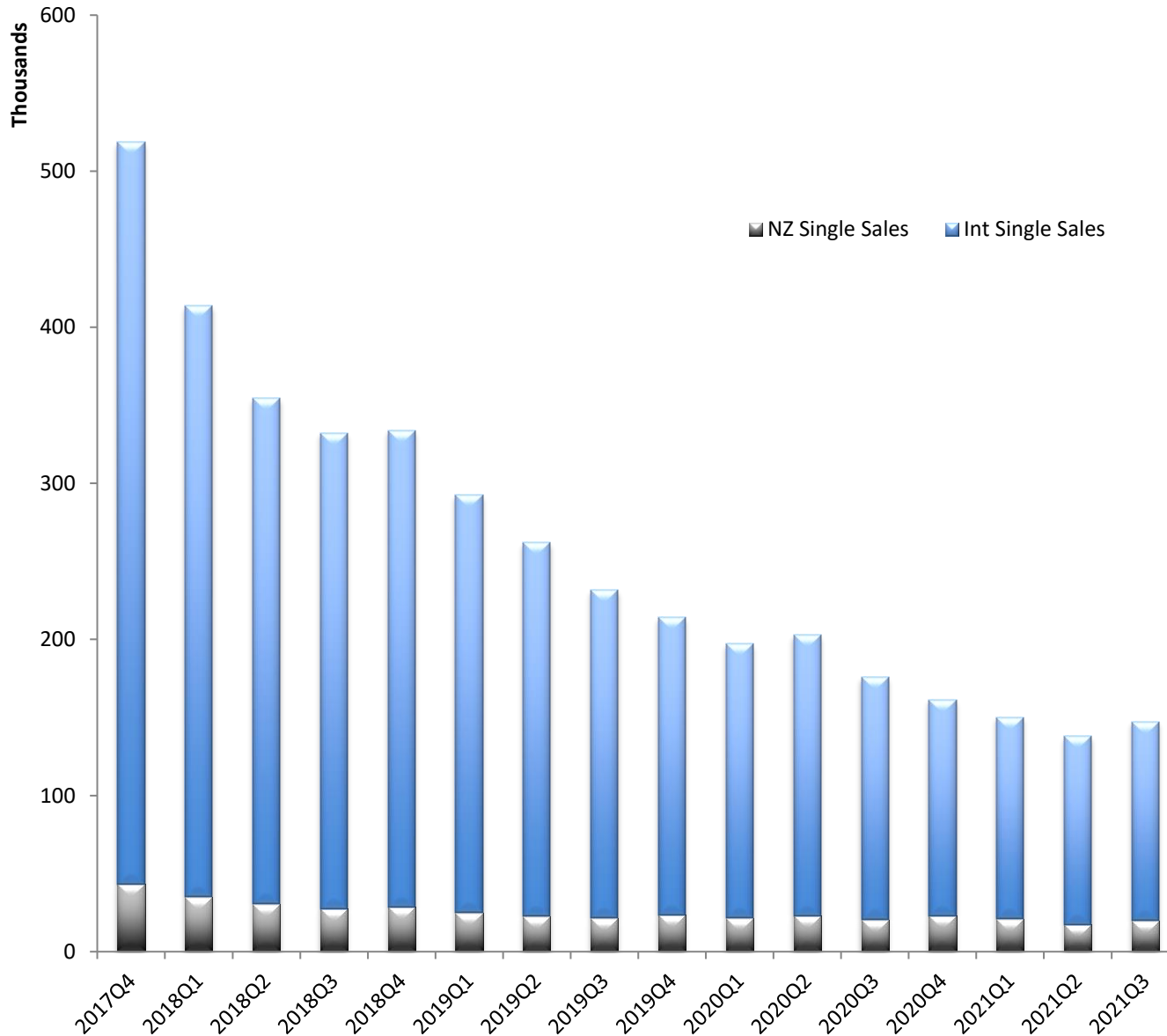
- Total # of streams = 2,164,577,979
- # of NZ Music streams = 176,956,087 (8.2%)



\*Suppliers: as indicated in the notes

# Single Sale Units per quarter

(Digital only)



