



Te Māngai Pāho

REGISTRATION OF INTEREST 2025/26 General Audience Round 1

ROI: Mane 3 o Maihe

Open: Mane 10 o Maihe

Close: 5:00pm Wenerei 26 o Maihe

Decisions: Mane 15 o Aperira

All queries:

Ani-Piki Tuari

Kaiārahi – Te Hua Waihanga

ani-piki@tmp.govt.nz

**Ko te reo
te take!**

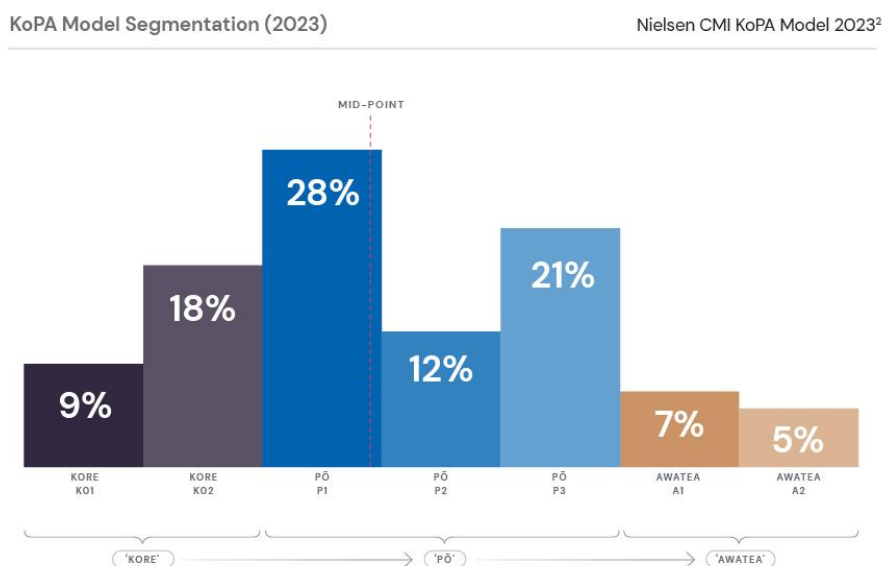
Hei Whakataki Introduction

Through its support of the Māori media sector, Te Māngai Pāho aims to improve the outcomes of the Maihi Karauna, the Crown’s strategy for Māori language revitalisation. This includes ensuring New Zealanders value te reo Māori as an essential part of their national identity.

The Crown’s strategy for Māori language revitalisation has three audacious goals for 2040:

- **Goal 1: more than 85%** of New Zealanders will value te reo Māori as a key part of national identity;
- **Goal 2: more than 1,000,000** New Zealanders will have the ability and confidence to talk about at least basic things in te reo Māori;
- **Goal 3: more than 150,000** Māori aged 15 and over will use te reo Māori as much as English by 2040.

In support of these goals, Te Māngai Pāho measures New Zealanders’ attitudes toward te reo Māori with the KoPA model; an adaptation of the theoretical ZePA model developed by Professor Rawinia Higgins and Dr. Poia Rewi. Attitudes are segmented into three core categories: kore (zero); pō (passive) and awatea (active). The goal is to ‘right-shift’ the population along the continuum, into awatea. When investing in content, Te Māngai Pāho seeks to understand the contribution that content will make to the Crown’s strategic goals and right-shifting its target audience. For more information about KoPA, visit: <https://www.tmp.govt.nz/en/about/kopa-personas/>



2. Source: Nielsen CMI. Base: Total NZ population, FY Q1 23 to Q4 2023 n = 10,003. Midpoint = 5% points of the top end of PI.

Te Pūtaka Purpose

This Registration of Interest (ROI) replaces what was "Stage One" in previous General Audience funding rounds. The ROI process aims to be more focused in its ask. But for successful applicants it will have the same outcome – an invitation to participate in the next stage of the 2025/26 General Audience Round 1.

At the ROI stage, we invite content producers to tell us about their capability and capacity to deliver content in the next 12 months, and to pitch creative content ideas that will contribute to the normalisation and wellbeing of te reo Māori.

The content we are looking to support will be Aotearoa-centric and demonstrate a capacity to positively impact on New Zealanders' attitudes towards te reo Māori by providing audiences an opportunity to engage with the language in a way that is inclusive and within their reach.

Whether you are new to Te Māngai Pāho or not, we urge you to take time to remember the context within which we operate. With this in mind, the following information is key to know before forming your response to this ROI.

FUNDING

General Audience Funding

General Audience funding is for the creation of quality, reo Māori content for diverse audiences across eligible on demand; broadcast and social media platforms. Fictitious; factual; reality; lifestyle and personality content is welcome.

