



Quarterly Report for the NZ Music Commission

Quarter 4: October, November, December 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 4 – October, November, December 2021**

Streaming

- The number of streams by NZ artists streamed in NZ was **up 29.4%** from last quarter to **244,823,841** streams this quarter.
- The number of Waiata Reo streams by artists streamed in Aotearoa was **up 50.6%** from last quarter to **19,416,623** streams this quarter.
- Overall streaming units were **up 21.0%** during this period to **2,701,389,937** total streams.

Single Sale Units

- The number of single sale units by NZ artists purchased digitally in NZ was **down 4.9%** from last quarter to **18,811** units this quarter.
- Overall Single Sales units were **up 5.3%** during this period to **155,139** total units.

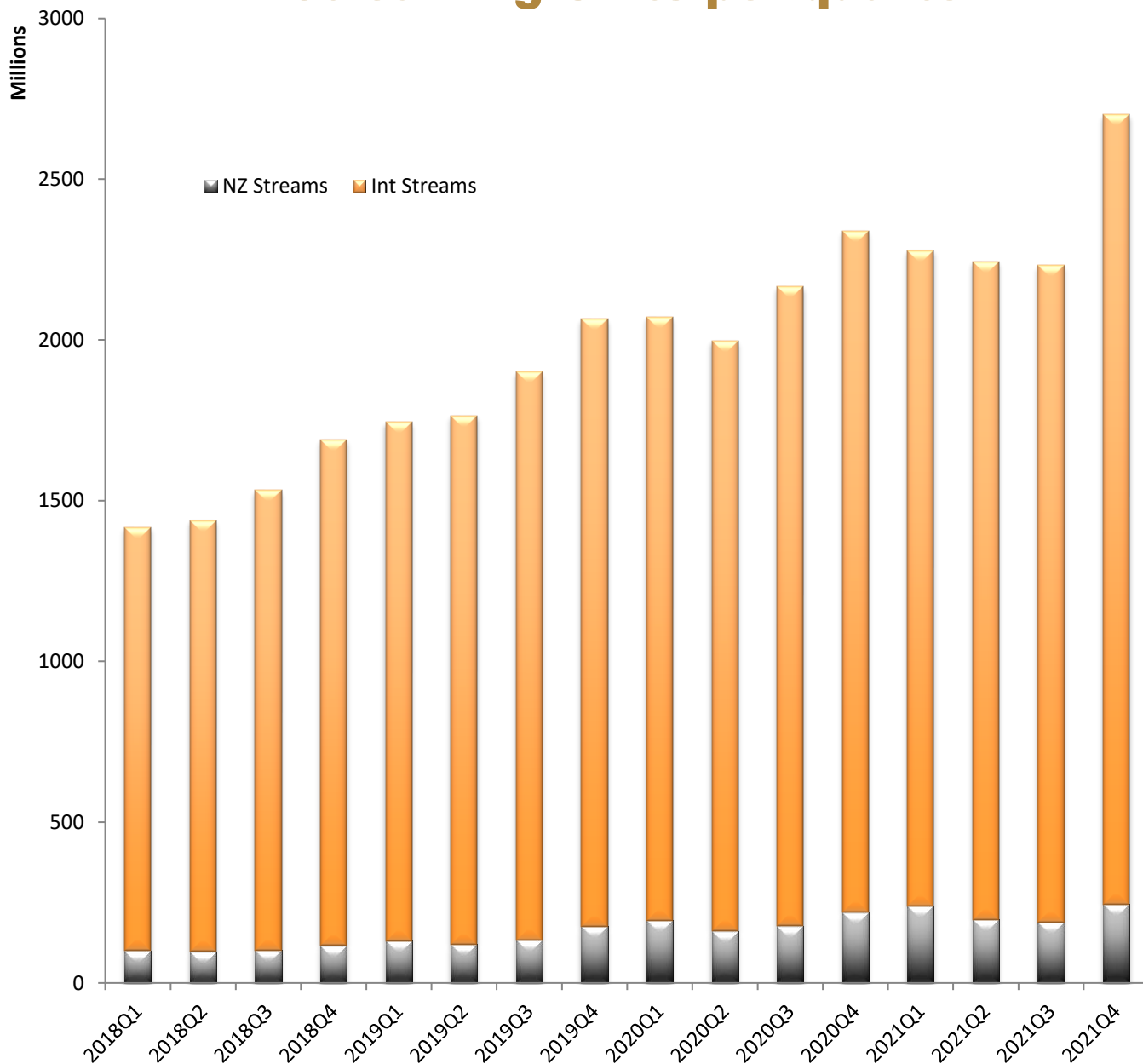
Album Sales Units

- The number of album sales units by NZ artists purchased digitally or physically in NZ was **up 103.0%** from last quarter to **21,714** units this quarter.
