



QUARTERLY REPORT 2024 - QUARTER 4 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 4 – OCTOBER, NOVEMBER, DECEMBER 2024

STREAMING

- ❖ Streams in Aotearoa of New Zealand artists totaled **216.5 million** in Q4, **an increase of 19%** from Q3.
- ❖ The number of Waiata Reo streams reached **17.1 million** for the quarter, a **16.6% increase** on Q3.

SINGLE SALE UNITS

- ❖ Digital single sales for New Zealand artists in Q4 saw a **23% decrease** from Q3 and **19% decrease** from Q4 2023.

ALBUM SALE UNITS

- ❖ NZ album sale units **increased by 59%** from Q3 to **15,257**. As a percentage share of total album sales in New Zealand, New Zealand artist's share was up **1.6 percentage points** to **14.4%**.

RADIO

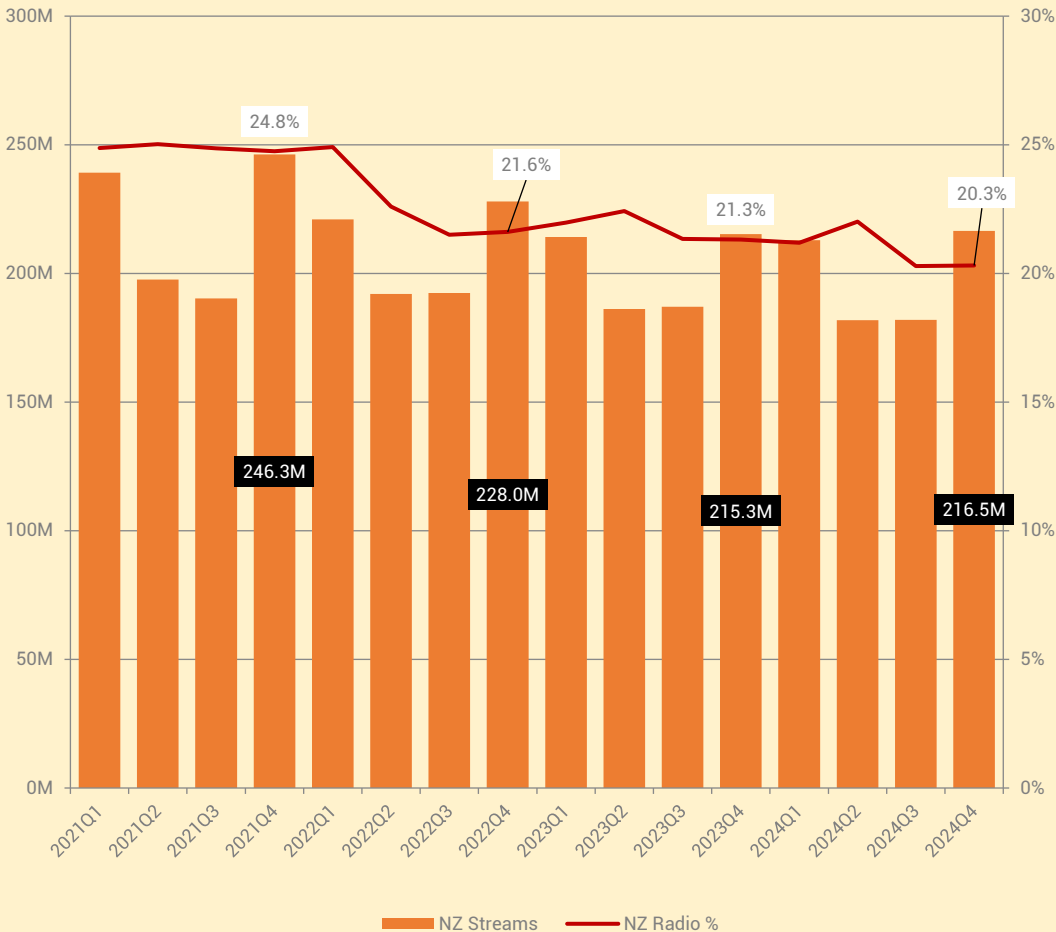
- ❖ Individual spins of songs by NZ artists across all radio in NZ saw a **14.7% decrease** from Q3 to **364,741**. As a percentage of total spins however, New Zealand songs saw an **increase of 1.4 percentage points** from Q3 to **30%**.
- ❖ As a percentage of RadioScope points, New Zealand artists had a slight **0.02 percentage increase** to **20.31%**.