## Top 10 Q3 2021

	Title	Artist	Label
1	Pepeha	Six60	Massive/Universal
2	Dreams	Jolyon Petch	Hussle/TheOrchard
3	All She Wrote	Six60	Massive/Universal
4	Love On The Run	Sons Of Zion feat. Jackson Owens	SonyMusic
5	In The Air	L.A.B.	LOOP
6	Solar Power	Lorde	Universal
7	35	Ka Hao feat. Rob Ruha	InDigiNation/DRM
8	Yes I Do	L.A.B.	LOOP
9	Aotearoa	Stan Walker feat. Ria Hall, Troy Kingi And Maisey Rika	SonyMusic
10	Wavy	Muroki	Olive/Universal

### Q3 2021 (July to September)

- Total # of sales = 147,386
- # of NZ Music sales = 19,771 (13.4%)

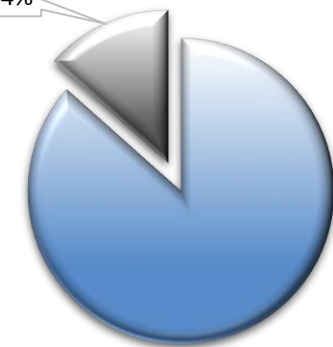
### Q2 2021 (April to June)

- Total # of sales = 137,911
- # of NZ Music sales = 17,232 (12.5%)

### Same quarter last year: Q3 2020 (July to Sep)

- Total # of sales = 175,938
- # of NZ Music sales = 20,486 (11.6%)

