NEW MEDIA FUNDING

Operating Framework

30 June 2015

CONTENTS

Introduction

E ngā mana, e ngā reo, koutou e kawe ana ngā ingoingo reo o rātou mā, tēnā rā tātou. Ngā mihi maioha ki a koutou katoa e mahi pūtohe ana i ō koutou ake kōkona o te motu kia kōwhekowheko ai ō koutou ake reo. Mauriora!

In 2008 the Broadcasting Act was amended to provide Te Māngai Pāho with the authority to make funds available for transmitting on demand and the production of content for transmitting on demand.

Over the past four years Te Māngai Pāho has undertaken considerable research into the appetite for New Media and has also made several small amounts of funding available for digital content and innovation initiatives.

Te Māngai Pāho considers it appropriate to provide stakeholders with more clarity in respect of future funding that it will make available for digital and new media initiatives and the criteria upon which that funding will be made available.

Now that Digital Switchover ("DSO") has occurred and essentially all production is 'digital' it seems inappropriate to continue to call non-traditional broadcast content 'digital'. Te Māngai Pāho has decided to use 'New Media' as a nomenclature to distinguish non-traditional broadcast initiatives from our more traditional broadcast funding initiatives.

This Operating Framework is our first attempt at providing some more structure to the New Media interventions Te Māngai Pāho supports. It is our hope that our content producers and other stakeholders will find it useful. It is our intention that, in association with key stakeholders, we will review this operating framework towards the end of the financial year. Any adjustments considered necessary will be made for the next financial year.

Purpose of the Operating Framework

The Operating Framework sets out the key criteria by which Te Māngai Pāho will provide funding for the production and distribution of content in the New Media space. Specifically, it details:

- some background on the emergence of the Funding

- the high level goals Te Māngai Pāho has for the Funding

- specific objectives to which the Funding will contribute

- the application process including:

  o the need to be a Registered Provider

  o the Māori Language objectives for the Funding

  o activities for which the Funding may be used

  o the assessment criteria and decision making process

  o the general terms and conditions and monitoring requirements

- the outcomes framework for the New Media Funding

Background

Te Māngai Pāho is a Māori language agency working in the broadcast, online and music sectors. Our role is to promote Māori language and culture by funding broadcasters, the producers of Māori language and Māori culture programmes and the producers of Māori music to create cost effective content for distribution on 'traditional broadcast' and other platforms to a variety of audiences.

While much of the content funded by Te Māngai Pāho is digitally produced and does find its way 'online', Te Māngai Pāho intends to focus its the New Media Funding more directly on the production of innovative Māori content for specific audiences and making sure that content is available via multiple channels and devices.

Our Vision (Tirohanga Whakamua)

Ahakoa kei whea,

Ahakoa āwhea,

Ahakoa pēwhea,

Kōrero Māori

Māori Language – everywhere, every day, in every way!

In many ways our vision is inspired; its relevance appears to grow with each day. Traditional broadcasting is undergoing significant change. As telecommunications and broadcasting converge traditional broadcast platforms have new competitors for audiences and revenue. In the last six months we have seen the launch of Netflix in New Zealand and Spark has introduced its online platform Lightbox. And there will be more.

Broadcasting is being replaced by narrowcasting, with individuals increasingly able to chose both what they consume and when they consume it. "Anywhere, anytime, and any device" has a familiar ring that sounds like a vision Te Māngai Pāho has been espousing for quite some time.

The increased focus of consumer activity on the internet and mobile content means that Te Māngai Pāho needs to provide opportunities for our best content producers to engage these new audiences. Now more than ever it appears 'Content is King'.

High Level Objectives for New Media Funding

Te Māngai Pāho has two high level objectives for New Media Funding.

- Whānau, hapū, iwi and Māori communities have increased access to innovative Māori content on diverse platforms and devices; and

- Māori content producers have increased opportunities to present Māori content to a range of New Zealand audiences.

Te Māngai Pāho believes that these objectives will be supported by providing innovative content producers, both emerging and experienced, with opportunities to experiment without the constraints imposed by the need to necessarily deliver to a specific broadcast audience. That is not to suggest that there will be less focus on audience. On the contrary, applicants will need to be able to clearly define the audience for their content and have a sound strategy for delivering the content to that audience.

The Specific Outputs for the New Media Funding

Te Māngai Pāho will allocate between $1 million and $1.5 million to New Media initiatives in the 2015/16 financial year. It is envisaged that the funding will allocated via two or three Funding Rounds with the first round likely to close in September 2015.

It is also envisaged that there will be three strands of funding each targeting separate outputs. Over the next few months Te Māngai Pāho will publish RFPs to provide more detail around both the specific requirements and assessment criteria for each funding strand. The RFP's will be published a minimum of three months in advance of the closing date for the respective funding strand.

The strands that have been identified are:

- Webseries

- New Content Producers

- Apps and alternative platforms

The Application Process

Registered Provider

Te Pūahatanga is the online funding portal that Te Māngai Pāho has developed for all of our funding activities. All applications for funding are required to be delivered via Te Pūahatanga. To access Te Pūahatanga applicants first need to become a Registered Provider. We encourage new applicants to become Registered Providers sooner rather than later and remind existing Registered Providers to make sure the information provided is kept current.

Māori Language Objectives

Te Māngai Pāho is a Māori language agency and all proposals will be required to include a coherent Māori Language Plan.

Our aim is for the initiatives we fund to be able to demonstrate a tangible impact on Māori language and Māori cultural outcomes.

