



# SIX60 ONE-SHEET

*October 2026 Landmark Milestone: Headlining London's Royal Albert Hall*

## The Rags-to-Riches Snapshot

Formed in 2006 as university rugby mates in Dunedin, New Zealand, SIX60 bypassed traditional industry gatekeepers to build a global stadium-scale empire entirely on their own terms. Moving from a notoriously cold, damp student flat at **660 Castle Street** to Europe's most prestigious stage, their sound is a powerful, organic fusion of reggae, soul, roots and pop-rock.

## SUCCESS METRICS & COMMERCIAL STATISTICS

### Chart Dominance & Industry Pedigree

- **1,200+ Weeks:** Total combined time spent on the New Zealand national music charts.
- **4 × #1 Albums:** Every major studio release has commanded the top spot.
- **48 Platinum Singles:** Documenting unparalleled commercial longevity.
- **Official Chart Icon:** Named the country's first-ever "Chart Icon" at the 2025 Aotearoa Music Awards.
- **#1 Debut (2026):** Their fifth studio album, *Right Here Right Now*, instantly knocked UK MOBO winner Olivia Dean off the #1 spot in New Zealand during its release week.

### Live Ticket Power & Box Office Scale

- **Highest-Selling Live Band:** Officially the biggest ticket-selling live act in New Zealand history.
- **37,000 Tickets Sold:** Headlined the first-ever concert at Christchurch's brand-new One New Zealand Stadium on May 16, 2026.
- **50,000 Fans at Eden Park:** Achieved global headlines as one of the world's most reported live music milestones.
- **Historic Halftime Draw:** Performed to a completely sold-out Accor Stadium for the 2023 State of Origin in Australia.

### Digital & Social Footprint

- **Spotify:** 800,000 monthly listeners.
- **Facebook:** <https://www.facebook.com/Six60> - 424K followers.
- **Instagram:** <https://www.instagram.com/six60> - 284K followers.

- **YouTube:** [https://www.youtube.com/channel/UC6yoFGoq2K9B\\_0MEbGM4JoQ](https://www.youtube.com/channel/UC6yoFGoq2K9B_0MEbGM4JoQ) - 173K subscribers.
- **TikTok:** <https://www.tiktok.com/@officialsix60> - 143.2K followers with 1.8M total likes.

## UK & European Box Office Proof Points

SIX60 is a proven, highly profitable live draw across Europe, holding rapid sell-out records:

- **The Roundhouse (London):** Completely sold out in **3 minutes** during their last album tour.
- **KOKO (London):** Sold out in **5 minutes**.
- **Earth (Evolutionary Arts Hackney):** Successfully sold out during previous London runs.
- **Major Venues Conquered:** Consistent sold-out status at Brixton Academy, O2 Shepherd's Bush, Forum Kentish Town, Paradiso (Amsterdam), and Academy 1 (Dublin).

## Conversational Talking Points (Media Angles)

- **From Freezing Flat to Royal Albert Hall:** The ultimate grassroots narrative. The band met as university rugby players, crammed into a freezing house at 660 Castle Street, and jammed in a garage. They have since bought that exact house and turned it into an official scholarship programme with the University of Otago to mentor and house future music students.
- **Live-to-Tape Craft Story for Audiophiles:** In an era of over-produced pop, their 2026 album *Right Here Right Now* was recorded entirely in single takes, live-to-tape, at Stebbing Studio (the oldest recording facility in New Zealand).
- **Global Peer Collaborations & Tash Sultana:** Reflecting their status as world-class musicians, Australian multi-instrumentalist powerhouse **Tash Sultana** worked on the album with the band. This heavy-hitting artistic partnership is further highlighted by the band's guest appearance during Sultana's sold-out Wembley show.
- **The Nashville & Americana Cross-Over:** For a global songwriting narrative, the band linked up with acclaimed producer Malay in a Nashville studio. This collaboration injects a distinct Americana and Nashville-style songwriting angle into their signature roots framework, creating an unexpected genre crossover.
- **The Teddy Swims Breakthrough Connection:** Global soul superstar Teddy Swims openly credits SIX60 for his early viral explosion. After Kiwi fans flooded his YouTube channel, he covered SIX60's hit track "Rivers," sparking a lifelong cross-continental mutual respect.
- **Roots, Rugby, and Global Sports Culture:** Deeply intertwined with athletic royalty, the band frequently performs worldwide alongside the iconic New Zealand **All Blacks**. Rumours are also circulating that they will head to Glasgow this summer as part of Team New Zealand's official cultural contingent for the Commonwealth Games.
- **Champions of Indigenous Culture:** As proud Māori artists, the band uses their global platform to keep the Māori language (*Te Reo*) alive, frequently integrating indigenous culture into their stadium-sized anthems—most notably their signature track "Don't Forget Your Roots". This deep cultural identity, their defiance of elite industry gatekeepers, and their rise to international prominence remain central themes explored throughout their documentary film, *SIX60: Till The Lights Go Out*.
- **The In-Flight World Premiere:** In a historic marketing first, their feature documentary *SIX60: Till The Lights Go Out* had its world premiere entirely in-flight via Air New Zealand. The dedicated premier flight service sold out its tickets in just seven hours, allowing fans to rub shoulders and watch the film alongside the band during the flight back to the exact city where the group originally formed.