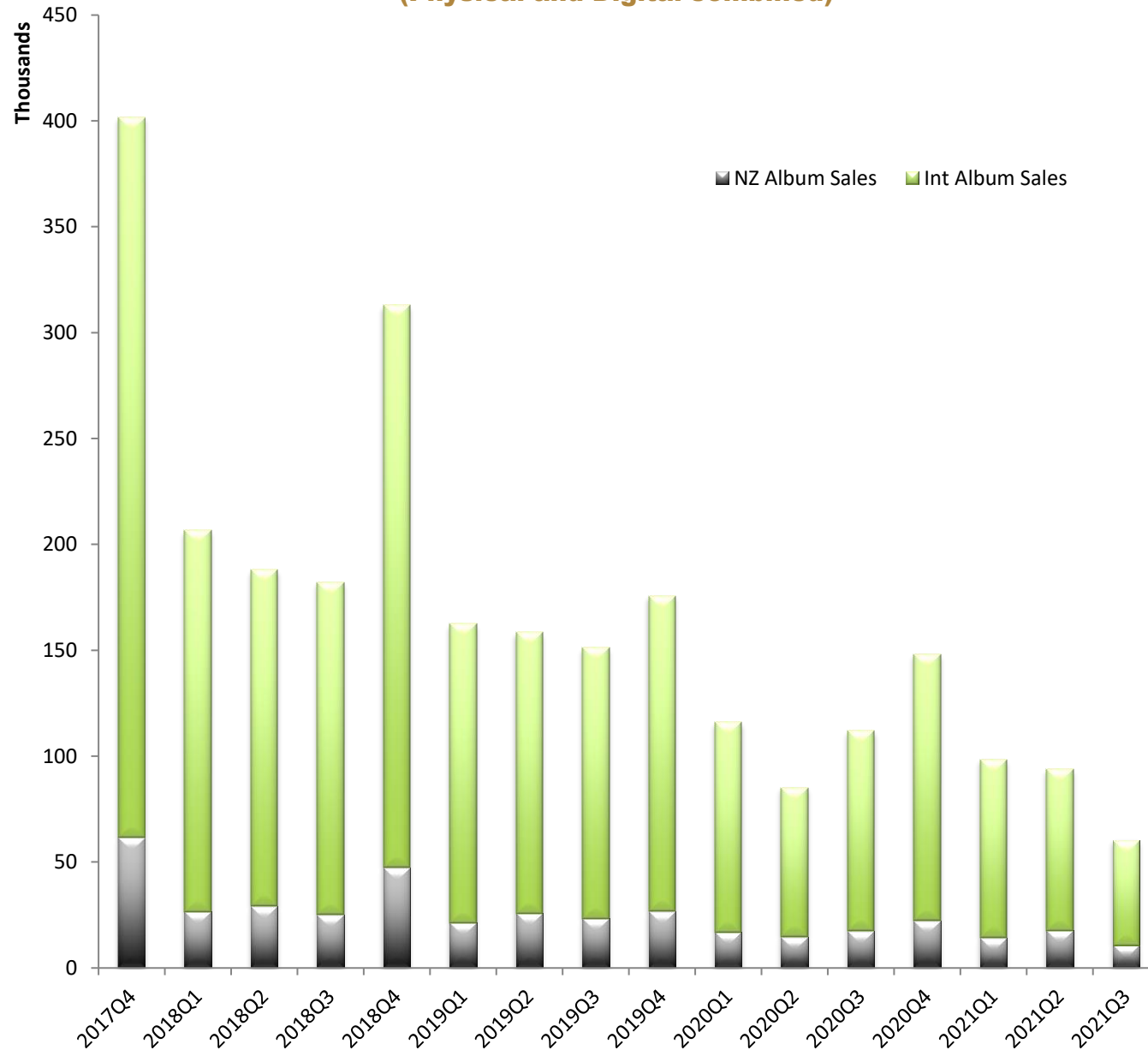
13.4%



\*Suppliers: as indicated in the notes

# Album Sale Units per quarter

(Physical and Digital combined)



## Top 10 Q3 2021

Title	Artist	Label
1 Solar Power	Lorde	Universal
2 POETIK JUSTICE.	POETIK	ForTheVille/Rhythmethod/DRM
3 Leave Love Out Of This	Anthonie Tonnon	SlowTime/Rhythmethod
4 Rituals	Shapeshifter	A.R.T./Universal
5 Black Sea Golden Ladder	Troy Kingi	AAA/Border/InGrooves
6 L.A.B. IV	L.A.B.	LOOP/Border
7 Te Ao Mārama EP	Lorde	Universal
8 Tilt Your Interior	Greg Johnson	JohnsonMusic
9 Dreamers Are Waiting	Crowded House	Lester/Universal
10 L.A.B. III	L.A.B.	LOOP/Border

### Q3 2021 (July to September)

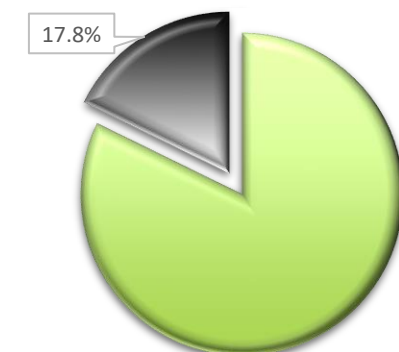
- Total # of sales = 60,222
- # of NZ Music sales = 10,696 (17.8%)

### Q2 2021 (April to June)

- Total # of sales = 93,756
- # of NZ Music sales = 17,565 (18.7%)