- Overall Album Sales units were **up 130.5%** during this period to **138,799** total units.

Radio

- Individual spins of songs by NZ artists across all radio in NZ was **up 7.1%** from last quarter to **442,525** spins this quarter.
- Individual spins of Waiata Reo across all radio in NZ was **up 6.4%** from last quarter to **144,989** spins this quarter.

Streaming Units per quarter



Top 10 Q4 2021

	Title	Artist	Label
1	In The Air	L.A.B.	LOOP
2	35	Ka Hao feat. Rob Ruha	InDigiNation/DRM
3	Pepeha	Six60	Massive/Universal
4	Why Oh Why	L.A.B.	LOOP
5	Controller	L.A.B.	LOOP
6	All She Wrote	Six60	Massive/Universal
7	Love On The Run	Sons Of Zion feat. Jackson Owens	SonyMusic
8	Wavy	Muroki	Olive/Universal
9	Mr Reggae	L.A.B.	LOOP
10	Don't Forget Your Roots	Six60	Massive/Universal

Q4 2021 (October to December)

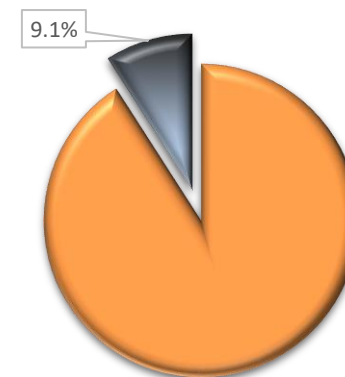
- Total # of streams = 2,701,389,937
- # of NZ Music streams = 244,823,841 (9.1%)

Q3 2021 (July to September)

- Total # of streams = 2,232,276,260
- # of NZ Music streams = 189,244,338 (8.5%)

Same quarter last year: Q4 2020 (Oct to December)

