



QUARTERLY REPORT 2024 - QUARTER 2 NZ MUSIC COMMISSION

REPORT SUMMARY

*This report has been created by
Recorded Music NZ for the New
Zealand 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 2 – APRIL, MAY, JUNE 2024

STREAMING

- While overall streaming units were **up 1%** from Q1 to 2.98 billion, the number of streams by NZ artists streamed in NZ **decreased by 14.6%** to 181,581,521.
- The number of **Waiata Reo** streams by artists streamed in Aotearoa **increased by 0.1%** to 14,266,619, however, as a percentage of NZ streams this was an **increase** of 1.3 percentage points **to 7.9%** from Q1.

SINGLE SALE UNITS

- **Comparing digital single sales to Q2 in 2023**, digital single sale units by NZ artists were **up 21%** to 10,814. **International sales**, meanwhile, **declined by 12%** to 81,819 (and there was an overall decline of digital single sales by 9% to 92,439 from Q2 2023).

ALBUM SALE UNITS

- **NZ album sale units** were up 4,209 units from Q1 to 12,756, **an increase of 49%** from both Q1 2024 and Q2 2023. Comparatively, **international sales** saw an **increase of 25%** from Q1 to 80,295 and only **3.1%** on Q2 2023. As a **percentage of total sales**, NZ sales were up 1.9 percent points to **13.7%** from Q1 and 2.6 points up from 9.9% in Q2 2023.

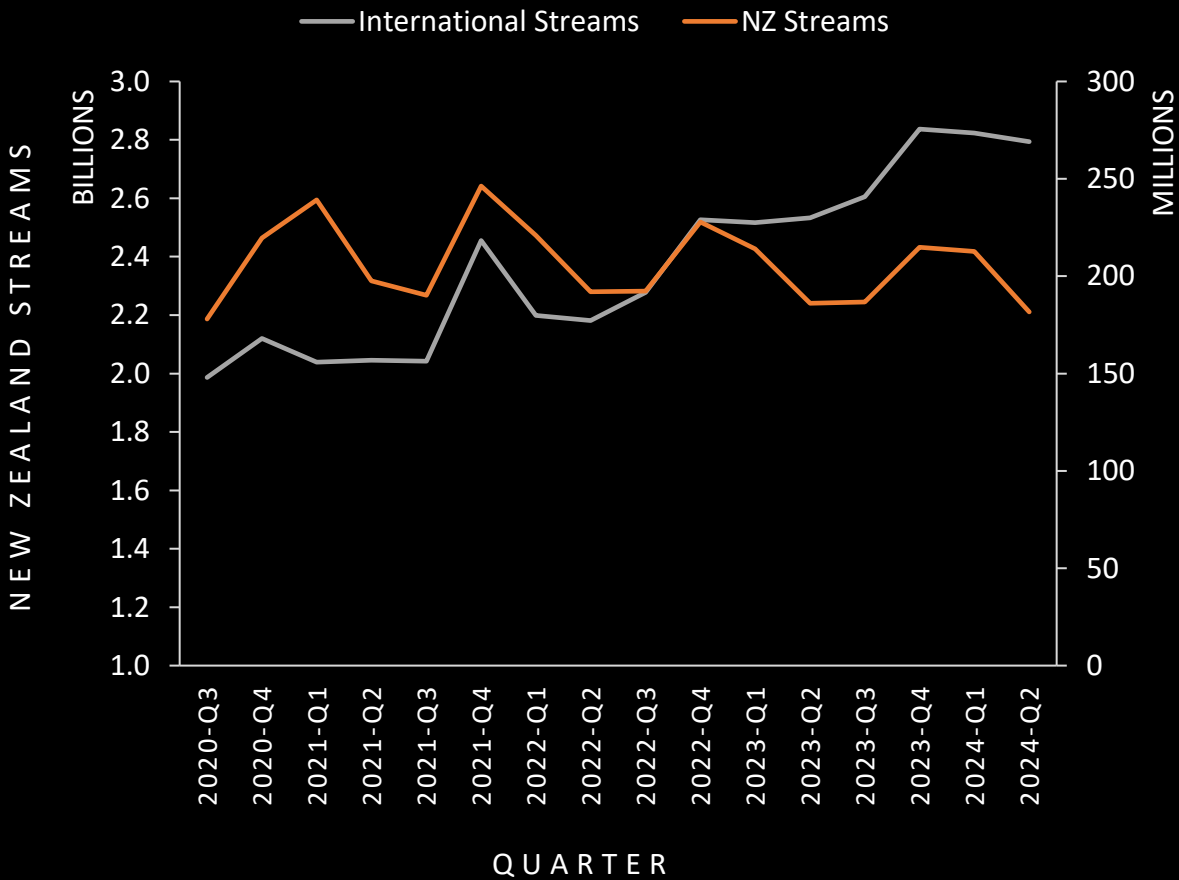
RADIO

- Individual **spins** of songs by NZ artists across all radio in NZ were **down 3.3%** from Q1 to 408,423 spins this quarter.
- While **Waiata reo spins increased by only 0.1%** from Q1, as a percentage of NZ radio spins, this was an **increase** of 1.3 percentage points to **7.9%**.

