

MakingTracks.

TWO-YEAR OUTCOMES REVIEW

2011-2013

Published January 2014

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Introduction

The Making Tracks music funding scheme was launched in July 2011. We are now half way through our third Making Tracks year.

After the first Making Tracks year, in mid-2012, we commissioned a review of the scheme. Part of that review looked at how the scheme was working and resulted in a bunch of recommendations for operational improvements and fine-tuning.

Those operational improvements – including the launch of a new Making Tracks applications website – were made over the summer of 2012-2013 in time for the 2013 Making Tracks year.

The 2012 review also looked at *broadcast results* – how many times Making Tracks-funded songs have been played on radio, on music television and online.

The results of the first-year review – with recommendations for operational improvements and the broadcast results from projects funded in the first year – were published [here](#).

We have now completed a review of the broadcast results of songs funded in the *second* Making Tracks year in 2012-2013. At the same time, we have updated the results for songs funded in the first Making Tracks year in 2011-2012, picking up spins and streams that have been accumulated since the first count.

The results for each year song-by-song, as at 31 August 2013, are in the two attached spreadsheets and a digest of highlights follows.

It's pretty much impossible to capture every online stream of every song. In the first-year, we counted YouTube streams only. In the second-year, we have counted YouTube, Vimeo and Spotify.

Outcomes

MEDIA	2011-2012 PROJECTS		2012-2013 PROJECTS		TWO YEARS ⁴
	as at 31 August 2012 ¹	as at 31 August 2013 ²	as at 31 August 2012	as at 31 August 2013 ³	
Radio	86,023	169,479	-	96,720	266,199
Music Television	19,564	35,848	-	19,375	55,223
Online ⁵	10,134,141 ⁷	20,294,782 ⁷	-	8,705,759 ⁶	29,000,541
TOTAL Spins / Streams	10,239,728	20,500,109	-	8,821,854	29,321,963

Notes

- 1 From 190 released projects
- 2 From 268 released projects
- 3 From 118 released projects
- 4 From 386 released projects
- 5 YouTube only in 2012. YouTube, Vimeo and Spotify in 2013.
- 6 YouTube and Vimeo (5,207,858) and Spotify (3,497,901)
- 7 Includes **Kimbra** *Good Intent* at 4,469,363 YouTube streams in 2012 and up to 5,890,227 by 31 August 2013

Applications

We got more applications in the second Making Tracks year than we did in the first year but we made fewer grants in the second year. That's because the Making Tracks budget in the first year included a one-off \$500,000 booster. The mainstream / alternative balance has stayed fairly constant over the two years. We aim for a 60:40 mainstream/ alternative split. The results have been close to that split each year.

Numbers of ...	2011-2012	2012-2013
Applications received	1,216	1,282
Grants made	324	237
Mainstream songs funded	172 (53%)	131 (55%)
Alternative songs funded	152 (47%)	106 (45%)

Since 1 July 2011 when the Making Tracks scheme was launched, we have funded –

- **330 different artists** across the two years
- **167 (51%) of those were new artists** (meaning, first-time funded)

Averages

We did better on radio, on music television and on YouTube with songs funded in 2012-2013 than in the first year, with more spins and streams per song on average.

Medium	2011-2012 Projects as at 31 August 2012	2012-2013 Projects as at 31 August 2013
On Radio	503	696
On Music Television	167	223
On YouTube (Average)	39,895 ¹	43,763
On YouTube (Median)	9,279 ¹	15,679

Notes

- 1 For the purposes of this exercise, we have excluded outlier **Kimbra** *Good Intent* to get a fairer comparison of performance between the two years.

Top 5 Most-Played 2011-2012 Songs

The total number of plays on radio and music television in New Zealand and YouTube streams from songs funded in 2011-2012 *in the two years* to 31 August 2013.

Song	Artist	Played
01 <i>Good Intent</i>	Kimbra	5,891,406
02 <i>My Baby</i>	Pieter T	2,341,272
03 <i>Black Sheep</i>	Gin Wigmore	1,524,292
04 <i>Everything's Gonna Be Alright</i>	The Babysitters Circus	830,750
05 <i>Forever</i>	Six60	828,917

Top 5 Biggest Audience

The combined weekly cume audience for each of the radio stations and music television channels that played each song plus the total YouTube audience for the song as at 31 August 2013.

Song	Artist	Audience Reach
01 <i>Good Intent</i>	Kimbra	6,572,927
02 <i>My Baby</i>	Pieter T	3,881,315
03 <i>Black Sheep</i>	Gin Wigmore	3,480,559
04 <i>Wake Up</i>	Aaradhna	3,316,968
05 <i>Everything's Gonna Be Alright</i>	The Babysitters Circus	2,809,016

Top 5 Most-Played 2012-2013 Songs

The total number of plays on radio and music television in New Zealand plus YouTube and Vimeo and Spotify streams from songs funded in 2012-2013 *in the one year* to 31 August 2013.

Song	Artist	Played
01 <i>Swim & Sleep</i>	Unknown Mortal Orchestra	990,623
02 <i>Take It Easy</i>	Stan Walker	875,128
03 <i>From The Sun</i>	Unknown Mortal Orchestra	590,343
04 <i>Come On Home</i>	Titanium	474,430
05 <i>Your Love (Right Here)</i>	Pieter T	432,809

Top 5 Biggest Audience

The combined weekly cume audience for each of the radio stations and music television channels that played each song plus the total YouTube, Vimeo and Spotify audience for the song as at 31 August 2013.

Song	Artist	Audience Reach
01 <i>Take It Easy</i>	Stan Walker	3,439,581
02 <i>Lorena Bobbitt</i>	Aaradhna	2,653,865
03 <i>Come On Home</i>	Titanium	2,587,658
04 <i>Life In Sunshine</i>	Jamie McDell	2,379,303
05 <i>Never Leave Me Again</i>	Opshop	2,220,380

2011-2012 Projects_Detail

MAKING TRACKS 2011-2012 PROJECTS_BROADCAST OUTCOMES

[as at 31 August 2013]

ARTIST	SONG	Grant	M/A	Released [Month]	Spins [Number]	Spins [Number]	You Tube [Number]	ON RADIO ... ON TELEVISION ...	ON LINE ...	Combined Spins/Streams [Number]	Airtime [Hours]	Audience Reach [Radio + TV]	Audience Reach [Radio + TV + Online]
1 1814	Relax	10	M	Feb-13	749	0	2,298			3,047	152	36,300	38,598
2 1995	Love Your Ghost	6	A	Aug-11	269	160	2,557			2,986	149	366,000	368,557
3 A-HORI-BUZZ	Ground My Ego	0	A	NA									
4 AARADHNA	Great Man	10	M	Mar-13	3,149	489	201,767			205,405	10,270	2,221,600	2,423,367
5 AARADHNA	Wake Up	6	M	Aug-12	8,123	757	595,468			604,348	30,217	2,721,500	3,316,968
6 ALIZARIN LIZARD	Not Addicted	6	A	Aug-12	32	0	1,914			1,946	97	20,000	21,914
7 ALL MY BROTHERS	Find A Way	10	M	Apr-12	832	15	24,961			25,808	1,290	994,000	1,018,961
8 ALL THE COLOURS	Love Like This	10	M	May-12	462	213	29,244			29,919	1,496	180,100	209,344
9 ALL THE COLOURS	Second To None (In My Head)	10	M	Feb-13	0	0	46700			46,700	2,335	0	46,700
10 ANNAH MAC	The Sun	0	M	NA									
11 ARTISAN GUNS	Baby Blue	10	M	Mar-13	110	6	825			941	47	25,000	25,825
12 ARTISAN GUNS	It Pulled You In	10	M	Jul-12	167	213	8,324			8,704	435	366,000	374,324
13 AT PEACE	Be Like	10	A	Nov-11	111	0	5,764			5,875	294	5,000	10,764
14 AT PEACE	Home	6	A	Feb-13	0	0	3,822			3,822	191	0	3,822
15 AVALANCHE CITY	Sunset	10	M	Jun-12	2,490	851	346,575			349,916	17,496	1,533,000	1,879,575
16 AWA	Midnight	10	M	Oct-11	578	118	26,152			26,848	1,342	354,300	380,452
17 AWA	Never Never	10	M	Dec-11	1,564	7	31,845			33,416	1,671	574,200	606,045
18 AWA	Papatuanuku	10	M	Apr-12	1,665	20	30,587			32,272	1,614	335,400	365,987
19 BADD ENERGY	Ba-Zing	6	A	Jan-12	431	10	3,999			4,440	222	286,100	290,099
20 BADD ENERGY	How Do You Sleep	6	A	Sep-12	138	15	2,137			2,290	115	251,000	253,137
21 BAILTER SPACE	World We Share	6	A	Dec-12	74	16	1,404			1,494	75	231,100	232,504
22 BANG BANG ECHE	Dreamers	10	A	Not Yet	0	0	0			0	0	0	0
23 BANG BANG ECHE	Secret	10	A	Not Yet	0	0	0			0	0	0	0
24 BANNERMAN	Rocks Are Just Lonely Hearts	6	A	Apr-12	5	5	339			349	17	211,100	211,439
25 BEACH PIGS	Catch Up In The Sun	10	A	May-12	449	274	4,852			5,575	279	276,100	280,952
26 BEACH PIGS	Night Surfing	10	A	Not Yet	0	0	0			0	0	0	0
27 BEASTWARS	Dune	10	A	Aug-13	0	0	3,918			3,918	196	0	3,918
28 BEASTWARS	Empire	6	A	Apr-12	35	110	13,829			13,974	699	160,000	173,829
29 BEASTWARS	Realms	10	A	Not Yet	0	0	0			0	0	0	0
30 BEAT KAMP	Same Thing	10	M	Apr-12	630	7	9,688			10,325	516	389,500	399,188
31 BEAT KAMP (aka ATP)	Ain't Going Nowhere	10	M	May-13	0	0	33,325			33,325	1,666	0	33,325
32 BIC RUNGA	Tiny Little Piece Of My Heart	6	M	Nov-11	2,103	152	32,828			35,083	1,754	1,555,700	1,588,528
33 BLACK CITY LIGHTS	Parallels	6	A	Mar-12	345	0	6,361			6,706	335	116,000	122,361
34 BLACK RIVER DRIVE	Hold The Line	6	M	Jan-13	506	3	3,631			4,140	207	765,900	769,531
35 BLACKLISTT	Worth Fighting For	10	M	Apr-12	1,265	29	43,496			44,790	2,240	760,900	804,396
36 BROOKE DUFF	Till The End	10	M	Jul-12	3,164	420	123,119			126,703	6,335	2,025,400	2,148,519
37 BURY ME LOW	The Wolf & The Moon	10	A	Oct-12	0	0	2,556			2,556	128	0	2,556
38 BURY ME LOW	Three Winds	6	M	Apr-13	0	0	457			457	23	0	457
39 CAIRO KNIFE FIGHT	The Origin Of Slaves	6	M	Jul-11	629	273	25,626			26,528	1,326	786,000	811,626
40 CAIRO KNIFE FIGHT	The Violence Of Action	6	A	Nov-11	619	129	19,183			19,931	997	857,000	876,183
41 CAVELL	I Need You	6	M	May-12	724	8	13,424			14,156	708	555,500	568,924
42 CHRIS HURN	Day Of My Escape	6	A	May-12	65	2	7,084			7,151	358	145,000	152,084
43 CLAP CLAP RIOT	Lie	6	M	Jun-12	958	0	4,234			5,192	260	562,000	566,234
44 COAST	The Dream Away	6	M	Feb-11	42	0	0			42	2	10,000	10,000
45 COBRA KAHN	In Fray's We're Tied	6	M	Oct-12	100	0	2,025			2,125	106	56,000	58,025