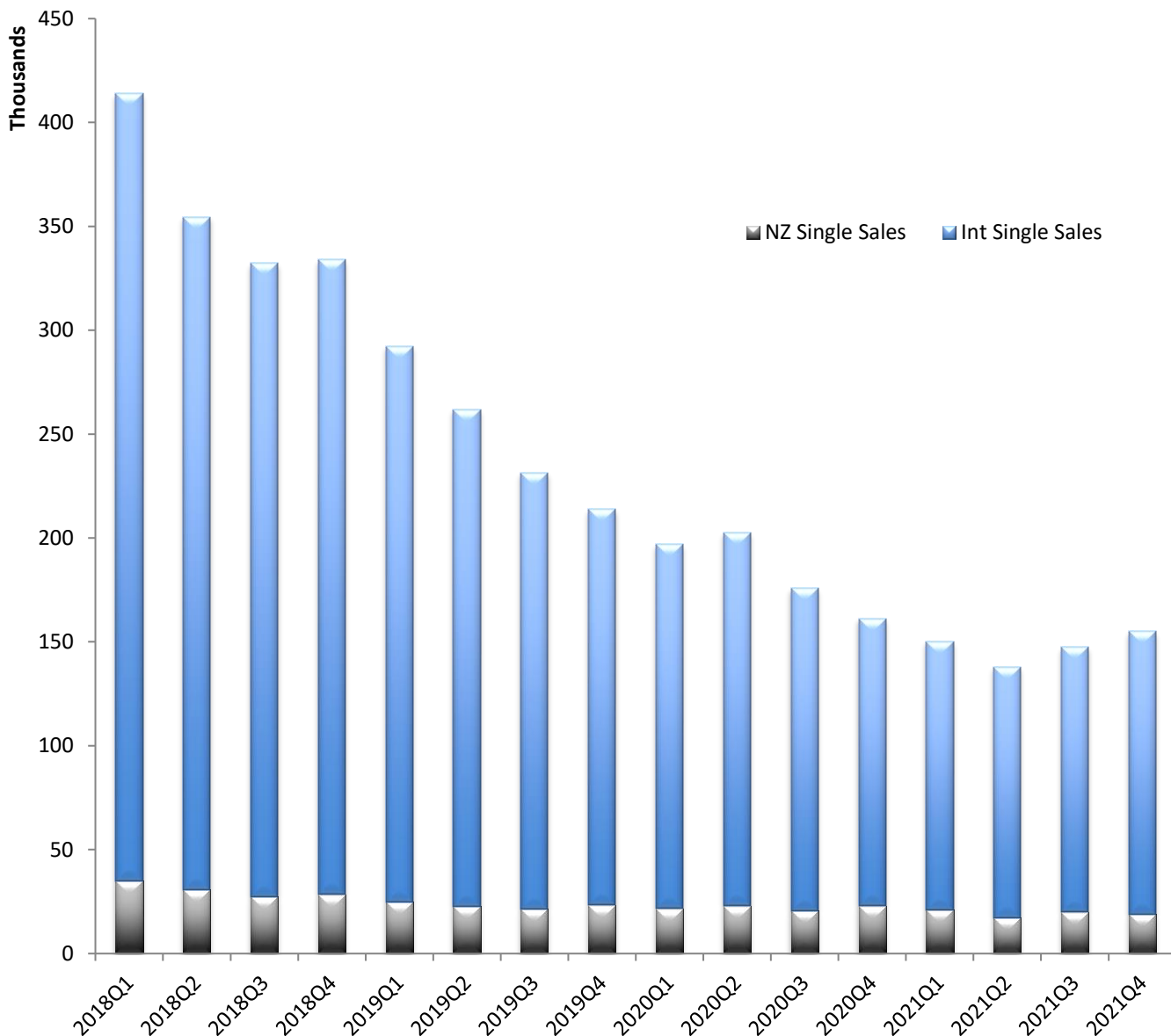
- Total # of streams = 2,340,035,916
- # of NZ Music streams = 218,847,366 (9.4%)



*Suppliers: as indicated in the notes

Single Sale Units per quarter

(Digital only)



Top 10 Q4 2021

	Title	Artist	Label
1	Pepeha	Six60	Massive/Universal
2	Dreams	Jolyon Petch	Hussle/TheOrchard
3	35	Ka Hao feat. Rob Ruha	InDigiNation/DRM
4	In The Air	L.A.B.	LOOP
5	Mr Reggae	L.A.B.	LOOP
6	All She Wrote	Six60	Massive/Universal
7	Why Oh Why	L.A.B.	LOOP
8	Love On The Run	Sons Of Zion feat. Jackson Owens	SonyMusic
9	Don't Forget Your Roots	Six60	Massive/Universal
10	Controller	L.A.B.	LOOP

Q4 2021 (October to December)

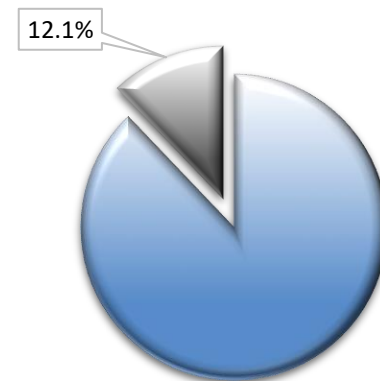
- Total # of sales = 155,139
- # of NZ Music sales = 18,811 (12.1%)

Q3 2021 (July to September)

- Total # of sales = 147,386
- # of NZ Music sales = 19,785 (13.4%)

Same quarter last year: Q4 2020 (Oct to December)