In 2012/13 Te Māngai Pāho adopted the ZePA model and the Right-shift approach. The ZePA[1] model highlights how Right-shifting the position of an individual from Zero to Passive to Active can strengthen the position of the language within society. Te Māngai Pāho also operates a purchasing framework that focuses our purchase and funding investments on those audiences among whom we are most likely to realise some appreciable Māori language outcomes. This includes providing:

- *Fluent* speakers with an environment that helps the language endure in their everyday lives across all of the domains in which they are active

- *Second Language Learners* with the programming which supports them in their efforts to extend their Māori language abilities

- *Receptive Audiences* with access to a mix of opportunities to reinforce their interest and encourage and challenge them to pursue their own Māori language goals.

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[1] Higgins, R. Rewi, P. (2014) *ZePA – Right Shifting: Orientation towards Normalisation* in *The Value of the Māori Language – Te Hua o te Reo Māori.* Higgins, R. Rewi, P and Olsen-Reeder, V. (eds), Ngā Pae o te Māramatanga Edited Collection Vol. II, Wellington: Huia.

Applicants should familiarise themselves with the ZePA model, the purchasing framework, Te Māngai Pāho's high level Māori language objectives and the language planning guidelines available on our website. www.tmp.govt.nz

Audience Objectives

It is important that applicants clearly identify the target audience for the content or platform they are seeking funding for. It is equally important that all proposals include a comprehensive strategy for delivering that content to its audience(s). Where possible and appropriate it is recommended that applicants collaborate with an established distribution channel, preferably one that is prepared to contribute cash and/or resources to the marketing strategy.

Applicants should be aware that it is not enough to simple say that the content is going to be available on: YouTube; my facebook page; or my website. There will need to be convincing evidence that the target audience will find it wherever it is to be posted.

Assessment Criteria

More specific assessment criteria will be published with each RFP, however the key criteria that applications will be assessed against will include:

- Is this an innovative Māori-centric idea

- The degree of originality

- The proposed Māori language outcomes and the ability to measure them

- The appropriateness of the target audience and the quality of the marketing strategy for the initiative.

- The cost effectiveness of the initiative – including third party finance

Decision Making Process

All proposals will be assessed by a suitably qualified panel of assessors. The panel will make recommendations to the Board of Te Māngai Pāho and final funding decisions will be made by the Board of Te Māngai Pāho.

General Terms and Conditions

Each RFP will include more detail around the terms and conditions specific to that particular funding strand however applicants should be aware that:

- In order for applications to be considered, Applicants must first complete the online Registered Provider process to gain access to the application dashboard for any funding round.

- Key 'compliance' information from your Registered Provider data will automatically populate your Funding Application and therefore Applicants will only need to complete the online application form and upload all of the components of their proposal before the published deadline. It is important that Registered Provider information is kept current.

- The online application form will have areas for Applicants to upload some components of the proposal as separate files: pdf, excel, word, audio and video.

- A Budget Summary will be provided as an online form to be completed. Applicants will also be required to upload a detailed budget.

- Proposals should be a 'selling document' and provide a succinct and compelling description of your project so as to hold an assessor's interest. In particular Te Māngai Pāho will be interested in the:

  - quality of the idea;
  - audience for both the idea and 'Right shifting';
  - quality of the language plan and the planned language outcomes;
  - ability and commitment to measure and report on those outcomes.

- In a contestable and competitive environment, the creativity and overall quality of the proposal may be a deciding factor; in particular, because of Te Māngai Pāho's focus on language outcomes, the quality of the language plan and the ability of the Applicant to demonstrate a wider commitment to develop its capacity to support the revitalisation of the Māori language will be vital.

- Te Māngai Pāho reserves the right to approve all Key Personnel at the contracting stage.

- Applicants will not be able to 'SUBMIT' their proposal until all required fields have been completed so please do not leave it until the last minute.

Contracting and Monitoring Requirements

Successful applicants will be required to enter into a contract in the standard form used by Te Māngai Pāho. No funding will be released until such time as the contract is fully executed.

Each contract will contain specific payment milestones with reporting requirements linked to the payment milestones.

Progress reports will typically include:

- Narrative description of the progress of the project

- Specific outputs provided

- Tracking against budget

- A specific report against the Māori language objectives

- Progress against other outcomes identified in the application

- Identified risks and mitigations.

The Outcomes Framework for New Media Funding

Vision	Ahakoa kei whea, Ahakoa āwhea, Ahakoa pēwhea, Kōrero Māori! Māori language – everywhere, every day, in every way!

↑

Major Outcome	Whakanuia ai ngā tāngata e kōrero Māori ana me te reo e kōreretia ana, whakanuia ai hoki te māramatanga i ngā tikanga me ngā tirohanga Māori ki Aotearoa puta noa. More people speaking more Māori and a greater awareness of Māori values, practices and views within Aotearoa.

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Intermediate Outcomes	Whānau, hapū, iwi and Māori communities have increased access to innovative Māori content on diverse platforms and devices	Māori content producers have increased opportunities to present unique content to a range of New Zealand audiences.

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Te Māngai Pāho New Media Strategies	Enable talented content producers to find new audiences	Provide innovative Māori creatives with the opportunity to express themselves	Māori content is available on diverse platforms

↑   ↑   ↑

2015/16 Priorities for New Media	Funding for a minimum of 5 new Webseries	Funding to a Minimum of 5 new content producers	Funding for up to 5 new mobile Apps or platforms