NZ STREAMING UNITS PER QUARTER

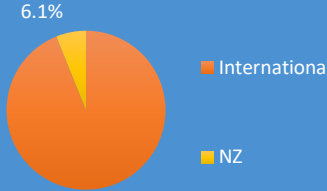
+ NZ MUSIC % ACROSS ALL STREAMING PLATFORMS

NZ STREAMS & INTERNATIONAL STREAMS

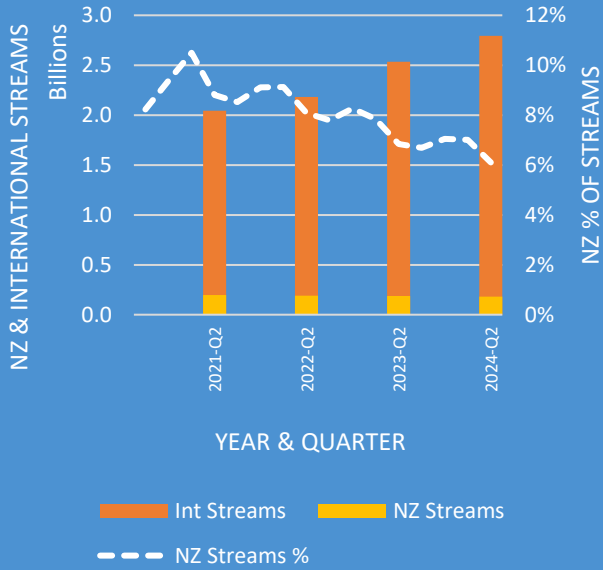


Volume of **NZ streams** decreased by **14.6%** from 212,679,076 in Q1 to 181,581,521 in Q2 while **international streams** decreased by only **1%** over the same period. Compared to Q2 2023, **NZ streams** as a percentage of total streams was down **0.7%** to 6.1%

NZ % OF ALL STREAMS



Q2 YEARLY COMPARISON



	International	NZ	NZ %
2021-Q2	2,045,384,922	197,616,757	8.8%
2022-Q2	2,181,213,018	191,967,154	8.1%
2023-Q2	2,533,378,277	186,004,973	6.8%
2024-Q2	2,793,765,750	181,581,521	6.1%

