

THE ROCK ACROSS AUSTRALIA 2004 END OF YEAR OVERVIEW

INTRODUCTION

TWENTY FIVE stations report to *The Rock Across Australia* (TRAA) music charts.

These stations represent two distinct approaches to Christian broadcasting:

- Rhema-styled stations - playing only Christian music, and
- Blended stations - playing a mix of mainstream and Christian music.

The majority of reporting stations play music that is:

- Adult Contemporary (AC) - contemporary easy listening, or
- Christian Hit Radio (CHR) – Christian pop/rock

TRAA captures high and medium rotation airplay reports from these stations to create its weekly surveys.

2004's Top 100 survey relies solely on airplay data. Previous years aggregated sales and airplay reports. This follows a move in October to TRAA becoming an airplay only chart.

METHODOLOGY

TRAA researches airplay of more than 200 reported songs each week.

The Top 100 Songs and Top 100 Artist charts result from weekly airplay rankings and the number of appearances in the weekly surveys. That means, the charts give you a picture of each song's or artist's relative achievement to all the others, according to weekly ranking and longevity.

RADIO SERVICING

It is worth noting that almost all songs gaining a position in the Top 100 Songs chart are the result of radio servicing strategies by record companies, artists, or their representatives.

Warren Barfield's *My Heart Goes Out* was the only exception.

Stations strongly supported especially produced radio songs released through *The Buzz* (Crossroad), *Integrity Radio Singles* (Integrity), *Radio Songs* (Kennedy International), *Hot Trax* (Down Under Christian Music Group), *Radio Resource Discs* (Woodlands Media) and Hillsong singles (Hillsong).

Word Australia provides website downloads to regional stations and singles to most capital city stations.

WORSHIP MUSIC

In 2003, we observed that more than a quarter of the Top 100 was worship oriented, with almost half of these in the Top 25. Half the Top 10 was worship-oriented music.

In 2004, Christian radio tended to shy away from playing locally recorded church based worship songs and artists on high and medium rotation (Hillsong, United, Christian City Church Oxford Falls, CCC Youth, Planet Shakers).

Todd Agnew, Chris Tomlin, Jeremy Camp and other solo artists filled this gap.

SONG OVERVIEW

THROUGHOUT 2004, stations aired 817 songs on high and medium rotation. [Spot play and recurrent airplay are not considered.]

Bethany Dillon's *Beautiful* has become the most played song of the year. *Rain Down* (Delirious?), *I Believe* (Third Day), *Here With Me* (MercyMe) and *Show You Love* (Jars of Clay) are close runners up.

2003 NUMBER ONE SONGS

ELEVEN songs made it to #1 on TRAA's weekly airplay reports during the year. That's approximately one a month.

Show You Love (Jars of Clay), *Rain Down* (Delirious?) and *There's Hope* (Alabaster Box) spent two months or more at the top.

#1	W@1	T 100	TITLE	ARTIST
3-Jan	7	48	EVERYTHING ABOUT YOU	DARLENE ZSCHECH
23-Feb	11	10	SHOW YOU LOVE	JARS OF CLAY
10-May	4	14	LEAVING 99	AUDIO ADRENALINE
7-Jun	3	8	ALL	AVALON
28-Jun	8	2	RAIN DOWN	DELIRIOUS?
2-Aug	3	1	BEAUTIFUL	BETHANY DILLON
23-Aug	2	4	HERE WITH ME	MERCYME
6-Sep	8	12	THERE'S HOPE	ALABASTER BOX
8-Nov	2	21	GRAVITY	SHAWN MCDONALD
29-Nov	2	28	LIFELINE	BROOKE FRASER
13-Dec	2	47	ALL THINGS NEW	STEVEN CURTIS CHAPMAN

2004 LONGEST STAYERS

SIX songs secured a place in the Top 30 airplay reports for more than six months.

These are:

SONG	ARTIST
BEAUTIFUL	BETHANY DILLON
RAIN DOWN	DELIRIOUS?
I BELIEVE	THIRD DAY
SEA OF FACES	KUTLESS
BEAUTIFUL NAME	ZOEGIRL
ALL	AVALON

CARRY OVER CHAMPIONS

ONE TENTH of TRAA's 2004 annual Top 100 songs scored positions in 2003. This is half that of the previous year.

Everything About You (Darlene Zschech) is the only song to secure positions in the Top 50 of both years.

