



Te Māngai Pāho

REGISTRATION OF INTEREST 2025/26 General Audience Round 2

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**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.

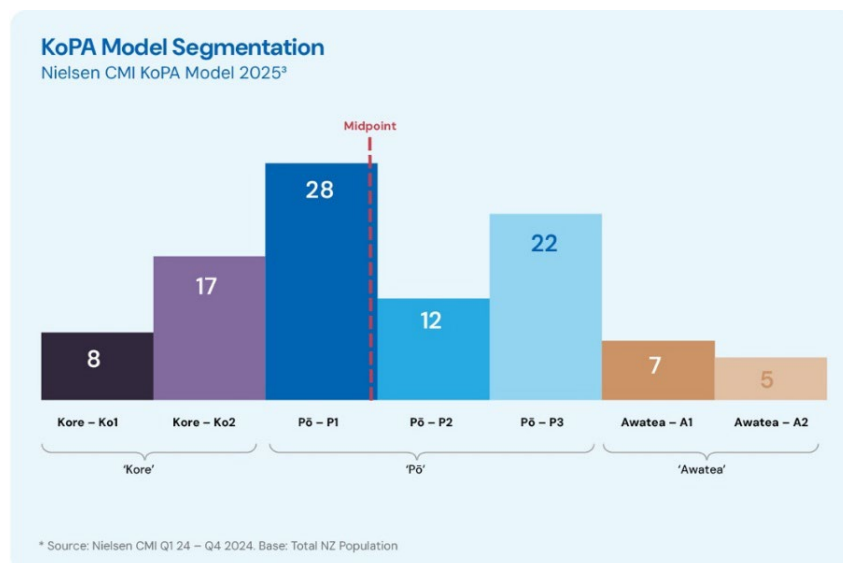
The Crown’s strategy for Māori language revitalisation has three audacious goals for 2040:

- **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 Zero–Passive–Active ZePA model developed by Prof. 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 making investments into content, Te Māngai Pāho considers how the content may contribute toward the Crown’s strategy goals and right-shifting of audiences.

<https://www.tmp.govt.nz/en/about/kopa-personas/>



Te Pūtake Purpose

The purpose of Te Māngai Pāho General Audience funding is to support the creation of Aotearoa-centric content for approved media platforms that are committed to the normalisation and wellbeing of te reo Māori.

Insights from *Where Are The Māori Audiences? 2024* highlight that Māori audiences are highly engaged with entertainment content, particularly when it resonates culturally and emotionally. This presents an opportunity for content creators to strengthen engagement with te reo Māori by embedding it meaningfully within resonant, entertaining content. We encourage creators to explore formats that incorporate humour, drama, intrigue and unexpected twists – elements shown to engage audiences more deeply.

With this funding, Te Māngai Pāho aims to support a diverse mix of reo Māori content tailored to audience behaviours: for rangatahi on social media and digital on-demand platforms, and for pakeke on digital on-demand, social media, and traditional linear platforms. This strategic alignment ensures content reaches audiences where they are most active and receptive.

Ineligible Content

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

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

Content aimed at these audiences is *not* eligible for General Audience funding.

In this round, we will also *not* consider content for interactive platforms such as learning tools, games, or apps. Additionally, marketing, educational, or any other content that is not primarily created for media audiences is *ineligible*.

- Applications for development funding for Scripted projects with production budgets over \$1,000,000 should be submitted to the next Reo Māori Co-Fund round in partnership with NZ On Air.
- Applications for development funding for Scripted projects under \$1,000,000 will be accepted by invitation only. Speak with an advisor before applying.
- Development funding for Non-Fiction projects will *not* be considered in this round.

If you're unsure whether your project fits, speak with an advisor before applying.

Available Investment

In the 2025/26 General Audience Round 2, Te Māngai Pāho expects to allocate up to \$8,000,000 in funding.

To align with our investment framework, we expect approximately 60% of this funding will be directed toward reo Māori content for Fluent audiences, and the balance being invested in reo Māori content for Receptive audiences.