*Suppliers: Spotify, Apple Music, YouTube



TOP TEN

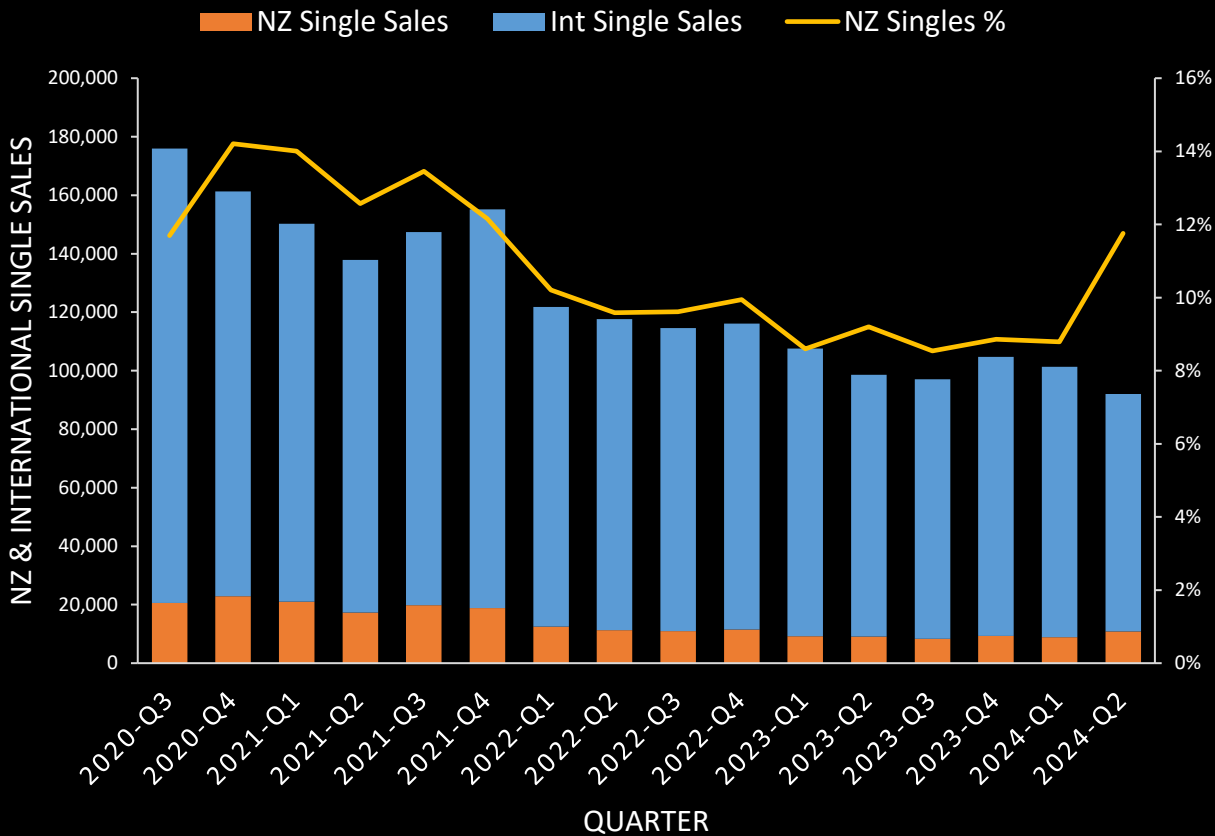
MOST STREAMED NZ TRACKS

- 1 **Blue Eyed Māori – Corrella**
- 2 **In The Air – L.A.B.**
- 3 **Heart of a Lion – Brutha Rodz feat. Wiz Tokelau**
- 4 **Don't Dream It's Over – Crowded House**
- 5 **They Don't Know – Savage feat. Aaradhna**
- 6 **Don't Forget Your Roots – Six60**
- 7 **Māori Ki Te Ao – Stan Walker**
- 8 **Mr Reggae – L.A.B.**
- 9 **Casanova – L.A.B.**
- 10 **Sun Goes Down – Nesian Mystik**

SINGLE SALE UNITS PER QUARTER

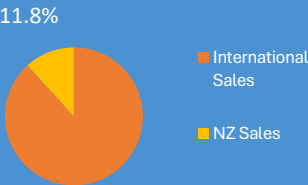
DIGITAL ONLY

NZ & INTERNATIONAL DIGITAL SINGLE SALES
+ NZ % OF DIGITAL SINGLE SALES

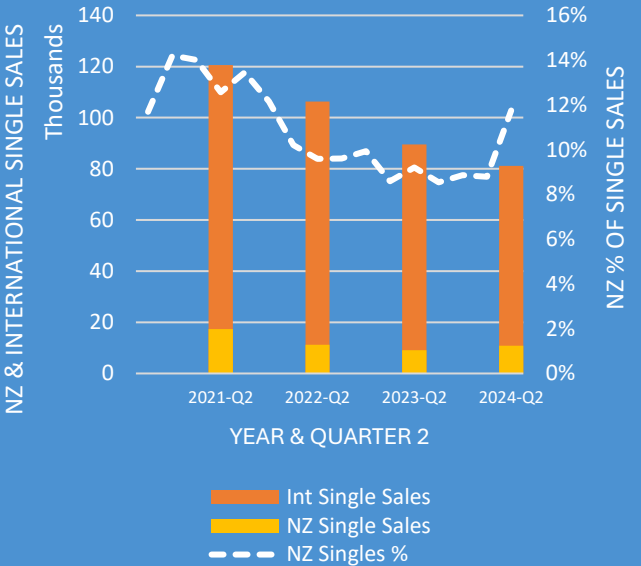


NZ digital single sales as a percentage of total single sales were up 3 percentage points to 12% from Q1 up 2.6 points from Q2 in 2023. Overall volume of NZ single sales saw a 21% increase of 2,229 from Q2 2023 while international sales declined by 8,329 units, a 12% decrease.