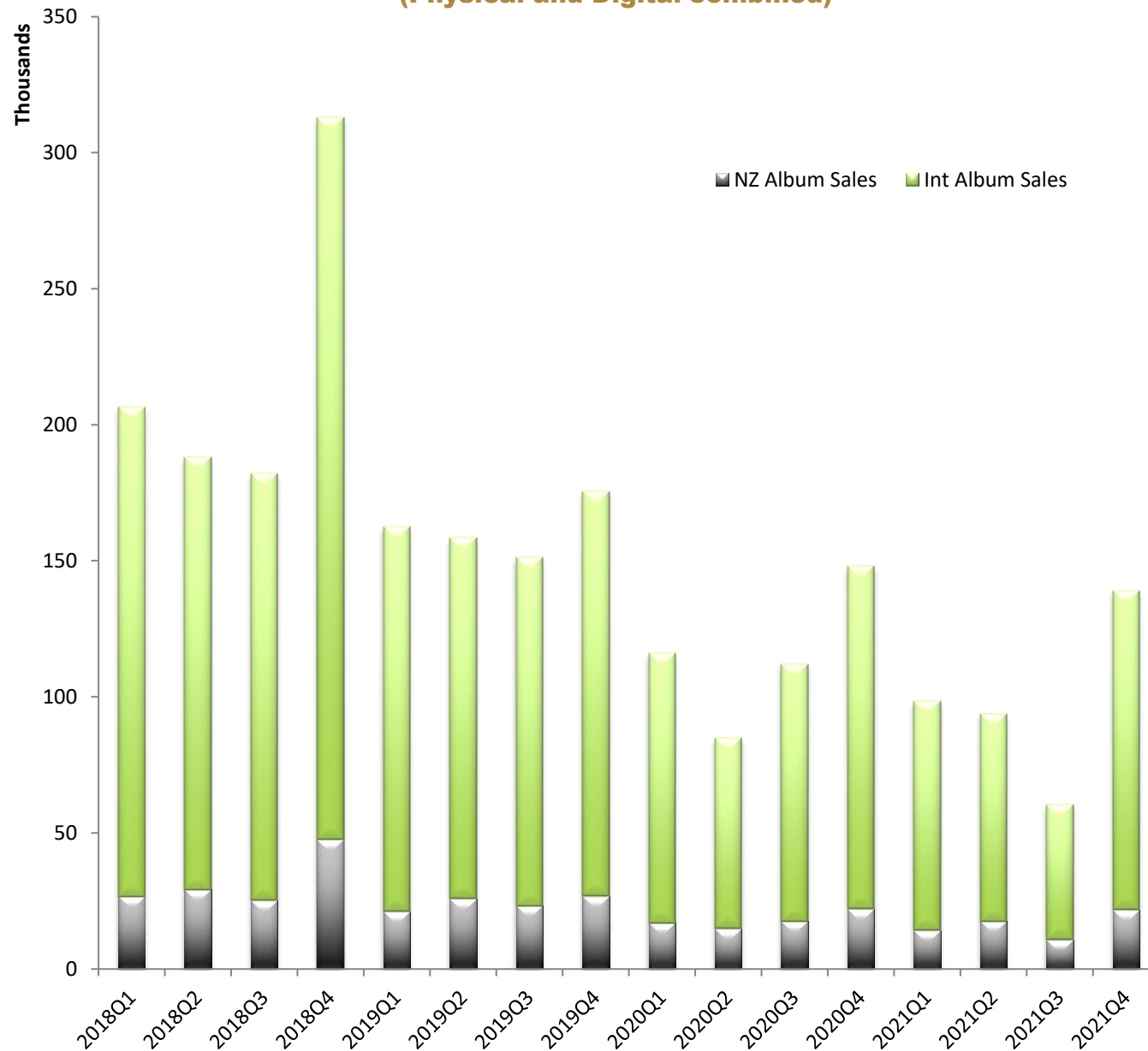
- Total # of sales = 161,290
- # of NZ Music sales = 22,881 (14.2%)



*Suppliers: as indicated in the notes

Album Sale Units per quarter

(Physical and Digital combined)



Top 10 Q4 2021

Title	Artist	Label
1 Coming Home	Sol3 Mio	Universal
2 Old Gods	Shihad	WEA/Warner
3 L.A.B. V Coming In From The	L.A.B.	LOOP/Border
4 Dark	Hollie Smith	Soundsmith/Warner
5 Iris	Reb Fountain	FlyingNun
6 Solar Power	Lorde	Universal
7 L.A.B. IV	L.A.B.	LOOP/Border
8 WAIRUNGA	Fat Freddy's Drop	TheDrop/Rhythmmethod/DRM
9 The Venus Trail	The 3Ds	FlyingNun
10 Six60 (1)	Six60	Massive/Universal

Q4 2021 (October to December)

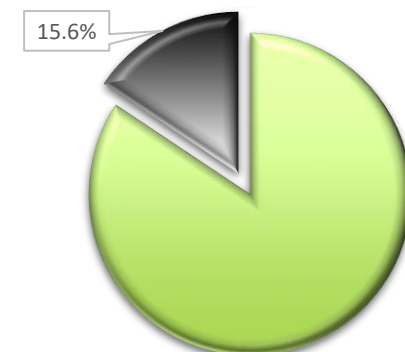
- Total # of sales = 138,799
- # of NZ Music sales = 21,714 (15.6%)

Q3 2021 (July to September)

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

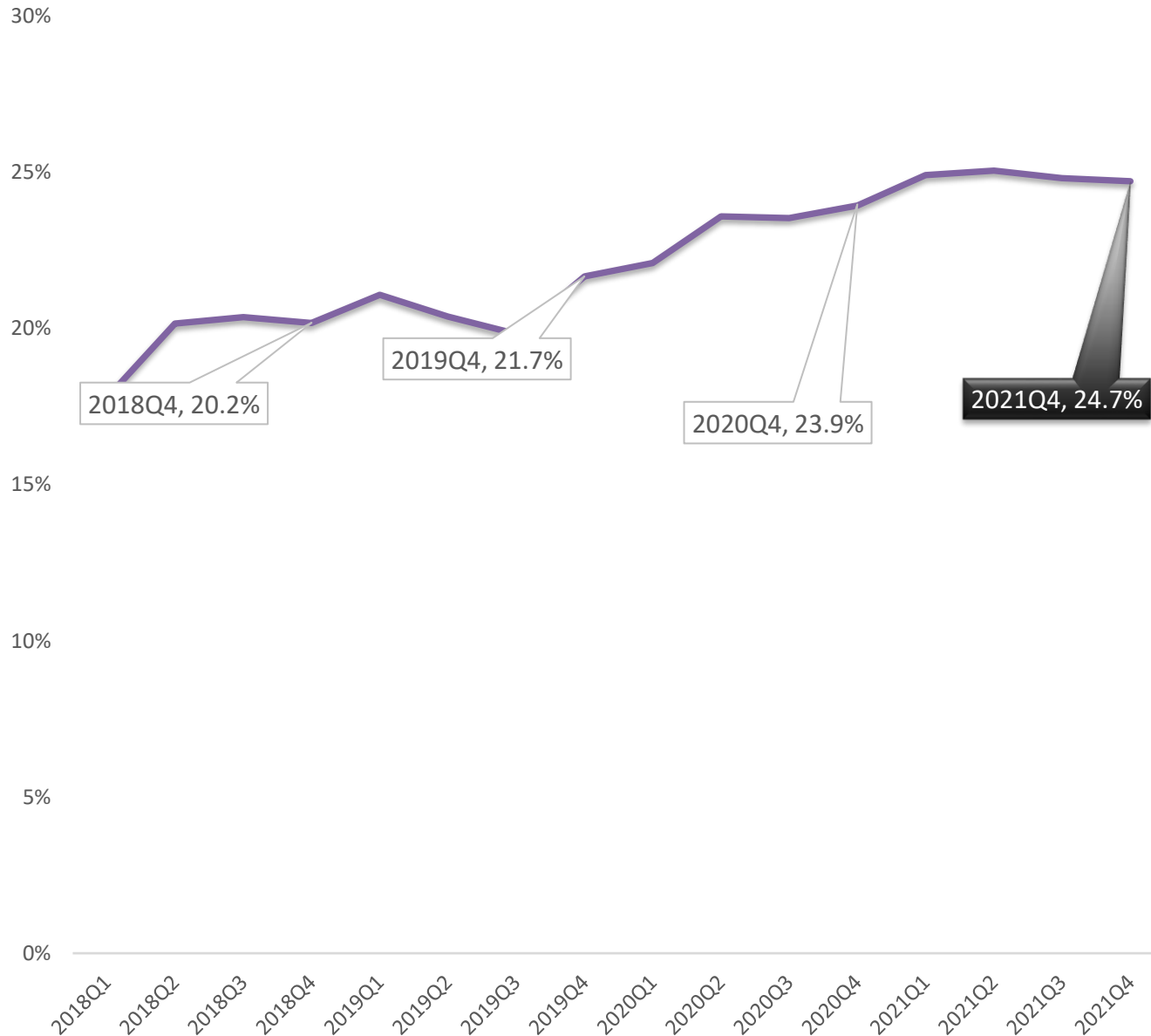
Same quarter last year: Q4 2020 (Oct to December)

