

Focus

Making Tracks outcomes and impacts 2015

A summary of how songs funded through the Making Tracks scheme have performed

Most played song funded in 2014/15:



11,486,089

streams and spins of Making Tracks funded songs in 2014/15



109,557,019

streams and spins of funded songs since Making Tracks began 4 years ago

[streams and spins = plays on radio, television and online]

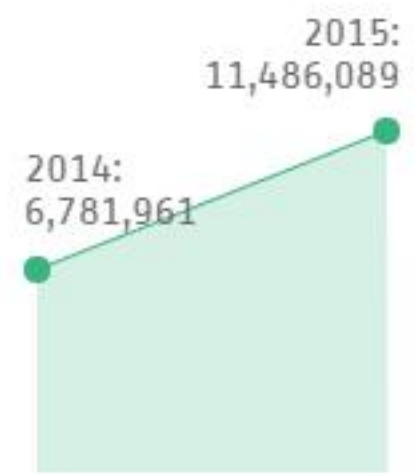
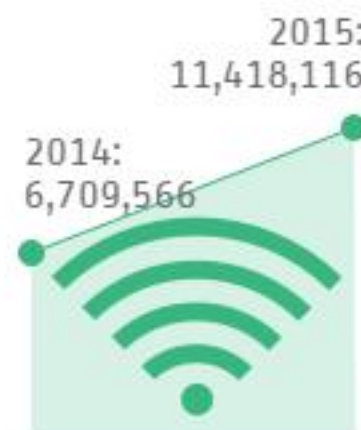
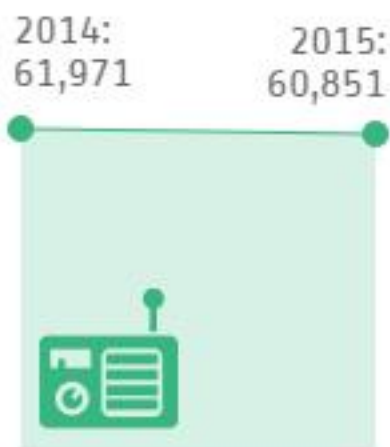
The number of times songs funded in the year were played

Radio spins

TV spins

Online streams

Total



[Online count includes Youtube, Vimeo, Spotify and Soundcloud]

Top 100 NZ Airplay 2014 [local music]



52% of the NZ airplay chart is NZ On Air-funded and 48% is independently funded.

■ NZ On Air funded songs (52%) ■ Independently funded songs (48%)

2014/15:
1,254 applications → 230 songs funded by 191 artists

First 4 years of Making Tracks:
5,036 applications → 994 songs funded by 486 artists

Further reading:

The full Making Tracks Outcomes & Impacts report at <http://bit.ly/1VHK4MW>

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