

# NZ Media Fund:

## Information for commissioning platforms



### A. Purpose

1. All applications to the NZ Media Fund must be able to confirm the platform where the content will appear. This maximises the likelihood of funded content being completed and found by an audience.
2. These guidelines are to assist qualifying commissioning platforms<sup>1</sup> that are offering support for content applications. In an environment where there are more applications than available funding, we want to show you how we will assess applications.

### B. Introduction

3. NZ On Air's funding strategy is founded on core public media principles. These include enriching the New Zealand cultural experience, improving diversity of media content in many forms, ensuring content is accessible, strengthening community life, and promoting informed debate. Our publicly-funded content may entertain and it will add cultural value.
4. For more detail on the strategy which underpins the NZ Media Fund please read the [Funding Strategy](#).
5. We also issue an information and expectations document to assist funding applicants. Please read the information sheet for applicants [here](#).
6. Here are the [funding round deadlines](#) for 2017/18.

### C. General expectations

7. We suggest you consider these over-arching questions when considering your support for a content proposal:
  - Is the level of cash you are offering to the production budget adequate in a contestable environment?
  - Do you have a strong plan to reach the intended audience?
  - Are you confident the production team is skilled and experienced enough to execute the project to a high standard?
  - Have you got effective commissioning processes in place to provide good oversight?
8. We expect that funded content will be free to watch or listen to very early in the beginning of its life. We prefer free-access first-run where possible but may make exceptions depending on the strength of the cultural and business case and provided free access forms a fundamental part of the proposal.
9. Following the original licence agreement we expect that funded content will still be easily accessible.

### D. Co-investment from commissioning platforms

10. Co-investment is important both because it shows market interest in the application, which adds to the likelihood of success on release, and also because reducing the request from us allows us to support more applications.

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<sup>1</sup> These are, generally speaking, a broadcast or online platform which:

- can already attract a significant audience
- will offer free access to funded content
- will generally offer an adequate financial investment in a content proposal; and
- can show a track record of or plan for a sustained commitment to New Zealand content.

11. A strong level of platform co-investment is prized; other appropriate co-funding sources will be considered. Projects seeking 100% NZ On Air funding will only be successful in special circumstances so applicants should discuss this with us prior to submitting their application.
12. Co-investment will take one or more of the following forms:
  - ▶ *Platform cash contribution to the production budget*  
Our preferred option. The level of contribution will be part of our assessment and will influence our funding decision.
  - ▶ *“In kind” or non-cash platform contribution to the production budget*  
This type of contribution may also be considered as co-investment if it is a genuine contribution to the production budget by providing necessary resources or services that are appropriately costed.
  - ▶ *Third party cash contribution to the production budget*  
Appropriate sponsorship or other third-party funds secured by the producer are also eligible co-investment.
13. We expect all platforms to provide extensive promotional support for projects they support for funding. The extent and value of any promotional activity will be an important consideration in assessing applications but will not be considered a replacement for a production budget contribution.

## E. Platform registration and project confirmation

14. Please ensure your platform is registered in our online applications system, Eric, well before the funding deadline. Go to [funding.nzonair.govt.nz](https://funding.nzonair.govt.nz). Registration is a one-off process that provides us with general details about you and prevents future administrative duplication for both you and us.
15. We recommend platforms have a single point in the organisation to coordinate and authorise support for applications to NZ On Air. We do not guarantee that we will be able to contact a platform about discrepancies, and incorrect or incomplete information may adversely affect a funding application.
16. Platforms must formally confirm support for each project when nominated as a distribution platform by an applicant. One platform nominated by the applicant will be the primary commissioning platform.
  - ▶ Primary platforms will confirm their commitments online via Eric. This replaces the previous broadcaster commitment forms.
  - ▶ Other platforms that have confirmed involvement will provide written confirmation to the producer prior to deadline so they can upload them with their application.
17. After logging in to Eric, platforms will be able to access a list of applications from the dashboard, that cite them as the primary platform. They will be able to review the details of those applications.
18. Primary platforms will be asked to verify all these applications and to confirm their contribution through Eric. **We will need this verification within three working days of the deadline closing.**
19. Platforms will warrant that all information they provide to us is complete and accurate as we may rely on it.
20. We both agree to take reasonable steps to protect the other’s confidential information. Our obligation to protect confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions

## F. Platform audience data required

21. As part of our business case assessment of content applications we will consider the supporting platform’s ability to attract an audience and how this aligns with the target audience of the project.
22. If the platform is a channel included in the Nielsen ratings system, or the industry-approved radio survey, we will use this data to obtain channel performance information. You are welcome to provide additional data.
23. If the platform is an online or niche channel, we will ask for information about key audience(s), the viewer/listener profile and reach, data collected about the audience, and how the platform markets and promotes to them. We will ask for this information as part of platform registration with Eric.

## G. The fine print

24. The following standard terms and conditions apply to funding applications. In submitting an application applicants are deemed to have read, understood and agree to be bound by these terms and conditions:
  - 25.1 they must bear all of their own costs in preparing and submitting their application
  - 25.2 they represent and warrant that all information provided to us is complete and accurate
  - 25.3 we may rely upon all statements made in the application
  - 25.4 we may amend, suspend, cancel and/or re-issue any guidelines at any time
  - 25.5 we may waive any irregularities or informalities in the application process
  - 25.6 we may seek clarification of any proposal and meet with any applicant
  - 25.7 we will not seek clarification of all proposals or meet with all applicants
  - 25.8 we are not bound to accept any application
  - 25.9 they will not submit in the application any data that breaches any third party right (including intellectual property rights and privacy rights) or is objectionable, incorrect or misleading
  - 25.10 we both agree to take reasonable steps to protect the other's confidential information
  - 25.11 they acknowledge that the nominated commissioning platform will be able to access their full application for the purpose of verifying support
  - 25.12 our obligation to protect confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
  - 25.13 there is no binding legal relationship between us and applicants: a successful application is only formally accepted if a funding contract is signed.

Thank you!

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