

2025

Q2 REPORT

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.

Quarter 2: April, May, June 2025

Streaming

- ❖ Streams of New Zealand artists totaled **194,993,472** in 2025 Q2, a **decrease of 10.7%** from 2025 Q1 and a **7.0% increase** on 2024 Q2.
- ❖ The number of waiata reo Māori streams reached **17,806,616** for the quarter, an **8.7% increase** from last quarter and a **26.3% increase** from Q2 last year.

Single Sale Units

- ❖ New Zealand artists' digital single sales were **up 5.7%** from Q1 (**down 20.0%** from 2024 Q2), while international digital sales in New Zealand were **down 2.6%** and **18.9%**, respectively.

Album Sale Units

- ❖ Album sale units were **up 89.4%** for New Zealand artists compared to Q1, which was also a **16.0% increase** on Q2 2024.
- ❖ As a share of total album sales, New Zealand artist's share was **up 5.3 percentage points to 16.1%** from last quarter.

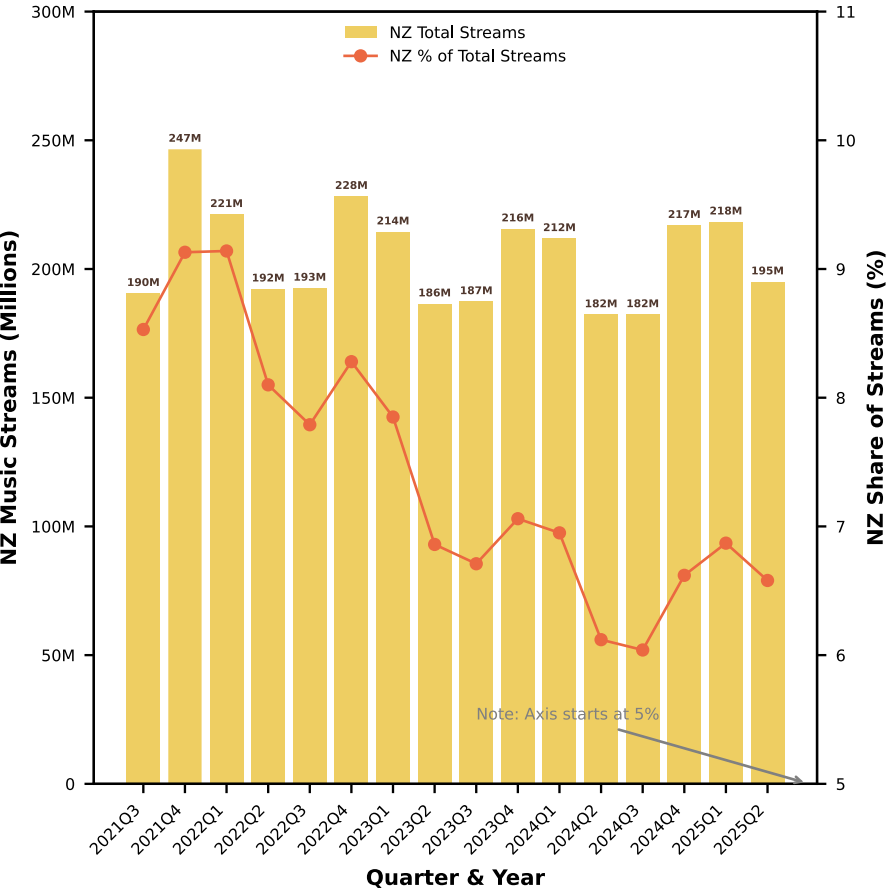
Radio

- ❖ Compared to last quarter, total individual spins of songs by NZ artists across all radio in NZ was **up 5.8% to 460,787**, and percentage share was **up 0.8 percentage points to 31.0%**.
- ❖ As a share of RadioScope points, New Zealand artists were **up 1.2 percentage points** from last quarter to **21.5%** and **down 0.5 percentage points** from Q2 2024.