ON RADIO ... ON TELEVISION ... ON LINE ...

ARTIST	SONG	Grant	M/A	Released [Month]	Spins [Number]	Spins [Number]	You Tube [Number]	Combined	Audience	Audience	
								Spins/Streams [Number]	Airtime [Hours]	Reach [Radio + TV]	Reach [Radio + TV + Online]
46	COLLAPSING CITIES	6	A	Jul-12	124	0	0	124	6	71,000	71,000
47	COLLAPSING CITIES	6	A	May-12	297	142	7,916	8,355	418	401,100	409,016
48	COMPUTERS WANT ME DEAD	10	M	Aug-12	213	263	12,516	12,992	650	366,500	379,016
49	COMPUTERS WANT ME DEAD	10	M	Not Yet	0	0	0	0	0	0	0
50	CONCORD DAWN	6	A	Nov-12	31	275	160,772	161,078	8,054	290,100	450,872
51	CONCORD DAWN	6	A	Jul-12	92	365	245,433	245,890	12,295	5,000	250,433
52	COOL RAINBOWS	10	A	Not Yet	0	0	0	0	0	0	0
53	COOL RAINBOWS	6	A	Apr-12	156	235	15,005	15,396	770	241,000	256,005
54	CRUSHINGTON	6	A	Not Yet	0	0	0	0	0	0	0
55	CUT OFF YOUR HANDS	6	A	Not Yet	771	0	0	771	39	116,100	116,100
56	DAM NATIVE	6	A	Nov-07	428	0	2,749	3,177	159	78,600	81,349
57	DANE RUMBLE	10	M	Apr-12	1,745	476	108,783	111,004	5,550	1,860,100	1,968,883
58	DANE RUMBLE	0	M	NA							
59	DAVID DALLAS	6	M	Jul-11	2,152	653	184,213	187,018	9,351	1,116,800	1,301,013
60	DAVID DALLAS	6	M	Nov-11	0	0	48,239	48,239	2,412	0	48,239
61	DEAD FOOLS FIESTA	6	M	Oct-12	0	0	1,456	1,456	73	0	1,456
62	DEAR TIME'S WASTE	10	A	Jul-12	231	149	791	1,171	59	256,100	256,891
63	DEAR TIME'S WASTE	10	A	Dec-12	222	7	276	505	25	256,000	256,276
64	DECORTICA	10	A	Jul-12	1	23	5,389	5,413	271	589,500	594,889
65	DECORTICA	6	M	Nov-11	94	69	5,459	5,622	281	339,500	344,959
66	DELANEY DAVIDSON	10	A	May-11	39	10	3,729	3,778	189	160,000	163,729
67	DELANEY DAVIDSON	10	A	Dec-11	0	0	5,914	5,914	296	0	5,914
68	DERTY SESH	10	M	Feb-12	510	102	23,420	24,032	1,202	558,100	581,520
69	DIANA ROZZ	6	A	Feb-11	285	0	512	797	40	111,100	111,612
70	DICTAPHONE BLUES	6	A	Apr-12	176	0	0	176	9	111,100	111,100
71	DICTAPHONE BLUES	6	M	Mar-12	91	169	594	854	43	326,000	326,594
72	DIE! DIE! DIE!	10	A	Jan-12	438	0	0	438	22	96,000	96,000
73	DIE! DIE! DIE!	10	A	Sep-12	313	200	11,388	11,901	595	371,000	382,388
74	DIE! DIE! DIE!	10	A	Aug-13	148	0	1,936	2,084	104	71,000	72,936
75	DISASTERADIO	6	A	Oct-10	318	7	15,686	16,011	801	256,100	271,786
76	DJ CXL	6	M	Mar-12	1,719	187	16,761	18,667	933	698,400	715,161
77	DOUG JEREBINE	6	A	Not Yet	0	0	0	0	0	0	0
78	DREW	6	M	Not Yet	0	0	0	0	0	0	0
79	DREW	6	M	Jun-12	625	189	75,829	76,643	3,832	680,700	756,529
80	DUKES	10	M	Jan-13	785	208	3,610	4,603	230	1,379,300	1,382,910
81	EARTHWORM	10	A	Not Yet	0	0	0	0	0	0	0
82	ED MUZIK	6	A	Nov-10	116	0	1,319	1,435	72	60,100	61,419
83	EDEN MULHOLLAND	10	M	Not Yet	0	0	0	0	0	0	0
84	ERAKAH	0	M	NA							
85	F IN MATH	6	A	Nov-11	49	9	2,347	2,405	120	160,000	162,347
86	FAMILY CACTUS	6	A	Mar-12	1	290	2,489	2,780	139	321,000	323,489
87	FIORD (aka Antix) & TIM RICHARDS	6	M	Jun-13	366	0	136	502	25	121,300	121,436
88	FIRE AT WILL	6	M	Oct-11	960	24	12,700	13,684	684	609,500	622,200
89	FIRE AT WILL	6	M	Jun-12	71	4	7,521	7,596	380	449,500	457,021
90	FIVE MILE TOWN	10	M	Apr-12	280	388	10,494	11,162	558	640,300	650,794
91	FIVE MILE TOWN	10	M	Not Yet	0	0	0	0	0	0	0
92	FUNKOMMUNITY	6	M	Aug-11	740	144	12,444	13,328	666	223,900	236,344
93	GEMMA COPAS	10	M	Nov-11	745	266	8,646	9,657	483	1,690,800	1,699,446

ON RADIO ... ON TELEVISION ... ON LINE ...