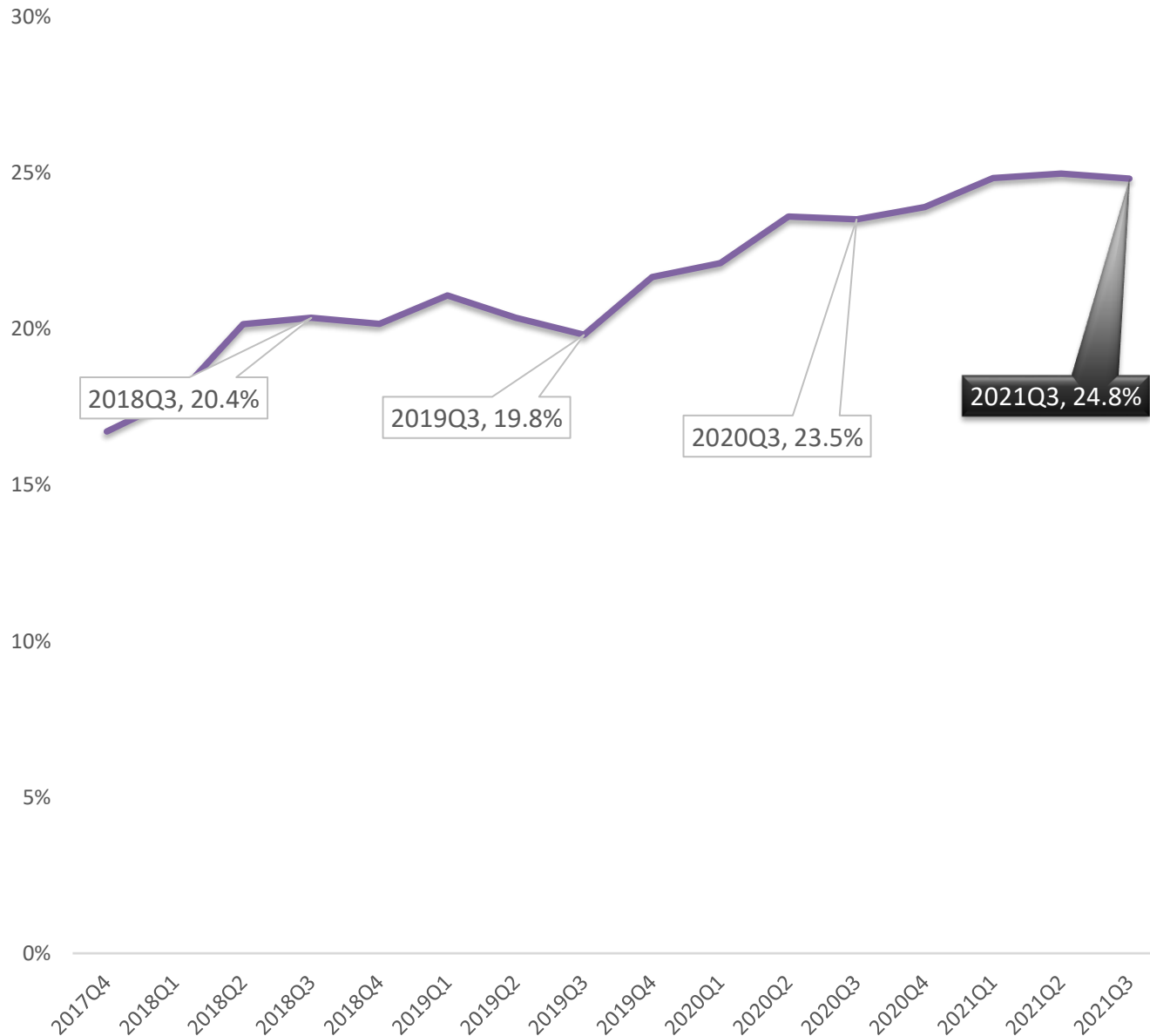
### Same quarter last year: Q3 2020 (July to Sep)

- Total # of sales = 111,941
- # of NZ Music sales = 17,466 (15.6%)



\*Suppliers: as indicated in the notes

# Airplay Points (All Radio)



## Top 10 Q3 2021

Title	Artist	Label
1 Love On The Run	Sons Of Zion feat. Jackson Owens	SonyMusic
2 Yes I Do	L.A.B.	LOOP
3 All She Wrote	Six60	Massive/Universal
4 Wavy	Muroki	Olive/Universal
5 Hoki Mai / Come Back	Rei	C.H.I.E.F./Kog/DRM
6 Why Oh Why	L.A.B.	LOOP
7 Don't Worry Baby	Stan Walker feat. Celina Sharma	SonyMusic
8 Be Somebody	Mitch James	SonyMusic
9 In The Air	L.A.B.	LOOP
10 Dreams	Jolyon Petch	Hussle/TheOrchard