In 2025/26 General Audience Round 1, Te Māngai Pāho expects to allocate up to \$13,000,000 (plus GST) of funding.

Targeted Audience Funding

Te Māngai Pāho has separate funding rounds for the following **targeted audiences**:

- Tamariki – Fluent
- News & Current Affairs – Receptive and Fluent

Proposals for these audiences are not eligible to apply to this General Audience funding.

CONTENT

Reo Māori Content

Reo Māori Content is content containing te reo Māori of more than 30% that has been tailored to reach one of two categories of reo Māori content audiences: Receptive and Fluent.

Receptive audiences are represented as 'Pō' or 'P' in the KoPA model. They are receptive to reo Māori content and while they have some comprehension, they may not be comfortable in the language for long periods of time. Content for Receptive audiences must contain between 30% and 70% te reo Māori.

Fluent audiences are represented as 'Awatea' or 'A' in the KoPA model. They are active reo speakers with a range of language comprehension and experience. Content for Fluent audiences must contain more than 70% te reo Māori.

PLATFORMS

Eligible Platforms

Te Māngai Pāho funded content must be supported by a local, free-to-air or digital platform with evidence of an established and engaged audience.

Television – digital on demand and linear

- Māori+, Whakaata Māori
- TVNZ +, TVNZ 1, TVNZ 2, TVNZ Duke
- ThreeNow, Three
- SkyGo, Sky Open
- Others will be considered at the request of the platform

If your idea is for free-to-air television, linear or on demand, you should have a clear indication of support from a local platform, confirmed by a letter of support. Contact the platform to find out how to receive their endorsement.

Returning series for television platforms are welcome but must provide evidence to substantiate its progression to a new series. Pitches should discuss new series innovations, and be supported by data and evidence of an engaged audience.

New series for television platforms are also welcome. Pitches should be for new ideas with a fresh perspective. The platform support should clearly indicate where the content will fit in their content strategy.

Note: should your project go on to receive funding from 2025/26 General Audiences Round 1, the content you make will be made available to Whakaata Māori following a short period of exclusivity for your primary platform.

Iwi Radio and Podcast Platforms

- Any or all of the 21 iwi radio stations funded by Te Māngai Pāho
- Digital podcast platforms will be considered case by case

Quality, reo Māori, Scripted and Entertainment for fluent audience ideas for iwi radio and established podcast platforms are welcome. Content ideas must have some level of support from multiple iwi radio stations, confirmed by letters of support.

News, current affairs, and interview-style programmes and podcasts ideas will not be considered due to the volume of current affairs content already available in the market.

Digital – local media and social media platforms

- RNZ
- Mediaworks
- NZME
- The Spinoff
- Stuff
- Others, and social media platforms, will be considered at the request of the platform.

Compelling reo Māori content ideas for a local digital media platform that are free to access and can provide evidence of an established and highly engaged audience will be considered.

Content ideas will need to be supported by a convincing strategy for reaching and engaging audiences.

While social media is not technically a local platform, we will accept platforming on locally managed social media pages and profiles with evidence of an established and highly engaged audience.

A letter of support from the platform will enhance an application.

Ineligible Platforms

Content for interactive platforms including learning, games and apps will not be considered for funding in this round.

He Tono Kaupapa Request for Proposals

Te Māngai Pāho invites producers to submit their ROI by completing the appropriate application form in Te Pūahatanga, and attaching a 5-page pitch document that demonstrates their capacity and readiness to apply for funding.

It is important that applications and pitches are succinct, accurate and display alignment with the values and goals of Maihi Karauna. (Refer to page 2).

Fictitious; factual; reality; lifestyle and personality content ideas are welcome in this round. The higher the level of te reo Māori used in content the more advantage you will have.

Content Priority for this round: **Entertainment Content for Fluent Audiences**

Entertainment Content for Fluent Audiences can be described as content that intends to entertain first and foremost, with more than 70% reo Māori. Content can be for any platform. The scale of production should be appropriate for the platform and its potential to reach an audience. Furthermore, use of real world, authentic, reo Māori will stand out.

Note:

Scripted

Scripted content up to \$1,000,000 will be considered. Scripted content beyond \$1,000,000 in production will need to apply for funding in the Reo Māori Co-Fund round with NZ On Air.

Development

Development pitches for Scripted projects expected to exceed \$1,000,000 in production will need to apply for funding in the Reo Māori Co-Fund round with NZ On Air. Furthermore, any development funding for projects less than \$1,000,000 will not be considered.

Ngā Kawatau Expectations

- We expect this funding round to be heavily oversubscribed with fewer than half of applications successful therefore applicants will be limited to a maximum of two proposals each.
- For the benefit of clarity and assessment, we ask for pitches to be kept to a cover and five pages. Page six onwards will not be assessed.
- Should your project go on to receive funding from ROI 2025/26 General Audiences Round 1, you will need to provide data and analytics to enable Te Māngai Pāho to evaluate the effectiveness of the investment as measured by KoPA.