NZ % OF DIGITAL SINGLE SALES



Q2 SINGLE SALES COMPARISON



Quarters	Int Single Sales	NZ Single Sales	NZ Singles %
2021-Q2	120,575	17,336	12.6%
2022-Q2	106,323	11,277	9.6%
2023-Q2	89,518	9,068	9.2%
2024-Q2	81,189	10,814	11.8%

*Suppliers: as indicated in appendix



TOP TEN

NZ SINGLE SALES

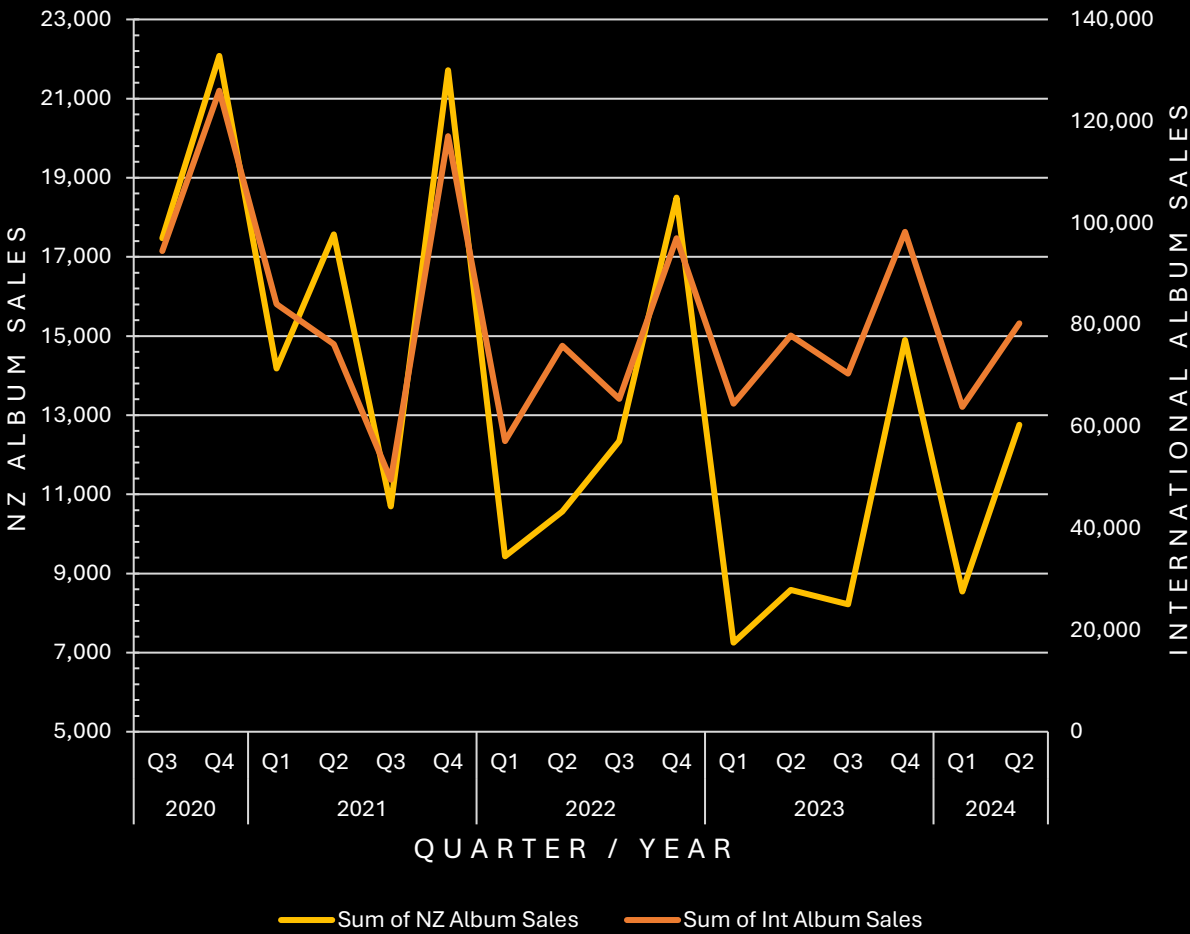
[COMBINED PHYSICAL & DIGITAL]

- 1 **Jaya – Me He Korokoro Tui**
- 2 **The Dead Zephyrs – Mr Stix**
- 3 **Stan Walker – Māori Ki Te Ao**
- 4 **Lorde – Take Me To The River**
- 5 **Stan Walker – I AM**
- 6 **Mitch James – Mumma and Me**
- 7 **Six60 – Pepeha**
- 8 **Christoph El Truento – Performer Dub**
- 9 **No Cigar – Concubine**
- 10 **L.A.B. - Casanova**