ARTIST	SONG	Grant	M/A	Released [Month]	Spins [Number]	Spins [Number]	You Tube [Number]	Combined	Audience	Audience	
								Spins/Streams [Number]	Airtime [Hours]	Reach [Radio + TV]	Reach [Radio + TV + Online]
94 GEMMA COPAS	Hey Boy	0	M	NA							
95 GHOST WAVE	Bootlegs	10	A	Aug-13	0	0	<u>818</u>	818	41	0	818
96 GIN WIGMORE	Black Sheep	6	M	Oct-11	3,875	1,358	<u>1,519,059</u>	1,524,292	76,215	1,961,500	3,480,559
97 GIN WIGMORE	Happy Ever After	0	M	NA							
98 GLASS OWLS	Let's Take the Road	10	A	Oct-12	104	6	<u>1,629</u>	1,739	87	236,000	237,629
99 GLASS VAULTS	Ancient Gates	10	A	Apr-13	180	0	<u>4,725</u>	4,905	245	136,100	140,825
100 GLASS VAULTS	Gold Star	6	A	Sep-11	214	4	<u>3,318</u>	3,536	177	361,000	364,318
101 GOLDEN AXE	Space Fire	6	A	May-12	43	2	<u>3,661</u>	3,706	185	160,000	163,661
102 GOODSHIRT	So Charming	10	A	Apr-12	518	98	<u>5,221</u>	5,837	292	386,100	391,321
103 GRAYSON GILMORE	Minus Times Infinity	10	A	Not Yet	0	0	0	0	0	0	0
104 GREAT NORTH	Lead Me To The Light	10	A	Nov-12	32	0	<u>1786</u>	1,818	91	20,000	21,786
105 HAUNTED LOVE	Love Underwater	10	A	Oct-11	13	15	<u>3,666</u>	3,694	185	211,000	214,666
106 HEAD LIKE A HOLE	Glory Glory	6	M	Jun-11	2,363	15	<u>14,058</u>	16,436	822	1,203,300	1,217,358
107 HEART ATTACK ALLEY	Don't Waste My Time	10	A	Sep-12	188	0	<u>7,269</u>	7,457	373	71,000	78,269
108 HERA (aka Jed & Hera)	Issues	10	M	Feb-13	118	19	<u>8,403</u>	8,540	427	660,300	668,703
109 HOME BREW	Plastic Magic	10	A	Apr-12	227	0	<u>46,482</u>	46,709	2,335	67,500	113,982
110 HOME BREW	Dedicated To	10	A	Oct-12	1	0	<u>7,368</u>	7,369	368	51,000	58,368
111 ILLEGAL BANDITZ	Keep It Moving	6	M	Aug-11	862	211	<u>18,111</u>	19,184	959	707,300	725,411
112 ILLEGAL BANDITZ	Bring Me Back	10	M	Feb-13	473	113	<u>7,098</u>	7,684	384	296,300	303,398
113 IMMGRAM	Dignity	6	A	May-12	0	0	<u>2,927</u>	2,927	146	0	2,927
114 IVA LAMKUM	Bankrupt Visa	6	A	May-12	657	354	<u>15,693</u>	16,704	835	337,500	353,193
115 J WILLIAMS	Live It Up	6	M	Oct-11	1,406	425	<u>52,961</u>	54,792	2,740	1,190,100	1,243,061
116 JAMES DUNCAN	Anti-Radiation	6	A	Jun-12	89	0	0	89	4	71,000	71,000
117 JAMIE McDELL	Rewind	10	M	May-12	1,059	406	<u>117,587</u>	119,052	5,953	1,822,600	1,940,187
118 JANINE & THE MIXTAPE	Dark Mind	10	A	Not Yet	13	0	0	13	1	20,000	20,000
119 JANINE & THE MIXTAPE	Hold Me	10	M	Not Yet	11	0	0	11	1	20,000	20,000
120 JASON ELI	That's Right	6	A	Mar-12	820	80	<u>3,193</u>	4,093	205	395,200	398,393
121 JESSE SHEEHAN	By Your Side	6	M	Sep-12	138	255	<u>7,714</u>	8,107	405	165,100	172,814
122 JGEEKS	Coz I Love Ya	10	M	Aug-12	434	9	<u>118,409</u>	118,852	5,943	152,500	270,909
123 JGEEKS	YTIMGF (Youtube Is My Girlfriend)	6	M	Aug-13	0	0	<u>11,063</u>	11,063	553	0	11,063
124 JOE BLOSSOM	Neon Beaus	6	A	Aug-12	0	0	<u>2,659</u>	2,659	133	0	2,659
125 JON LEMMON	Exodus	10	M	Sep-11	63	0	<u>1,093</u>	1,156	58	20,000	21,093
126 JULIEN DYNE	Who Are You	6	A	Jan-12	349	0	0	349	17	111,100	111,100
127 JUNICA	And It Hurts	10	M	Sep-11	718	610	<u>11,749</u>	13,077	654	1,160,300	1,172,049
128 JUNICA	Stay	10	M	Apr-12	257	207	<u>1,868</u>	2,332	117	1,516,600	1,518,468
129 JUPITER PROJECT	Catch Me	10	M	Mar-12	215	321	<u>58,103</u>	58,639	2,932	964,200	1,022,303
130 JUPITER PROJECT	The Celebration	10	M	Dec-12	620	476	<u>76,157</u>	77,253	3,863	1,364,300	1,440,457
131 JUST	D-Floor	10	M	Not Yet	0	0	0	0	0	0	0
132 JUSTYN	Blood Type B	10	M	NA							
133 K LAB	Need To Know	6	M	Mar-12	40	214	<u>12,099</u>	12,353	618	160,000	172,099
134 K.ONE	So Long	6	M	Oct-11	1,334	534	<u>72,401</u>	74,269	3,713	1,148,600	1,221,001
135 K.ONE	All Over Again	10	M	Apr-13	1,332	425	<u>36,980</u>	38,737	1,937	1,160,900	1,197,880
136 KATIE SCOTT & THE MISS T'S	Nothing's Gonna Stop Me	10	M	Aug-12	0	0	<u>1,376</u>	1,376	69	0	1,376
137 KATIE THOMPSON	Cruel To Be Kind	6	M	Apr-12	54	7	<u>22,878</u>	22,939	1,147	485,200	508,078
138 KIDS OF 88	Badtalk	6	M	Jul-13	80	0	<u>2,949</u>	3,029	151	91,500	94,449
139 KIMBRA	Good Intent	6	M	Jul-11	808	371	<u>5,890,227</u>	5,891,406	294,570	682,700	6,572,927
140 KING CANNONS	Brightest Light	10	M	Jul-12	1,158	21	<u>22,171</u>	23,350	1,168	775,800	797,971
141 KING KAPISI	Can't Stop, Won't Stop	10	M	Nov-11	0	0	<u>6,081</u>	6,081	304	0	6,081

ON RADIO ... ON TELEVISION ... ON LINE ...

ARTIST	SONG	Grant	M/A	Released [Month]	Spins [Number]	Spins [Number]	You Tube [Number]	Combined	Audience	Audience	
								Spins/Streams [Number]	Airtime [Hours]	Reach [Radio + TV]	Reach [Radio + TV + Online]
142	KNIVES AT NOON		M	Jun-12	172	347	10,023	10,542	527	1,114,200	1,124,223
143	KURT & LANI (aka Delete Delete)		M	May-13	142	123	9,880	10,145	507	772,800	782,680
144	L.A. MITCHELL		A	Dec-11	709	10	81	800	40	190,100	190,181
145	L.A. MITCHELL		M	Jul-12	71	530	5,793	6,394	320	658,300	664,093
146	LADI6		M	Nov-10	1,121	836	19,511	21,468	1,073	776,900	796,411
147	LATE NYTE HYPE		M	May-12	518	171	7,350	8,039	402	1,099,200	1,106,550
148	LATE NYTE HYPE		M	May-13	254	6	2,382	2,642	132	621,300	623,682
149	LATE NYTE HYPE		M	Sep-12	594	101	6,795	7,490	375	1,164,900	1,171,695
150	LAWRENCE ARABIA		A	Jun-12	634	5	23,439	24,078	1,204	266,100	289,539
151	LAWRENCE ARABIA		A	Jul-12	88	0	15,855	15,943	797	96,100	111,955
152	LENO LOVECRAFT		A	Apr-12	0	5	12,728	12,733	637	0	12,728
153	LIKE A STORM		M	Nov-12	32	0	33,769	33,801	1,690	370,500	404,269
154	LINDON PUFFIN		M	Dec-12	69	12	1,023	1,104	55	515,300	516,323
155	LIPS		A	Aug-11	473	6	7,191	7,670	384	257,400	264,591
156	LIPS		A	Not Yet	716	0	0	716	36	121,100	121,100
157	LISA CRAWLEY		M	Nov-11	245	410	20,951	21,606	1,080	290,100	311,051
158	LOUI THE ZU		A	Oct-12	224	342	17,614	18,180	909	78,500	96,114
159	LUCKLESS		A	Nov-12	26	8	1,161	1,195	60	160,000	161,161
160	LYDIA COLE		M	Aug-12	504	14	2,080	2,598	130	336,200	338,280
161	LYDIA COLE		M	Apr-13	55	14	5,860	5,929	296	169,800	175,660
162	MACHETE JUSTICE		M	Mar-12	0	7	3,285	3,292	165	0	3,285
163	MAISEY RIKA		M	Sep-12	2,265	2	272,854	275,121	13,756	205,400	478,254
164	MAISEY RIKA		A	Not Yet	12	0	0	12	1	6,100	6,100
165	MAITREYA		M	Aug-12	207	27	3,091	3,325	166	282,500	285,591
166	MASSAD		M	NA							
167	MASSAD		M	May-13	589	23	104,872	105,484	5,274	1,002,600	1,107,472
168	MAYAVANYA		M	Nov-11	240	510	19,604	20,354	1,018	391,600	411,204
169	MAYAVANYA		M	Jul-12	129	401	67,925	68,455	3,423	371,500	439,425
170	MEL PARSONS		M	Aug-12	0	3	2,258	2,261	113	0	2,258
171	MEL PARSONS		M	May-13	0	0	2,109	2,109	105	0	2,109
172	MIDNIGHT YOUTH		M	Sep-11	1,990	394	61,990	64,374	3,219	1,252,300	1,314,290
173	MIDNIGHT YOUTH		M	NA							
174	MINUIT		M	Oct-11	462	134	10,521	11,117	556	340,100	350,621
175	MIXT FREQUENCIES		M	Aug-12	935	37	24,911	25,883	1,294	1,035,900	1,060,811
176	MODULE		A	Mar-13	8	14	3,711	3,733	187	160,000	163,711
177	MOTHER MOTOR		M	Mar-12	41	4	1,876	1,921	96	459,500	461,376
178	MOUNTAINEATER		A	Not Yet	70	0	0	70	4	65,100	65,100
179	MT EDEN		M	Not Yet	0	0	0	0	0	0	0
180	MT EDEN		A	Jul-11	7	24	416,564	416,595	20,830	280,000	696,564
181	MYELE MANZANZA		A	May-13	278	0	7,076	7,354	368	119,800	126,876
182	MISTER WATKINS (was NOX)		A	Aug-13	89	2	2,012	2,103	105	150,000	152,012
183	NATHAN KING		M	Feb-12	1,238	71	0	1,309	65	1,057,900	1,057,900
184	NO		A	Mar-12	0	0	103,861	103,861	5,193	0	103,861
185	OLIE BASSWEIGHT		A	Apr-13	0	0	1,259	1,259	63	0	1,259
186	OLMECHA SUPREME		A	Sep-11	308	0	0	308	15	60,100	60,100
187	O'LOVELY		A	Apr-12	0	0	3,859	3,859	193	0	3,859
188	O'LOVELY		A	Aug-13	15	0	655	670	34	20,100	20,755
189	OPOSSOM		A	Mar-12	879	259	65,552	66,690	3,335	256,100	321,652

ON RADIO ... ON TELEVISION ... ON LINE ...