I Can Only Imagine (MercyMe) has found a place in TRAA's Top 100 reports for the past four years. In late 2003, Integrity serviced the song to mainstream radio and re-serviced it to Christian radio. Christian stations in most capital cities moved the song from recurrent to high/medium rotation. This generated more airplay (and sales) than on the initial release.

SONG TITLE	ARTIST	2004	2003	2002	2001
SHOW YOU LOVE	JARS OF CLAY	10	83		
YOU GET ME	ZOEGIRL	32	58		
WHY DO I DO	JUMP5	34	63		
I STILL BELIEVE	JEREMY CAMP	44	65		
EVERYTHING ABOUT YOU	DARLENE ZSCHECH	48	27		
SOLUTION	PAUL COLMAN TRIO	56	18		
MY HEART GOES OUT	WARREN BARFELD	69	40		
THE LONG WAY HOME	JILL PARR	80	55		
SIMPLE THINGS	AMY GRANT	82	13		
I CAN ONLY IMAGINE	MERCYME	87	84	83	25

ARTISTS

Reporting stations listed 376 artists on high and medium rotation during the year.

Jars of Clay secured the most airplay of any Christian artist. This follows the group's Sonfest appearance and national tour at the start of the year. Stations reported five songs on high and medium rotation, while two garnered positions in the Top 10 – *Show You Love* (5) and *Sunny Days* (10) - and a third, *I'm In the Way* (72) in the Top 100.

More than a quarter of the Top 100 comprised performances by new and developing acts - people such as Bethany Dillon, Brooke Fraser, Kutless, Sarah Kelly, Todd Agnew, Nathan Tasker, Farlow Star, Building 429, Detour180 and Shawn McDonald.

These artists (and those introduced in 2003) are beginning to influence the Christian radio so strongly that 2004 may be the start of a "changing of the guard". Third Day and Newsboys both scored fewer songs in the Top 100 than previous years, and stalwarts Steven Curtis Chapman, Michael W Smith and Amy Grant moved into the lower 60 for the first time.

ARTISTS WITH MOST SONGS IN TOP 100

The artists with the most songs in the Top 100 were Jars of Clay, Jeremy Camp, MercyMe, Darlene Zschech, and Simeon.

ARTIST	SONG	TRAA TOP 100
JARS OF CLAY	SHOW YOU LOVE	5
	SUNNY DAYS	10
	I'M IN THE WAY	72

ARTIST	SONG	TRAA TOP 100
MERCYME	HERE WITH ME	4
	I CAN ONLY IMAGINE	87
	HOMESICK	97

ARTIST	SONG	TRAA TOP 100
JEREMY CAMP	RIGHT HERE	22
	I STILL BELIEVE	44
	WALK BY FAITH	86

ARTIST	SONG	TRAA TOP 100
SIMEON	STANDING ON THE MOUNTAIN	25
	TIME TO BREATHE	29
	CITY LIGHTS	93

ARTIST	SONG	TRAA TOP 100
DARLENE ZSCHECH	EVERYTHING ABOUT YOU	48
	PRAY	63
	WALK ON	89

AUSTRALASIAN MUSIC

TWENTY SEVEN Australasian acts scored positions in TRAA's Top 100 songs of 2004; and 29 of the most played artists were Australasian.

The artists generating the most airplay were:

- Paul Colman Trio (even though the group broke up early in the year)
- Darlene Zschech
- Alabaster Box
- Simeon
- Nathan Tasker
- Roma Waterman
- Farlow Star
- Planetshakers
- Brooke Fraser
- Newsboys

Several Australasian acts achieved an extraordinary year:

- Darlene Zschech scored three songs in the Top 100 – *Everything About You, Pray* and *Walk On*, a duet with Martin Smith from Delirious? – making 2004 her most successful year on radio.
- Alabaster Box scored two smash hits in the Top 20 – *There's Hope* and *Love on the Radio*.
- Simeon returned to the scene after a five year break with three hits – *Standing On The Mountain, Time To Breathe* and *City Lights*.
- “Newcomer” Nathan Tasker rose to national prominence with two strongly supported radio hits - *Underneath* and *Your Love Changes Me*.
- Debut act Farlow Star scored two songs in the Top 40 – *Around The Bend* and *Home*.
- Roma Waterman consolidated three years of national touring with two songs in the Top 40 – *I Was Carried* and a re-release of her early 90s song *People Change*.
- New Zealand's Detour180 and Brooke Fraser unveiled amazing performances with *When You Call* and *Lifeline*.