### Q3 2021 (July to September)

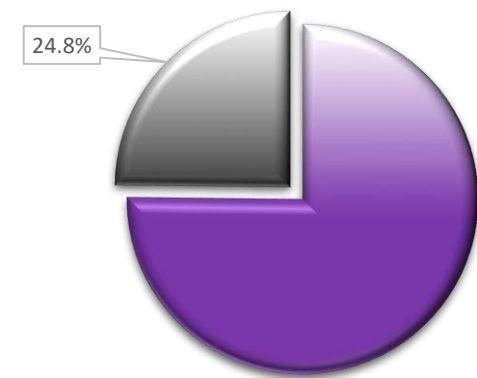
- # of NZ Song Spins: 412,953

### Q2 2021 (April to June)

- # of NZ Song Spins: 412,069

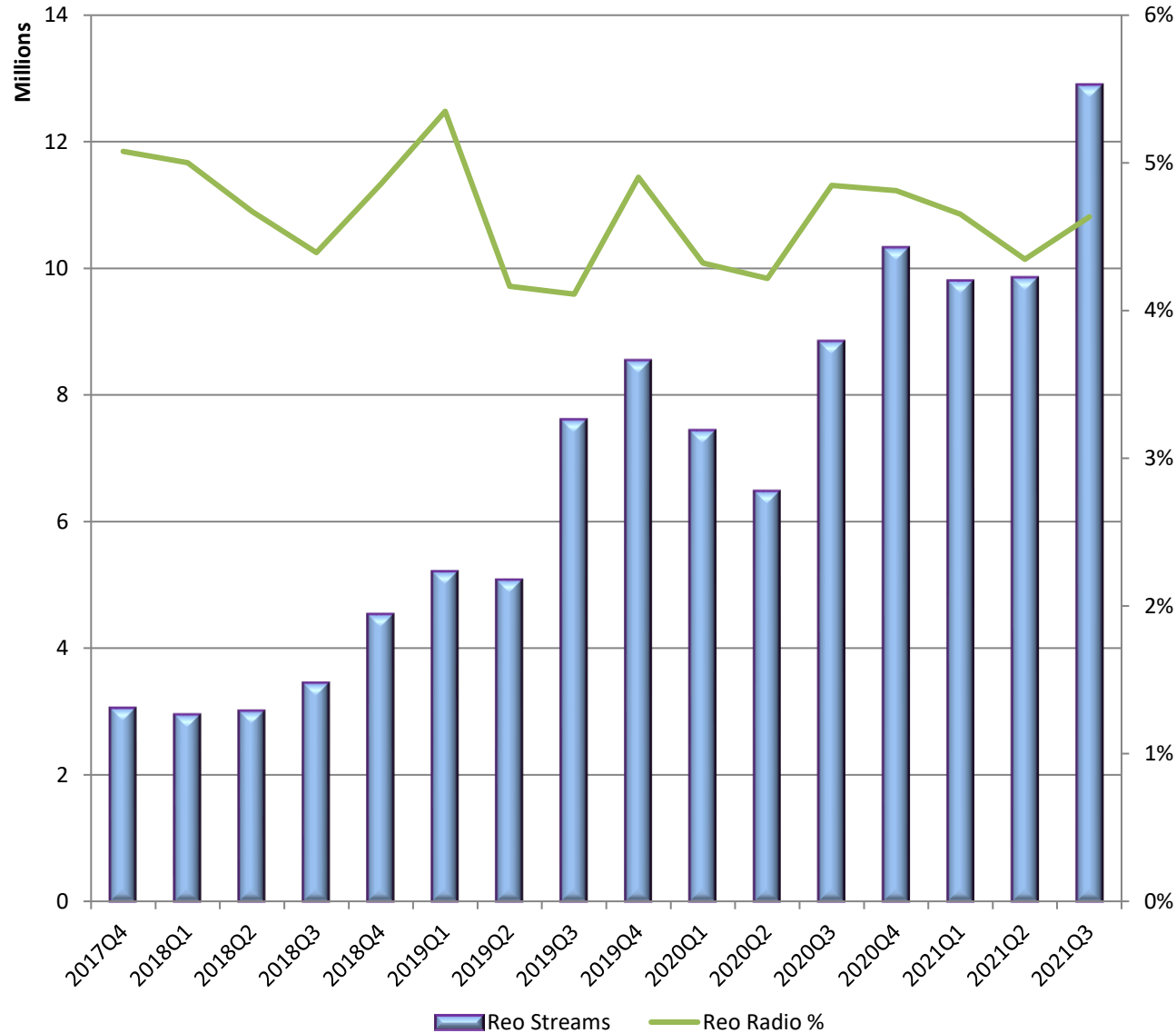
### Same quarter last year: Q3 2020 (July to Sep)