Understanding Receptive and Fluent Audiences

In the KoPA model (see page 2), **Receptive** audiences are represented as 'Pō' or 'P'. These audience members have limited te reo Māori comprehension and speaking ability but are open to engaging with reo Māori content. While they may not feel comfortable in fully immersive language environments, they can stay engaged when the content is compelling and supported by clear context such as visual cues or subtitles. Content targeting Receptive audiences must include **between 30% and 70%** te reo Māori.

Fluent audiences, represented as 'Awatea' or 'A' in the KoPA model, include a broad range of language users. From babies and beginners to native speakers and graduates, what unites them is their active use of or commitment to learning and promoting te reo Māori. Content for this audience must contain **more than 70%** te reo Māori.

Eligible Platforms

All Te Māngai Pāho-funded content must be created for a local, free-to-air, or digital platform with a proven, established and engaged audience.

Television and Digital On-Demand Platforms

Eligible platforms include:

- **Māori+, Whakaata Māori**
- **TVNZ+, TVNZ 1, TVNZ 2, TVNZ Duke**
- **ThreeNow, Three**
- **SkyGo, Sky Open**
- **Other platforms** may be considered upon request from the platform.

If your content is intended for a television platform (free-to-air, linear, or on-demand), you must provide a letter of support from the broadcaster confirming their interest. Please contact the platform early to understand their endorsement process.

Local Digital Media and Social Media Platforms

Eligible local digital platforms include:

- **RNZ**
- **MediaWorks**
- **NZME**
- **The Spinoff**
- **Stuff**
- **Others** may be considered on request.

Compelling reo Māori content for these platforms will be considered if it is free to access and backed by evidence of an engaged audience. A clear strategy for audience reach and engagement is essential.

While social media platforms are not technically “local platforms,” we will accept content hosted on locally managed social media pages or profiles – provided they demonstrate strong reach and engagement. A letter of support from the account holder is strongly recommended.

Iwi Radio and Podcast Platforms

Eligible platforms include:

- **Any of the 21 iwi radio stations** funded by Te Māngai Pāho
- **Digital podcast platforms** will be considered on a case-by-case basis

We welcome high-quality, reo Māori **scripted or entertainment content** for fluent audiences on iwi radio and podcast platforms. Proposals for iwi radio must be supported by **multiple iwi radio stations** to maximise potential audience, confirmed through letters of support.

Returning Series

- **Returning series** are welcome with clear developments in the concept, and a platform support letter that includes evidence of audience engagement and justification for another season.
- **New series** are also eligible. Platform support letters should explain how your project fits within their content strategy.

Note: If your project goes on to receive production funding, the final content must be made available to Whakaata Māori following a short exclusivity period on your primary platform.

Ngā Kawatau Expectations

- We expect this funding round to be heavily oversubscribed with fewer than half of applications likely to be successful. To ensure fairness and manageability, each applicant may submit a **maximum of two proposals**.
- For clarity and consistency in assessment, pitch documents must be kept to a cover page and five content pages. **Any material from page six onwards will not be assessed.**
- Should your project go on to receive funding at the next stage, you will need to provide data and audience analytics. This information will help Te Māngai Pāho evaluate the impact and effectiveness of the investment, as measured by the KoPA framework.

He Tono Kaupapa Request for ROI Pitches

Te Māngai Pāho invites producers to submit their ROI (Registration of Interest) by completing the appropriate application form in [Te Pūahatanga](#), and attaching a creative pitch document. This document should present a compelling Aotearoa-centric content idea with a clear intention to support the normalisation and wellbeing of te reo Māori.

The pitch must include both a creative concept and a rautaki reo (language strategy) that provides:

- A clear and intentional approach to te reo Māori within the content
- Insight into how the project aims to right-shift an audience along the KoPA continuum.

Shortlisted applicants will be invited to the next stage of the round to submit a **full proposal**, supported by a strong **business case**. This will require evidence of the producer's experience, resources, and readiness to take the project from idea through to delivery and audience impact.

Te Tono Pitch Format

For this round of General Audience funding, we've made a slight adjustment to the information we require at the pitch stage.