New Zealand Streaming Units

+ New Zealand Streams %

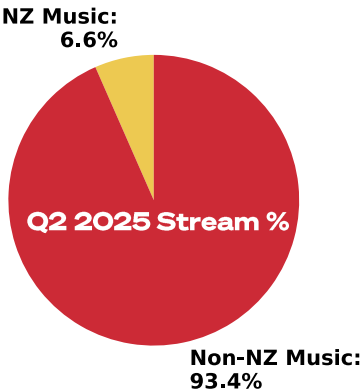
NZ Music Streams & NZ Stream %



NZ tracks totalled **194,993,472** streaming units for the 2025 Q2 period.

This is a **10.7% decrease** on Q1 and a **7.0% increase** on 2024 Q2.

As a share of total streams, NZ music made up **6.6%** for 2025 Q2, **down 0.3 percentage points** from last quarter (6.9%) and **up 0.5 percentage points** from 2024 Q2.

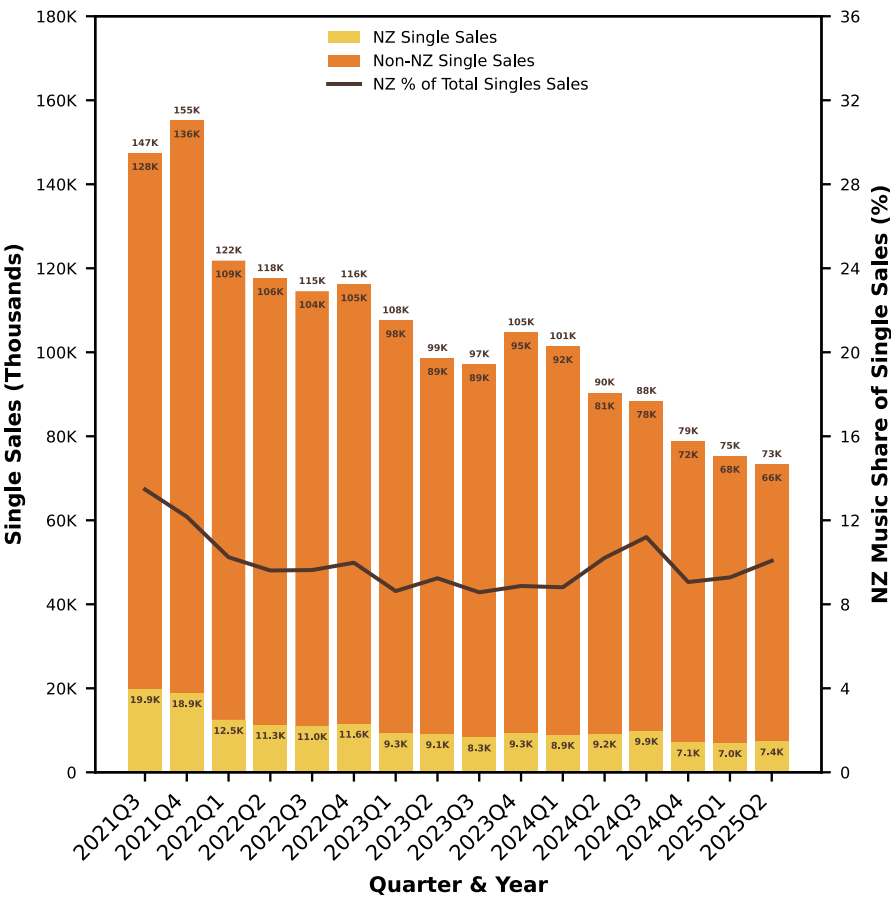


Quarter	Non-NZ Streams	NZ Streams
2025Q2	2,768,498,678 (93.4%)	194,993,472 (6.6%)
2025Q1	2,959,297,706 (93.1%)	218,262,526 (6.9%)
2024Q2	2,793,179,407 (93.9%)	182,215,009 (6.1%)

New Zealand Single Sale Units

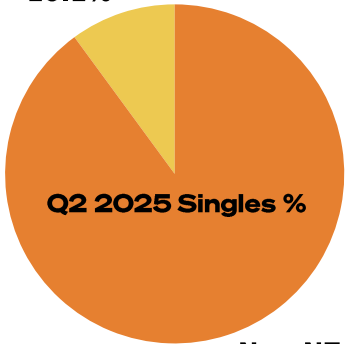
Digital Only

NZ & International Single Sales



NZ songs accounted for **7,381** sales for the 2025 Q2 period. This is a **5.7% increase** on last quarter and a **20.0% decrease** on the same quarter last year.