Te Tono Pitch Format

Your 5–page pitch should provide a succinct and compelling description of your idea. Your pitch should be formatted accordingly:

Applicant and Key Personnel

- A kōrero about the company and key personnel involved in the project
- Your capacity to produce this content in a timely manner
- Why you are the right people to create this content

Creative

- Synopsis and Treatment
- Key Personnel and Talent
- If applicable, brief insights into how content has previously performed

Te Reo Māori

- Pou Tiaki Reo/Tikanga – Pou Tiaki endorsement of idea
- Kawa – How is the Pou Tiaki Reo/Tikanga engaging with the project

Audience Strategy

- Platform – letter of intent to support, digital first, platform fit and established audience
- Audience – clear intent to reach and engage with audience
- Marketing and Distribution intentions.

Budget and Schedule

- Indicative budget
- Indicative schedule

Aromatawai Assessment Criteria

ROIs will be considered by a panel of assessors as part of a contestable process. As well as being scored on their own strengths, they will be considered against others to ensure that a range of applicants and projects are invited to submit a full proposal to 2025/26 General Audiences Round 1, Stage 2. Factors that will be considered include how ready projects are to go into production, and how different the project is from others recently funded.

Applicant and Key Personnel (20%)

- Production – experience, success and capacity to deliver
- Capability – is this the right team to make this content?
- Te reo Māori – evidence of commitment to te reo Māori
- Kaitiaki – appropriate to create content in te reo Māori

Creative (25%)

- Entertainment Content for Fluent Audiences
- Synopsis – clear and captivating
- Treatment – will enhance creative proposition
- Māori worldview – is evident throughout
- Key Personnel and Talent – indication of key talent and personnel's availability and interest.

Te Reo Māori (20%)

- Pou Tiaki Reo/Tikanga – indication of Pou Tiaki Reo/Tikanga availability and meaningful consultation from ideation through to completion.
- Kawa – How is the Pou Tiaki Reo/Tikanga engaging with the project.
- Fluent content will have an advantage.

Audience Strategy (20%)

- Platform – level of guaranteed support, suitable fit for Creative and has an established audience.
- Audience – clear plan to reach project's target audience with platform.
- Engagement – clear plan to engage and maintain audience. Returning series must provide evidence to substantiate its engagement with audience.
- Marketing & Distribution – a clear plan to deliver the project within an appropriate timeframe. A marketing, publicity and promotional plan to reach audience. If Marketing is reliant on the platform, please provide the platform marketing plan specific to the proposed content.

Budget and Schedule (15%)

- The budget and proposed timeframe is realistic for the proposal
- Clear correlation between budget and proposal
- The budget and proposed language outcomes represent good value.

He Wā Kōrerorero Information Session

Te Māngai Pāho staff will provide an opportunity for ROI applicants to attend an online information session on Tuesday 11 March 2025 at 11:00am. The purpose of this session will be to provide information about the process and funding criteria and answer any questions applicants may have. The link to attend the session is here: <https://zoom.us/j/94363540190>

Wātaka Timeline

Registration of Interest

| | |
|---------------------|--------------------|
| 3 Mar 2025 | ROI Published |
| 10 Mar 2025 | Applications Open |
| 5:00pm, 26 Mar 2025 | Applications Close |
| 15 Apr 2025 | Decisions Notified |

Request For Proposals

| | |
|---------------------|--------------------|
| 17 Apr 2025 | RFP Published |
| 22 Apr 2025 | Applications Open |
| 5:00pm, 21 May 2025 | Applications Close |
| 19 Jun 2025 | Decisions Notified |

Te Tono ā-Ipurangi Applying Online

To apply, you must first register in [Te Pūahatanga](#), the online application system operated by Te Māngai Pāho. Registrations can take up to three days to process so we encourage producers to register well in advance of the funding deadline. Applicants will not be able to submit applications until all required fields are completed. You can save your application at any time throughout the process and come back to edit right up to the deadline. Only applications and documents submitted in Te Pūahatanga will be assessed for funding.

Ngā Tikanga me ngā Herenga

Reserved Rights and Terms and Conditions

- You must bear all your own costs in preparing and submitting your application and proposal.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your proposal.
- We may amend, suspend, cancel and/or re-issue the ROI at any time.
- We may change the ROI (including dates) but will give all applicants a reasonable time to respond to any change.
- We may accept late proposals and may waive any irregularities or informalities in the ROI process.
- We may seek clarification of any proposal and meet with any applicant(s).
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal.