Last updated: August 2026

TE MĀNGAI PĀHO

PLATFORM DATA SHARING GUIDELINES

1. APPLICATION

These platform data sharing guidelines (**Data Sharing Guidelines**) apply to Platforms and form part of the Platform Commitment Agreement Platforms enter into with Te Reo Whakapuaki Irirangi – Māori Broadcasting Funding Agency (**Te Māngai Pāho**) when Te Māngai Pāho agrees to provide funding to a Producer to create a Programme that the Platform will broadcast or publish.

All capitalised terms that are not defined in these Data Sharing Guidelines have the meaning given to them in the Platform Commitment Agreement.

These Data Sharing Guidelines apply as updated from time to time to all future and current arrangements Te Māngai Pāho has with Platforms and all Performance Data pertaining to Te Māngai Pāho funded content held, shared, or distributed by Platforms.

Te Māngai Pāho may collect, or engage a third party to collect, Performance Data on Te Māngai Pāho funded content, shared or distributed by Platforms, to create reports on the distribution, audiences, and level of engagement of the Programme. These reports in turn support Te Māngai Pāho and the Producer's understanding of the distribution, audiences, and level of engagement of the Programme, as well as providing Te Māngai Pāho with an overall understanding of the reach of the Te Māngai Pāho funded content and the impact on language revitalisation.

2. PLATFORM OBLIGATIONS

Platforms must, as a condition of receiving funding and/or rights to distribute any Te Māngai Pāho funded Programmes:

- provide Te Māngai Pāho with Performance Data on the Te Māngai Pāho-funded Programme, in an agreed and easily accessible format;

- grant Te Māngai Pāho permission to collect Performance Data on the relevant Programme, including engaging a third party to assist with collection of the Performance Data;

- grant Te Māngai Pāho permission to share Performance Data with the Producer of the relevant Programme;

- upon te Māngai Pāho's request, where relevant, grant Te Māngai Pāho permission to share Performance Data with co-funding partners such as The Broadcasting Commission NZ On Air and the New Zealand Film Commission Te Tumu Whakaata Taonga; and

- commit to working in alignment with Māori Data Sovereignty principles.[1]

3. MĀORI DATA SOVEREIGNTY PRINCIPLES

For the avoidance of doubt, Te Māngai Pāho is committed to working in a way that aligns as much as possible with Māori Data Sovereignty Principles. In particular:

- ownership of content, data and intellectual property remains with the party that creates or owns it;

- Te Māngai Pāho does not seek to acquire ownership of Māori data through its funding arrangements or supporting systems;

- any access to information (including data) is limited to our funding arrangements, including monitoring, accountability reporting, collection of Performance Data and adherence with statutory obligations;

- Māori Data Sovereignty should be respected and not compromised, and Te Māngai Pāho seeks to operate in a manner consistent with Te Mana Raraunga principles at all times.

Nevertheless, for clarity, the nature of the Performance Data collected by the Platforms and provided to Te Māngai Pāho is largely analytical in nature, measuring the effect, impact, and influence of the Te Māngai Paho funded content. This Performance Data will not contain any information identifying any Māori individuals, places, whakapapa, or Mātauranga Māori, and therefore, the collection, use, and sharing of this data is not likely to impinge on Māori Data Sovereignty principles.

[1] As set out by Te Mana Raraunga, "Māori Data Sovereignty" refers to the inherent rights and interests that Māori have in relation to the collection, ownership, and application of Māori data (TMR+Māori+Data+Sovereignty+Principles+Oct+2018.pdf).