- Total # of sales = 148,075
- # of NZ Music sales = 22,076 (14.9%)



*Suppliers: as indicated in the notes

Airplay Points (All Radio)



Top 10 Q4 2021

Title	Artist	Label
1 Love On The Run	Sons Of Zion feat. Jackson Owens	SonyMusic
2 35	Ka Hao feat. Rob Ruha	InDigiNation/DRM
3 Pepeha	Six60	Massive/Universal
4 Dreams	Jolyon Petch	Hussle/TheOrchard
5 Someone To Be Around	Six60	Massive/Universal
6 All She Wrote	Six60	Massive/Universal
7 Come Back Home	Stan Walker	SonyMusic
8 In The Air	L.A.B.	LOOP
9 Life Feels Good	Mikey Dam	Republic/Universal
10 Takeover	Lee Mvtthews feat. NÜ	LeeMvtthews/DRM

Q4 2021 (October to December)

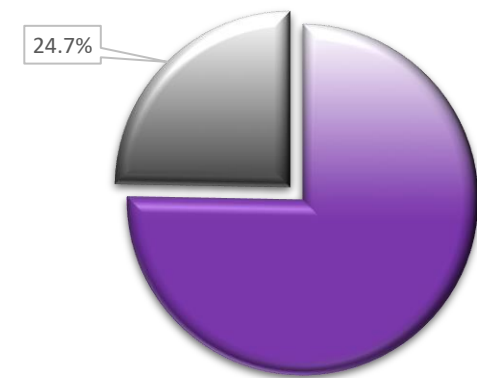
- # of NZ Song Spins: 442,525

Q3 2021 (July to September)

- # of NZ Song Spins: 413,026

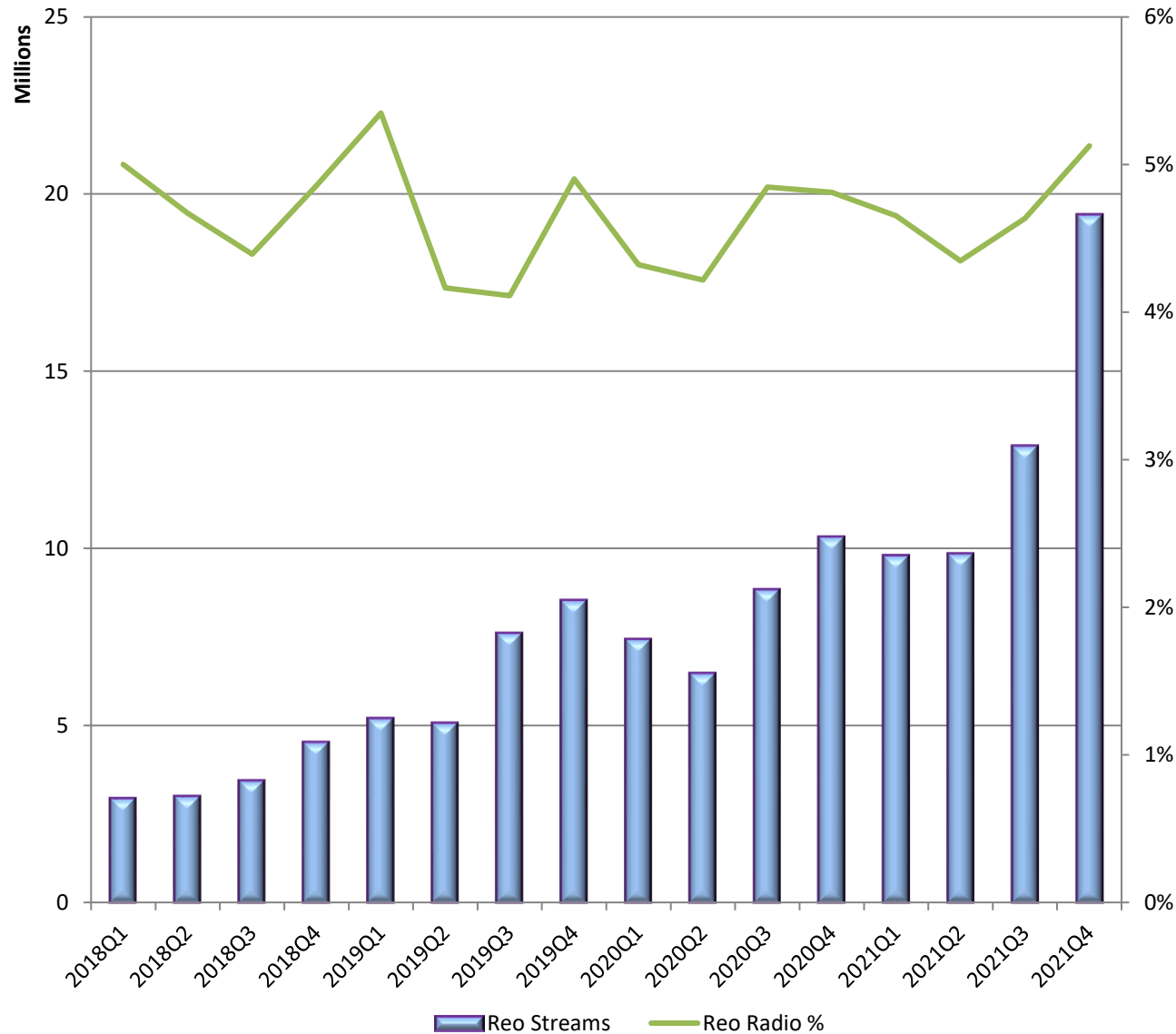
Same quarter last year: Q4 2020 (Oct to December)

- # of NZ Song Spins: 405,725



*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 Q4 2021

	Title	Artist	Label
1	35	Ka Hao feat. Rob Ruha	InDigiNation/DRM
2	Pepeha	Six60	Massive/Universal
3	Kia Mau Ki Tō Ūkaipō / Don't Forget Your Roots	Six60	Universal
4	He Aroha Hinemoa (Love Sons Of Zion feat. Jackson On The Run)	Owens	SonyMusic
5	Aotearoa	Stan Walker feat. Ria Hall, Troy Kingi And Maisey Rika	SonyMusic
6	Tōrea	Makaira Berry, Hamiora Tuari, Mere Arihi Pipi-Takoko And Pere Wihongi	BlackMedia/DRM
7	Tua	Stan Walker feat. Ibanez	SonyMusic
8	Poi E	Maeva	SonyMusic
9	Matemateāone	The Patea Maori Club	Maui/Jayrem/Border
10	Rehurehu	Stan Walker	SonyMusic
		Muroki	Olive/Universal

Q4 2021 (October to December)

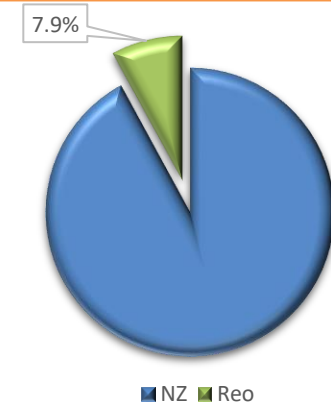
- Total # of streams = 2,701,389,937
- # of NZ Music streams = 244,823,841 (9.1%)
- Total # of Waiata Reo streams = 19,416,623 (0.7%)

Q3 2021 (July to September)

- Total # of streams = 2,232,276,260
- # of NZ Music streams = 189,244,338 (8.5%)
- Total # of Waiata Reo streams = 12,893,478 (0.6%)

Same quarter last year: Q4 2020 (Oct to December)

- Total # of streams = 2,340,035,916
- # of NZ Music streams = 218,847,366 (9.4%)
- Total # of Waiata Reo streams = 10,325,155 (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

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	