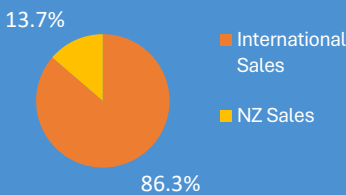
ALBUM SALE UNITS PER QUARTER

PHYSICAL & DIGITAL COMBINED

NZ & INTERNATIONAL ALBUM SALES

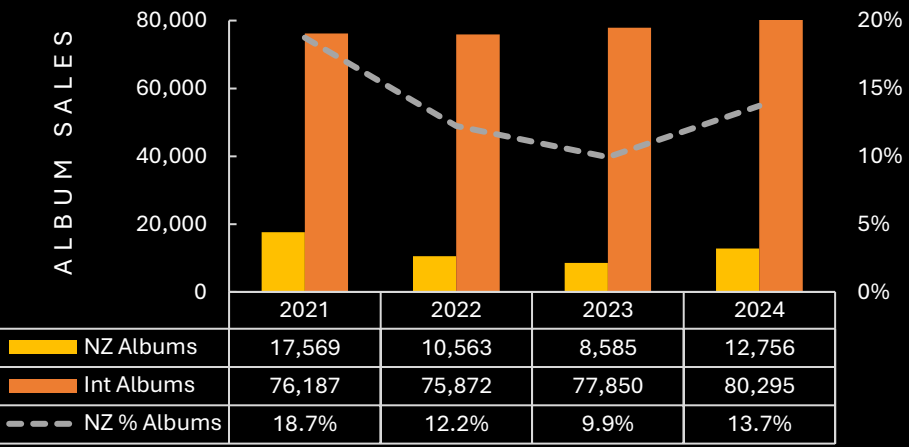


NZ % OF ALBUM SALES



NZ album sale units were up 4,209 units from Q1 to 12,756, an increase of 49% from Q1 and Q2 2023. Comparatively, international sales saw an increase of 25% from Q1 to 80,295 and only 3.1% on Q2 2023. As a percentage of total sales, NZ sales were up 1.9 percent points to 13.7% from Q1 and 2.6 points up from 9.9% in Q2 2023.