NZ Singles:
10.1%



Non-NZ Singles:
89.9%

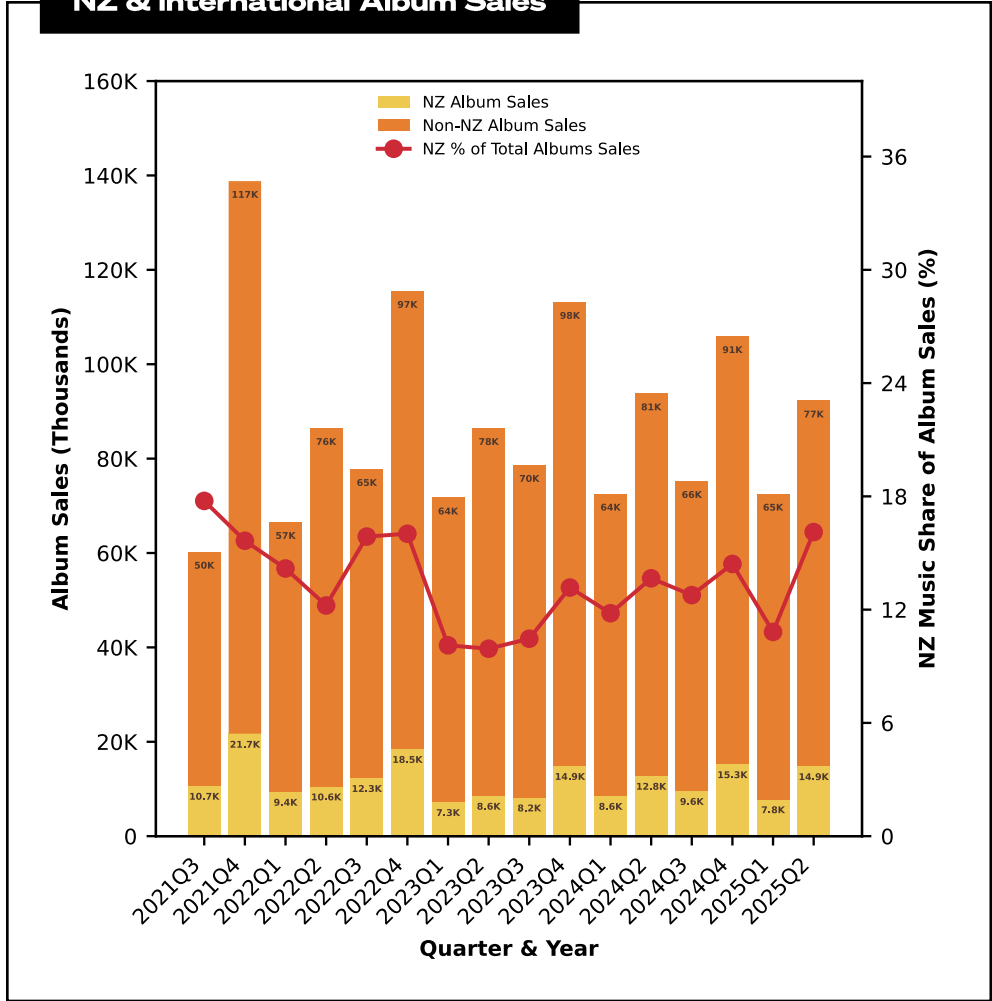
As a share of total singles, NZ music made up **10.1%** for 2025 Q2, up **0.8 percentage points** from last quarter (9.3%) and down **0.1 percentage points** from 2024 Q2.

Quarter	Int'l Singles	NZ Singles
2025Q2	65,939 (89.9%)	7,381 (10.1%)
2025Q1	68,308 (90.7%)	6,986 (9.3%)
2024Q2	81,166 (89.8%)	9,229 (10.2%)

New Zealand Album Sale Units

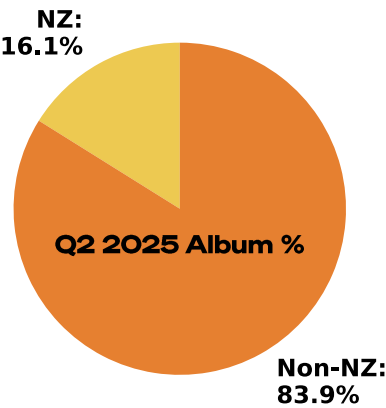
Digital & Physical Combined

NZ & International Album Sales



NZ albums accounted for **14,860** sales for the 2025 Q2 period. This is an **89.3% increase** on last quarter and a **16.0% increase** on the same quarter last year.