New Zealand Streaming Units

+ New Zealand Radio % Across All Radio

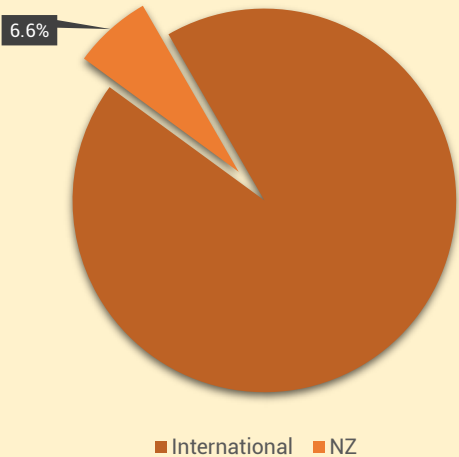
NZ Streams + NZ Radio Percentage 2021 - 2024

Total New Zealand music streams per quarter and New Zealand music as a percentage of radio plays per quarter



Percentage of Streams Q4 2024

New Zealand music as a percentage of all streaming units



NZ streams amounted to **216.5 million** units in Q4, a slight **increase of 0.6%** on Q4 2023 and an **increase of 19%** on Q3 2024.

NZ music as a percentage of radio play held steady from Q3 at **20.3%** and decreased by **1 percentage point** from Q4 2023.

As a portion of total streams, NZ music made up **6.6%** of all streams which is **0.2 percentage points up** from Q3 but a full **1 percentage point decrease** on Q4 2023.

	Total Int'l Streams	Total NZ Streams
Q4 2024	3,059,319,069	216,519,709
Q3 2024	2,836,454,174	181,935,150
Q4 2023	2,836,511,953	215,331,871

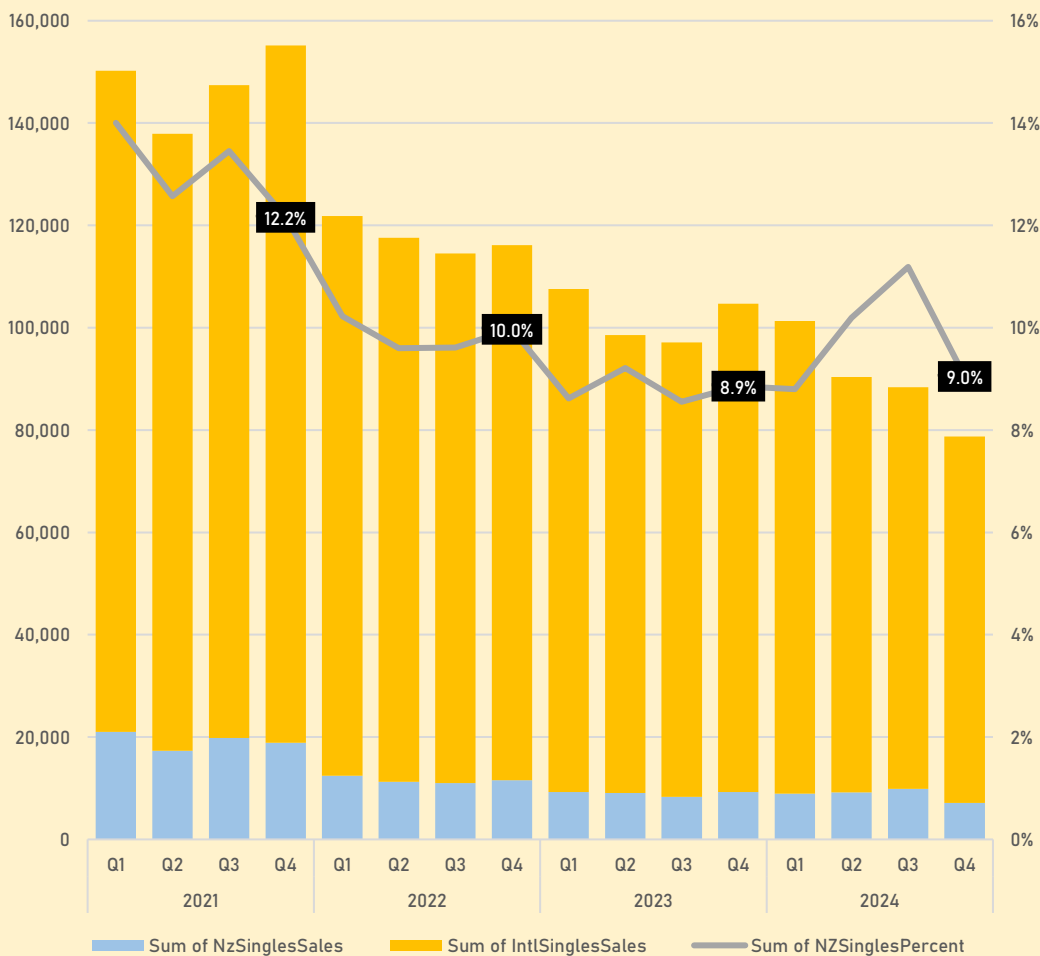
*Suppliers: Spotify, Apple Music, YouTube