Q2 COMPARISON: 2021, 2022, 2023, 2024 ALBUM SALES



YEAR: QUARTER 2

*Suppliers: as indicated in appendix

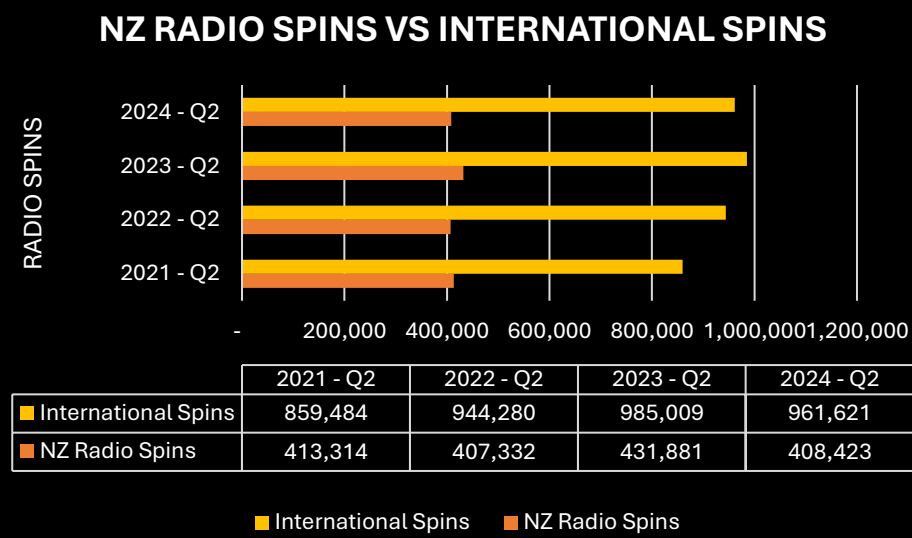
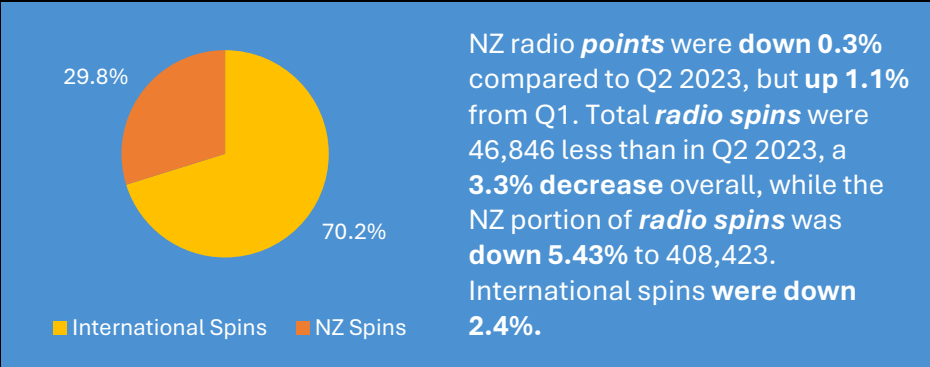
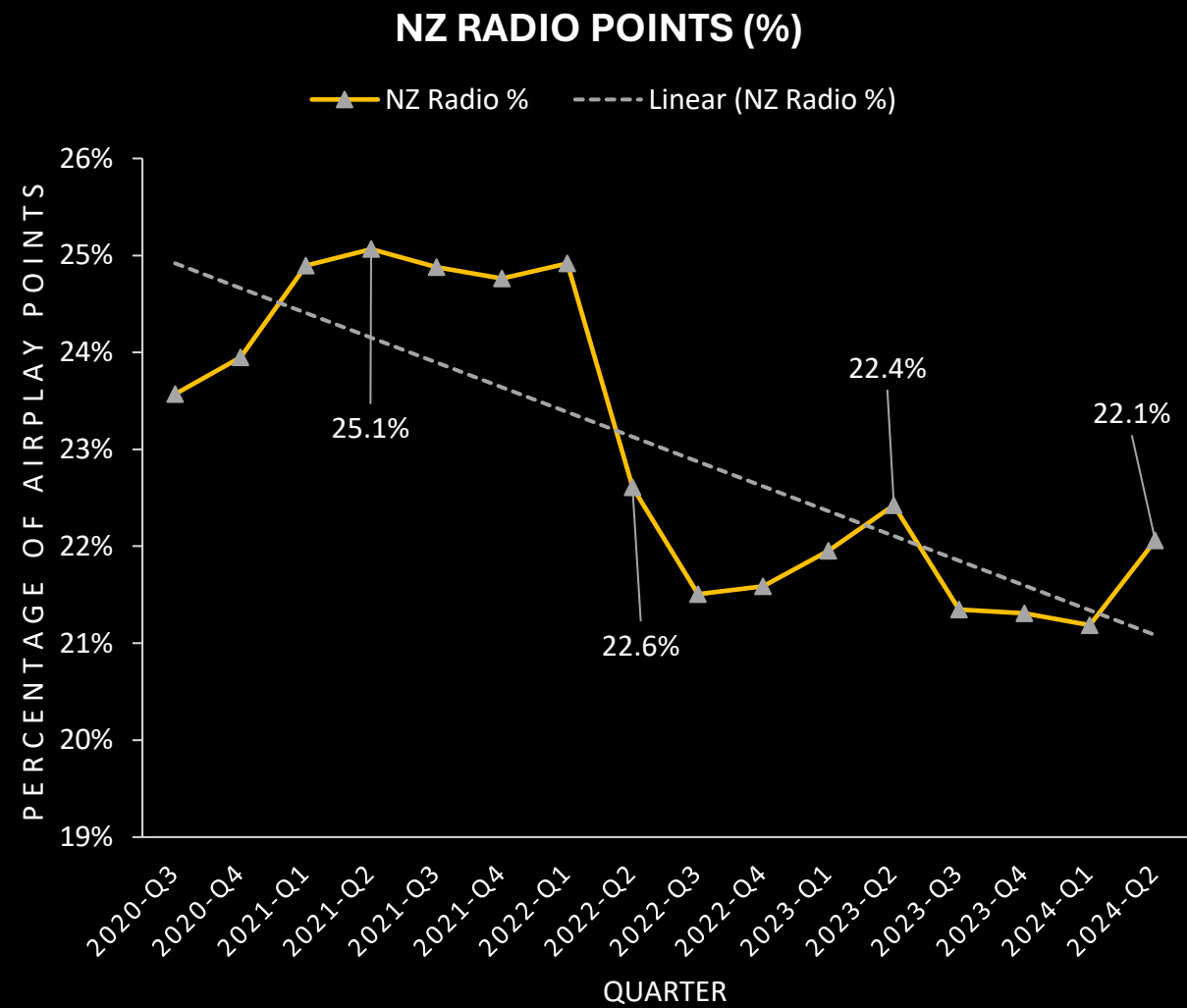
TOP TEN



ALBUM SALE UNITS

- 1 **NZ Highwaymen – Live From The James Hay Theatre**
- 2 **Mel Parsons – Sabotage**
- 3 **Georgia Lines – The Rose of Jericho**
- 4 **Devilskin – Surfacing EP**
- 5 **Kaylee Bell – Nights Like This**
- 6 **Crowded House – Gravity Stairs**
- 7 **Sisters in Country – Down Under Girls**
- 8 **DARTZ – Dangerous Day To Be A Cold One**
- 9 **L.A.B. – L.A.B. VI**
- 10 **Delaney Davidson – Out of My Head**