As a share of total singles sales, NZ music made up **16.1%** for 2025 Q2, **up 5.3 percentage points** from last quarter (10.8%) and **up 2.4 percentage points** from 2024 Q2.

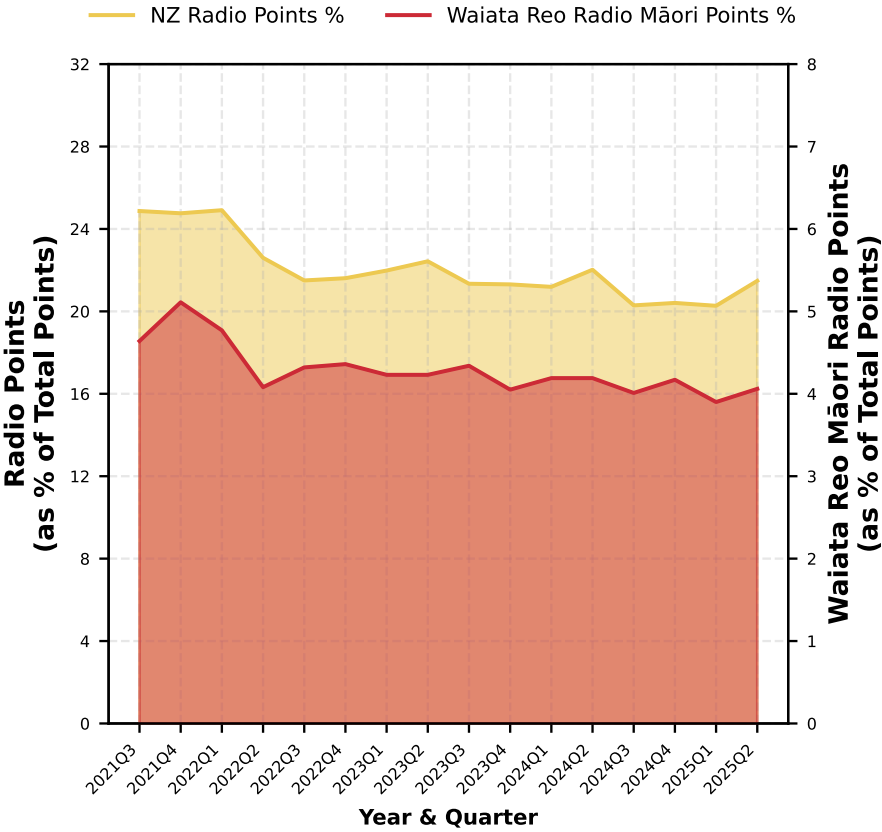


Quarter	Int'l Albums	NZ Albums
2025Q2	77,395 (83.9%)	14,860 (16.1%)
2025Q1	64,663 (89.2%)	7,848 (10.8%)
2024Q2	80,965 (86.3%)	12,809 (13.7%)

New Zealand Music RadioScope Airplay

All Radio

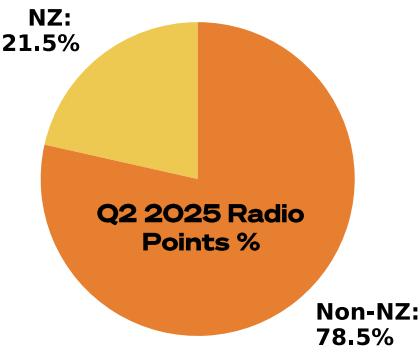
Percentage Share of RadioScope Points



New Zealand tracks made up **460,787 total spins** for the 2025 Q2 period. This is a **5.8% increase** on last quarter and a **4.0% increase** on the same quarter last year.

As a share of **total spins**, New Zealand tracks made up **31.0%** for 2025 Q2, up **0.8 percentage points** from last quarter (30.2%) and **up 1.2 percentage points** from 2024 Q2 (29.8%).