Single Sale Units Per Quarter

Digital Only

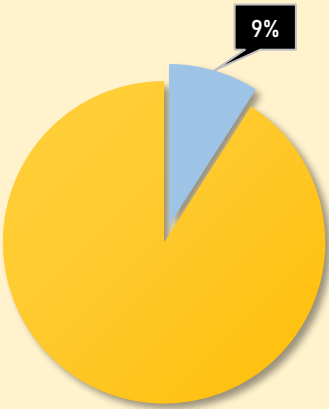
NZ & International Single Sales 2021 - 2024

New Zealand and International digital single sales per quarter



Percentage of Single Sales Q4 2024

New Zealand artist's percentage share of digital sales in New Zealand Q4 2024



NZ digital single sales amounted to **7,123** units in Q4, a **decrease of 23%** on Q4 2023 and a **decrease of 19%** from Q3 2024.

NZ digital single sales as a percentage of all sales saw a **2.2 percentage point** drop from Q3 to 9% but held with a slight increase of **0.1 percentage points** from Q4 2023.

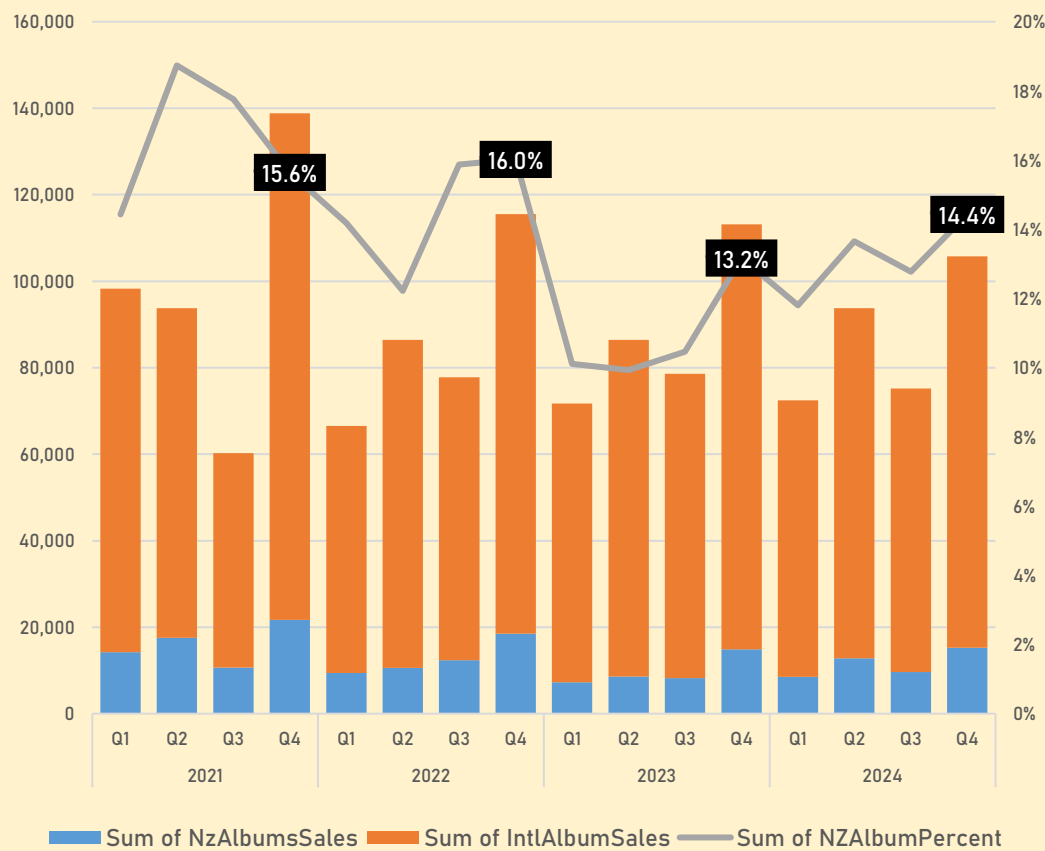
	Int'l Digital Single Sales	NZ Digital Single Sales
Q4 2024	71,606	7,123
Q3 2024	78,480	9,889
Q4 2023	95,443	9,276

Album Sale Units Per Quarter

Digital & Physical Combined

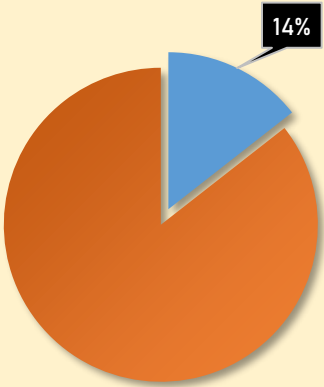
NZ & International Album Sales 2021 – 2024

New Zealand and international combined physical and digital album sales with New Zealand artist percentage share of sales



Percentage of Album Sales Q4 2024

New Zealand artist's percentage share of digital & physical album sales in New Zealand Q4 2024



NZ combined digital and physical albums sales amounted to **15,257** units in Q4, an **increase of 59%** on Q3 2024 and a slight **increase of 2.4%** from Q3 2024.

NZ album sales as a percentage of all sales saw a **1.6 percentage point increase** from Q3 to **14.4%** and a **1.2 percentage point increase** from Q4 2023.

	Int'l Album Sales	NZ Album Sales
Q4 2024	90,464	15,257
Q3 2024	65,606	9,606
Q4 2023	98,252	14,903