ARTIST	SONG	Grant	M/A	Released [Month]	Spins [Number]	Spins [Number]	You Tube [Number]	Combined	Audience	Audience	
								Spins/Streams [Number]	Airtime [Hours]	Reach [Radio + TV]	Reach [Radio + TV + Online]
190	OPOSSOM	6	A	Jan-12	889	146	5,780	6,815	341	386,100	391,880
191	OPOSSOM	6	A	May-12	810	0	12,149	12,959	648	136,100	148,249
192	OUTSIDERS	10	M	Feb-13	44	38	1,168	1,250	63	301,400	302,568
193	PANTHER & THE ZOO	6	A	Aug-11	424	176	10,206	10,806	540	231,100	241,306
194	PAPER PLANE	6	M	Jul-12	767	0	279	1,046	52	395,000	395,279
195	PARALLEL DANCE ENSEMBLE	0	A	NA							
196	PARALLEL DANCE ENSEMBLE	6	A	Apr-13	96	193	2,052	2,341	117	60,000	62,052
197	PIETER T	6	M	Dec-11	4,661	396	2,336,215	2,341,272	117,064	1,545,100	3,881,315
198	PIETER T	6	M	May-12	2,746	475	119,040	122,261	6,113	703,400	822,440
199	PIKACHUNES	6	A	Jun-10	759	0	435,111	435,870	21,794	76,100	511,211
200	PIKACHUNES	10	A	Apr-13	125	0	18,610	18,735	937	76,100	94,710
201	PNC	6	M	NA	989	0	0	0	0	193,600	193,600
202	PNC	6	M	Jul-12	333	0	22,383	22,716	1,136	190,900	213,283
203	POPSTRANGERS	6	A	Not Yet	503	128	21,446	22,077	1,104	276,100	297,546
204	POPSTRANGERS	10	A	Not Yet	0	0	0	0	0	0	0
205	PORCELAINTOY	6	A	Nov-11	284	191	5,223	5,698	285	216,000	221,223
206	PRINCESS CHELSEA	6	A	Oct-11	487	8	29,720	30,215	1,511	160,100	189,820
207	RACKETS	10	A	Nov-12	0	0	2,935	2,935	147	0	2,935
208	RACKETS	6	A	Oct-12	105	0	6,223	6,328	316	71,000	77,223
209	RECOMMENDED DOSAGE	10	M	Not Yet	61	0	0	61	3	7,500	7,500
210	RHIAN SHEEHAN	10	A	Mar-13	389	196	12,653	13,238	662	235,100	247,753
211	RIA	10	M	Mar-12	751	464	136,676	137,891	6,895	1,059,200	1,195,876
212	RIA	6	M	Jul-11	2,886	484	84,025	87,395	4,370	1,558,300	1,642,325
213	RIA	10	M	Feb-13	3,314	301	553,187	556,802	27,840	435,600	988,787
214	RIA HALL	6	M	Oct-11	1,375	112	13,739	15,226	761	250,600	264,339
215	RIA HALL	0	A	NA							
216	RIVAL STATE	6	M	Jul-12	809	247	12,467	13,523	676	765,900	778,367
217	RUBY FROST	6	M	Sep-11	913	204	22,721	23,838	1,192	1,149,100	1,171,821
218	RUBY FROST	10	M	May-12	1,211	472	50,906	52,589	2,629	1,240,600	1,291,506
219	SAVAGE	6	M	Nov-11	2,677	576	131,180	134,433	6,722	1,185,900	1,317,080
220	SAVAGE	6	M	Jul-12	1,725	221	105,620	107,566	5,378	679,100	784,720
221	SAVING GRACE	6	A	May-12	0	0	21,637	21,637	1,082	0	21,637
222	SCHOOL FOR BIRDS	6	M	Not Yet	0	0	0	0	0	0	0
223	SCHOOL FOR BIRDS	6	M	Not Yet	0	0	0	0	0	0	0
224	SECRET KNIVES	6	A	Jan-11	46	0	1,444	1,490	75	40,100	41,544
225	SHARPIE CROWS	10	A	Aug-12	162	0	629	791	40	111,000	111,629
226	SHERPA	6	A	Aug-11	212	7	12,810	13,029	651	236,100	248,910
227	SHERPA	6	A	May-12	556	186	9,227	9,969	498	411,100	420,327
228	SHERPA	10	A	Not Yet	6	0	0	6	0	51,000	51,000
229	SHE'S SO RAD	6	A	May-11	396	176	7,091	7,663	383	361,100	368,191
230	SHE'S SO RAD	10	A	May-12	801	277	3,162	4,240	212	391,100	394,262
231	SHE'S SO RAD	10	A	Mar-13	519	0	1,540	2,059	103	111,100	112,640
232	SHOTGUN ALLEY	6	M	Oct-11	300	8	15,869	16,177	809	609,500	625,369
233	SIDNEY DIAMOND	10	M	Jan-13	790	91	53,642	54,523	2,726	648,600	702,242
234	SIGNER	10	A	Jan-13	107	4	5,361	5,472	274	231,000	236,361
235	SIMPLE DAY	6	M	Dec-12	0	0	1,001	1,001	50	0	1,001
236	SIR T	10	M	Apr-12	711	147	21,707	22,565	1,128	660,500	682,207
237	SIX60	6	M	Oct-11	4,722	800	823,395	828,917	41,446	1,898,600	2,721,995