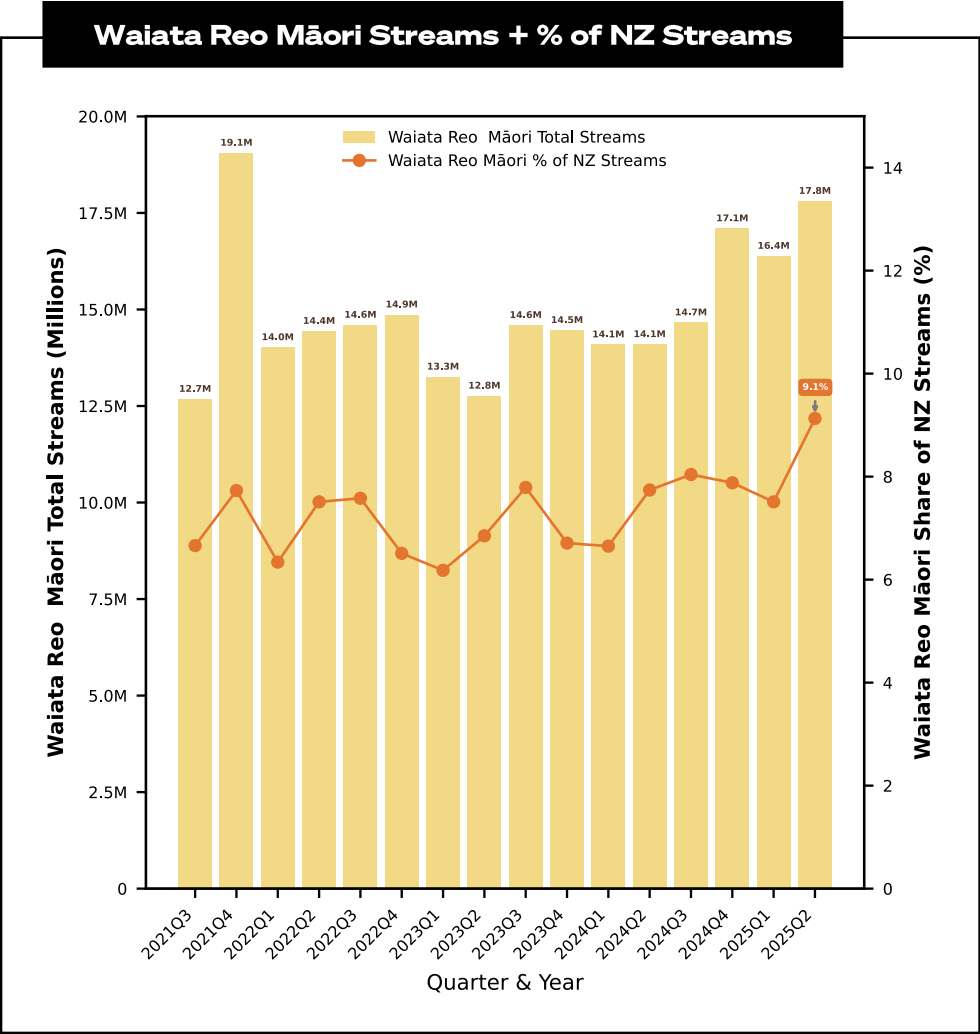
Both waiata reo Māori share of radio points and total radio spins were up **0.2 percentage points** on last quarter to **4.1%** and **10.5%**, respectively.



Quarter	Int'l Radio Spins	NZ Radio Spins	Waiata Reo Māori Radio Spins
2025Q2	1,025,525 (69.0%)	460,787 (31.0%)	156,014 (10.5%)
2025Q1	1,007,528 (69.8%)	435,641 (30.2%)	148,383 (10.3%)
2024Q2	1,043,653 (70.2%)	442,978 (29.8%)	140,059 (9.4%)

Waiata Reo Māori: Streaming Units Per Quarter

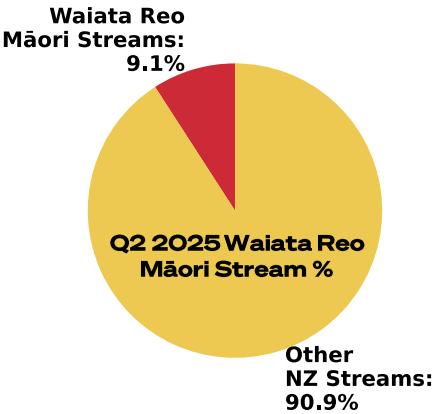
+ Waiata Reo Māori Radio % Across All Radio



Waiata reo Māori tracks totalled **17,806,616** streaming units for the 2025 Q2 period.

