NZ Media Fund:

Content Development Funding

Purpose

1. This paper sets out the details of development funding for new content available from the Scripted and Factual streams of the NZ Media Fund.

Introduction

2. Development funding helps content makers structure a concept; for example to develop treatments and scripts. It is primarily allocated to drama and animation projects, because these are high cost, high risk genres where more certainty is required before production funding can be considered. Development funding is occasionally allocated to complex factual series that require significant research to test whether there is adequate material available to tell the story.

Types of Development funding

3. There are two content development funding pathways:

   ▸ Our preferred route is with the support of a commissioning platform secured by the producer. We generally require the platform to match our contribution and contribute to development costs on a 50/50 basis.

   ▸ To extend the range of potential ideas, especially for audiences less well-served, a limited amount of funding is available via our Diverse Development Initiative. For successful applications NZ On Air will contribute up to a maximum of $25,000 for a single round of development for a project that is seeking a platform. You can see further information on this initiative here.

4. Producers can contribute cash and/or resource to both types of development applications.

Development proposals

5. Development funding is relatively modest so we do not expect your application to be lengthy. Your proposal should include the following:

   ▸ Project description: An overview of your project and what you want to do

   ▸ Proposed format: Is this a one-off or series? What duration?

   ▸ What is the proposed style/treatment of the content?

   ▸ Who are the key development personnel? Producer, researchers, writers, others?

   ▸ Who is the primary target audience, how is this content relevant to them, how will they access it if it is made?

   ▸ What are the deliverable materials: e.g. treatment, scripts, story arcs, character backgrounds etc

   ▸ Budget. How much do you need, for what, and who else is contributing?

How will we assess development applications?

6. Development applications will be assessed using the same three-step process we use for Scripted and Factual production applications. See here.