ARTIST	SONG	Grant	M/A	Released [Month]	Spins [Number]	Spins [Number]	You Tube [Number]	ON RADIO ... ON TELEVISION ...	ON LINE ...	Combined Spins/Streams [Number]	Airtime [Hours]	Audience Reach [Radio + TV]	Audience Reach [Radio + TV + Online]
238	5JD			I Wanna Be Foolish	10	A	NA						
239	SKALLANDER	10	A	Rain	Jun-13	33	0	481	514	26	20,000	20,481	
240	SLEEPY AGE	10	A	Waster (was Summer Times)	Apr-13	99	10	221	330	17	160,000	160,221	
241	SOLA ROSA	6	M	Promise	Mar-13	662	11	5,008	5,681	284	206,900	211,908	
242	SOLA ROSA	6	A	Spinning Top	Jun-12	2,063	304	16,383	18,750	938	516,200	532,583	
243	STEVE ABEL	6	A	Best Thing	Not Yet	0	0	0	0	0	0	0	
244	STREET CHANT	10	A	Frail Girls	May-12	540	207	9,174	9,921	496	386,100	395,274	
245	SUN & THE WOLF	6	A	You	Jun-11	386	1	2,126	2,513	126	0	2,126	
246	T54	10	A	Life Is Swell	Aug-13	85	0	1,315	1,400	70	111,000	112,315	
247	THE ADULTS	6	A	Reunite	Jul-11	44	97	1,788	1,929	96	5,000	6,788	
248	THE ADULTS	10	M	Anniversary Day (Live)	Oct-12	6	9	2,293	2,308	115	145,000	147,293	
249	THE BABYSITTERS CIRCUS	10	M	Everything's Going To Be Alright	Sep-11	6,748	641	823,316	830,705	41,535	1,985,700	2,809,016	
250	THE BABYSITTERS CIRCUS	10	M	No More	Mar-12	1,124	191	43,641	44,956	2,248	1,126,300	1,169,941	
251	THE BATS	6	A	Simpleton	Mar-13	0	0	5,377	5,377	269	0	5,377	
252	THE BLACK SEEDS	6	M	Cracks In Our Crown	Jun-12	428	25	17,378	17,831	892	420,200	437,578	
253	THE BLACK SEEDS	6	M	Love Me Now	Apr-12	532	277	21,883	22,692	1,135	664,200	686,083	
254	THE BLACK SEEDS	6	M	Pippy Pip	Mar-12	703	119	89,700	90,522	4,526	756,400	846,100	
255	THE CHECKS	6	M	Ready To Die	Sep-11	2,369	92	26,009	28,470	1,424	737,000	763,009	
256	THE CHECKS	6	M	Jet Plane	Dec-11	1,297	0	0	1,297	65	592,000	592,000	
257	THE DATSUNS	6	M	Gods Are Bored	Aug-11	166	165	50,296	50,627	2,531	660,600	710,896	
258	THE DATSUNS	6	M	Gold Halo	Not Yet	1,084	119	37,073	38,276	1,914	801,000	838,073	
259	THE DHDFDs	6	A	Babysitters Club	May-12	70	0	2,238	2,308	115	5,000	7,238	
260	THE DISCO THREE	6	M	Kinda Lovin'	Oct-11	914	0	0	914	46	106,600	106,600	
261	THE DRAB DOO RIFFS	6	A	I'm Depressed	Sep-11	351	1	17,882	18,234	912	236,000	253,882	
262	THE DRAB DOO RIFFS	10	A	Tesla Girl	Aug-13	415	0	294	709	35	116,000	116,294	
263	THE EARLY BIRDS	0	M	Backseat Runner	NA								
264	THE EVERSONS	6	A	Creepy	Apr-11	432	0	4,989	5,421	271	101,100	106,089	
265	THE EVERSONS	6	A	Marriage	Apr-12	112	0	0	112	6	76,000	76,000	
266	THE FEELERS	6	M	Dosvidanija	Aug-11	1,945	879	4,356	7,180	359	1,471,300	1,475,656	
267	THE GOOD FUN (became BANGLADESH)	10	M	Say It To Me Now	Aug-13	294	0	4,947	5,241	262	407,700	412,647	
268	THE HEAVY METAL NINJAS	10	A	M45	Mar-12	16	0	0	16	1	51,000	51,000	
269	THE HYPNOTICS	10	M	Give It Time	May-12	422	9	4,393	4,824	241	458,400	462,793	
270	THE KUMPNEE	10	A	Two Bux In My Wallet	Not Yet	1,079	18	20,381	21,478	1,074	314,900	335,281	
271	THE NOK	6	M	Lost In NYC	Not Yet	0	0	0	0	0	0	0	
272	THE PEASANTS	0	M	Best Days	Not Yet								
273	THE RUBY SUNS	6	A	Kingfisher Call Me	Dec-12	463	0	74,292	74,755	3,738	116,100	190,392	
274	THE RUBY SUNS	10	A	Real Life	Feb-13	100	0	18,318	18,418	921	111,100	129,418	
275	THE SAMI SISTERS	6	M	Oh Boy	Jul-11	99	0	5,416	5,515	276	5,000	10,416	
276	THE TRANSISTORS	10	A	Abandoned	May-12	192	190	3,704	4,086	204	216,000	219,704	
277	THE TRANSISTORS	6	A	Your Life Could Be So Easy	Jul-13	547	0	2,319	2,866	143	101,100	103,419	
278	THE UNFAITHFUL WAYS	10	A	Trouble	Oct-11	431	400	9,773	10,604	530	680,600	690,373	
279	THE UNFAITHFUL WAYS	6	A	29 Days	Aug-12	6	52	1,814	1,872	94	20,000	21,814	
280	THE UPBEATS	6	A	Diffused	Jan-13	30	0	360,603	360,633	18,032	20,000	380,603	
281	THE VEILS	0	A	Train With No Name	NA								
282	THE VEILS	10	A	Turn From The Rain	Apr-13	4	241	9,088	9,333	467	51,000	60,088	
283	THE WYLD	6	M	Full Circle	Jun-12	414	508	6,257	7,179	359	776,400	782,657	
284	THOUGHT CREATURE	10	A	Smoke Machine	May-12	223	0	168	391	20	111,000	111,168	
285	TIKI TAANE	10	M	Is Our Love Worth Fighting For	May-12	2,104	373	75,824	78,301	3,915	1,877,600	1,953,424	

ARTIST	SONG	Grant	M/A	Released [Month]	Spins [Number]	ON RADIO ... ON TELEVISION ...	ON LINE ...	Combined Spins/Streams [Number]	Airtime [Hours]	Audience Reach [Radio + TV]	Audience Reach [Radio + TV + Online]			
						Spins [Number]	You Tube [Number]							
286	TIMOTHY BLACKMAN			I Can't Blame You	6	A	Sep-11	75	0	0	75	4	71,000	71,000
287	TINY RUINS			Running Through The Night	0	A	NA							
288	TOM LARK			All You Want Is Money	10	A	Not Yet	0	0	0	0	0	0	0
289	TOM LARK			Give You All My Lovin'	10	A	Mar-12	671	287	3,800	4,758	238	993,800	997,600
290	TOM LARK			Hipsteranity	10	A	Feb-13	305	192	8,666	9,163	458	216,100	224,766
291	TOMMY ILL			Birdbath	10	M	Sep-11	505	422	5,740	6,667	333	616,800	622,540
292	TOMMY ILL			Living Dead	6	M	Nov-11	543	167	14,483	15,193	760	378,600	393,083
293	TOMMY ILL			New Car Money	6	A	Apr-12	347	21	5,794	6,162	308	346,100	351,894
294	TONO & THE FINANCE COMPANY			Marion Bates Reality	6	A	Apr-11	287	0	1,108	1,395	70	76,100	77,208
295	TOURETTES			Tonight	6	A	Sep-11	424	9	3,909	4,342	217	236,100	240,009
296	TOY LOVE			Swimming Pool	6	A	Mar-11	22	22	5,388	5,432	272	211,100	216,488
297	TREI			Homecoming	6	A	Nov-12	0	0	13,267	13,267	663	0	13,267
298	TRIP PONY			Now Honey	10	A	Feb-13	0	0	1,314	1,314	66	0	1,314
299	TWO CARTOONS			Better Coast	10	A	Jul-11	422	202	16,052	16,676	834	231,100	247,152
300	TWO CARTOONS			Rainbows	6	A	Mar-12	202	144	1,429	1,775	89	96,000	97,429
301	TYSON TYLER			My Life	6	M	Sep-11	1,356	274	21,841	23,471	1,174	671,000	692,841
302	TYSON TYLER			To Be King	10	M	Jul-12	928	196	16,915	18,039	902	670,500	687,415
303	UNKNOWN MORTAL ORCHESTRA			Ffunny Ffriends	6	A	Nov-10	192	200	310,368	310,760	15,538	211,000	521,368
304	UNKNOWN MORTAL ORCHESTRA			Nerve Damage!	6	A	Feb-11	79	0	40,925	41,004	2,050	71,100	112,025
305	UNKNOWN MORTAL ORCHESTRA			So Good At Being In Trouble	10	A	Feb-13	732	0	377,497	378,229	18,911	152,400	529,897
306	URBANTRAMPER			Kate Bush Saved My Life	6	A	Aug-11	538	6	5,866	6,410	321	256,100	261,966
307	URBANTRAMPER			Utopia In Williamsberg	10	A	Jul-12	109	0	1,279	1,388	69	45,000	46,279
308	VICTORIA GIRLING-BUTCHER			The Taxidermist	6	M	Oct-11	216	7	2,778	3,001	150	165,100	167,878
309	VICTORIA GIRLING-BUTCHER			Night Scout	6	M	Sep-12	12	9	1,210	1,231	62	145,000	146,210
310	VILLAINY			The Answer	10	M	Jan-12	1,109	22	21,600	22,731	1,137	781,000	802,600
311	VILLAINY			Ammunition	10	M	Not Yet	0	0	0	0	0	0	0
312	VILLAINY			Gather Yourself	10	M	Not Yet	1,184	21	14,084	15,289	764	630,900	644,984
313	VINCE HARDER			Far From Here	6	M	Aug-12	1,948	326	73,241	75,515	3,776	1,202,000	1,275,241
314	VINCE HARDER			It's The Life	10	M	Dec-11	1,749	252	29,885	31,886	1,594	712,800	742,685
315	VON VOIN STRUM			Shiver Roses	6	M	May-12	278	70	10,470	10,818	541	631,000	641,470
316	WATERCOLOURS			Pazzida	10	A	Dec-12	187	230	7,658	8,075	404	332,500	340,158
317	WILBERFORCES			Haunted	6	A	Nov-11	40	0	1,448	1,488	74	71,000	72,448
318	WITHOUT CONSCIOUS THOUGHT (becam			Burn The City	10	M	Not Yet	0	9	0	9	0	140,000	140,000
319	YOUNG LYRE			Both Burn Blue	0	M	NA							
320	YOUNG LYRE			Make Light	6	M	Mar-12	789	121	20,251	21,161	1,058	199,900	220,151
321	ZIONHILL			Foot Soldier	10	M	Jan-11	338	0	4,359	4,697	235	58,800	63,159
322	ZOWIE			My Calculator	6	M	Mar-12	132	412	24,279	24,823	1,241	756,400	780,679
323	ZOWIE			Nothing Else	0	M	NA							
324	ZOWIE			Ping Ping	0	M	NA							
TOTALS								169,402	35,848	20,294,782	20,499,043	1,024,952		

NOTES & DEFINITIONS

Total Projects = 324 less 20 retirements ~~written back~~ = **304**.

Songs Released (as at 31 August 2013) = **268** out of 304 (88%)

"Grant" = \$10,000 for recording a song and making a music video or \$6,000 for making a music video only

"M/A" = "Mainstream" or "Alternative" as determined by the Making Tracks Panel of the day

"Released" = Defined as played on at least one of the three broadcast platforms - radio (any radio), music television (Juice or C4 or 63) or online (meaning only You Tube in this case) - as at 31 August 2013.