NZ MUSIC RADIOSCOPE AIRPLAY POINTS (ALL RADIO)



*Stations tracked: as indicated in appendix

*RadioScope points are based on the number of times a song is played, weighted by the number of listeners to the station(s) on which it played

TOP TEN



RADIOSCOPE AIRPLAY POINTS

- 1 Casanova – L.A.B.
- 2 Have You Ever Seen the Rain? – House of Shem
- 3 Māori Ki Te Ao – Stan Walker
- 4 Give Me That Feeling – L.A.B.
- 5 Oh No (Pt. 2) – L.A.B.
- 6 When He Was Mine (Pele Fo'i Mai) – A.R.T.
- 7 Take It Away – L.A.B.
- 8 Follow You – Mikey Mayz
- 9 See You Like I Do – Sons of Zion
- 10 Mumma and Me – Mitch James

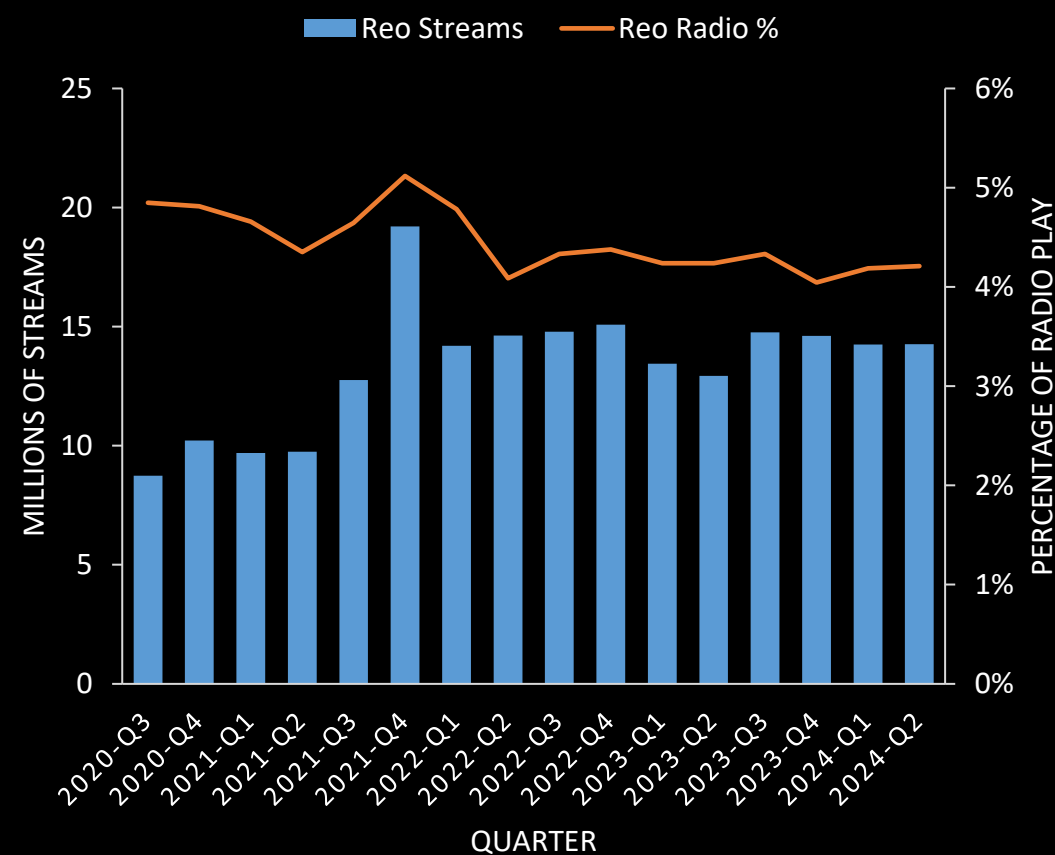
*Stations tracked: as indicated in appendix

*RadioScope points are based on the number of times a song is played, weighted by the number of listeners to the station(s) on which it played