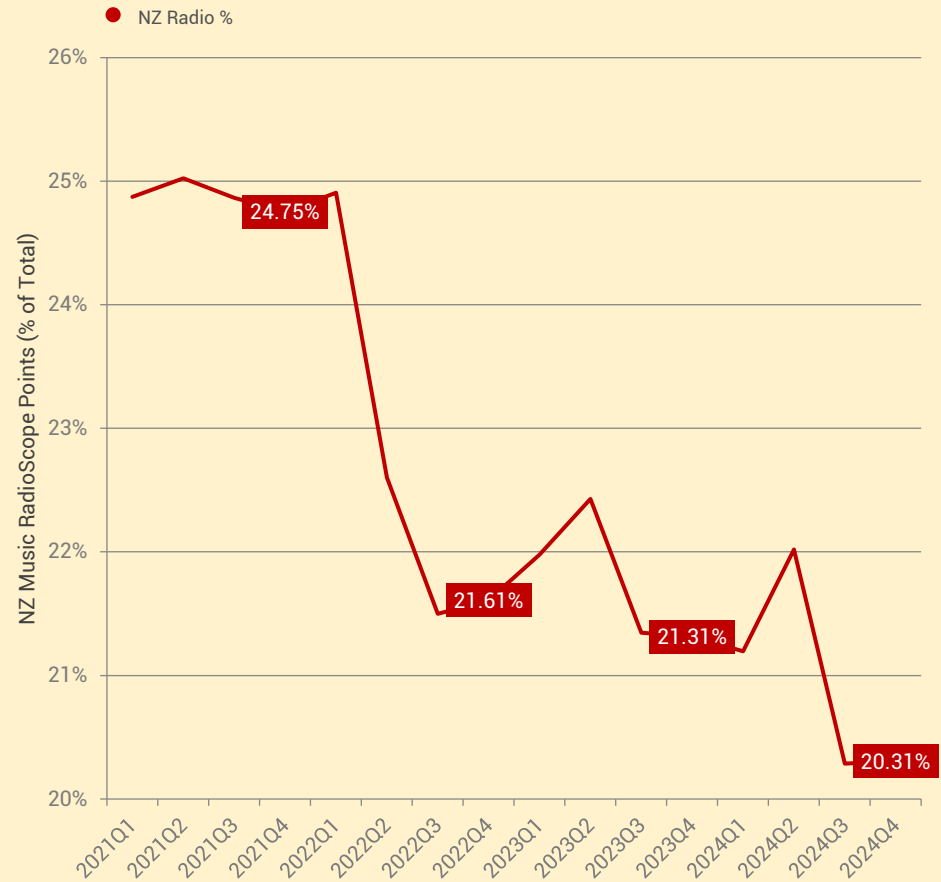
*Suppliers: Spotify, Apple Music, YouTube

New Zealand Music Radioscope Airplay

All Radio

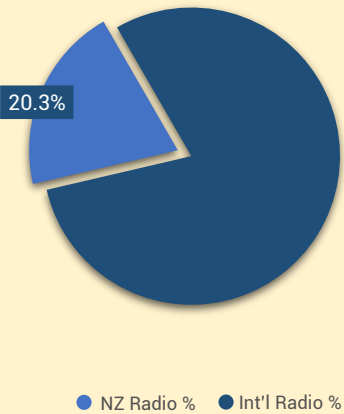
NZ Music Airplay Points 2021 – 2024

New Zealand music percentage of total radio points



NZ Radio Points Q4 2024

New Zealand artist's percentage share of total New Zealand radio points



For New Zealand artists, the percentage of RadioScope points **decreased by 1 percentage point** from Q4 2023 to **20.31%**. This was steady from Q3 2024 with a **0.02 percentage point increase**.

Spins for NZ artists saw a **14.7% decrease** from Q3 to **364,741** spins and a **13.5% decrease** from Q4 2023. As a percentage of total spins however, this quarter's **30%** was an **increase of 1.4 percentage points** from Q3 2024 and **0.5 percentage points** from Q4 2023.

	Int'l Radio Spins	NZ Radio Spins	NZ Radio %
Q4 2024	851,152	364,741	30.0%
Q3 2024	1,064,776	427,352	28.6%
Q4 2023	1,009,994	421,608	29.5%