On Radio_Spins = The number of times the song was recorded as played on any radio station according to independent radio monitor, RadioScope

On Television_Spins = The number of times the song was recorded as played on any New Zealand-programmed music television channel - Juice, C4 or 63 - according to independent monitor, RadioScope.

On Line_You Tube = You Tube streams as at 31 August 2013. Hyperlinked to the NZ On Air-funded video.

Combined Spins/Streams = Total number of plays on radio + plays on music television + You Tube streams.

Airtime = Total number of times each song has been played on radio, music television and You Tube multiplied by 3 minutes and divided by 60 minutes in the hour.

Audience Reach = The combined weekly cume audience for each of the radio stations and music television channels that played each song plus the total You Tube audience for the song (as at 31 August 2013).

2012-2013 Projects_Detail

MAKING TRACKS_2012-2013 PROJECTS_BROADCAST OUTCOMES

[as at 31 August 2013]

ARTIST	SONG	Grant	M/A	ON RADIO ... ON TELEVISION ...			ONLINE ...			Airtime [Hours]	Audience	
				Released [Month]	Spins [Number]	Spins [Number]	YouTube/Vimeo [Number]	Spotify [Number]	Spins/Streams [Number]		Reach [Radio + TV]	Reach [Radio + TV + Online]
1	AARADHNA	6	M	Nov-12	2,041	544	<u>303,026</u>	37,739	343,350	17,168	2,313,100	2,653,865
2	ABBY LEE	10	M	Feb-13	0	153	<u>4,069</u>	1,000	5,222	261	140,000	145,069
3	AHORIBUZZ	10	M	May-13	506	222	<u>8,879</u>	2,209	11,816	591	295,400	306,488
4	ALDOUS HARDING	10	A	Not Yet	0	0	0	0	0	0	0	0
5	ALL THE COLOURS	10	M	Not Yet	0	0	0	0	0	0	0	0
6	ANDREW KEOGHAN	10	A	Not Yet	0	0	0	0	0	0	0	0
7	ANDREW KEOGHAN & CLAIRE DUNCAN	10	A	Not Yet	0	0	0	0	0	0	0	0
8	ANIKA, BOH & HOLLIE	6	M	Aug-13	327	0	<u>1,135</u>	2,139	3,601	180	415,900	419,174
9	ANIKA, BOH & HOLLIE	6	M	Aug-12	1,439	505	<u>6,848</u>	1,000	9,792	490	1,783,300	1,791,148
10	ANIKA, BOH & HOLLIE	10	M	Feb-13	654	24	<u>4,356</u>	2,127	7,161	358	668,300	674,783
11	ANNA CODDINGTON	10	M	Jun-13	233	132	<u>3,326</u>	1,036	4,727	236	313,800	318,162
12	ANNA CODDINGTON	10	M	Not Yet	0	0	0	0	0	0	0	0
13	ANNAH MAC	10	M	Oct-12	1,145	319	<u>20,636</u>	1,000	23,100	1,155	1,848,900	1,870,536
14	ANNAH MAC	0	M	NA								0
15	ARTISAN GUNS	6	A	Not Yet	0	0	0	0	0	0	0	0
16	AT PEACE	6	A	Apr-13	92	0	<u>7,756</u>	9,261	17,109	855	71,100	88,117
17	AT PEACE	6	A	May-13	35	0	<u>5,647</u>	11,330	17,012	851	20,000	36,977
18	AUTUMN SPLENDOUR	6	A	Not Yet	211	0	<u>0</u>	0	211	11	96,000	96,000
19	AUTUMN SPLENDOUR	10	A	Dec-12	249	0	<u>1,000</u>	0	1,249	62	96,000	97,000
20	AWA	6	M	Oct-12	1,050	8	<u>121,892</u>	7,144	130,094	6,505	303,300	432,336
21	BANGLADESH	10	M	Jan-13	455	184	<u>47,446</u>	36,141	84,226	4,211	984,300	1,067,887
22	BEACH PIGS	6	A	Not Yet	0	0	0	0	0	0	0	0
23	BEACH PIGS	10	A	Not Yet	0	0	0	0	0	0	0	0
24	BIC RUNGA	6	M	Oct-12	261	0	<u>4,677</u>	1,000	5,938	297	360,200	365,877
25	BLACK CITY LIGHTS	6	A	Jun-13	106	0	<u>4,613</u>	2,385	7,104	355	65,000	71,998
26	BLACKLISTT	10	M	Apr-13	359	24	<u>17,922</u>	7,332	25,637	1,282	609,500	634,754
27	BLACKLISTT	10	M	Not Yet	126	0	0	16,393	16,519	826	490,900	507,293
28	BOYCRUSH	6	A	Not Yet	86	0	0	0	86	4	91,100	91,100
29	BREAKS CO-OP	6	M	Not Yet	0	0	0	0	0	0	0	0
30	BROOKE DUFF	10	M	Mar-13	1,375	480	<u>41,696</u>	8,565	52,116	2,606	1,760,400	1,810,661
31	BROOKE DUFF	10	M	Jun-13	1,117	104	<u>8,859</u>	4,963	15,043	752	2,029,700	2,043,522
32	BULLETPROOF	6	A	Not Yet	0	0	0	0	0	0	0	0
33	BULLETPROOF	10	A	Dec-12	286	127	<u>7,907</u>	1,000	9,320	466	370,300	379,207
34	CAIRO KNIFE FIGHT	10	A	Not Yet	315	0	0	0	315	16	571,900	571,900
35	CAVELL	6	A	Feb-13	421	0	<u>3,151</u>	1,000	4,572	229	166,700	170,851
36	CHARITY CHILDREN	10	A	Jan-13	0	0	<u>8,090</u>	1,733	9,823	491	0	9,823
37	CHRISTOPH EL TRUENTO	0	A	NA								0
38	CITY OH SIGH	10	A	Not Yet	0	0	0	0	0	0	0	0
39	CLAP CLAP RIOT	6	M	Not Yet	0	0	0	0	0	0	0	0
40	CLAP CLAP RIOT	10	M	Aug-13	47	0	<u>2,816</u>	0	2,863	143	96,100	98,916
41	CLARA VAN WEL	0	M	NA								0
42	COOL RAINBOWS	10	A	Not Yet	0	0	0	0	0	0	0	0
43	CRAIG TERRIS	6	A	Not Yet	0	0	0	0	0	0	0	0
44	DANE RUMBLE	10	M	Jan-13	1,666	322	<u>10,592</u>	22,233	34,813	1,741	1,858,200	1,891,025
45	DANE RUMBLE	10	M	Apr-13	2,313	336	<u>64,487</u>	73,309	140,445	7,022	1,415,100	1,552,896
46	DAVID DALLAS	6	M	Not Yet	97	0	0	23,933	24,030	1,202	546,200	570,133
47	DAVID DALLAS	6	M	Not Yet	0	0	0	0	0	0	0	0
48	DAVID DALLAS	6	M	Apr-13	1,729	488	<u>113,422</u>	0	115,639	5,782	1,272,000	1,385,422
49	DELETE DELETE	10	M	May-13	30	0	<u>759</u>	0	789	39	5,000	5,759
50	DICK JOHNSON, TIKI TAANE & BOH RUN	6	M	Mar-13	809	57	<u>11,929</u>	11,022	23,817	1,191	145,400	168,351
51	DIE! DIE! DIE!	10	A	Not Yet	0	0	0	0	0	0	0	0
52	DISASTERADIO	10	A	Not Yet	0	0	0	0	0	0	0	0
53	DJ CXL	6	M	Feb-13	0	0	<u>12,513</u>	1,069	13,582	679	0	13,582
54	DJ LENIUM	6	M	Oct-12	120	13	<u>4,388</u>	1,000	5,521	276	309,800	315,188
55	DONELL LEWIS	6	M	Sep-12	4,094	200	<u>341,852</u>	34,957	381,103	19,055	700,900	1,077,709