We are now inviting applicants to place greater emphasis on the project's creative vision and reo Māori intent. Your **5-page pitch** (plus a cover page and platform letter of support) should provide a clear and compelling overview of your idea, with a particular focus on its reo Māori impact.

Pitch Document Structure

- **Cover**
Project title, production company, confirmed platform.
- **Synopsis**
A clear, concise summary of the creative concept.
- **Treatment**
An outline of the content's narrative, tone, and style.
- **Rautaki reo Māori**
Your Māori language strategy. Explain how te reo Māori will be embedded in the content and how the project will right-shift audiences along the KoPA continuum.
- **Platform support**
A letter of support from the confirmed platform.

Note: Key production details such as genre, format, episodes and durations, target audience, and indicative budget will be collected via the application form in **Te Pūahatanga**, not in the pitch document.

Why This Change?

We understand that this shift may affect applicants who have prepared pitches under the former process. However, we believe this more focused approach will improve the application experience and ultimately lead to stronger reo Māori outcomes.

To allow time to adjust, the submission window has been extended: applicants will have **22 working days** from notification to deadline (previously 15–20 days).

What Happens Next?

The project's business case covering feasibility, readiness, and affordability will be assessed at the next second stage.

Aromatawai Assessment

The purpose of assessment at the ROI stage is to evaluate the potential of a project's creative concept and reo Māori approach to positively impact te reo Māori. Projects that demonstrate strong potential for impact will be invited to progress to the next stage where they can submit a full business proposal for funding consideration.

Assessment Process

Each submission will be evaluated on its own merit, and in relation to others, with the aim of inviting a diverse mix of high-potential projects to progress to the next stage.

Key considerations include:

- **Project potential** – the anticipated impact of the project on the revitalisation and normalisation of te reo Māori
- **Distinctiveness** – how the idea stands out from other projects recently funded or submitted in the current round.

All pitches will be assessed by a panel including Te Māngai Pāho staff and external professionals as part of a fair and contestable process.

Assessment Criteria (100%)

Each pitch will be assessed against the following criteria:

- **Synopsis** – Clear, compelling, and easy to understand
- **Treatment** – Enhances the creative proposition
- **Originality, Appeal** – A unique idea that meets an identified audience need
- **Cultural Authenticity** – A genuine, believable expression of a Māori worldview
- **Reo Content** – Intended for Fluent audiences (70%+ te reo Māori)
- **Reo Strategy** – Demonstrates a clear, informed approach aligned with te reo Māori normalisation and revitalisation goals
- **Reo Impact** – Shows strong potential to contribute meaningfully to the use and normalisation of te reo Māori
- **Audience Impact** – Strong potential to engage and impact target audiences
- **Platform Support** – Evidence of platform interest or endorsement
- **Overall Potential** – When considered in relation to supporting application details and against other applications in the round

Stage 2 – Request For Proposals

Detailed information such as budget, key personnel, and audience strategy is not required to be assessed at stage 1. However, if your project is invited to stage 2, a full RFP submission **must** include these details.

He Wā Kōrerorero Information Session

Te Māngai Pāho staff will provide an opportunity for ROI applicants to attend an online information session on Thursday 16 October 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://us02web.zoom.us/j/89410630033>

Wātaka Timeline

Registration of Interest

7 Oct 2025	ROI Published
13 Oct 2025	Applications Open
16 Oct 2025, 11:00am	Information Session
7 Nov 2025, 5:00pm	Applications Close
26 Nov 2025	Decisions Notified

Request For Proposals

27 Nov 2025	RFP Published
3 Dec 2025	Applications Open
29 Jan 2026	Applications Close
20 Mar 2026	Decisions Notified

Te Tono ā-Ipurangi Applying Online

To apply, you must first register in [Te Pūahatanga](#), Te Māngai Pāho's online application system.

Please note that registrations can take up to three days to process, so we strongly encourage producers to register well ahead of the funding deadline.

Applications cannot be submitted until all required fields are completed. You can save your progress at any time and continue editing your application right up until the deadline.

Important: Only applications and supporting documents submitted through Te Pūahatanga will be considered 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.