*Stations tracked: as indicated in appendix

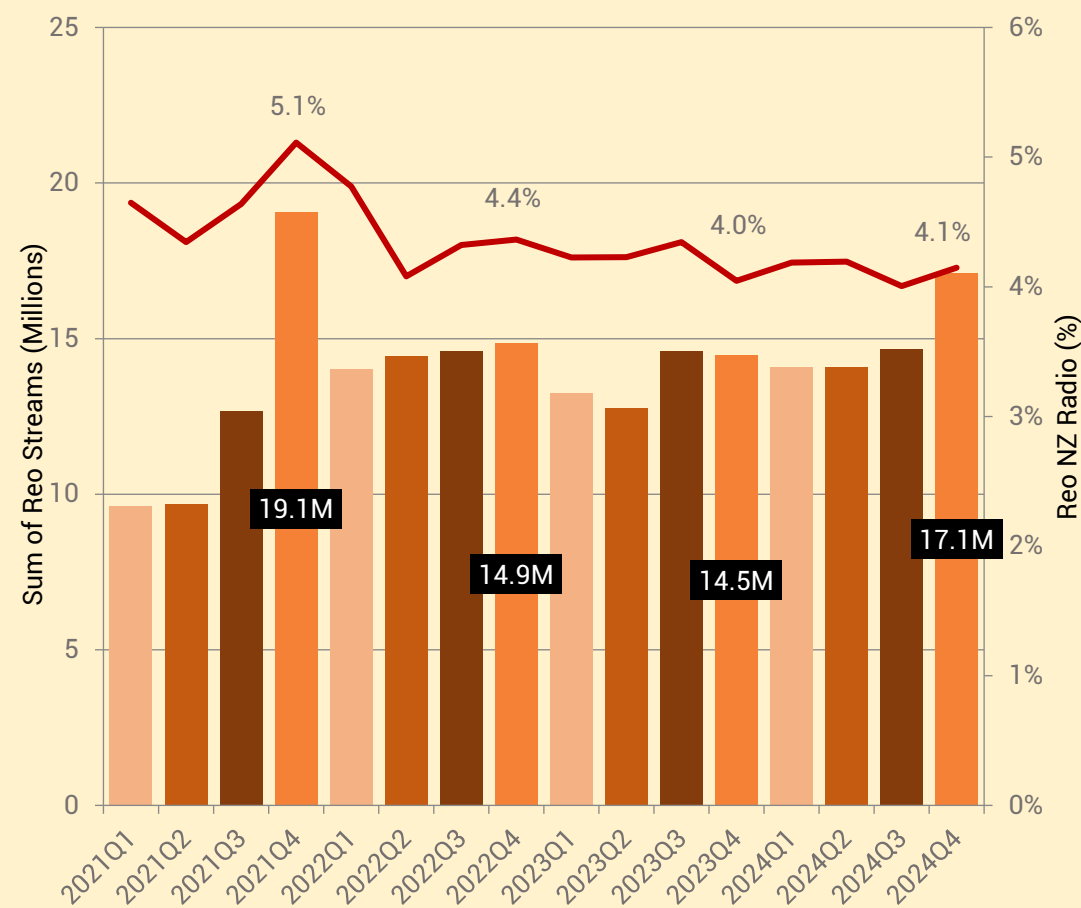
*RadioScope points are based on the number of times a song is played, weighted by the number of listeners to the station(s) on which it played

Waiata Reo Streaming Units Per Quarter

+ Waiata Reo Radio % Across All Radio

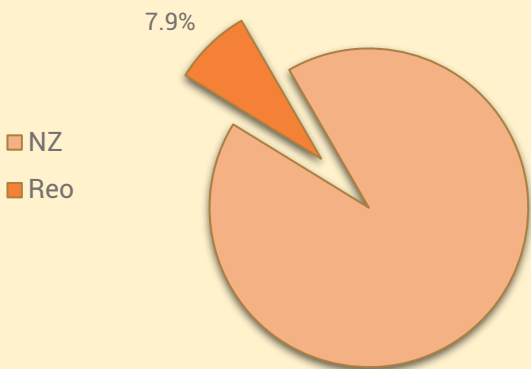
Reo streams + NZ reo radio %

Total times waiata reo was streamed in NZ and percentage of songs played on NZ radio that were waiata reo



Reo & NZ streams

Comparison of Reo vs non-reo percentage share of total NZ streams



Overall, streams of waiata reo tracks reached **17.1 million** units this quarter, the **second highest quarter** of the last four years. This was an **increase of 16.6%** on Q3 2024 and **18.2% increase** on Q4 2023.

As a portion of total NZ streams, waiata reo made up **7.9%** of streams which is **0.1 percentage points down** on Q3 but a **1.2 percentage point increase** on Q4 2023.