ARTIST	SONG	ON RADIO ... ON TELEVISION ...			ONLINE ...			Combined Spins/Streams [Number]	Airtime [Hours]	Audience Reach [Radio + TV]	Audience Reach [Radio + TV + Online]
		Grant	M/A	Released [Month]	Spins [Number]	Spins [Number]	YouTube/Vimeo [Number]				
114 K'LEE	Tables Have Turned featuring Tyson Tyler	0	A	NA							0
115 KODY NIELSON	Demons	6	A	Not Yet	44	0	0	0	44	2	20,000
116 KONFLIKT	Keep it Moving featuring Tyree	6	M	May-13	342	1	3,381	0	3,724	186	257,900
117 KONG FOOEY	Let Go featuring Maitreya & Madame Butterfly	6	A	Not Yet	263	0	0	0	263	13	20,100
118 L A MITCHELL	Lose The Game	10	M	May-13	231	123	3,833	0	4,187	209	970,300
119 LADI6	Shine On	6	A	Jun-13	734	343	73,547	17,896	92,520	4,626	1,156,900
120 LADI6	Automatic	6	A	Not Yet	39	0	0	0	39	2	71,100
121 LADI6	Ikarus	6	M	Mar-13	1,438	524	63,347	35,745	101,054	5,053	1,232,000
122 LAS TETAS	The Plains	10	A	Not Yet	0	0	0	0	0	0	0
123 LATINAOTEAROA	Something About You	6	A	Not Yet	143	0	0	0	143	7	47,500
124 LAWRENCE ARABIA	The 03	6	A	Not Yet	428	0	0	0	428	21	96,100
125 LIAM FINN	Snug As	10	A	Not Yet	0	0	0	0	0	0	0
126 LIGHTNING ON ME	Careless	10	M	Not Yet	0	0	0	0	0	0	0
127 LIPS	Freddy Bardot	10	A	Not Yet	0	0	0	0	0	0	0
128 LISA CRAWLEY	What Would I Give (†)	10	A	Feb-13	54	0	13,752	1,000	14,806	740	401,200
129 LISA CRAWLEY	Tide Is Low	10	M	Not Yet	0	0	0	1,000	1,000	50	0
130 LISA CRAWLEY	Elizabeth	10	M	Jun-13	104	92	5,687	1,000	6,883	344	306,300
131 LISA CRAWLEY	Best Friend	10	M	Not Yet	0	0	0	1,000	1,000	50	0
132 LITTLE LAPIN	Waiting Room	6	A	Dec-12	347	366	1,934	1,000	3,647	182	302,100
133 LITTLE OCEANS	Focus Harder (†)	10	M	Jul-13	0	0	1,921	1,000	2,921	146	0
134 LITTLE OCEANS	Illuminated	10	M	Jul-13	0	0	2,846	0	2,846	142	0
135 L-O L-O	Need Your Love	10	M	Not Yet	0	0	0	0	0	0	0
136 LOUI THE ZU	City Of China	6	A	Not Yet	0	0	0	0	0	0	0
137 LOUI THE ZU	In The Winter	10	A	May-13	548	180	10,509	0	11,237	562	292,400
138 LOUIE KNUXX	Ain't Felt A Thing In Years (†)	10	A	Not Yet	0	0	0	0	0	0	0
139 LUKE THOMPSON	Walls	6	M	Not Yet	0	0	0	0	0	0	0
140 MAISEY RIKA	Ruaimoko featuring Anika Moa	6	A	Feb-13	543	10	31,080	1,000	32,633	1,632	171,300
141 MALES	So High	6	A	Not Yet	0	0	0	0	0	0	0
142 MALI MALI	Magnetic North	6	A	Aug-13	50	0	674	0	724	36	20,000
143 MARK VANILAU	Giant Of The Sea (†)	10	A	Feb-13	78	22	5,364	1,000	6,464	323	242,400
144 MARK VANILAU	Simplicity	10	M	Not Yet	0	0	0	0	0	0	0
145 MARLON WILLIAMS & DELANEY DAVIDS	Bloodletter	10	A	Nov-12	131	0	10,024	0	10,155	508	96,100
146 MASSAD	Love Is Gone	10	M	Not Yet	0	0	0	0	0	0	0
147 MAYA VANYA	Run	10	A	Not Yet	0	0	0	0	0	0	0
148 MILE HIGH	The Past	6	M	Nov-12	196	10	2,055	0	2,261	113	479,500
149 MULHOLLAND	Loneliness For Free	10	M	Not Yet	0	0	0	0	0	0	0
150 NEW VINYL	Something I Ain't Seen (\$)	10	M	Nov-12	72	240	70,334	1,259	71,905	3,595	151,300
151 NEW WAY HOME	Tides	6	M	Jul-13	201	27	2,466	2,029	4,723	236	745,900
152 NIGHTCHOIR	Pretty Good	6	A	May-13	5	16	1,073	1,000	2,094	105	145,000
153 NO	Another Life	6	A	Not Yet	0	0	0	0	0	0	0
154 NO WHY	So Young	10	A	Not Yet	0	0	0	0	0	0	0
155 OPSHOP	Never Leave Me Again	6	M	Jan-13	5,149	517	27,680	0	33,346	1,667	2,192,700
156 OPSHOP	All I Ask	10	M	Not Yet	877	0	0	0	877	44	1,587,500
157 ORCHESTRA OF SPHERES	Fingerweg	6	A	Not Yet	0	0	0	0	0	0	0
158 P MONEY	Celebration Flow featuring Aaradhna & Talib Kweli	6	M	Jul-13	824	254	67,947	0	69,025	3,451	730,100
159 P MONEY	Finding God featuring At Peace	6	A	Not Yet	48	0	0	0	48	2	20,000
160 PAPER CRANES	Little Darling	10	A	Not Yet	0	0	0	0	0	0	0
161 PAQUIN	Quiet Hearts	10	A	Aug-13	22	0	429	1,000	1,451	73	91,100
162 PCP EAGLES	I Hate The Mall	6	A	Not Yet	257	0	0	0	257	13	76,000
163 PIETER T	Make Believe	6	M	Nov-12	2,047	345	113,560	1,000	116,952	5,848	1,164,700
164 PIETER T	Your Love (Right Here)	6	M	May-13	1,269	301	402,009	29,230	432,809	21,640	646,500
165 PIETER T	Rumours	6	M	Not Yet	0	0	0	6,742	6,742	337	0
166 PNC	Love Jones featuring Pieter T	10	M	Not Yet	0	0	0	0	0	0	0
167 PNC	Kobe & LeBron featuring David Dallas (†)	10	M	Aug-13	7	15	10,559	1,000	11,581	579	531,700
168 PRINCESS CHELSEA	Frack	6	A	Dec-12	59	22	43,577	67,440	111,098	5,555	211,000
169 PRINCESS CHELSEA	We're So Lost	6	A	Not Yet	130	0	0	0	130	7	91,000
170 PRINCESS CHELSEA	No Church On Sunday	10	A	Not Yet	0	0	0	0	0	0	0
171 QUEEN SHIRL'E	Humanity	10	A	Nov-12	190	0	1,516	1,000	2,706	135	112,900

