



Employment and national GDP impacts of the music industry in New Zealand

October 2015

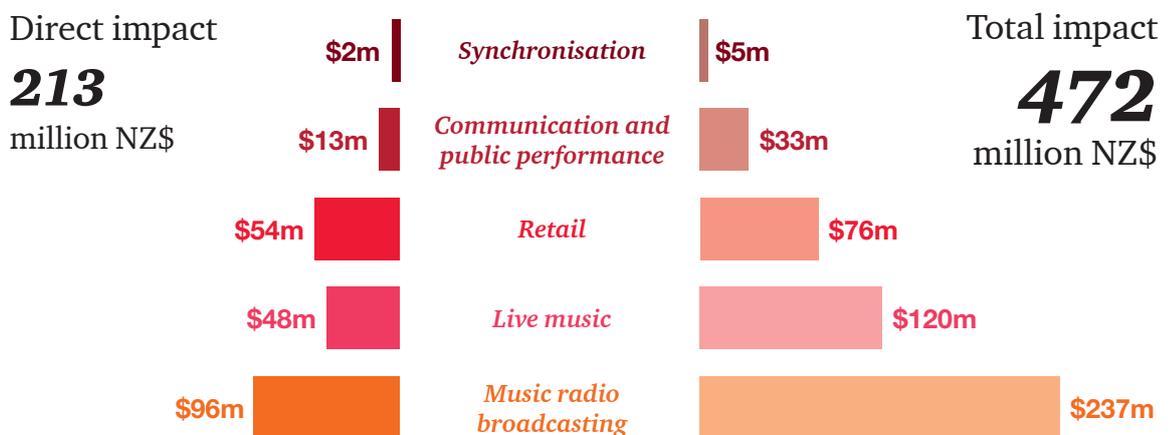


Music industry

New Zealand's music industry remains a significant contributor to national GDP and employment. The retail sector, now encompassing new services such as streaming, continues to play an important role in the industry, despite the ongoing challenges with illegal and unauthorised music use.

Figure 1 shows the GDP impact of the music industry in New Zealand. In 2014, the direct contribution of the music industry to New Zealand's economy was \$213m. After accounting for spillover effects, the total contribution to the New Zealand economy was \$472m.

Figure 1: GDP impact of music (\$2014)



Source: PwC Analysis²

As shown in Figure 2, the music industry directly employed 1,754 FTEs in 2014. After accounting for spillover effects, the music industry supported total employment of 4,295 FTEs. The music radio broadcasting and live music subsectors are the largest contributors to the industry's employment and GDP (refer Figure 3 overpage).

2. PwC calculations in this section use data from Statistics New Zealand, Recorded Music New Zealand, APRA|AMCOS and the NZ Music Industry Commission.

Figure 2: Employment impact of music (FTEs)

Direct impact

1,754 FTEs

Total impact

4,295 FTEs

Synchronisation

20 jobs | 47 jobs

Communication and public performance

139 jobs | 329 jobs

Retail

173 jobs | 380 jobs

Live music

504 jobs | 1,193 jobs

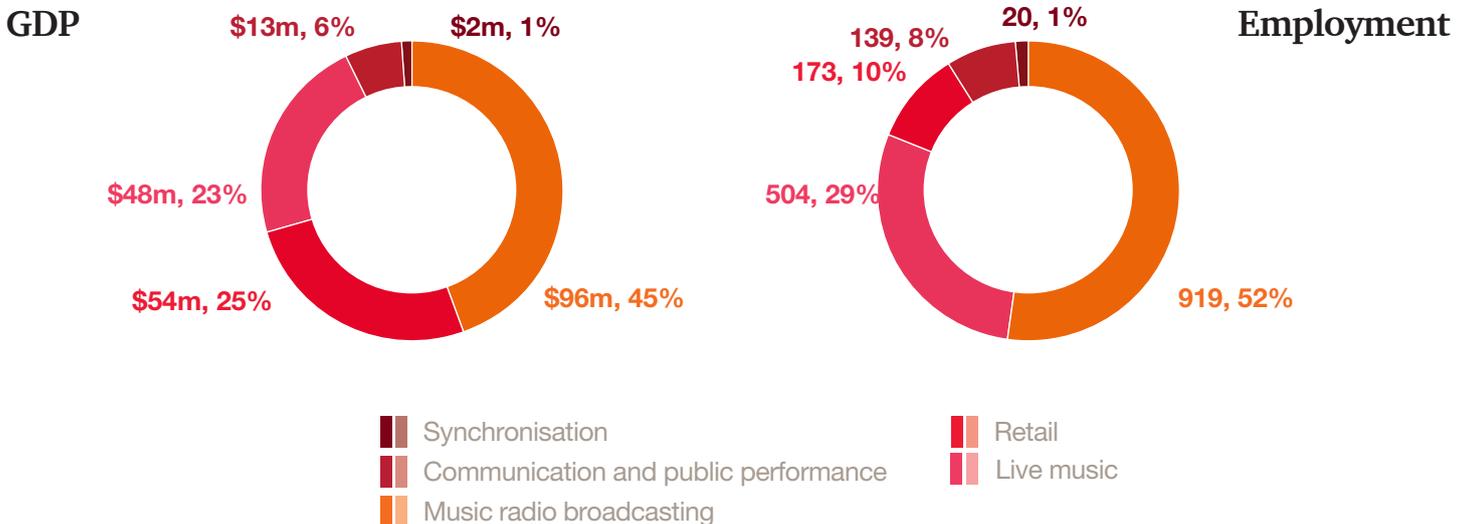
Music radio broadcasting

919 jobs | 2,346 jobs

Source: PwC Analysis

 = 100 FTEs

Figure 3: Direct impacts of music in terms of GDP and employment





Get in touch



Craig Rice
Partner, Auckland

T: +64 9 355 8641
M: +64 21 624 462
E: craig.rice@nz.pwc.com



Gareth Stiven
Director, Auckland

T: +64 9 355 8608
M: +64 27 490 3445
E: gareth.n.stiven@nz.pwc.com



This summary report is based on the findings of the following report: "Economic contribution of the New Zealand music industry 2014". The report includes detailed background, key assumptions and disclaimers. Please note that our estimates are exclusive of tax.

© 2015 PricewaterhouseCoopers New Zealand. All rights reserved. PwC refers to the New Zealand member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details.