WAIATA REO STREAMING UNITS PER QUARTER

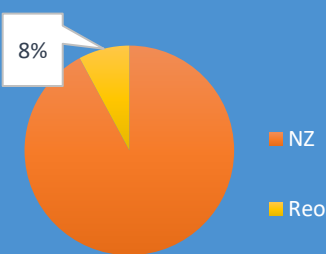
+ WAIATA REO RADIO % ACROSS ALL RADIO

REO STREAMS + NZ REO RADIO %

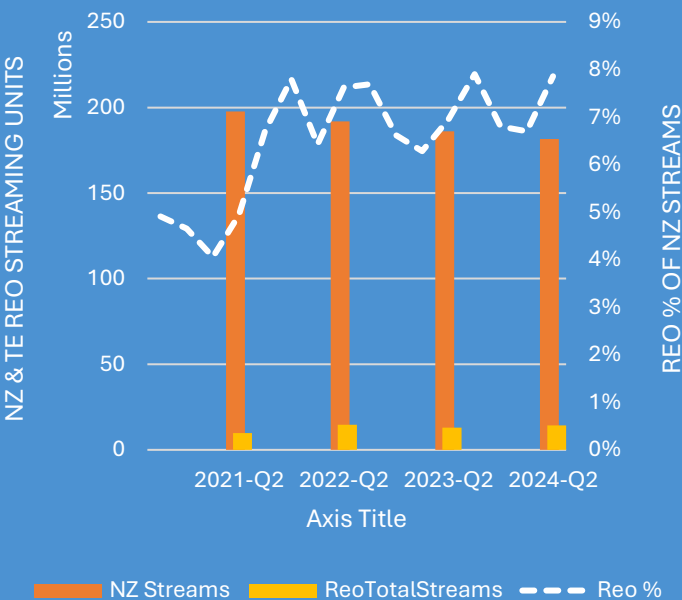


Total NZ streams as a percentage of all streams **decreased** from 7% in Q1 to 6.1% in Q2. However, while **total reo streams** **increased** by only 0.1%, as a percentage of NZ streams this was an **increase** from 6.7 % to 7.9%.

REO % OF NZ STREAMS



Q2 YEARLY COMPARISON



QUARTER	NZ STREAMS	REO STREAMS	REO %
2021-Q2	197,616,757	9,750,765	4.9%
2022-Q2	191,967,154	14,631,732	7.6%
2023-Q2	186,004,973	12,928,589	7.0%
2024-Q2	181,581,521	14,266,619	7.9%

TOP TEN

MOST STREAMED WAIATA REO



- 1 He Aho – TAWAZ
- 2 Whakatau Wairua – Tuari Brothers
- 3 Ko Tāua – Origin Roots Aotearoa (O.R.A.)
- 4 Nui Te Aroha – Origin Roots Aotearoa (O.R.A.)
- 5 Purotu – Jackson Owen
- 6 Mauri Tau – Casual Healing
- 7 Raumati – Jordyn With A Why
- 8 AI, E, KŌ – Mikey Dam, TAWAZ and Jackson Owens
- 9 Āio – Lost Tribe Aotearoa feat. Rei
- 10 Te Atarau - MOHI

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://nztop40.co.nz/assets/Chart-Rules-June-2022.pdf>

If you have any questions relating to the data collection or methodology please email data@recordedmusic.co.nz

Contributing Data Sources:

STREAMING	PHYSICAL SALES		RADIO					
Spotify	JBHiFi	Flying Nun	The Breeze	Gold	531 PI	Lake FM	KAOS	Awa FM
Apple Music	MightyApe	Vinyl Countdown	The Edge	Life FM	CFM	Timeless Taupo	Tainui FM	Ngati Porou
YouTube	Flying Out	Domino	More FM	Brian FM	Radio Wanaka	Beach FM	Tahu FM	Raukawa FM
DIGITAL SALES	Marbecks	My Music Taupo	ZM	Radio Rhema	Hokonui	Reel World	Atiawa Toa	Sun FM
iTunes	Real Groovy	The Warehouse	The Rock	Niu FM	Pulzar	KAOS	Nga Iwi FM	Radio Kahungunu
Bandcamp	Slowboat	K-Pop NZ	The Hits	bFM	Coast FM (Greymouth)	Anthemz	Radio Waatea	Tumeke FM
Direct To Consumer	MerchMe	Love Police Physical	Mai FM	Star	The Station	QFM	Moana AM	Turanga FM
	MerchFan Physical	Townsend	The Sound	rdu	The Most	Peak FM	Kia Ora FM	Tuwharetoa FM
	Southbound	Direct To Consumer	Coast	Active 88.6FM	Radio Control	100 Point 3 FM Timaru	Ngati Hine FM	Te Upoko O Te Ika
			Magic	Radio 1	Anthemz	Lake FM	Tautoko FM	Maniapoto FM
			Radio Hauraki	Bayrock	QFM	Timeless Taupo	The Heat	Te Hiku O Te Ika
			Flava	1XX	Peak FM	Beach FM	Te Arawa FM	Sunshine FM
			George FM	Tahi	100 Point 3 FM Timaru	Generator	Te Korimako	Radio Samoa