- # of NZ Song Spins: 399,900



\*Stations Tracked: as indicated in the notes

# Waiata Reo Streaming Units per quarter [+ Waiata Reo Radio %'s across all radio]



## Top 10 Most Streamed Waiata Reo Q3 2021

	Title	Artist	Label
1	Pepeha	Six60	Massive/Universal
2	Kia Mau Ki Tō Ūkaipō / Don't Forget Your Roots	Six60	Universal
3	Tua	Stan Walker feat. Ibanez Maeva	SonyMusic
4	Aotearoa	Stan Walker feat. Ria Hall, Troy Kingi And Maisey Rika	SonyMusic
5	Tōrea	Makaira Berry, Hamiora Tuari, Mere Arihi Pipi-Takoko And Pere Wihongi	BlackMedia/DRM
6	35	Ka Hao feat. Rob Ruha	InDigiNation/DRM
7	Poi E	The Patea Maori Club	Maui/Jayrem/Border
8	Wairua	Maimoa	MaimoaMusic/DRM
9	Karawhiau / 100	Katchafire	KatchafireEnterprises
10	Ka Mānu	Various	MaoriMusic/DRM

### Q3 2021 (July to September)

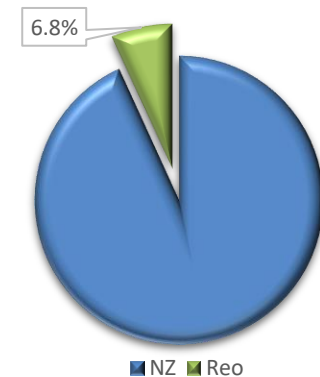
- Total # of streams = 2,232,276,260
- # of NZ Music streams = 189,345,453 (8.5%)
- Total # of Waiata Reo streams = 12,894,478 (0.6%)

### Q2 2021 (April to June)

- Total # of streams = 2,243,001,679
- # of NZ Music streams = 196,436,318 (8.8%)
- Total # of Waiata Reo streams = 9,852,814 (0.4%)

### Same quarter last year: Q3 2020 (July to September)

- Total # of streams = 2,164,577,979
- # of NZ Music streams = 176,956,740 (8.2%)
- Total # of Waiata Reo streams = 8,844,770 (0.4%)



**Data notes:**

All data is collected by Recorded Music NZ/Radioscope directly from the sources indicated below. In the majority of instances data is supplied digitally and these sources may change from time to time.

The methods of determining data inclusion within each particular categorisation is in alignment with the Official NZ Music Charts terms and conditions. These terms and conditions specify streaming, single and album parameters and are available on Recorded Music NZ's Official NZ Music Charts website here:

<https://www.nztop40.co.nz/assets/Chart%20Rules%20July%202018.pdf>

If you have any questions relating to the data collection or methodology please contact Recorded Music NZ. [www.recordedmusic.co.nz](http://www.recordedmusic.co.nz)

**Contributing Data Sources:**

<u>Streaming:</u>	<u>Radio:</u>
Spotify Apple Music Google All Access	The Edge The Breeze More FM ZM The Rock Mai FM The Hits Coast Magic The Sound Radio Hauraki Flava George FM Mix FM Life FM Radio Rhema Niu FM bFM Southern Star Active 88.6FM rdu Radio 1 Bayrock 1XX Pulzar 531 PI Hokonui Central FM Coast FM (West Coast)
<u>Physical Sales:</u> The Warehouse JBHiFi Marbecks Real Groovy Mighty Ape Flying Out Southbound Slowboat Mint Music My Music Rough Peel Vinyl Countdown Bandcamp Townsend Direct To Consumer	Base FM Radio Control QFM Peak FM The Most Tainui FM (Waikato) Radio Waatea (Auckland) Tahu FM (Christchurch) Ngati Hine FM (Whangarei) Atiawa Toa (Lower Hutt) Te Arawa FM (Rotorua) Ake (Auckland) Kia Ora FM (Palmerston North) Awa FM (Whanganui) Maniapoto FM (Te Kuiti) Nga Iwi FM (Paeroa) Ngati Porou (Ruatoria) Raukawa FM (Tokoroa) Sun FM (Whakatane) The Heat (Rotorua) Radio Kahungunu (Hawkes Bay) Moana AM (Tauranga) Te Korimako (Taranaki) Tumeke FM (Whakatane) Turanga FM (Gisborne) Tuwharetoa FM (Turangi) Te Hiku O Te Ika (Kaitaia)
<u>Digital Sales:</u> iTunes Google Play Music Bandcamp Direct To Consumer	