	Total Reo Streams	Total NZ Streams	Total Int'l Streams
Q4 2024	17,096,443	216,519,709	3,059,319,069
Q3 2024	14,659,787	181,935,150	2,836,454,174
Q4 2023	14,461,397	215,331,871	2,836,511,953

*Suppliers: Spotify, Apple Music, YouTube

Top 10

Most Streamed NZ Tracks



#	Title	Artist	Label
1	Don't Dream It's Over	Crowded House	Capitol/Universal
2	In The Air	L.A.B	LOOP
3	Back In My Arms	Hori Shaw	Hori Shaw/Precise
4	Blue Eyed Māori	Corrella	LOOP
5	Heart Of A Lion	Brutha Rodz feat. Wiz Tokelau	Brutha Rodz/Precise
6	They Don't Know	Savage feat. Aaradhna	Dawn Raid/Universal
7	Unaware	Te Wehi	Herepuru/Precise
8	Don't Forget Your Roots	Six60	Massive/Universal
9	Sweet Lover	Lomez Brown	Lomez Brown/Precise
10	Someone To Be Around	Six60	Massive/Universal

*Suppliers: Spotify, Apple Music, YouTube

Top 10

New Zealand Album Sales



#	Title	Artist	Label
1	Talk Is Cheap	Triggar Happy	Royalty Music/Precise
2	Slo Mo	Fat Freddy's Drop	The Drop/Rhythmethod/DRM
3	Last Of The Lonely Gods	Jon Toogood	Jon Toogood/Warner
4	The Horrifying Truth	I Am Giant	I Am Giant
5	Rosie	Rosé	Atlantic/Warner
6	Soft Power	Fazerdaze	Butterfly/Universal
7	Waerea	Mokotron	Sunreturn/Border/The Orchard
8	Neilson Sings Nelson	Tami Neilson	Neilson/Southbound/The Orchard
9	Sabotage	Mel Parsons	Cape Road/DRM
10	Just Like Yesterday	Springloader	Failsafe

*Suppliers: Streaming, Digital Sales and Physical Sales as indicated in appendix

Top 10

New Zealand RadioScope Airplay Points



#	Title	Artist	Label
1	Seconds To Midnight	Cassie Henderson	Cassie Henderson
2	Summer Won't Be The Same	Mirage	Starplay/Precise
3	We Ain't Coming Home	Sons Of Zion feat. Corrella	Sons of Zion/Precise
4	Easy	A.R.T.	IKON/Precise
5	Casanova	L.A.B	LOOP
6	Māori Ki Te Ao	Stan Walker	SonyMusic
7	Lost In Love	Max Allais	Max Allais/Too Lost
8	Follow	L.A.B	LOOP
9	Tātarakihi	TAWAZ & Mohi Allen	TAWAZ/Precise
10	Take It Away	L.A.B	LOOP

*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 10

Most Streamed Waiata Reo



#	Title	Artist	Label
1	Māori Ki Te Ao	Stan Walker	SonyMusic
2	He Aho Kia Mau Ki Tō Ūkaipō	Six60	Universal
3	Pepeha	Six60	Massive/Universal
4	35	Ka Hao feat. Rob Ruha	InDigiNation/DRM
5	Tōrea	Makaira Berry, Hamiora Tuari, Mere Arihi Pipi-Takoko and Pere Wihongi	Black Media/DRM
6	Poi E	The Patea Maori Club	Maui/Jayrem/DRM
7	Aotearoa	O.R.A. Stan Walker feat. Ria Hall, Troy Kingi and Maisey Rika	SonyMusic
8	Tōku Reo Tōku Ohooho	Te Tira Waiata o Te Pukawai	APRA/Universal
9	Te Ata Māhina	Te Matatini and Te Pikikōtuku o Ngāti Rongomai feat. Whenua Patuwai	Te Matatini/DRM
10	Tātarakihi	TAWAZ and Mohi Allen	TAWAZ/Precise

*Suppliers: Spotify, Apple Music, YouTube

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