ARTIST	SONG	ON RADIO ... ON TELEVISION ...			ONLINE ...			Combined Spins/Streams [Number]	Airtime [Hours]	Audience Reach [Radio + TV]	Audience Reach [Radio + TV + Online]	
		Grant	M/A	Released [Month]	Spins [Number]	Spins [Number]	YouTube/Vimeo [Number]					Spotify [Number]
172 RACKETS	Separator	10	A	Jun-12	422	0	1,322	1,000	2,744	137	116,100	118,422
173 RANDA	Frankenstein	6	A	Jun-13	196	221	48,836	1,000	50,253	2,513	236,000	285,836
174 RANDA	Cosby Kid	10	M	Not Yet	0	0	0	0	0	0	0	0
175 RIA HALL	Taku Reo	10	A	Not Yet	0	0	0	0	0	0	0	0
176 RIA HALL	They Come Marching	10	A	Not Yet	0	0	0	0	0	0	0	0
177 RIVAL STATE	White Cliffs	0	M	NA								0
178 RIVAL STATE	Sisters of Fate	6	M	Jun-13	540	96	11,542	2,825	15,003	750	635,900	650,267
179 RIVAL STATE	Aces	6	M	Not Yet	111	0	0	0	111	6	339,500	339,500
180 ROBERT SCOTT	Lazy Boy	10	A	Not Yet	0	0	0	0	0	0	0	0
181 RUBY FROST	Young	6	M	Sep-12	1,560	0	150,581	39,505	191,646	9,582	1,342,800	1,532,886
182 SAM ALLEN	Assurance	10	M	Mar-13	59	295	11,921	4,057	16,332	817	1,173,500	1,189,478
183 SASSY & THE POCKETBOOK	Slumber	6	M	Mar-13	165	23	2,048	0	2,236	112	308,900	310,948
184 SETH HAAPU	The Battle Sway	10	M	Not Yet	0	0	0	0	0	0	0	0
185 SHAPESHIFTER	Diamond Trade	6	M	Nov-12	508	563	67,424	37,733	106,228	5,311	940,200	1,045,357
186 SHAPESHIFTER	Gravity	6	M	Apr-13	978	253	91,293	152,799	245,323	12,266	1,328,100	1,572,192
187 SHAPESHIFTER	In Colour	0	M	NA								0
188 SHERPA	Stars Aren't Play Doh	10	A	Not Yet	0	0	0	0	0	0	0	0
189 SHE'S SO RAD	Levels	10	A	Not Yet	0	0	0	0	0	0	0	0
190 SHE'S SO RAD	Cool It	10	A	Not Yet	0	0	0	0	0	0	0	0
191 SJD	Make Love Ask Questions Later	6	A	Jun-13	447	135	1,915	2,523	5,020	251	251,100	255,538
192 SMASHPROOF	Paint Fade	10	M	Jun-13	1,399	362	128,678	68,391	198,830	9,942	1,151,800	1,348,869
193 SMASHPROOF	Forever	10	M	Not Yet	0	0	0	0	0	0	0	0
194 SOLIAH	Message	6	M	Not Yet	240	0	0	0	240	12	404,300	404,300
195 SONS OF ZION	Tell Her	6	M	Mar-13	3,007	371	189,452	46,824	239,654	11,983	710,900	947,176
196 SONS OF ZION	Superman	6	M	Jul-013	1,393	243	69,038	46,774	117,448	5,872	645,400	761,212
197 SOUND THE OCEAN	Spring	10	M	Not Yet	0	0	0	0	0	0	0	0
198 STAN WALKER	Take It Easy	10	M	Dec-12	9,565	782	471,538	393,243	875,128	43,756	2,574,800	3,439,581
199 STATE OF MIND & SASHA VEE	Black Raven	6	A	Not Yet	0	0	0	0	0	0	0	0
200 STREET CHANT	Blah	10	A	Not Yet	0	0	0	0	0	0	0	0
201 STREETS OF LAREDO	Laredo	10	M	Not Yet	0	0	0	0	0	0	0	0
202 STREETS OF LAREDO	Girffriend	10	M	Dec-12	697	184	28,202	18,470	47,553	2,378	922,800	969,472
203 SUREN UNKA	Golden Town featuring Gala Georgette	10	A	Not Yet	0	0	0	0	0	0	0	0
204 TAHUNA BREAKS	Smooth	6	M	Mar-13	1,511	15	3,515	10,053	15,094	755	314,500	328,068
205 TALI	Jet Set Love	6	A	Nov-12	223	24	1,250	7,499	8,996	450	367,800	376,549
206 TAMA WAIPARA	Medicine Man	6	A	Mar-13	608	0	5,981	1,009	7,598	380	51,400	58,390
207 TAMI NEILSON	Texas featuring Delaney Davidson & Marlon Williams	10	A	Not Yet	0	0	0	0	0	0	0	0
208 THE BADS	Good Lies	6	A	Not Yet	0	0	0	0	0	0	0	0
209 THE EMILYS	Play It Cool	10	A	Not Yet	0	0	0	0	0	0	0	0
210 THE EVERSONS	Terminally Lame	6	A	Sep-12	178	0	7,249	1,517	8,944	447	116,000	124,766
211 THE EVERSONS	Baby You're A Jerk	10	A	Not Yet	0	0	0	0	0	0	0	0
212 THE EVERSONS	Good At Making Enemies	10	A	Not Yet	0	0	0	0	0	0	0	0
213 THE GOLDEN AWESOME	Autumn	6	A	May-13	199	14	1,560	0	1,773	89	211,000	212,560
214 THE MAKE BELIEVE	Til The End Of Time	6	M	Jul-13	1	12	17,099	0	17,112	856	497,900	514,999
215 THE PALMS	Sun	10	M	Not Yet	0	0	0	0	0	0	0	0
216 THE PHOENIX FOUNDATION	Evolution Did	10	A	Not Yet	103	0	0	0	103	5	35,000	35,000
217 THE PHOENIX FOUNDATION	The Captain	10	A	Mar-13	689	238	23,888	1,000	25,815	1,291	557,500	582,388
218 THE PHOENIX FOUNDATION	Thames Soup	10	A	Jun-13	227	165	3,892	1,000	5,284	264	411,100	415,992
219 THE PSYCHS	She Was A Girl	6	A	Not Yet	100	0	0	0	100	5	51,000	51,000
220 THE RUBY SUNS	Desert Of Pop	10	A	Not Yet	40	0	0	0	40	2	71,000	71,000
221 THE SAMI SISTERS	Jump Start	10	A	Not Yet	0	0	0	0	0	0	0	0
222 THE TINY LIES	Bag Of Bones	10	A	Not Yet	0	0	0	0	0	0	0	0
223 THE VEILS	Through The Deep Dark Wood	6	M	Not Yet	952	0	0	0	952	48	612,000	612,000
224 THE WYLD	Rome	10	M	Dec-12	45	124	6,160	4,351	10,680	534	281,300	291,811
225 THESE FOUR WALLS	Saints and Sinners	6	M	Not Yet	42	0	0	1,539	1,581	79	319,500	321,039
226 TINY RUINS	Carriages	10	A	Not Yet	0	0	0	0	0	0	0	0
227 TINY RUINS	Me At The Museum, You At The Winter Garden	10	A	Not Yet	0	0	0	0	0	0	0	0
228 TIPENE	Letter To The Stars featuring Teva Valentine	10	M	Not Yet	0	0	0	0	0	0	0	0
229 TITANIUM	Soundtrack To Summer featuring Jupiter Project	10	M	Feb-13	1,204	528	83,966	18,468	104,166	5,208	1,038,900	1,141,334

ARTIST	SONG	ON RADIO ... ON TELEVISION ...			ONLINE ...			Combined Spins/Streams [Number]	Airtime [Hours]	Audience Reach [Radio + TV]	Audience Reach [Radio + TV + Online]	
		Grant	M/A	Released [Month]	Spins [Number]	Spins [Number]	YouTube/Vimeo [Number]					Spotify [Number]
230 TITANIUM	Come On Home	10	M	Nov-12	4,625	547	247,805	221,453	474,430	23,722	2,118,400	2,587,658
231 TITANIUM	Sky	10	M	Nov-12	0	0	264,196	53,481	317,677	15,884	0	317,677
232 TOM LARK	Go Get A Job	6	A	Aug-13	192	55	4,646	24,222	29,115	1,456	355,100	383,968
233 TOMORROW PEOPLE	You Give Me Something	6	M	Aug-13	427	87	40,796	19,331	60,641	3,032	673,500	733,627
234 TOMORROW PEOPLE	Irie Music	6	M	Feb-13	1,774	141	162,896	38,619	203,430	10,172	1,111,700	1,313,215
235 TREI FEATURING THOMAS OLIVER	Running	6	A	Apr-13	10	200	3,490	1,541	5,241	262	285,000	290,031
236 TRUTH FEATURING YAYNE	Rain Dancer	6	A	Not Yet	0	0	0	0	0	0	0	0
237 TWO CARTOONS	Bubblewrap	6	A	Aug-13	0	0	560	0	560	28	0	560
238 TYRA HAMMOND	Stop Messin Round	10	M	Not Yet	632	0	0	0	632	32	598,400	598,400
239 TYREE	Take Me Away featuring Five A & Scribe	6	M	May-13	636	125	15,679	1,960	18,400	920	668,000	685,639
240 TYREE	Fighter	10	M	Dec-12	1,517	579	53,009	8,572	63,677	3,184	1,489,700	1,551,281
241 UNKNOWN MORTAL ORCHESTRA	Swim & Sleep (Like A Shark)	6	A	Mar-13	540	0	283,272	706,811	990,623	49,531	141,100	1,131,183
242 UNKNOWN MORTAL ORCHESTRA	From The Sun	6	A	May-13	251	12	8,603	581,477	590,343	29,517	236,100	826,180
243 URBANTRAMPER	Your Lung Meridian	10	A	Not Yet	0	0	0	0	0	0	0	0
244 URBANTRAMPER	Stephen Dedalus Is My Homeboy	6	A	Dec-12	213	0	1,620	1,000	2,833	142	76,300	78,920
245 VINCE HARDER	Hold You (was Dream) featuring K.One & J Williams	10	M	Not Yet	463	163	20,482	0	21,108	1,055	1,532,500	1,552,982
246 VOIN VOIN STRUM	Take Me Home	10	A	Not Yet	0	0	0	0	0	0	0	0
247 VON VOIN STRUM	Power & Filth	6	M	Oct-12	508	29	8,620	1,881	11,038	552	630,900	641,401
248 WATERCOLOURS	Nightswimmer	10	A	Not Yet	480	0	0	0	480	24	96,100	96,100
249 WATERCOLOURS	Visions	10	A	Not Yet	0	0	0	0	0	0	0	0
250 ZEAL PRESENTS	Typical Boy featuring Ria	10	M	Apr-13	33	0	15,340	0	15,373	769	821,700	837,040
251 ZKABBY JAMS	Rastaman (§)	10	M	Not Yet	0	0	0	0	0	0	0	0
TOTALS					96,720	19,375	5,207,858	3,497,901	8,821,854	441,093		

NOTES & DEFINITIONS

Total Projects = 251 including 8 Wildcards from theaudience (denoted ‡) and 2 RockQuest/Pacifica Beats prize winners (denoted §) less 7 retirements ~~written back~~ = 244.

Songs Released (as at 31 August 2013) are highlighted in yellow = 117 out of 244 (48%).

"Grant" = \$10,000 for recording a song and making a music video or \$6,000 for making a music video only.

"M/A" = "Mainstream" or "Alternative" as determined by the Making Tracks Panel of the day.

"Released" = Defined as played on at least one of the three broadcast platforms - radio (any radio), music television (Juice or C4 or 63) or online (meaning You Tube only at this stage) - as at 31 August 2013.

On Radio_Spins = The number of times the song was recorded as played on any radio station according to independent radio monitor, RadioScope.

On Television_Spins = The number of times the song was recorded as played on any New Zealand-programmed music television channel - Juice, C4 or 63 - according to independent radio monitor, RadioScope.

On Line_You Tube/Vimeo = You Tube and Vimeo streams as at 31 August 2013. Hyperlinked to the NZ On Air-funded video.

On Line_Spotify = Published Spotify streams. Spotify does not publish the number of streams if the total is less than 1,000. Where a song is on Spotify but has no streams tally, we have credited the song with 1,000 streams. It should be read as "up to 1,000 streams".

Combined Spins/Streams = Total number of plays on radio + plays on music television + You Tube, Vimeo and Spotify streams.

Airtime = Total number of times each song has been played on radio, music television and You Tube, Vimeo + Spotify multiplied by 3 minutes per song and divided by 60 minutes in the hour.

Audience Reach = The combined weekly cume audience for each of the radio stations and music television channels that played each song, based on RadioScope returns, plus the total You Tube, Vimeo and Spotify audience for the song (as at 31 August 2013).

‡ = theaudience Wildcard

§ = Smokefree RockQuest or Pacifica Beats Special Tracks prize