This is **an 8.7% increase** on last quarter and a **26.3% increase** on the same quarter last year.

As a share of total NZ streams, waiata reo Māori made up **9.1%** for 2025 Q2, **up 1.6 percentage points** from last quarter (7.5%) **and up 1.4 percentage points** from 2024 Q2.



Quarter	Int'l Streams	NZ Streams	Waiata Reo Māori Streams
2025Q2	2,768,498,678 (93.4%)	194,993,472 (6.6%)	17,806,616 (0.6%)
2025Q1	2,959,297,706 (93.1%)	218,262,526 (6.9%)	16,384,069 (0.5%)
2024Q2	2,793,179,407 (93.9%)	182,215,009 (6.1%)	14,096,573 (0.5%)

Top 10

Most Streamed NZ Tracks

Rank	Title	Artist	Label
1	Unaware	Te Wehi	Herepuru/Precise
2	What Was That	Lorde	Universal
3	Back In My Arms	Hori Shaw	HoriShaw/Precise
4	Don't Dream It's Over	Crowded House	Capitol/Universal
5	In The Air	L.A.B	LOOP
6	Ribs	Lorde	Universal
7	Coasty Girl	Shane Walker	TeamMusic
8	Blue Eyed Māori	Corrella	LOOP
9	They Don't Know	Savage ft. Aaradhna	DawnRaid
10	How Will I Know	Corrella	LOOP

Most Album Sales

Rank	Title	Artist	Label
1	Te Whare Tiwekaweka	Marlon Williams	MarlonWilliams/Universal
2	Pegasus	The Phoenix Foundation	ThePhoenixFoundation/Collective
3	Killjoy	Shihad	WEA/Warner
4	Elemental	Fly My Pretties	LOOP
5	How Love Bends	Reb Fountain	Fountain/FlyingNun
6	Mokomokai	Mokomokai	MOKOMOKAI/DRM
7	Powder Chutes	Powder Chutes	PowderChutes/DRM
8	Mix	Stellar*	SonyMusic
9	Te Rā	Alien Weaponry	Napalm/Southbound/TheOrchard
10	Shepherd's Delight	Team Dynamite	HolidayRecords/Collective

Most Airplay Points

Rank	Title	Artist	Label
1	Over Romantic	RIIKI REID	WEA/Warner
2	What Was That	Lorde	Universal
3	Carry My Heart	Myshaan	Myshaan/Precise
4	Cowboy Up	Kaylee Bell	KayleeBell/Rhythm
5	We Belong	Te Matatini ft. Corrella And L.A.B	LOOP
6	Waimā Girl	Shane Walker	TeamMusic
7	How Will I Know	Corrella	LOOP
8	Coasty Girl	Shane Walker	TeamMusic
9	Unaware	Te Wehi	Herepuru/Precise
10	Seconds To Midnight (11:59)	Cassie Henderson	CassieHenderson

Most NZ Streams: All Waiata Reo Māori

Rank	Title	Artist	Label
1	Kei Wareware I A Tātou	Te Matatini, Te Kuru Marutea	TeMatatini/TheOrchard
2	Māori Ki Te Ao	Stan Walker	SonyMusic
3	Tōku Reo Tōku Ohoo	Te Tira Waiata o Te Pukawai	APRA/Universal
4	Pepeha	Six60	Massive/Universal
5	Poi E	The Pātea Māori Club	Maui/Jayrem/Border
6	Tōrea	Makaira Berry, Hamiora Tuari...	BlackMedia/DRM
7	35	Ka Hao ft. Rob Ruha	InDigiNation/DRM
8	Kia Mau Ki Tō Ūkaipō...	Six60	Universal
9	Aotearoa	Stan Walker ft. Ria Hall.	SonyMusic
10	Te Ata Māhina	Te Matatini, Te Pikikōtuku...	TeMatatini/DRM

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